

Destination Development Plan

2019 – 2021

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1. Introduction

East Belfast has unquestionably made its mark on the city throughout the years.

Whether it be as an industrial powerhouse during the late 19th and early 20th Centuries; as the birthplace of some of the country's most famous and influential writers, actors, artists, musicians and sportsmen; or as a melting pot of tension between opposing Unionist and Nationalist communities during and beyond the 30 years of conflict in Northern Ireland known as 'The Troubles'.

East Belfast has stories to tell. Stories of graft, strength, triumph, conflict, anger, loss, despair, resilience and pride. These stories are real and authentic. They have been passed down through generations, immortalised in song lyrics, animated across streetscapes and in many cases still conjure up contrasting and conflicting emotions amongst communities living across east Belfast today.

Despite the clear opportunities to harness these powerful stories and attract ever-more inquisitive visitors, east Belfast has in many ways remained largely 'untapped' as other parts of the city have enjoyed exponential growth in tourism investment, visitor numbers, expenditure and resulting socio-economic benefits.

However, following the delivery of a number of significant regeneration projects such as the Connswater Community Greenway, C.S. Lewis Square and EastSide Visitor Centre, coupled with a groundswell of local interest and support for the development of 'community-led' tourism initiatives across east Belfast, the time is now right to adopt a multi-faceted, shared Destination Development Plan for the area.



City-wide Context

Whilst this Destination Development Plan seeks to highlight specific opportunities for the development of tourism products and experiences in east Belfast, the overall aim of this strategically coordinated approach is that EastSide will enhance Belfast's wider tourism offering and contribute to Belfast City Council's ambition, through The Belfast Agenda, to increase the value of out-of-state tourism to £500 Million annually.

The latest NISRA statistics (2017) indicate that estimated expenditure of visitors on overnight trips to Belfast equates to approximately £328 Million per annum representing 35% of total expenditure on overnight trips across Northern Ireland. Whilst there is currently little data to indicate the apportionment of this visitor expenditure in east Belfast, TourismNI's Tourism Barometer Database indicates that in recent years, the accommodation stock (room and bed spaces) in BT4, BT5 and BT6 has significantly increased from 24 premises, offering 233 rooms and 481 bed spaces in 2016 to 121 premises, offering 453 rooms and 911 bed spaces in 2018.

The sharpest rise has been seen in the number self-catering operators which has increased more than six-fold from 2016 to 2018, a global trend not unique to east Belfast and commonly attributed to the proliferation of third-party online booking platforms. Currently, just under one quarter of Belfast's 385 self-catering establishments and over one third of the city's 53 B&Bs are located in the BT4, BT5 and BT6 areas of east Belfast.

A recent report by Deloitte (commissioned by Belfast City Council) recommended the implementation of a 'Local Tourism Framework' to broaden the Belfast tourism offer and better incorporate local neighbourhoods outside of the city centre. This approach will lead to a more diverse range of visitor experiences on offer across the city, it will increase visitor spread as well as duration of stays and will ultimately maximise the potential socio-economic impact of tourism across the city as a whole.

As such, this EastSide Destination Development Plan will closely adhere to the principles set out in this Local Tourism Framework for Belfast (August 2018).

EastSide Destination Brand

Following a review of the Integrated Strategic Framework for Belfast Tourism carried out by Belfast City Council in 2014, the absence of a coherent Belfast brand or identity was identified as a weakness in the broader Belfast offering. This finding was also reflected in research undertaken by EastSide Partnership as to how to best position and promote east Belfast as a future tourist destination. This led to the development of the EastSide destination brand 'EastSide: Inspiring Belfast'.

Whilst focusing on east Belfast's sporting legends, literary greats, musical icons and industrial giants, this EastSide destination brand also celebrates the true independence of spirit, down to earth attitude and dry-witted personalities of the everyday men and women who live in east Belfast and have helped to shape the city through the years.

