

# Causeway Coast & Glens Borough Council

To: Leisure & Development Committee

**Destination Management Strategy**

**Date: 9th June 2015**

**For Decision**

<b>Linkage to Corporate Plan</b>	
<b>Strategic Priority</b>	Building Prosperity
<b>Objective</b>	Secure the area as NI's premier tourist destination
<b>Lead Officer</b>	Peter Thompson
<b>Cost: (If applicable)</b>	N/A

## **Background**

As part of the convergence process it was agreed to develop a tourism destination management strategy for the Causeway Coast and Glens Council Area, which is at Annex A.

BTS Solutions were appointed to assist the Council with the development of this and work commenced in autumn 2014 with research, stakeholder consultation, survey work and workshops. Key issues and opportunities for the region were worked on and strategic interventions recommended and action plans developed and for delivery.

An overview of the key issues and actions for implementation at Annex B, will be presented and an executive summary of the Tourism & Destination Management Strategy has been circulated in advance to members.

## **Recommendation**

That the Tourist & Destination Management Strategy for Causeway Coast and Glens Council area is approved for implementation for the period of 2015-2020.

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