

Report on	Wild Adventure Weekend
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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 Council of the success of Mid Ulster's first Wild Adventure Weekend which was held 13 & 14 April 2019.
2.0	Background
2.1	<p>The Outdoor Cluster provided the ideas and events, which were promoted by MUDC Marketing and Communications alongside Outdoor Recreation NI. The Cluster – a subgrouping of the Tourism Development Group coordinated their efforts to plan and deliver Mid Ulster's first outdoor weekend under the newly formed brand 'Wild Adventure Weekend' (WAW) using the strapline 'How Far will you go?', which played on the potential for travel to Mid Ulster from other areas. As well as referencing the curiosity for new experiences and thrill seeking / challenge yourself elements that may convince some to participate in more adventurous activities. Other key messages included</p> <ul style="list-style-type: none"> • Adventure is closer to home than you think • Providing inspiration for people to get out and about this summer • Travel less than 60 minutes to get your thrills



3.0 Main Report

3.1 Both private sites/organisations and Council facilities where involved during WAW;

Private

- The Jungle
- Todds Leap
- Portglenone Paddlers
- Breagh Tours Hillwalking
- Torrant Warfare
- Annaginny Fishery
- Ballyronan Boat Club

Council Site

- Davagh Forest Trails
- Dungannon Park - angling
- Ballyronan Marina – canoeing
- Blessingbourne Mountain Bike Trails
- Tobermore Golf Range

What's more the publicity of the event has attracted 2 additional outdoor providers to the Cluster.



3.2 Advertising

Council lead the marketing and Kate Keys must be commended for her efforts and time spent promoting WAW alongside Outdoor Recreation NI who we enlisted.

Channels

- 11 Newspaper Articles including Irish News and Newsletter with mean advertising value equivalent of £10,987.73
- Social Media – 3 main Council destination pages and Twitter account reaching 85,609 people and having 5,991 engagements
- Dedicated landing page www.midulstercouncil.org/wildadventureweekend was the second most viewed page on the Council website (behind the Home page) – 5,315 unique page views
- 7,000 flyers distributed to local schools and 100 A3 posters displayed locally
- 2 week billboard advertisement

3.3 MUDC Website Visitor Demographics

- Mainly viewed by people aged 35 years +
- Strongest regionally as opposed to locally with Belfast (21.5%), Derry/Londonderry (14.5%), London (9.2%), Newry (7.2%) and Antrim (6.6%) making up the top 5.

3.4

Season Long Effect

WAW, created as an initiative to kick-start the tourism season and contribute to the development of outdoor adventure and activity product in Mid Ulster. However I have no doubt that visitors will attend the sites during the summer season due to the WAW marketing activity.



3.5

Evaluation/Highlights

- All organisations stated that they would like to see WAW become an annual event
- Priceless family moment as a child caught a rainbow trout at Dungannon Park
- One website experienced 96k views in the 2 weeks preceding the WAW 5k of which were new. Same provider had 45% of bookings were from BT45/BT80 postcode and the remaining elsewhere.
- An organisation more than doubled their users compared to an average weekend - 132% increase and welcomed 60 new participants
- A newly formed Club attracted their capacity of 50 paying users and welcomed a family of 4 from Sion Mills that stated 'It was the best value for money experience that they have ever had.'
- 4 separate ROI bookings accounting for 26 users and 2 English bookings making up 8 participants
- Angling Dungannon Park – fully booked 54 users
- Mountain biking total hire over both days 80% occupancy. Davagh: Sat 60% and Sunday 100%. Blessingbourne: Sunday only 70%

- A large outdoor activity provider was operating at full capacity during the weekend regarding staff and activities – they could not take any more bookings and launched a new product as part of WAW
- Digital views, well exceeding 241,945. Limited data received.
- Where previous data existed bookings and usage levels were up across all sites





4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u> £7,000 advertising and hire charges Staffed internally at no additional cost
4.2	<u>Equality and Good Relations Implications</u> The entire programme was all-inclusive and welcomed participation from all members of the community while promoting good relations.
4.3	<u>Risk Management Implications</u> Meeting held and open lines of communication between Tourism Department and Health and Safety Officer. Risk Assessments and insurance received prior to events beginning and held on file.
5.0	Recommendation(s)
5.1	For Information.
	Documents Attached & References

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