



Press release

Why Devon means business at international conference showcase in 2011

Visit Devon and Conference Torquay will be attending the UK's leading event for event organisers, International Confex 2011, taking place at Earls Court, London from 1 – 3 March, and for the first time are bringing together a team of stand partners to showcase what the county has to offer the conference and event organising sector.

Conference Torquay, the Riviera international Conference Centre (Torquay), Dartington Hall (Totnes), Sandy Park (Exeter), Brend Hotels (of North Devon), and Event Exeter are all attending the three day show to promote the county. Exeter International Airport and First Great Western Trains are also offering support by sponsoring hospitality and the Visit Devon stand.

Rosie Bates, General Manager of Visit Devon said: "Bringing so many regional conference companies together to promote Devon is something we have been keen to do for many years now. Devon has so much to offer any type of conference, event or meeting, and with so many professionals together in one place we can't fail to get our message across and help put Devon on the national conference map."

A Visit Devon brochure has been created especially for the event promoting all aspects of Devon's conference industry including details of those attending as well as a selection of other venues unable to attend the exhibition but keen to reach a wider audience with information covering their facilities and services.

Barry Cole, Managing Director, Riviera International Conference Centre (RICC), and Chairman of Devon's Business Tourism Working Group comments: "This is something we have often discussed but have never been able to pull off for many different reasons. It is also a first for the RICC and Conference Torquay, as we have always taken a large area at Confex on our own.

"There are many reasons why we feel excited about this collaboration but most importantly for us it shows buyers the wealth of choice for conferences and incentive travel in Devon".

Devon offers a wide range of outstanding conference and event venues combined with excellent road, rail and airport links and Exeter based Warwick Corporate Events, a company that has worked with many of Devon's conference partners, has designed a vibrant, bright and attractive stand; a perfect showcase to push the message out to visitors interested in conferencing in Devon.

As the UK's leading event for event organisers; International Confex brings together people who organise any kind of event with providers of venues, destinations and event support services both in the UK and across the world. As the largest, most comprehensive event of its kind, Confex is the place buyers go to compare, contrast, source and select new venues and services.

For more information please contact Sarah James, T: 01803 206 303 or E/: sjames@ricc.co.uk.

For more information about Visit Devon, contact Rosie Bates, General Manager, T/: 01392 332828 or M/: 07854 952 352 or E/: rosie@visitdevon.co.uk or go to www.visitdevon.co.uk .

For further press information please contact:

Jane Adkins	T/: 01935 813114 M/: 07960 698089 E/: jane@aheadforpr.co.uk
Gail Livingstone	T/: 01823 252415 M/: 07767 055595 E/: gail@aheadforpr.co.uk

About Visit Devon

Visit Devon is the destination management organisation responsible for promoting Devon to the world. The organisation acts as a voice for tourism in Devon and its aim is simple - to increase the number of visitors to Devon by promoting the county as a year-round destination for business or leisure. The organisation brings together, adds value to and enhances the work and activities undertaken by the six Area Tourism Partnerships across the county. Visit Devon is committed to growing the tourism sector sustainably, increasing the skills within the industry, and raising the quality of the visitor experience. Visit Devon is a public-private partnership limited by guarantee. The not for profit company comprises nine member organisations including the six Area Tourism Partnerships (The Heart of Devon, Visit Plymouth, North Devon+, The Dartmoor Partnership, The English Riviera Tourist Board, and Visit South Devon, Devon County Council, The Devon Association of Tourist attractions (Data), and Devon Farms. Visit Devon is the trading name of Destination Devon Ltd September 2010 (Visit Devon 032)

About Conference Torquay

Conference Torquay is the local Conference Bureau, responsible for the marketing and promotion of Torquay as a conference destination.

The Bureau offers conference and event organisers professional advice and expert assistance on all aspects of conferencing and event planning in Torquay.

Torquay, on the English Riviera, offers a wide choice of conference and exhibition venues: from 1500 capacity, purpose built Riviera International Conference Centre; to a range of excellent business hotels. Visit: www.conferencetorquay.co.uk .

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