

NORTHERN IRELAND DOMESTIC TOURISM

(JANUARY-DECEMBER 2013)

Published 29/05/13

This report provides the analysis of the most recent (January-December 2013) annual information for domestic tourism in Northern Ireland. The figures show:

- There were 2.0 million overnight trips taken by NI residents within NI in 2013, showing a 2% decrease when compared to 2012. These trips accounted for 4.6 million nights (+17%) and an associated expenditure of £192 million (-5%).
- There were decreases in overnight trips, nights and associated expenditure by NI residents within NI for holiday/pleasure/leisure (-2% trips, -5% nights and -11% expenditure).
- While there was a slight increase in NI residents staying in hotels during 2013 when compared to 2012 (+3%), they were staying for fewer nights (-11% nights) and spending less (-18%).
- There were 7.5 million leisure day trips taken by NI residents within NI during 2013 (a decrease of 12% when compared to 2012). Of these, 2.4 million were tourism day trips (+2%), which accounted for £68 million of the total tourism day trip expenditure (+3%).

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Summary

This report provides an analysis of domestic tourism within NI by local residents and visits outside NI in 2011-2013. By focusing on domestic tourism, the report only provides a partial picture of all tourist activity in 2013. This domestic tourism represented under one half (49%) of all overnight visits, of which there were 4.08 million (domestic and external) in 2013. Expenditure by domestic tourists comprised 27% of all tourism expenditure (£723m) in 2013. A full picture of all tourism activity is provided in the [Northern Ireland Annual Tourism Statistics 2013 publication](#).

Trips taken by NI residents

NI residents took an estimated 4.7 million overnight trips in 2013 to NI, Great Britain including Channel Islands and Isle of Man (GB) and Republic of Ireland (RoI), 1% more than in 2012 (4.6 million overnight trips). Figure 1 shows that during 2013, over two-fifths (42%) of overnight trips taken by NI residents within the UK and RoI were in NI (similar to 43% in 2011 and 44% 2012). There was a 2% decrease in the total number of overnight trips within NI and an associated 5% decrease in overnight stay; however there was a 17% increase in the number of nights. There was an increase in the number of NI residents taking overnight trips in RoI (+21% to 1.6 million), but a decrease in those going to GB (-14% to 1.1 million). Expenditure on overnight trips in NI, GB and RoI decreased from £918m in 2012 to £850m in 2013 (Table1).

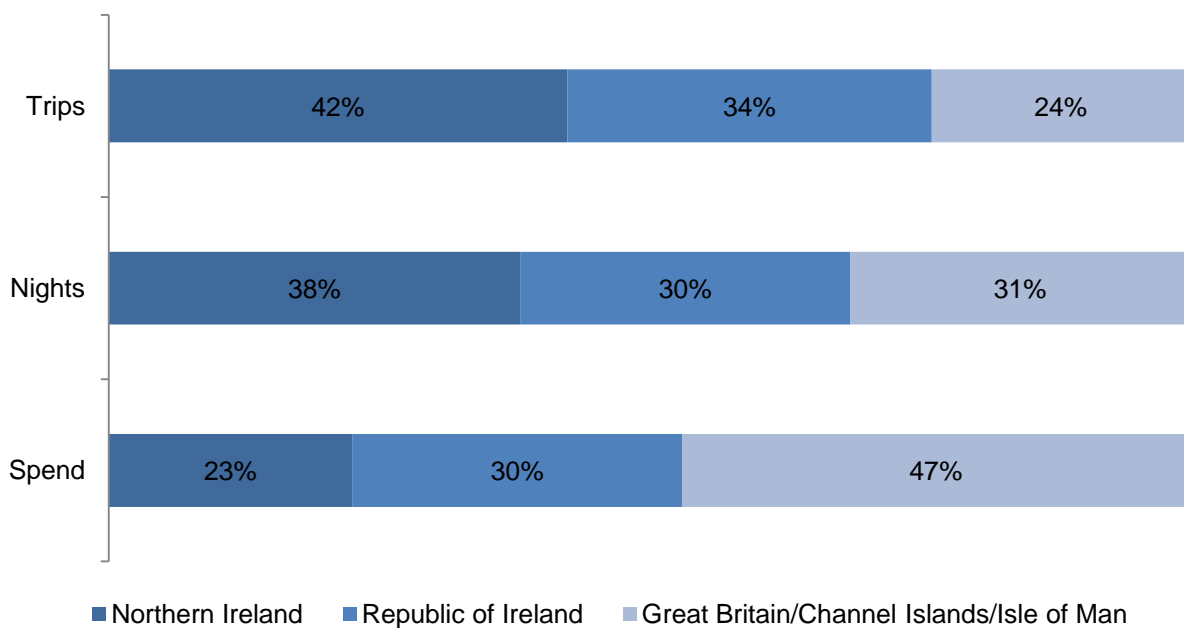
Overnight Trips

Overnight Trips taken by NI residents by destination

Trips within NI accounted for 38% of all nights, and 23% of all spend on overnight trips within the UK and Ireland during 2013. (Figure 1) This represented an increase in the proportion of nights (31% in 2012), but was similar to that in 2011 (37%). The proportion of spend in Northern Ireland during these trips has remained fairly constant over the three years (21% in 2011, 22% in 2012 and 23% in 2013).

Figure 1 also shows that during 2013, 42% of overnight trips taken by NI residents within the UK and RoI were in NI (similar to 44% in 2012). However, there was an increase in the proportion of overnight trips to RoI by NI residents (from 28% in 2012 to 34% in 2013(Figure 2).

