

NI Tourism Performance Jan to Sep 2019 – At a Glance

Figures exclude trips taken by ROI Residents in NI*

(Source: NISRA)

Tourism estimates for Jan-Sep 2019 suggest:

- 3.6m overnight trips were taken in Northern Ireland (NI) during Jan-Sep 2019 by NI residents and those from Great Britain (GB) and Other Overseas
- This is a record breaking number of trips for this time period, up by 5% on Jan-Sep 2018, with increases evident for all main markets
- Nights remained static, with growth in NI and GB nights offset by declines in Other Overseas' nights
- Visitors spent £712m, up by £56m (+9%) on Jan-Sep 2018. While all markets spent more, the increase is largely due to the significant growth in GB spend (+18%)
- Some £2.6m was spent on average each day
- Holiday trips increased by 9% compared with Jan-Sep 2018, with a strong GB performance (+19%) and domestic holidays increasing by 7%
- Business trips declined, largely due to a fall in domestic business trips
- NISRA Jan-Sep 2019 hotel, guest house, guest accommodation and B&B statistics show unprecedented bed-space sales for this period (+7% on Jan-Sep 2018)
- Growth in sales continued during the last quarter of 2019, albeit at a slower rate (+2% for bed-spaces sold in Q4 2019 compared with Oct-Dec 2018)
- Findings from TNI's Dec 2019 Tourism Industry Barometer indicate a mixed performance in 2019, with some operators performing well and others seeing a decline in business



3.6m trips
+5%



11.6m nights
No change



£712m spend
+9%

£2.6m

spent on
average
each day



1.9m holiday trips
+9%

NI Tourism Performance Jan-Sep 2015-19 (Domestic, GB & Other Overseas Markets – Excludes ROI)

Year	Trips (000s)	Nights (000s)	Spend (£m)	Average spend per trip	Average spend per night	Average length of stay (nights)
2015	3,243	11,585	556	£171.46	£48.00	3.6
2016	3,152	10,806	605	£191.86	£55.96	3.4
2017	3,439	12,442	659	£191.63	£52.96	3.6
2018	3,388	11,609	655	£193.43	£56.45	3.4
2019	3,557	11,601	712	£200.04	£61.34	3.3
Change 2018/19	+5%	No change	+9%	+3%	+9%	-5%

NI Performance by Main Market Jan-Sep 2018/19 (% Change)

Market	Trips	Nights	Spend
NI	↑ 6	↑ 5	↑ 3
GB	↑ 5	↑ 1	↑ 18
Other Overseas	↑ 2	↓ 7	↑ 3
TOTAL (Excluding ROI)	↑ 5	↔ 0	↑ 9

Percentage change is based on unrounded figures

*Figures relate to overnight trips taken by NI residents and GB and Other Overseas visitors in NI. Trips taken by ROI residents in NI are not included as the Central Statistics Office (CSO) has delayed publication of these figures. ROI trips accounted for 10% (380,000) of the total overnight trips taken in NI during Jan-Sep 2018.

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(Source: NISRA)

Performance by Main Market Jan-Sep 2019

Indicator	NI	GB	Other Overseas	GB & Other Overseas
Trips (000s)	1,797	1,138	622	1,760
Nights (000s)	3,807	4,508	3,286	7,794
Spend (£m)	239	293	180	472
Average spend per trip	£133	£257	£289	£268
Average spend per night	£63	£65	£55	£61
Average length of stay (nights)	2.1	4.0	5.3	4.4

Percentage change is based on unrounded figures

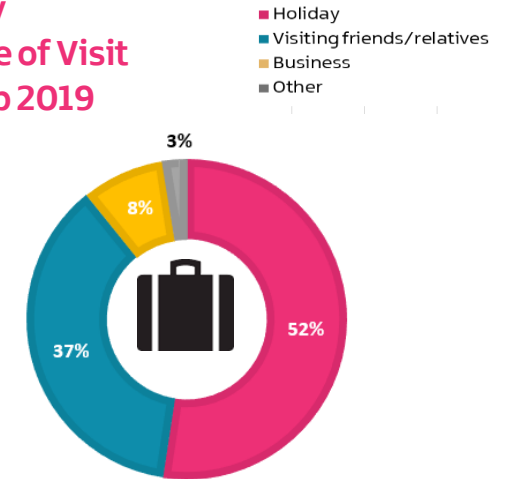
Trips by Market by Purpose Jan-Sep 2018/19 (% Change)

Market	Holiday	VFR	Business	Other	Total
NI	↑7	↑15	↓53	↑5	↑6
GB	↑19	↓3	↑14	↓8	↑5
Other Overseas	↑6	↓3	↓12	↑26	↑2
GB & Other Overseas	↑12	↓3	↑8	↑7	↑4
TOTAL	↑9	↑4	↓9	↑6	↑5

Holiday trips increased by 9% compared with Jan-Sep 2018 (+147,000), with strong growth from GB (+19%) as well as NI (+7%)

Over half all overnight trips taken in NI were holiday trips and almost four out of 10 were to visit friends and relatives

Trips by Purpose of Visit Jan-Sep 2019



Accommodation Statistics & TNI Industry Research (Jan-Sep 2019 and Jan-Dec 2019)

- NISRA Jan-Sep 2019 hotel, guest house, guest accommodation and B&B statistics show unprecedented sales for this period, with almost 3.7 million bed-spaces sold, an increase of 7% on Jan-Sep 2018
- Growth in sales continued during the last quarter of 2019, albeit at a slower rate (+2% for bed-spaces sold in Q4 2019 compared with Oct-Dec 2018)
- Full year figures (Jan-Dec 2019) show hotels, guest houses, guest accommodation and B&Bs achieved record sales for this period, with almost 4.8 million bed-spaces sold (up 6% on Jan-Dec 2018)
- While findings from TNI's December 2019 Tourism Industry Barometer show businesses reported a mixed performance in 2019 (with some performing well and others seeing a decline in business), there was overall optimism at that point (pre Covid-19) regarding the outlook for 2020

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