



News Release

MIA launches dedicated Destinations Group

Visit Manchester Head of Business Tourism elected first Group Chair

23rd March 2010: The Meetings Industry Association (MIA) has launched a dedicated Destinations Group designed to further represent the views of the growing number of members from destinations and convention bureau.

The group, named 'MIA Destinations', will be led by an elected chair, which will have a place on the MIA Council to represent the groups views at a senior level. The first Chair will be Catherine Walker, Head of Conference & Business Tourism at Visit Manchester, who was elected in a member vote this week.

Catherine comments; "The formation of this group is a major step forward for the meetings industry, and now gives destinations both a platform and voice from which to contribute to the debate whilst at the same time receiving additional resources from within the MIA to support our efforts on a local level. It's a hugely exciting time to be a part of the MIA, and my objective is to grow our representation significantly this year."

There are currently 20 destinations and convention bureau within the newly formed group, including Liverpool, Manchester, Chester & Cheshire, Newcastle, Leeds and Tourism Ireland (see full list below).

In a separate move, the MIA has also formed a strategic partnership with ICCA UK & Ireland Chapter, which will see MIA members joining the annual ICAA Summer Debate as part of a dedicated Destinations Workshop in July.

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Members of the newly formed MIA Destinations Group consist

Black Country Conferences
Business Tourism Unit at Visit Scotland
Conference Bristol
Conference Leeds
Conference Torquay

Cumbria Tourism
Destination Oxford – AYA Venues
Experience Nottinghamshire
Guildford Borough Council
Isle of Man Department of Tourism & Leisure
Kent Conference Bureau
Meet Bournemouth
The Mersey Partnership
Newcastle Gateshead Convention Bureau
Sefton Metropolitan Borough Council
Tourism Ireland
Venue Cymru
Visit Chester & Cheshire
Visit Manchester
Yorkshire South Tourism

About the MIA

The Meetings Industry Association is the largest association for the meetings industry for the UK & Ireland, and the keepers of AIM (Accredited in Meetings) the only meetings industry standard endorsed by VisitBritain.

Membership of the Meetings Industry Association and achievement of AIM clearly demonstrates a commitment to world class service and exceptional business principles.

Contact

For further information, including interviews and high resolution images, please contact Davies Tanner on 00 44 (0)1892 619100

www.mia-uk.org