



<b>Subject:</b>	Use of City Hall – Destination Tourism
<b>Date:</b>	21 June 2019
<b>Reporting Officer:</b>	John Walsh, City Solicitor / Director of Legal & Civic Services
<b>Contact Officer:</b>	Aisling Milliken, Functions and Exhibition Manager

<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>	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<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 or Summary of main Issues</b>
1.1	To amend terms and conditions regarding use of City Hall to permit the hosting of events to promote destination tourism.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>Grant delegated authority to the Director of Legal and Civic Services to approve the hosting of events as described. To also delegate to the Director the negotiation and charging of fees for such events.</li></ul>
<b>3.0</b>	<b>Main report</b>
3.1	Northern Ireland Tourist Board has been working in conjunction with a number of companies to promote Belfast as a showcase destination for tourists with a particular focus on tour operators and business incentive market (in which companies offer travel products as bonuses/incentives). This entails bringing a range of venues and attractions together and marketing them in a unique package. As an example last year City Hall was used to

	<p>host the Hosts Global Conference which has generated £4 million for the local economy to date. This type of market is very competitive and lucrative and the unique USP of a city is key to successful marketing and securing business. City Hall is regarded as a signature feature of the City and a major incentive in attracting business. Giving access to City Hall for events is a major selling point that many other cities cannot offer. NITB regard this type of business as of equal importance to conferencing in terms of bed nights and visitor spend in the City. It is further of the view that there is a serious risk that this business will be lost if City Hall cannot be made part of the offer. Under the current arrangements City Hall is permitted to be used for hosting events related to conferences but not the destination tourism type events described.</p>
3.2	<p><u>Financial &amp; Resource Implications</u></p> <p>The proposal will be income generating.</p>
3.3	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>None.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None