

PRESS RELEASE

14 May 2013

VisitYork4Meetings to target international buyers at IMEX

Following the success of its inaugural York Minster to Westminster event, **VisitYork4Meetings** – the business tourism arm of **Visit York** – will next be targeting global incentive travel, meetings and events business at IMEX Frankfurt (21st to 23rd May).

IMEX is a worldwide exhibition which attracts more than 4,000 hosted buyers from over 60 countries. VisitYork4Meetings are attending as an official partner of Visit England and will be representing York's strengths as a business destination, with particular focus on the stand's 'Science and Innovation' theme.

Laura Freer, Marketing Manager (Business Tourism), said:

"The 'Science and Innovation' theme really plays to York's strengths. York is a world leader within bioscience, with around 130 organisations in the field, we are also at the forefront of the world's fast paced IT and digital sector, and increasingly a key players in the flourishing professional and financial service industries all of which can potentially bring large international conference and events to York."

VisitYork4Meetings will be joined on-stand by Cedar Court Grand Hotel & Spa, York's first five start hotel, who are attending IMEX for the second time. International tourism – both business and leisure – is very important to The Grand with many global travellers looking for five-star and luxury hotels.

Louise Gee, Sales Manager at Cedar Court Grand Hotel & Spa, said:

"IMEX is a key event in the business tourism calendar for destination hotels like The Grand so we're very pleased that VisitYork4Meetings is such a proactive partner. It means we can work together to raise the profile of the hotel and the city amongst international corporates."

Exhibiting at IMEX is a part of Visit York's business tourism strategy which includes a number of other international business tourism marketing initiatives. In addition, further development of the Conference Ambassador Programme and a programme of national and international exhibitions promoting York for business, are all planned for 2013.

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Notes to Editors:

- **Visit York** is the official business tourism body for York, representing over one hundred 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.

- **VisitYork4Meetings** 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 £150.9 million annual income for the city

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