Figure 1: Estimated Overnight trips taken by NI residents by destination 2013



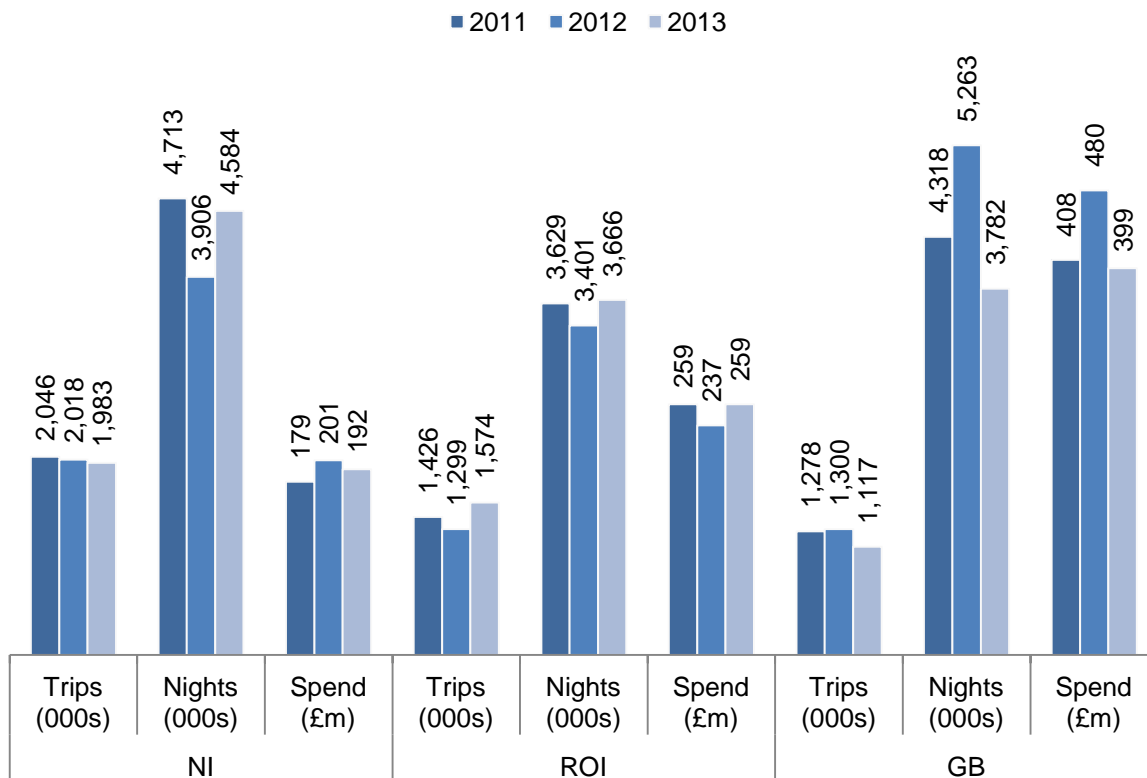
Total nights spent in NI increased by 17% from 3.9 m in 2012 to 4.6m in 2013. However, total spend decreased by 5% from £201m in 2012 to £192m in 2013. Overnight trips to RoI showed increases in both nights (+8%) and spend (+9%). The overall number of overnight trips to GB fell over the year (-14%), resulting in decreases in the number of nights (-28%) and associated spend (-17%) (Table 1 and figure 2).

Table 1: Estimated Overnight trips taken by NI residents within UK and RoI, 2011-2013

	Total Trips (000s)	Total Nights (000s)	Total Spend (£1m)	Average length of stay	Average spend per trip (£)	Average spend per night (£)
Northern Ireland						
2011	2,046	4,713	179	2.3	87	38
2012	2,018	3,906	201	1.9	100	51
2013	1,983	4,584	192	2.3	97	42
Change over 2012-13 (%) ¹	-2	+17	-5	+19	-3	-19
Republic of Ireland						
2011	1,426	3,629	259	2.5	182	71
2012	1,299	3,401	237	2.6	183	70
2013	1,574	3,666	259	2.3	164	71
Change over 2012-13 (%) ¹	+21	+8	+9	-11	-10	+1
Great Britain/Channel Islands/Isle of Man						
2011	1,278	4,318	408	3.4	319	94
2012	1,300	5,263	480	4.0	369	91
2013	1,117	3,782	399	3.4	357	106
Change over 2012-13 (%) ¹	-14	-28	-17	-16	-3	+16
Total NI/RoI/GB²						
2011	4,750	12,659	846	2.7	178	67
2012	4,617	12,569	918	2.7	199	73
2013	4,675	12,032	850	2.6	182	71
Change over 2012-13 (%) ¹	+1	-4	-7	-5	-9	-3

Note: 1) Percentage change calculated using unrounded figures
2) Totals may not sum due to rounding

Figure 2: Estimated Overnight trips taken by NI residents in NI, ROI and GB, 2011-2013



Overnight Trips within NI

During 2013, 2.0 million overnight trips were taken within NI by NI residents with a total of 4.6 million nights and an associated expenditure of £192 million (Figure 3). This represented a 2% decrease in the number of trips (from 2.0 million in 2012), a 17% increase in the number of nights (from 3.9 million in 2012), but a decrease of 5% in the total spend (from £201 million in 2012).

In 2013, the average duration of overnight trips within NI was 2.3 nights with an average spend per trip of £97 and an average spend per night of £42. This represented an increase in the duration of trips (+19% from 1.9 nights in 2012), but a decrease in the average spend (-3% from £100 per trip and -19% from £51 per night in 2012).

Figure 3: Estimated Overnight trips taken by NI residents within NI, 2011-2013

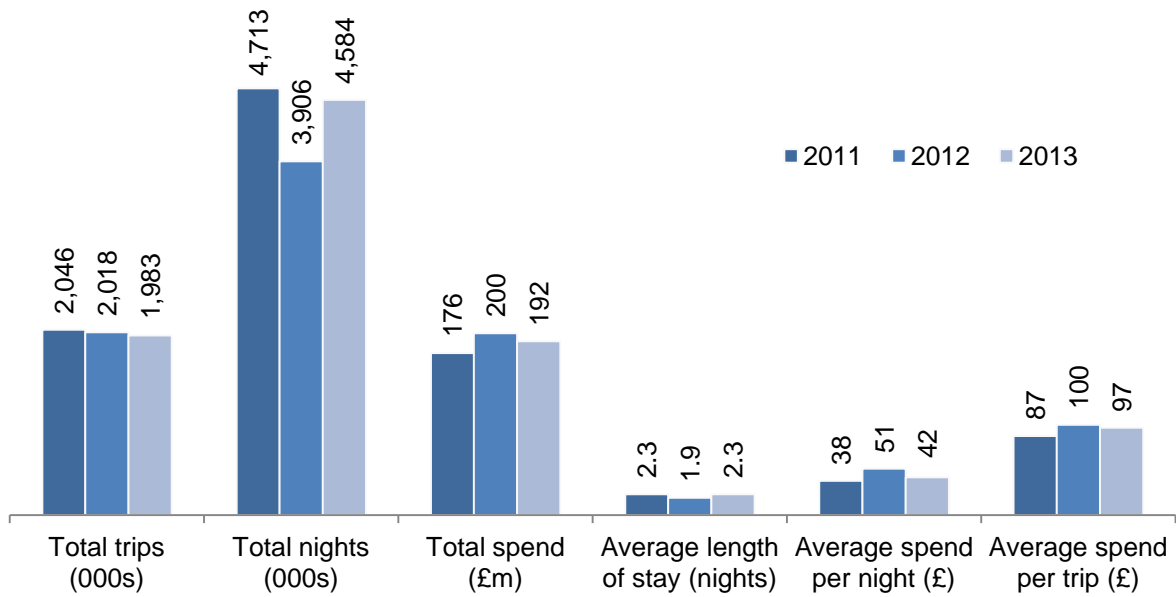


Figure 4: Estimated Overnight trips taken by NI residents within NI by purpose, 2013

