



## Belfast City Council

Report to:	Development Committee
Subject:	Belfast Tourism Monitor 2008
Date:	13 May 2009
Reporting Officer:	Marie-Thérèse McGivern, Director of Development, ext 3470
Contact Officers:	Shirley McCay, Head of Economic Initiatives, ext 3459

### Relevant Background Information

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.

### Key Issues

Millward Brown Ulster has informed the Tourism Development Unit that a final report in relation to the statistical data of the 2008 Tourism Monitor will be completed at the end of April 2009. A summary of the findings of the Belfast Tourism Monitor will be produced in a Facts and Figures booklet similar to previous years, for distribution to the tourism industry, arts and cultural sector, government agencies and further education establishments, together with an online downloadable format.

### Resource Implications

Belfast Tourism Monitor 2008 Tourism Facts and Figures booklet - £4k provided from within existing budgets.

**Recommendations**

1. It is recommended that a presentation on the 2008 findings of the Belfast Tourism Monitor be delivered to the Development Committee.
2. Approval is granted for the production of the Tourism Facts and Figures booklet and downloadable pdf at a cost of no more than £4k.

**Decision Tracking**

1. Following ratification Millward Brown will be asked to make a presentation to Development Committee.  
Timeframe: June 2009 Reporting Officer: Shirley McCay
2. Following ratification and presentation to Development Committee the statistics will be presented in a booklet and downloadable pdf.  
Timeframe: August 2009 Reporting Officer: Shirley McCay