

CONSULTATION SCHEDULE – Leisure & Development Committee 19 December 2023

	RECEIVED FROM	TITLE	SUBMISSION BY
1.	Department for the Economy	Tourism Strategy for Northern Ireland – 10 Year Plan	12 January 2024
	<p>The Department for the Economy has launched a consultation for a draft Tourism Strategy for Northern Ireland which outlines a 10 Year Plan to increase the value of tourism.</p> <p>The draft strategy sets out a vision that seeks to establish Northern Ireland as a year-round world class destination which is renowned for its authentic experiences, landscape, heritage and culture and which benefits communities, the economy and the environment, with sustainability at its core.</p> <p>It will be a key enabler of the Department of Economy’s 10x Economic Vision to help position the region internationally as an attractive place to visit, making our visitors feel welcome whilst at the same time helping to make the lives better for all who live here.</p> <p>It is based on five themes and seeks to strive for a new and ambitious growth trajectory that is:</p> <ul style="list-style-type: none"> • Innovative and uses our creative skills; • Inclusive by bringing opportunities for all; • Sustainable for generations; • Attractive to visitors and investors; • Collaborative to deliver a shared vision. 		

	<p>The document identifies the key challenges and opportunities for growth. This is an opportunity to help shape the final strategy and next steps.</p>
--	---

<https://www.economy-ni.gov.uk/news/consultation-launched-draft-tourism-strategy>