

Belfast

part of it

# BELFAST TOURISM GATEWAY TO THE FUTURE



northernireland  
tourist board

Belfast  
Visitor &  
Convention  
Bureau



[www.belfastcity.gov.uk/tourism](http://www.belfastcity.gov.uk/tourism)



**To effectively implement the Framework  
through working in partnership across the City**





## To maximise opportunities arising from Titanic 2012 and Titanic Belfast

### **2012 Events Programme £5.4 m secured** DETI/NITB & BCC

- Titanic 2012; April – Lighting show, MTV, Choral Event and Titanic on Trial
- Land of Giants; June – Community Celebration
- Belfast Festival at Queen's; October - 50<sup>th</sup> Anniversary

### **2012 Marketing** NITB, BVCB, BCC, TI, TFL, TB .....

- DETI ensuring a co-ordinated approach
- NITB developed messaging – **Our time, our place**
- BVCB developing bespoke Belfast messaging
- BCC / TFL developed a community engagement plan



## Signage improvements – BCC & NITB

- Establishing pedestrian route from Titanic Belfast to City Hall
- Enhancing existing interpretation and orientation e.g. at Big Fish and City Hall
- Ensuring arrival points are updated – bus and train
- Signposting larger attractions from motorways



## Visitor Pass Translink, BVCB , NITB & BCC

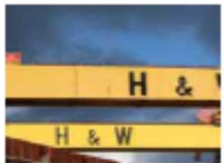
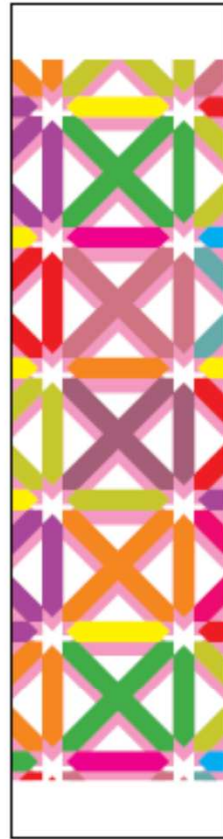
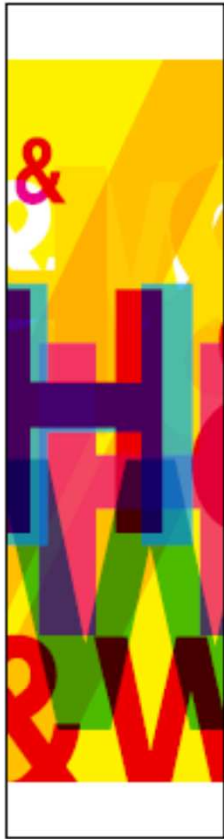
- Integrated travel and attraction discount pass launched at Easter
- Over 80 offers and over 170 sold via TICs
- Exploring next phase - 'SMART' card for 2012





## **City Dressing BCC, BVCB , NITB & DETI**

- Review of City Dressing and draft plan prepared
- ‘Patterns of the City’ over 400 banner to be launched at 262 sites across the City
- Established with community engagement ...





## To lead and drive forward visionary drivers

- **Belfast Hills** – Belfast Hills Partnership; HLF funding & RDP
- **Conference Facilities** – BCC leading
- **Crumlin Road Gaol** (and North Belfast Cultural Corridor); range of partners initiating projects - £5 million into Gaol, £2.4 million into Clifton Street Gateway





## To develop feel of the city through development levers

- Music
- Literature
- Great Belfast Food
- Festivals Forum
- Community Tourism





## To ensure the city functions as a leading European tourism destination

- Sundays development (BVCB)
- Air Access (DETI)
- Purple Flag for Cathedral Quarter





## Attracting more visitors to stay longer & spend more

- New marketing plan led by BVCB
- Tourism Ireland have established recovery group
- New Conference Subvention Scheme launched
- BVCB launch City Planner to inform our industry of potentials for generating wealth



Belfast here now

Belfast Visitor & Convention Bureau

GO TO BELFAST ACTIVITY CALENDAR

EVENTS AND ENTERTAINMENT

JAN - APR DIGITAL

**CONSUMER**

Placeholder text for consumer event description.

**CONTACT DETAILS**

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**DOWNLOADS**

- PDF Document
- Word Document
- PDF

**RELATED LINKS**

- A Related External Link
- A Related External Link
- A Related External Link

what's on HIGHLIGHTS

- Childrens Events
- Caravans & Glis
- Theatre & Comedy
- Sport

VIEW ALL EVENTS >

GO TO BELFAST ACTIVITY CALENDAR

QUICK SEARCH [SEARCH] [ADVANCED SEARCH]

PERIOD FILTER Drag Handles to filter month(s) required

DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN 2012 2013

MARKETPLACE FILTER Region

AREA OF INTEREST Use Scroller to view more options

SEARCH ALL Business Tourism Conferences Belfast Annual Events & Festivals Green Space

APPLY FILTER

SHOWING RESULTS FOR

JAN - APR ALL PREV 1 2 3 4. NEXT VIEW ALL

JAN NO RESULTS FOUND

FEB (2)

**BVCB Leisure Tourism** Start: 15/02/12 - End: 18/02/12

EMARKETING LEISURE

**CONSUMER**

Placeholder text for event description.

**Business Tourism Conferences** Start: 15/02/12 - End: 18/02/12

**CONSUMER**

Placeholder text for event description.





## **To deliver an authentic and high quality experience**

- Phase 2 of HARTE programme to commence 2011
- £400k project to enhance the skills under a new Belfast Destination programme
- New NI Quality Grading Scheme opened for applications from accommodation providers – assessments due in June



## Reds.....

<b>Tier 2 Festivals / Programming support</b>	<b>BCC</b>	<b>BCC – Peace III</b>
<b>Titanic Quarter – gaps in provision</b>	<b>SIB / DETI</b>	<b>SIB/DETI – report commissioned</b>
<b>Tour Bus Companies and standards</b>	<b>DOE</b>	<b>DOE – meeting requested</b>
<b>City dressing – empty units</b>	<b>BCCM</b>	<b>BCCM discussing with landlords</b>
<b>Lagan Corridor</b>	<b>BCC</b>	<b>BCC Progress as longer term project</b>
<b>Improved and competitive air access</b>	<b>DETI</b>	<b>Consultation response and Air Access group</b>