

## Appendix 1: Belfast Tourism Delivery plan 2015/16

Axis	Theme	Priority Project	Lead Partners	Support Partners	Update
1. Reputation Management	1.1 Marketing Activity	Major joint marketing campaigns focused on cities with direct air access, focus on GB and Europe	TIL & VB	Tourism Industry Providers	10 campaigns undertaken in GB & Europe.
		Major tactical joint marketing scheme in ROI focussed on overnight stays and promotional calendars aligned.	TNI & VB		Limited campaign activity in ROI.
		Belfast India Marketing Initiative	BCC	TIL, Universities, Titanic Belfast, National Trust, Generator NI	Campaign delivered in India across tourism, investment and education December 2015-March 2016. Currently undertaking evaluation.
	1.2 City Positioning	City narrative and place positioning strategy agreed with an implementation plan. Covers tourism, investment and 3 <sup>rd</sup> level education as key priority areas.	BCC	TNI, VB, TIL, Investment agencies and 3 <sup>rd</sup> level education	Members have considered draft narrative at a workshop session in December and report approved at Committee in January 2016. Further work required on detail for each sector.
	1.3 Visitor Management	Coach Parking resolved for overnight and day visitors	VB	BCC, DRD, TNI, FPT	Difficulties securing appropriate site. Additional options recently presented and are now being explored. Following detailed analysis work by Visit Belfast, visitor pass will not proceed at this point, as it is cost-prohibitive.
		Develop models and options for a City Visitor Pass for delivery in 2016/17	VB	TNI	

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	1.4 Business Tourism	<p>Business Tourism Subvention Fund Secured 2015/16.</p> <p>Review required into city subvention policy for 2016/17 onwards</p> <p>Sectoral Analysis complete</p>	<p>BCC</p> <p>BCC &amp; VB</p> <p>BCC &amp; VB</p>	<p>TNI, VB, INI</p> <p>TNI</p>	<p>£105,000 committed from BCC and matched by TNI. Demonstrated 50:1 return on investment</p> <p>New Subvention review underway to be completed June 2016.</p> <p>Complete analysis undertaken into areas in which Belfast has International standout and size of potential conference market identified and targeted.</p>
	1.5 Tourism Events & Festivals	<p>Review of city events completed to include tourism events</p> <p>Event Delivery</p>	<p>BCC</p> <p>BCC</p> <p>BCC</p>	<p>VB &amp; TNI</p>	<p>Review work still progressing.</p> <p>Brian Friel festival delivered 63 events in the City across a number of venues with an audience of 16,519..</p> <p>Successful Twilight market delivered in the City in partnership with the Markets Unit in Saint George's Market. In excess of 17,000 attendees.</p>

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2. Capacity Building	2.1 Hospitality Excellence	Development of DEL Tourism Skills Strategy, particularly focussed on entry level and customer care courses	DEL	TNI, BCC	Initial research work undertaken but this has not yet been released. Once detail is available, engagement will take place to identify opportunities for involvement.
		Tailored tourism leadership programme developed in the city, delivered in partnership with a number of European cities.	BCC	Universities, Belfast Met, TNI, People 1st	Draft programme in place following preliminary consultations. Awaiting full report on DEL skills strategy for tourism before proceeding
	2.2 Monitoring & Research	Development of a collaborative approach to Tourism Research including campaign evaluations with an agreed research plan, allowing for a more efficient, consistent approach to capturing data.	TNI	BCC, VB, NISRA	Review of research ongoing. Commissioned research to go to tender in Summer 2016.

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<b>3. Product Development</b>	3.1 Accommodation	Undertake further work to develop a proactive approach to the identified 1500 hotel bedroom deficit in the city by 2020.	BCC	VB, TNI, INI	Detailed analysis undertaken on Belfast Hotel sector.  Officers undertaking proactive role to promote the City to potential developers and handling incoming enquiries. Sales prospectus developed and launched at MIPIM.
	3.2 Contemporary Belfast	Progress Economic appraisal for a Contemporary Arts Gallery in the City	BCC	ACNI, TNI	Appraisal under way at present as part of CCRIS work on “learning and innovation centre”.
	3.3 Experiential Development	Delivery of pilot scheme under the ‘ideas factory’ concept	BCC	T13	‘Contained’ project delivered in conjunction with T13.  Successful pilot over a number of months attracting significant visitor numbers and press coverage.
	3.4 Peace Agenda	Development of a programme of activity to enhance the offering and connection with visitors	BCC	TNI, VB, TIL	Considerable amount of research and market testing undertaken.  Pilot undertaken by Visit Belfast through the Welcome Centre to support local tour operators.