





# TITANIC QUARTER VISION

Titanic Quarter is a 30+ year project with a vision to regenerate 185-acres of waterfront land.

- Sustainable, mixed-use, waterfront location in central Belfast
- Public and Private Partnership
- Growth of NI Economy
- Retention and reuse of all our Maritime heritage assets
- A Shared Space for Everyone



# TITANIC QUARTER ACHIEVEMENTS



18,000 people live, work and play in Titanic Quarter



£165 million invested in Titanic Quarter by Titanic Quarter Ltd shareholders



Over one million people visit Titanic Quarter each year



£16.35 million donated to Titanic Belfast by Titanic Quarter Ltd



Over 100 national and international organisations including Citi, Microsoft, IBM, HBO, QUB and Belfast Met are already established in Titanic Quarter



£46.95 million of public funding in Titanic Belfast



# TITANIC QUARTER REGENERATION 2007 - 2016



The image shows the Titanic Belfast museum building, a large, angular structure with a facade of dark, metallic, triangular panels. It is situated on a grassy bank next to a body of water. The sky is a mix of orange, pink, and purple, indicating sunset or sunrise. The building's reflection is clearly visible in the calm water in the foreground. The text "TITANIC BELFAST" is overlaid in white, with a registered trademark symbol (®) at the end of "BELFAST".

# TITANIC BELFAST®



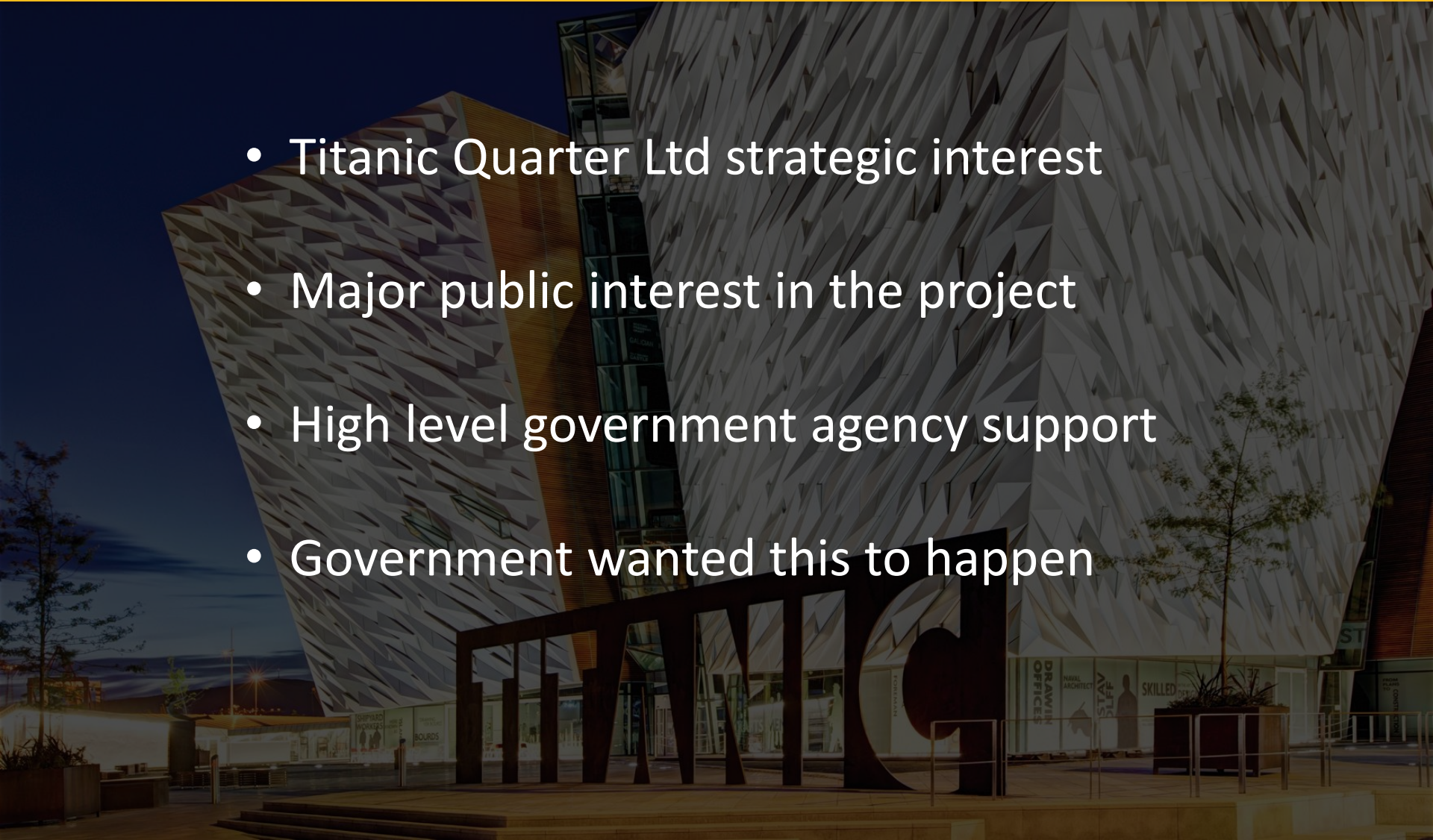
A photograph of a modern building with a faceted, crystalline facade, illuminated at night. The building's surface is composed of numerous triangular and polygonal panels, creating a complex, geometric pattern. A large, dark, abstract sculpture stands in the foreground, partially obscuring the building. The sky is dark, and the overall scene is lit by artificial lights, creating a dramatic contrast.

