



Pre-determination hearing: Case for new hotel development and tourism market potential on Northern Ireland's north coast

Dr Peter Bolan



Tourism is a highly significant driver: it generates wealth, jobs, exports, civic pride and innovation.





Tourism in Northern Ireland

North coast context

Gaps in hotel provision with regard to tourist need, tourism growth and harnessing economic potential

Tourism demand for health, wellness and activity tourism

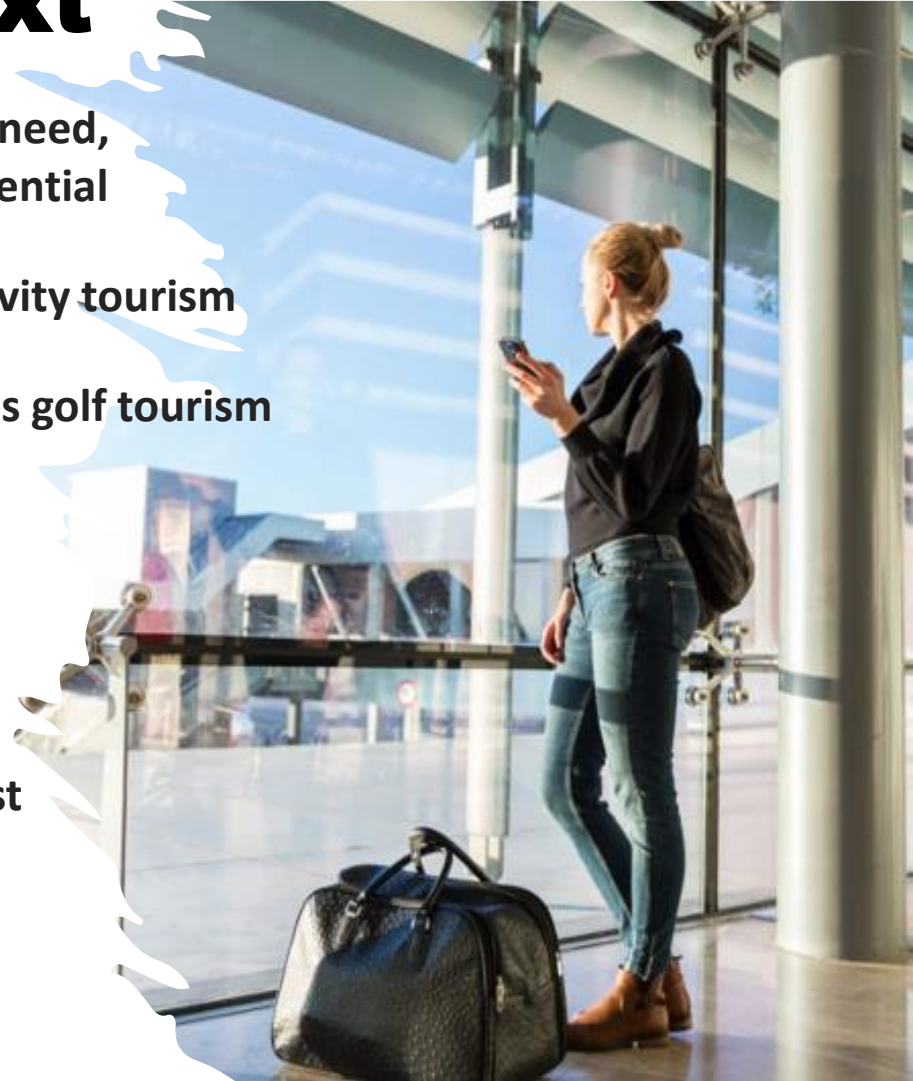
Growth in high spend forms of tourism such as golf tourism

Need for a more sustainable product offering

Presence of upscale hotels encouraging additional investment in the region

Ability of premium hotels to extend the tourist season

Preventing ongoing leakage of tourism spend



We need more 4 and 5 star accommodation of decent capacity within the region to not only develop as a tourism area but to survive. We are not sustainable as a tourism destination region otherwise.

Thank you





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