

MeetBlackpool

Connecting Partners Driving Business Tourism Unlocking Blackpool's Potential

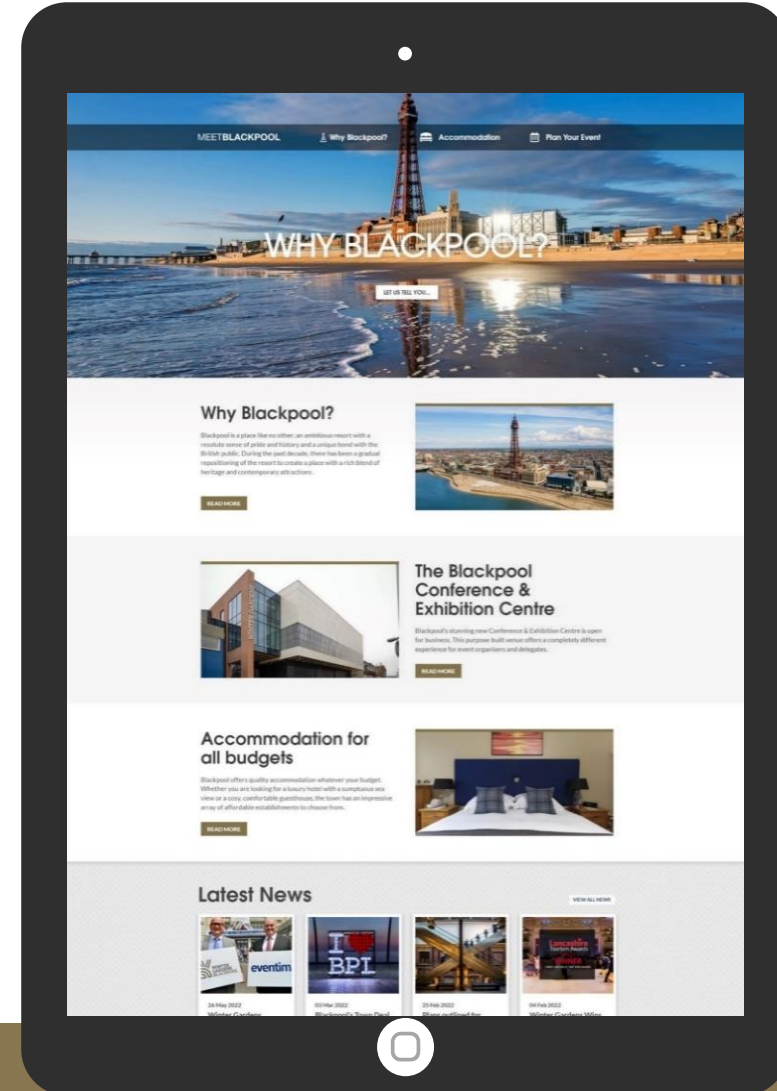
MeetBlackpool

A joint venture between
the Winter Gardens, Visit
Blackpool and Destination
Partners



Background

Modern day event organizers rarely require just a single service from a destination. Often complex and varied, businesses require a wide variety of functions to be able to stage an event.



Competing Destinations

From our experience from talking to bookers and from attending such events as the Meetings Show and Confex, other towns and cities such as Manchester, Liverpool, Newcastle, Harrogate and Eastbourne are using the same approach, which is proving 'user friendly' for their customers. We want to make the customer and organizer journey as simple as possible



Moving Forward

Meet Blackpool will be representative of the whole resort, led by a dedicated team.

We will be meeting with partners on a regular basis

There will be a steering group which will be chaired by Philip Welsh with representation from Blackpool Entertainment Company and up to 6 individuals from our partner organizations.



Meet Blackpool

Meet Blackpool's aim will be to generate resort wide benefits to our Town by

- Offering a Meet Blackpool Team to support bookers
- Educating and changing perceptions of Blackpool as a business destination
- Promoting Blackpool across the UK and the wider audience
- Increasing the number of events taking place.





TOGETHER WE WILL CREATE A RESORT WIDE BUSINESS TOURISM BUREAU

Connecting Partners, Driving Business Tourism, unlocking Blackpool's Potential

Thank you