



Ainsley McWilliams Head of Tourism

www.midandeantrim.gov.uk/culture-leisure-tourism



Mid & East
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Borough Council

28 September Agenda

Agreements from
14 September workshop

Tourism Strategy work to date



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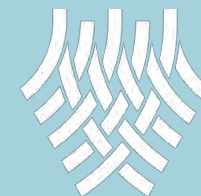
Mid and East Antrim

- SWOT analysis
- Market Segments
- Emerging Themes
- Marketing & Product Development thinking



Stakeholder Input

- Breakout sessions
- Key questions
- Feedback into the strategic and practical thinking



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How is Mid and East Antrim doing?

	Trips	Rank
Belfast	1,361,193	1
Causeway Coast & Glens	911,388	2
Newry, Mourne & Down	404,442	3
Mid & East Antrim	382,224	4
Ards & North Down	376,755	5
Fermanagh & Omagh	341,051	6
Derry City & Strabane	223,172	7
Antrim & Newtownabbey	204,290	8
Mid Ulster	155,708	9
Armagh City, Banbridge & Craigavon	149,449	10
Lisburn & Castlereagh City	130,924	11



How is Mid and East Antrim doing?

	Spend (£m)	Rank
Belfast	278	1
Causeway Coast & Glens	136.8	2
Fermanagh & Omagh	54.6	3
Ards & North Down	51	4
Newry, Mourne & Down	47.7	5
Mid & East Antrim	45.6	6
Derry City & Strabane	42.5	7
Antrim & Newtownabbey	34.2	8
Lisburn & Castlereagh City	24.9	9
Armagh City, Banbridge & Craigavon	22.5	10
Mid Ulster	22.3	11



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Key Considerations for Mid and East Antrim:

Reliant on domestic visitors (accounted for 52% of all overnight trips taken in LGD in 2015)

High % of VFR trips (Half of all trips taken in LGD in 2015)

Avg. length of stay (2.6) and avg. spend per trip (£119.38) are among the lowest of all LGDs

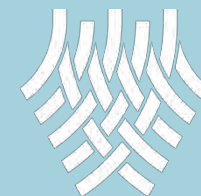
Visitor attractions in Mid & East Antrim welcomed 551,000 visitors in 2015, third lowest of all LGDs



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Issues mirror the NI picture

Need a higher proportion of international visitors, staying longer and spending more



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Solution

More international visitors, staying longer and spending more

Align with Tourism Ireland's routes to market and Tourism NI's 'big picture' products.



Mid and East Antrim Tourism Strategy - consultation to date

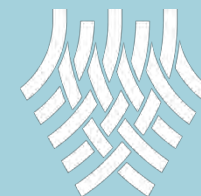
Strategic documents - 58

Tourism Audit - 250 products and services

Trade Survey - 17 participants

Consultations - 42 interviews

Workshops - 3 venues



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Mid and East Antrim Tourism Strategy - proposed objectives

1. Increase proportionate share of international visitors
2. Increase the average length of stay
3. Increase the number of sustainable jobs
4. Grow events expenditure by extending the average length of stay of visitors
5. Establish effective partnerships within industry and public sector as a key enabler



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Mid and East Antrim Tourism Strategy

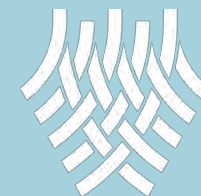
Strengths

Opportunities

Weaknesses

Threats

(available on table)



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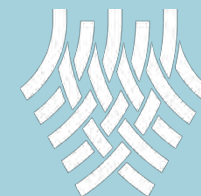
Tourism Ireland Market Segments



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Mature Cosmopolitans
Family Fun
Great Escapers
Young and Lively
Time Together
Culturally Curious
Social Energisers
(details on table)



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Theme 1

Causeway Coastal Route

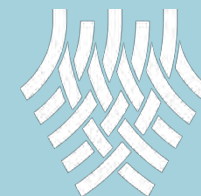
The continuing development of the Causeway Coastal Route to create an international stand out product offer, working with adjoining authorities and agencies.



Theme 2

Culture and Heritage

Develop the Cultural and Heritage assets and potential of the region by extolling, promoting and protecting the quality and character of the landscape, the natural environment and heritage assets.



