



Belfast City Council

Report to:	Development Committee
Subject:	Belfast Tourism Monitor 2007
Date:	14 May 2008
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Relevant Background Information

At a meeting of the Development Committee held on 7 March 2008 Members agreed to receive a presentation on the findings of the Belfast Tourism Monitor for 2007.

Members will be aware that the Belfast Tourism Monitor is an integrated monitoring and evaluation project carried out by Millward Brown Ulster aimed at measuring the volume and value of tourism in Belfast on an annual basis. The importance of the data collated through the Tourism Monitor cannot be underestimated in terms of highlighting the economic impact and importance of tourism to the City's economy. A copy of the presentation will be available at the meeting.

Members may wish to note that out of state visitor numbers to Belfast increased by 24% and the spend attributed to out of state visitors increased by 23% compared to 2006. During 2007, air routes accounted for 62% of out of state overnight visitors arriving into Belfast. These statistics further emphasise the important role of tourism as an economic generator in the City's economy.

Recommendations

It is recommended that Members note the findings of the Belfast Tourism Monitor for 2007 as presented by Millward Brown.

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