# PROJECT EVOLUTION



# PROJECT

- Titanic Quarter Ltd strategic interest
- Major public interest in the project
- High level government agency support
- Government wanted this to happen





# CORE PROJECT OBJECTIVES

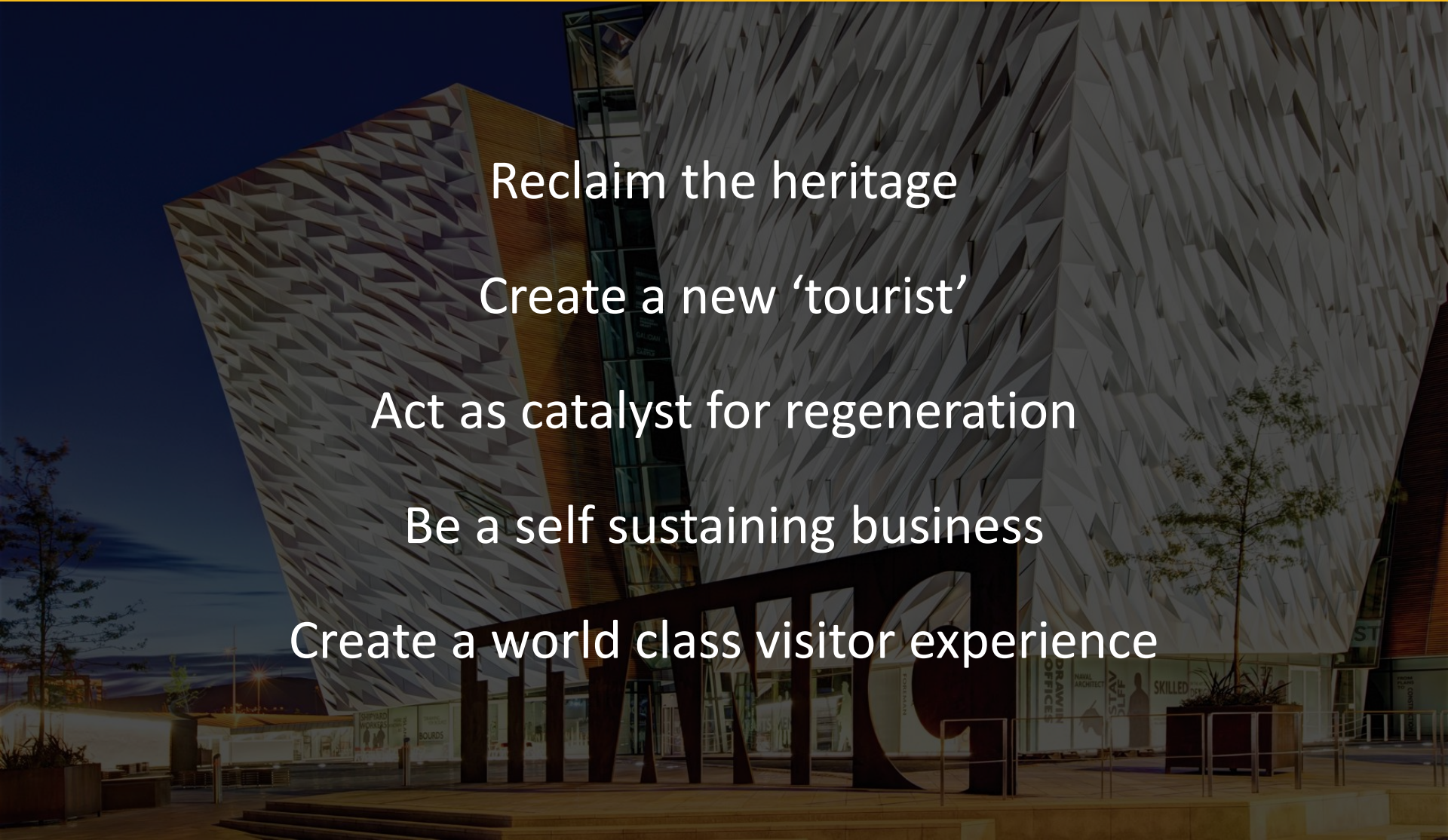
Reclaim the heritage

Create a new 'tourist'

