

Ards & North Down Council Briefing

September 2020

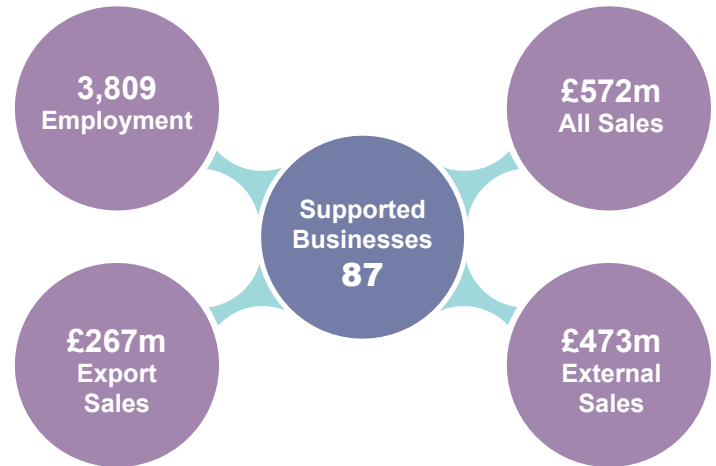


Invest NI Supported Business Performance (2019)

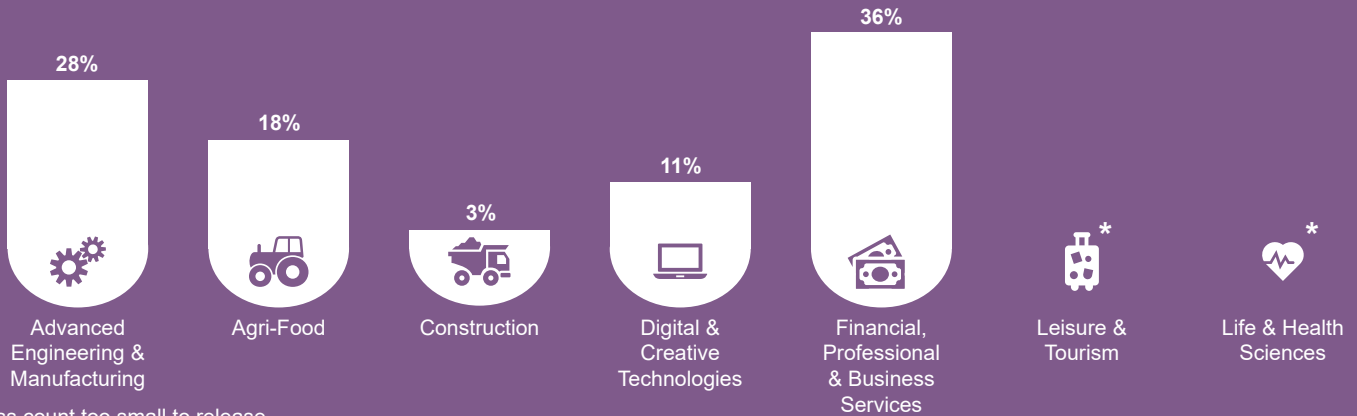
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI businesses who are significant contributors to the NI economy. KPIs are geographically assigned based on the HQ location of the business.

Key metrics include all sales, external sales outside NI, export sales outside UK and employment (based on Full-Time Equivalent). All data is provisional and subject to further revision.

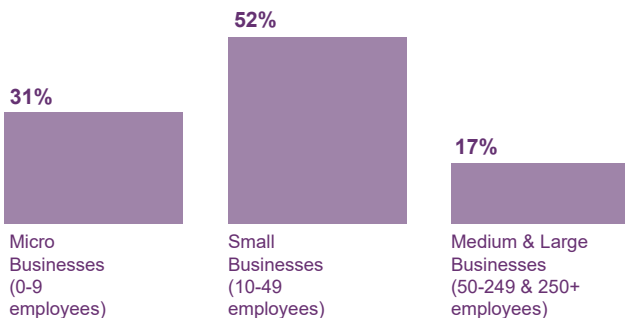
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.