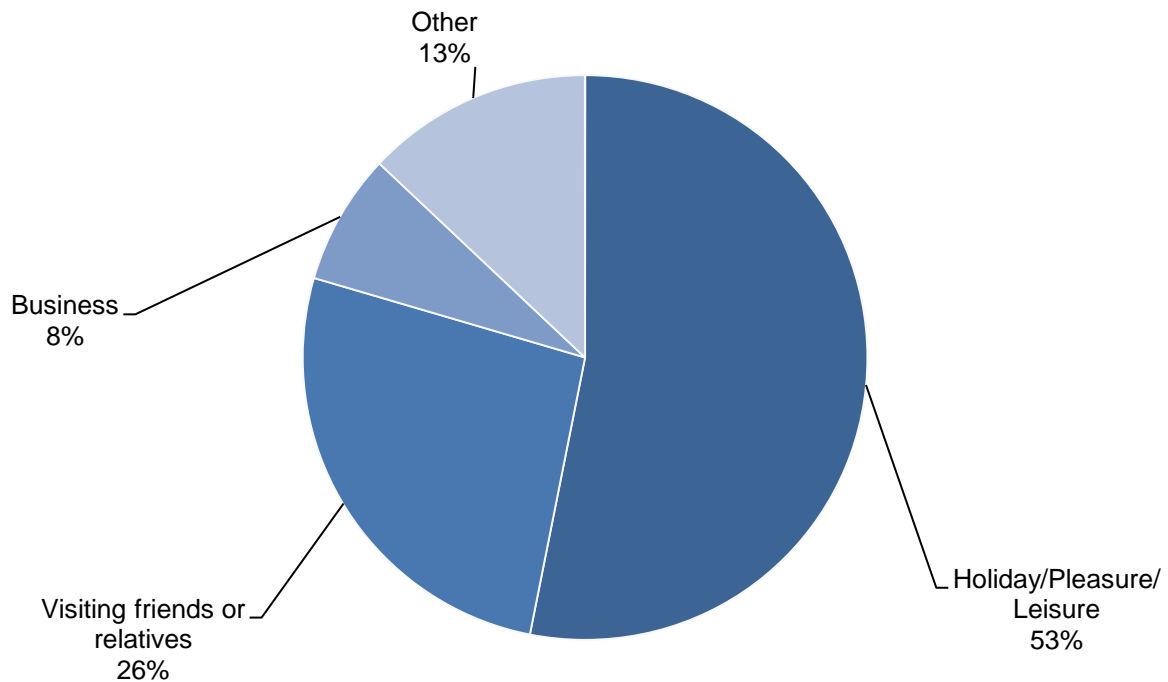


Figure 4 and Table 2 show that during 2013, 53% of trips taken by NI residents within NI were holiday/pleasure/leisure trips, 26% were to visit friends or relatives, 8% for business and 13% for other reasons. Holiday/pleasure and leisure accounted for the

largest proportion of trips nights and spend by NI residents in NI during January – December of 2012 and 2013.

However, visiting friends or relatives accounted for the longest duration of trips in 2013 (2.8 nights). Average spend per night for holiday/pleasure/leisure (£52) was almost 2.6 times the average spend per night for those visiting friends/relatives (£20) (Table 2).

Figure 5: Estimated Overnight trips taken by NI residents within NI by purpose of trip, 2011-2013

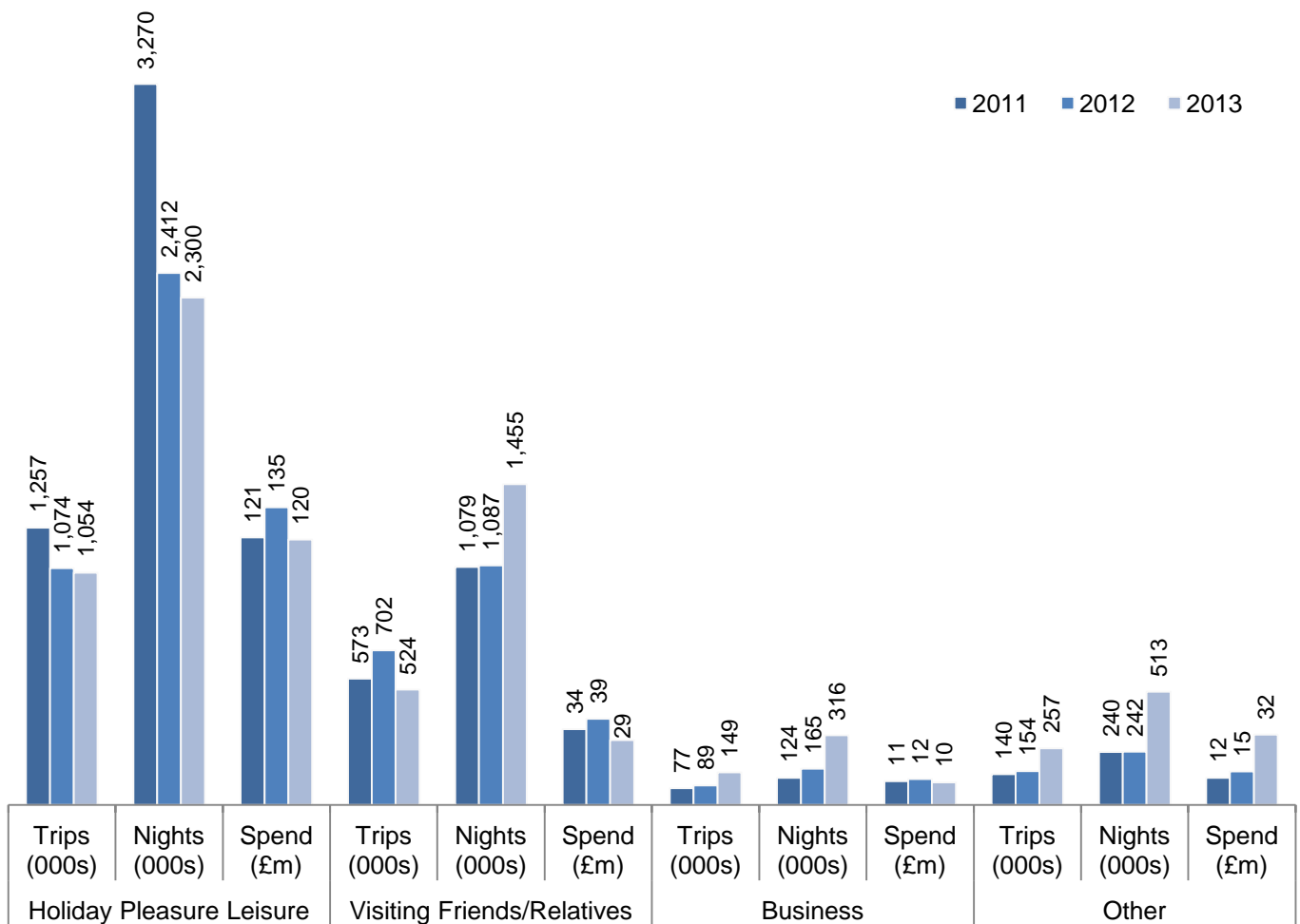




Table 2: Estimated Overnight trips taken by NI residents within NI by purpose of trip, 2011-2013

