



SHIPYARD
WORKERS

BOURDS

BOURDS

BOURDS

BOURDS

BOURDS

BOURDS

BOURDS

BOURDS

FORTRAN

DRAWING
OFFICES

NAVAL
ARCHITECT

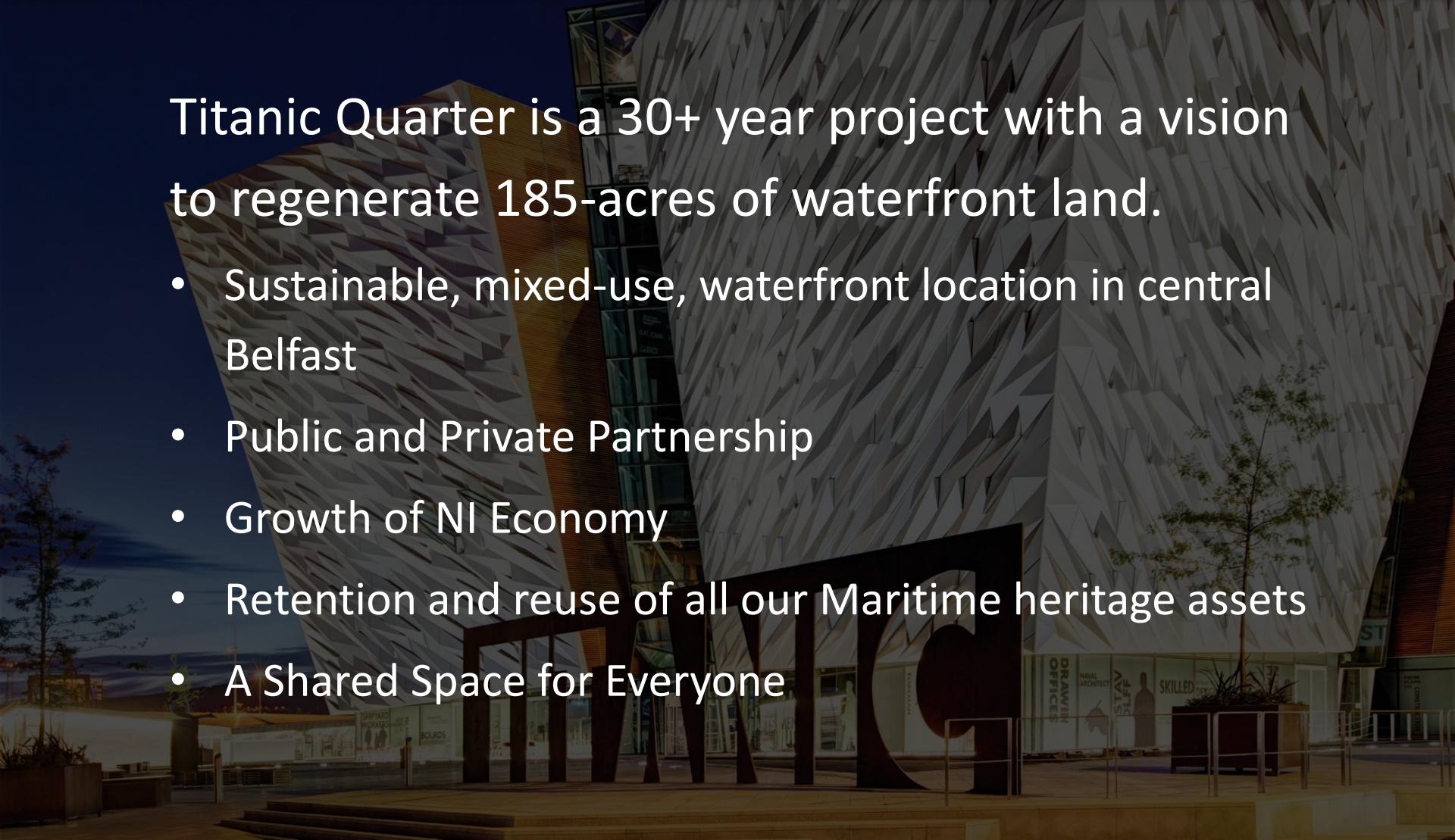
SKILLED
STAV

DESIGN

ST

FROM PLANS TO
CONSTRUCTION

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
-  Over one million people visit Titanic Quarter each year
-  Over 100 national and international organisations including Citi, Microsoft, IBM, HBO, QUB and Belfast Met are already established in Titanic Quarter
-  £165 million invested in Titanic Quarter by Titanic Quarter Ltd shareholders
-  £16.35 million donated to Titanic Belfast by Titanic Quarter Ltd
-  £46.95 million of public funding in Titanic Belfast

