

**Press Release** 

Issued: Friday, 6th March, 2015

## TITANIC BELFAST NAMED EUROPE'S BEST GROUP VISITOR ATTRACTION Attraction 'Tops' Competition from Eiffel Tower and London Eye

Titanic Belfast has beaten competition from the Eiffel Tower, London Eye and Monet's Garden near Paris to be named as Europe's best visitor attraction for groups at the European Group Travel Awards (EGTA) held last night (Thursday 5<sup>th</sup>, March) in Berlin.

Titanic Belfast was the only entry from the island to be named a category champion. Other winners included Buckingham Palace (Best Heritage Attraction), Disneyland Paris (Best Theme Park) and Berlin Zoo (Best Animal Attraction).

The group travel sector is estimated to account for almost 25% of all European visitor numbers and the EGTA awards are designed to showcase the continent's best providers.

Tim Husbands MBE, Titanic Belfast's CEO, said:

"This is a fantastic endorsement for Titanic Belfast by our peers in the travel industry and reflects the immense work which our staff have put into making sure that Titanic Belfast is geared to meet the specific needs of group travel.

"Many of Titanic Belfast's overseas visitors travel as part of an organised tour and we've worked hard with operators to make Belfast a must-see destination on their itinerary. With the two million visitor mark already reached, Titanic Belfast is demonstrating that it is continuing to be a major driver of tourism to Northern Ireland."

The award was collected in Berlin last night by Titanic Belfast's Out of State Sales & Marketing Executive, Ally Hill, and Deputy Chief Executive, Judith Owens.

-ENDS-

## Notes to editors:

## **Titanic Belfast**

Titanic Belfast is an iconic six-floor building featuring nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of Titanic, as well as the City and people which made her. It is the world's largest Titanic exhibition.

The building houses temporary exhibits, a banqueting suite, education and community facilities, catering and retail space, and a basement car park. Visitors learn about the construction of RMS Titanic and the wide and rich story of Northern Ireland's industrial and maritime heritage.

Supported by the Northern Ireland Executive, Titanic Belfast is a unique public/private partnership funded by the Northern Ireland Tourist Board, Belfast City Council, Belfast Harbour and Titanic Quarter Ltd — a sister company of Harcourt Developments. It is operated by Titanic Belfast Ltd and owned by the Titanic Foundation Ltd — a company with charitable status.

## For further information please contact:

Jonathan King Mark Sterling

Stakeholder Communications Stakeholder Communications

 Tel:
 028 9033 9949
 028 9033 9949

 M:
 077646 27297
 07858 045418

E: <u>jonathan@stakeholdergroup.com</u> <u>mark@stakeholdergroup.com</u>