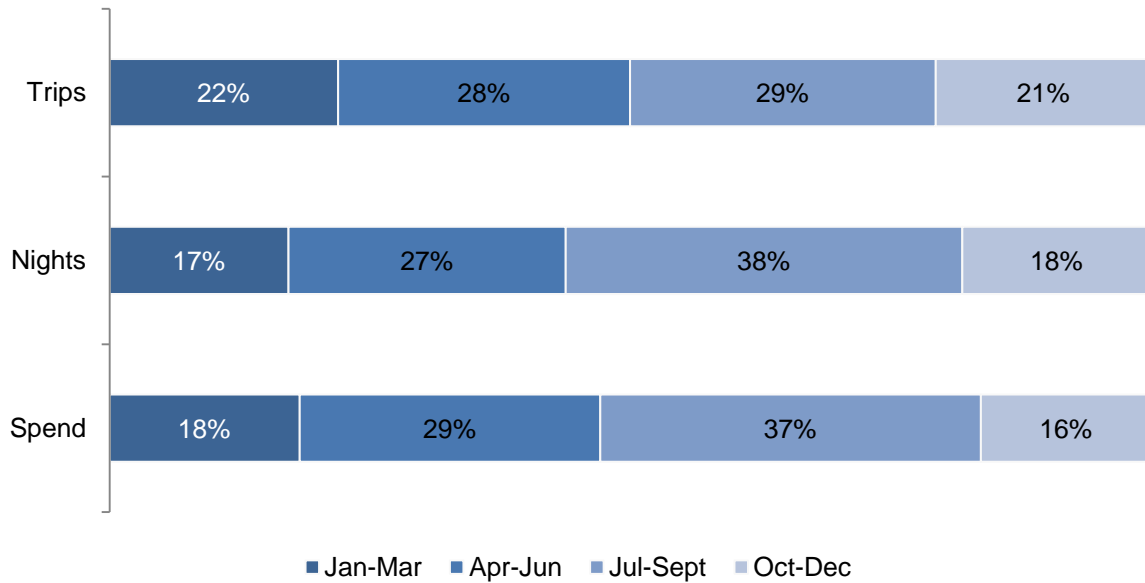
	Total Trips (000s)	Total Nights (000s)	Total Spend (£1m)	Average length of stay	Average spend per trip (£)	Average spend per night (£)
Holiday/Pleasure/Leisure						
2011	1,257	3,270	121	2.6	97	37
2012	1,074	2,412	135	2.2	126	56
2013	1,054	2,300	120	2.2	114	52
Change over yr (%) ¹	-2	-5	-11	-3	-9	-6
Visiting Friends/Relatives						
2011	573	1,079	34	1.9	60	32
2012	702	1,087	39	1.5	56	36
2013	524	1,455	29	2.8	56	20
Change over yr (%) ¹	-25	+34	-25	+79	+1	-44
Business						
2011	77	124	11	1.6	141	88
2012	89	165	12	1.9	133	71
2013	149	316	10	2.1	69	32
Change over yr (%) ¹	+68	+91	-13	+14	-48	-55
Other						
2011	140	240	12	1.7	89	51
2012	154	242	15	1.6	99	63
2013	257	513	32	2.0	124	62
Change over yr (%) ¹	+67	+112	+109	+27	+25	-1
Total³						
2011	2,046	4,713	179	2.3	87	38
2012	2,018	3,906	201	1.9	100	51
2013	1,983	4,584	192	2.3	97	42
Change over yr (%) ¹	-2	+17	-5	+19	-3	-19

Notes: 1) Percentage change calculated using unrounded figures
2) Estimates based on a sample size of 30 or less appear shaded as 
Estimates based on a sample size of 31-50 appear shaded as 
3) Total may not sum due to rounding

Seasonal estimates of Overnight trips within NI

During 2013, 29% of overnight trips within NI were taken during July-September and 28% during April-June. Approximately two fifths (38%) of nights and spend (37%) occurred during the July-September period (Figure 6).

Figure 6: Estimated overnight trips taken by NI residents within NI during 2013



There was a rise in the number of trips taken in the January-March (+22%), April-June (+8%) and July-September (+1%) periods, but a fall in the number of trips taken between October and December (-28%) compared to the corresponding periods in 2012. Total spend increased by approximately two fifths (+43%) in the January-March period. (Table 3)

