

# LISBURN CASTLEREAGH'S VISION FOR TOURISM 2018 – 2022



# OUR TARGET

“ 10% growth in staying  
visitors and revenue spend ”



## OUR VISION

“THE CITY ASPIRES TO  
BE CONFIDENT, VIBRANT  
AND SUCCESSFUL,  
TRANSFORMING ITSELF  
TO BECOME A QUALITY  
TOURISM DESTINATION,  
BY CREATING AUTHENTIC,  
QUALITY EXPERIENCES.”

**It is the combination of our charming villages, our compact city and our outstanding rural landscape that makes Lisburn Castlereagh unique.**

For us tourism is about experiencing the smaller things that together make the biggest impression. It is about the personal touch, awakening your senses to all we have to offer and creating treasured memories.

The Council has a vision for the region's tourism and this is 'The What', 'The How' and 'The When' of what we will deliver.

With a ten-year horizon for city transformation the ongoing development of Hillsborough village into a world-class tourist destination will inspire further tourism growth across the whole council area.

Hillsborough is the gemstone of our area and the village will set us apart from all other regions on the island of Ireland.

## OUR FOCUS

- **The Gemstone**
- **Refine**
- **Collaborate**
- **The Foundations**
- **Broadening The Charm**

# THE GEMSTONE

**Hillsborough village will become the ‘gemstone’ of our area due to a significant programme of development.**

**Historic Royal Palaces (HRP) are investing £20 million in the development of Hillsborough Castle and gardens, the Old Fort and Courthouse which will see visitor numbers rise to over 200,000 per annum.**

We will deliver:

- A programme of works as per the Hillsborough Tourism Master Plan.
- A village public realm scheme including an upgrade to existing visitor services.
- A growing programme of prestigious and world-class events.
- A focus on Hillsborough Forest and its facilities, in cooperation with the Northern Ireland Forest Service.
- The expansion of visitor accommodation.





# REFINE

**We will build on the strengths we already have and enhance our cultural offering.**

We will deliver:

- A revitalised Lisburn Historic Quarter utilising our arts and creative industries.
  - The development of a City Centre hotel.
  - The ongoing development of R-space Gallery at The Linen Rooms.
  - A revitalised Irish Linen Centre & Lisburn Museum.
  - Visitor experiences based on our charming villages.
  - Support and develop visitor attractions to enhance footfall.
- Support for the growing speciality food sector, establishing the area as a culinary destination.
  - Events which add value to the visitors' experience. Hillsborough, Balmoral Park and Lisburn Historic Quarter are the main venues for events in the City. Established events such as the Ulster Grand Prix, Balmoral Show and Festival of Racing bring significant visitors to the area.



# COLLABORATE

**Future developments in our tourism sector will be achieved by working in partnership with private, public and community partners.**

We will collaborate:

- To explore the significant tourism potential of the Maze Long Kesh site.
- To build on the success of the Ulster Aviation Society and the Eikon Centre already located at Balmoral Park.
- To work with National Museums NI to maximise opportunities to utilise the Maze Long Kesh site.
- To inspire Research & Development and Innovation Centres to locate at the Maze Long Kesh site.
- With Historic Royal Palaces, developing packages and visitor experiences for visitors to Hillsborough village and the wider environs.
- To develop projects with the support and guidance of Tourism NI.
- With representatives on the newly formed Tourism Industry Forum.
- To develop packaged boutique offerings across all the local industries, including food & drink offer.
- With policy makers and influencers e.g. lobbying for hotel development support.



TYPE  
1102



# THE FOUNDATIONS

**To realise our tourism vision we need to build on our foundations.**

We will support:

- The development of a West Lisburn Master Plan, which will see the city grow significantly in coming decades.
- Development of the Knockmore Link Road, providing easier access to Balmoral Park, Maze Long Kesh and potentially a new National Museum.
- The Discover Waterways Lisburn project in partnership with the Lagan Navigation Trust.
- Our retail offering encouraging short breaks to the area.

# BROADENING THE CHARM

**The overall area will continue to be promoted and branded as a series of boutique offerings, and within Northern Ireland the shopping destinations will feature prominently.**

We will:

- Explore how signature leisure facilities such as Dundonald International Ice Bowl and Lagan Valley LeisurePlex can be developed to enhance their appeal to tourists.
- Highlight the uniqueness of our small towns and villages and work with partner agencies to enrich their tourist potential.
- Continue to work with key stakeholders of Hillsborough village, especially the community and residents, to ensure a fit for purpose tourism destination management plan is realised.
- Work with the team at Down Royal Race Course, that has the potential to build on its current success.
- Promote, market and tell the story of the extensive heritage and culture offering within the Council, including the story of Linen making.

HILDEN BREWERY





# STRATEGIC LOCATION




## **Lisburn Castlereagh is strategically located on the Belfast to Dublin Economic Corridor.**

- It is part of the Greater Belfast Regional Tourism Partnership managed by Visit Belfast.
- One million people live within 20 minutes of the area.
- Excellent access to the Council area with close proximity to two international airports, M1 and A1 roads, rail links and the port of Belfast.



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SENSES AND  
CREATE TREASURED  
MEMORIES  
IN LISBURN  
CASTLEREAGH



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