



Media Release

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Titanic Belfast Features In New UK Passport

Northern Ireland's iconic landmark, Titanic Belfast, has been selected to feature in the new UK Passport, which will be rolled out from December 2015.

The world-class exhibition features in the new passport design, which celebrates creativity in Great Britain and Northern Ireland through the ages surrounding the following themes - iconic innovations; landmarks and architecture; performing arts; and artists.

It was selected to represent Northern Ireland alongside a map of Belfast, and a shamrock motif. Titanic Belfast's iconic building, which houses the world's largest Titanic visitor attraction, features on a 'brilliant buildings' page, in celebration of both modern and historic architecture throughout the UK.

Her Majesty's Passport Office Director General, Mark Thomson, said: "I am proud to launch the new United Kingdom passport which celebrates the creativity of Great Britain and Northern Ireland over the past 500 years to the present day.

"HM Passport Office is committed to ensuring the integrity of the passport, and the chosen designs have allowed us to make use of evolving technology to further enhance its security.

"Not only are we constantly striving to stay one step ahead of those who seek to undermine the passport, but we have created a document that marks just some of the greatest creative achievements in the UK."

Titanic Belfast Chief Executive, Tim Husbands MBE, commented, "We are delighted to be included in the new UK passport design. Having welcomed over 2.5 million visitors from over 145 countries and with over half a million visitors' naming it as their main reason to visit Northern Ireland, there is no doubt that Titanic Belfast has become the landmark image for Belfast on a local, national and international level. We continue to see a year-on-year increase in visitors from Great Britain and are very proud to represent Northern Ireland in the new passport."

Since opening in 2012, Titanic Belfast has welcomed over 2.5 million visitors from over 145 countries and has generated over £105 million in additional tourism spend for the Northern Ireland economy and sustained around 893 jobs each year in the wider economy.

Titanic Belfast was also recently included in Lonely Planet's Ultimate Travelist of 500 of the world's most striking locations, featuring everything from imposing temples to hidden gems, after only three years in operation and was named the ninth best rated museum in the UK Travellers' Choice™ awards, announced by TripAdvisor. For more information, visit www.titanicbelfast.com.

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Notes to Editors

About 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. It is operated by Titanic Belfast Ltd and owned by the Titanic Foundation Ltd.

Useful links:

- Titanic Belfast: www.titanicbelfast.com
- The Explorers Club: <http://www.explorers.org>
- Belfast City Council: <http://www.belfastcity.gov.uk/events/Event-36148.aspx>
- Visit Belfast: <http://visit-belfast.com/>
- Titanic Quarter: <http://www.titanic-quarter.com/news-events>
- Northern Ireland Tourist Board: <http://www.nitb.com/>
- Titanic Foundation Limited: <http://www.titanic-foundation.org/>

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