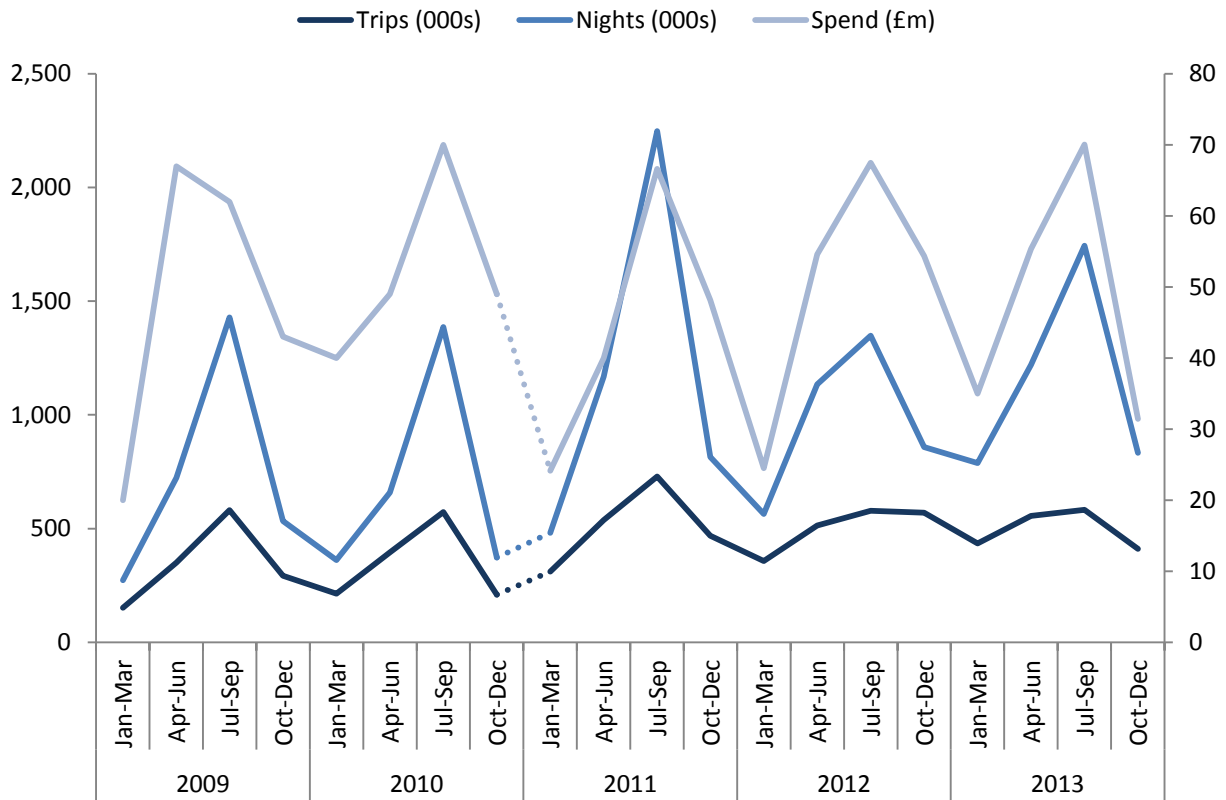
Table 3: Estimated overnight trips taken by NI residents within NI by period 2011-2013

	Total Trips (000s)	Total Nights (000s)	Total Spend (£1m)	Average length of stay	Average spend per trip (£)	Average spend per night (£)
January - March						
2011	311	481	24	1.5	78	50
2012	358	564	25	1.6	69	43
2013	435	787	35	1.8	80	44
Change over 2012-13 (%) ¹	+22	+40	+43	+15	+17	+2
April - June						
2011	538	1,169	40	2.2	74	34
2012	513	1,135	55	2.2	106	48
2013	555	1,220	55	2.2	100	45
Change over 2012-13 (%) ¹	+8	+7	+1	-1	-6	-6
July - September						
2011	729	2,248	67	3.1	91	30
2012	577	1,348	67	2.3	117	50
2013	582	1,744	70	3.0	120	40
Change over 2012-13 (%) ¹	+1	+29	+4	+28	+3	-20
October - December						
2011	468	815	48	1.7	103	59
2012	569	859	54	1.5	96	63
2013	411	833	31	2.0	76	38
Change over 2012-13 (%) ¹	-28	-3	-42	+34	-20	-40

Note: 1) Percentage change calculated using unrounded figures

Figure 7 shows trends in overnight trips, nights and spend during the overnight trips taken by NI residents within NI from 2009 – 2013, using TNS (research company) data for 2009-2010 and the Continuous Household Survey from 2011 onwards.

Figure 7: Estimated overnight trips taken by NI residents within NI by quarter, 2009-2013



Accommodation used during Overnight trips

Thirty-five percent of NI residents stayed in hotels during overnight trips within NI, 34% stayed in friends or relatives homes and 18% in caravan/camping accommodation in 2013 (Figure 8).

Figure 8: Accommodation used during estimated overnight trips taken by NI residents within NI, 2013.

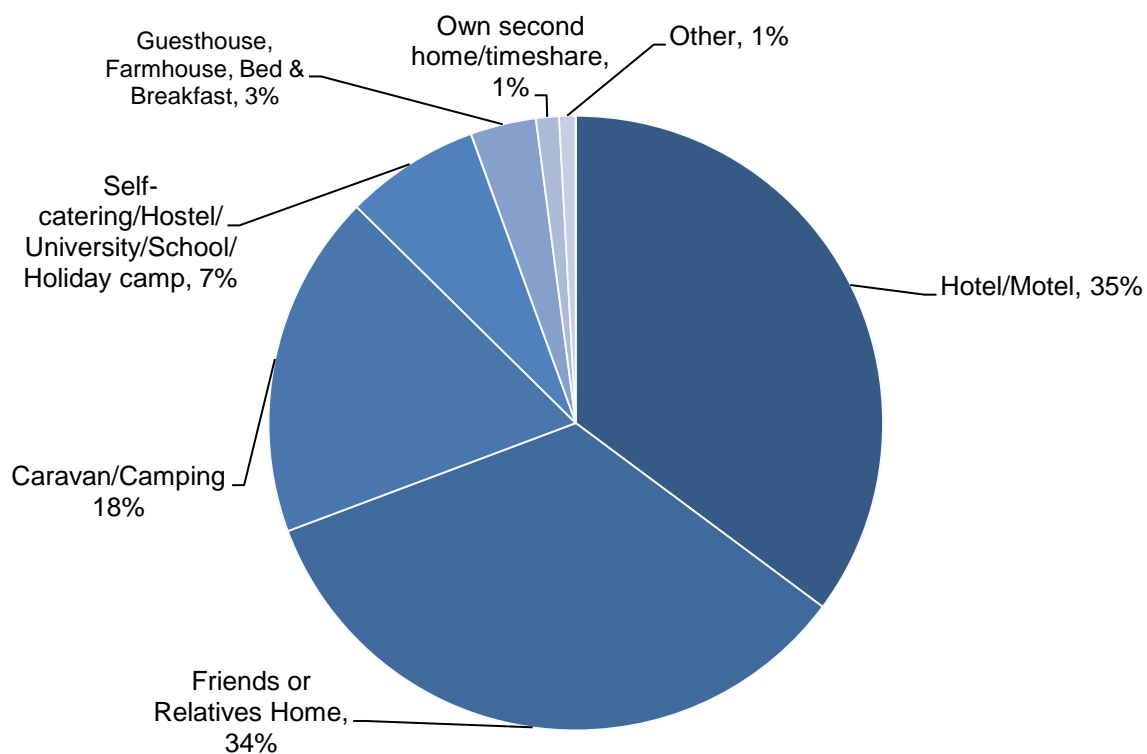


Table 4 shows the accommodation used during the overnight trips taken by NI residents within NI during 2011-2013. When comparing 2013 to the previous year, there was a shift in the total number of overnight trips taken by NI residents using self-catering, hostels, university, school or holiday camp accommodation (+14%), but a fall in total spend during these trips (-9%). There was also an increase in those staying in caravan or camping (+11% trips or +18% nights), with an associated increase in expenditure during these trips (+30%). However, despite an increase in those taking a trip to hotels/motels (+3%), these trips were for a shorter time and had less spend associated with them (-11% on nights and -18% in total spend).