Defining Eastside

The geographical spread of the wider EastSide area covers a significant proportion of Northern Ireland's capital. EastSide stretches east from the River Lagan as far as Stormont Estate taking in Cregagh Glen in the south and George Best Belfast City Airport in the north. EastSide also incorporates Titanic Quarter, itself a stand-alone tourism destination in its own right.

However, the EastSide Urban Village Area, a one mile stretch of the Newtownards Road, between Bridge End and Grampian Avenue, is recognised as EastSide's core and offers the greatest potential in terms of tourism led regeneration during the period of this plan.

The 'EastSide Urban Villages Strategic Framework' (Aug 2016) describes the area as "a symbol of identity linking to the past, steeped in over 200 years of history, as well as to the future with a focus on new investment and a connector to opportunities beyond".

 **911 Bed Spaces**

 **385 self-catering establishments**



2. Shared Vision

“An East Belfast boasting thriving, confident and proud communities, celebrating its creative and cultural edge; a fulfilling place to live, work, visit and invest.”

The success of this tourism-focused destination plan for EastSide will ultimately rely on effective collaboration and partnerships between a range of stakeholders from the public, private and community sectors with one shared vision (see above), shared goals and clearly outlined and agreed roles and responsibilities.

These stakeholders include;

- **Tourism Development Organisations and Marketing Bodies**
- **Central Government Departments**
- **Local Authorities**
- **Private Sector Tourism and Hospitality Operators**
- **Regional Development Agencies**
- **Culture & Heritage Organisations**
- **Non-tourism Organisations**
- **Third-Level Education Institutions**
- **Community Associations**
- **Elected Representatives**
- **Local Communities**

To date, a number of constructive partnerships have already been established and have resulted in positive outcomes such as the development of the EastSide destination brand. However, stronger networks can and should be established between central and local government as well as regional development funders, private sector businesses and the wider community in order to increase local capacity and sustainably grow tourism for the benefit of all in east Belfast for years to come.



3. Target Market

This Destination Development Plan will focus mainly on ‘Urban Explorers’ as offering the best potential to deliver the maximum economic impact for east Belfast through tourism.

Sharing similarities with TourismNI’s ‘Culturally Curious’ visitor segment, Urban Explorers are independent and inquisitive travellers looking for unique, authentic and enriching experiences. The ‘road less travelled’ appeals to Urban Explorers and so they are receptive to word-of-mouth recommendations including through social media.

As a result of the ever-growing Irish Diaspora, tourists to Northern Ireland will often be visiting friends and relatives. Urban Explorers will take this opportunity to gain unique insight into local cultures in order to broaden their understanding and get a real sense of ‘place’ beyond what they can read in their tourist brochures and guide books.

Given the value Urban Explorers place on these local recommendations, it is important the actions outlined in this plan reach the local population here in Belfast and Northern Ireland in order to create champions and destination ambassadors for east Belfast in the future.

Age is less of a factor when considering how to describe this visitor segment as the personality and mindset of Urban Explorers is, in essence, age-irrelevant. However, for the most part, Urban Explorers will be traveling without dependents.

Similarly, Urban Explorers want opportunities to... explore. They will likely have planned to spend at least two or three days in their chosen destination and will fill these days by immersing themselves in local culture, walking in parks, eating and drinking with locals and soaking up as much authentic living heritage as they possibly can during their visit.

4. Destination Development Goals

The goals set out in this EastSide Destination Development Plan are presented under the headings of the 'VICE' model, a recognised model for sustainable destination development which considers four key and interdependent elements - Visitor, Industry, Community and Environment.

Visitor

To ensure all future tourism development in east Belfast is 'visitor-focused', enhancing Belfast's city-wide tourism offering.

Industry

To ensure development across east Belfast is recognised and supported by the public sector and private sector tourism and hospitality businesses, delivering balanced and sustainable revenue and jobs growth with greater seasonal spread.

Community

To ensure increased capacity within local communities to develop authentic visitor experiences which maximise the potential economic impact of visitor spend particularly in disadvantaged areas.