Act as catalyst for regeneration

Be a self sustaining business

Create a world class visitor experience





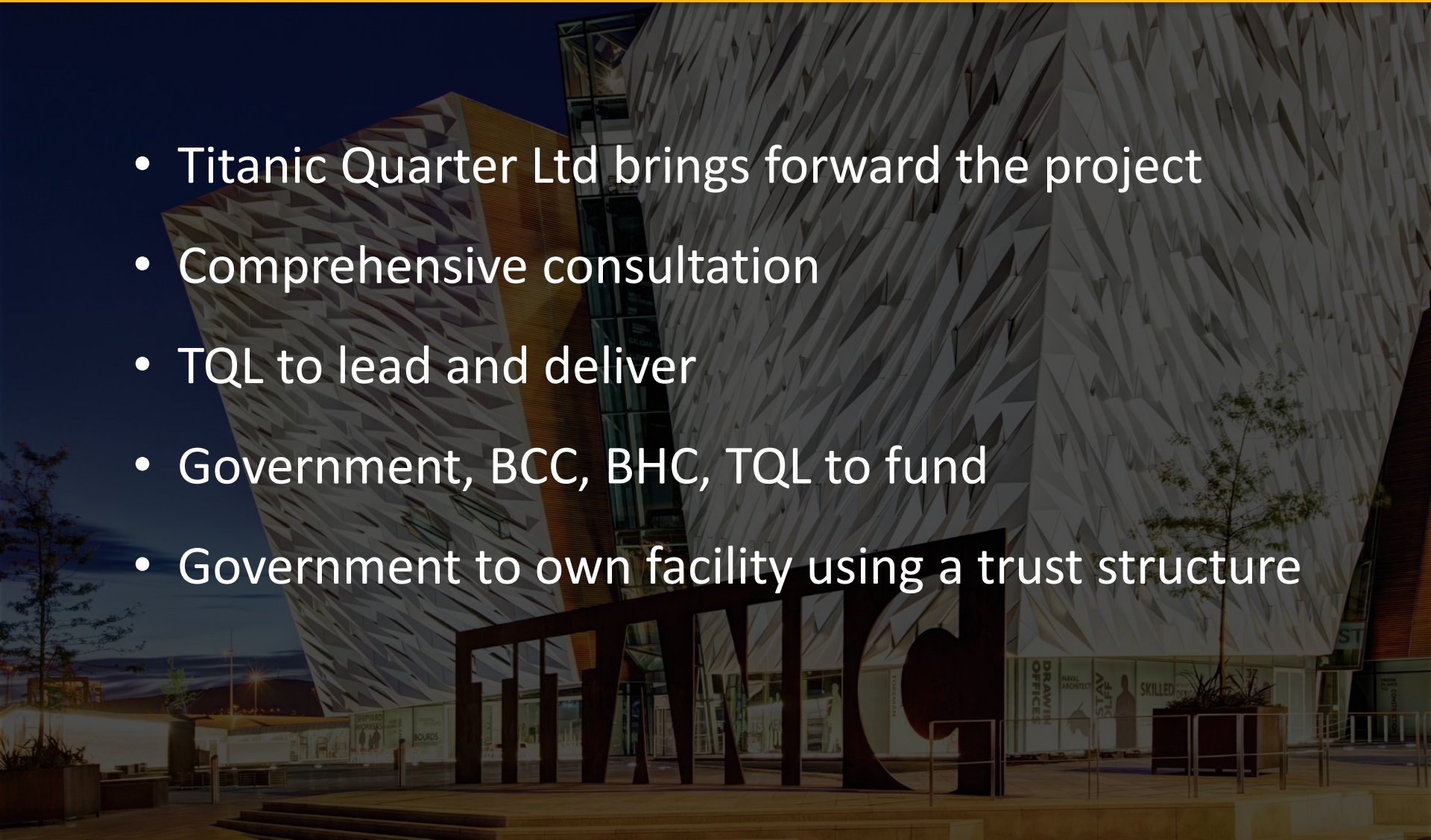
# PROJECT CHAMPION





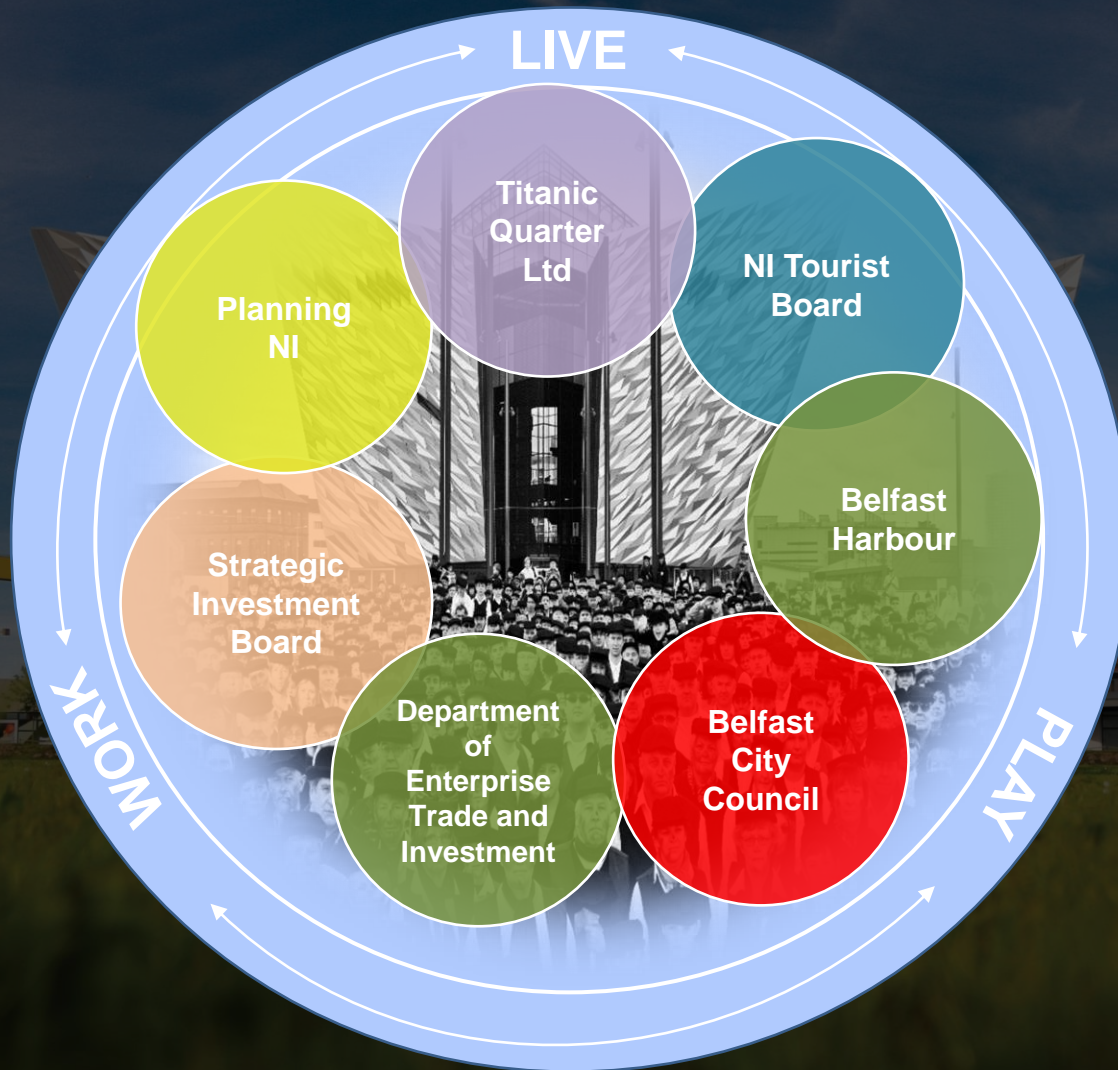
# PUBLIC AND PRIVATE PARTNERSHIP

- Titanic Quarter Ltd brings forward the project
- Comprehensive consultation
- TQL to lead and deliver
- Government, BCC, BHC, TQL to fund
- Government to own facility using a trust structure





# STAKEHOLDERS





# FUNDERS

- Titanic Foundation Ltd
  - NI Tourist Board / Department of Enterprise, Trade and Investment (DETI)
  - Belfast City Council
  - Belfast Harbour Commissioners
  - Titanic Quarter Ltd





# FUNDING

- 
- NI Tourist Board / DETI £36.95m
  - Belfast City Council £10.00m
  - Belfast Harbour Commissioners £13.60m
  - Titanic Quarter Ltd £16.35m
