



Subject:	Request to Present - Tourism NI
Date:	13 February 2019
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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 or Summary of main Issues
1.1	The purpose of the report is to seek Committee approval to receive a presentation from Tourism NI at an upcoming meeting of the City Growth and Regeneration Committee.
2.0	Recommendations
	The Committee is asked to: <ul style="list-style-type: none">• Agree to receive a presentation from Tourism NI at an upcoming meeting of the City Growth and Regeneration Committee.

3.0	Main report
3.1	Members will be aware that Tourism NI (TNI) is responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to domestic tourists from within Northern Ireland, and to visitors from the Republic of Ireland.
3.2	Belfast City Council works closely with Tourism NI in a number of key areas, all aimed at maximising the value of tourism to the city and the wider region. There are a number of key areas of collaboration between the Council and Tourism NI for the coming year and TNI has requested an opportunity to engage with elected members to update on some of these priority areas and to explore opportunities for ongoing collaboration.
3.3	<p>Current areas of engagement include:</p> <ul style="list-style-type: none"> • Collaborative support for Visit Belfast: Belfast City Council and Tourism NI are Visit Belfast's largest funders. Tourism NI's support for Visit Belfast focuses on the visitor servicing activity at the Belfast Welcome Centre, as well as the support for business tourism (see below) • Support for business tourism: Tourism NI and Belfast City Council both provide £200,000 annually towards a conference subvention scheme to attract additional business tourism to the city. The scheme is administered on behalf of both organisations by Visit Belfast. At the Special meeting of the City Growth and Regeneration Committee in January 2019, both Visit Belfast and the ICC Belfast outlined the importance of the subvention scheme in attracting events to Belfast and the need for both organisations to maintain their investment in the scheme • Support for product development – including collaboration on the local tourism product development activity: Tourism NI and Belfast City Council are working together on an agreed approach to developing new visitor products and enhancing the visitor experience in Belfast. This will include our work on local tourism – ensuring that the benefits of investment are felt across the city • Plans for the 148th Open Championship in July 2019: The Open Championship will be hosted in Portrush in July 2019 – the first time that it will have been in Northern Ireland since 1951. Given that the majority of the bed space in the region is located in Belfast, Tourism NI estimates that a significant percentage of the 190,000 visitors will be located in the city over the week. Hotels are already confirming that occupancy levels are high – with many already at capacity. The Council is working closely with Tourism NI and Visit

	<p>Belfast to explore opportunities for additional animation and activities in the city over that period, in order to enhance the visitor experience</p> <ul style="list-style-type: none"> • Support for industry development – including business growth and skills development: Belfast City Council and Tourism NI work closely on support initiatives for businesses in the leisure and hospitality industry. We will be scaling up this investment in the run-up to The Open • Funding for events and festivals: Tourism NI has a number of funding schemes for events and many of these are based in Belfast. We have been working with Tourism NI as they are reviewing their investment in events to ensure that it is aligned with our revised approach as part of the integrated cultural strategy • Research and visitor analysis: we have been working closely with Tourism NI to look at how we can access some of their market insights and research to inform our investment. This includes looking at new technology solutions for data capture and analysis.
3.4	<p><u>Financial & Resource Implications</u></p> <p>No specific financial or resource implications associated with this presentation.</p>
3.5	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>No specific equality of good relations implications. No specific rural needs impact.</p>
4.0	Appendices – Documents Attached
	None.