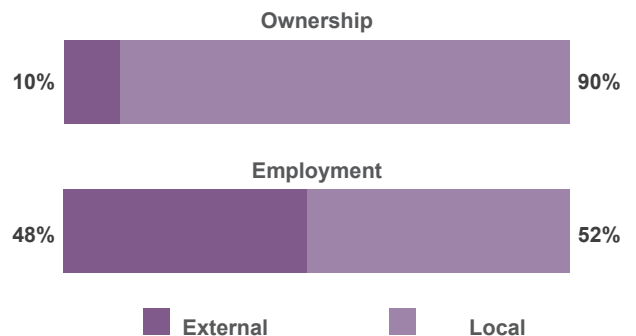
Employment by Sector



Businesses by Size

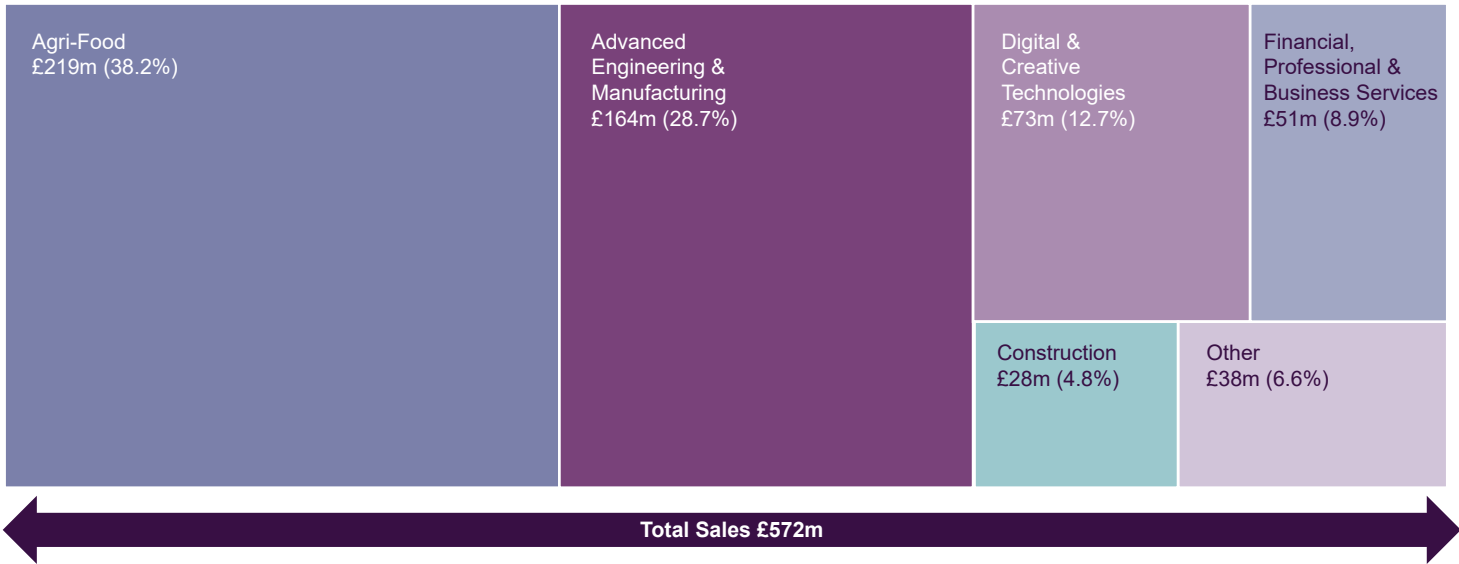


Business by Ownership

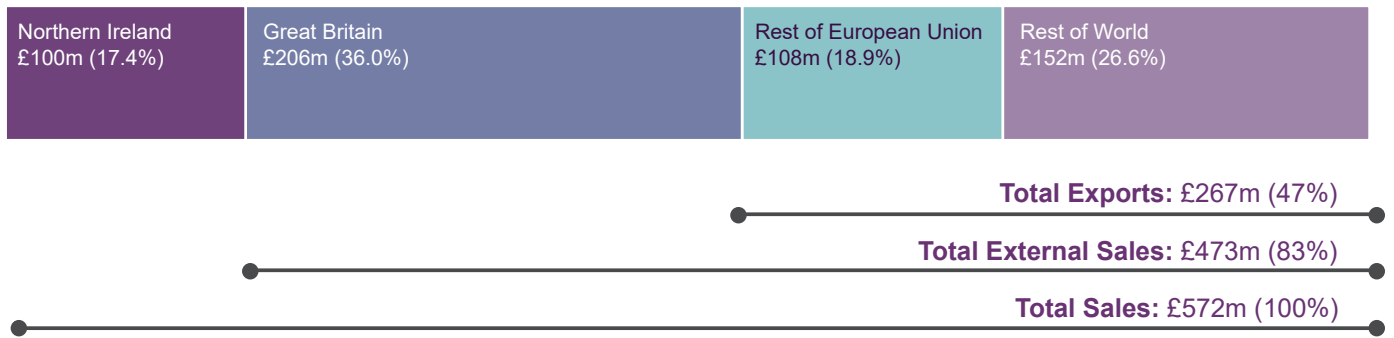


Whilst externally-owned businesses represent 10% of the total they account for 48% of employment.

Sales by Sector



Sales by Destination



Note: Individual amounts may not add to the total figure due to an unassigned amount of £6m (1.1%)

Sales by Trade Territory



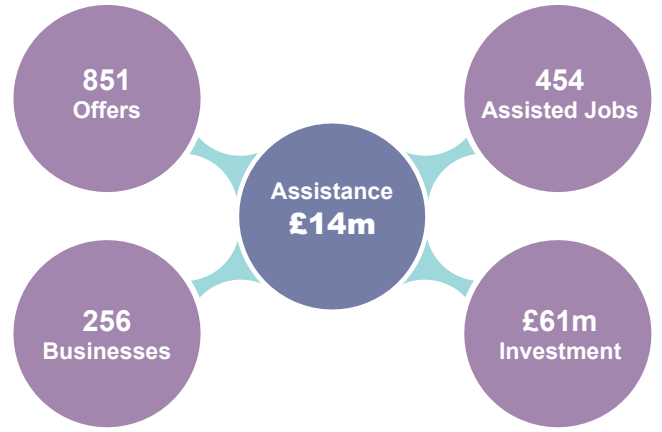
Invest NI Activity (2015-16 to 2019-20)

Activity is based on those projects brought forward by Invest NI customers over the past 5 years that have been approved for an offer of support.

“Assistance” is offered at the start of a project based on a company commitment to undertake a business development project, such as job creation, R&D, skills development.

Invest NI’s Assistance is then combined with investment from the company to form the project “Investment”.

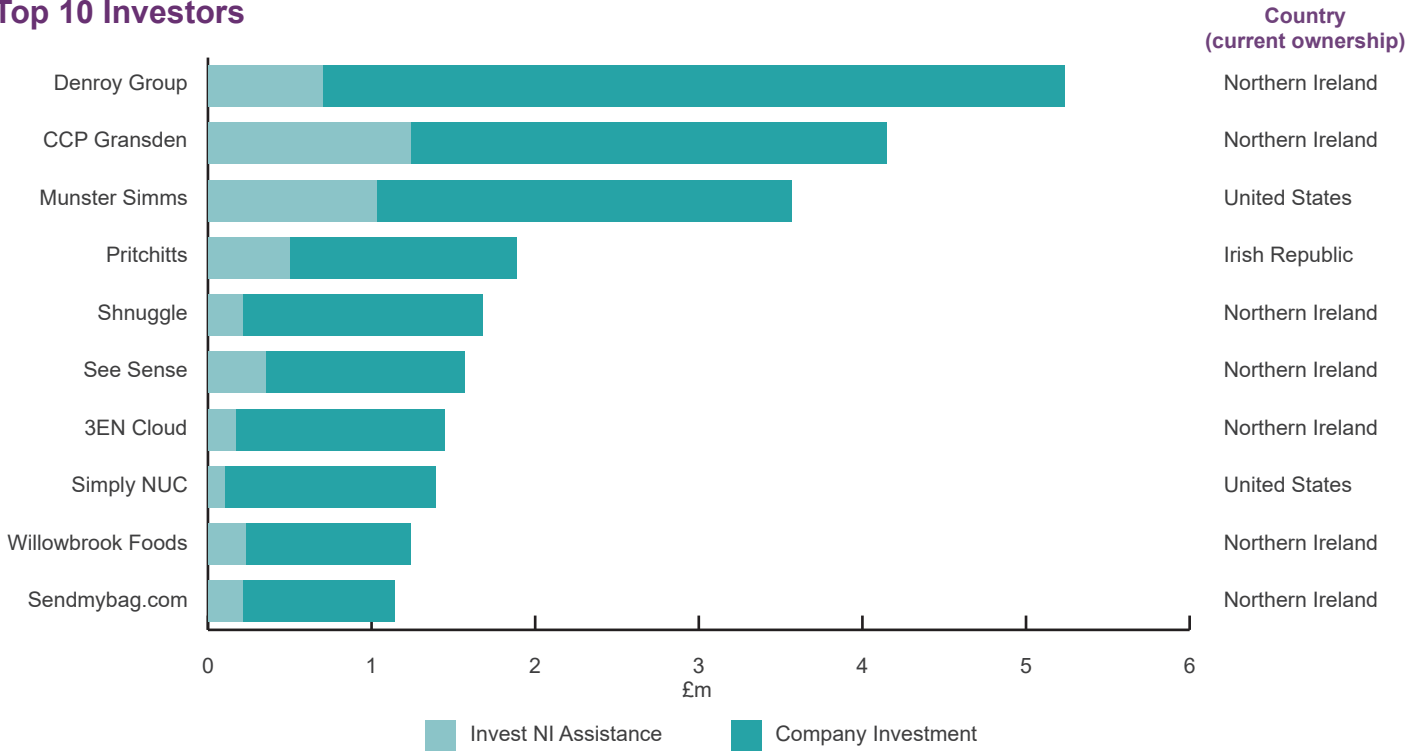
The project is then delivered over an agreed period of time meaning there is a lag between Assistance and Investment and the delivery by customers on the ground.



Assistance - Local (82%) External (18%)

Assisted Jobs - Local (92%) External (8%)

Top 10 Investors



External Investment by Country of Origin



Note: Country reflects ownership at the time of offer.