  - **Total** **£76.90m**

Strategic site donated value £7m

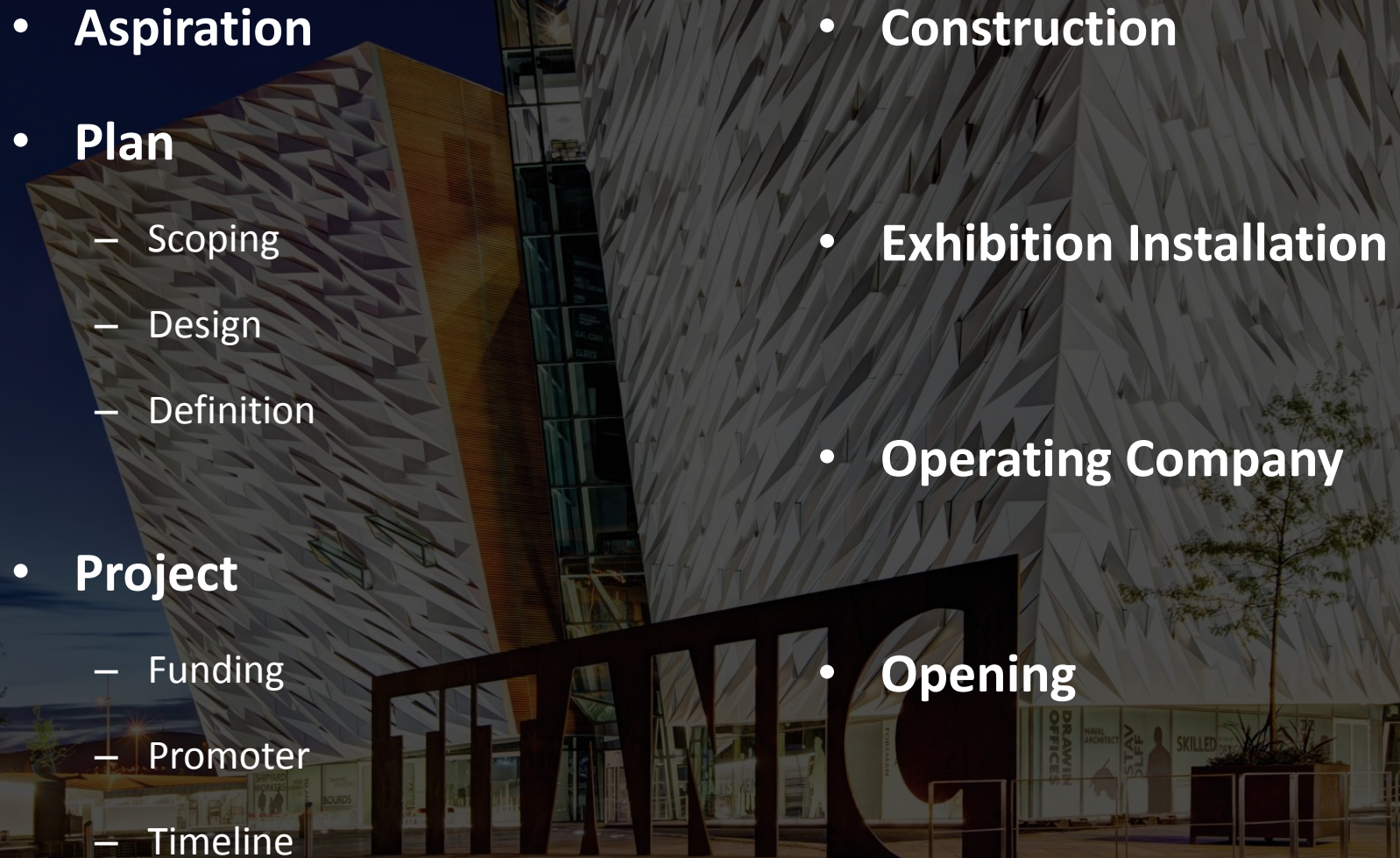


# FUNDER OBJECTIVES

- To contribute to NI as a Tourism Destination through the creation of a **World Class Visitor Attraction** based on the theme of Titanic
- To establish Belfast as the home of Titanic, through the creation of an **authentic, heritage based** world class project – linking to other sites – the Titanic Slipways, H&W HQ, Drawing Offices and Thompson Dock
- To contribute to the wider **social, economic and physical regeneration** of Belfast and NI
- To celebrate the **centenary** of Titanic in 2012
- To create an **iconic building** that will significantly enhance Belfast's built environment in terms of its design, impact and its contribution of sustainable development



