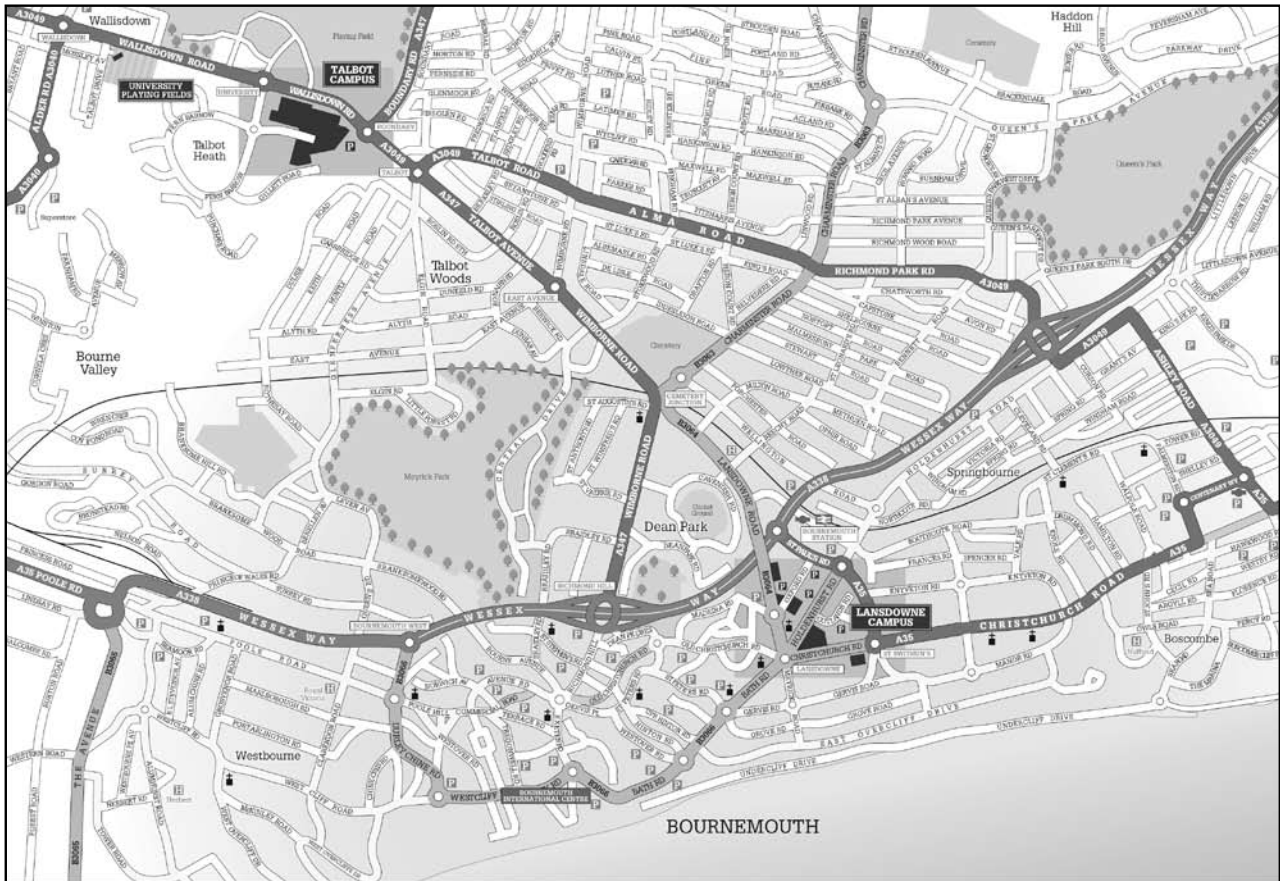


How to find the BIC



Directions to the Bournemouth International Centre (BIC)

Bournemouth International Centre
Exeter Road
Bournemouth
BH2 5BH
UK

www.bic.co.uk

From London:

Follow the M25, then the M3, M27 and A31 towards Ringwood. From Ringwood, take the A338 (known locally as the Wessex Way) as far as the Bournemouth West Roundabout.

From The Bournemouth West Roundabout:

Take the first exit and follow the brown tourist signs to the BIC. The BIC has a multi-storey car park, which can be accessed off the roundabout at the bottom of Priory Road.

From the North and West:

Head for the A31/A338 junction (Ashley Heath) just outside Ringwood, taking the A338 (Wessex Way) to Bournemouth. Follow the directions from the Bournemouth West Roundabout for the BIC.