



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
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Relevant Background Information	
1.1	<p>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;</p> <ul style="list-style-type: none"> 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	<p>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.</p>

Key Issues	
2.1	<p>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</p>