TITANIC QUARTER REGENERATION 2007 - 2016



A photograph of the Titanic Belfast building at sunset. The building's distinctive dark, angular facade, featuring a pattern of sharp, metallic-looking panels, is reflected in the water in the foreground. The sky is a warm orange and yellow. The text 'TITANIC BELFAST' is overlaid in large, white, sans-serif letters, with a registered trademark symbol (®) to the right of 'BELFAST'.

TITANIC BELFAST®

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

TITANORAKS

TITANIC QUARTER LTD

GOVERNMENT

GOVERNMENT AGENCIES

PROJECT
CHAMPION

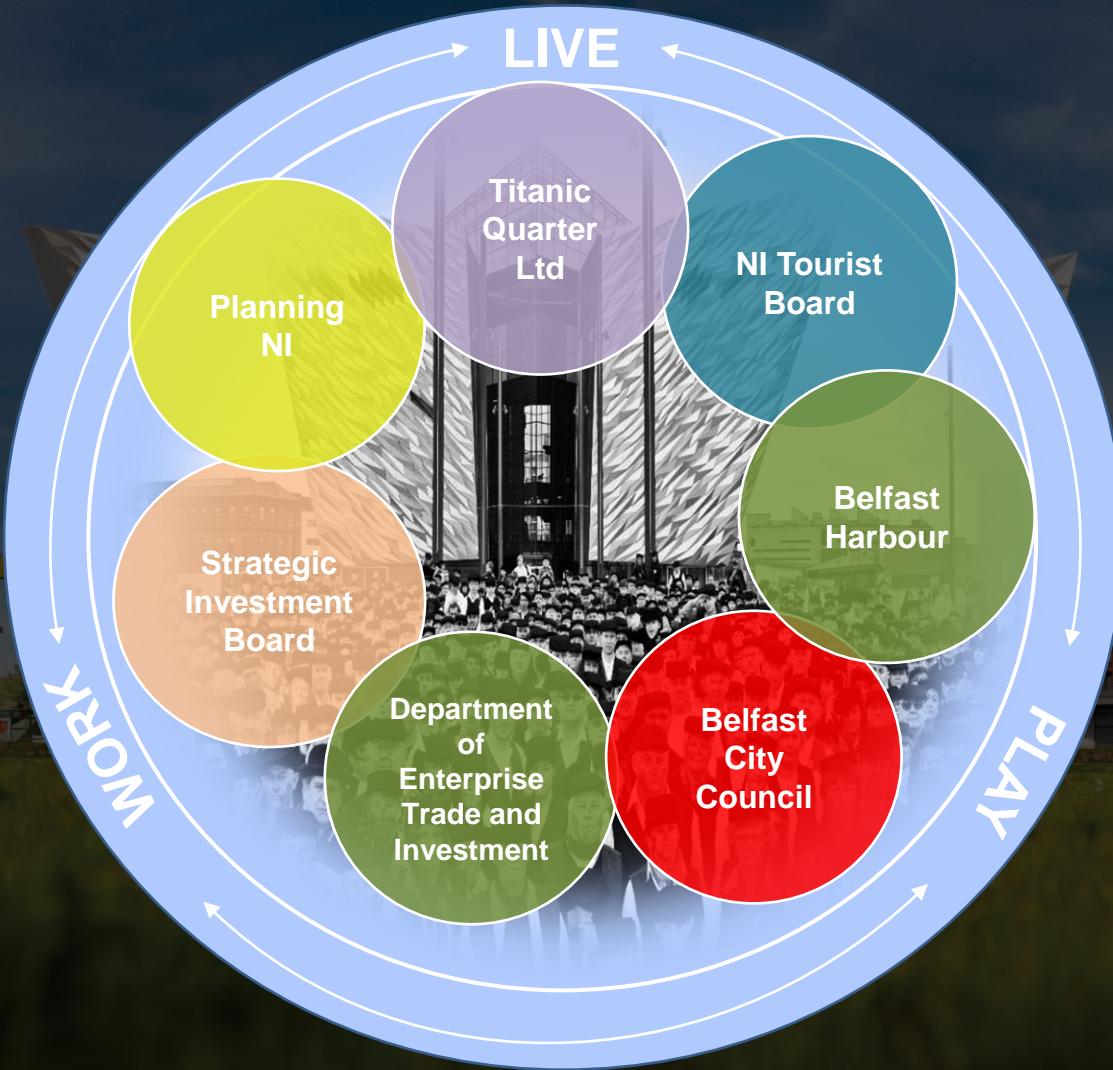
PUBLIC

BELFAST
HARBOUR
COMMISSIONERS

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

A photograph of the Titanic Belfast building at night. The building's distinctive white, angular facade is illuminated, and the word "TITANIC" is prominently displayed in large letters at the base. The sky is dark, and some lights from the surrounding area are visible.

