

Mid Term Review of the Tourism Strategy



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Lár Uladh
Mid Ulster
District Council

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1.0 Overview of Project

Mid Ulster Council undertaken a mid-term review of their Tourism Strategy to assess progress made to date, identify if there are any areas where a contingency is required and update targets on those actions which have progressed.

The review comprised of consultations reviewing the current strategy with Elected Members, Council staff and the private sector who are members of the Council's cluster groups.

The review considered 3 key areas / themes:

- Outdoor Activities;
- Heritage; and
- The Seamus Heaney Homeplace.

Within each of the areas / themes the groups considered:

- Progress to date;
- Challenges still to addressed;
- Emerging opportunities; and
- Actions to be taken.

The session also considered evaluation tools that could be used to monitor outputs for the remaining 24-months delivery of the strategy and how these could be further developed.

1.1 Tourism in Northern Ireland (NI) Strategic Context

The importance of the tourism sector in Northern Ireland has continued to grow in the last number of years. In 2018 2.8 million out of state visitors and more than 2 million NI residents took an overnight trip in NI. Visitor spend has also increased, in 2018 this was estimated at £968m, up from £926m in 2017.

To bolster the long term growth of the tourism sector in Northern Ireland, Tourism NI developed and has recently launched an experiential brand, Embrace a Giant Spirit, that captures the essence of Northern Ireland and creates a destination brand that will eventually become internationally recognisable. This new experiential brand will be used by Tourism NI and Tourism Ireland to promote Northern Ireland, both on the island of Ireland and internationally, to increase visitor numbers and ensuring economic impact across all regions of NI. The brand concept reflects the history, culture and people and will aim to achieve brand recognition on a par with the Wild Atlantic Way.

As part of the experiential brand, Tourism NI have included 22 Embrace the Giant Spirit must do experiences as a focus for its marketing activities. Mid Ulster Council has been successful in securing three local experiences within the twenty-two attractions and activities. An annual marketing budget of approximately £15 million has been allocated to the campaign, which would equate to approximately £2.04 million of advertising spend for the tourism product in the Council area.

2.0 Current Position of Tourism Sector in Mid Ulster District Council

Since the launch of the strategy in 2016 the tourism sector in the District has made ongoing progress in terms of its product development and engagement with the sector. The focus within the first stage of the strategy has been on product development to facilitate and nurture the long-term development of the sector.

Visitor Numbers

The area has witnessed a steady increase in visitor numbers at key monitoring sites, such as, Beaghmore Stones, Davagh and Ballyronan.

Visitor Numbers to Visitor Information Centres

Visitor Information Centres	2018	2019	% Change
Cookstown	111,012	134,025	20.7%
Dungannon	*34,808	**64,489	85.3%
Magherafelt	55,262	69,597	25.9%
Total across the District	*201,082	**222,862	10.8%

*Missing data – no Electronic Eye in Dungannon from May – Dec 2018

**Missing data – no Electronic Eye in Dungannon from Jan – June 2019

The average spend per visitor per night has increased from £42 in 2016 to £49 to 2018, with the average stay at 3.5 nights

Investment

Since the development of the strategy the tourism team has secured £2,978,491.00 of leveraged funding from stakeholders such as, Heritage Lottery Fund, Tourism NI and DAERA, which has aided Mid Ulster Council's continued investment in the sector. Appendix I shows the breakdown of the funds secured by Council and the projects the leveraged funding has helped progress.

Across the District the Council has continued to invest in its product offering and developing its tourism infrastructure during this time, with for example, Seamus Heaney Homeplace, 4 new Visitor Information Centres and additional investment in Ranfurly House. A flagship project for the Council is the Dark Skies project at Davagh which is due to open in Spring 2020 and set to be a key NI attraction. During the second phase of the strategy, investment in product development is due to continue on a range of products including Hill of The O'Neill in Dungannon.