Economic Profile

Population (2019)

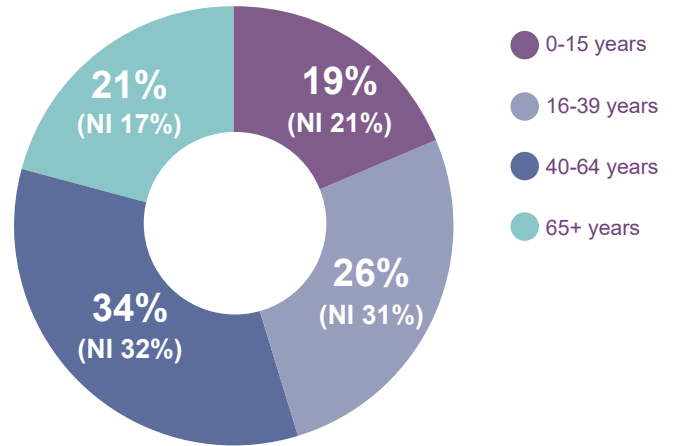
Total Population
161,725



9% of total NI population

Source: Mid Year Population Estimates, NISRA

Population by Age

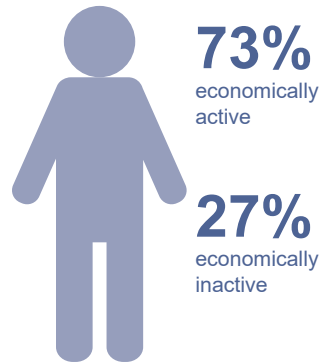


Labour Market Structure (2018)

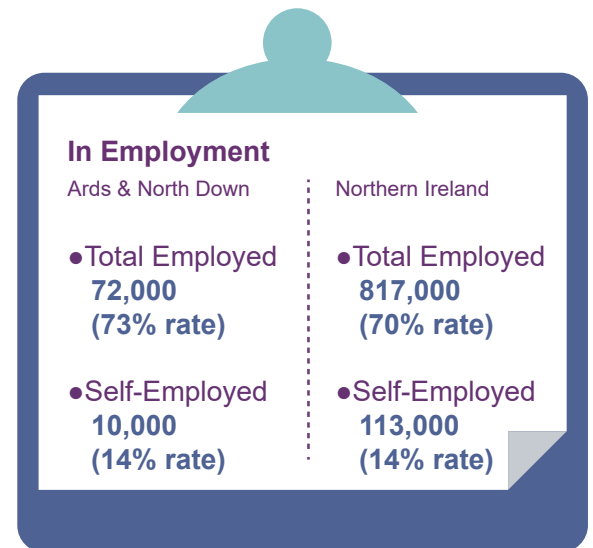
Ards & North Down



Northern Ireland



Source: Labour Force Survey, NISRA



Unemployment Claimants (2019)



Source: Claimant Count, NISRA

The labour market structure is composed of the economically active (people in employment and seeking work) and inactive (not seeking nor available for work). This data is provided through the Labour Force Survey (LFS), the largest regular household sample survey in Northern Ireland. **Total numbers in employment do not equate to total jobs as a person can have more than one job.**

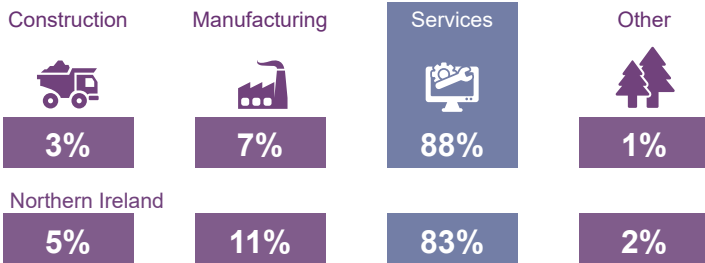
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

Both measures of the labour market are based on the working-age (16-64) population.

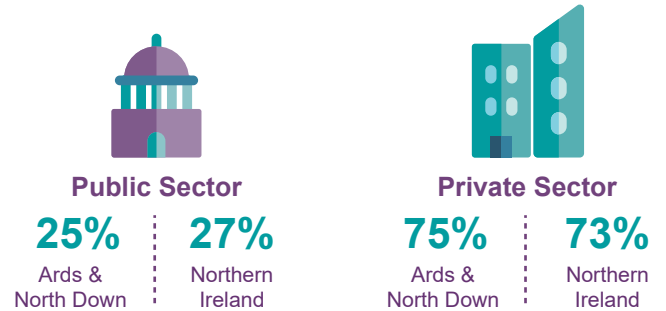
Employee Jobs (2019)

39,218 jobs within the region (5% of the Northern Ireland total)

Industry Sector



Public/Private Sector



The Business Register and Employment Survey is a business census which provides employee jobs estimates. **This is based on the location and number of jobs rather than the number of persons with a job; therefore someone with two jobs will be counted twice.** It excludes agriculture employee jobs and self-employed (not on a PAYE system).

Source: Business Register and Employment Survey, NISRA

Earnings (2019)

The median annual earnings for Northern Ireland are **£22,833**

Place of Residence

Median annual earnings based on people living in the area -

£23,918



Place of Work

Median annual earnings based on people working in the area -

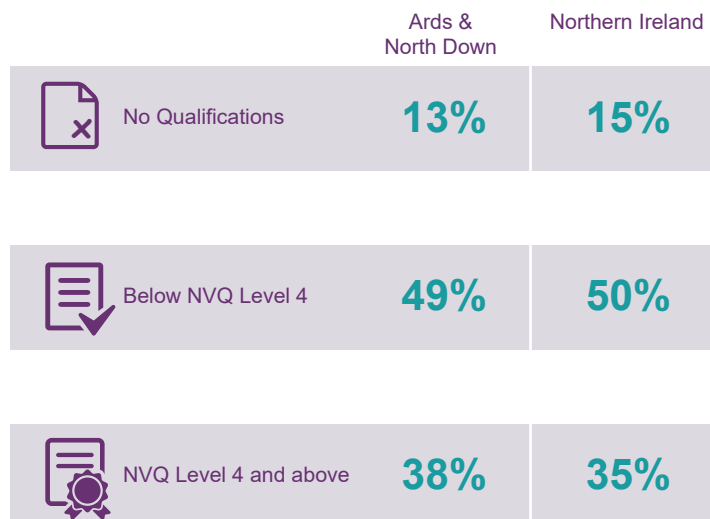
£19,959



Based on median, annual, basic and other earnings for full-time employees (more than 30 hours per week) in the private sector.

Source: Annual Survey of Hours and Earnings, NISRA

Qualifications (2018)



This data is provided through the Labour Force Survey (LFS) which is a household survey and includes a measure of qualifications, based on the working-age population (16-64), using the following classification:

- No Qualifications
- Below NVQ Level 4 (Level 1 to Level 3)
- NVQ Level 4 and above (degree level and above)

Source: Labour Force Survey, NISRA

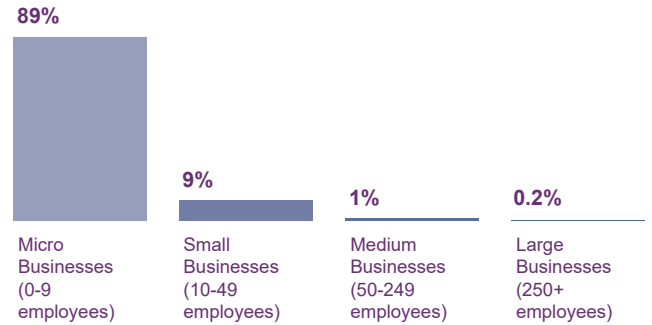
Business Base (2020)

The business population is defined here by the Inter Departmental Business Register which excludes smaller businesses and the self-employed who fall below the VAT registered/PAYE thresholds.

