

20th September 2011

Belfast
Visitor &
Convention
Bureau

Supported by:

DIAGEO
NORTHERN IRELAND

Dear John,

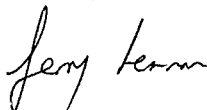
I am writing to ask if Belfast City Council could allow the rental income gained from the Failte Ireland desk in the Belfast Welcome Centre to remain within the accounts of the Belfast Welcome Centre. Alternatively that Belfast City Council would reduce the rental charge to Belfast Welcome Centre by the same amount as that paid by Failte Ireland.

The Business Plan agreed by the Board of Belfast Visitor and Convention Bureau and subsequently by the Belfast City Council Development Committee included income from 'commercial activity' which is necessary if the operation of the Belfast Welcome Centre is to remain at the current level of service.

The space allocated to the Failte Ireland desk at a rental income of £25k pa in previous years generated an income of £5k for the Belfast Welcome Centre. Therefore, because the Failte Ireland income for rental is paid to Belfast City Council and not to the Belfast Welcome Centre, this activity represents a net reduction in income of £5k to the Belfast Welcome Centre's bottom line. The financial years of 2010/2011 and 2011/2012 have been and are difficult trading years with spend/income from visitors down year on year. It is key therefore that the additional commercial income generated by the presence of the Failte Ireland desk contributes to the financial position of the Belfast Welcome Centre, especially in the current climate.

I would ask, therefore, that the Development Committee consider our request.

Thank you,



Gerry Lennon
Chief Executive

