

May 2019

ICC Wales hits the road with a taste of the great outdoors

International Convention Centre Wales (ICC Wales) embarked on another epic journey this month, visiting agents and associations around the UK to showcase its natural woodland location as well as deliver a taste of the venue's Mind, Body and Soul food philosophy.

The ICC Wales Make it Happen team set off from Newport with their branded horsebox, and visited locations in Hampshire, Berkshire, South Wales, Gloucester, Liverpool, Manchester, Cheshire and finally Leeds, clocking up 925 miles in the process.

The versatile horsebox opens up into a bar and arrived at the various stops packed with nutritious snacks and energising health shots. As part of ICC Wales' Mind, Body and Soul food philosophy, the venue caters for all dietary requirements aiming to keep the mind sharp, body strong and soul nourished through great food.

Laid out around the horsebox were synthetic grass mats, potted trees and log seats to reflect the natural elements factored into the build at ICC Wales, with its floor to ceiling meeting room views of the adjoining woodland which will house ponder pods and outdoor breakout spaces to encourage fresh air thinking.

Danielle Bounds, Sales Director, ICC Wales said: "Our last tour was a great success as we introduced key clients around the UK to our brand new, state of the art venue, so we were delighted to get out on the road again. It's a great opportunity to spend valuable face time with clients and answer any questions they may have about the venue to help them meet their event planning needs."

Danielle continued: "Not only are we showcasing our Mind, Body, Soul culinary philosophy while on the road, we are also highlighting the many benefits of our enviable location surrounded by the Coldra Woods. It is great to explain to clients how they can integrate this natural asset into their events to give delegates a memorable and unique experience."

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, 15 flexible meeting rooms, a double-height glass atrium and a 2,500 sqm outdoor plaza.

The ICC Wales team will also be touring in September, if you would like a visit from the 'Make It Happen' team please email Danielle Bounds at danielle@iccwales.com

For more information please see www.iccwales.com

-Ends-

For all media enquiries, photos, additional comment and request for interview please contact: Ken Kelling, Nancy Cremore or Evie Kennedy at davies tanner Tel: +44 (0)1892 619100 / +44 (0)7941 218915 Ken.kelling@daviestanner.com

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