



## - MEDIA RELEASE -

# Surge in expowest bookings demonstrate confidence in South West tourism sector

Business suppliers are demonstrating strong confidence in the South West tourism, catering and hospitality economy with more than 100 companies already signed up to exhibit at **expowest 2012**, the region's biggest and most successful series of trade shows for the sector.

Truro-based Exhibitions South West has already been busy taking booking since announcing its exhibition dates for 2012.

The **expowest** shows, now in their 32<sup>nd</sup> year, give business owners and managers the opportunity to meet with a huge range of local and national suppliers offering everything to meet the needs of the hospitality and catering industry. Taking place at such a strategic point in the year they are often seen a barometer for business confidence in the sector.

Next year's **expowest** exhibitions take place at:

- **expowest Westcountry**, Westpoint, Exeter on February 8 and 9 2012
- **expowest Cornwall**, Royal Cornwall Showground, Wadebridge on March 6,7 and 8 2012

Peter Sugden, Managing Director of **expowest** organisers Exhibitions South West, said: "With the well publicised difficulties for the national economy its incredibly reassuring that suppliers are showing such strong confidence in the South West tourism, catering and hospitality sector which is such an important part of our economy.

"Every year our Westcountry and Cornwall exhibitions attract hundreds of exhibitors and thousands of trade visitors and have become a firm fixture in the business event calendar.

"We've had both existing and new exhibitors contacting us early to secure their stands and the message we're getting from them is that they see these events as a key platform for them to showcase their products and services to decision makers in the sector."

Among those attending next year's /Cornwall show will be Doble Quality Foods, based in St Agnes.

Managing Director Ian Doble said: "We've been going to the Cornwall Expowest show since the very first one was held more than 30 years ago. There are a lot more exhibitions around now but we still feel that it is important for our business to go."

Mandy Body, of Halzephron Herb Farm, St Ives, will also be attending the Cornwall exhibition. She said: "Expowest 2011 provided our company with an excellent opportunity to showcase our re-branded products and the event was very successful in generating numerous leads, which have since resulted in new business. We are looking forward to returning next year."

For more information on exhibiting please call 01872 245220 or go to [www.expowestexhibitions.com](http://www.expowestexhibitions.com)

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