

12 February 2010

PRESS RELEASE

Twenty10 brings business back

Hull and East Yorkshire (HEY) Conferences' very first venue exhibition, the *twenty10* showcase, held at the Guildhall in Hull earlier this week, proved a huge success in tempting event organisers to keep their business local and help bolster this region's economy.

Every year hundreds of thousands of pounds leak out of Hull and East Yorkshire's economy when businesses choose to locate events, training and/or conferences outside our region. HEY Conferences' *twenty10* showcase featured exhibitions from 37 top local venues and suppliers in a bid to encourage event organisers to look and book locally.

45 event organisers, conference coordinators and training providers from Hull and East Yorkshire attended this event to learn about the excellent meeting facilities on offer in this region, meet the HEY Conferences team and take advantage of their expert advice. Attendees were also treated to an exclusive behind-the-scenes tour of the Guildhall and the rare opportunity to have afternoon tea in the Lord Mayor's parlour.

Conference Sales Manager for HEY Conferences, Anna Lamb, said: "Twenty10 was specially targeted at businesses from within our region so we could persuade local firms to host their events in the same area they do business.

"The event proved very successful with a high turnout of local businesses; many of the delegates hadn't realised what this region had to offer and were pleasantly surprised to see the wealth of facilities available. Feedback from delegates and exhibitors has been very positive and we hope to see an impact on the number of events in the region this year as a result."

Andrew Pittock, Head of Strategic Development for the Goodwin Development Trust took advantage of the opportunity to showcase his venue at the event, he said: "HEY Conferences are working hard in an effort to not only bring business from outside area but encourage local people to stay local. This showcase was an opportunity to see the high quality, professional services on offer throughout the area and will hopefully become a highlight of the local business calendar."

Kristian Rumble of Hull University Career Services was there looking for a potential venue for an event, he said: The array of venues this region has to offer has given me real food for thought as I didn't know many of them existed. I am planning events this summer and the showcase has really helped me with that."

Lord Mayor of Hull, Karen Woods, said: "This event really showed how much Hull and East Yorkshire has to offer. Huge financial investment in developing our hotels and conference venues is taking place to enable our region to offer first class accommodation for any event at the same time as providing beautiful settings."

HEY Conferences have already generated a substantial increase in the value of this region's business tourism, attracting events worth over £1.5m for the region's economy in the first six months of 2009 – more than the whole of 2008.

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Notes to editors:

- Visit Hull and East Yorkshire is the official tourism body for Hull and East Yorkshire.

- Visit Hull and East Yorkshire is supported by Welcome to Yorkshire, Yorkshire Forward (Regional Development Agency), Hull City Council, East Riding of Yorkshire Council and the private sector. Yorkshire Forward funds Welcome to Yorkshire, which is charged with improving the Yorkshire and Humber visitor economy.

- Visit Hull and East Yorkshire is the driving force of the area's tourism industry. Key facts include:
 - Tourism is worth £615million to Hull and East Yorkshire's economy annually.
 - Hull and East Yorkshire's tourism industry supports over 12,000 full-time jobs.
 - There are over 12million day visitors to this region annually.

For further information please contact: Nic Markham, Visit Hull and East Yorkshire PR and Communications Manager, on 01482 486603 or Nicola.Markham@vhey.co.uk . For out of hours enquires please call 07545425218.