



<b>Subject:</b>	Routes Europe Conference 2017
<b>Date:</b>	08 March 2017
<b>Reporting Officer:</b>	Donal Durkan, Director of Development
<b>Contact Officer:</b>	Maggie McNally, Strategic Programme Manager,

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

<b>1.0</b>	<b>Purpose of Report or Summary of Main Issues</b>
1.1	At January 2017 Committee, Members noted the update on the upcoming Routes Europe Conference 2017. They acknowledged the opportunity presented by this event to showcase Belfast to a global business audience as well as the potential of delivering new air routes for Belfast.
1.2	It was agreed that an update report would be presented to the Committee in March to set out the up-to-date programme for the event and to provide Members with an opportunity to identify relevant elements of the conference that they may want to attend.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>- Note the update on the Routes Europe Conference which will take place in Belfast for the first time on 23-25 April 2017</li><li>- Nominate Members to attend the City Hall welcome reception on 23 April 2017 and Titanic Belfast reception on 24 April 2017</li><li>- Note that a report will be presented to the April City Growth and Regeneration Committee providing a more detailed programme outline. Members can confirm attendance at relevant elements of the programme at this point.</li></ul>

<b>3.0</b>	<b>Main report</b>
3.1	<p>In October 2016, Members agreed to commit £100,000 to support the costs of hosting the 2017 Routes Europe event at Belfast Waterfront. Routes Europe have indicated that the benefits to a city hosting the event in terms of positive PR coverage, potential new airline routes announcements and additional leisure/business tourism visitors, could be in the region of more than £50million. This is based on feedback and measurement of Routes Conferences that have been held in other cities.</p>
3.2	<p>The bid for Belfast involves financial contributions from a range of partners. These include:</p> <ul style="list-style-type: none"> <li>– Belfast City Council - £100,000</li> <li>– Invest NI has agreed approximately £348,000. In addition, they have spent £137,000 securing the Routes Conference for Belfast</li> <li>– Tourism Ireland (TIL) - £20,000</li> <li>– Tourism NI (TNI) - £165,000</li> <li>– Visit Belfast - £20,000</li> <li>– BWUH Ltd - £10,000</li> <li>– The local Airports - approximately £100,000 each.</li> </ul>
3.3	<p>In addition to these funding contributions, all partners are also making additional contributions in-kind in order to ensure the success of the event.</p>
3.4	<p>The main Conference and showcase will take place in the Belfast Waterfront while a welcome reception will be held in Belfast City Hall and a gala networking event is to take place in Titanic Belfast. Organisers and the local team are working closely together on a programme of supporting events across the city. This “Team Belfast” approach has ensured joined-up working with all partners. Research shows that the host city has a significant impact on delegates’ overall satisfaction and the Belfast Waterfront will be able to showcase that it can deliver well-organised meetings and a high standard of events in a luxurious, state of the art, riverside location presenting a positive impression of the city.</p>
3.5	<p><u>Progress to date for Members update</u></p> <p>The three working groups that have been set up to co-ordinate the event continue to meet on a monthly basis and these groups will continue to meet in the run-up to the event in order to ensure that all planning details for the event are taken care of and that the City makes the most of this opportunity to showcase Belfast as a successful business and tourism destination. A further progress report on all of this work will be brought to Committee prior to the April 2017</p>

event.

3.6

The draft Programme for the event has been shared with partners. This is a high-level outline of the key sessions (networking sessions, receptions, keynote speeches) and there is limited detail available at present. The Conference itself consists mainly of networking sessions and pre-arranged one-to-one meetings between delegates. There will also be a number of guest speakers in attendance, although these details have not yet been released. Members will be advised of these details once this information is available.

3.7

Belfast City Council has been granted 10 delegate passes which can be for the full duration of the Conference or can be shared between individuals for specific days/events during the week. At this stage, the priority events for which Members need to register are the City Hall Welcome reception and the Titanic Belfast evening. Once further details are received in relation to the actual Conference programme, these will be circulated to Members and, at that point, they can confirm which other elements of the programme they wish to attend.

3.8

The programme for the event is as follows:

Date	Time	Location	Activity
23/04/17	08.00-17.35	Belfast Waterfront Hall	All day conference
23/04/17	17.45-19.30	City Hall	Welcome Reception
24/04/17	07.30-17.00	Belfast Waterfront Hall	All day conference
24/04/17	19.00-23.30	Titanic Belfast	Networking Evening and Routes Europe Marketing Awards
25/04/17	08.00-16.00	Belfast Waterfront Hall	Half day conference
25/04/17	12.35-14.05	Belfast Waterfront Hall	Lunch hosted by Hosts of Routes Europe 2018

3.9

The City Hall Welcome reception on the Sunday night will be an informal occasion with jazz music and drinks and canapés for all delegates. The Lord Mayor will also host 20 VIPs in the Parlour just prior to the Welcome reception. The Titanic evening will take place on the Monday evening and will consist of the Titanic experience tours, canapés and drinks, before the Europe Marketing Awards in the White Star lounge and a standing reception with hot food.

Members are asked to nominate attendees for each of the evening events. Given the availability of tickets, it is recommended that one Member from each party plus the Chair and

<p>3.10</p> <p>3.11</p> <p>3.12</p> <p>3.13</p>	<p>Deputy Chairs of Committee and up to two additional Committee members or nominees attend. Once nominated, Members' details will be submitted to the organisers and allow for allocation of delegate passes.</p> <p>Once the final programme is agreed, this will be brought to the April Committee for Members' information and they can agreed, at that point, which additional programme sessions they want to attend. Delegate passes for the relevant sessions will be allocated at that point.</p> <p><u>Financial and Resource Implications</u></p> <p>All financial contributions from Belfast City Council have been included in the 2016/17 and 2017/18 budgets and have already been approved by this Committee.</p> <p><u>Equality &amp; Good Relations Implications</u></p> <p>No specific equality or good relations implications.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
	<p>None</p>