

# Visit York 4 meetings

[visityork4meetings.com](http://visityork4meetings.com)

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## NEWS RELEASE

### Visit York business tourism boost

Visit York, the city's official tourism agency, has today launched a new business tourism brand:

**Visit York 4 Meetings.** The re-brand is part of Visit York's new plans to create a stronger and more coherent marketing campaign to boost conference and events bookings to the city.

Laura Freer, Business Tourism Manager at Visit York 4 Meetings, said: "The re-brand is part of our dedicated strategy to boost business tourism in the city, providing greater profile for our fantastic venues which range from the striking Chapter House of York Minster and 5\* Cedar Court Grand Hotel & Spa to smaller venues like the Hospitium or Bar Convent Conference Centre.

"The Visit York 4 Meetings team have an unrivalled knowledge of York and the surrounding area and, as well as being able to provide a complimentary venue finding service, deliver accommodation bookings and produce bid-documents, we have a passion for ensuring conference organisers find the right venue to suit every event and budget."

The changes will also see the first ever 'Visit York in London' meet the buyer event, aimed at attracting conference buyers from London and the South, as well as a number of international business tourism marketing opportunities in partnership with Visit England. Other projects the Visit York 4 Meetings team are working on include the Conference Ambassador Programme with 30 Ambassadors on board, a dedicated sales day working with York venue sales staff to drive business conference bookings to the city and a programme of exhibitions and workshops promoting York's conference venues.

Gillian Cruddas MBE, Chief Executive of Visit York, added: "Already 2012 is set to be a great year for York. The city secured the title of 'Britain's Most Beautiful City' and 'Best Gastro Destination in Britain'.

"As a city, you don't get more diverse a range of conference venues than in York. Plus, conference delegates have the added bonus when booking a meeting or event in the city of enjoying an award-winning leisure destination where they can experience the very best visitor attractions, theatres, restaurants and festivals. York will always add value to a delegate's experience and Visit York 4 Meetings will take that message to a national and international audience."

The newly launched business tourism brand and marketing campaign will complement Visit York's robust leisure marketing campaign; '2012 – Time to Visit York', which is already having an impact on holiday bookings to the city for the summer.

Visit York 4 Meetings will continue to work closely with the City of York Council, Welcome to Yorkshire and Visit England.

**For further information about organising a conference or event in York call Visit York 4 Meetings on 01904 554653 or visit [www.visitork4meetings.com](http://www.visitork4meetings.com)**

**-Ends-**

### **Notes to Editors:**

- **Visit York** is the official business tourism body for York, representing over fifty quality conference venues. Its aim is to firmly establish York and its surrounding area as a leading business tourism destination and to increase the value of business tourism to York. Visit York is supported by the City of York Council, has a private sector membership of over seven hundred businesses and works with Welcome to Yorkshire and Visit England.
- **Visit York 4 Meetings** has an unrivalled knowledge of conference venues in York and the surrounding area. The team offer a FREE service to include assisting conference organisers with venue placement, delegate accommodation bookings, and partner programme options.
- York is easily accessible from all parts of the UK, less than 2 hours from London and Manchester, 3 hours from Scotland, 2.5 hours from Birmingham by rail and within easy reach of 5 international airports.
- York is unique in offering a diverse range of conference venues from the 1400 seated Barbican Centre to the Chapter House of York Minster.
- Business tourism in York generates a total of £203 million annual income for the city

For a free image bank visit [www.visitorkimages.co.uk](http://www.visitorkimages.co.uk)

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