# STAGES

- 
- **Aspiration**
  - **Plan**
    - Scoping
    - Design
    - Definition
  - **Project**
    - Funding
    - Promoter
    - Timeline
  - **Construction**
  - **Exhibition Installation**
  - **Operating Company**
  - **Opening**



# OPENING





# TIMELINE





# RULES OF ENGAGEMENT

Authenticity

Accuracy

Integrity

Customer Experience

Engagement

Stimulate Further 'Activity'

Storytelling





# TITANIC THE BUSINESS BALANCING THE BOOKS

Visitor Attraction

Retail Outlet

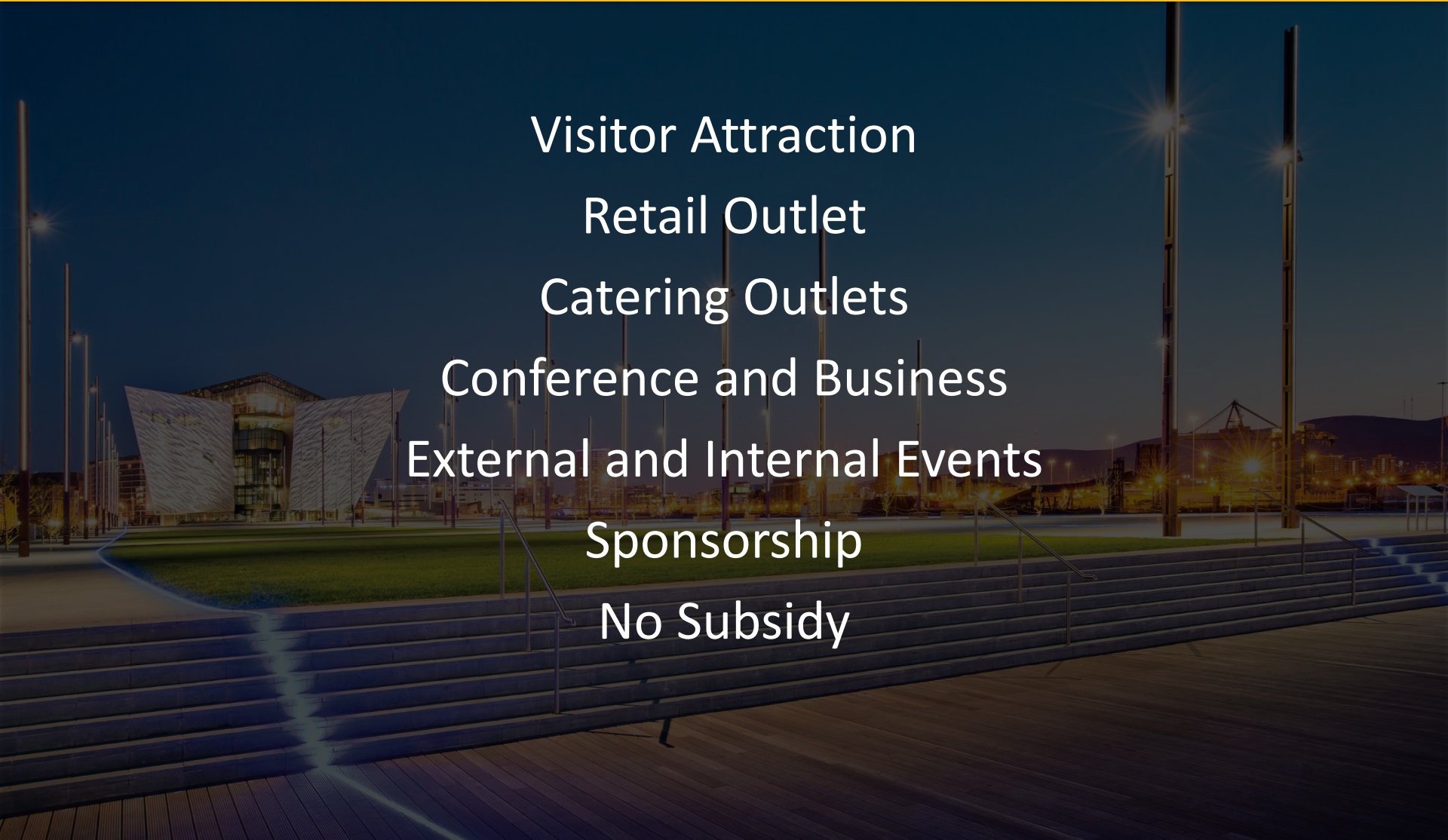
Catering Outlets

Conference and Business

External and Internal Events

Sponsorship

No Subsidy







**PERFORMANCE**



# TITANIC BELFAST VISITOR STATISTICS

2012/2013	806,749
2013/2014	646,938
2014/2015	692,715
2015/2016	686,969
	+8% y.o.y

