

Shakespeare's England launches new brand to promote business tourism

Shakespeare's England, the Destination Management Organisation for Warwickshire, is to launch a new '*Meet Shakespeare's England*' brand to promote business tourism to both the international and domestic markets. The brand will officially be launched at International Confex which takes place from 1 – 2 March at London Olympia. The new umbrella brand has been designed to promote the area as a prime destination to the meetings, incentives, conferences and exhibitions (MICE) market. Shakespeare's England combines the rich heritage of Shakespearian England with an easy to reach location and affordable conference and meeting rates.

In 2016 Shakespeare's England set up a Business Tourism Group and has been working in partnership with a number of its members to support this initiative. These include Warwick Castle, Royal Shakespeare Company, Eden Hotel Collection, Birmingham Airport, Warwick District Council, Warwick Conferences, Q Hotels, Ardencote, Warwick Events and Warwick Race-course. The Group has also launched a LinkedIn business page and profile to further drive awareness of its business offering and will be hosting a fam trip for event planners, conference organisers and PA's on 18 May with all of the '*Meet Shakespeare's England*' partners.

Helen Peters, Chief Executive at Shakespeare's England said "With Shakespeare's England moving into its 4th year of operation it seemed the right time to make it clear to the business travel community that we are not only there to promote leisure tourism. The introduction of the '*Meet Shakespeare's England*' Warwickshire brand underlines our commitment to this vital part of our role and supports our members already operating in this field".

Katy MacVarish, Sales & Marketing Manager at Ardencote said "Business tourism is Ardencotes leading offer and we are pleased to have been part of bringing this brand to life. We feel that as a destination it represents our commitment to the meetings industry and will assist us in driving forward Warwickshire as a leading meetings destination."

Suzanne Draper, Business Development Manager at Eden Hotel Collection said "Eden Hotel Collection is delighted to be part of the Business Tourism Group working together to reach new audiences in the UK and long term overseas, exhibit at key trade exhibitions and events, supporting a one stop shop to all Meeting & Events organisers, helping us to

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increase business and raising our profile putting Shakespeare's England firmly on the map for business”.

For more information on Shakespeare's England please visit www.shakespeares-england.co.uk or call 01789 260 677

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Notes to editors

Shakespeare's England is the official destination management organisation for Stratford-on-Avon and Warwick Districts. It is a public-private sector partnership representing the leading tourism businesses and organisations in Stratford-upon-Avon, Warwick, Royal Leamington Spa, Kenilworth and surrounding market towns and villages. For more information visit please visit <http://shakespeares-england.co.uk/about-us>

More information on Shakespeare's England can be found at www.shakespeares-england.co.uk www.facebook.com/ShakespearesEngland and Twitter [@ShakespearesEng](https://twitter.com/ShakespearesEng)

Please note all offers are subject to availability and T&C's.

For more information, interviews and photo opportunities please contact:

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