



Belfast City Council

Report to:	Development Committee
Subject:	Tourism Monitor and Research Services
Date:	11 November 2009
Reporting Officer:	Shirley McCay/Tim Husbands, Interim Co-Directors of Development
Contact Officer:	Kerrie Sweeney, Tourism Culture & Arts Manager, ext 3586

Relevant Background Information

Members will be aware that the Development Committee, at a meeting held on 9 June 2004, agreed to appoint consultants to undertake an extensive marketing research campaign which would monitor tourism performance in Belfast for the period 2005 to 2009.

The Belfast Tourism Monitor has been extremely effective in measuring the volume and value of tourism to the City. The Monitor has been used to evaluate the return on investment of the Council's funding to the Belfast Visitor and Convention Bureau.

Key Issues

The current contract for the provision of this service, which was awarded to Millward Browne Ulster, will end in December 2009. It is recommended that tenders be invited for the provision of tourism monitoring and research services for the period from 1 January 2010 to December 2013. It is also recommended that the Interim Co-Directors of Development, in conjunction with the Chairman, be delegated authority to accept the most economically advantageous tender received.

Resource Implications

£80,000 per year over three years, with a total value of no more than £240,000, from within existing Departmental budgets.

Recommendations

It is recommended that the Committee consider the above report and invite tenders for the provision of tourism monitoring to the value of £80,000 per year over three years, with a total value of no more than £240,000 from within existing Departmental budgets.

Decision Tracking

If approval is received, the full outcome of the tender will be reported to Committee in February 2010.

Timeframe: February 2010

Reporting Officer: Shirley McCay