

<b>Report on</b>	Tourism Ireland Stand at Royal Highland Show, Edinburgh 21 – 24 June 2018
<b>Date of Meeting</b>	10 <sup>th</sup> May 2018
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Allison O’Keefe

<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	Council approval sought to promote Seamus Heaney Experience and Mid Ulster Council tourism product at Royal Highland Show, 2018 on the Tourism Ireland stand.
<b>2.0</b>	<b>Background</b>
2.1	<p>Tourism Ireland is responsible for promoting the island of Ireland overseas as a leading holiday destination. As part of its push to grow visitor numbers from Scotland, Tourism Ireland are providing tourism enterprises from the island of Ireland the opportunity to promote at the Royal Highland Show in Edinburgh through the Northern Ireland Industry Co-Operative Programme at a much reduced rate. This will also include joint marketing at pre and post the show.</p> <p>The Royal Highland Show is one of Scotland's largest annual farming and countryside showcase events with an agriculture and country life focus. The event is held at the Royal Highland Centre in Ingliston and runs from 21 - 24 June, attracting up to 160,000 visitors. The Ireland stand will have approximately 4 partner spaces from across the island.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p>Opportunity to promote Seamus Heaney Experience and Centre to the Scotland consumer market. With up to 160,000 potential holidaymakers to Ireland attending the show over four days provides an excellent platform to showcase the superb tourism experience on offer to Scottish holidaymakers.</p> <p>To re-establish contact with Scottish operators and build relationships.</p> <p>To inform the Scotland trade sector of the Heaney offering.</p>

	<p>Great Britain is the largest market for tourism to Ireland and continues to grow in strength and numbers. Easily accessible via sea and air from Scotland, Northern Ireland in particular is an attractive destination to the Scottish market.</p> <p>Further opportunity to engage with Tourism Ireland and maintain relationships whilst promoting key themes of Mid Ulster Council tourism product; Culture and Heritage, Outdoor Activities, Seamus Heaney Experience.</p> <p>Distribution of marketing material, including, Mid Ulster Visitor Guide.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: £2,500 including hire of promotional space, flights, accommodation and subsistence
	Human: 2 tourism staff working over 4 days (2 days each)
	Risk Management: Risk assessment will be carried at the stand.
<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	To continue engagement with Tourism Ireland and participate in Northern Ireland Industry Co-Operative Programme by promoting at Royal Highland Show, Edinburgh from 21 – 24 June 2018.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	N/A