

## **Belfast City Council**

**Report to:** Development Committee

**Subject:** Northern Ireland Tourism Awards

**Date:** 13 April 2011

Reporting Officer: John McGrillen, Director of Development, ext 3470

**Contact Officer:** Shirley McCay, Head of Economic Initiatives, ext 3459

## Relevant Background Information

1.1 The Northern Ireland Tourism Awards are due to be held on the 26 May 2011 in the Ramada Plaza Hotel, Belfast. This is an annual event hosted by the Northern Ireland Tourist Board to celebrate the success of tourism. The award categories include;

Taste of Northern Ireland Hotel Accommodation Serviced Accommodation

Non – Serviced Accommodation

Best Visitor Experience

Visitor Inspired

Marketing and Sales Excellence Tourism Partnership Initiative

New Tourism Project

Northern Ireland Heroes

Outstanding Contribution to Tourism

1.2 Belfast City Council has submitted a number of applications into these categories, however the short listed projects have not yet been announced. Applications include Belfast Music, Great Belfast Food Initiative, Belfast Zoo and Belfast City Hall.

## Key Issues

2.1 Members will be aware that the Belfast Tourism Framework 2010 – 2014 was developed in partnership with NITB and key partners. Tourism is a key growth sector for the city and there are significant opportunities presented by 2012 and

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- 2.2 Belfast City Council has taken on a leadership role in driving co-ordination and integration of tourism development across the city and it is important that we are visible at such high profile events, alongside our delivery partnerships.
- 2.3 Belfast Visitor and Convention Bureau will be taking two tables at this event, however due to the significant role that Belfast City Council undertakes it is recommended that we also take a table, hosted by the Chair and Deputy Chair of Development Committee or their nominees.

3	Resource Implications
3.1	Table for 10 is £675 plus VAT.

ations Considerations
d Good Relations Considerations attached to this report.

4	Recommendations	
5.1	Members agree to host a table at the Northern Ireland Tourism Awards 2011.	

4	Decision Tracking		
	Report back on awards.		
	Timeframe: July 2011	Reporting Officer:	Kerrie Sweeney

7	Key to Abbreviations
	NITB – Northern Ireland Tourist Board.

8	Documents Attached
	Appendix 1 - Booking form and information on Northern Ireland Tourism Awards.