

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

March 2011

Southport Named Loudest Conference Destination in North

Southport Conferences has been dubbed the loudest region in the North following its visit to event industry trade show International Confex earlier in the month (1-3rd March).

The team took part in a 'loudest shout' Guinness World Record attempt along with around 750 other exhibitors and visitors from all over the country. Although, the world record was not beaten, Southport was rated the loudest destination in the North measuring 117.8 decibels, just short of the loudest destination in the UK, which went to Visit Devon at 119.6 decibels.

Southport Conferences received several positive enquiries from its time at the show, with organisations looking to bring their conferences and events to the town. On this interest, Sammi Rudge, Business Tourism Development Officer commented; "We generated some very strong leads, whilst at International Confex, the quality of which were really high. We also found it a useful forum to meet many London based contacts, people that we have spoken to on the phone, but actually came away from the show with enquiries from."

Earlier this week, a team from Southport Conferences took part in a sponsored 'slotathon' on the Pier's Penny Arcade Museum to help raise awareness of British Tourism Week (12-20th March). The annual campaign aims to raise local, regional, national and international awareness of the size, value and importance of Britain's £115 billion visitor economy.

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Notes to Editor

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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.