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Theme 3

Events and Festivals

Develop the Cultural and Heritage assets and potential of the region by extolling, promoting and protecting the quality and character of the landscape, the natural environment and heritage assets.

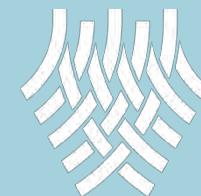


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Theme 4

Destination Marketing

Build the region's image, identity and awareness in domestic, all-Ireland, UK and international markets for quality experiences, generating overnight visits throughout the year by common commitment to an agreed framework for marketing, promotion and selling of the region.



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Theme 5

Destination Development and Management

Organisation and management: communication and engagement of public and private sectors to generate a commitment to the shared vision and way forward.



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Breakout Session

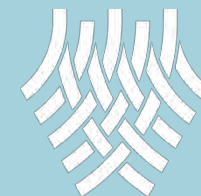


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Question 1

Do you agree SWOT analysis? Have we missed anything?



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Question 2

Do you agree with the themes? Have we missed anything?



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Question 3

Looking at the proposed themes, what specific actions must we take to deliver them?



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Feedback

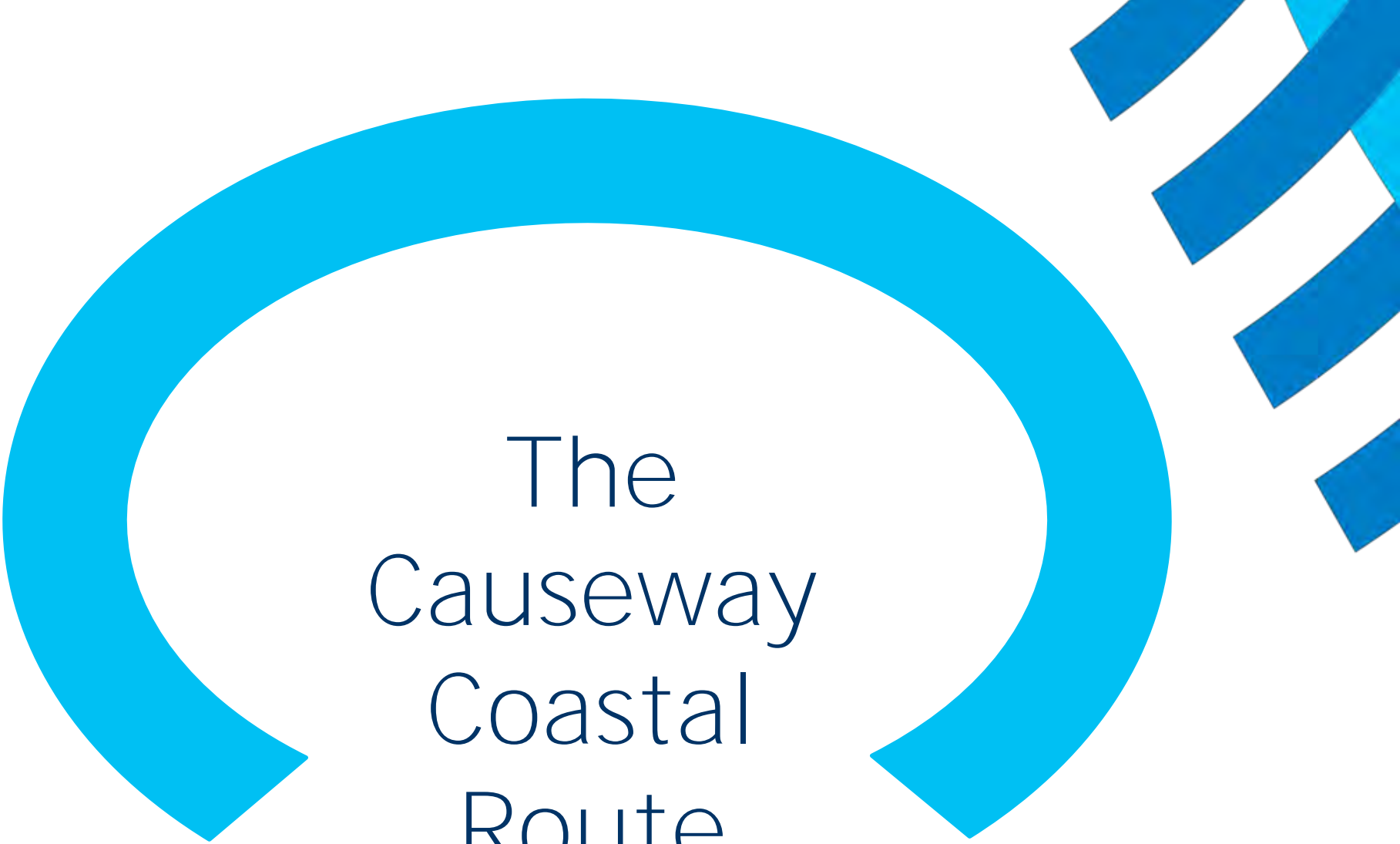
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The
Marketing and
Development
Proposition

