

# Tourism Tyne & Wear



Media Release: Wednesday 17 March 2010

For Immediate Use

## **Discover new heights in Tyne and Wear this British Tourism Week**

British Tourism Week 2010 kicked off this week (15-21 March) and to celebrate Tourism Tyne and Wear's Discover Pass is back and jam-packed with more fantastic deals.

Now offering more than 60 discounts, users can save in excess of £300 on entry to attractions including Blue Reef Aquarium in Tynemouth and Dunes Adventure Island in South Shields, more than twice the savings available in 2009.

To coincide with the Discover Pass re-launch attractions from across Tyne and Wear have teamed up to give residents and visitors the opportunity to Discover the wide variety of organisations taking part this year

Newcastle Climbing Centre, the National Glass Centre in Sunderland and Gibside in Gateshead have come together to offer a weekend of opportunities for visitors to try something new, win Discover Passes and on-the-spot prizes including complimentary entry to a range of attractions across the area.

Mark Goodings from Newcastle Climbing Centre said: "For a small relatively new company like ours Discover is great for giving people the opportunity to try something new without breaking the bank. Since opening our doors a year ago this week we've had a range of visitors, and we're keen to show those people who might not have

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tried climbing before how easy it can be with our range of climbing walls suitable for both beginners and professionals.”

On Saturday 20 March, Newcastle Climbing Centre will be hitting the road and taking its portable wall out to Sunderland's National Glass Centre (11am-2pm) where visitors will be given the opportunity to give climbing a go for free and win Discover Passes as well as additional prizes including family entry to the Life Science Centre in Newcastle and tickets to see *Me and Me Dad* at the Customs House in South Shields.

The wall will be on the move again on Sunday 21 March when it will be taking up residence at Gibside 18<sup>th</sup> century landscape gardens in Gateshead (11am-2pm). The National Trust property will be opening its doors this weekend free of charge, along with fellow National Trust attractions Souter Lighthouse in Whitburn and Washington Old Hall, as part of the week long celebrations and events taking place across the UK for British Tourism Week.

4280 passes were sold in 2009, an increase of 19% on 2008 when the pass was first released highlighting the popularity of days out at home over the last year and showing great value days out in Tyne and Wear are more popular than ever.

Head of Tourism at Tourism Tyne and Wear, Cath Hindle, said: “We’re really excited by the response we’ve had from attractions this year. So many of last year’s participants have continued to show their support by offering even better discounts to Discover Pass users and we’re delighted to announce that more than 20 new attractions have also signed up.

“Tyne and Wear is such a diverse destination and the Discover Pass is a great tool for allowing visitors and residents to experience the breadth of things to do in the city, countryside and at the coast without it costing a fortune.”

The Discover Pass costs just £2 and is available from Tourist Information Centres and online at [www.discoverpass.co.uk](http://www.discoverpass.co.uk)

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### **Discover NewcastleGateshead**

Newcastle Climbing Centre – two for the price of one on taster sessions

Gibside – buy one get one free entry

Seven Stories Centre for Children's Books – free child with adult

Namco Funscape, Metrocentre – buy one get one free bowling

### **Discover Sunderland**

Washington Old Hall – kids go free

WWT Washington Wetlands Centre – buy one get one free entry

National Glass Centre, Throwing Stones Restaurant – free drink with food purchase

Down at the Farm – free adult with child entry May-July, 20% off weekends and school holidays

### **Discover South Tyneside**

Customs House – concession prices for pass holders

Dunes Adventure Island – two for the price of one bowling and soft play

Souter Lighthouse, Whitburn - free child with adult

Ocean Beach Pleasure Park - £25 worth of riding tickets for £15

### **Discover North Tyneside**

Blue Reef Aquarium - two for the price of one on entry

Tynemouth Priory and Castle – kids go free

Segedunum Roman Fort - buy one get one free entry

Boardskillz, Stand-Up Paddle Boarding - £50 family SUPer saver, 2 adults and 2 Children

*Image: Mark Goodings from Newcastle Climbing Centre and Ruth Hall from the National Glass Centre, Sunderland take to the wall in preparation for the weekend's events.*

Ends

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## **Notes to Editors**

- Tourism Tyne & Wear is the Area Tourism Partnership (ATP) for Tyne and Wear.
- The partnership is made up of key stakeholders involved in delivering, developing and promoting the visitor experience in Tyne & Wear and is supported by Newcastle City Council, Gateshead Council, Sunderland city Council, South Tyneside Council and North Tyneside Council, and NewcastleGateshead Initiative.
- Tourism Tyne & Wear is a key partner in the Tourism Network North East. Along with the ATPs in Durham, Northumberland and Tees Valley and the tourism team based within One North East.