Table 4: Accommodation used on estimated overnight trips taken by NI residents within NI 2011-2013

	Total Trips (000s)				Total Nights (000s)				Total Spend (£m)			
	2011	2012	2013	Change over year (%) ¹	2011	2012	2013	Change over year (%) ¹	2011	2012	2013	Change over year (%) ¹
Hotel/Motel	587	678	698	+3	875	1,023	907	-11	84	115	95	-18
Guesthouse, Farmhouse, Bed & Breakfast	91	63	69	+9	139	151	193	+28	11	11	11	+5
Self-catering/ Hostel/ University/ School/ Holiday Camp	72	123	140	+14	194	365	337	-7	10	19	17	-9
Friends or Relatives Home	707	756	676	-10	1,397	1,262	1,919	+52	36	30	35	+18
Own Second Home/timeshare	78	31	24	-22	189	68	80	+18	8	2	2	+3
Caravan/Camping	477	322	359	+11	1,852	932	1,098	+18	30	22	28	+30
Other	34	45	17	-62	66	106	50	-53	1	3	3	+12
Total ³	2,046	2,018	1,983	-2	4,713	3,906	4,584	+17	179	201	192	-5

Notes:

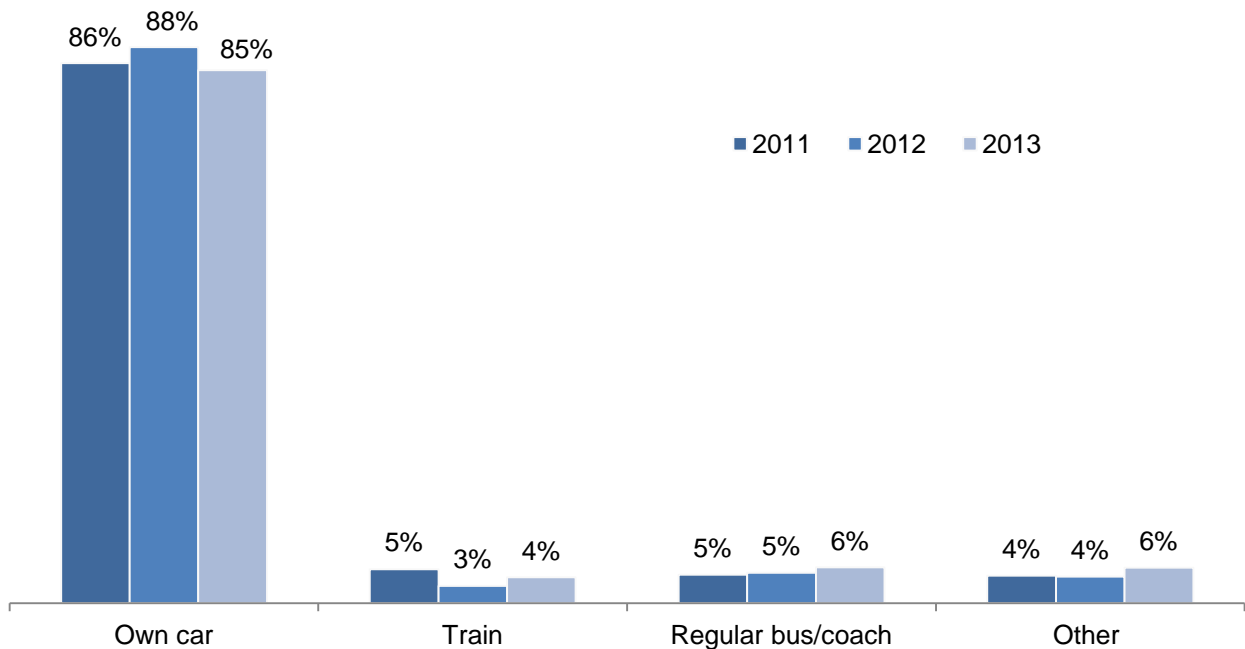
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Type of transport used on Overnight trips

During 2013, 85% of NI residents on overnight trips in NI used their own car to travel to their destination (a slight decrease from 2012) and 6% used a regular bus/coach.

The proportions of each type of transport used have remained similar over the last three years.

Figure 9: Type of transport used on overnight trips taken by NI residents within NI, 2011-2013



Duration of Overnight trips

While there was an overall decrease of 2% in overnight trips in NI taken by NI residents between 2012 and 2013, the majority of this decrease was experienced for short trips of 1-3 nights (-6%), whereas there was an increase in trips for 4+ nights (+39%) (Table 5). In 2013, the proportion of overnight trips that were 4+ nights was 14%.

The average length of stay increased for both short trips of 1-3 nights (+3%) and trips for 4+ nights (+19%). The overall average length of stay increased by 19%.

Table 5: Estimated overnight trips taken by NI residents within NI by duration of trip, 2011-2013

	1-3 nights				4+ nights				Total ³			
	2011	2012	2013	Change over year (%) ¹	2011	2012	2013	Change over year (%) ¹	2011	2012	2013	Change over year (%) ¹
Total Trips (000s)	1,823	1,814	1,699	-6	223	204	285	+39	2,046	2,018	1,983	-2
Total Nights (000s)	2,951	2,758	2,673	-3	1,761	1,147	1,911	+67	4,713	3,906	4,584	+17
Total spend (£m)	158	166	154	-7	21	35	38	+8	179	201	192	-5
Average length of stay (nights)	1.6	1.5	1.6	+3	7.9	5.6	6.7	+19	2.3	1.9	2.3	+19
Average spend per trip (£)	87	92	91	-1	94	169	132	-22	87	100	97	-3
Average spend per night (£)	54	60	58	-4	12	30	20	-35	38	51	42	-19

