

## All aboard for the 2012 Olympic Games

Passengers arriving at Bournemouth International Airport who step aboard the newly launched Bournemouth Airport Shuttle won't find themselves greeted by an ordinary bus driver but welcomed aboard by an 'ambassador' for the county. For Tim Sanders, the Managing Director of the new A1 Bus Service and more established minibuses operation Discover Dorset Tours, recognises the business potential the 2012 Olympic offers and is taking advantage of free training courses to make sure his team are geared-up to the challenge.

"Our ambassadors are the first point of contact for international guests, they have a responsibility to create that fantastic first impression and it's our responsibility to make sure they have the training to fulfil that role."

The 'Welcoming our World' courses are being rolled out by Dorset New Forest Tourism Partnership as part of the 2012 Customer Care Campaign, funded by the Learning & Skills Council and the European Social Fund, and are available to the hospitality, tourism and retail sectors. So far Tim has sent 4 employees on the 'Welcome All' course, 5 employees on the 'Welcome International' course and has himself been on the 'Welcome Management' course with his marketing manager.

"Our people have come away feeling empowered and appreciated, they see their role as a career and not just a job. The courses are interesting and well thought-out and can provide a framework to ensure you are up to speed on a number of issues from complaint handling to meeting expectations."

As a man who introduces visitors to the Jurassic Coast World Heritage Site, Stonehenge, Salisbury, the New Forest National Park and Bath, Tim is passionate about leaving a lasting impression.

"Creating a legacy is critically important to the local economy, we've a hugely rich environment which could well become known as the gateway to Southern England. People looking for that quintessential English experience will find it here and we want to make sure they pass that information on and have a desire to return."

To find out more about access to free 'Welcoming our World' courses please visit [www.dorsetnewforest.org](http://www.dorsetnewforest.org) or call 01202 451151.

For more information on Discover Dorset visit [www.discoverdorset.co.uk](http://www.discoverdorset.co.uk)

For more information on the Bournemouth Airport Shuttle visit [www.bournemouth-airport-shuttle.co.uk](http://www.bournemouth-airport-shuttle.co.uk)

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### **Notes to Editors:**

The 2012 Customer Care Campaign, funded by the Learning & Skills Council (LSC) and the European Social Fund (ESF), is called 'Welcoming our World' – WOW for short – and aims to raise awareness of the importance of how, as a region, we meet and greet global visitors. Through free short courses in customer service delivery, front of house skills and team management, businesses are being invited to contribute to the 'WOW Factor!' through positive visitor experiences.

### **Dorset New Forest Tourism Partnership**

Dorset New Forest Tourism Partnership has delivered business and skills development for the tourism industry in the sub-region since 1996.

It has secured more than £5m external funding to promote and help develop performance and skills in this sector. The Partnership also manages the Dorset Retail Skillshop which delivers training and support services to the retail sector.

### **The Learning and Skills Council**

The LSC exists to make England better skilled and more competitive.