



<b>Subject:</b>	<b>Request to Present to Committee - ICC Belfast and Visit Belfast</b>
<b>Date:</b>	5th December, 2018
<b>Reporting Officer:</b>	John Greer, Director of Development, ext. 3470
<b>Contact Officer:</b>	Lisa Toland, Head of Economic Initiatives and International Development, ext. 3427

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<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/Summary of Main Issues</b>
1.1	The purpose of the report is to seek Member approval for a request Visit Belfast and International Conference Centre (ICC) Belfast to make a presentation at an upcoming meeting of the City Growth and Regeneration Committee.
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is asked to agree to receive a presentation from ICC Belfast and Visit Belfast at the Special Meeting of the City Growth and Regeneration Committee in January, focusing on the business tourism sector.

<b>3.0</b>	<b>Main Report</b>
3.1	Members will be aware that Visit Belfast is the principal Destination Management and Marketing Organisation for the city of Belfast. Visit Belfast leads on the tourism marketing activities in Belfast. It is a membership organisation with more than 500 member businesses across the wider hospitality industry. Visit Belfast works, on behalf of its members, with a range of public and private partners such as the Belfast Chamber and the Business Improvement Districts (BIDs) to promote Belfast as a tourism destination.
3.2	Visit Belfast targets both the leisure and business tourism markets. A key partner in its business tourism work is ICC Belfast (formerly Belfast Waterfront) – the convention centre owned by Belfast City Council.
3.3	Business tourism is a key sector for the Belfast tourism economy. Recent investments, including the ICC Belfast and the 44% increase in hotel bed stock mean that the city is now well placed to service this growing market. Performance to date has been very positive and this has been recognised as ICC Belfast won the Best Venue award and Visit Belfast, on behalf of the city, won the Best Events Destination award at the recent C&IT (Conference and Incentives Travel awards) in London in September 2018. As a result, partners consider that there has never been a more appropriate time to market Belfast as a world-class international Meetings, Incentive, Conference and Exhibition (MICE) destination.
3.4	In order to ensure a coordinated approach to this activity a Business Development Taskforce has been established. This involves all the relevant public and private sector partners working on this issue, with the objective of capitalising on the external recognition and accelerating the income from business tourism. It is proposed that representatives from two of the key organisations involved – Visit Belfast and ICC Belfast – will make a presentation to the Special meeting of the City Growth and Regeneration Committee in January 2019 to outline their work and identify the significant income from this tourism segment.
3.5	<b><u>Financial and Resource Implications</u></b> There are no specific financial or resource implications attached to this report.  <b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b>
3.6	There are no specific equality, good relations or rural implications.
<b>4.0</b>	<b>Documents Attached</b>
	None