Note: 1) Percentage change calculated using unrounded figures

2) Total may not sum due to rounding

Main reasons for NI residents taking an overnight holiday in NI

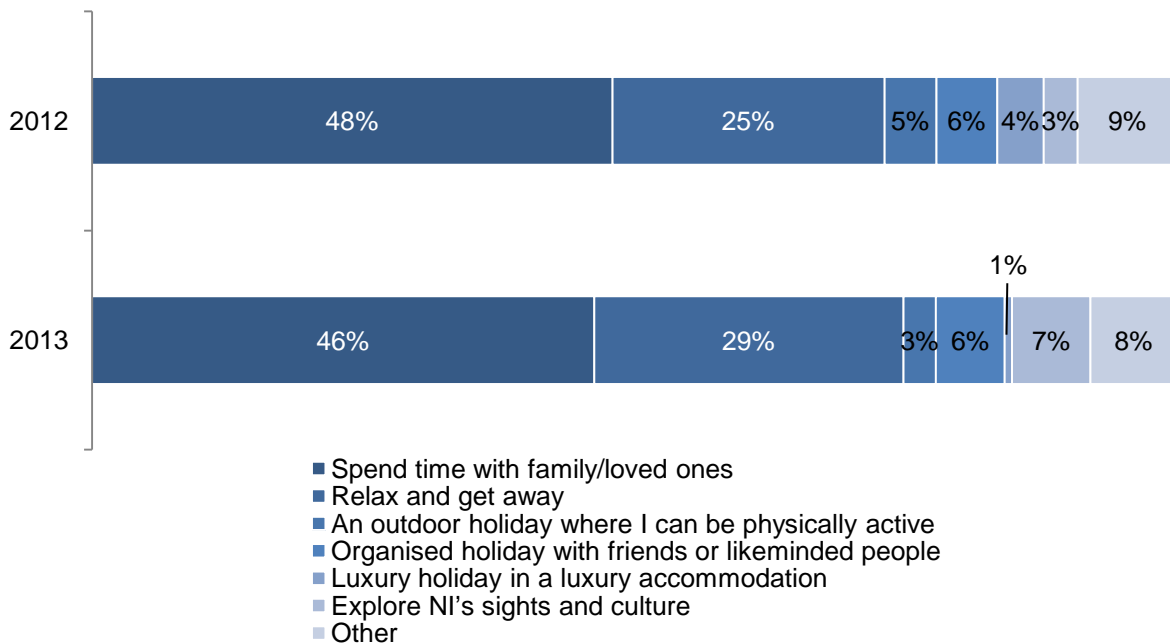
The main reasons given by NI residents for taking holiday/pleasure/leisure trips within NI in 2013 were to spend time with family/loved ones (46%) and to relax and get away (29%); these were also the main reasons in 2012 (Table 6 and Figure 10).

Table 6: Main reason for overnight holiday in NI, 2012-2013

	Percentage	
	2012	2013
Spend time with family/loved ones	48	46
Relax and get away	25	29
An outdoor holiday where I can be physically active	5	3
Organised holiday with friends or likeminded people	6	6
Luxury holiday in a luxury accommodation	4	1
Explore NI's sights and culture	3	7
Other	9	8
Total	100	100

Note: Estimates based on a sample size of 30 or less appear shaded as

Figure 10: Reasons for NI residents taking overnight holiday/pleasure/leisure trips within NI, 2012-2013



Day Trips

During 2013, NI residents took an estimated 7.5 million leisure day trips within NI, spending an estimated £146 million (Table 7). The average spend per leisure day trip within NI was £20.

During the same period, NI residents took an estimated 0.4 million leisure day trips to the RoI, spending an estimated £13 million. The average spend per leisure day trip to the RoI was £34 (Table 7).

Table 7: Estimated leisure day trips taken by NI residents within NI and RoI, 2011-2013

	2011		2012		2013		Change over year (%) ¹	
	NI	RoI	NI	RoI	NI	RoI	NI	RoI
Total leisure day trips (million)	7.2	0.3	8.5	0.2	7.5	0.4	-12	+51
Total leisure day trip spend (£m)	151	8	152	6	146	13	-4	+113
Average spend per leisure day trip (£)	21	26	18	24	20	34	+9	+41

Note: 1) Percentage change calculated using unrounded figures

Of the 7.5 million leisure trips in NI, 2.4 million were tourism day trips, which accounted for £68 million of the total day trip expenditure (Table 8). The average spend per tourism day trip within NI was £28. There was an increase in the number of tourism day trips since 2012 (+2%) and an increase of 3% for the total spend.

Of the 0.4 million leisure trips to the RoI during 2013, 0.2 million were tourism day trips, which accounted for £9 million of the total day trip expenditure within RoI. The average spend per tourism day trip to the RoI was £38 (Table 8).

Table 8: Estimated tourism day trips taken by NI residents within NI and RoI, 2011-2013

	2011		2012		2013		Change over year (%) ¹	
	NI	RoI	NI	RoI	NI	RoI	NI	RoI
Total tourism day trips (million)	2.5	0.2	2.4	0.1	2.4	0.2	+2	+70
Total tourism day trip spend (£m)	63	5	66	5	68	9	+3	+75
Average spend per leisure day trip (£)	25	26	28	37	28	38	+1	+3

Note: 1) Percentage change calculated using unrounded figures

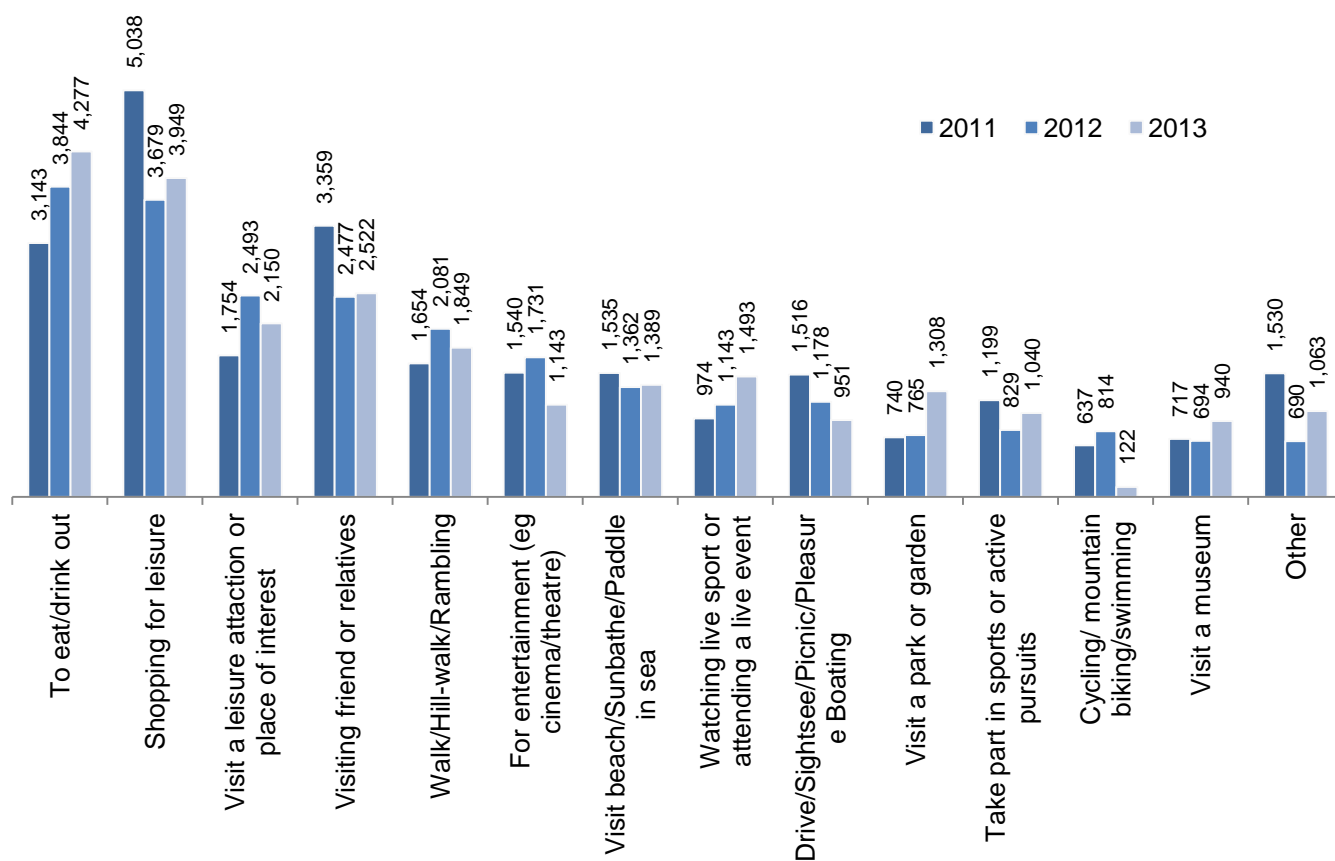
Activities reported for tourism day trips