Private sector investment in the area has continued with a number of new and unique attractions opening, The Bakehouse, Glenshane Country Farm and Sperrin View Glamping and further investment in the pipeline. Engagement with the private sector has been ongoing and has generated positive results, for example, 3 of the 22 NI wide attractions were selected for inclusion within the Tourism NI Embrace A Giant Spirit marketing campaign (annual value of the marketing campaign is approximately £15million).

Sector Engagement

Mid Ulster District Council has invested significant time and effort in its sector engagement, resulting in the development of Outdoor Activity, Seamus Heaney Homeplace and Archaeology, History and Heritage clusters. The clusters comprise of both activity and

accommodation providers from across the District. The clusters have received ongoing support from Council officers, support to attend trade shows, ongoing training opportunities and mentoring support. There are now close relationships built with the operators and it is important for this to continue to build on momentum created.

Council officers and private sector jointly exhibit at an average of 14 trade and consumer shows per annum, including, World Travel Market in London, Celtic Connections in Scotland and Meet the Buyer in Belfast. The team has been successful in increasing visibility of the emerging product in the District, in particular, at the Meet the Buyer events with key incoming Tour Operators and in 2020 secured 13 visits on the incoming FAM trips, previously these have averaged at 1 – 2 visits.

In addition to this the Seamus Heaney cluster secured £25,000 for a scoping study as part of the Invest NI Collaborative Growth funding. The overall impact value of the scoping study is calculated at £667,510 based on a combination of the business opportunity for the members over the next 18 to 24 months and the value-added activities they undertook as part of the study. The Seamus Heaney Homeplace cluster, along with the Heritage and Outdoors clusters, have continued to make progress and progress reviewed within the exercise.

Accommodation

A key challenge to be addressed has been to increase dwell time and spend in the area. Due to a previously limited product / package offering the accommodation sector has been negatively impacted upon and has experienced volatility.

However, as a result significant emphasis has been placed on product development within the area, much of which is now coming to fruition. It is anticipated that this will have a positive impact on increasing visitor numbers and overnight stays within the area.

Accommodation Type	Room Occupancy			
	2016	2017	2018	2019
Hotels	54%	56%	55%	47%
Guest House / Guest Accommodation / B&B	31%	36%	55%	44%
Self Catering (Peak Season)	48%	44%	41%	n/a

Whilst there has been challenges within the accommodation sector, there are a number of highlights which include;

- Mid Ulster had the second highest guesthouse, guest accommodation and B&B room occupancy rate in Northern Ireland (44%), after Belfast (52%).
- Mid Ulster had a 25% increase in guesthouse, guest accommodation and B&B stock in 2019.
- Mid Ulster has the highest peak season self-catering unit occupancy rate (jointly with Mid & East Antrim BC).
- Guest House and B&B bed stock increase by 32 from 2017 to 2018.
- Stock of self-catering units increased by 21 units from 2017 to 2018 and bed space increased by 104.

Summary

The Council has made significant progress in its product development which provides a solid foundation to build from. In addition, within the District there has been significant investment from the private sector which has contributed to the overall strength of the product offering and its ability to progress.

Following the Council's efforts to develop the tourism product offering over the last 3-years, it is important that a real focus is placed on developing a regional brand and marketing plan to drive visitor numbers, overnight stays and visitor spend.

One of the challenges for the Mid Ulster District Council area is the limitations of the current performance measurement tools that are currently used in NI. There have been many positive developments since the launch of the strategy, however many of these are not reflected within the current NI measure tool. A key action within this review is the need to develop a bespoke measurement tool that can be used in conjunction with the NISRA figures to highlight the positive impact of the sector in the area.

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3.0 Outdoor Activities

The outdoor activities theme within the strategy has made good progress in terms of its product offering, both by private sector operators and Council. Key to future development and success of this will be the development of packages that can be marketed on a local, national and international platform. Feedback from the consultations highlighted:

Progress Made

- The outdoor recreation product has gained creditability and visibility in the market as a result of the ongoing product development.
- Working relationships have been developed across the cluster, however the membership of the cluster could be increased.
- Within the cluster group there has been innovative ideas generation which has been beneficial to date and will continue to help drive future developments.

