

Report on	Holiday World Shows, Belfast & Dublin
Date of Meeting	14 November 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	Holiday World Show, Dublin – 25-27 January, 2020, RDS
2.0	Background
2.1	MUDC tourism section to display the region and its tourism product at the largest tourism consumer tourism shows in Ireland in January 2019. The Holiday World Show, Dublin targets the domestic market in Ireland and is a great opportunity to highlight the new Davagh Dark Sky Experience and other Council attractions to the ROI market. This show is also an invaluable networking event.
2.2	<p>Last year Holiday World, Dublin saw over 42,000 visitors over 3 days. The shows attract a mixture of new and existing potential customers from our ever-growing domestic markets.</p> <p>Current tourism statistics also indicate that more and more people are now staying at home and holidaying on the island of Ireland hence Holiday World, Dublin provides an opportunity to target this growing domestic market.</p>
3.0	Main Report
3.1	<p><u>Holiday World Show, Dublin</u></p> <p>The shows provide a platform for tourism to sell and promote our region. It is planned that this year MUDC will lead on the stand with the new Davagh Dark Sky experience whilst also promoting Seamus Heaney HomePlace, Hill of The O'Neill, US Grants and our Mid Ulster tourism product to the southern market.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: £2,000 to cover hire of stand and all associated costs for the show.
	Human: Tourism staff required.

	Risk Management: Risk assessment will be carried at the stand.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Tourism continue to promote at this show and lead with Davagh Dark Sky experience.
6.0	Documents Attached & References
	N/A