Environment

To ensure the implementation of this plan facilitates the sustainable use, appreciation, protection and enhancement of the local environment in east Belfast.

5. Implementation Framework

This section sets out key objectives and actions which will be carried out between 2019 – 2021 in order to achieve the destination development goals outline above. The objectives and actions comprising this Implementation Framework are also set out under the 'VICE' model and have been collated (with aligned responsibilities and timelines) in section 6.

EastSide Tourism will coordinate the delivery of this Destination Development Plan.

Visitor

It is widely accepted that visitors are increasingly seeking to connect, engage with and immerse themselves in local cultures and communities. This shift towards experiential tourism has led to destinations worldwide changing how they develop, manage and market their tourism offerings.

With such a rich tapestry of industrial, sporting, cultural and at times conflicting religious and political heritage on offer, this idea of providing genuinely authentic and enriching visitor experiences is one which represents a real opportunity for east Belfast.

However, it is important to highlight that whilst the actions outlined in this section focus specifically on east Belfast, this plan ultimately seeks to enhance Belfast's overarching city offering, attracting more visitors, increasing visit duration and boosting visitor spend.

Objective

“Attract more visitors to east Belfast. Make it easy to get here, get around and spend money”

Actions

- Extensive ‘product audit’ will be carried out across east Belfast to highlight current visitor offerings and potential future opportunities.
- EastSide: Inspiring Belfast brand will be rolled out across streetscapes, shop fronts and events to highlight EastSide's vibrancy and energy.
- VisitEastSide.com will act as an online portal with inspiring copy and imagery highlighting the wealth of visitor experiences on offer across east Belfast.
- Visit EastSide social media channels will highlight visitor experiences, events and festivals on offer across east Belfast, all year round.
- EastSide Visitor Centre will act as a welcoming ‘visitor gateway’ and will pro-actively encourage further exploration into and throughout the wider EastSide destination.
- EastSide will be better represented in city-wide tourist maps and literature (offline and online) highlighting the wealth of visitor products and experiences on offer in EastSide as well as information on how to get there and getting around.
- City-wide visitor itineraries will be developed linking EastSide and its key attractions with other parts of the city, enhancing Belfast's city-break offering.
- Bespoke visitor literature will be produced highlighting EastSide's creative, cultural, industrial, social and political heritage as well as an outline of the variety of visitor products and experiences on offer across

Vision: EastSide 2021 - Visitor

A resurgent EastSide boasting stand-out visitor experiences with a proud cultural identity which both surprises and delights visitors to this part

of the city. EastSide will be widely recognised and promoted as a must-visit destination within Belfast's city-wide offering



Industry

With a growing number of creative businesses, artists and socially conscious entrepreneurs now basing themselves in east Belfast alongside traditional tourism and hospitality operators, this has resulted in an increased variety of potential products, experiences and itineraries on offer to visitors. In addition to this, a number of capital projects (with tourism potential) have recently been approved such as Templemore

Baths, Strand Arts Centre and EastSide Container Park. However, despite this sense of positivity and domestic confidence in the area, promotion of east Belfast as a genuine tourist destination is still underwhelming and there is minimal collaboration between the public and private sector.

However, with increased demand from international tour

operators, an increasingly engaged community sector and growing public sector support of ‘community-led’ development initiatives, there are opportunities for tourism to become a key driver for sustainable economic growth and social regeneration across east Belfast. However, strong and effective strategic partnerships must be developed for this potential to be realised.

