

**Brand essence**

This is Belfast's moment.

**Brand proposition**

A unique history and a future full of promise have come together to create a city bursting with energy and optimism.

**Brand experience**

**For citizens...**

The time is right for us to build a thriving, vibrant city. Bringing together our strong sense of identity, our resilience and enterprise, and our renowned warmth and wit, we are seizing this opportunity with both hands. Proud of our heritage, we embrace the future to build an even better Belfast, providing a warm welcome to visitors, an exciting environment for business and a great place to live.

**For visitors...**

Here, between the mountains and the sea, is a dynamic city with a big personality. Proud of its heritage Belfast is alive with possibilities and open to change - vibrant, energetic and exciting. The people of Belfast provide a welcome which is not just warm, but genuine and generous, inviting anyone and everyone to join in. Belfast provides a vivid and memorable experience with new things to discover every time you visit.

**For investors...**

Belfast is a vibrant city full of opportunity. A spirit of optimism and a real sense of purpose fill the air, inspiring enterprise, creativity and change. The people of Belfast - witty, lively, welcoming and determined - are proud of the city's past, positive about its future and ready and able to seize the opportunities on offer. Now is the time and Belfast is the place where anything is possible.

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