

HEY Conferences take exhibitions by storm

HEY Conferences have been out in force over the past month attending both the country's leading business exhibition - International Confex in London and the Northern Venue and Big Wow Show in Leeds, aiming to provide a boost to the area's economy.

Liz Neal, Business Tourism Officer at HEY Conferences, said, "The fact that Hull businesses had such a strong presence at this year's International Confex and Big Wow shows reflects the boom that the city is currently enjoying in terms of conference booking. We have seen nearly 20% growth on conference bookings through HEY Conferences from this time last year.

"This was our first year exhibiting at International Confex and we went to highlight Hull and East Yorkshire's superb facilities in the busiest market place in the industry."

Exhibiting along with the team from HEY Conferences were representatives from The Deep, Hull's iconic visitor attraction; Hull Trains who operate 7 daily direct services from Kings Cross; Forest Pines a premier conference venue and deluxe four star hotel and golf course, nestled in 190 acres of mature woodland; P&O Ferries who offer a unique conferencing experience onboard the deluxe ferries and The Village Hotel & Leisure Club set on the banks of the River Humber with spectacular views of the Humber Bridge, the hotel provides 6 purpose built conference suites.

International Confex is the largest event of its kind and attracts conference organisers from all over the country to come and discover new and exciting destinations for their events. The show in 2008 attracted over 14,000 visitors who organise nearly 100,000 events annually.

HEY Conferences promoted their partner venue and support services, including new venues such as the World Trade Centre Hull and Humber, offering meeting rooms with the highest quality bespoke Italian furniture, The Owner Hotel, Hull's new luxury boutique hotel and the Spa Bridlington, East Yorkshire's premier coastal venue.