



<b>Report to:</b>	Development Committee
<b>Subject:</b>	Belfast Tourism Monitor
<b>Date:</b>	7 May 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 at the meeting of the Development Committee in February 2013, members agreed to approve the procurement of the Belfast Tourism Monitor 2013-2016, commit £80,000 per year over three years (£240,000) to undertake this research and grant the Director of Development delegated authority to appoint research consultants
1.2	The current three year contract with Millward Brown Ulster (MBU) will come to an end in July 2013
1.3	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>

<b>2</b>	<b>Key Issues</b>
2.1	In the period since the committee granted permission to approve the procurement of the Tourism Monitor, it has become necessary to carry out a review of research across the department.
2.2	As part of the Cultural Framework 2012-2015, the Integrated Strategic Framework for Belfast Tourism 2009-2014 and the Departmental Business Plan, there is the potential to include additional focused research as part of the overall Tourism Monitor. This would enable a joined-up research approach within Tourism, Culture, Arts and Events.

2.3	Advice from the procurement manager is that there would be no procurement difficulty in regard to a proposed extension of the current contract, whilst a review takes place.
2.4	An extension of the current contract until 31 December 2013 would allow a review of current research requirements whilst the Tourism Monitor will remain at the core of future research.
2.5	Any future research tender may require additional funding; however this will come from within current Development Department budgets.

<b>3</b>	<b>Resource Implications</b>
3.1	As agreed at Development Committee in February 2013, Belfast City Council is committed to £80,000 per year over three years (£240,000) to undertake the Belfast Tourism Monitor.(£80,000 per annum is currently available within Departmental budgets).
3.2	Any extension of the current Tourism Monitor contract or additional future research will be funded through current 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>
5.1	Members are asked to: <ul style="list-style-type: none"> <li>– Approve the extension of the current Tourism Monitor contract until 31 December 2013 whilst a review of the current monitoring needs is undertaken.</li> </ul>

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