Objective

“Work in partnerships to firmly place EastSide on the tourism map ...all year round”

Actions

- Local Tourism Stakeholder Forum will provide platform for the ongoing development of city-wide initiatives aimed at increasing visitor spread, spend and ultimately maximising the potential economic impact of tourism at a local level.
- Locally based networking and innovation events will be organised to encourage closer collaboration and partnerships between individuals, businesses and organisations involved in the development, delivery and promotion of tourism in east Belfast.
- Organisations involved in city-wide tourism marketing and promotion will work closely with local partners to accurately reflect the wealth and variety of authentic visitor products and experiences on offer across east Belfast.
- All tourism and hospitality businesses and development organisations across east Belfast will seek to incorporate EastSide: Inspiring Belfast destination brand.
- Accommodation providers and those operating visitor attractions across east Belfast will be encouraged to adopt TourismNI's Quality Grading Scheme.
- Agencies involved in the organisation of journalist and tour operator FAM Trips to Belfast will seek to incorporate EastSide into future itineraries and use local tour guides to maximise the authenticity and impact of these visits.
- City-wide events and festivals will incorporate EastSide venues in future programming to maximise the potential of east Belfast's parks and buildings as venue spaces.
- All individuals, businesses and organisations involved in the development of tourism in east Belfast will seek to extend the year-round visitor offering through effective programming during shoulder seasons and/or off season.
- Tour guide training pathways and further employment opportunities will be highlighted and promoted in partnership with local colleges and universities.
- Visitor-facing businesses across east Belfast will be offered one-to-one tourism-focused advice and marketing support.
- Themed visitor itineraries and experiences will be developed in line with other tourism and hospitality developments across the city.

Vision: EastSide 2021 - Industry

More effective industry networking and public/private partnerships will sustain the development of EastSide as

a vibrant visitor destination and a key component of Belfast's wider tourism offering.

Community

A community's identity equates to the sum of its values, traditions, culture, arts, heritage and way of life. Moreover, east Belfast communities have helped to shape the identity of the wider city through the years whilst being inevitably shaped themselves against a backdrop of significant industrialisation as well as religious, political and social divides.

In recent years (as mentioned previously) there has been an

increasing shift towards the demand for authentic experiential tourism opportunities with visitors evermore seeking to connect and engage with local communities. For this reason, we can now place an economic value on the concept of a community's identity. This is sometimes referred to as 'identity capital' and can ultimately offer differentiation and genuine competitiveness for east Belfast, and indeed Belfast, as a destination.

It is important to note that, if poorly managed, the commercial development of tourism within local communities can actually threaten the authenticity of the identity it is built around. As such, all organisations involved in the development, management, delivery and promotion of tourism in east Belfast should always seek to enhance this sense of identity and help to foster social regeneration in east Belfast for years to come.

Objective

“Harness the power of east Belfast’s place identity and create EastSide Ambassadors”

Actions

- Pro-active measures will be adopted to ensure communities are involved in tourism related decision-making processes and kept informed of collaborative opportunities with local tourism and hospitality businesses through strong destination networks.
- A community-based tourism co-ordinator for east Belfast will build relationships and encourage partnerships between the public, private and community sectors.
- EastSide Visitor Centre will act as an information hub where communities can find out about local events, festivals and volunteering opportunities all year round including through the creation of a volunteer-led Greeter kiosk.
- EastSide: Inspiring Belfast brand will be rolled out across east Belfast streetscapes, shop fronts and events to encourage a sense of ownership, civic pride, belonging and community advocacy.
- VisitEastSide.com will highlight the wealth of products and experiences on offer across east Belfast for both the local community and visitors alike.
- Volunteer opportunities will be developed and promoted across

- east Belfast to instil greater sense of civic pride and ownership amongst local residents.
- Concept of 'Community-led' tours delivered by local tourism ambassadors/champions will be investigated.
- Plans will be developed to improve walking, cycling and public transport links to ensure communities feel more connected with each other and with other parts of the city.
- City-wide events and festivals will incorporate EastSide venues in programming throughout the year to better connect local residents with other parts of the city.

Vision: EastSide 2021 - Visitor

Communities will feel empowered and inspired, acting as tourism ambassadors for EastSide. Strong community identities

will be recognised as one of the city's most valuable and impactful tourism assets.



Environment

With significant public investment in green infrastructure across east Belfast in recent years, the natural environment is an incredibly valuable asset for this part of the city.

