



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	<b>Notice of Motion – Belfast as a Tourist Destination</b>
<b>Date:</b>	15 <sup>th</sup> January, 2013
<b>Reporting Officer:</b>	Mr. B. Flynn, Democratic Services Officer, ext. 6312
<b>Contact Officer:</b>	As above.

<b>1.0</b>	<b>Relevant Background Information</b>
1.1	<p>At the Council meeting on 7th January, the undernoted Notice of Motion was proposed by Alderman Newton and seconded by Alderman Rodgers:</p> <p>“This Council welcomes the news that the Tripadvisor website has ranked Belfast as a top 10 must-see attraction. This is very gratifying given the amount of energy which the Council has put into improving the city’s image and physical appearance over recent years. Making the city an attractive place to visit and experience has been a major objective within the Council’s strategic thinking.</p> <p>The Council welcomes the efforts of its partners in this joint venture including regional Government Departments, the Titanic Signature Project, the Northern Ireland Tourist Board, the Belfast Visitor and Convention Bureau and the Belfast Chamber of Trade and Commerce to name but a few. Our combined efforts have seen major improvements in our tourist offer over recent years. The number of visitors to Belfast has risen over the 6 years to 2011 by almost 1.5 million and the economic spend in the city has increased accordingly by almost £115million to £401 million. Overall in 2011 the tourism industry supported over 9,000 full-time equivalent jobs and the estimated economic impact of tourism was almost £506 million. It is also worthy of note that the hotel occupancy rate for September 2012 was 82.5%, up more than 10% from the previous September.</p> <p>Although these figures show that Belfast is a dynamic city which is attractive to tourists, the Council will not rest on its laurels and commits itself to continue to build upon this success by working even harder to ensure that Belfast is a world class tourist destination.”</p> <p><b>In accordance with Standing Order 11(e), the Lord Mayor indicated that the matter would be referred to the Development Committee without debate.</b></p>
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is requested to consider the Notion of Motion and take such action thereon as may be determined.