Challenges to be Addressed

- There needs to be increased recording and measurement of spend and successes in the activities sector.
- The membership of the cluster could be grown and encouragement of cluster members continued involvement to highlight the value of collaborative working.
- A programme of events needs to be developed that includes a real diversity of events and longevity of the season of events. This needs to encourage the spend and extend the season for the providers.
- Ongoing product development needs to be continued.

New Opportunities

- Council could assess if there are any additional funding streams that could be accessed for product development.
- There needs to be encouragement to private sector on the benefit of cross selling between operators for groups and events.
- There is potential to increase the number of themed weekends as these have proved popular.
- There needs to be a structure approach to the marketing of the product and area, so that visitors can take advantage of several activities and increase their dwell time and spend.

4.0 Archaeology, History & Heritage

A key strength of the District is its rich archaeology, history and heritage which creates a competitive advantage for the area. Consultations highlighted that progress has been made, but that there needs to be a push to drive the theme forward to enable it to achieve its full potential.

Areas identified as having made good progress are:

- The cluster has greatly assisted the development of a co-ordinated approach to the sustained and managed development of the product. Partnership working has increased and there has been an increase in the cluster speaking with "One Voice". There is in-depth knowledge and expertise within the cluster which is a real strength.
- There has been an increase in local accommodation which is of benefit to the local sites.
- Local towns & villages have won awards for their heritage projects.
- Council has made progress in recording product development outputs and visitor numbers through internal data capture but this needs further development.
- Promotional activity has made progress, but sustained marketing plans and campaigns are required to enable the product to achieve its full potential.
- The infrastructure and access to the sites has improved which will help long-term growth.

Challenges to be Addressed

- Brexit and the potential of fewer visitors or a recession is a concern for the members of the Archaeological, History and Heritage cluster.

New Opportunities / Actions

A range of opportunities were identified in the review session to build on the success to date for the Archaeological, History and Heritage theme within the District. These include:

- There is no defined central source of a catalogue of sites across the District. This is currently piecemeal in its approach. Council should develop a catalogue of sites which could be used by officers in their marketing activities but would also be used as a central source of information for the visitor to the area. The mapping of the sites would be of real benefit as this would enable experience and itinerary development
- A series of experiences / packages need to be developed that encourage increased dwell time and spend.
- The heritage programme still requires work.
- Development of the Three Sisters experience, stories & promotional pack.
- Online visibility needs to increase with ongoing digital marketing activities.
- The resource of a heritage officer could benefit the pace of progress by the cluster.
- The group needs to review potential sources of funding.
- There needs to be an improvement of brown and white signage in the area, but this will require changes in legislation. Ongoing lobbying needs to continue
- Local marketing needs to be undertaken to highlight "what's on the doorstep" to local people.
- The product could benefit from a heritage app that gives itineraries and driving routes.
- Marketing Plan
- The product needs to have digital technology and solutions incorporated in it to enable it to compete in an international marketplace. The development of a digital app would enable this. To enable digital solutions to function broadband and internet access need to improve within the rural area.

5.0 Seamus Heaney

Following on from the development of the strategy the Seamus Heaney theme has made good progress, most recently highlighted through the funding that was secured via Invest NI's Collaborative Growth Programme to undertake a scoping study.

As previously highlighted, the overall impact value of the scoping study has been calculated at £667,510 based on a combination of the business opportunity for the members over the next 18 to 24 months and the value-added activities they undertook as part of the study. The cluster has progressed its product development and has achieved successes in formalising its collaborative working. The cluster is now progressing to securing additional funding through the scheme. These successes need to be built upon and taken to the next level.

Progress

- The cluster has a well-established series of events and a well-developed education programme.
- The Homeplace exhibition is established and receives positive visitor feedback.
- The Homeplace has initiated ongoing regeneration in the village of Bellaghy.
- The cluster has integrated with key businesses, generated valuable shared knowledge, collaborative marketing and training. This has resulted in an increase in funding from Tourism NI / Tourism Ireland / Invest NI.
- There has been a number of new businesses established that complement and add value to the Homeplace product.
- The cluster has excellent representation at World Travel Market and receives positive feedback from potential tour operators.
- There is still potential to grow and further develop the opportunities in the area.

