



<b>Report to:</b>	Development Committee
<b>Subject:</b>	<b>Belfast Tourism Monitor</b>
<b>Date:</b>	19 February 2013
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officers:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459

<b>1</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that the Belfast Tourism Monitor is an integrated monitoring and evaluation service, currently carried out by Millward Brown Ulster, and is aimed at measuring the volume and value of tourism in Belfast on an annual basis. The importance of the data collated through the Tourism Monitor cannot be underestimated in terms of highlighting the economic impact and importance of tourism to the City's economy. The Council recognises the requirement for clear and robust data against which the tourism performance of the city may be measured.
1.2	The methodology of the Belfast Tourism Monitor includes conducting surveys with visitors to Belfast throughout the year. This research provides information on the number of visitors to the city, why they came, where they were from and how much they spent. It also measures satisfaction levels with regard to product and service provision. The surveys are done on a month by month basis.
1.3	The data collected from the Belfast Tourism Monitor informs the future development of tourism for the city by providing primary research for Belfast Visitor and Convention Bureau, the Council and the wider tourism industry. The Tourism Monitor research is made available to the tourism industry through the Council's website.
1.4	The Belfast Tourism Monitor has been conducted annually since 1999 and the work to be undertaken will build upon and add to the current established baseline figures.
1.5	The current three year contract with Millward Brown Ulster will come to an end in July 2013 and due to the lengthy procurement process approval is sought to initiate the tendering process for a new research consultancy to undertake the survey work for the period 2013 - 2016.

1.6	The objectives for the Tourism Monitor are; <ul style="list-style-type: none"> <li>- To measure the economic benefit of tourism to Belfast,</li> <li>- To analyse and profile visitors to the city,</li> <li>- To measure the impact of our investment into BVCB and Belfast City Council led product development and events initiatives.</li> <li>- To assess the visitor's experience of Belfast.</li> </ul>
1.7	A report on 2012 Tourism figures is currently being finalised and will be brought to Development Committee in March 2013.

<b>2</b>	<b>Key Issues</b>
2.1	The current three year contract with Millward Brown Ulster will come to an end in July 2013 and due to the lengthy procurement process approval is sought to initiate the tendering process.
2.2	Permission is sought from the Members of Development Committee for delegated authority to the Director of Development, to appoint the new contract at the end of the procurement process.

<b>3</b>	<b>Resource Implications</b>
3.1	It is envisaged that the maximum budget for the tourism monitoring and research, including events, will be £80,000 per annum for three years, £240,000 in total. (£80,000 per annum is currently available within Departmental budgets)

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no Equality and Good Relations Considerations attached to this report.

<b>5</b>	<b>Recommendations</b>
	Members are asked to: <ul style="list-style-type: none"> <li>- approve the procurement of the Belfast Tourism Monitor 2013-2016</li> <li>- commit £80,000 per year over three years (£240,000) to undertake this research</li> <li>- grant the Director of Development delegated authority to appoint research consultants</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
A report on the 2012 tourism figures will be brought back to Development Committee in April 2013.	
Time frame: April 2013	Reporting Officer Shirley McCay