



Go North East's family ticket enables a family of up to five people to travel all day, for just £10 with the mobile app

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## Newcastle tops charts as shopping, night out and sightseeing destination

**Enjoy a spot of retail therapy, like a few drinks in the city or more of a culture vulture? Whatever your passion, according to a recent study, Newcastle is one of the most loved tourist hotspots for Brits to indulge all three!**

In the survey by [City Breaks in Newcastle\\*](#), 37% of voters agreed the toon is great for shopping, group holidays (27%) and as a cultural city break choice (25%).

And with excellent transport links, Go North East is not surprised to hear the city takes the lead again. “Newcastle has long been renowned for its party spirit but in recent years it has also been recognised for several other qualities including being the [happiest place to live](#), its friendliness, [hidden gem eateries](#) and for its proximity to the region’s award-winning coastline,” explains Stephen King, head of commercial and retail at Go North East.

Stephen adds: “We have a range of day tickets including our popular family ticket which enables a family of up to five people to travel all day, for just £10 with our mobile app. Plus, we have great partnerships with many the region’s attractions and destinations, many of which offer our customers discounts on entry and refreshments with their bus tickets. The success of these partnerships is evident in our recent North East Tourism Award, which we won at the end of last year for inclusive transport.”

Go North East’s ongoing strategy to brand its core routes with brightly coloured local names such as the Angel, the Coaster and See it Do it Sunderland helps the region’s 460,000 annual visitors, and its residents, to travel easily around the North East.

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[Go North East website](#)