

Report on	End of Year Tourism Report 18/19
Date of Meeting	March 2019
Reporting Officer	Michael Browne
Contact Officer	Mary McKeown

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To inform Council of Tourism activities over 2018/19 in accordance with Mid Ulster Tourism Strategy
2.0	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.
2.2	This end of year report will capture the work carried out in 2018/19 financial year.
3.0	Main Report
3.1	The Delivery of Tourism Programme is 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
3.2	The attached report captures the work carried out in 2018/19
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Within the allocated Tourism Budget
	Human:

	Staff time.
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: All Equality and Good Relations Implications were considered and addressed
	Rural Needs Implications: Rural Needs Implications were considered
5.0	Recommendation(s)
5.1	For information only
6.0	Documents Attached & References
6.1	Tourism End of Year Report