


Report on	World Travel Market, Excel London 6-8 November 2017
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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	To inform and feedback to Council on Mid Ulster District Council presence at World Travel Market, London on the Tourism Ireland stand.
2.0	Background
2.1	<p>World Travel Market London is the leading global event for the travel industry to meet industry professionals and conduct business deals. Through its industry networks, unrivalled global reach, WTM London creates personal and business opportunities, providing customers with quality contacts, content and communities. According to the WTM site, there was 4,529 exhibitors at WTM and 51,500 visitors. The total number of exhibitors at WTM on the Tourism Ireland stand was 78 and the total number of NI exhibitors was 1. This included representation from Mid Ulster Council. Please find below a list of all NI exhibitors.</p> <p>NI Industry</p> <ol style="list-style-type: none"> 1. Giant's Causeway World Heritage Site 2. Manor House Hotels & Irish Country Hotels 3. Fermanagh Lakeland Tourism 4. Mid Ulster District Council 5. HMS Caroline 6. The Gobbins Coastal Walk 7. Visit Armagh 8. Visit Belfast 9. Titanic Belfast 10. Causeway Coastal Route 11. Visit Derry <p>Additional stand sharers with Visit Belfast:</p> <ol style="list-style-type: none"> 12. Wellington Park Hotel 13. Lough Neagh Partnership 14. Hastings Hotels 15. Belfast Sightseeing 16. J&K Coaches 17. Bullit Hotel



3.0	Main Report
3.1	<p>Staff worked on the stand for 3 days making contacts with key people, tour operators and travel trade. Staff are continuing to follow up with all contacts made and see below a summary of contacts made and the positive results to date.</p> <p>The most significant result from this work to date has been the fact that Tourism Ireland have announced that one of their key priorities for 2018 in the GB market will be Seamus Heaney. Tourism Ireland GB have tasked Amy Riddell, Head of Scotland and Coman Kenny, Head of PR, GB to work with Mid Ulster Council staff to deliver a multi-faceted marketing and PR campaign into the GB market in 2018.</p>  <p>Other contacts made and successes from WTM to date include:</p> <p>Brendan Griffin, TD Minister of State for Tourism and Sport Niall Gibbons, CEO Tourism Ireland</p> <p>Finola O'Mahony, Head of Europe, TIL Working with staff to target the German educational tours market and has advised on print for the French & German markets. Chris Reubel, Market manager Germany has been in contact and actively pursuing German educational Tour Operators for Mid Ulster product</p> <p>John Healy, Director, Abbey Ireland & UK Abbey are the largest European incoming Tour operator into Ireland, staff have completed a sales call to their Dublin office and post WTM Abbey have sent a team of staff from their Dublin office to visit Seamus Heaney HomePlace . Feedback has been very positive and they plan to programme Seamus Heaney HomePlace for their FIT (free independent travellers) for 2018.</p>



AHI Travel, Chicago

This company are targeting high-end US Smithsonian groups for late 2018 and 2019, and will include SHHP and CS Lewis. Programme combining both has been devised and forwarded to them. Staff following up with meeting with CS Lewis contacts in SHHP in January 2018.

Visit Belfast Mid Ulster businesses currently members of Visit Belfast and new Sales Manager Aoife has post WTM completed a site visit to the region on 29th November.

Hotels & More

This company have recently purchased Irish Welcome Tours and are keen to add to their portfolio in Ireland. They have requested both a group and Fit programme; both programmes have been written and sent on for consideration for 2018 itineraries.

Zatino Travel, Ireland based Chinese operator. Follow up sales call in Dublin completed and programme written. First group of Chinese students scheduled to visit Mid Ulster in late April 18.

The Albatross Group, UK

Follow up FIT programme and emails sent.

EF Tours, USA currently programming Mid Ulster following initial fam trip from Meet the Buyer and plan to expand this in 2018.

Grand Circle Tours, USA

Contacts with Jason Powell NI based rep ongoing, with groups scheduled for late 2018.

365 Global Tickets, International. This company will do a presentation in early 2018 to all Mid Ulster Tourism businesses.

Heather Davies, Davington Events

Destination Management Company

A Delaware University Group coming to Seamus Heaney HomePlace in March 2018

	<p>Contacts are ongoing with the following businesses.</p> <p>The Irish Tourism Group, Dublin</p> <p>AC Group, UK</p> <p>Select Travel Services, UK</p> <p>ECE Europe, UK</p> <p>Irish World, UK</p> <p>Glance Promotions</p> <p>Culture & Heritage Tours, Ireland</p> <p>DK Travel Guides</p> <p>Travco, International</p> <p>MIKI Travel, UK based Japanese Operator</p> <p>Aer Lingus</p> <p>Rachel Sunshine, Dublin. Chinese operator</p> <p>The Mooney Group</p> <p>Jean-Michel Khalife</p> <p>E-Voyages</p> <p>Jules Verne</p> <p>One Stage</p> <p>Excursions in Moscow, Translation, Planning</p> <p>City sightseeing Belfast</p> <p>Cashel Travel</p> <p>Business of Culture</p> <p>EU Chinese Travel</p> <p>Hotels and More</p> <p>The Group Company</p> <p>Wang Mingjie, China Daily – Journalist London Office</p> <p>SHHP article in China Daily featured post Tourism Ireland Fam Trip</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: NA</p> <p>Human: NA</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>NA</p>
4.3	<p><u>Risk Management Implications</u></p> <p>NA</p>
5.0	Recommendation(s)



5.1	Return to showcase Mid Ulster Tourism product at World Travel Market 2018 and bring local businesses representatives along to sell alongside staff.
6.0	Documents Attached & References