

<b>Report on</b>	Holiday World Shows – January 19-21 Belfast & 26-28 Dublin
<b>Reporting Officer</b>	Mary McGee
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<b>Is this report restricted for confidential business?</b> If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	<p>Holiday World Show, Belfast 19-21 2018</p> <p>Holiday World Show, Dublin 26-28 January 2018</p> <p>This report outlines Mid Ulster Council past and planned participation at Holiday World Shows in Belfast and Dublin and outlines the benefits of attendance at both shows to Mid Ulster Council and trade who attend with us. With the favourable Euro – Sterling exchange rate and the longer shoulder season in the tourism calendar, now is an opportune time to continue to strongly promote Mid Ulster and our tourism product both in the ROI and domestic market.</p>
<b>2.0</b>	<b>Background</b>
2.1	<p><u>Holiday World Shows, Belfast &amp; Dublin</u></p> <p>MUDC tourism section plan to showcase the region and its tourism product at the largest tourism consumer tourism shows in Ireland in January 2018. The Holiday World Shows are long established shows that were attended by MUDC staff and tourism trade.</p> <p>Last year the Belfast Show attracted just under 22,000 visitors, whilst Holiday World, Dublin saw over 42,000 visitors over 3 days.</p> <p>All businesses in Mid Ulster are invited to participate and promote on the stand, businesses who participated last year included:</p> <p>NI Self Catering (Aghaloo)</p> <p>J&amp;K Coaches</p> <p>Walsh's Hotel</p> <p>Jungle NI</p> <p>Shepherds Rest</p> <p>Seamus Heaney HomePlace</p> <p>Blessingbourne Estate</p> <p>All businesses ran competitions to build databases with some now getting good responses from these. Some worked in conjunction with the Belfast Telegraph who</p>

	<p>sponsor the show and again got additional PR through this. We will be encouraged businesses to do likewise in 2018.</p> <p>Businesses report good enquiries and great networking from the show plus forward bookings. All trade are offered space including a counter on the stand complimentary.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><u>Holiday World Shows, Belfast &amp; Dublin</u></p> <p>The shows provide a platform for tourism businesses to sell and promote their businesses. It is planned to invite trade from across the Mid Ulster Council area to attend and promote their businesses. Up to 8 businesses will possibly be facilitated on the stand. The tourism section in Council also plan to launch the new Mid Ulster Visitor Guide for 2018 on Friday 19 January 2018.</p> <p>The Dublin Show will this year include a Northern Ireland themed village, in association with Tourism NI and given the strength of the Euro and positive numbers of ROI visitors coming North it is an opportune time to exhibit. We plan to exhibit in this space with:</p> <p>Causeway Coast &amp; Glens  Fermanagh Lakeland Tourism  Visit Derry  The Mournes  Visit Belfast  Antrim  Tourism NI</p> <p>Belfast also sees a change with a new trade event added to the show on Friday evening. The show will welcome Media, Trade and Tour Operators to a specific trade sales event on Friday 19<sup>th</sup> January.</p>
<b>4.0</b>	<b>Other Considerations</b>
4.1	<p><b><u>Financial &amp; Human Resources Implications</u></b></p> <p><u>Holiday World, Belfast</u>  Stand hire, furniture, subsistence and mileage - £2,300</p> <p><u>Holiday World, Dublin</u>  Stand hire, electrics, furniture, subsistence and mileage - £2,000</p>
4.2	<p><b><u>Equality and Good Relations Implications</u></b></p> <p><b><u>N/A</u></b></p>
4.3	<p><b><u>Risk Management Implications</u></b></p>

<b>5.0</b>	<b>Recommendation(s)</b>
<b>5.1</b>	Recommend Tourism staff and trade continue to attend the largest tourism platforms and target their largest growing markets in association with Tourism NI.
<b>6.0</b>	<b>Documents Attached &amp; References</b>