

The NewcastleGateshead Conference Market

Over the course of the last ten years, NewcastleGateshead has built a reputation as one of the UK's leading new conference destinations. NewcastleGateshead has played host to a wide range of conferences and events, from the Labour and Conservative Spring Conferences to high profile national and international meetings in the medical, scientific, business and cultural sectors such as the British Council for Shopping Centres Annual Conference, the 7th International Conference on Priorities in Healthcare and the 15th International Congress on Marine Corrosion & Fouling.

NewcastleGateshead has a high quality and well balanced conference infrastructure, combining mix of branded and independent meetings and social venues, a varied accommodation portfolio, excellent domestic and international transport links and an award winning Convention Bureau. This combined with the world class research being undertaking in the destinations' universities and hospitals mean that NewcastleGateshead is an attractive option for conference organisers, particularly in the national and international association meetings sector.

Recent research estimates that the conference sector generates gross expenditure in the North East economy of £378 million and supports in excess of 8,500 jobs in the region. Hosting major conferences provides business and academia with an unrivalled opportunity to showcase their work and to highlight British strengths in key fields to the international community. The conference sector is therefore a key driver of the region's economy and one which helps put NewcastleGateshead on the world stage.

NewcastleGateshead often has to turn away events which cannot be accommodated within existing venues to the absence of large scale flat floor exhibition space and breakout space. This is affecting the destinations' ability to secure lucrative business that supports jobs across North East England and Britain's ability to attract major new events. The development of an ICEC on Gateshead Quays is key to supporting NewcastleGateshead's long term sustainability as a leading place for business, medicine, science and tourism.

Provided by Jessica Roberts, NGI, 18th August 2010.