

Subject Tourism Summer Programme 2017

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1	<i>Purpose of Report</i>
1.1	To inform Council of Tourism activities over the summer months in accordance with Mid Ulster Tourism Strategy

2	Background
2.1	The Mid Ulster Council Tourism Strategy 2017 – 2021 focuses on one new tourism strand, linked to Seamus Heaney, and two strands that are significant and prominent, but so far undeveloped, relating to Outdoor Activities and to Archaeological sites, the History and Heritage of the island of Ireland, Northern Ireland and the area itself. These strands, or themes, serve as the strategic core propositions for Mid Ulster, to attract visitors, encourage them to stay longer in the area and ensure that tourism contributes to the local economy

3	Key Issues
3.1	Delivery of Tourism Programme in accordance with Mid Ulster Council Tourism Strategy and 3 main strands or themes of: <ul style="list-style-type: none">• Seamus Heaney• Archaeological sites, history and heritage• Outdoor Activities

4	Resources
4.1	<u>Financial</u> Within Tourism Budget.
4.2	<u>Human</u> Staff time where applicable.

4.3	<u>Basis for Professional/ Consultancy Support</u>
	<u>NA</u>
4.4	<u>Other</u>
	NA

5	Other Considerations
5.1	N/A

6	Recommendations
6.1	For information.

7	List of Documents Attached
7.1	Events in Mid Ulster District Summer 2017 Staff Training – World Host Launch Carleton Trails Hidden Heritage 2017 Discover What's on Your Doorstep Jan – June Visitor Figures held by the Tourism Department