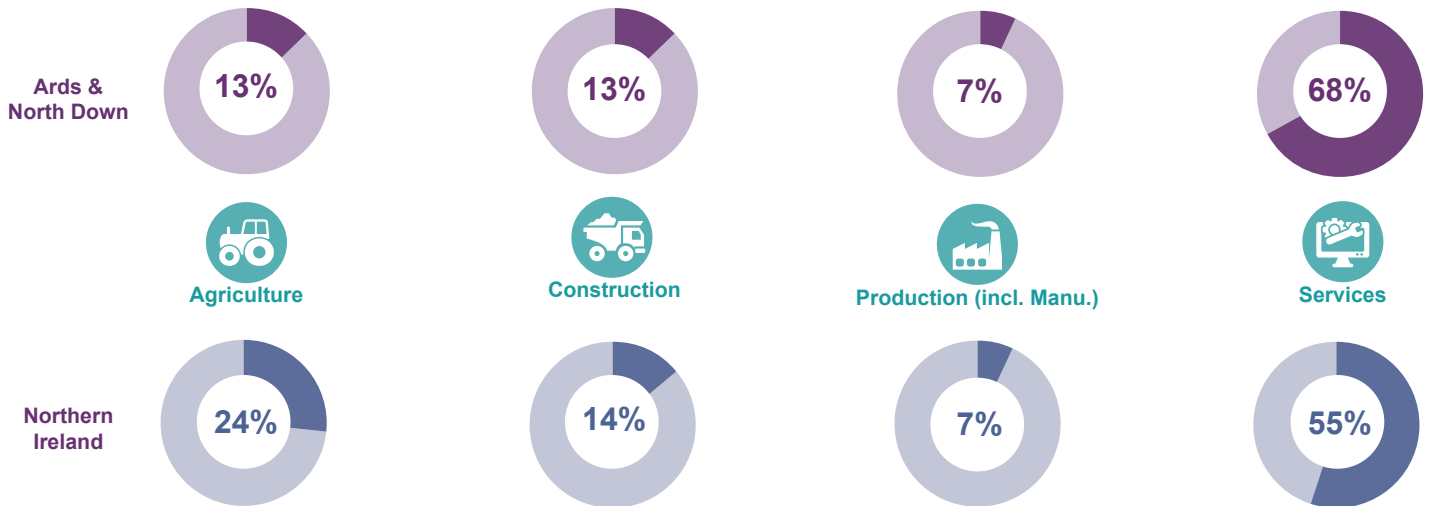
Number of Registered Businesses



Businesses by Size



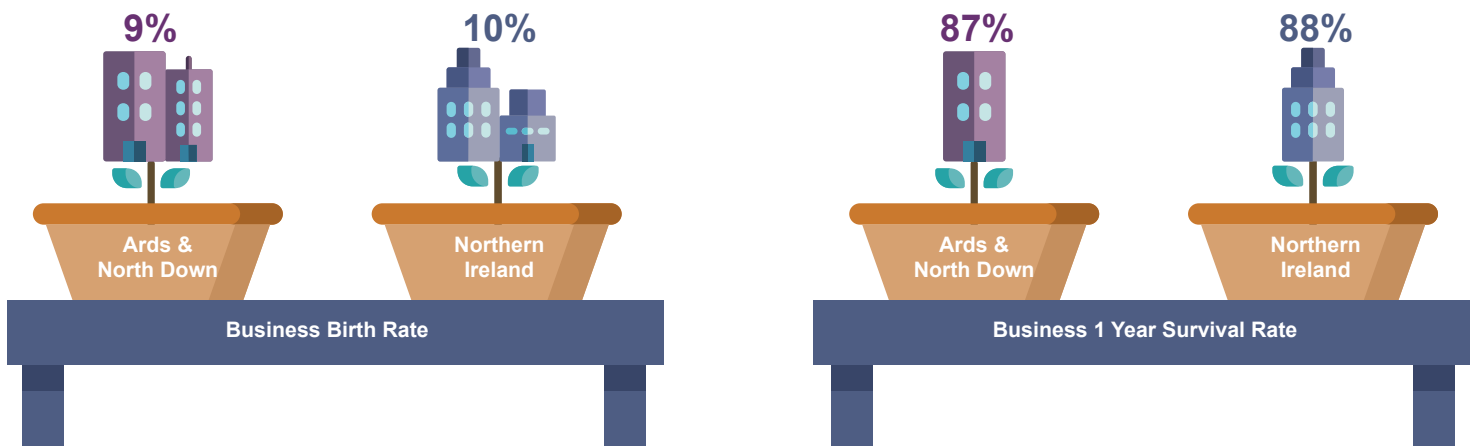
Businesses by Sector



Source: Inter Departmental Business Register, NISRA

Business Demography (2018)

A business birth is identified as a business who was present in the active business population dataset for 2017, but not in the two previous years. A business is deemed to have survived for one year if having been a birth in 2016, it is active in terms of employment and/or turnover in any part of 2017. Rates are expressed as a percentage of total active businesses.

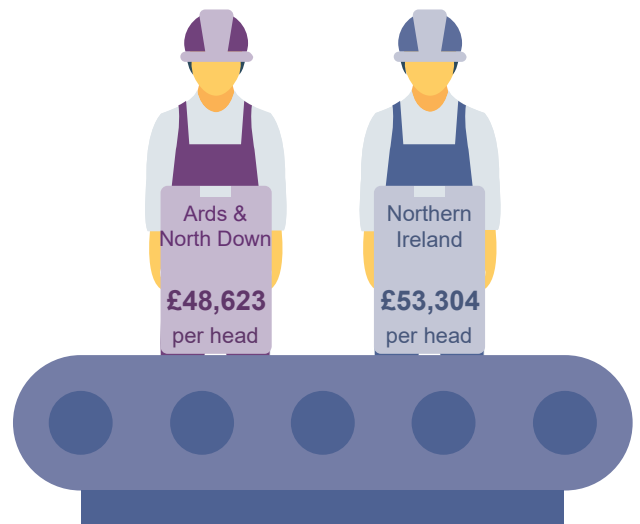


Source: Inter Departmental Business Register, ONS

Productivity Work-Place Based (2018)

Productivity is based on the approximate Gross Value Added (aGVA) generated by the non-financial business economy (and excludes public sector). This is measured by the Northern Ireland Annual Business Inquiry based on income, less cost of goods and services used to create this income.

Per head calculations are made using total in employment, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).

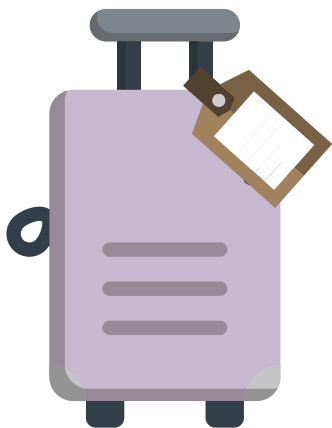


Source: ONS Regional Gross Value Added (GVA) (2018) and Business Register Employment Survey (2018)

Tourism (2018)

A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

Overnight Trips & Associated Spend



0.3m
overnight trips
to Ards &
North Down
(5% of NI total)
resulting in
£46m
expenditure
(5% of NI total)

Availability of Accommodation



2,124

beds available
(4% of NI total)



Tourism Jobs (2019)

← Total jobs in Ards & North Down →



5,506 tourism jobs



9% of all jobs in Northern Ireland are within the tourist industry

Visitor Attractions



1.7m

visits to visitor attractions

The most popular visitor attractions in 2018 were:-

Crawfordsburn Country Park	642,587
Pickie Fun Park	396,000
Mount Stewart House & Gardens	236,491

Please note: Due to the Coronavirus illness (Covid 19) the majority of tourism surveys are currently on hold. This section will be updated later this year when tourism statistics are available.