Celebrating and promoting the use of east Belfast's green spaces will not only attract increased tourist footfall but it will also help to instil a greater sense of civic pride and ownership amongst local residents. This, in turn, will create ambassadors to help protect east Belfast's natural environment for years to come.

As with the community-focused development goals, there is a risk that, if poorly managed, tourism development could adversely affect EastSide's natural environment. As such, it is of paramount importance that all organisations involved in the development, management and delivery of tourism in east Belfast adopt measures to mitigate against any potential negative environmental impacts of increased tourist activity.

Objective

“Celebrate and protect our natural environment for future generations”

Actions

- East Belfast's natural environment and green infrastructure will be recognised as one of Belfast's unique selling points in future city-wide visitor information.
- Local Government will build on the success of the Connswater Community Greenway and the Comber Greenway by continuing to invest the development, management and promotion of green infrastructure and shared outdoor spaces across east Belfast.
- All individuals, businesses and organisations involved in the development and delivery of tourism across east Belfast will adhere to and promote the principles of 'Leave No Trace'.
- East Belfast's outdoor spaces and greenways will be incorporated into city-wide visitor itineraries to enhance Belfast's city-break visitor offering.
- All individuals, businesses and organisations involved in the development of tourism in east Belfast will seek to utilise and celebrate EastSide's natural environment and green infrastructure as a unique opportunity to connect key attractions.
- Belfast City Council and Connswater Community Greenway Trust will aim to secure and maintain Green Flag status across east Belfast's parks and open spaces.

Vision: EastSide 2021

East Belfast's green infrastructure and public spaces will be recognised as a key

visitor attractor, cherished by communities and protected for future generations.

6. Summary of Actions, Responsibilities & Timeline

| Action | Description | Responsibility | Timeline |
|--------|--|---|-----------|
| #1 | Extensive 'product audit' will be carried out across east Belfast to highlight current visitor offerings and potential future opportunities. | EastSide Tourism | Sept 2019 |
| #2 | EastSide: Inspiring Belfast brand will be rolled out across streetscapes, shop fronts and events to highlight EastSide's vibrancy and energy. | Belfast City Council | Mar 2020 |
| #3 | VisitEastSide.com will act as an online portal with inspiring copy and imagery highlighting the wealth of visitor experiences on offer across east Belfast. | EastSide Tourism | Ongoing |
| #4 | Visit EastSide social media channels will highlight visitor experiences, events and festivals on offer across east Belfast, all year round. | EastSide Tourism | Ongoing |
| #5 | EastSide Visitor Centre will act as a welcoming 'visitor gateway' and will pro-actively encourage further exploration into and throughout the wider EastSide destination. | EastSide Tourism | Ongoing |
| #6 | EastSide will be better represented in city-wide tourist maps and literature (offline and online) highlighting the wealth of visitor products and experiences on offer in EastSide as well as information on how to get there and getting around. | Visit Belfast, TourismNI, Belfast City Council | Mar 2020 |
| #7 | City-wide visitor itineraries will be developed linking EastSide and its key attractions with other parts of the city, enhancing Belfast's city-break offering. | Visit Belfast, TourismNI, Belfast City Council, LTSF | Sept 2019 |
| #8 | Bespoke visitor literature will be produced highlighting EastSide's creative, cultural, industrial, social and political heritage as well as an outline of the variety of visitor products and experiences on offer across the wider EastSide destination. These tailored guides will be available at Tourist Information Centres across the city and will also be distributed to private sector tourism and hospitality businesses in east Belfast. | EastSide Tourism, Belfast City Council, Visit Belfast, TourismNI | Mar 2021 |
| #9 | Plans will be developed to improve walking, cycling and public transport links to and within the wider EastSide destination including a potential route animation plan between EastSide and Titanic Quarter. | Belfast City Council, TransportNI, Translink, CCG, Sustrans, Titanic Foundation | Mar 2021 |
| #10 | City-wide events and festivals will incorporate EastSide venues in future programming. | Belfast City Council | Ongoing |

