

APPENDIX 1: 2021-22 Tourism Actions

The proposed programme supports initial quarter one actions against the priorities set out in the ten year cultural strategy as well as foundation actions for the emerging ten year tourism plan.

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Sustainable tourism				
Global Destination Sustainability Index	Belfast completed index benchmarking in 2020. This is due to be repeated in 2021 with the results published as part of the index Global Destination Sustainability Index.	Forward Planning for Climate Change: Update to Index including Environmental Impact Audit and Action Plan. Ongoing support to Council and partners including Visit Belfast and ICC.	April 2021 – March 2022	£7,500
Research and development	Commissioning of relevant research to better understand index scores, challenges and impacts including developing key actions for improvement.	Impact of tourism research report.	April 2021 – August 2021	£10,000
Green Tourism Accreditation	The programme will provide access to the GreenCheck tool, completing individual assessments for tourism businesses including accommodation, hospitality, events and attractions. Cultural organisations will also access the programme.	Up to 300 businesses supported.	April 2021 – March 2022	£60,000
Capacity building	Working with the supply chain to incentivise change programmes, raise awareness and pilot projects e.g. food waste.	Pilot programme completed. Green Stories curated.	April 2021 – March 2022	£15,000

Experience Belfast – local and neighbourhood tourism				
Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2021 – March 2022	£17,000
City Connections	Ongoing partnership model between Fáilte Feirste and Eastside Partnership to deliver a programme of work that supports development of local tourism products and citywide connections.	Complete market research. Support for local businesses through joint initiatives. Support for delivery partners with targets to be developed as part of funding agreement.	April 2021 – March 2022	£100,000
Capacity building	Roll out of local tourism development across other geographic areas in the city and to include communities of interest.	Developing phased approach and identification of new partners. Capacity building and support programme delivered.	April 2021 – March 2022	£83,000
Positioning Belfast				
Digital content development	Working with local partners to showcase Belfast's authentic cultural tourism offer through the commissioning of new online content.	- Digital showcase - Video and photography - Webinars Sharing of content with key partners to embed cultural vibrancy messaging into tourism, investment and education positioning.	April 2021 – September 2021	£60,000