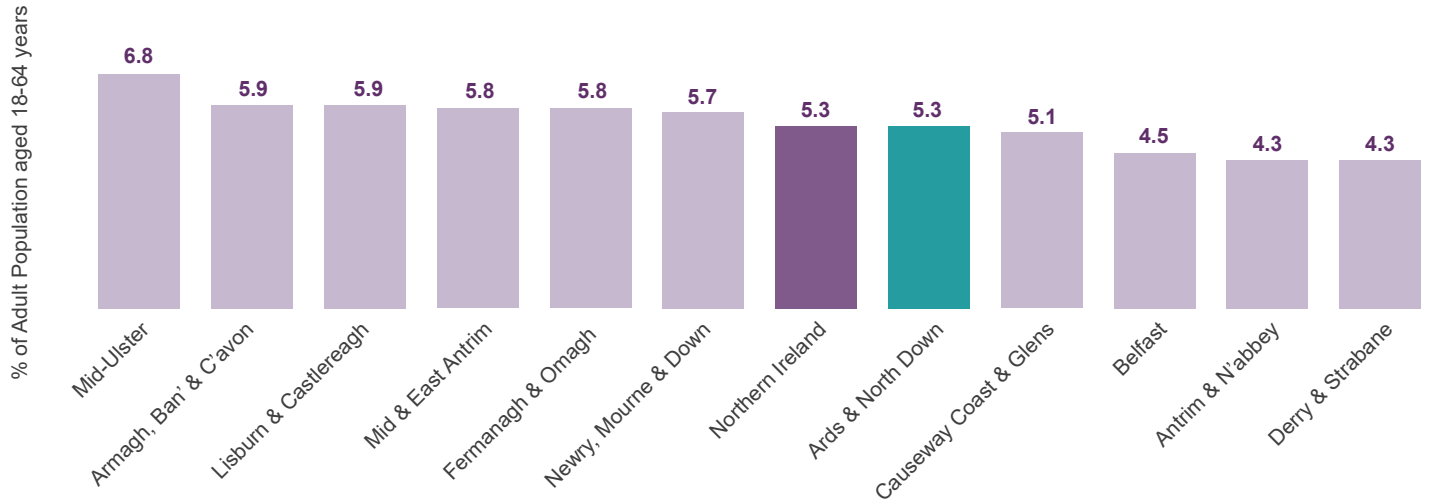
Source: Tourism Statistics, NISRA

Entrepreneurship (2018)

Total Early-stage Entrepreneurial Activity (TEA) represents the percentage of the population aged 18-64 who are either nascent (in process of starting a business) or new entrepreneurs (running a business not older than 42 months).

Entrepreneurial activity is based on average TEA rates recorded over 2003-2018, which are grouped due to small sample sizes.

Average TEA Rates across Council Areas (2003-2018)

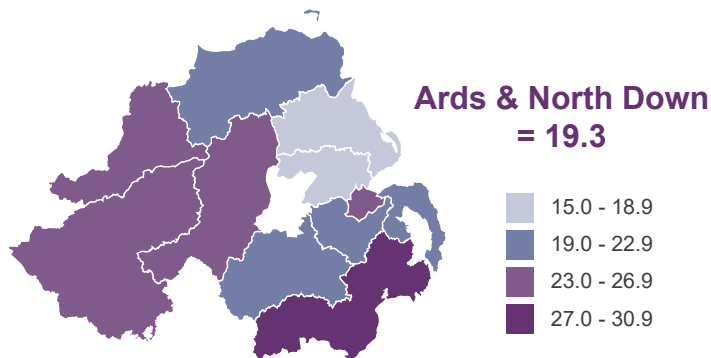


Source: Global Entrepreneurship Monitor (UK), Enterprise Research Centre

Business Growth (2018)

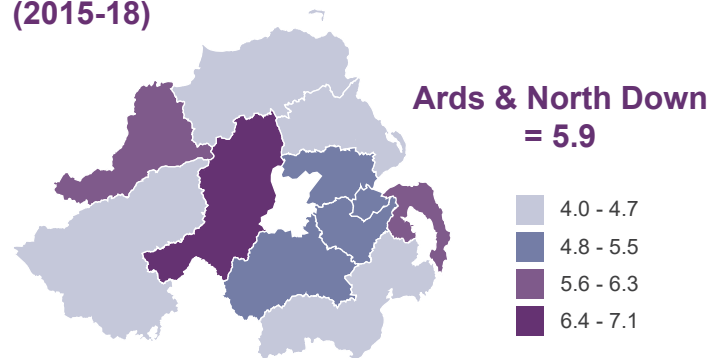
The NI Local Growth Dashboard presents a set of growth metrics for start-ups and existing firms based on the Office for National Statistics' Business Structure Database at Council Level.

Start-ups per 10,000 Population



Number of start-ups can be seen as a headline metric of "entrepreneurial ability" and show variation across NI.

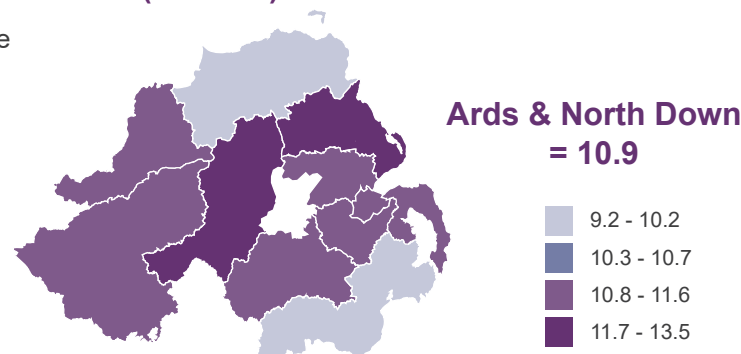
High-Growth Incidence Rate, 20% threshold (2015-18)



High-Growth Firms are defined here as businesses with annual average employment growth of 20% or more over a three year period.

Positive Productivity Incidence Rate (2015-18)

Positive productivity growth is where turnover and employment both increased, turnover at a faster rate.



