

New Business Tourism Service for Leicestershire ready for take off!

A new initiative to support the recovery and growth of the County's business tourism market has been launched. A public private sector partnership of 40 venues based in and around Leicester and Leicestershire, has formed to target the conference and meetings sector.

Meet Leicester, led by an experienced Business Tourism Manager, Samantha Hall and Pasquale Buonanno will be promoting the portfolio of diverse venues of Leicester and the surrounding area on behalf of the partnership of conference venues, aiming to increase business tourism into this centrally located and easily accessible destination.

Leicester is situated in an ideal location home to East Midlands Airport and just 30 miles to Birmingham International Airport. With a mainline station and just 66 minutes from London St Pancras, easy access from the M1, it really is the perfect location for delegates anywhere in the country. A vibrant and colourful city centre is surrounded by calming lush countryside, canals and rivers it really is a county of contrasts.

Uncover the story of King Richard III who was found in a car park in the city centre and have an out of this world experience at the unique National Space Centre, the UK's only venue dedicated to the exploration of space and which has the UK's largest Planetarium. Meet at the beautiful Nevill Holt Estate with its 400 seat theatre or for some teambuilding tank driving at Armourgeddon.

Renowned for our sporting stadia and venues, Leicestershire has a rich heritage of sporting excellence and is home to Loughborough University, awarded "World #1 For Sports" for 5 years running. Notable alumni of the University include Lord Sebastian Coe, Sir Clive Woodward and Baroness Tanni Grey Thompson. The campus is also home to the Elite Athlete Centre and hotel as well as bespoke year round hotel and conference venues, part of the Imago Venues portfolio. We are home to the County Cricket Club, Leicester Racecourse and the Leicester Riders basketball team are based at the Morningside Arena.

To find out more click on the newly launched www.meetleicester.co.uk.

We look forward to welcoming you to the City soon.

Date: 12th May 2021

Note: The Business Tourism service is funded by Leicester City Council, Leicestershire County Council and the Leicester & Leicestershire Local Enterprise Partnership.

For further information please contact Samantha Hall, Business Tourism Manager at Meet Leicester

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