

Report on	Trade & Consumer Platforms 2019 -2020
Date of Meeting	3 July 2019
Reporting Officer	Michael Browne
Contact Officer	Mary Mc Gee

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	This report sets out the plans for Mid Ulster to promote and profile the Mid Ulster tourism product, key themes and cluster experiences to consumers and the travel trade worldwide who are planning to holiday in Ireland.
2.0	Background
2.1	<p>MUDC tourism section continue to promote the region and its tourism product to visitors and consumers on the Island of Ireland in association with Tourism NI and Tourism Ireland. This report sets out the details on planned attendance and promotion at a range of consumer and trade events in this financial year, this plan also indicated free of charge FOC promotions available through TNI and TIL.</p> <p>Through these staff and trade promote the key themes including: Seamus Heaney Archaeology, Heritage and History Outdoor Recreation and their associated clusters and businesses who support the clusters.</p> <p>Key to this year will be promotion of the new Dark Sky project at Davagh, scheduled to open in April 2020. These promotions will also support the roll out of the new TNI brand for Northern Ireland and the forthcoming Taste the Island initiative that takes place in NI from Mid-September to the end of November.</p>
3.0	Main Report
3.1	<p>The tourism team have identified the following shows and exhibitions as those that present best value and opportunity for product and experiences available in Mid Ulster.</p> <p>Flavours of Ireland, October 2019</p> <p>World Travel Market, London, 4-6 November 19</p> <p>Great Days Out, April 2020</p> <p>Tour Operator Sales Calls, January 2020</p> <p>Meet the Buyer, Belfast, April 2020</p>

	<p>Active Retirement Ireland, Dublin 18 October 2019</p> <p>ETOA, Britain & Ireland Marketplace (BIM), 29 January 2020</p> <p>Celtic Connections, Scotland, January, Glasgow</p> <p>Flavours of Ireland, London, 10 October 2020</p> <p>TIL Webinar - FOC</p> <p>Trade Content for TIL E zines - FOC</p> <p>Trade Content for GB Travel Trade website - FOC</p> <p>Tourism Ireland PR, Trade & Digital Marketing - FOC</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: £11,100 to cover stand costs, furniture, mileage, overnight accommodation and all associated costs.
	Human: Tourism staff required.
	Risk Management: Risk assessment will be carried in conjunction with the organising agency.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Tourism attend and promote Mid Ulster Council key themes and tourism product at these events and capitalise on all FOC opportunities, including branding and Taste the Island.
6.0	Documents Attached & References
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