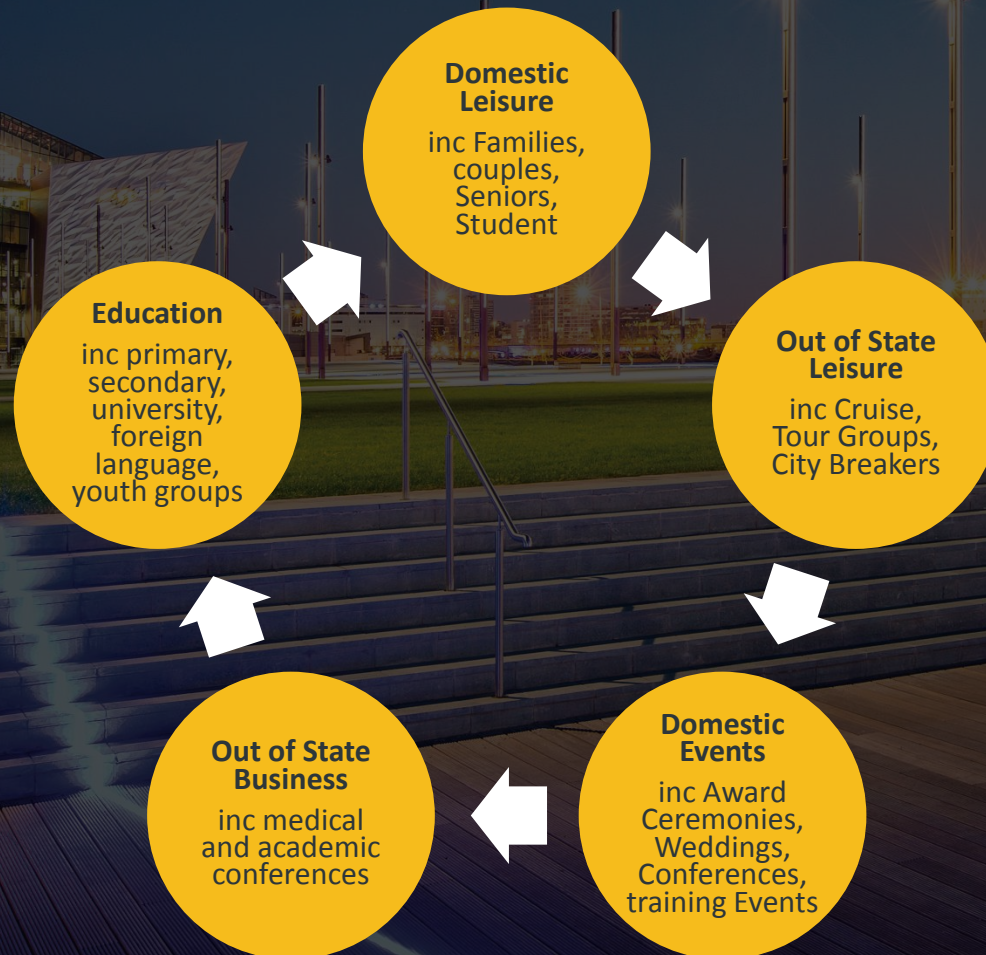


# ACHIEVEMENTS

- 3.36 million visitors across 145 countries (Oct 2016)
- 200,000 conference and banqueting delegates attending events (Oct 2016)
- £105 million additional OOS tourism spend (first three years)
- Firmly established as an iconic landmark in Belfast skyline
- Ireland's first 5 star graded visitor experience
- World Travel Awards – European Visitor Attraction 2016



