



# Intelligence

## conference-worcestershire

Making business a pleasure

9<sup>th</sup> April 2008

### **CONFERENCE-WORCESTERSHIRE IS ON THE BALL**

***conference-worcestershire* has joined forces with some of the county's top sporting stars to promote the county as the ideal business visitor destination ahead of the London 2012 Olympics.**

Preparations for 2012 were officially launched last month, and *conference-worcestershire* celebrated the announcement that two top Worcestershire sporting venues and *conference-worcestershire* members have been chosen to feature in a prestigious Olympic games guide.

The University of Worcester and Worcester Rugby Club's Sixways ground are among 30 venues from across the West Midlands, which will be listed in the London Organising Committee's Games Guide.

This provides athletes with a selection of high-quality sporting facilities where they can train for the 2012 Olympics.

Emma Robinson, of *conference-worcestershire*, which promotes the county as the ideal business tourism destination, said: "Both the university and Sixways are prime examples of some of the superb sporting venues that the county possesses.

"The university's state-of-the-art facilities have attracted elite athletes from across the globe and helped the Worcester Wolves become one of the most successful basketball teams in the country.

"Sixways is undergoing a complete transformation, providing the Worcester Warriors rugby team and all the fans who come to watch them, the first-class venue they deserve."

"And let's not forget Worcester Racecourse and Worcestershire County Cricket Club, which are also superb sporting venues.

"All of these venues also offer first-class conferencing facilities, bringing together the two types of tourism that are so valuable to the county – those coming for business, and those who visit to experience its stunning scenery and attractions.

"The tourism industry is worth an incredible £422m for Worcestershire's economy, and the run up to the Olympics is the ideal opportunity to promote what the county has to offer for everyone, no matter whether your visit is for business or pleasure."

Worcester Wolves' player coach Skouson Harker said: "The fantastic facilities here at the University of Worcester are one of our key strengths. It's great for athletes to have access to everything they need all on one site – it is a real boon for the county."

For more details on *conference-worcestershire* and its free venue finding service, call 01905 766895 or visit [www.conference-worcestershire.org](http://www.conference-worcestershire.org)

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