



Subject:	Request to attend Event - Tourism Northern Ireland Awards: Twilight Market
Date:	11 May 2016
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Brian Johnston, Tourism, Culture, Heritage and Arts Manager

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report
1.1	The purpose of this report is to inform Members that the Twilight Market at St George's Market held on Wednesday 11 November 2015 has been shortlisted for the Best Tourism Innovation Award at the 2016 Tourism Northern Ireland Awards. The awards ceremony will take place on 26 May 2016 in Derry/Londonderry.
2.0	Recommendations
	The Committee is asked to: <ul style="list-style-type: none">– Note that the November 2015 Twilight Market has been shortlisted for the Best Tourism Innovation Award at the Tourism NI Awards and;– Agree the Chair and Deputy Chair of City Growth and Regeneration Committee (or nominees) plus two officers attending the event.
3.0	Main report
3.1	<u>Key Issues</u> Members will be aware that 2016 has been designated Northern Ireland Year of Food and Drink. Tourism NI is working with government and industry partners to showcase the best of Northern Ireland produce in the course of this year.

3.2	Food and drink is an important part of the visitor experience. It is estimated that in excess of a third of visitor expenditure goes on food and drink. By investing in quality improvements, there are opportunities to increase this spending and support further growth in the industry.
3.3	The City Growth and Regeneration Committee approved a Belfast Year of Food and Drink Action Plan at its meeting in February 2016. This includes the delivery of two Twilight Markets – each over a two day period in May and November 2016 – as well as Belfast Restaurant Fortnight in October 2016.
3.4	The Twilight Market events were included in the plan in order to build on the success of the inaugural Twilight Market which took place on 11 November 2015. This one-night event attracted around 17,000 people and was a really successful event for the local food and craft producers taking part, generating an estimated economic return of £600,000.
3.5	The success of this event has now been recognised by Tourism NI and the event has been shortlisted to the final three for the Best Tourism Innovation Award at the 2016 Tourism NI Awards. These awards recognise excellence across a range of categories including Hotel of the Year, Best Marketing Initiative, Sustainable Tourism and Outstanding Visitor Experience.
3.6	<p><u>Financial and Resource Implications</u></p> <p>It is proposed that four places are reserved at a cost of £65 + VAT each (total cost £260 + VAT). This funding is available within Departmental budgets.</p>
3.7	<p><u>Equality or Good Relations Implications</u></p> <p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	None