



Go North East's Big Days Out campaign has proven a hit with local families

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North East families choose the bus for Big Days Out

A new family-focused summer holiday campaign which offers discounted travel and money-off top North East destinations, is driving passenger numbers at Go North East.

The award-winning bus company, launched its first [Big Days Out](#) campaign on July 21st. In partnership with regional attractions including Beamish Museum, the Life Science Centre in Newcastle and Durham's Gala Theatre, families purchasing a family day ticket, are enjoying discounted travel^[1] and deals including reduced admission prices, kids eat free and free entry.

Running until the end of the summer holidays (4th September), the Go North East initiative has boosted family ticket[2] sales by over a third, when compared to 2016. The bus operator's dedicated Big Days Out website landing page has also enjoyed over 1,000 unique visits each day – with visits peaking on Fridays.

Feedback from passengers has been positive, across social media and on-board Go North East's buses, with one commenting: "I was surprised that the family tickets were just £10 when we went to Beamish yesterday! Two adults, three kids (plus one infant) – can't complain at that."

"We know it can be difficult to find things to do with the kids during the summer holidays, so we wanted to help," explains Stephen King, head of commercial and retail at Go North East.

"No matter the weather, Big Days Out gives families the option to travel the region and visit some of our great attractions, without breaking the bank. And, for many families, jumping on the bus is part of the adventure."

A full list of the Big Days Out deals is available on Go North East's website and includes a helpful journey planner, detailing the best services to hop on.

Stephen concludes: "We've taken away the stressful planning stage for parents and with contactless payments across our whole network too, using the bus has never been easier."

For more information, visit www.gonortheast.co.uk.

[1] Big Days Out Family Day tickets are £10, compared to the usual price of £13

[2]Week ending 5 August 2017 - 34.9% increase on the same week last year.

[Go North East website](http://www.gonortheast.co.uk)