

Tourism Economy Action Plan

THEMATIC ACTION PLANNING TEAM: TOURISM ECONOMY

CHAIR: TBC, Tourism NI

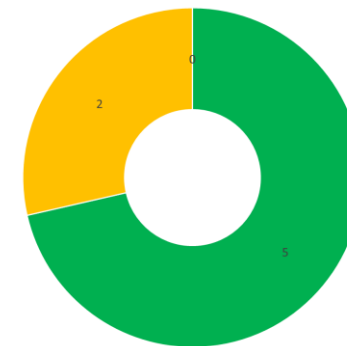
COUNCIL LEAD: Brian Johnston, Head of Tourism, Arts and Culture

Update from the Chair

A total of seven key actions are being taken forward by the Tourism Economy thematic group. All seven are progress in partnership with the group members during this period and address baseline setting and monitoring, destination sales, trade participation and capacity building.

There have been a number of early successes against each of the actions as indicated below.

RAG Overall



RED	AMBER	GREEN
0	2	5

Featured Action – ACTION 4.1 - Engage partners in the development plans and encourage participation in the signature events, as appropriate. (Food and Cider Festival 2018)

<p>How Much?</p> <ul style="list-style-type: none"> • Number of trade partners/stallholders participating in each signature event (F&C 2018) 70+ • Number of people attending each signature event (F&C – 5,000 +) 	<p>How well?</p> <p>Satisfaction levels</p> <ul style="list-style-type: none"> • % of signature event attendees who were surveyed who reported they were satisfied with event. – Food and Cider markets – F&Cider Festival 2018 markets - 80% Very or Extremely Good • % of signature event attendees who were surveyed who reported they would recommend event to others/return to event if held in the future - Food and Cider Festival 2018 - 92% of online bookers. 	<p>Is anyone better off?</p> <ul style="list-style-type: none"> • Direct spend generated by signature events tbc • PR secured (print, online and broadcast) including circulation, Opportunities to See, Reach, Advertising Value Equivalent and PR value — Total of 86 print, online and broadcast placements; Circulation to 6.5mn listeners/readers; 11.3mn Opportunities to See; Advertising Value Equivalent of £159,000; PR Value of £463,000
--	---	--

<p>Successes</p> <p>All actions are being progressed. Hotel occupancy and visitor attraction/facility satisfaction monitoring has taken place during the period and will continue in 2019. A new Meet the Supplier initiative was rolled out in September 2019. Capacity building through provision of WorldHost training has commenced and partner participation in signature events is continuing with satisfaction levels amongst attendees extremely high and PR outputs metrics strong.</p>	<p>Challenges</p> <p>Adoption of the new tourism communications brand will require encouragement and funding for capital schemes may prove challenging in the current economic climate.</p>
---	--

<p>Issues for follow up by CPSP</p>
--

Vision for Economy Strategic Theme

We are an internationally renowned destination – our competitive industries, productivity and outward facing economy provides the global platform to attract, develop and maintain talent, investment and high growth opportunities.

Tourism Economy long- term outcome

Our borough is the destination of choice for international* visitors

Short term Outcomes

We know and understand our visitors and have established a distinct identity and proposition which we are communicating to international markets

We provide high quality, memorable and unique visitor experiences

Population Indicator

Number of overnight trips made by visitors from outside Northern Ireland

Links to Programme for Government Draft Outcomes

- We have created a place where people want to live and work, to visit and invest
- We prosper through a strong, competitive, regionally balanced economy
- We have more people working in better jobs

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
						G	How Much?

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
1. Establish a baseline of tourism performance against which growth in the visitor economy can be measured	1.1 Undertake primary and secondary research Primary: <ul style="list-style-type: none"> Monthly Hotel occupancy survey – Commenced January 2018 Monthly Visitor Attraction/Facility Survey – Commenced April 2018. Secondary: <ul style="list-style-type: none"> Monitor annual tourism statistics from NISRA. Update business on headline through Tourism Hospitality Link ezine. 	Public sector partners – attractions/facilities Tourism Industry partners – hoteliers and attractions		Council officer time	ABC Council – Tourism, Arts & Culture Sara McGeary		<ul style="list-style-type: none"> Number of hotels participating in the survey 6/7 Number of attractions/facilities participating in the survey 17/19
							How Well? <ul style="list-style-type: none"> % of all hotels participating in the survey 86% % of identified attractions/facilities participating in the survey 89%
							Is anyone better off? <ul style="list-style-type: none"> Number and % of hotels who report using the research findings Number and % of attractions/ facilities who report using the research findings
2. Embed new tourism brand for the Borough with trade partners	2.1 Work with public sector and tourism industry partners to ensure that new tourism brand is utilised by them	Tourism and Hospitality Trade Partners		Council officer time	ABC Council – Tourism, Arts & Culture and Graphic Design Sara McGeary & Caitriona Rafferty	A	How Much? <ul style="list-style-type: none"> Number of tourism and hospitality businesses using the tourism brand
							How Well? <ul style="list-style-type: none"> % of all tourism and hospitality businesses in the destination using the tourism communication brand assets
							Is anyone better off? <ul style="list-style-type: none"> % of tourism and hospitality business customers reporting using the tourism brand helped raise their and the destination's profile.

