

Welcome to Yorkshire

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Coastal conferencing gets a helping hand

A new conference bureau has opened in Scarborough to help boost business tourism along the Yorkshire coast.

Shafiq Gunton has been appointed as business tourism coordinator for the new Scarborough Conference Bureau, which will form part of the Welcome to Yorkshire local area office.

Shafiq will proactively manage business tourism for Scarborough, Whitby and the surrounding area, working closely with the different conference venues along the coast, helping to raise the profile of the area as a conference destination.

Shafiq Gunton said: "I'm really pleased to be overseeing business tourism along the Yorkshire coast. Our aim is to promote places like Scarborough and Whitby as the perfect destination for holding a conference or business event as well as raising the profile of the Yorkshire coast.

"It might come as a surprise to some people how well equipped the coastal towns are for conferences, and I'm really excited about bringing the coast to the forefront of business tourism."

Gary Verity, chief executive of Welcome to Yorkshire, said: "It is fantastic that we have someone working directly with the conference venues along the coast.

"Scarborough and Whitby are hugely successful leisure tourism destinations and we are hoping to promote the area as a place for business tourism too."

Previously, business tourism for Scarborough had been managed under York and Scarborough Conferences and although the two bureaux are now independent they will continue to work together alongside existing conference desks.

**For further information about organising an event call Discover Yorkshire Coast Business on
01723 384368 or 01723 383636**

Visit website www.discoveryorkshirecoast.com

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Image attached: Caption:

Editors' Notes:

- **Discover Yorkshire Coast Business** is the official business tourism body for the North Yorkshire Coast and Countryside
- **Discover Yorkshire Coast Business** is supported by Scarborough Borough Council and Welcome to Yorkshire

For further information please contact:

Charlotte Lumley – Welcome to Yorkshire

Email: clumley@yorkshire.com

Direct Line: 0113 322 3507

Mobile: 07769 257 327

Shafiq Gunton - Discover Yorkshire Coast Business

Email: Shafiq.gunton@scarborough.gov.uk

Direct Line: 01723 384368

Mobile: 07792 308993