Source: Queen's University Belfast & Enterprise Research Centre

Data Tables

Invest NI Key Performance Indicators, 2019

Council or Region	No of businesses	Full Time Staff	Sales £m	External Sales £m	Export Sales £m	Externally Owned - % of Businesses	Locally Owned - % of Businesses	Externally Owned - Employment %	Locally Owned - Employment %	Northern Ireland Sales £m	Great Britain Sales £m	EU28 (excl UK) Sales £m	Rest of World (excl EU28) Sales £m	Other (unassigned) Sales £m
Antrim & Newtownabbey	97	8,188	1,528	1,138	616	8%	92%	25%	75%	390	523	270	337	8
Ards & North Down	87	3,809	572	473	267	10%	90%	48%	52%	100	206	108	152	6
Armagh, Banbridge & Craigavon	197	18,773	3,385	2,814	1,249	10%	90%	49%	51%	571	1,564	793	439	17
Belfast	454	43,629	4,833	3,584	1,844	27%	73%	67%	33%	1,249	1,739	543	1,291	10
Causeway Coast & Glens	84	3,962	909	719	399	7%	93%	27%	73%	191	319	307	85	7
Derry & Strabane	117	8,239	961	695	573	15%	85%	48%	52%	266	122	366	206	1
Fermanagh & Omagh	111	5,513	924	710	277	11%	89%	39%	61%	214	433	231	45	1
Lisburn & Castlereagh	137	7,053	1,767	1,284	320	10%	90%	24%	76%	483	964	220	95	5
Mid & East Antrim	83	5,481	1,179	1,001	602	10%	90%	40%	60%	178	399	272	325	5
Mid Ulster	232	17,096	3,893	3,053	1,298	6%	94%	26%	74%	840	1,755	693	583	22
Newry, Mourne & Down	127	9,570	1,868	1,555	1,145	5%	95%	16%	84%	312	411	394	719	32
Eastern	454	43,629	4,833	3,584	1,844	27%	73%	67%	33%	1,249	1,739	543	1,291	10
North Eastern	180	13,668	2,707	2,139	1,217	9%	91%	31%	69%	569	922	542	662	13
North Western	201	12,201	1,870	1,413	972	11%	89%	41%	59%	457	441	674	291	7
Southern	351	20,431	4,207	3,312	1,731	8%	92%	25%	75%	895	1,580	722	966	43
Western	540	41,382	8,202	6,577	2,824	8%	92%	38%	62%	1,625	3,752	1,718	1,067	40
NI	1,726	131,311	21,819	17,024	8,590	13%	87%	45%	55%	4,794	8,435	4,199	4,277	113

Invest NI Activity by District Council Area, 2015-16 to 2019-20

Council or Region	Externally-Owned					Locally-Owned					Total				
	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs
Antrim & Newtownabbey	11	45	8.98	38.91	82	226	736	37.36	127.86	830	237	781	46.34	166.77	912
Ards & North Down	13	37	2.57	14.49	35	243	814	11.50	46.88	419	256	851	14.08	61.37	454
Armagh, Banbridge & Craigavon	18	118	6.99	41.64	349	491	1,640	43.24	189.23	1,419	509	1,758	50.22	230.87	1,768
Belfast	160	454	86.64	657.17	6,920	1,041	3,783	111.01	486.89	3,206	1,201	4,237	197.64	1,144.06	10,126
Causeway Coast & Glens	7	26	1.98	11.00	45	273	777	17.68	93.90	1,179	280	803	19.67	104.91	1,224
Derry & Strabane	20	68	23.53	167.56	1,571	410	1,070	30.54	136.16	990	430	1,138	54.07	303.72	2,561
Fermanagh & Omagh	14	61	2.15	14.96	91	310	891	14.59	72.81	871	324	952	16.74	87.77	962
Lisburn & Castlereagh	27	89	3.18	30.13	272	346	1,360	37.25	159.13	1,298	373	1,449	40.43	189.26	1,570
Mid & East Antrim	13	34	9.04	38.78	29	189	667	14.21	70.67	491	202	701	23.24	109.46	520
Mid Ulster	14	146	4.10	21.92	189	515	1,982	48.32	308.47	2,582	529	2,128	52.42	330.40	2,771
Newry, Mourne & Down	13	36	0.63	3.45	40	421	1,369	35.61	201.88	1,674	434	1,405	36.24	205.33	1,714
Eastern	160	454	86.64	657.17	6,920	1,041	3,783	111.01	486.89	3,206	1,201	4,237	197.64	1,144.06	10,126
North Eastern	24	79	18.02	77.70	111	415	1,403	51.57	198.54	1,321	439	1,482	69.58	276.23	1,432
North Western	27	94	25.52	178.57	1,616	683	1,847	48.22	230.06	2,169	710	1,941	73.74	408.63	3,785
Southern	53	162	6.39	48.07	347	1,010	3,543	84.36	407.89	3,391	1,063	3,705	90.75	455.96	3,738
Western	46	325	13.24	78.52	629	1,316	4,513	106.14	570.51	4,872	1,362	4,838	119.38	649.03	5,501
NI	333	1,152	153.65	1,063.40	10,053	4,465	15,388	452.54	2,003.16	14,977	4,798	16,540	606.19	3,066.57	25,030

NI total assistance includes an additional £52.6m which is not allocated at council level, as it benefits businesses across the whole of NI, and a further £2.5m offered to projects that have not yet settled on a location.

Population, 2019

Council or Region	Age Band 0-15	Age Band 0-15 %	Age Band 16-39	Age Band 16-39 %	Age Band 40-64	Age Band 40-64 %	Age Band 65+	Age Band 65+ %	All Population	All (% NI Population)
Antrim & Newtownabbey	29,921	21%	42,841	30%	46,619	32%	24,123	17%	143,504	8%
Ards & North Down	30,181	19%	42,698	26%	54,305	34%	34,541	21%	161,725	9%
Armagh, Banbridge & Craigavon	48,757	23%	65,376	30%	68,542	32%	33,530	16%	216,205	11%
Belfast	68,467	20%	122,554	36%	101,696	30%	50,825	15%	343,542	18%
Causeway Coast & Glens	28,411	20%	41,778	29%	47,995	33%	26,654	18%	144,838	8%
Derry & Strabane	32,811	22%	46,680	31%	48,879	32%	22,914	15%	151,284	8%
Fermanagh & Omagh	25,432	22%	33,723	29%	38,192	33%	20,050	17%	117,397	6%
Lisburn & Castlereagh	29,588	20%	42,796	29%	48,179	33%	25,439	17%	146,002	8%
Mid & East Antrim	26,737	19%	39,182	28%	46,829	34%	26,526	19%	139,274	7%
Mid Ulster	34,629	23%	46,654	31%	45,655	31%	21,590	15%	148,528	8%
Newry, Mourne & Down	40,991	23%	54,260	30%	57,585	32%	28,532	16%	181,368	10%
Eastern	68,467	20%	122,554	36%	101,696	30%	50,825	15%	343,542	18%
North Eastern	56,658	20%	82,023	29%	93,448	33%	50,649	18%	282,778	15%
North Western	61,222	21%	88,458	30%	96,874	33%	49,568	17%	296,122	16%
Southern	100,760	21%	139,754	29%	160,069	33%	88,512	18%	489,095	26%
Western	108,818	23%	145,753	30%	152,389	32%	75,170	16%	482,130	25%
NI	395,925	21%	578,542	31%	604,476	32%	314,724	17%	1,893,667	100%

Labour Market Structure, 2018 (16-64 Working-Age Population) and Claimant Count, 2019