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
3. Increase overnight visitors to the Borough	3.1 Identify opportunities for collaboration on sales campaigns	Trade Partners		Council officer time Council, stakeholder financial resources	ABC Council – Tourism, Arts & Culture Sara McGeary & Ghilian Campbell	G	<p>How Much?</p> <ul style="list-style-type: none"> Number of out of state consumer and trade platforms attended/availed of Number of potential consumers and operators contacted/met with. 352 operators in 17.17 and 635 apr 18- sept 18 <p>How Well?</p> <ul style="list-style-type: none"> % change in consumer database % change in tour operator database Monthly destination website users Number of opens on follow up trade ezines Number of tour operators participating in-destination fam trips % satisfaction with operator fam trips amongst those attending <p>Is anyone better off?</p> <ul style="list-style-type: none"> Number of tour operators programming the destination (new)/adding to programme (existing) Level of additional business generated (nights and spend)
	3.2 Deliver cultural awareness training to local tourism providers to build their capacity to accommodate international visitors	Tourism NI				ABC Council	G

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
	3.3 Provide opportunities for local tourism and hospitality trade partners to meet each other to facilitate cross-promotion through provision of an annual Destination Meet the Supplier workshop.	Tourism NI			ABC Council	G	<p>How Much?</p> <ul style="list-style-type: none"> Number of local tourism and hospitality trade partners attending Destination Meet the Supplier Workshop 29 <p>How Well?</p> <ul style="list-style-type: none"> Attendance levels - % of trade partners invited who attended workshop 14% Satisfaction levels % of attendees reporting satisfaction with workshop 95% satisfaction with format % of attendees reporting workshop was useful 85% <p>Is anyone better off?</p> <ul style="list-style-type: none"> Number of appointments (ie connections) made by trade partners as a result of workshop % workshop attendees who reported undertaking collaboration 6 months' post workshop % of workshop attendees who report plans for future collaboration as a result of workshop
4. Embed signature events as key part of destination development	4.1 Engage partners in the development plans for each signature event, as appropriate.	Public sector partners Tourism Industry partners		Council officer time	ABC Council – Tourism, Arts & Culture and Events Team Sara McGeary	G	<p>How Much?</p> <ul style="list-style-type: none"> Number of trade partners/stallholders participating in each signature event (F&C 2018) 70+ Number of people attending each signature events (F&C – 5000+) <p>How Well?</p> <p>Satisfaction levels</p>

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
							<ul style="list-style-type: none"> ▪ % of signature event attendees who were surveyed who reported they were satisfied with event. Food and Cider Festival 2018 markets – 80% Very or Extremely Good ▪ % of signature event attendees who were surveyed who reported they would recommend event to others/return to event if held in the future - Food and Cider Festival 2018 – 92% of online bookers <p>Is anyone better off?</p> <ul style="list-style-type: none"> ▪ Direct spend generated by signature events ▪ PR secured (print, online and broadcast) including circulation, Opportunities to See, Reach, Advertising Value Equivalent and PR value. – Food and Cider Festival 2018 – Total of 86 print, online and broadcast placements; Circulation to 6.5mn listeners/readers; 11.3mn opportunities to see; Advertising Value Equivalent of £159,000; PR Value of £463,000
<p>5. Promote investment in new and existing tourism products</p>	<p>5.1 Undertake technical appraisals and funding applications as appropriate and support technical appraisals by others as appropriate</p>	<p>Council, Tourism NI and Hospitality Trade and Tourism Partners, Invest NI</p>		<p>Officer time</p>	<p>Council Tourism Department</p>	<p>A</p>	<p>How Much?</p> <ul style="list-style-type: none"> ▪ Number of technical appraisals and funding applications undertaken 2 ▪ Number of technical appraisals supported <p>How Well?</p> <ul style="list-style-type: none"> ▪ Number and percentage of funding bids which were successful. ▪ Quality rating/visitor feedback of new/enhanced tourism products/experiences ▪ Awards and accreditations for new/enhanced businesses

Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
							<p>Is anyone better off?</p> <ul style="list-style-type: none"> ▪ Number of new tourism products/experiences/accommodation ▪ Expansion of existing tourism products/experiences/accommodation ▪ Level of investment secured