- 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

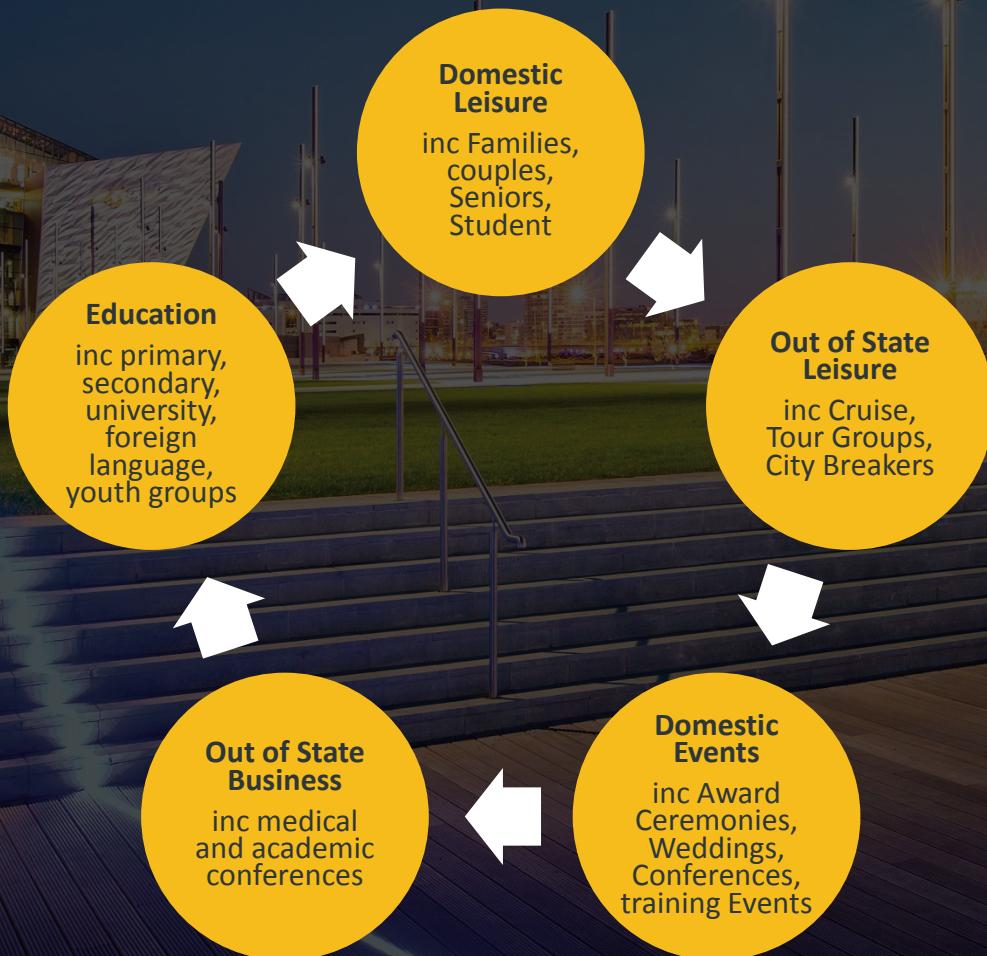
TITANIC BELFAST VISITOR STATISTICS

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

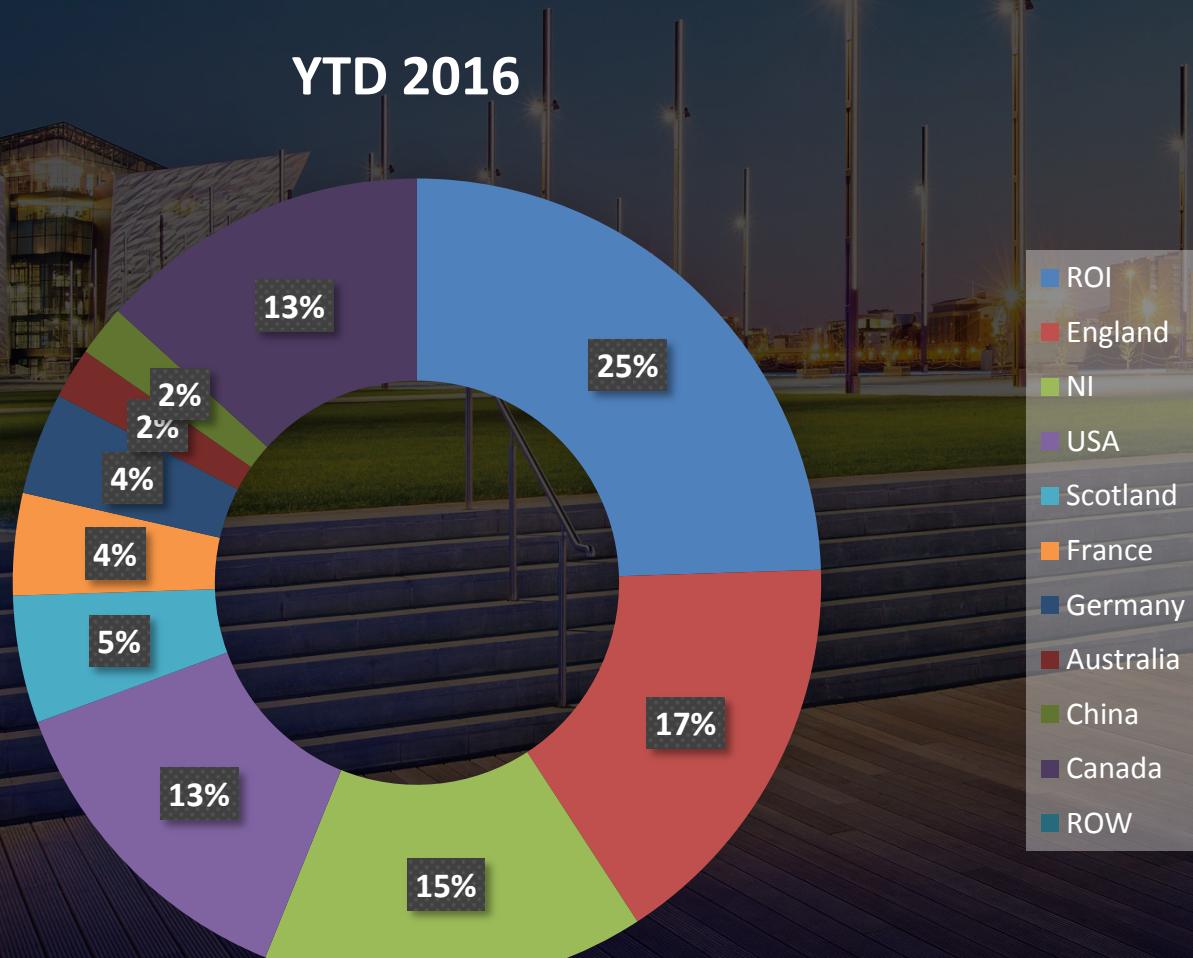
ACHIEVEMENTS