Council or Region	Economically Active Number	Economically Active Rate	Economically Inactive Number	Economically Inactive Rate	Employment Number	Employment Rate	Self-Employed Number	Self-Employed Rate	Claimant Count Number	Claimant Count Rate	Claimant Count 18-24	Claimant Count 18-24 (% of total)
Antrim & Newtownabbey	72,000	80%	18,000	20%	70,000	78%	8,000	12%	1,805	2%	385	21%
Ards & North Down	74,000	75%	25,000	26%	72,000	73%	10,000	14%	2,160	2%	425	20%
Armagh, Banbridge & Craigavon	106,000	77%	31,000	23%	101,000	74%	11,000	11%	2,720	2%	560	21%
Belfast	148,000	67%	72,000	33%	143,000	65%	15,000	10%	6,470	3%	1,180	18%
Causeway Coast & Glens	57,000	71%	24,000	29%	54,000	67%	12,000	21%	2,695	3%	580	22%
Derry & Strabane	63,000	66%	33,000	34%	59,000	62%	9,000	15%	4,485	5%	920	21%
Fermanagh & Omagh	55,000	73%	20,000	27%	52,000	69%	8,000	15%	1,660	2%	335	20%
Lisburn & Castlereagh	67,000	79%	18,000	21%	66,000	77%	9,000	14%	1,355	2%	255	19%
Mid & East Antrim	61,000	75%	21,000	26%	59,000	71%	7,000	12%	2,150	3%	425	20%
Mid Ulster	70,000	77%	22,000	24%	68,000	74%	10,000	15%	1,590	2%	325	20%
Newry, Mourne & Down	75,000	69%	34,000	31%	73,000	67%	15,000	20%	2,510	2%	530	21%
Eastern	148,000	67%	72,000	33%	143,000	65%	15,000	10%	6,470	3%	1,180	18%
North Eastern	133,000	77%	39,000	23%	129,000	75%	15,000	12%	3,955	2%	810	20%
North Western	120,000	68%	57,000	32%	113,000	64%	21,000	18%	7,180	4%	1,500	21%
Southern	216,000	74%	77,000	26%	211,000	72%	34,000	16%	6,025	2%	1,210	20%
Western	231,000	76%	73,000	24%	221,000	73%	29,000	13%	5,970	3%	1,220	20%
NI	848,000	73%	318,000	27%	817,000	70%	113,000	14%	29,595	3%	5,920	20%

Employee Jobs, 2019

Council or Region	All Jobs	% of All Northern Ireland Jobs	Construction	Construction %	Manufacturing	Manufacturing %	Services	Services %	Other	Other %	Public Sector	Private Sector
Antrim & Newtownabbey	61,422	8%	2,929	5%	6,684	11%	50,615	82%	1,194	2%	13,772 (22%)	47,650 (78%)
Ards & North Down	39,218	5%	1,301	3%	2,816	7%	34,668	88%	434	1%	9,745 (25%)	29,473 (75%)
Armagh, Banbridge & Craigavon	77,849	10%	4,037	5%	13,426	17%	59,247	76%	1,139	2%	19,476 (25%)	58,373 (75%)
Belfast	230,649	30%	4,853	2%	9,345	4%	214,162	93%	2,289	1%	67,932 (29%)	162,717 (71%)
Causeway Coast & Glens	42,133	5%	2,298	5%	4,433	11%	34,750	82%	651	2%	10,730 (25%)	31,403 (75%)
Derry & Strabane	60,500	8%	2,795	5%	6,219	10%	50,705	84%	781	1%	20,032 (33%)	40,468 (67%)
Fermanagh & Omagh	42,458	5%	3,036	7%	5,822	14%	32,492	77%	1,108	3%	12,608 (30%)	29,850 (70%)
Lisburn & Castlereagh	59,159	8%	3,163	5%	5,842	10%	49,384	83%	770	1%	19,159 (32%)	40,000 (68%)
Mid & East Antrim	44,044	6%	2,079	5%	7,359	17%	33,774	77%	831	2%	10,901 (25%)	33,143 (75%)
Mid Ulster	58,414	8%	5,316	9%	17,525	30%	34,464	59%	1,110	2%	10,183 (17%)	48,231 (83%)
Newry, Mourne & Down	58,113	8%	3,967	7%	7,879	14%	44,892	77%	1,375	2%	14,368 (25%)	43,745 (75%)
Eastern	230,649	30%	4,853	2%	9,345	4%	214,162	93%	2,289	1%	67,932 (29%)	162,717 (71%)
North Eastern	105,466	14%	5,008	5%	14,043	13%	84,389	80%	2,025	2%	24,673 (23%)	80,793 (77%)
North Western	102,633	13%	5,093	5%	10,652	10%	85,455	83%	1,432	1%	30,762 (30%)	71,871 (70%)
Southern	156,490	20%	8,431	5%	16,537	11%	128,944	82%	2,579	2%	43,272 (28%)	113,218 (72%)
Western	178,721	23%	12,389	7%	36,773	21%	126,203	71%	3,357	2%	42,267 (24%)	136,454 (76%)
NI	773,960	100%	35,774	5%	87,349	11%	639,154	83%	11,682	2%	208,906 (27%)	565,053 (73%)

Earnings (Basic and Other, Full-Time, Private Sector), 2019 and Qualifications, 2018 and Productivity, 2018

Council or Region	Median Annual Earnings Place of Residence	Median Annual Earnings Place of Work	No Qualifications	Qualifications Below NVQ Level 4	Qualifications NVQ Level 4 and above	Productivity Gross Value Added per Head Workplace
Antrim & Newtownabbey	£23,920	£23,404	6,000 (7%)	49,000 (55%)	33,000 (38%)	£50,115
Ards & North Down	£23,918	£19,959	13,000 (13%)	48,000 (49%)	37,000 (38%)	£48,623
Armagh, Banbridge & Craigavon	£22,952	£22,523	19,000 (14%)	72,000 (54%)	44,000 (32%)	£46,993
Belfast	£23,042	£25,911	34,000 (16%)	97,000 (45%)	84,000 (39%)	£58,631
Causeway Coast & Glens	£20,430	£19,705	16,000 (20%)	37,000 (47%)	27,000 (34%)	£48,871
Derry & Strabane	£21,000	£20,625	14,000 (15%)	49,000 (52%)	31,000 (33%)	£44,793
Fermanagh & Omagh	£22,915	£21,840	10,000 (14%)	42,000 (57%)	22,000 (29%)	£48,315
Lisburn & Castlereagh	£25,124	£22,880	6,000 (6%)	43,000 (52%)	35,000 (42%)	£56,273
Mid & East Antrim	£22,481	£21,154	14,000 (17%)	43,000 (53%)	24,000 (30%)	£71,490
Mid Ulster	£21,450	£22,217	17,000 (19%)	42,000 (47%)	30,000 (34%)	£53,731
Newry, Mourne & Down	£22,360	£22,381	19,000 (18%)	55,000 (52%)	32,000 (30%)	£46,104
Eastern	£23,042	£25,911	34,000 (16%)	97,000 (45%)	84,000 (39%)	£58,631
North Eastern	£23,398	£22,587	20,000 (12%)	92,000 (54%)	57,000 (34%)	£59,330
North Western	£20,780	£20,280	30,000 (17%)	86,000 (49%)	58,000 (33%)	£46,517
Southern	£23,543	£21,925	38,000 (13%)	146,000 (51%)	104,000 (36%)	£50,490
Western	£22,495	£22,217	46,000 (15%)	156,000 (52%)	96,000 (32%)	£49,499
NI	£22,833	£22,833	168,000 (15%)	577,000 (50%)	400,000 (35%)	£53,304

