Visit Northumberland Conference 2026
Holiday Inn, Gosforth Park (Seaton Burn) Tuesday 10th February.

Running Order

Time	Event	Description
09:30	Delegate arrival	Tea, coffee and networking
10:00	Conference Opens	Welcome from Andrew Fox, Chair of Visit Northumberland
10:15	Session 1	**Tourism – The Current Picture** A look back at a full and active year for Visit Northumberland and what it has delivered for partner businesses. Hear how your business has benefited from national and international exposure through VisitBritain and VisitEngland marketing campaigns, product development and amplification activity.
11:35	Comfort Break	
11:50	Session 2	**Accessibility – Don't fear what you don't know.** Join Ross Calledine, Accessibility and Inclusion Lead at Visit England, as he breaks down accessibility in a clear, practical way. Discover why becoming more accessible makes good business sense, how small changes can have a big impact, and where to start with confidence.
13:00	Lunch	An opportunity to network and speak to suppliers over this one-hour lunch break.
14:05	Session 3	**Panel session - The Delivery of Visitor Economy Ambitions** As the regional visitor economy evolves and a potential visitor levy approaches, this panel explores the implications for Northumberland and its businesses. Drawing on learning from the Destination North-East DDP pilot, speakers discuss Northumberland's role in regional conversations, the benefits of stronger collaboration, and how future levy funding could support growth, innovation and long-term value across the wider region.
14:45	Session 4	**AI for your Tourism Business** Discover practical AI you can use immediately, from guest communications and marketing to planning and productivity. This hands-on session demystifies prompts and tools, sharing real examples for hospitality and attractions. Leave with simple, actionable ideas to save time, boost bookings and future-proof your business.
15:45	Closing remarks	Andrew Fox brings the Visit Northumberland Conference to a close
16:00	Coffee & Networking	