



Subject:	Request for Visit Belfast to present to Committee
Date:	10 February 2021
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Eimear Henry, Senior Manager (Culture & Tourism)

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"/>
Some time 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
1.1	The purpose of this report is to seek approval for Visit Belfast to present their annual business plan to Committee in March 2021.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">- note the contents of the report and the progress to date- agree to receive a presentation on Visit Belfast's 2021-22 Business Plan at the Committee meeting in March 2021, including a request for Council support towards the work programme for the coming financial year.
3.0	Main report
3.1	Members will be aware that Visit Belfast is the city's Destination Marketing Management

	<p>Organisation (DMMO) 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 three gateway Visitor Information Centres (VICs) including Visit Belfast Welcome Centre, the Arrivals Desk at George Best Belfast City Airport and the Arrivals Desk at Belfast International Airport and a range of visitor servicing initiatives on behalf of Belfast City Council.</p>
3.2	<p>Visit Belfast represents over 500 tourism businesses and services across the tourism industry and its core purpose is to 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.</p>
3.3	<p>Belfast City Council is the principal funder to Visit Belfast and as such receives an annual presentation of their business plan as part of the process to approve annual funding.</p>
3.4	<p><u>Financial & Resource Implications</u></p> <p>There are no financial implications attached to this report. A request for funding for 2021-22 year will be made at the March Committee.</p>
3.5	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>There are no Equality or Good Relation Implications attached to this report.</p>
4.0	Appendices – Documents Attached
	None