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be IAAPA

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EXPOS + EVENTS

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be **EDUCATED**
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DEVELOPMENT

be **INFORMED**
TOOLS + RESOURCES

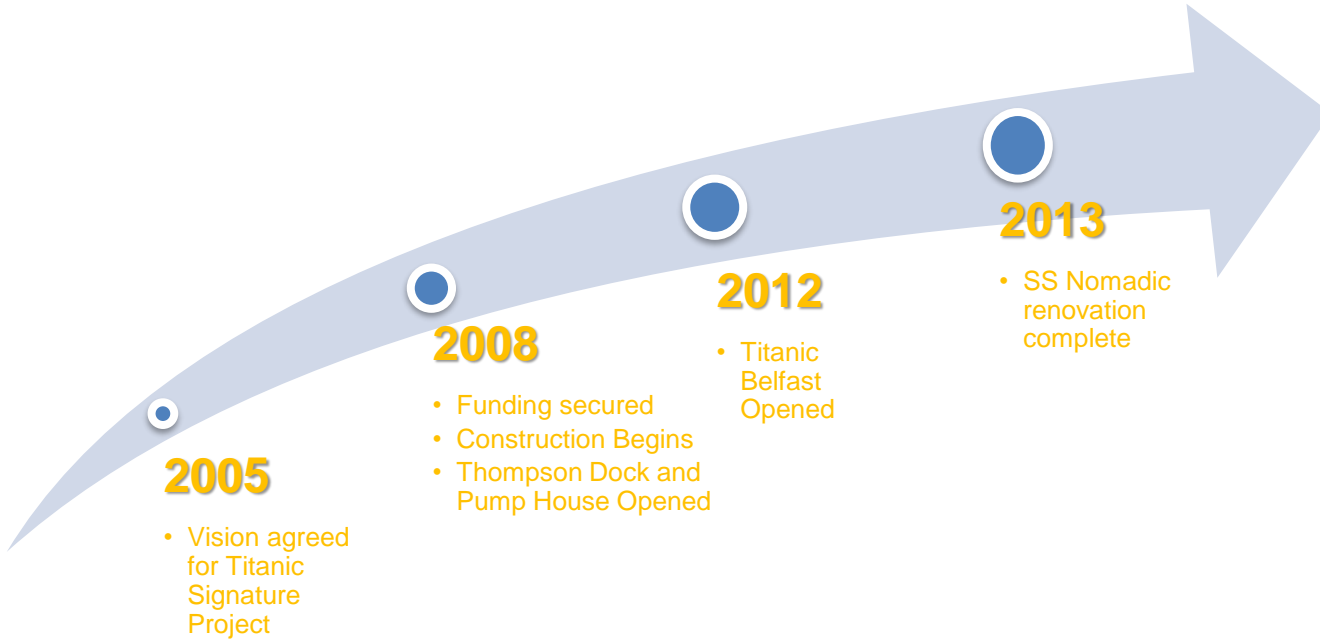
Titanic Belfast – From White Star to Five Star

Judith Owens
16th May 2018



INTERNATIONAL
ASSOCIATION OF
AMUSEMENT PARKS
AND ATTRACTIONS

Project Evolution

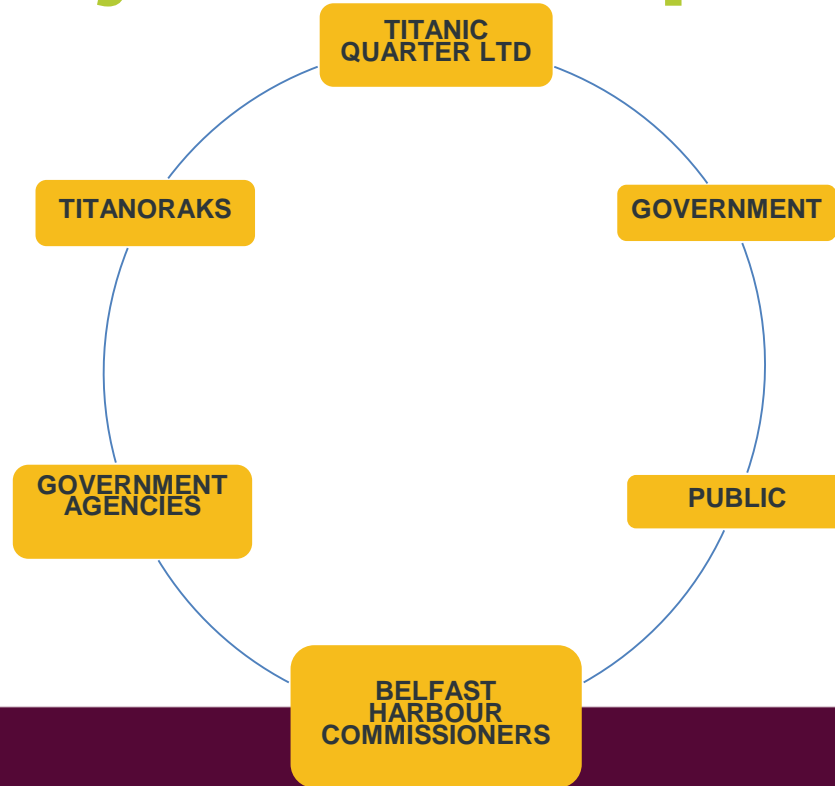


Core Project Objectives

- Reclaim the heritage
- Create a new 'tourist'
- Act as a catalyst for regeneration
- Be a self sustaining business
- Create a world class visitor experience



Project Champions



The Operating Model

- Visitor Attraction
- Retail Outlet
- Catering Outlets
- Conference and Banqueting Facilities
- External and Internal Events

Performance – Visitor Statistics

2012/2013	806,749
2013/2014	646,938
2014/2015	692,715
2015/2016	686,969
2016/2017	739,758
2017/2018	841,563 +13% y.o.y

Achievements

- Over 4 million visitors across 145 countries
- Over 300,000 conference and banqueting delegates attending events
- £1.02 million additional OOS tourism spend (first six years)
- Firmly established as an iconic landmark in Belfast skyline
- Ireland's first 5 star graded visitor experience
- World Travel Awards – World's Leading Visitor Attraction 2016



The Future

The Next Big Thing



