



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Belfast Tourism Development Analysis Presentation
<b>Date:</b>	11 February 2008
<b>Reporting Officer:</b>	Marie-Thérèse McGivern, Director of Development, ext 3470
<b>Contact Officer:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459 Pièr Morrow, Acting Tourism Development Manager, ext 3585

### Relevant background information

#### Belfast Tourism Development Analysis

Members will be aware that following on from the successful Renewing Communities initiative, a Belfast Tourism Development Analysis was commissioned in partnership with NITB to identify gaps in provision and opportunities for community tourism across the city. TTC International was commissioned to carry out this work and Members were consulted and provided input to the study and it is now in final draft.

At a meeting of the Development Committee on 12 November 2008, Members agreed to receive a presentation from TTC International on the report. Members are requested to receive a presentation from TTC International and to agree the implementation of the Belfast Tourism Development Analysis as an integral part of the Belfast Integrated Strategic Tourism Framework due to be completed at the end of April 2009.

### Recommendations

#### Belfast Tourism Development Analysis

It is recommended that members agree that the Belfast Tourism Development Analysis be combined and implemented as an integral part of the Belfast Integrated Strategic Tourism Framework.

### Key to abbreviations

NITB – Northern Ireland Tourist Board

**BLANK PAGE**