| Action | Description | Responsibility | Timeline |
|--------|---|--|-----------|
| #11 | Recognised accreditation such as 'Purple Flag' and/or 'World Host Hotspot' will be investigated. | EastSide Tourism | Sept 2019 |
| #12 | Local Tourism Stakeholder Forum will provide platform for the ongoing development of city-wide initiatives aimed at increasing visitor spread, spend and ultimately maximising the potential economic impact of tourism at a local level | LTSF | Ongoing |
| #13 | Locally based networking and innovation events will be organised to encourage closer collaboration and partnerships between individuals, businesses and organisations involved in the development, delivery and promotion of tourism in east Belfast. | EastSide Tourism | Sept 2019 |
| #14 | Organisations involved in city-wide tourism marketing and promotion will work closely with local partners to accurately reflect the wealth and variety of authentic visitor products and experiences on offer across east Belfast. | Visit Belfast, TourismNI, EastSide Tourism | Mar 2020 |
| #15 | All tourism and hospitality businesses and development organisations across east Belfast will seek to incorporate EastSide: Inspiring Belfast destination brand. | EastSide Tourism | Mar 2020 |
| #16 | Accommodation providers and those operating visitor attractions across east Belfast will be encouraged to adopt TourismNI's Quality Grading Scheme. | TourismNI | Ongoing |
| #17 | Agencies involved in the organisation of journalist and tour operator FAM Trips to Belfast will seek to incorporate EastSide into future itineraries and use local tour guides to maximise the authenticity of these visits. | TourismNI / Tourism Ireland | Sept 2019 |
| #18 | City-wide events and festivals will incorporate EastSide venues in future programming to maximise the potential of east Belfast's parks and buildings as venue spaces. | Belfast City Council | Ongoing |
| #19 | All individuals, businesses and organisations involved in the development of tourism in east Belfast will seek to extend the year-round visitor offering through effective programming during shoulder seasons and/or off season. | EastSide Tourism, EastSide Arts, CCG, Belfast City Council | Ongoing |
| #20 | Tour guide training pathways and further employment opportunities will be highlighted and promoted in partnership with local colleges and universities. | EastSide Tourism, LTSF, UU, Bel MET | Mar 2021 |
| #21 | Visitor-facing businesses across east Belfast will be offered one-to-one tourism-focused advice and marketing support. | EastSide Tourism | Ongoing |
| #22 | Themed visitor itineraries and experiences will be developed in line with other tourism and hospitality developments across the city e.g. George Best Hotel. | EastSide Tourism | Jun 2019 |
| #23 | Pro-active measures will be adopted to ensure communities are involved in tourism related decision-making processes and kept informed of collaborative opportunities with local tourism and hospitality businesses through strong destination networks. | EastSide Tourism, Urban Villages NI, Belfast City Council | Apr 2019 |
| #24 | Community-based tourism co-ordinator for east Belfast will build relationships and encourage partnerships between the public, private and community sectors. | EastSide Tourism, Urban Villages NI, Belfast City Council | Apr 2019 |



7. Monitoring & Evaluation

By adopting the VICE model, this EastSide Destination Development Plan recognises the importance of taking a broad range of aspects into account when evaluating 'success'. See monitoring and evaluation criteria below.

More in-depth research into e.g. visit duration, visitor spend, percentage of visitor spread across the city, industry/environmental impact and tourism employment amongst local community etc. should be considered should resources become available.

