

# Tourism Economy Action Plan

## THEMATIC ACTION PLANNING TEAM: TOURISM ECONOMY

**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

#### KEY STATISTICS

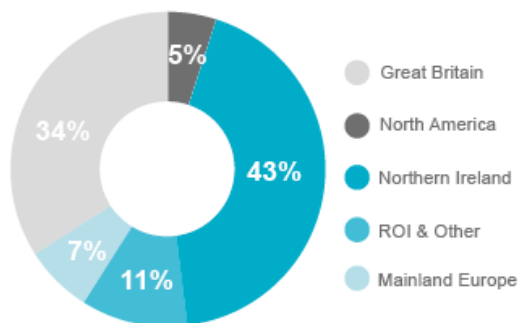
##### Overnight trips to Armagh City, Banbridge and Craigavon (2015)

 **149,500**  
overnight trips

 **3%**  
of overnight trips  
in Northern Ireland

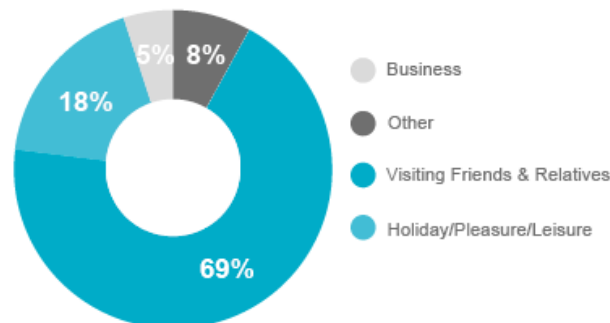
 **£ 22m**  
spent

#### Place of Origin



2013 - 2015

#### Reason for Visit



Tourism Statistics, NISRA

# Tourism Economy Action Plan

Our Actions	What will we do?	Suggested Partners (Action coordinator in Bold)	Performance Measure
<p><b>1. Establish a baseline of tourism performance against which growth in the visitor economy can be measured</b></p>	<p>Undertake primary and secondary research</p> <p><b>Primary:</b></p> <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> <p><b>Secondary:</b></p> <ul style="list-style-type: none"> <li>▪ Monitor annual tourism statistics from NISRA. Update business on headline through Tourism Hospitality Link ezine.</li> </ul>	<p><b>ABC Council – Tourism, Arts &amp; Culture</b> - Sara McGeary</p> <p>Public sector partners – attractions/facilities</p> <p>Tourism Industry partners – hoteliers and attractions</p>	<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of hotels participating in the survey</li> <li>▪ Number of attractions/facilities participating in the survey</li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ % of all hotels participating in the survey</li> <li>▪ % of identified attractions/facilities participating in the survey</li> </ul> <p><b>Is anyone better off?</b></p> <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>
<p><b>2. Embed new tourism brand for the Borough with trade partners</b></p>	<p>Work with public sector and tourism industry partners to ensure that new tourism brand is utilised by them</p>	<p><b>ABC Council – Tourism, Arts &amp; Culture</b> - Sara McGeary</p> <p><b>ABC Council – Graphic Design</b> - Caitriona Rafferty</p> <p>Tourism and Hospitality Trade Partners</p>	<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of tourism and hospitality businesses using the tourism brand</li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ % of all tourism and hospitality businesses in the destination using the tourism communication brand assets</li> </ul> <p><b>Is anyone better off?</b></p> <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>

Our Actions	What will we do?	Suggested Partners (Action coordinator in Bold)	Performance Measure
<p><b>3.1 Increase overnight visitors to the Borough</b></p>	<p>Identify opportunities for collaboration on sales campaigns</p>	<p><b>ABC Council – Tourism, Arts &amp; Culture</b> - Sara McGeary &amp; Ghilian Campbell</p>	<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</li> <li>▪ Number of potential consumers and operators contacted/met with.</li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ % change in consumer database</li> <li>▪ % change in tour operator database</li> <li>▪ Monthly destination website users</li> <li>▪ Number of opens on follow up trade ezines</li> <li>▪ Number of tour operators participating in-destination fam trips</li> <li>▪ % satisfaction with operator fam trips amongst those attending</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)</li> <li>▪ Level of additional business generated (nights and spend)</li> </ul>
<p><b>3.2 Deliver cultural awareness training to local tourism providers to build their capacity to accommodate international visitors</b></p>		<p><b>ABC Council</b>  Tourism NI</p>	<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of businesses and participants trained</li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ Satisfaction levels - % of participants reporting satisfaction with training</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>

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<p><b>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.</b></p>		<p><b>ABC Council</b></p> <p>Tourism NI</p>	<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</li> </ul> <p><b>How Well?</b></p> <ul style="list-style-type: none"> <li>▪ Attendance levels - % of trade partners invited who attended workshop</li> <li>▪ Satisfaction levels</li> <li>▪ % of attendees reporting satisfaction with workshop</li> <li>▪ % of attendees reporting workshop was useful</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>Engage partners in the development plans for each signature event, as appropriate.</p>	<p><b>ABC Council – Tourism, Arts &amp; Culture and Events Team - Sara McGeary</b></p> <p>Public sector partners Tourism Industry partners</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> <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> <li>▪</li> </ul>

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<p><b>5. Promote investment in new and existing tourism products</b></p>	<p>Undertake technical appraisals and funding applications as appropriate and support technical appraisals by others as appropriate</p>	<p><b>ABC Council – Tourism, Arts &amp; Culture</b></p> <p>Council</p> <p>Tourism NI and Hospitality Trade and Tourism Partners</p> <p>Invest NI</p>	<p><b>How Much?</b></p> <ul style="list-style-type: none"> <li>▪ Number of technical appraisals and funding applications undertaken</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> <li>▪ Level of investment secured</li> </ul>