

## Leicester Conferences - Business Tourism

In more recent years the conference market has seen a significant increase in the number of academic venues providing conference and event facilities. With over 50 years experience in hosting conferences, meetings and events, the University of Leicester is certainly no stranger and is continually recognising the need to change and adapt to suit market demands.

Based on two main sites, one in the city centre and the other about 2 miles further east in Oadby, the University can host events at both sites all year round from 10 to 2000 people, with extensive accommodation offered during student vacation periods in spring, summer and winter.

Both sites have a wide array of distinct venues with numerous meeting rooms ranging from small seminar style to a recently completed state-of-the-art 500 seat lecture theatre. The city campus benefits from a central location and is within walking distance of the mainline railway station, whilst the 40 acre Oadby site is set within picturesque landscaped grounds, complete with its own 16 acre botanic garden.

Trevor Miller, Conference & Hospitality Sales & Marketing Manager says "For many years, the University of Leicester has had a dedicated team who solely focus on providing a first rate conference experience to our customers. We have recently introduced the Leicester Conferences 'service central to you' brand to reinforce our committed position in the conference market. Being an academic venue, our main message is clear – it's about helping customers recognise the significant benefits of choosing Leicester Conferences as a venue that provides very cost competitive packages offering comparable facilities, equipment, catering and most importantly service to that of conventional conference centres and hotels. For example, our recently opened venue John Foster Hall has dedicated meetings rooms, all equipped with an integrated AV system, hospitality bar, dining room for 250 guests and 570 en suite bedrooms with free internet access."

"Recognising the importance of business tourism is central to our business as a conference venue. Leicester Conferences at the University of Leicester has been working closely with various local partners through Leicester Shire Promotions focusing on ways to increase business tourism to the region. In July this year, Leicester will be hosting the Special Olympics GB 2009 Summer Games which will bring a significant level of tourism to the region, starting with a pre-games residential conference for around 200 delegates at the University's Oadby site in April 2009. I am sure that venues outside of London are looking on with interest at what the London 2012 Olympic event will bring with regards to the increased occupancy of London venues. Since Leicester is quite central within the UK, the opportunities to maximise on displaced business income streams are being carefully considered within our business plans at Leicester Conferences. Many opportunities will undoubtedly arise as a result of the games themselves, but also from regular events looking to escape London or having to look elsewhere due to capacity issues."

"As an academic venue, we remain very optimistic during the current economic downturn. Customers are still looking to book venues for meetings, conferences and events; however the clear main message coming through is that value for money is essential as budgets are being significantly squeezed."

**Contact Details:**

Mr Trevor Miller

Leicester Conferences, University of Leicester

Stamford Hall, Stoughton Drive South, Leicester. LE2 2ND

Tel: 0116 271 9933

Fax: 0116 221 2053

Email: [conferences@le.ac.uk](mailto:conferences@le.ac.uk)

Internet: [www.leicesterconferences.co.uk](http://www.leicesterconferences.co.uk)