

Who's visiting NI?

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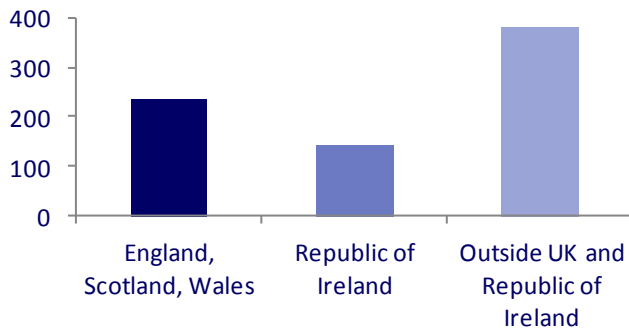
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Have you ever wondered just how many people are visiting Northern Ireland? The most recent figures reveal the number to be just over two million, a figure that has been increasing over the past few years. And it is those from England, Scotland and Wales and from the Republic of Ireland that make up most of these numbers. Others coming to Northern Ireland include residents of mainland Europe, North America, Australia and New Zealand.

Around half of our visitors tell us their trip was mainly to visit friends or family, and it is our nearest neighbours from England, Wales, Scotland and the Republic of Ireland who predominate this group. Those who travelled from further afield were more likely to tell us that the main purpose of their trip was a holiday.

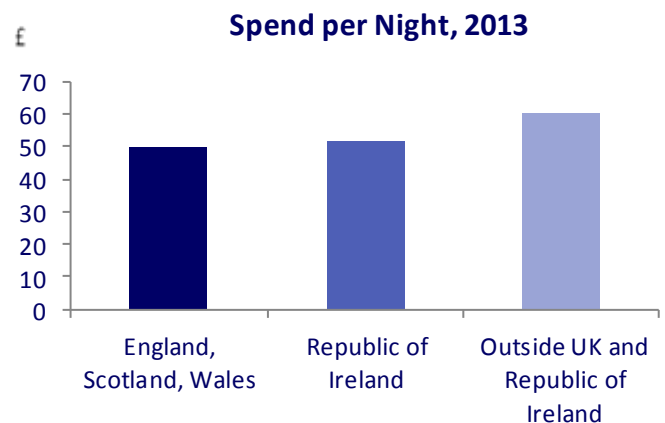


Spend per Trip, 2013 (£)



The amount people spend on their trip can be influenced by factors such as the length of their stay. Visitors from beyond England, Scotland, Wales and the Republic of Ireland tend to spend more and stay longer, while those from the Republic of Ireland spent the least amount on their trip, reflecting their shorter average trip duration. Looking at these figures on a 'spend per night' basis shows that it is those who travel further that tend to have the highest nightly expenditure.

While we are focusing on inbound tourism here, we must also acknowledge the importance of domestic tourism to the overall tourism figures.

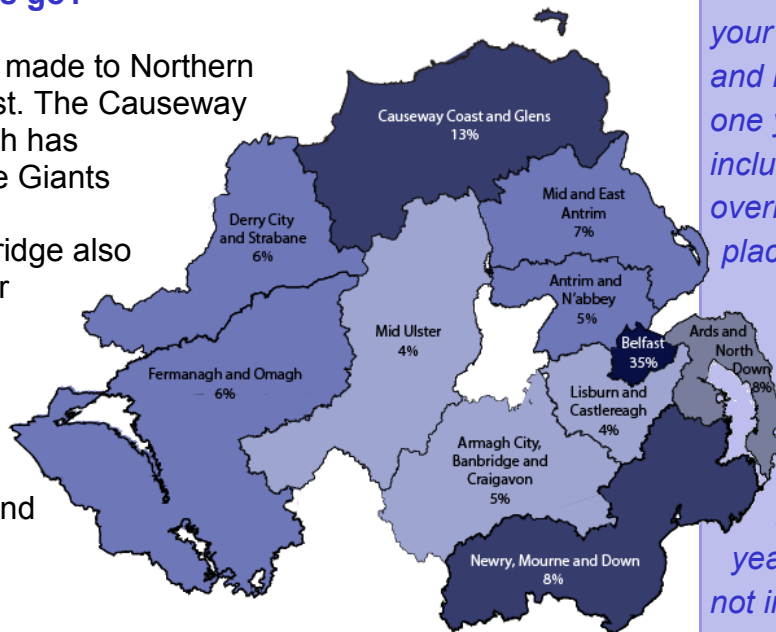


Trips taken in Northern Ireland by Northern Ireland residents equate to a further 2 million overnight trips bringing the total number to 4.1 million. To put this in context, United Nations figures tells us that on a worldwide basis, around 3 of every 4 overnight visits are taken within the same region.

Where do our visitors go?

Over one third of trips made to Northern Ireland were to Belfast. The Causeway Coast and Glens which has attractions such as the Giants Causeway and Carrick-a-rede rope bridge also proved to be a popular destination.

Belfast was the most popular destination, particularly with visitors from Europe and North America.



....and what do people visit?

The most popular visitor attraction in 2013 was the Giants Causeway which welcomed over three-quarters of a million visitors. Titanic Belfast also proved to be a very popular attraction as were the Ulster Museum, Derry's Walls and Murlough Reserve.

So what does this mean in terms of our economy?

Recent figures show that the number of tourism related jobs has grown, and accounts for around 8% of all jobs in NI. While these jobs tend to be concentrated in the Belfast area, tourism related jobs represent a higher proportion of the total number of jobs in the both the Causeway Coast and Glens and the Ards and North Down areas. If we look at the total expenditure associated with all overnight trips for the most recent year in relation to NI gross value added, we estimate that tourism is broadly equivalent of 2.5% of the local economy.

For further information on tourism in Northern Ireland please visit: <http://www.detini.gov.uk/index/what-we-do/deti-stats-index/tourism->

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'Trip'

... a destination outside your usual environment and lasts for less than one year. It must include at least one overnight stay in the place visited.

While there has been an increase in the number of cruise ships docking in NI in recent years, these trips are not included in these statistics as they do not fall within the United Nations World Tourism Organisation's (UNWTO) definition of an overnight trip.

'Visitor Attraction'

... an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education; rather than being primarily a retail outlet or a venue for sporting,