



Belfast City Council

Report to:	Development Committee
Subject:	Belfast Tourism Monitor 2009
Date:	12 May 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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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

The Belfast Tourism Monitor 2009 will be completed by the end of June 2010. Millward Brown Ulster has currently submitted a draft report which is being reviewed by officers. The aim is to present this draft report to Committee before sign off. 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 2010 -Tourism Facts and Figures booklet - £4k provided from within existing budgets

Recommendations

It is recommended that

- a presentation on the 2009 findings of the Belfast Tourism Monitor be delivered to the Development Committee in June.
- approval is granted for the production of the Tourism Facts and Figures booklet and downloadable pdf at a cost of no more than £4,000.

Decision Tracking

1. Following ratification Millward Brown will be asked to make a presentation to Development Committee.

Timeframe: June 2010

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 2010

Reporting Officer: Shirley McCay