

NEWS RELEASE

FOR IMMEDIATE RELEASE

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davies tanner wins PR brief to launch new ICC Wales

Specialist travel, tourism and events PR and communications agency, davies tanner, has secured a three-year contract to launch the forthcoming £83.7million ICC Wales in a five-way competitive pitch.

With over 20 years' experience in the sector, davies tanner will harness its influencer networks and industry connections both in the UK and overseas to build a progressive launch campaign designed to reach a global audience of event planners and organisers of large-scale conventions.

davies tanner's Managing Director, Robert Wright, commented, "We are thrilled to be working with the expert team at the ICC Wales to launch the venue to the global events industry. Its convenient location just off the M4 at the gateway to Wales, coupled with a range of exceptional facilities to host large-scale conferences, exhibitions and conventions never before seen in Wales, will position the venue at the forefront of international business tourism destinations. It's an incredibly exciting development and a project we're immensely proud to be working on."

ICC Wales' Chief Executive, Ian Edwards, said "davies tanner has a proven track record in the successful launch and promotion of world-class venues in addition to having solid destination marketing credentials. Their experience and influential connections in the business tourism industry, as well as having a passion and ambition that mirrors our own, makes them a natural partner and we're delighted to be working with them to launch this fantastic venue to the events industry."

Opening in 2019, the new ICC (International Convention Centre) Wales is a brand-new 26,000sqm venue located within the grounds of the Celtic Manor Resort in Newport and a joint venture between the owners of the Celtic Manor Resort and Welsh Government. The multi-purpose events space, including a 4,000sqm main exhibition hall, a 1,500 tiered seating auditorium and flexible meeting rooms will be able to accommodate 5,000-delegates at a time, providing global event planners with a convention centre on an international scale for the first time in Wales.

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Notes to Editors

About davies tanner

Now in its 20th year, davies tanner is an independent, established and specialist communications agency dedicated to delivering engaging and powerful PR strategies and campaigns for the travel, tourism and hospitality industry.

www.daviestanner.com | @DTBanter

About ICC Wales

Opening in 2019, the new ICC (International Convention Centre) Wales is a brand-new 26,000sqm state-of-the-art venue located within the grounds of the award-winning Celtic Manor Resort in Newport. Venue space includes a 4,000sqm pillar-free main hall, 1,500 seated auditorium, flexible meeting rooms, a double-height glass atrium for breakout sessions and acres of outside space for teambuilding events. Accommodating as many as 5,000 delegates under one roof, the ICC Wales provides global event planners with a world-class convention centre on an international scale for the first time in Wales.

The ICC Wales is a joint venture between the owners of the Celtic Manor Resort and Welsh Government and is managed by the Celtic Manor's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup.

iccwales.com | @ICCWales