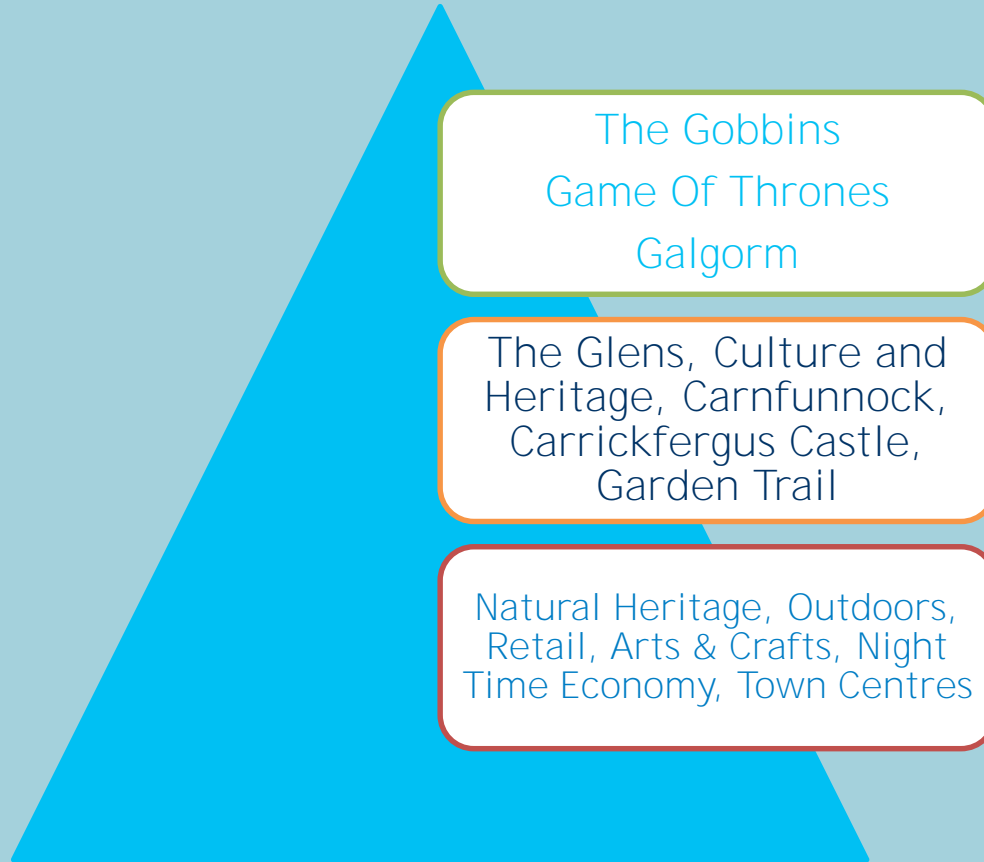


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The Causeway Coastal Route

The Pyramid of Results



The Gobbins
Game Of Thrones
Galgorm

The Glens, Culture and
Heritage, Carnfunnock,
Carrickfergus Castle,
Garden Trail

Natural Heritage, Outdoors,
Retail, Arts & Crafts, Night
Time Economy, Town Centres



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Breakout Session



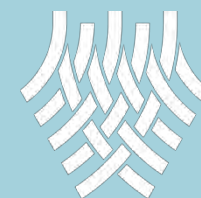
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Is this the
correct approach?



How can we
deliver these actions?



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How can we
measure success?

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Feedback



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Thank you so much



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