Furthermore, there is little baseline data available to benchmark and assess success of this EastSide Destination Development Plan. However, given the limited resources available, the assessment table will be used to measure progress throughout the duration of this plan, 2019 – 2021.

| Action | Description | Responsibility | Timeline |
|--------|---|---|-----------|
| #25 | EastSide Visitor Centre will act as an information hub where communities can find out about local events, festivals and volunteering opportunities all year round including through the creation of a volunteer-led Greeter kiosk. | EastSide Tourism | May 2019 |
| #26 | EastSide: Inspiring Belfast brand will be rolled out across east Belfast streetscapes, shop fronts and events to encourage a sense of ownership, civic pride, belonging and community advocacy. | EastSide Tourism / Belfast City Council | Mar 2020 |
| #27 | VisitEastSide.com will highlight the wealth of products and experiences on offer across east Belfast for both the local community and visitors alike. | EastSide Tourism | Apr 2019 |
| #28 | Volunteer opportunities will be developed and promoted across east Belfast to instill greater sense of civic pride and ownership amongst local residents. | EastSide Tourism / CCG / Urban Villages NI | Apr 2019 |
| #29 | Concept of 'Community-led' tours delivered by local tourism ambassadors/champions will be investigated. | EastSide Tourism | Sept 2019 |
| #30 | Plans will be developed to improve walking, cycling and public transport links to ensure communities feel more connected with other parts of the city. | Belfast City Council, TransportNI, Translink, CCG, Sustrans, Titanic Foundation | Mar 2021 |
| #31 | City-wide events and festivals will incorporate EastSide venues in programming throughout the year to better connect local residents with other parts of the city. | Belfast City Council | Ongoing |
| #32 | East Belfast's natural environment and green infrastructure will be recognised as one of Belfast's unique selling points in future city-wide visitor information. | Visit Belfast, TourismNI | Mar 2020 |
| #33 | Local Government will build on the success of the Connswater Community Greenway and the Comber Greenway by continuing to invest the development, management and promotion of green infrastructure and shared outdoor spaces across east Belfast. | Belfast City Council | Mar 2021 |
| #34 | All individuals, businesses and organisations involved in the development and delivery of tourism across east Belfast will adhere to and promote the principles of 'Leave No Trace'. | EastSide Tourism | Mar 2021 |
| #35 | East Belfast's outdoor spaces and greenways will be incorporated into city-wide visitor itineraries to enhance Belfast's city-break visitor offering. | Visit Belfast, TourismNI, Belfast City Council | Mar 2020 |
| #36 | All individuals, businesses and organisations involved in the development of tourism in east Belfast will seek to utilise and celebrate EastSide's natural environment and green infrastructure as a unique opportunity to connect key attractions. | CCG, EastSide Tourism, Belfast City Council, Sustrans | Ongoing |
| #37 | Belfast City Council and Connswater Community Greenway Trust will aim to secure and maintain Green Flag status across east Belfast's parks and open spaces. | Belfast City Council / CCG | Apr 2019 |

Visitor



Objective

Increase Visitor Numbers

Measure

EastSide Tourism will measure number of visits to EastSide Visitor Centre to estimate level of visits to the wider east Belfast area.

Industry



Objective

Increase Engagement amongst Local Tourism & Hospitality Businesses

Measure

EastSide Tourism will measure number of tourism & hospitality business operating in east Belfast and will record attendance at relevant tourism meetings/workshops*.

Community



Objective

Increase Local Volunteering Capacity

Measure

EastSide Tourism will measure number of local residents involved in tourism-related volunteering initiatives across east Belfast.

Environment



Objective

Increased Usage of Green Spaces

Measure

EastSide Tourism will measure usage of Connswater Greenway to estimate level of green space usage across the wider east Belfast area.

*As well as engagement and membership with Visit Belfast and TourismNI's Quality Grading Scheme.

EastSide Tourism will coordinate the delivery of the actions outlined in this destination development plan and conduct a series of reviews. The first review will be undertaken in October 2019. An additional review will take place in April 2020 with

a comprehensive evaluation of this EastSide Destination Development Plan carried out in April 2021.

Throughout the period of this plan, EastSide Tourism will communicate closely with

all stakeholders to address any potential issues, concerns and/or reasons for delay etc. EastSide Tourism will also coordinate the delivery of this plan with a degree of flexibility to allow for stakeholders to react to opportunities and/or threats should they arise.

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