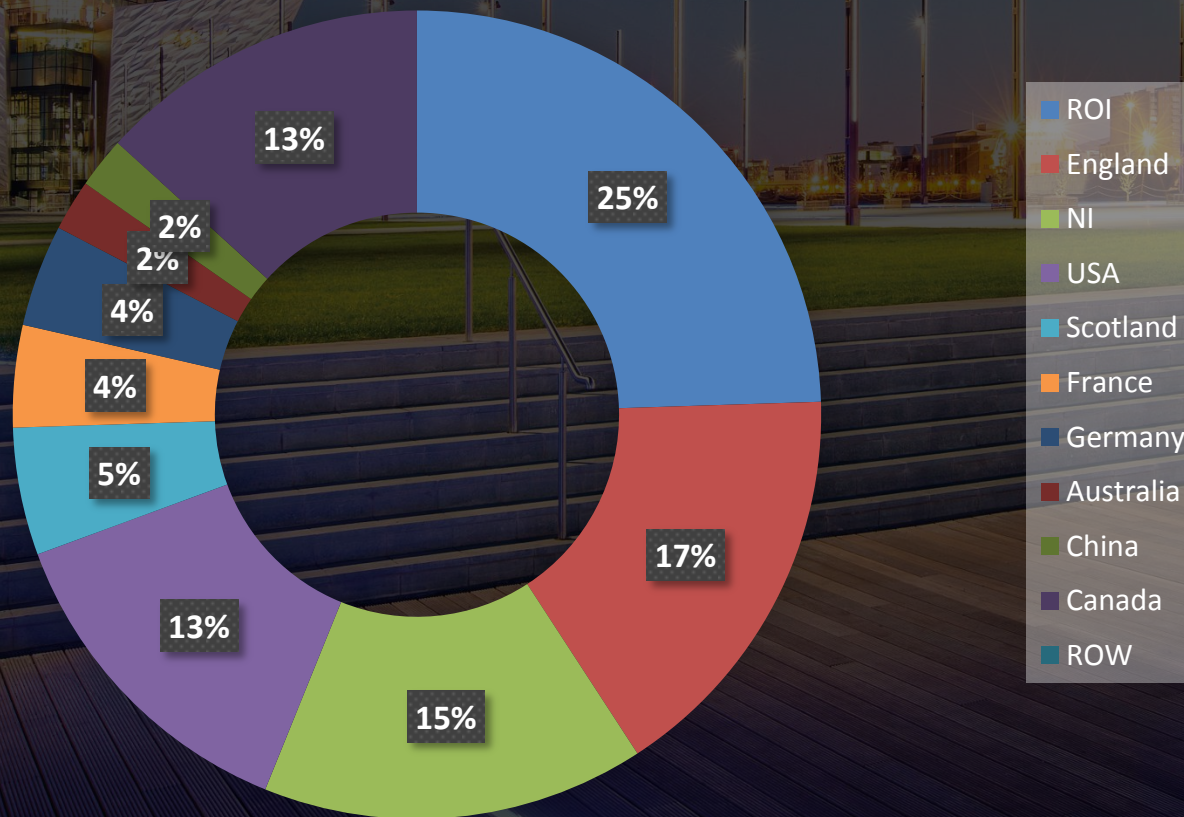
# KEY MARKET SEGMENTS





# VISITOR COUNTRY OF ORIGIN

YTD 2016





# GALLERY REFRESHMENT PROGRAMME

£600k per annum provision

£1m spent to date

Research and Evidence Based

Reinvestment into Product

Enhance Customer Experience

Drive Footfall



# PROJECT LESSONS LEARNED

Employ experienced project consultants and partners

Create independent challenger roles pre and post opening

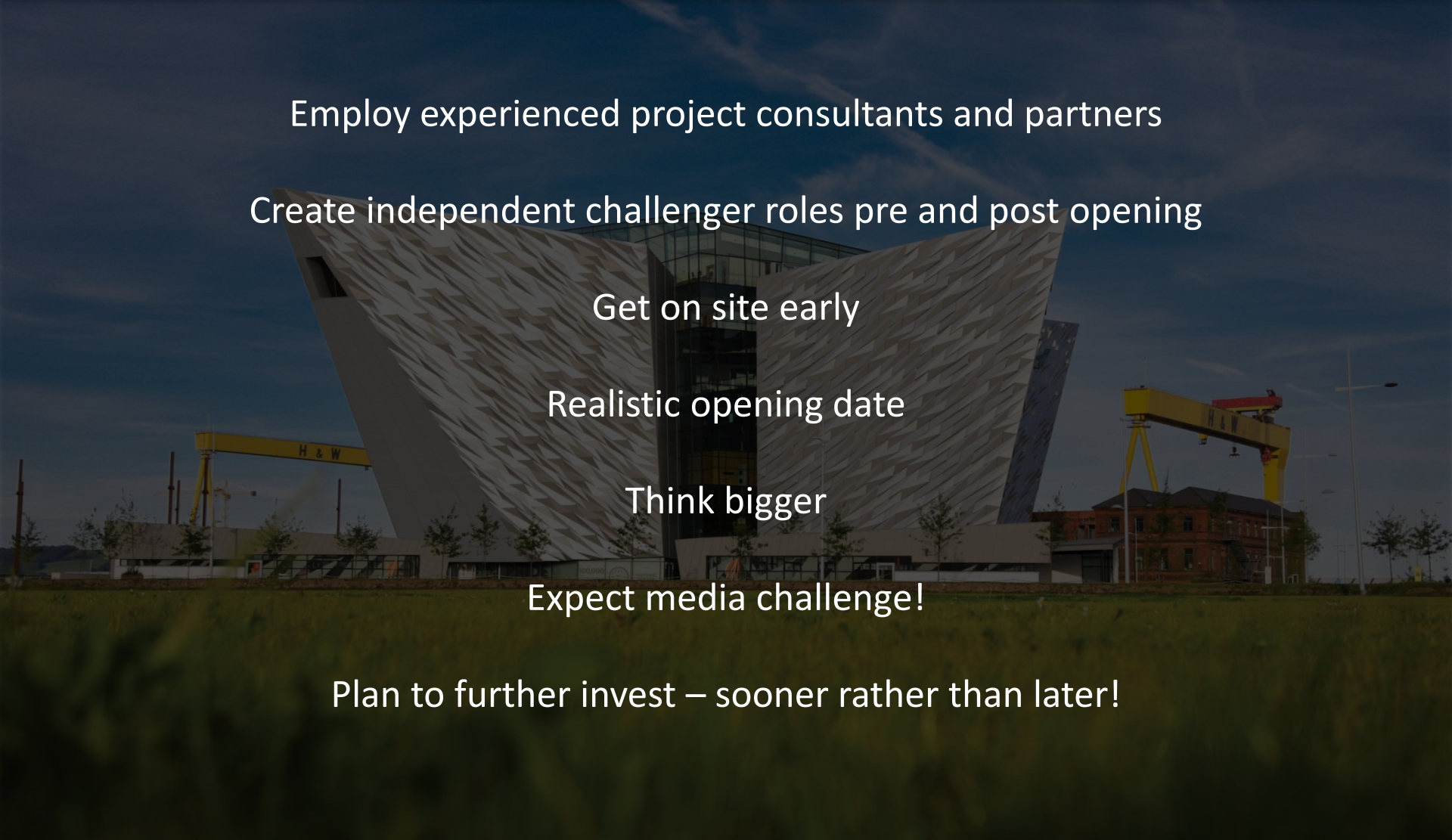
Get on site early

Realistic opening date

Think bigger

Expect media challenge!

Plan to further invest – sooner rather than later!





A photograph of a modern building with a complex, faceted facade. The building's exterior is composed of numerous triangular and polygonal panels, creating a crystalline or crystalline effect. The facade is primarily white or light grey, with some sections appearing in a warm, golden-brown hue. A large, bold, white text 'FUTURE' is superimposed over the center of the image. In the foreground, there is a dark, sculptural structure that resembles a stylized 'FUTURE' or a series of vertical supports. The building is set against a dark, twilight sky. At the base of the building, there are some posters or advertisements visible, including one for 'DRAWING OFFICES' and another for 'SKILLED'.

