

<b>Report on</b>	Stone Mountain Highland Show and World Travel Market (WTM) 2019
<b>Date of Meeting</b>	Wednesday 4 <sup>th</sup> December 2019
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Mary McKeown

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update Council on the recent attendance at trade and consumer shows in both Stone Mountain Highland Games and World Travel Market (London)
<b>2.0</b>	<b>Background</b>
2.1	<p>As part of our Mid Ulster Tourism Strategy it was identified that Tourism profile our three themes Seamus Heaney, Heritage and Outdoor products on different marketing platforms. Two tourism shows were identified to attend, Stone Mountain Highland Show Atlanta and World Travel Market (WTM) London the leading global event in the travel.</p> <p>Tourism Northern Ireland chose this year at WTM to launch their new brand known as 'Northern Ireland – Embrace a Giant Spirit'.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Stone Mountain Highland Stone Atlanta</b></p> <p>Celebrating its 47<sup>th</sup> year, the Stone Mountain Highland Games is a consumer show that takes place annually in Stone Mountain Park northeast of Atlanta, Georgia. The show attracts up to 80,000 individuals of Scots and Scots-Irish descent over a two-day weekend cultural festival featuring music, entertainment, educational and sporting events.</p> <p>Tourism Ireland again had a presence at the show, and Tourism Northern Ireland worked with TIL to shape the format of the weekend and recruited Northern Ireland industry to attend.</p> <p>Our Tourism Manager was the representative from Mid Ulster District Council Tourism Department who attended the show and promoted the Presidential trail, which includes US Grants Presidential Homestead.</p>

## Outcomes

- Confirmed webinar with US Tourism Ireland Tourism Team and US tour operators February 2020
- Cara Group Travel confirmed booking with LaGrange University College, Georgia on 14<sup>th</sup> January 2020 to Seamus Heaney HomePlace and US Grants Presidential Homestead
- Isle Inn Tours programming Seamus Heaney HomePlace in their 2020 itineraries for American Visitors
- The Shamrock and Peach possible O'Neills Banquet on Hill of the O'Neill in 2021 for American tour groups (discussions ongoing)
- Media coverage on Social media and Radio Ulster



## World Travel Market – London with Tourism Ireland

World Travel Market celebrated its 40<sup>th</sup> show in London on 4<sup>th</sup> to 6<sup>th</sup> November. This leading global show attracts buyers for around the world.

Tourism Northern Ireland chose this year at WTM to launch their new brand known as 'Northern Ireland – Embrace a Giant Spirit'. Mid Ulster District Council has three of the new 23 brand experiences that were introduced to the market at a buyer's lunch on Monday 4<sup>th</sup> November.

- Stars and Stones – Davagh Dark Sky Observatory
- Seamus Heaney HomePlace
- Sheepdogs at Work







**Tourism staff pictured with Minister of State for Tourism and Sport, Brendan Griffin at WTM London**

Tourism staff attended the three day consumer and trade show promoting Seamus Heaney HomePlace and Davagh Dark Sky Observatory and achieved the following outcomes:

Meetings with the following Tour Operators with potential bookings,

Adams and Butler

Molloney & Kelly

Royal Irish Tours

Irish Welcome Tours

Celtic Horizon Tours

Odyssey

Event Partners Ireland

Cashel Travel

Connection custom Travel

Live Travel and Tours

Contiki

Gate 1

MIKI

Abbey Tours with a follow up sales call in Dublin booked for January 2020

Extensive booking enquiries for Seamus Heaney HomePlace with Tracoin.

### **Tracoin - SHHP**

#### **First One - Insights Vacations**

- High end tours mainly older demographic North American, Canada, NZ and Australia
- Offer a catered event commencing at 5.30pm light meal, featuring local produce, including beer, wine and spirits, a tour and possibly a visit to Seamus Heaney's grave
- 40 people per coach, 135 of these tours coming into NI
- 5,400 people at £30 per head.

<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:
	Human: Tourism Officers working closely with Tour Operators, Tourism Ireland and Tourism Northern Ireland to increase visitors and spend to the area.
	Risk Management: N/A
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Tourism to continue to attend and promote Tourism at Trade and Consumer shows. To attend WTM London 2 – 4 November 2020.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	N/A