



The Mersey Partnership Business Tourism

The brief: To launch the Mersey Partnership's Business Tourism division's first international initiative at EIBTM Barcelona

"Following Mexia's success with our leisure tourism division, we asked for their support for our first ever European initiative at EIBTM in Barcelona. Mexia's creativity proved invaluable, providing us with a great pre-show marketing concept and competition draw to the stand which proved key to our success in building contacts and generating leads. Mexia's PR skills ensured that we were fully prepared with multi-language press materials and that we did not miss out on any press office opportunities.

Kursha Woodgate's language skills were a huge differentiator for our stand – there are few exhibitors who can attract buyers in six languages! Kursha's thorough knowledge of our offer ensured that, not only was she able to attract interest, but she was also able to engage prospects who spoke little English and who would have otherwise passed us by. Mexia's contribution certainly made us stand out from the crowd and resulted in triple the leads we could have expected, not to mention excellent awareness building in the international business tourism industry. We will certainly be using Mexia again to support our international campaigns."

Kerrin MacPhie
(former) Business Tourism Manager
The Mersey Partnership