There are several locations which tend to be chosen for the many exhibitions and conferences found up and down the length and breadth of the country. Political parties tend to favour the seaside and Bournemouth, Blackpool and Brighton, the three Bs, appear on monotonous regularity giving politicians a rare opportunity to look windswept and interesting. Big population centres are chosen for the likes of the Motor Show, British Fashion Week, The Boat Show and the Ideal Home Exhibition at the likes of Olympia, Earl’s Court, in London, the NEC in Birmingham or the Manchester Arena. In Scotland, of course, they have their own SEC in Glasgow. However there can be few locations to match the delights of Harrogate which doesn’t fall into either of the above categories but does offer a unique blend of atmosphere and facility which combined to make the town perhaps the most attractive of all the Conference and Exhibition venues. Slap bang between Edinburgh and London there can be few more accessible locations - particularly not with Leeds Bradford airport to service the needs of those who need to be in and out in a hurry. The Harrogate International Centre, itself is in the middle of town which means snatching an hour’s shopping is not out of the question while the array of hotels, has something for every budget and many are in walking distance to the town centre.
There can be few towns with more to offer in the middle of January than Harrogate and if you can drag yourself away from the attractions contained in our four huge halls, or are looking for somewhere to spend an evening, Harrogate will not disappoint.

With Harrogate International Centre bringing people to the town on a regular basis it has ensured that it plays home to a variety of entertainment normally only sustained by towns and cities much larger that Harrogate.

A visitor could easily spend an entire holiday, not travel more than 10 miles from the centre of Harrogate and still feel they have had a rewarding break.

Following some intensive research from within BIGGA staff members who reside in the Harrogate and surrounding area the following facts about the town were established:

1. Agatha Christie chose the town, and the Old Swan Hotel in particular, for her now famous disappearance when at the height of her literary powers.
2. Norman Lamont was a beaten parliamentary candidate at the last election.
3. The town is the home of the world famous Betty’s tea room and Taylor’s Tea and Coffee.
4. The water of the town have special healing powers and the Pump Rooms offer traditional Turkish Baths and more modern spas.
5. Harrogate is the home of the Northern Horticultural Society and hosts a twice yearly flower show which attracts visitors from far and wide.
6. A new swimming pool is soon to be built in the town.
7. The town has three fine golf courses, Pannal, Harrogate and Rudding Park which was the ’96 winner of the National Golf Environment Competition.
8. The town houses the excellent Black Sheep Brewery Visitors’ Centre.
9. Old Mother Shipton’s Cave is in nearby Knaresborough.
10. You will bump into a large number of greenkeepers and members of the greening industry during a certain week in January.