



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Tourism Report
<b>Date:</b>	16 January 2008
<b>Reporting Officer:</b>	Marie-Thérèse McGivern, Director of Development, ext. 3470
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### **Key Issues**

#### Membership of Belfast Visitor and Convention Bureau

At the September meeting of the Development Committee Members agreed that representation of the outside bodies should be undertaken by the Chairman and Vice-Chairman of the Development Committee. Representation on the Belfast Visitor and Convention Bureau was included on the list and as this is an arms length company the Council representation should be those Councillors who were elected by Council for the four year term of office. It is recommended that Committee agree to the following representation agreed at Council i.e., the Chair and Deputy Chair of the Development Committee Councillor Michael Browne and Councillor William Humphrey, Councillor Marie Hendron, Councillor Cathal Mullaghan, Councillor Nelson McCausland, Councillor Paul Maskey, Councillor Bob Stoker, Councillor Hugh Smyth.

#### Conference Subvention

Requests for conference subvention support have been received from the following:-

- Belfast Titanic Convention 27 – 29 March 2008 at W5, it is anticipated that the economic impact from this conference will be £215,000. Funding of £1,000 is recommended towards this event.
- National Astronomy Meeting 31 March – 4 April 2008 at Queen's University. Approximately 500 delegates will attend this conference contributing £213,000 economic benefit. It is recommended that subvention of £1,000 is allocated to this request.

#### Branding

At the November meeting Members received a presentation from Lloyd Northover on the brand propositions for the development of an innovative new Belfast brand. Councillors were invited to a reference group meeting on 4 December and were advised on the progress of the initiative. As a result Members are requested to attend meetings in February to finalise the new city brand prior to its launch in the Spring.

**Resource Implications**Financial Implications

£2,000

**Recommendations**

It is recommended that Members approve

- Representation of Councillors to the Board of Belfast Visitor and Convention Bureau
- Funding of £1,000 to the Belfast Titanic Convention
- Funding of £1,000 to the National Astronomy Meeting
- Participation by Councillors in the brand meetings to approve the Belfast brand