

Liverpool City Region: Capital of Conferencing

Whether visiting Liverpool City Region to conduct business, attend a conference or both, this fascinating destination has plenty to offer.

Billions of pounds of investment, state-of-the-art venues and improved transport links are helping Liverpool become the 'Capital of Conferencing', increasing the region's attraction as an unrivalled location to invest, work, live and visit.

Conference venues

Liverpool Convention Bureau works on behalf of The Mersey Partnership's conference members to promote the area as a world-class destination for events and conferences. Facilities have been boosted across the City Region with new venues in Southport, Wirral

and Formby, as well as city centre Liverpool welcoming some major new conference venues during 2008.

- Among the showpiece developments is the new £164m award-winning **Arena and Convention Centre Liverpool (ACC Liverpool)**. Situated adjacent to the Albert Dock on the city's UNESCO World Heritage waterfront, it has enjoyed an exceptional first year. Since opening in January 2008, ACC Liverpool has hosted many high-profile events, concerts and conferences, including the prestigious MTV Europe Music Awards – broadcast live to a TV

audience of up to 30 million viewers – and the BBC Sports Personality Of The Year Awards. ACC Liverpool's first year has generated an estimated £200m.

- Southport is reinventing itself as a 'Classic Conference Resort' following a £40m investment programme to create **Southport Theatre and Convention Centre**. The existing theatre and Floral Hall complex has been redeveloped with the addition of restaurants, bars, a casino and the 133-bedroom four-star Ramada Plaza Hotel. The new development has

Arena and Convention Centre Liverpool
(ACC Liverpool)

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