



Belfast City Council

Report to:	Development Committee
Subject:	Campaigning for Tourism One voice One Team
Date:	15 September 2010
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Relevant Background Information

Members were updated and approved Council's response to the draft Northern Ireland Tourism Strategy 2010-2020 commissioned and led by the Department of Enterprise, Trade and Investment (DETI) on 12 May 2010. The vision for the strategy is to "Create the new Northern Ireland experience and get it on everyone's destination wish list." The overall target associated with this vision is to double the income earned from tourism by 2020.

The new strategy reinforces, aligns and complements the Draft Belfast Integrated Strategic Tourism Framework 2010-2014.

In support and to extract the essence of the full strategy, the Northern Ireland Tourist Board (NITB) have produced "Campaigning for Tourism *One Voice, One Team*" (appendix 1) which is due to be published at the beginning of September 2010.

"Campaigning For Tourism" identifies that the Tourism Strategy for Northern Ireland 2010-2020 must be underpinned by the right resources and a new, shared approach adopted across the sector. The publication assesses our current tourism profile - what tourism delivers today and what the future opportunities are. "Campaigning For Tourism" focuses on key themes that need collaborative support including:

- Creating opportunities to increase and maximise visitors spend
- 2012 : A Titanic year for tourism – maximising the long term potential that 2012-13 developments will bring to Belfast
- Campaigning for Tourism at the micro & macro level. This includes:
 - Policy intervention and lobbying through the:
 - Review of current legislation
 - National Park development

- Improving accessibility
- Fast tracking and improving planning processes to support Tourism/Economic Development
- Investment through
 - Marketing – the document identifies closer to home markets but must also address maximising opportunities where Belfast has direct access to other markets
 - Regeneration
 - Integrating of all sectors to maximise investment for tourists
- New Investment
 - Supporting and developing events
 - Improving the Quality of the Visitor Experience
 - Major Capital Investment for projects across Northern Ireland

It is noted that the publication identifies marketing opportunities in closer to home markets however, it should also address and maximise opportunities where Belfast has direct access to other markets.

Northern Ireland Tourist Board has asked that Belfast City Council endorse this publication (Appendix 1).

Recommendations

That the Development Committee endorse the content of the publication “Campaigning for Tourism”.

Decision Tracking

No decision tracking required.

Key Abbreviations

BCC - Belfast City Council

DETI - Department of Enterprise, Trade and Investment

NITB - Northern Ireland Tourist Board

Documents Attached

Appendix 1 – Campaigning for Tourism