Challenges to be Addressed

- The cluster could further incorporate the food product, especially through the Taste the Island initiative. Council should review the potential to develop and run a number of initiatives during this period.
- Brand awareness and marketing campaigns are needed to continue to raise awareness of the product in local and external markets. The Causeway Coast and Titanic are still the preferred package for majority of visitors and alternative attractions within the Borough need to be marketed further.
- The Lough could be further utilised when developing packages and experiences for the area
- There has been good progress made with Tour Operators and this needs to be continued, both in terms of increasing numbers and developing matching itineraries.
- There is limited stock of suitable accommodation for tour operators and there is a longer term need to develop additional hotel stock.
- There is a needs to raise awareness of the brand for the Seamus Heaney Homeplace and the area.

New Opportunities

- There are opportunities to link with Taste the Island and increase visibility of the area in 2020 and 2021.
- Potential to increase the number of Tour Operators & frequency of incoming groups
- Potential to increase accommodation stock - suitable accommodation for tour operators.

- Potential for branding and marketing campaign to raise awareness of the brand for the SHHP and the area.
- There is potential to link with other clusters and increase cross-selling opportunities.

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6.0 Overarching Recommendations

The Council has made progress in developing its product offering within the District over the last 24-months, which will now enable it to progress with marketing the offering in the latter half of delivering its tourism strategy. There are a number of key areas to be progressed to build on the recent product developments.

Focus of the Audience

The Council should carefully consider its target markets, both existing and potential, for its product offering and develop a clear focus for its marketing activities.

Development of Packages & Experiences

The District offers a range of innovative and attractive products and experiences for incoming visitors based on clearly defined target audiences. Council now needs to work with private sector to encourage further development of a range of packages that can be marketed. This could not only assist with attracting more visitors to the area but could increase dwell time and spend in the local area.

Examples of packages that could be developed are the Three Sisters product.

Packages could also include linkages with other areas in Northern Ireland and across the island of Ireland, for example, literary tours linking Heaney with Yeats and Wilde or the American Presidents tour with Mid & East Antrim Borough Council.

Development of a Regional Brand

The product offering in the District has been developed under the 3 key themes identified in the strategy which can compete, not only in the local market, but also in the international marketplace. These themes now need brought together in a regional brand that will assist with the marketing of the area. The brand also needs to link to and be reflective of Tourism Northern Ireland's Embrace a Giant Spirit brand.

Marketing Plan

Following on from the development of a regional brand, Council needs to develop a destination marketing plan to highlight the world-class product offering in its portfolio. Key to this will be the development at Davagh but will also include the continued marketing and promotion of the Heaney Homeplace, its History and Heritage, Outdoor Activities and its expanded private sector product offering.

Attending Trade Shows

The Council has made good progress in raising the profile of the destination to date on the national and international platform, but this could be further expanded now the product offering has expanded. Council should continue with the work it has achieved to date as a long-term activity this will offer a targeted approach to developing key target markets.

Digital App

The Council should consider developing a digital application that can be used across the three key themes. This could for example, map key sites and would be of real benefit as this would facilitate with the development of experiences and itineraries. The solution could also link supporting product that is emerging around the Homeplace to again assist with increasing dwell time in the area and offering visitors a full day itinerary.

Sustainability

Given the increasing importance of managing and protection of our natural resources the issue of sustainability is rising to the fore. The issue of sustainability within the Mid Ulster tourism sector needs to be considered and brought to the fore strategically within the sector and disseminated throughout the sector after this. It is recommended that Council Officers receive training in this area to ensure they are reliably equipped and fully versed in areas where this is applicable and can embed this within the strategy wherever possible and relay the message to the industry.

Future Industry Training

Sustainability & Green Tourism for the industry needs to be developed as this is becoming increasingly important in the industry.