- 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



GALLERY REFRESHMENT PROGRAMME



£600k per annum provision

£1m spent to date

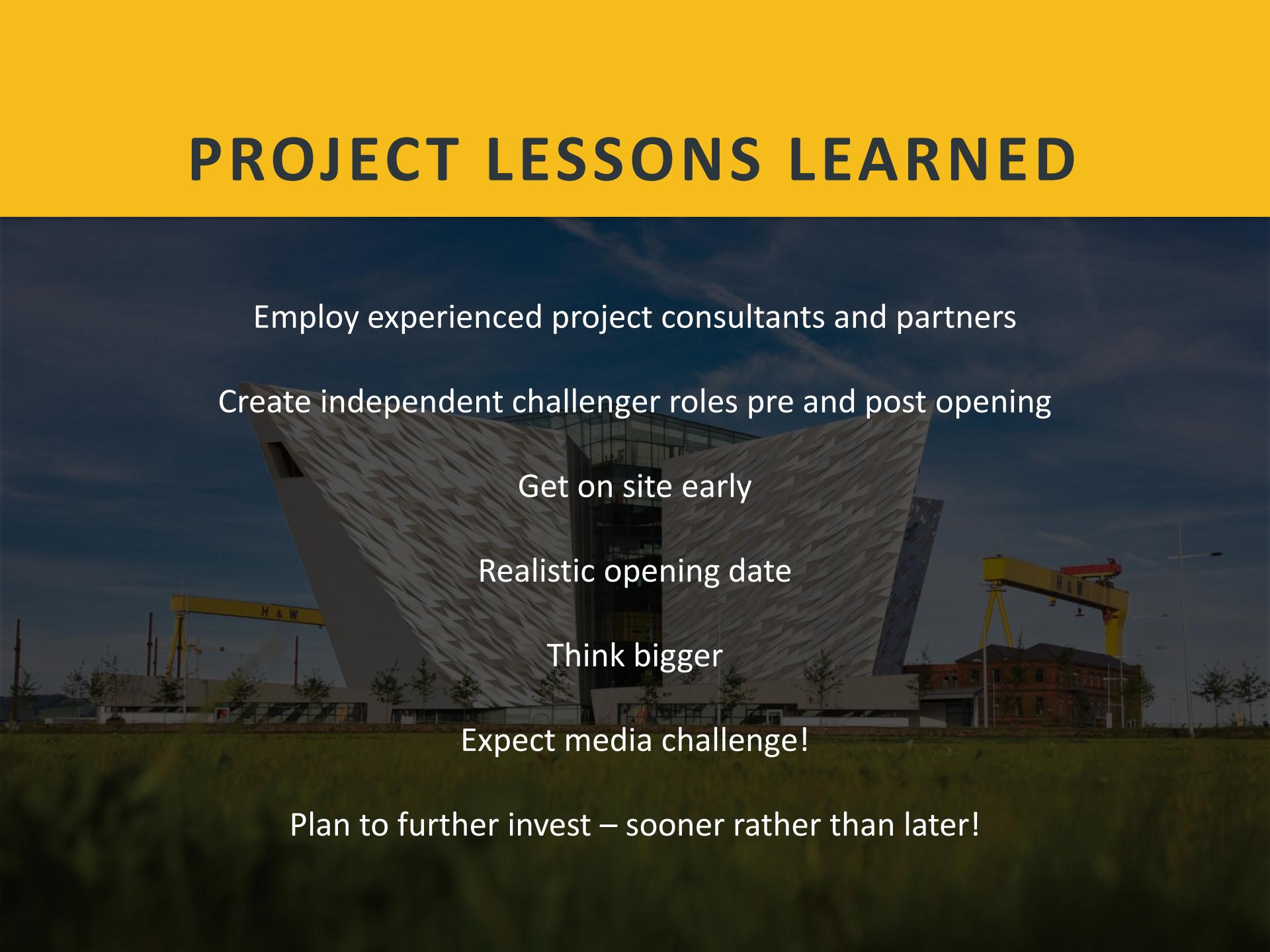
Research and Evidence Based

Reinvestment into Product

Enhance Customer Experience

Drive Footfall

PROJECT LESSONS LEARNED

A photograph of the Titanic Belfast museum at dusk. The building has a distinctive angular, geometric facade made of grey panels. In the foreground, a large yellow Harland & Wolff crane is visible, with the letters 'H & W' on its arm. The sky is dark with some clouds.