Business Base, 2020

Council or Region	Number of Businesses	All (% NI Population)	Micro (0-9 employees)	Micro (0-9 employees) %	Small (10-49 employees)	Small (10-49 employees) %	Medium (50-249 employees)	Medium (50-249 employees) %	Large (250+ employees)	Large (250+ employees) %
Antrim & Newtownabbey	4,190	6%	3,620	86%	430	10%	105	3%	25	0.6%
Ards & North Down	4,740	6%	4,220	89%	445	9%	60	1%	10	0.2%
Armagh, Banbridge & Craigavon	8,725	11%	7,925	91%	635	7%	125	1%	30	0.3%
Belfast	11,065	15%	8,855	80%	1,625	15%	450	4%	140	1.3%
Causeway Coast & Glens	6,015	8%	5,500	91%	420	7%	80	1%	15	0.2%
Derry & Strabane	5,320	7%	4,765	90%	455	9%	70	1%	25	0.5%
Fermanagh & Omagh	8,175	11%	7,695	94%	400	5%	70	1%	10	0.1%
Lisburn & Castlereagh	5,010	7%	4,380	87%	505	10%	100	2%	25	0.5%
Mid & East Antrim	4,955	7%	4,520	91%	360	7%	60	1%	15	0.3%
Mid Ulster	9,035	12%	8,305	92%	580	6%	130	1%	20	0.2%
Newry, Mourne & Down	8,865	12%	8,125	92%	620	7%	105	1%	15	0.2%
Eastern	11,065	15%	8,855	80%	1,625	15%	450	4%	140	1.3%
North Eastern	9,145	12%	8,140	89%	790	9%	165	2%	40	0.4%
North Western	11,335	15%	10,265	91%	875	8%	150	1%	40	0.4%
Southern	18,615	24%	16,725	90%	1,570	8%	265	1%	50	0.3%
Western	25,935	34%	23,925	92%	1,615	6%	325	1%	60	0.2%
NI	76,090	100%	67,915	89%	6,485	9%	1,365	2%	325	0.4%

Business Base, 2020 and Business Demography, 2018

Council or Region	Agriculture	Agriculture %	Construction	Construction %	Production (incl Manufacturing)	Production (incl Manufacturing) %	Services	Services %	Business Births	Business Birth Rate %	1-Year Survival	1-Year Survival Rate %
Antrim & Newtownabbey	715	17%	545	13%	340	8%	2,585	62%	315	9%	325	88%
Ards & North Down	600	13%	610	13%	330	7%	3,200	68%	400	9%	435	87%
Armagh, Banbridge & Craigavon	2,390	27%	1,225	14%	660	8%	4,445	51%	625	9%	660	89%
Belfast	40	0.4%	855	8%	605	5%	9,565	86%	1,205	11%	1,105	84%
Causeway Coast & Glens	1,940	32%	1,000	17%	345	6%	2,730	45%	390	9%	475	90%
Derry & Strabane	1,260	24%	835	16%	370	7%	2,840	53%	495	11%	440	90%
Fermanagh & Omagh	3,730	46%	1,095	13%	455	6%	2,885	35%	410	9%	475	88%
Lisburn & Castlereagh	650	13%	655	13%	410	8%	3,295	66%	420	9%	415	87%
Mid & East Antrim	1,405	28%	645	13%	380	8%	2,525	51%	385	10%	355	89%
Mid Ulster	3,220	36%	1,525	17%	835	9%	3,450	38%	530	8%	580	87%
Newry, Mourne & Down	2,375	27%	1,555	18%	630	7%	4,295	48%	725	10%	745	90%
Eastern	40	0%	855	8%	605	5%	9,565	86%	1,205	11%	1,105	84%
North Eastern	2,120	23%	1,190	13%	720	8%	5,110	56%	700	9%	680	88%
North Western	3,200	28%	1,835	16%	715	6%	5,570	49%	885	10%	915	90%
Southern	3,625	19%	2,820	15%	1,370	7%	10,790	58%	1,545	10%	1,595	88%
Western	9,340	36%	3,845	15%	1,950	8%	10,780	42%	1,565	9%	1,715	88%
NI	18,325	24%	10,545	14%	5,360	7%	41,815	55%	5,900	10%	6,010	88%

Tourism, 2018 and Tourism Jobs, 2019

Council or Region	Overnight Trips	Overnight Trips (% of NI Total)	Associated Spend During Overnight Trips (£m)	Associated Spend During Overnight Trips (% of NI Total)	Total Number of Beds Available	Total Number of Beds Available %	Total Number of Hotel Beds %	Total Number of B&B Beds %	Total Number of Self-Catering Beds %	Tourism Jobs (2019)	Tourism Jobs (% All Jobs 2019)
Antrim & Newtownabbey	157,228	3%	£28	3%	3,316	6%	6%	3%	1%	4,806	8%
Ards & North Down	257,119	5%	£46	5%	2,124	4%	3%	5%	4%	5,506	14%
Armagh, Banbridge & Craigavon	188,551	4%	£26	3%	1,404	3%	3%	7%	2%	5,352	7%
Belfast	1,693,985	33%	£395	41%	16,264	29%	49%	9%	13%	21,863	9%
Causeway Coast & Glens	1,011,485	20%	£172	18%	14,603	26%	9%	35%	50%	5,377	13%
Derry & Strabane	334,874	7%	£55	6%	3,602	6%	8%	10%	3%	5,406	9%
Fermanagh & Omagh	403,904	8%	£73	8%	4,360	8%	5%	8%	11%	3,832	9%
Lisburn & Castlereagh	189,366	4%	£31	3%	1,300	2%	3%	3%	2%	4,816	8%
Mid & East Antrim	296,441	6%	£51	5%	2,261	4%	6%	8%	3%	4,226	10%
Mid Ulster	130,088	3%	£22	2%	1,538	3%	3%	3%	3%	3,722	6%
Newry, Mourne & Down	449,953	9%	£69	7%	4,651	8%	6%	10%	9%	5,897	10%
Eastern	1,693,985	33%	£395	41%	16,264	29%	49%	9%	13%	21,863	9%
North Eastern	453,669	9%	£78	8%	5,577	10%	12%	11%	4%	9,032	9%
North Western	1,346,359	26%	£228	24%	18,205	33%	17%	45%	54%	10,783	11%
Southern	896,438	18%	£146	15%	8,075	15%	12%	18%	15%	16,219	10%
Western	722,543	14%	£121	13%	7,302	13%	10%	18%	15%	12,906	7%
NI	5,112,993	100%	£968	100%	55,423	100%	100%	100%	100%	70,802	9%

Entrepreneurship, 2018 and Business Growth, 2018

Council or Region	Total Early-stage Entrepreneurial Activity	Start-ups per 10,000 Population	High-growth Incidence Rate, 20% threshold (2014-17)	Positive Productivity Incidence Rate (2014-17)
Antrim & Newtownabbey	4.3	17.0	5.1	11.1
Ards & North Down	5.3	19.3	5.9	10.9
Armagh, Banbridge & Craigavon	5.9	20.6	5.3	11.0
Belfast	4.5	25.3	4.9	11.3
Causeway Coast & Glens	5.1	22.0	4.5	9.9
Derry & Strabane	4.3	23.2	6.3	10.8
Fermanagh & Omagh	5.8	24.0	4.0	10.9
Lisburn & Castlereagh	5.9	21.1	5.0	11.2
Mid & East Antrim	5.8	16.2	4.1	11.8
Mid Ulster	6.8	23.7	6.9	12.8
Newry, Mourne & Down	5.7	27.6	4.1	10.0
NI	5.3	22.3	5.1	11.1

If you would like further information regarding this report please contact:

Mark Bleakney

Regional Office Manager
Invest NI - Southern Regional Office
mark.bleakney@investni.com
028 3026 2955

Robin Griffith

Statistical Support
Invest NI - Corporate Information Team
robin.griffith@investni.com
028 9069 8407