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7.0 Measuring Overall Performance

One of the re-occurring themes in the review process was the limitations of the existing evaluation process. All attendees at the review sessions agreed that there needs to be a range of bespoke measures developed and implemented to ensure that Council can effectively capture the real impact and benefits of tourism on the local economy in the District.

The following have been recommended as Key Performance Indicators for future delivery. These indicators will be drawn from internal Council statistics and data, co-operation from the private sector and Government / Tourism NI statistics. This list is not exhaustive and should be reviewed for their effectiveness on completion of this strategy as the tourism offering will continue to evolve.

- Increase in visitor numbers to the area, through local counters. In order to achieve this Council will need to identify a number of key sites and use baseline data from existing counters and build on this.
- Number of pre-engagements with tour operators / Number of tour operators visiting sites. Based on data available from trade shows and incoming media visits, Council should record the number of tour operators visiting the District.
- Number of Scheduled visits by tour operators. Following on from monitoring the incoming tour operators, Council should work with the private sector to monitor how many tour operators convert and bring visitors to the area. Council will need to agree a monitoring scheme with private sector businesses within the clusters.
- Visitor Satisfaction surveys to include qualitative feedback to ensure that the emotional experience of the visitor is fully captured. These surveys could be conducted by volunteers at events and attractions and by VIC staff who are in ongoing contact with the incoming visitor. Surveys should be designed to be concise to assist with completion rates and available both on and offline.
- Increase in investment in the local area. A key indicator for Council to monitor the performance and growth of the tourism sector in the area would be to develop an internal monitoring system that estimates investment in the tourism sector. This could be developed in conjunction with the planning department based on applications lodged and value of approved projects.
- Council needs to continue to develop its working relationship with the private to encourage them to share estimated visitor spend in the area. An online monitoring tool should be developed that would enable the private sector to confidentially submit data to a central source.
- As per previous recommendation, an online monitoring tool could be expanded to monitor visitor bed nights in the area.

7.1 Tools

In order to ensure outputs are effectively monitored Council need to introduce a number of new measures and further expand its existing structures to effectively capture quantifiable data.

- Visitor monitors need to be reviewed at existing sites to ensure that these are effectively capturing data. In addition, a review should be undertaken to identify if there are any additional sites where monitors could be added to ensure that visitor numbers are fully reflective of the level growth of tourism within the area.

- Visitor Satisfaction surveys. Council needs to launch ongoing visitor satisfaction surveys that capture both quantifiable data, but also captures qualitative data to monitor visitor satisfaction with the product offering.

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8.0 Action Plan

To maximise the outcomes of the strategy and the positive impact on the local economy, the following action plans have been designed to focus activities for the remainder of the delivery period.

Overarching Recommendations			
Action	Lead	Partners	Timescale
Focus of the Audience - The Council should carefully consider its target markets, both existing and potential, for its product offering and develop a clear focus for its marketing activities.	MUDC		Spring 2020
Identification of & agreement on KPIs for the second phase of delivering the strategy	MUDC		Spring 2020
Development of Packages & Experiences - Council now needs to work with private sector to encourage further development of a range of packages that can be marketed. This could not only assist with attracting more visitors to the area but could increase dwell time and spend in the local area. Packages could also include linkages with other areas in Northern Ireland and across the island of Ireland, for example, literary tours linking Heaney with Yeats and Wilde or the American Presidents tour with Mid & East Antrim Borough Council.	MUDC		Ongoing
Development of a Regional Brand – The themes need brought together in a regional brand that will be central to the marketing of the area. The brand also needs to link to and be reflective of Tourism Northern Ireland's Embrace a Giant Spirit brand.	MUDC		Spring 2020
Following on from the development of a regional brand, Council needs to develop a destination marketing plan to highlight the world-class product offering in its portfolio.	MUDC		Spring & Summer 2020
Attending Trade Shows - The Council should continue with attending the trade shows as to date these have generated real benefits and returns.	MUDC	Private Sector	Ongoing
The Council should consider developing a digital application that can be used across the three key themes. This could map key sites and would be of real benefit as this would facilitate with the development of experiences and itineraries. The solution could also link supporting product that is emerging around the Homeplace to again assist with increasing dwell time in the area and offering visitors a full day itinerary.	MUDC		Spring 2020
Given the product development progress and demand generated in the initial phase of the strategy there is a need to review staffing levels within the department as there is limited resources available within the current team to capitalise on future opportunities, especially a digital marketing officer.	MUDC		Spring 2020
Industry training – Council should consider developing a training course for the private sector that raises awareness of sustainability issues that could impact upon their businesses and how they can improve sustainability in their business.	MUDC		Summer 2020

