

<b>Report on</b>	Upcoming Tourism Trade Shows, Holiday World, Dublin
<b>Date of Meeting</b>	11 November 2021
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Mary McGee

<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>
	To inform Council of planned tourism promotion at Holiday World, RDS, Dublin 26-31 <sup>st</sup> January 2022.
<b>2.0</b>	<b>Background</b>
	Holiday World, Dublin, is hugely popular, targeting consumers who are looking at both international and domestic travel. This show attracts consumers looking for short break staycation offers in Northern Ireland as we will feature as part of the Tourism NI Village.
<b>3.0</b>	<b>Main Report</b>
	With the growth in the lucrative staycation market, Mid Ulster Council Tourism plan to attend this show as part of the Tourism NI village and promote our key tourism product and the region as a whole. We will in particular focus on the Spring break market and offers around accommodation and our key attractions. This work will complement the work ongoing on our new tourism website and the tourism brand for the region.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: Stand with Shell Scheme plus VAT, travel and expenses for 2 staff per day. Electrics and stand furniture plus graphics. Total EURO3,000.
	Human: 2 x Staff daily available and working on the stand over the duration of the show.
	Risk Management: Risk Assessment is carried out in conjunction with Business Exhibitions, as part of attendance at the show.

<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: na
	Rural Needs Implications: Businesses from right across the district will be promoted.
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Approve purchase of stand, associated costs and staff expenses and mileage to work at this exhibition.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	