



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Marketing Awards 2012 – Zoo Success
Date:	15 November 2012
Reporting Officer:	Rose Crozier, Assistant Director of Parks and Leisure
Contact Officer:	Mark Challis, Zoo Manager

1	Relevant Background Information
	<p>Members will recall the Committee report of September 2011, detailing the Zoo's success in winning three prestigious awards during the year, including the Northern Ireland Tourism Award in the 'Visitor Inspired' category.</p> <p>During 2012, the zoo has continued this success with the winning of two significant marketing awards.</p>

2	Key Issues
	<p>At the 2012 Northern Ireland Tourism Awards, the zoo won the award for 'Marketing and Sales Excellence'.</p> <p>More recently, at the Chartered Institute of Marketing (CIM) Awards for 2012, the Zoo won the award in the 'Tourism and Hospitality' category.</p> <p>Such success is noteworthy especially given the significant industry competition there is for these prestigious awards. For instance, runners up to the Zoo at the CIM awards included the Northern Ireland Tourist Board and Titanic Belfast.</p> <p>The Committee should note the significant work the Zoo undertakes in its marketing activities, their creative approach to ongoing market research and the implementation of a successful marketing and sales strategy. Zoo staff work closely with other tourism providers, including the Northern Ireland Tourist Board and the Belfast Visitor and Convention Bureau, local hotels and,</p>

	<p>in 2012 for the first time, NI Opera.</p> <p>The Zoo's annual summer advertising campaign is delivered working closely with colleagues in the Parks and Leisure Department and Corporate Communications.</p>
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3	Resource Implications
	<p><u>Financial</u> All marketing activities for the zoo are realised within agreed budgets.</p> <p><u>Human Resources</u> Resources for marketing will be addressed within recommendations from the review of the Zoo.</p> <p><u>Asset and Other Implications</u> None identified at this time.</p>

4	Equality and Good Relations Considerations
	<p>Successful marketing of the zoo has an ability to drive significant visitor numbers to the zoo, from a variety of backgrounds, age range and abilities.</p>

5	Recommendations
	<p>The Committee is asked to note to above report.</p>

6	Decision Tracking
	<p>None</p>

7	Key to Abbreviations
	<p>CIM = Chartered Institute of Marketing</p>

8	Documents Attached
	<p>None</p>