

**NEWS RELEASE  
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**Tourism business rides a welcome wave**

Sussex-based Wave Leisure has invested in leading edge customer care training for their front line staff to offer world-class service and welcome to their customers.

Wave Leisure is gearing up for the coming season by putting staff through the acclaimed Welcome Host Plus customer care courses in a joint partnership with Tourism South East.

Successful participants from across the group's six centres in Sussex were presented with certificates by Tourism South East Chief Executive Mike Bedingfield today, 'There are both exciting and challenging times ahead for our region's tourism industry. 'With 2012 fast-approaching we need to prepare our businesses to welcome the world and our specially-tailored training programmes help businesses keep one step ahead of the competition. Wave Leisure has already seized the initiative so that they are ready to benefit from future opportunities.'

Peter Crowley, Managing Director of Wave Leisure said, 'As one of Sussex's most proactive leisure trusts, we work hard to engage with and invest in our employees so that the local community and stakeholders can benefit from our success. It is crucial for us to deliver great customer experiences as part of our overall business strategy.'

More information about Tourism South East's training programmers can be found at [www.tourismtrainingsoutheast.com](http://www.tourismtrainingsoutheast.com)

More information about Wave Leisure can be found at [www.waveleisure.co.uk](http://www.waveleisure.co.uk)

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For further information contact: Hannah Payne on 02380 625471 or email [hpayne@tourismse.com](mailto:hpayne@tourismse.com)

## **Note to Editors:**

### **Tourism South East**

Tourism South East is the official tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.

### **Wave Leisure Trust Ltd**

The Wave Leisure Trust Ltd is a registered charitable company limited by guarantee. In their third year of trading they manage six facilities for one local authority and two schools across East Sussex.

The charity is experienced in the management of all community leisure aspects of sports and recreation services and activities, such as leisure centres, swimming pools, health and fitness suites and athletics tracks, as well as associated activities.