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!



FUTURE

TITANIC

TITANIC BELFAST: THE FUTURE

Growth to 1m visitors per annum

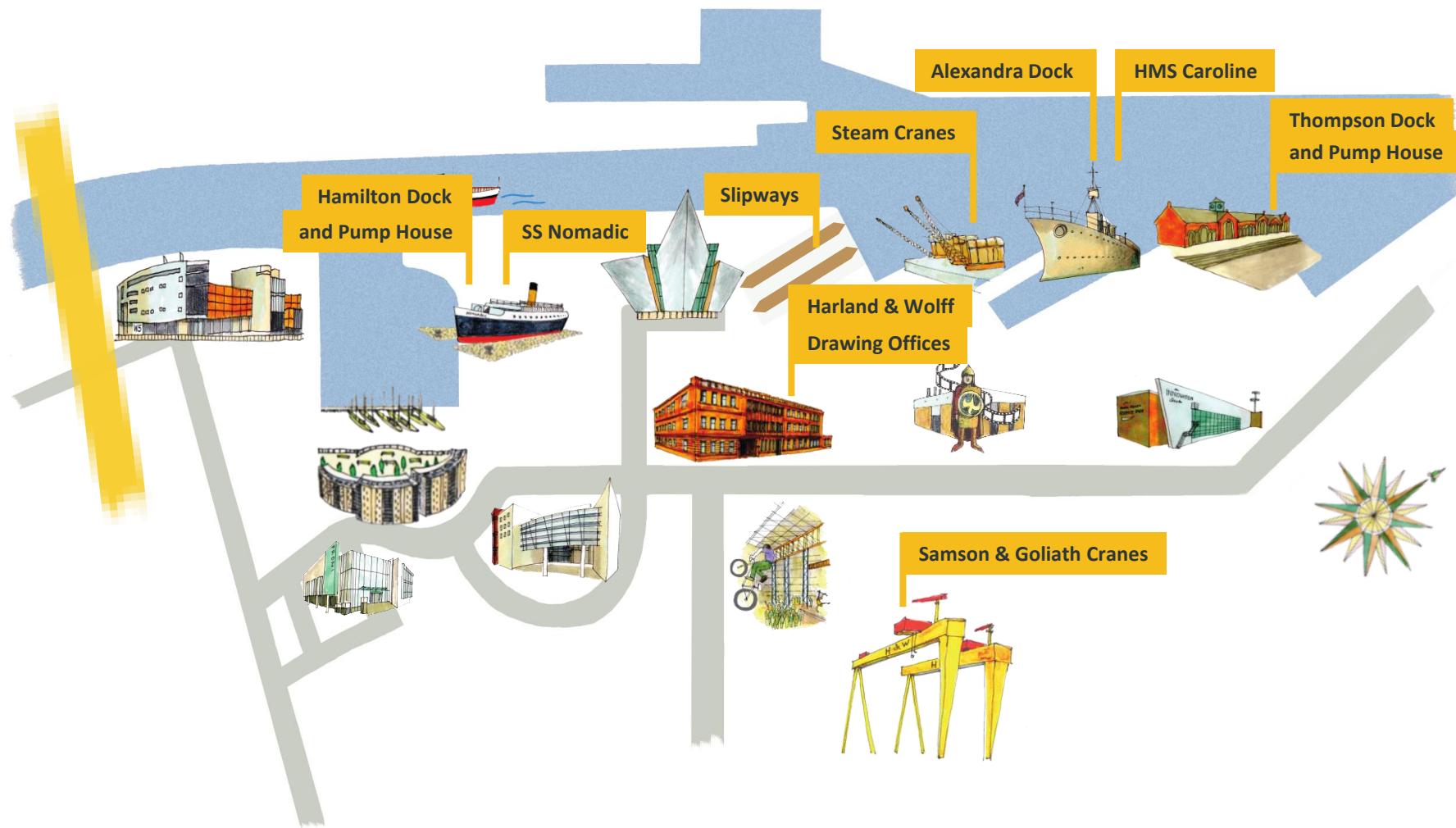
Significant increase in international visitor numbers

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