



**NEWS RELEASE**

**NEWS RELEASE**

**NEWS RELEASE**

**For Publication: 31<sup>st</sup> March 2011**

**New Conferences Deliver £8Million for Edinburgh**

Edinburgh will receive an £8Million injection into the economy thanks to new business conferences booked to be held in the city.

The latest report from the Edinburgh Convention Bureau (ECB) shows that 37 organisations have selected the city as the venue for their meetings.

The new events which range from a one day meeting with 40 delegates and an economic value of £7,200 to a three day conference for 800 delegates worth £1.1 million, will be staged between April this year and November 2012.

In total the 37 events will bring 6,356 high spending business delegates to the city.

The most significant of the events, which were confirmed between 15 February and 24 March, is the National Association of Pension Funds 2012 conference.

With an anticipated attendance of 800 delegates it will be held at the Edinburgh International Conference Centre (EICC) from the 7-9 March 2012 and is worth £1,173,000 to the local economy.

Sue Stuart, Chief Executive of ECB, commented: "These figures show Edinburgh is ending the year with a strong performance in the business tourism sector. That is good news for the local economy. Not only do these events bring the primary benefit of high spending business delegates to the city but based on their experience many make return visits with their family and friends for holidays."

The ECB has already announced it is increasing its target for the economic value of conferences it will help bring to the city in 2011/12 by £7.3 million to £83 million.

Ends.

**Editors Notes**

- ECB helped win 257 conferences during 2009/10 worth £74.2 million to the economy.
- Edinburgh is the most popular UK city after London for hosting international association meetings and is the 36<sup>th</sup> most popular business tourism destination in the world.
- In order to count towards ICCA ranking an event must rotate its location between a minimum of two countries and have at least 50 (international) delegates.
- The annual total value of Edinburgh's business tourism is estimated at almost £300 million.
- The Edinburgh Ambassadors Programme matches recognised leaders in the city's many areas of academic and commercial excellence with the professional marketing

support of ECB staff who together work as a team to help them bring their international association's conference to Edinburgh. Since 1996 the programme has helped bring more than 210 major events, worth almost £100 million, to the city.

- Edinburgh is a founder member of the international **www.bestcities.net** strategic alliance, which aims to guarantee the meetings industry the world's best service experience in each of the member cities (Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore, Vancouver).
- To learn more about ECB visit [www.conventionedinburgh.com](http://www.conventionedinburgh.com)

Issued on behalf of ECB by fs communications

For further information contact:

Frank Sullivan

Telephone: +44 (0)7718660122

Email: [frank.sullivan@btconnect.com](mailto:frank.sullivan@btconnect.com)