



Draft Belfast Integrated Strategic Tourism Framework 2010 – 2014

Consultation Response

(Please note that the deadline for consultation responses is Friday 2nd April 2010)

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| Question | Response |
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| <p>Do you agree with the vision set out for the Tourism Framework?</p> <p><i>Belfast, working in partnership, will deliver the authentic Capital City experience by developing and co-ordinating our cultural, natural and commercial assets to attract a greater number of visitors to the city and maximise the economic benefits for Belfast and Northern Ireland.</i></p> | <p>Yes, it provides an all inclusive statement of what is best for tourism in Belfast.</p> <p>The need to coordinate the assets cannot be over-emphasised.</p> |
| <p>Do you agree with the analysis of strengths, weaknesses, opportunities and threats re: the current visitor experience?</p> | <p>Yes, strong emphasis on co-ordinated approach, and opportunities. There is a need to kick start numerous undervalued assets.</p> <p>Strengths are far outweighed by the weaknesses and opportunities, but the latter are all achievable by a committed determination from all parties acting together. 2014 may not be realistic for total completion, but it must be well advanced by then.</p> |

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| <p>What are your thoughts on the Tourism Place Destinations which have been selected?</p> | <p>Good geographic selection of the Tourism Place Destinations but would be wary of overspending on the potential of the Titanic Quarter to the detriment of the other as important destinations.</p> <p>All the funding so far promised is Titanic Quarter has been concentrated on an 'iconic' building which is reported to tell only part of the total industrial history of Belfast.</p> |
| <p>What are your thoughts on the six visionary drivers (and associated outputs / actions required) which have been identified?</p> | <p>The visionary drivers are fine and should be developed simultaneously to enhance the city centre experience.</p> <p>Level of tourism and projected impact on the economy may be ambitious in the current economic climate, although they need to be kept in place to accommodate the tourism uplift when world economy recovers.</p> |
| <p>What are your thoughts on the Development Levers and actions which have been identified?</p> | <p>In Order to encourage return visits it is essential to establish a repetitive calendar, both in physical exhibits and social 'performances'.</p> <p>Could Ministerial advisory panel be extended to work within this strategy? National Sporting venue relies on the premise that Belfast is chosen for such a facility.</p> |
| <p>What do you think of the Marketing Objectives and best prospect markets / segments which have been identified?</p> | <p>Belfast does require a dedicated cruise facility.... Despite having 34 cruise ships in Belfast in 2009the facilities within the commercial port are poor and are on the wrong side of the river to access even the nearest tourist destination. New facilities at Liverpool are a good example.</p> <p>Hotel accommodation within Belfast remains expensive relative to other destinations.</p> <p>The objectives are all very good.</p> |
| <p>What do you think of the Visitor Servicing and Management objectives which have been identified?</p> | <p>Agree, Belfast needs a dedicated visitors information centre in a prominent location.</p> |
| <p>What do you think of the focus on Quality Strategy?</p> | <p>Good.... a quality strategy is needed to ensure that the visitor to Belfast receives a consistently high level of service in every aspect of the Belfast experience.</p> |

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| Do you have any comments on the Monitoring and Research section of the framework? | Essential that data is accurate and kept up to date to reflect the level of tourism within the city. |
| Do you have any comments on Management and Co-ordination section of the framework? | The opportunity to bring about the co-ordination of an array of groups is essential. |
| General comments: | <p>A valuable assessment of there existing deficiencies and opportunities to bring about a meaningful approach to tourism within Belfast.</p> <p>Expanding of several points: The historic built environment has been mentioned although not elaborated upon. The new modern trend of architecture in the city is over-shadowing and often replacing the older buildings, many of which contributed to the development of the city – its heritage. European cities promote their built heritage, many have precious little else to show nevertheless they are large tourist magnets. Planners and Councillors should keep this in mind when redevelopment is considered in the city, particularly where better examples of historic buildings are being threatened. Industrial heritage is very much understated in the document, not only did Belfast host the biggest shipyard in the world, but also a major ropeworks, textile machinery manufacturers (Mackies), air handling plant manufacturers known throughout the world (Sirocco), linen industry supplying the tables of the world's palaces and mansions, aviation with the ejector seat and vertical take-off aircraft developed locally, Ferguson tractors, Dunlop tyres, heart defibrillators and many more world-beating developments were perfected in Belfast.</p> <p>Where do we show them all off to inquisitive tourists? Maritime and industrial heritage (and perhaps defence) could be displayed near the Titanic Quarter/Science Park area, perhaps around the Thompson and Alexandra Docks and their pumphouse. HMS Caroline is being retired from RN service this year, and is equipped with large lecture theatre/conference facility together with a high potential for tourist attraction. A jewel in a larger</p> |

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| | <p>crown. An industrial parkland. Many members of the public do not know very much about the broader heritage of their own city and some way of 'educating' on the above subjects must be found if the public are to play their full part in welcoming visitors to their city and demonstrate their pride in its past.</p> |
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Please return to culture@belfastcity.gov.uk or post to the Tourism, Culture and Arts Unit, Development Department, Belfast City Council, 4-10 Linenhall Street Belfast BT2 8BP by the deadline Friday 2 April 2010.

Thank you, we look forward to receiving your comments.