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For immediate release

LEEDS MEETING VENUES SHOWCASED TO NATIONAL BUSINESS EVENTS LEADERS

A delegation of senior events industry representatives visited Leeds today to learn about the city's growing success in attracting business visits and events to the region.

Members of the events industry's Business Visits & Events Partnership were given an overview of the city's impressive meetings and events venues by Jennifer Young, Head of Visit and Conference Leeds. The delegation also enjoyed a tour of unique business and cultural venues including Cloth Hall Court, the First Direct Arena and the Northern Ballet in the city's central cultural quarter.

Chair of the Business Visits & Events Partnership, Michael Hirst OBE said:

"Our visit has allowed many leading representatives of the major event trade associations in Britain to see at first hand the excellent range of venues and facilities available for staging major conferences, exhibitions and cultural events in Leeds. It has also given us an opportunity to learn how the Discover England and Northern Growth Funds have been used to develop the attractions of this thriving region and highlight further opportunities to grow the volume and value of events held in this wonderful city. We are incredibly grateful for the hospitality that has been shown to us and will be singing the praises of Leeds to our members as much as we can".

Jennifer Young, Head of Visit and Conference Leeds, said:

"We're delighted to host the Business Visits & Events Partnership and showcase the very best Leeds has to offer. Leeds is a city transformed; this visit couldn't come at a better time. We are now the 5th most popular conferencing destination in the UK and have jumped 149 places in the ICCA ranking to be in the top 10 cities in the UK. There's been some fantastic new developments including Cloth Hall Court and the new premium luxury Dakota Hotel and our cultural offer is second to none as we bid to become European Capital of Culture 2023. The city continues to grow in popularity for welcoming leading conferences and business events and I'm sure after today the delegation will appreciate why we have such impressive results."

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Notes to editors

About Business Visits & Events Partnership

The Business Visits & Events Partnership is an umbrella organisation representing leading trade and professional organisations, government agencies and other significant influencers in the business visits and events sector.

The BVEP exists to:



- garner the cohesive opinion of these stakeholders and to collectively influence and develop policies, practices and strategies that support and generate growth in the sector
- raise sector awareness through clear communications of the social and economic benefits of the business visits and events sector.

The Partnership seeks to provide a cohesive point of view for the entire business visits and events sector. The BVEP works with prominent sector leaders including its partners, government departments and agencies to influence and develop policies and practices favourable to the growth of business events, and trade and creative enterprise through business visits and events.

It has the support of the leading trade and professional organisations and government agencies with a shared interest in the economic benefit and growth of conferences, meetings, exhibitions, trade fairs, incentive travel, corporate hospitality, ceremonies, as well as other business, sporting, cultural and festival events.