



Press Release

Issued: Thursday, 19th March, 2015

TITANIC BELFAST COMPLETES HAT-TRICK WITH TOP UK AWARD Attraction strikes gold with Investors in People (IiP) accreditation

Titanic Belfast has completed a hat-trick of major honours after being awarded the Investors in People (IiP) 'Gold Standard' accreditation. The iconic venue, which is the world's largest Titanic visitor attraction, received the award at a ceremony in Belfast on Thursday morning.

The honour comes just a week after the Prime Minister described Titanic Belfast as "absolutely brilliant" while encouraging tourists from across the world to visit and just a fortnight after the attraction beat stiff competition from the Eiffel Tower and London Eye to be named as Europe's best visitor attraction for groups at the European Group Travel Awards.

Investors in People has long been acknowledged UK-wide as the most successful framework for business improvement through people, helping organisations of every size, sector and location to compete and succeed through improved people performance.

Commenting on the success, Tim Husbands MBE, Titanic Belfast's CEO, said:

"It's a tremendous honour for Titanic Belfast to receive a UK-wide endorsement as strong as the Investors in People (IiP) 'Gold Standard' accreditation. We share IiP's belief that good people make a great business and this principle has been a major factor in our huge success story since opening three years ago. Northern Ireland is renowned the world-over for the friendliness of our people and this is embodied in every member of our team.

"This has been a particularly successful month for Titanic Belfast, with the Investors in People accreditation coming on the back of a wholehearted endorsement from the Prime Minister who thoroughly enjoyed a trip to Titanic Belfast. We were also the only Irish category winner at the recent European Group Travel Awards (EGTA), where we rubbed shoulders with fellow winners such as Buckingham Palace, Disneyland Paris and Berlin Zoo."

Titanic Belfast welcomed its two-millionth visitor in December 2014 – just 32 months after the visitor attraction opened at the birthplace of the world's most famous ship, Belfast's Titanic Quarter. The attraction has once again exceeded visitor number expectations, having attracted guests from more than 145 countries.

Speaking at the Investors in People awards ceremony, Northern Ireland's Employment and Learning Minister Dr Stephen Farry said: "**This occasion celebrates Northern Ireland**

businesses proving their excellence. Organisations succeed by realising the potential of their people. The organisations receiving Investors in People accreditation today are proof of that.

“People’s strengths, people’s ambitions and people’s ideas are the engine of success. IIP accreditation signals to customers and employees your commitment to good business and people management excellence.

“If you develop the skills of your employees and improve your employee engagement, success will ultimately follow. Through Investors in People, everything is informed by one principle: good people make a great business.”

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

Stakeholder Communications

Tel: 028 9033 9949

M: 077646 27297

E: jonathan@stakeholdergroup.com

Mark Sterling

Stakeholder Communications

028 9033 9949

07858 045418

mark@stakeholdergroup.com