



Subject:	Request for Visit Belfast to present to Committee
Date:	5 February 2025
Reporting Officer:	Lesley-Ann O'Donnell, Senior Manager – Culture and Tourism
Contact Officer:	Kerry McMullan, Tourism and Events Development Manager Pièr Morrow, Tourism Development Officer

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.	
Insert number <input type="checkbox"/>	
<ol style="list-style-type: none">1. Information relating to any individual2. Information likely to reveal the identity of an individual3. Information relating to the financial or business affairs of any particular person (including the council holding that information)4. Information in connection with any labour relations matter5. Information in relation to which a claim to legal professional privilege could be maintained6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction7. Information on any action in relation to the prevention, investigation or prosecution of crime	
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

1.0	Purpose of Report/Summary of Main Issues
1.1	The purpose of this report is to seek approval for Visit Belfast to present their annual business plan to Committee on 12 March 2025.
2.0	Recommendation
2.1	The Committee is asked to agree to receive a presentation on Visit Belfast's 2025-26 Business Plan at the Committee meeting in March 2025, including a request for Council support towards the work programme for the coming financial year.
3.0	Main Report
3.1	Visit Belfast Business Plan Members will be aware that Visit Belfast is the city's Destination Marketing Organisation dedicated to marketing Belfast as a city break, conference, day-trip and cruise ship destination. It also, in its visitor servicing role, manages the operation of the gateway Visitor Information Centres (VICs) including Visit Belfast Welcome Centre and the Arrivals Desk at Belfast International Airport and a range of visitor servicing initiatives on behalf of Belfast City Council.
3.2	Visit Belfast represents over 500 tourism businesses and services across the tourism industry and its core purpose is to attract, welcome and service visitors for Belfast and Northern Ireland in order to generate an economic benefit for the city, creating jobs and wealth. The role of Visit Belfast is to drive visitor numbers and increase visitor spend. As a public private partnership, it provides a singular delivery mechanism for co-ordinating marketing investment and market engagement for the city. The organisation has a portfolio of marketing, sales and visitor servicing activity across both leisure and business tourism.
3.3	Belfast City Council is the principal funder of Visit Belfast and as such receives an annual presentation of their business plan as part of the process to approve annual funding for the delivery of marketing, sales and visitor servicing activity.
	<u>Financial and Resource Implications</u>
3.4	There are no financial implications attached to this report.
	<u>Equality or Good Relations Implications/Rural Needs Assessment</u>
3.5	There are no Equality or Good Relation Implications attached to this report.
4.0	Appendices - Documents Attached
	None