# FUTURE



# TITANIC BELFAST: THE FUTURE

Growth to 1m visitors per annum

Significant increase in international visitor numbers

Work with stakeholders to extend visitor time in Belfast

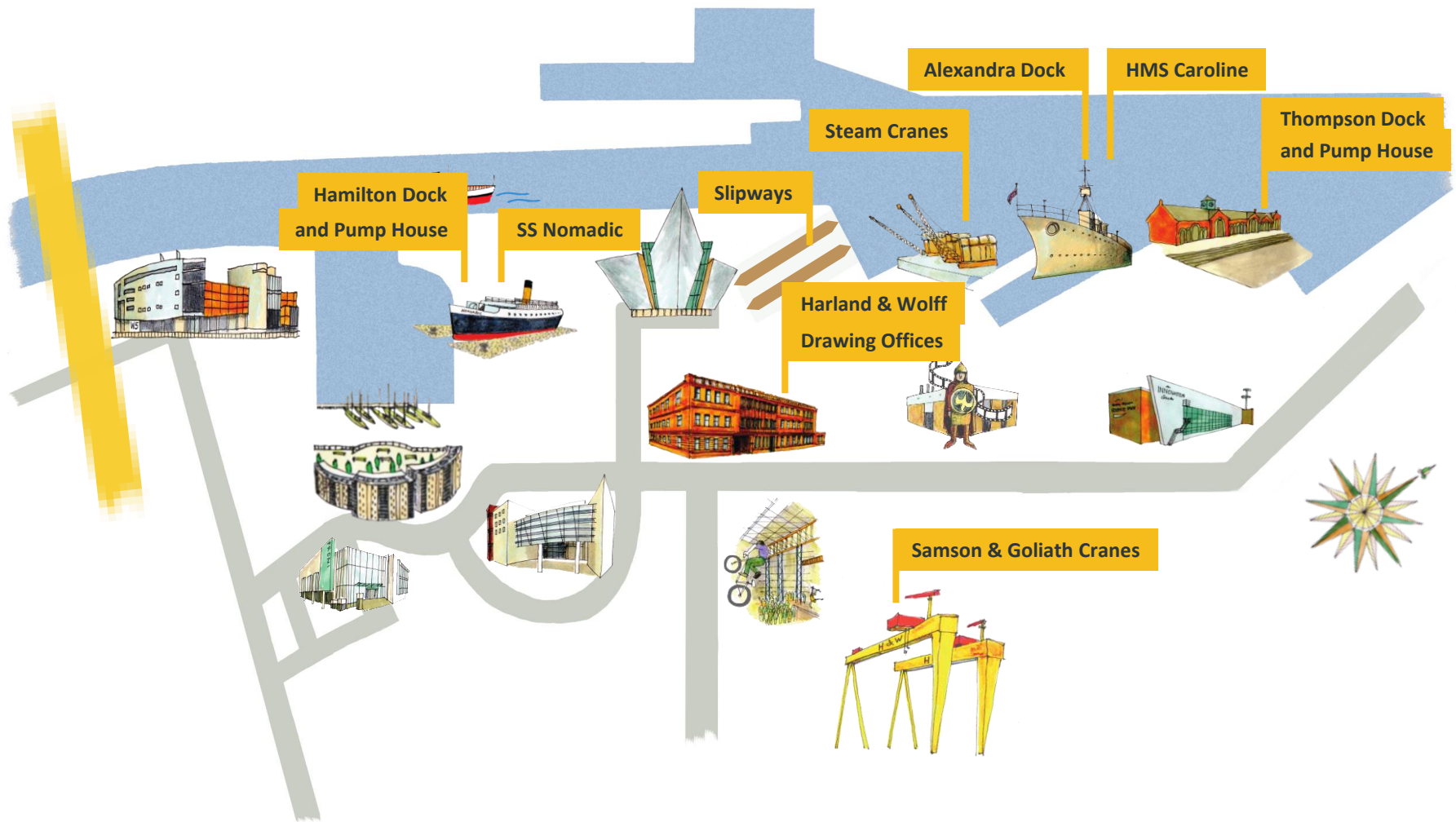
Develop Titanic Quarter as a world class tourism destination

More hotels adjacent to Titanic Belfast





# TITANIC QUARTER / MAJOR TOURISM CENTRE





# TITANIC HOTEL AND DRAWING OFFICES

4 Star Boutique Hotel

120 Bedrooms

Drawing Offices

Heritage and Events Space

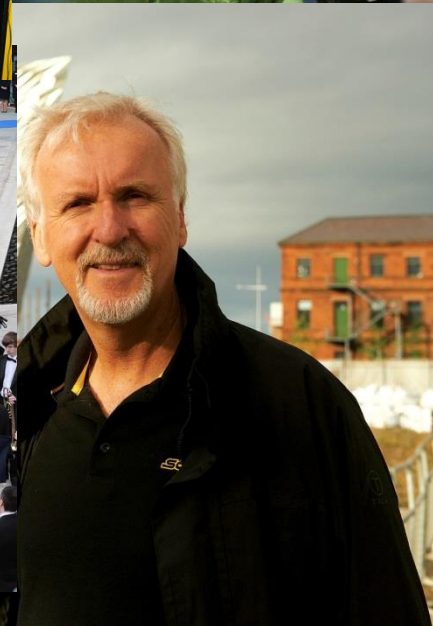
Opening July 2017







# MEMORIES...







***“You have to stay true to your heritage. That’s what your brand is about”***

**Alice Temperley**