

July 2018

ICC delivers agents a taste of Wales

With less than a year to go until it opens, International Convention Centre Wales (ICC Wales) is delivering a taste of its offering to the front door of a selection of top agents and clients around the UK this month, under the banner #ICContheroad.

The Building Brilliance team set off in their branded tour bus from ICC Wales in Newport, South Wales, beginning their 2,250-mile tour in Leicestershire, where they introduced agents and clients to the venue's Mind, Body, Soul food philosophy along with a selection of tasty treats from the ICC Wales catering team.

Subsequent stops on the tour include agents and clients in London, Bristol, Manchester, Birmingham, Kidderminster, Oxfordshire, across Wales and the final stop in Lincolnshire. The tour is also an opportunity to talk to agents about the findings in the venue's new event catering report, Leading the Way – Food for Thought, published in partnership with the Association of British Professional Conference Organisers (ABPCO).

Sales Director, Danielle Bounds, said: "We are delighted to be taking ICC Wales on the road this month. With less than a year to go until completion, it's important that we spread the message to agents that ICC Wales is open for bookings and to highlight the venue's size, flexibility, central location, state-of-the-art facilities and expert team.

"We've had a fantastic time already meeting many of our agency partners and giving them a taste of what's to come – and a taste of the nutritious food we will be serving as part of our Mind, Body, Soul culinary philosophy. We look forward to meeting with many more in the coming weeks."

ICC Wales is an £84m joint venture between Celtic Manor Resort and Welsh Government, and when complete in July 2019 will accommodate up to 5,000 delegates. The venue includes a 4,000sqm pillar-free main hall, a 1,500-seated auditorium, 12 flexible meeting rooms, a double-height glass atrium and a 2,500 sqm outdoor plaza.

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Notes to editors

ICC Wales is managed by the Celtic Manor Resort's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup.

Opening in 2019, the ICC Wales is located within the grounds of the Celtic Manor Resort in Newport just two minutes from the M4.