

Analysing your product

I = Interviewer, J = Jean

I: Jean, what would you say the strengths of the NewcastleGateshead product are?

J: I would say we have three main _____ the strongest of which is the people that

live here. They're very proud of their origins, and of the North-east, and they show it to the _____. Another strength is the place because we're surrounded by wonderful countryside and areas that are very _____

I: And your third strength?

J: A third strength is that we've also got two very vibrant cities. We've got the old parts

of Newcastle - the castle and the area around Grey Street, and on the Gateshead side we've got some fabulous new _____ such as the Gateshead Millennium Bridge and the Baltic. An excellent product showing the old and the new together.

I: And you've got the Sage, of course.

J: We've got the new Sage Gateshead, which is a home to music, musical discovery, and education, too.

I: OK, fantastic. How about _____ for the city ? for the cities?

J: For the cities. Well, we call NewcastleGateshead a destination. Our airport has grown massively over the last _____ months. That gives us many _____ to speak to new markets, to bring people from outside the UK into NewcastleGateshead.

I: A threat?

J: We have a threat with regard to the perception that people have of the Northeast. They see the area as quite an Industrial place, which in reality it isn't at all, so we do have to change that perception.

I: Right.

J: So the perceptions in the UK, I would say is our main threat

I: A major weakness?

J: A major weakness? Well, all the other cities in the UK, such as Bristol and Birmingham and Manchester, all these cities are using the same product concept, which is the Vibrant European city. And it's all very much the same offer, so that's a major weakness.

I: Any other weaknesses?

J: Another weakness would be the number of _____ we have. If you think about

the city of Glasgow in Scotland, they have got fifteen thousand bedrooms in the city.

We have just over five thousand, so it's very difficult because sometimes the hotels are full, so that's a _____ problem for us.

I: But that's a weakness which is the result of so many people wanting to visit NewcastleGateshead, isn't it? I mean, it's a weakness because of your success in _____. surely?

J: Yes. It is really.

I: Well, that's a nice weakness!