Sustainability – there is an increasing need to ensure that sustainability issues are considered throughout product development, marketing and destination management of the area. The Council should be cognisant of sustainability issues in all of its activities and should review all actions and activities as they are being designed to consider this. Staff should also receive training on this to ensure that they are fully familiar with potential approaches that could be included.	MUDC		Ongoing
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Seamus Heaney			
Action	Lead	Partners	Timescale
Develop a series of events that focus on the food product in the area for the Taste the Island initiative.	MUDC	TNI	Spring & Summer 2020
Develop brand awareness and marketing campaigns to raise awareness of alternative products to the Causeway Coast and Titanic that highlights the uniqueness of the brand for the Seamus Heaney Homeplace and the area.	MUDC		Summer 2020
Review the potential to develop packages taking into consideration the Lough could be further utilised when developing packages and experiences for the area	MUDC		Summer 2020
Continue to link with Tour Operators and develop tailored itineraries specific to their needs	MUDC		Ongoing
Continue to work with private investors to highlight potential of opportunities for additional hotel stock due to the increasing number of tour operators bringing customers to the area.	MUDC		Ongoing
Ongoing encouragement to private sector on the benefit of cross selling between operators for groups and events	MUDC		Ongoing

Archaeology, History & Heritage			
Action	Lead	Partners	Timescale
Develop & publish a central source / catalogue of sites across the District.	MUDC	n/a	Spring 2020
Review of potential sources of funding the cluster could apply for support to assist with their development	MUDC	Cluster	Spring 2020
On completion of cataloguing a series of experience packages and itineraries should be developed.	MUDC	n/a	Summer / Autumn 2020
Develop a digital solution that assists with cataloguing and also could have a range of itineraries and driving routes developed	MUDC	n/a	Spring – Summer 2020
Develop a marketing campaign targeting the residents of the District to highlight “what’s on the doorstep”. The aim will be to encourage greater civic pride and “gelling” of the new Council area amongst the local community.	MUDC	n/a	Summer 2020
Review the potential to recruit a heritage officer	Tourism Dept	Arts & Culture Dept	Summer 2020

Increase digital marketing activities – developing a content plan for the theme to ensure a focused and sustained approach.	Tourism Dept		Summer 2020
Development of the Three Sisters experience, stories & promotional pack	MUDC	n/a	Summer 2020
Continued development of the heritage programme	MUDC		Ongoing
Lobby to improve the broadband and internet access in the rural areas of the District	MUDC	n/a	Ongoing
Ongoing lobbying to improve brown and white signage	MUDC	n/a	Ongoing

Outdoor Activities

Action	Lead	Partners	Timescale
Design a mechanism that will help with recording and measurement of spend and successes in the activities sector.	MUDC	Private Sector	Spring 2020
Grow the membership of the cluster could be grown and encourage cluster members continued involvement	MUDC		Spring 2020
Review the potential to extend the programme of events to highlight the diversity of activities and assist the longevity of the season.	MUDC	n/a	Spring 2020
Continue with product development work	MUDC	Private Sector	Spring 2020
Council could assess if there are any additional funding streams that could be accessed for product development	MUDC		Spring 2020
Review the potential to increase the number of themed weekends as these have proved popular	MUDC		Spring 2020
Develop a structured approach to the marketing of the product and area, so that visitors can take advantage of several activities and increase their dwell time and spend	MUDC		Spring 2020
Ongoing encouragement to private sector on the benefit of cross selling between operators for groups and events	MUDC		Ongoing

