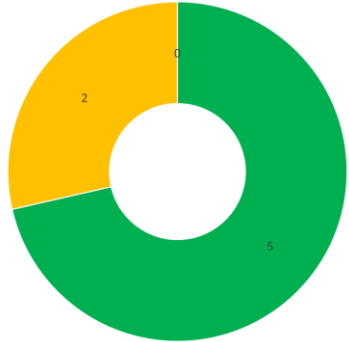


## Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

<p><b>Update from the Chair</b></p> <p>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.</p> <p>There have been a number of early successes against each of the actions as indicated below.</p>	<p><b>RAG Overall</b></p>  <table border="1" data-bbox="1384 694 2011 774"> <thead> <tr> <th>RED</th> <th>AMBER</th> <th>GREEN</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>2</td> <td>5</td> </tr> </tbody> </table>	RED	AMBER	GREEN	0	2	5
RED	AMBER	GREEN					
0	2	5					

**Featured Action – ACTION** - Increase overnight visitors to the Borough - Identify opportunities for collaboration on sales campaigns

<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>Number of out of state consumer and trade platforms attended/availed of – <b>average of 10 per annum</b></li> <li>Number of potential consumers and operators contacted/met with. - <b>724 operators in 17.18 and 18.19 (ytd)</b></li> </ul>	<p><b>How well?</b></p> <p><b>Satisfaction levels</b></p> <ul style="list-style-type: none"> <li>% change in consumer database - <b>+10%</b></li> <li>% change in tour operator database <b>+ 10%</b></li> <li>Monthly destination website users – <b>User Views up</b></li> <li>Number of opens on follow up trade ezines – <b>30% average</b></li> <li>Number of tour operators participating in-destination fam trips – <b>10 companies – 116 pax 17.18 and 18.19 (ytd)</b></li> </ul>	<p><b>Is anyone better off?</b></p> <ul style="list-style-type: none"> <li>Number of tour operators programming the destination (new)/adding to programme (existing) – <b>19 operator 2019 ytd with total of 134 operator dates</b></li> <li>Level of additional business generated (nights and spend) - <b>£130k+ (2019 ytd) through Destination Sales Office</b></li> </ul>
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## Tourism Economy Progress Report

### Reporting Period – Dec 2018 to May 2019

	<ul style="list-style-type: none"><li>• % satisfaction with operator fam trips amongst those attending – v strong satisfaction from anecdotal feedback</li></ul>	
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<p><b>Successes</b> 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 2018 and the format of this initiative needs to be reviewed for 2019. Capacity building through provision of WorldHost training continues and partner participation in signature events is continuing with satisfaction levels amongst attendees extremely high and PR outputs metrics strong. The Destination Sales effort is continuing apace with strong collaboration with stakeholders across the Destination. For 2019 year to date, 19 tour operators with international clients have booked 134 dates for the destination.</p>	<p><b>Challenges</b> Adoption of the new tourism communications brand will require encouragement and funding for capital schemes may prove challenging in the current economic climate.</p>
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**Tourism Economy Progress Report**

**Reporting Period – Dec 2018 to May 2019**

**Issues for follow up by CPSP**



# Tourism Economy Progress Report 2

**CHAIR:** TBC, Tourism NI

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

## 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

## Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

### 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
1. Establish a baseline of tourism performance against which growth in the visitor economy can be measured	1.1 Undertake primary and secondary research  <b>Primary:</b> <ul style="list-style-type: none"> <li>▪ Monthly Hotel occupancy survey – Commenced January 2018</li> <li>▪ Monthly Visitor Attraction/Facility Survey – Commenced April 2018.</li> </ul> <b>Secondary:</b> <ul style="list-style-type: none"> <li>▪ Monitor annual tourism statistics from NISRA. Update business on headline through Tourism Hospitality Link ezine.</li> </ul>	Public sector partners – attractions/facilities Tourism Industry partners – hoteliers and attractions		Council officer time	ABC Council – Tourism, Arts & Culture  Sara McGeary	G	<b>How Much?</b> <ul style="list-style-type: none"> <li>▪ Number of hotels participating in the survey <a href="#">6/7</a></li> <li>▪ Number of attractions/facilities participating in the survey <a href="#">17/19</a></li> </ul>
							<b>How Well?</b> <ul style="list-style-type: none"> <li>▪ % of all hotels participating in the survey <a href="#">86%</a></li> <li>▪ % of identified attractions/facilities participating in the survey <a href="#">89%</a></li> </ul>
							<b>Is anyone better off?</b> <ul style="list-style-type: none"> <li>▪ Number and % of hotels who report using the research findings</li> <li>▪ Number and % of attractions/ facilities who report using the research findings</li> </ul>
2. Embed new tourism brand for the Borough with	2.1 Work with public sector and tourism industry partners to ensure that new tourism brand is utilised by them	Tourism and Hospitality		Council officer time	ABC Council – Tourism, Arts & Culture and		<b>How Much?</b> <ul style="list-style-type: none"> <li>▪ Number of tourism and hospitality businesses using the tourism brand</li> </ul> <b>How Well?</b>

Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

## Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
trade partners		Trade Partners			<b>Graphic Design</b>  Sara McGeary & Caitriona Rafferty		<ul style="list-style-type: none"> <li>▪ % of all tourism and hospitality businesses in the destination using the tourism communication brand assets</li> </ul> <b>Is anyone better off?</b> <ul style="list-style-type: none"> <li>▪ % of tourism and hospitality business customers reporting using the tourism brand helped raise their and the destination’s profile.</li> </ul>
<b>3. Increase overnight visitors to the Borough</b>	3.1 Identify opportunities for collaboration on sales campaigns	Trade Partners		Council officer time Council, stakeholder financial resources	<b>ABC Council – Tourism, Arts &amp; Culture</b>  Sara McGeary & Ghilian Campbell	G	<b>How Much?</b> <ul style="list-style-type: none"> <li>▪ Number of out of state consumer and trade platforms attended/availed of <a href="#">average 10 per anum</a></li> <li>▪ Number of potential consumers and operators contacted/met with. <a href="#">724 operators in 17.18 and 18.19 (ytd)</a></li> </ul> <b>How Well?</b> <ul style="list-style-type: none"> <li>▪ % change in consumer database <a href="#">+10%</a></li> <li>▪ % change in tour operator database <a href="#">+10%</a></li> <li>▪ Monthly destination website users <a href="#">User views up</a></li> <li>▪ Number of opens on follow up trade ezines <a href="#">30% average</a></li> <li>▪ Number of tour operators participating in-destination fam trips <a href="#">10 companies – 116 pax 17.18 and 18.19 (ytd)</a></li> </ul>

Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

## 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"> <li>▪ % satisfaction with operator fam trips amongst those attending – <b>v strong satisfaction from anecdotal feedback</b></li> </ul>
	3.2 Deliver cultural awareness training to local tourism providers to build their capacity to accommodate international visitors	Tourism NI			ABC Council	G	<p><b>Is anyone better off?</b></p> <ul style="list-style-type: none"> <li>▪ Number of tour operators programming the destination (new)/adding to programme (existing) <b>19 operators 2019 ytd with total of 134 operator dates</b></li> <li>▪ Level of additional business generated (nights and spend) <b>£130k+ (2019 ytd) Destination Sales Office</b></li> </ul> <p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of businesses and participants trained <b>45 participants (ytd)</b></li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ Satisfaction levels - % of participants reporting satisfaction with training <b>100% satisfaction levels with course</b></li> </ul> <p><b>Is anyone better off?</b></p> <ul style="list-style-type: none"> <li>▪ Percentage of participants reporting increased cultural awareness</li> <li>▪ Percentage of participants reporting increased capacity to accommodate international visitors</li> </ul>
	3.3 Provide opportunities for local tourism and hospitality trade partners to meet each	Tourism NI			ABC Council	G	<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of local tourism and hospitality trade partners attending Destination Meet the Supplier Workshop <b>29</b></li> </ul>

Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

## Draft Tourism Economy Action Plan

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



Tourism Economy Progress Report

Reporting Period – Dec 2018 to May 2019

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"> <li>▪ % of signature event attendees who were surveyed who reported they would recommend event to others/return to event if held in the future -</li> </ul>
							<p><b>Is anyone better off?</b></p> <ul style="list-style-type: none"> <li>▪ Direct spend generated by signature events</li> <li>▪ PR secured (print, online and broadcast) including circulation, Opportunities to See, Reach, Advertising Value Equivalent and PR value.</li> </ul>
5. Promote investment in new and existing tourism products	5.1 Undertake technical appraisals and funding applications as appropriate and support technical appraisals by others as appropriate	Council, Tourism NI and Hospitality Trade and Tourism Partners, Invest NI		Officer time	Council Tourism Department		<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of technical appraisals and funding applications undertaken <a href="#">2</a></li> <li>▪ Number of technical appraisals supported</li> </ul>
							<p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ Number and percentage of funding bids which were successful.</li> <li>▪ Quality rating/visitor feedback of new/enhanced tourism products/experiences</li> <li>▪ Awards and accreditations for new/enhanced businesses</li> </ul>
							<p><b>Is anyone better off?</b></p> <ul style="list-style-type: none"> <li>▪ Number of new tourism products/experiences/accommodation</li> <li>▪ Expansion of existing tourism products/experiences/accommodation</li> </ul>

**Tourism Economy Progress Report**

**Reporting Period – Dec 2018 to May 2019**

# Draft Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners	Time Frame	Resources	Action Coordinator	RAG	Performance Measure
							▪ Level of investment secured