

# SOUTHPORT

ENGLAND'S CLASSIC RESORT

January 2011

## Changes Ahead for Southport

Following a year of record breaking successes for Southport Conferences, the convention bureau has announced a series of initiatives it will be implementing in 2011, designed to further extend its credentials and increase its profile in the business tourism market.

The North West coastal resort will begin with a campaign designed to maximise awareness of the conferences and events that are taking place in the town. Through on-going engagement with transport and service providers, residents and local media, they will not only increase the visibility of events but also emphasise the value of the business and requirements of business visitors.

In addition, to stress the continued importance of client loyalty to the area, the convention bureau will launch the Southport Members Club, a scheme designed to reward and encourage its regular bookers through added value and special offers.

Other plans for the resort will include a targeted focus on the incentive market utilising Southport's world class golf product and several environmental projects, following the success of its delegate bike loan scheme launched last year.

Speaking of the town's plans, Mike Booth, Cabinet Member for Leisure and Tourism, Sefton Council said; "All of the initiatives that we are looking to implement this year are as a result of extensive delegate research carried out with our business visitors. We have put a lot of investment into the town financially in recent years, and it is vital that we match this with the best quality service offering and moreover, one that remains on track with what conference organisers and delegates actually want."

He continued; "The plans will be driven by Southport Conferences, with the full support of the town's Business Tourism Steering Group and all of its venues and services."

Further details on the initiatives planned will be announced at this year's International Confex in March where Southport Conferences will be exhibiting at stand B241.

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## **About Southport Conferences**

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.

[www.southportconferences.com](http://www.southportconferences.com)