Performance Measurement

Action	Lead	Partners	Timescale
Develop an internal mechanism with the Planning Department to capture private sector tourism investment in the District. This could potentially include: <ul style="list-style-type: none"> • Visitor Counters • Capturing Tour Operator pre and post engagements • Visitor Satisfaction Surveys both on and offline • Investment in the area • Visitor preferences from a digital application – where permission has been sought to retain data. 	MUC		Spring 2020

APPENDIX 1

BUSINESS AND COMMUNITIES DEPARTMENT - EXTERNAL INVESTMENT LEVERAGE 2018-2019				
Funder/Source	Name of Programme/Project	Description of Programme/Project	Partners	Ext leverage Funding (£)
DAERA	Davagh Observatory and Visitor Exhibition	Scoping Study for external visitor experience at Davagh Forest Observatory		£14,588.00
DAERA	Davagh Observatory and Visitor Exhibition - Phase 1	Construction of Davagh Observatory		£500,000.00
DAERA	Davagh Outdoor Visitor Experience - Phase 2	Outdoor Light Show and Visitor Experience		£485,400.00
Landfill	Davagh Dark Skies	Visitor Exhibition at Davagh Observatory		£250,000.00
Tourism Ireland	NI Industry Co Operation Fund	Marketing opportunities with trade, consumers and tour operators.	Quinns Coaches, J&K Coaches, Lough Neagh Tours, Lough Neagh Fishermans Co-Operative, Walsh's Hotel (World Travel Market only)	£4,500.00
Tourism Ireland	Production of Liam Neeson video around Seamus Heaney	Launch in London to media and trade in GB london		£23,500.00
NI Hotels Federation / Tourism NI	Say Hello to More Campaign	Marketing campaign in ROI focused on increasing the uptake of visitors from border counties.	Tourism	£4,009.00
Heritage Lottery Fund	The Heart of Ancient Ulster LPS	Reinstate Blanket Bog and improve access to heritage and archaeological sites.	Fermanagh and Omagh District Council - 11,250 contribution	£85,000.00
Waterways Ireland	Blueways Feasability Study	Tourism BW01	3 months	£9,000.00
Tourism NI	Production of Video & stills around Heaney HomeGround	2019		£6,000.00
Tourism NI	Great Days Out Fair 2019	2019		£1,600.00
Tourism Ireland	Tourism Stone Mountain / Atlanta 2019	Oct-19 -TIL Atlanta		£650.00
Invest NI	Collaborative Growth Programme	SH Cluster		£25,000.00

Funder/Source	Name of Programme/Project	Description of Programme/Project	Partners	Ext leverage Funding (£)
Heritage Lottery Fund	The Heart of Ancient Ulster LPS	06100		£6,135.00
Heritage Lottery Fund	Lough Neagh Landscape Partnership Programme	Develop an access route from Ardboe Cross to Battery Harbour, development of Car Park and, deliver archaeological programme of activities around Lough Neagh, design and install heritage signage around MUDC Lough shore.	Lough Neagh Partnership	£35,400.00
DFC	Access & Inclusion Programme	Bridewell		£28,250.00
DFE	Innovateus	Monitoring and digital support		£50,000.00
DFC	Ulster Scots	Refurbishment of US Grants		£30,000.00
Tourism NI	Kate Taylor workshops	Marketing Excellence Programme		£70,000.00
NI Hotels Federation / Tourism NI	SHHP and OM	Media campaign ROI		£5,400.00
DAERA	Ballyronan experience	Letter of offer pending		£500,000.00
DAERA	Solar Walk	Letter of offer pending		£500,000.00
DAERA	Archaeology Walk	Letter of offer pending		£200,000.00
Heritage Lottery Fund	Lough Neagh Landscape Partnership Programme	MUDC Development on Lough Neagh		£99,059.00
Tourism NI	OM - Launch	marketing support		£15,000.00
Total leveraged funding secured				£2,948,491.00

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