During 2013, 18% of NI residents taking day trips within NI had gone out to eat/ drink and 16% were shopping for leisure (Table 9). The same 5 activities were in the top 5 from 2011 to 2013 (albeit in a different order each year).

Table 9: Top 5 activities reported for tourism day trips, 2011-2013

	2011		2012		2013	
	%	Rank	%	Rank	%	Rank
To eat/drink out	12	3	16	1	18	1
Shopping for Leisure	20	1	15	2	16	2
Visiting Friends/Relatives	13	2	10	4	10	3
Visiting visitor attraction or place of interest	7	4	10	3	9	4
Walk, hill-walk, rambling	7	5	9	5	8	5

Figure 11: Estimated Tourism Day Trips (thousands) by activity reported, 2011-2013



Transport used on tourism day trips

There was an increase in the proportion of tourism day trippers within NI travelling by car (from 76% in 2012 to 79% in 2013). The proportion using a regular bus/coach decreased from 10% to 6% and the proportion using a train increased from 4% to 5% (Table 10).

Table 10: Transport used on estimated tourism day trips in NI, 2011-2013

	2011		2012		2013	
	%	Rank	%	Rank	%	Rank
Car (own/friend's/firm's)	86	1	76	1	79	1
Regular bus/coach	7	2	10	2	6	2
Train	3	3	4	3	5	3
Other	4		10		10	
Total	100		100		100	

Note: Estimates based on a sample size of 30 or less appear shaded as

Notes to Readers

Definitions/Data sources of Domestic Tourism Statistics in Northern Ireland

An **overnight trip** includes any trip away from home for at least one night in the UK or Republic of Ireland.

Great Britain includes England, Scotland and Wales. For the purpose of this chapter, trips to the Channel Islands and the Isle of Man have been grouped with Great Britain due to the small number of trips to the Channel Islands and Isle of Man.

A **leisure day trip** is an outing or trip, not for business, made on the same day from home with no time or distance restriction.

A **tourism day trip** is a leisure day trip taken outside the respondent's usual environment where they are away from home for more than 3 hours.

Trip expenditure

Trip expenditure is the total spent on package travel, accommodation, travel costs, services, food & drink, entertainment and other shopping during or for use on the trip.

Source

The information presented in this chapter was collected through the Continuous Household Survey. Further information on the survey methodology is available from www.csu.nisra.gov.uk

Data revisions

Tourism estimates are produced to provide timely data to the tourism industry and Government policy makers. The estimates may be subject to revision due to improvements to the survey/analysis methodology or the inclusion of data returned after the publication date. The figures in this chapter are the most up-to-date available at the time of publication. Details on revisions policy can be found at [Tourism Statistics Branch Revisions Policy](#)

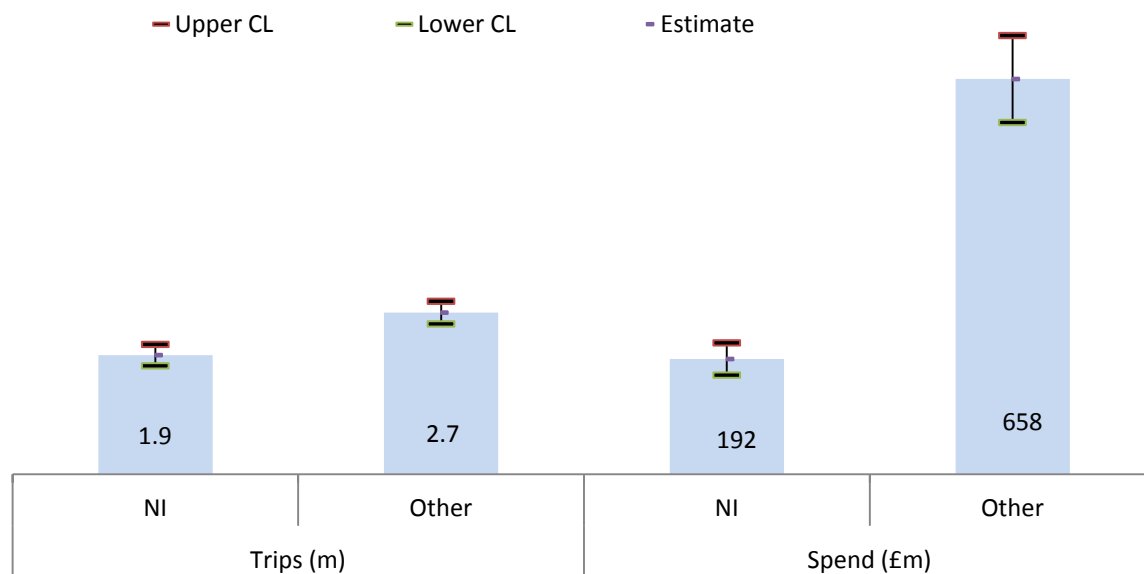
Sampling Variability

The Continuous Household Survey is a sample survey and estimates obtained from it are subject to sampling variability. Table 5.12 details the confidence intervals for the estimates within NI and other countries

Table 11: Confidence intervals around trip estimates and change, January-December 2011-2013

Country	2011 estimate		2012 estimate		2013 estimate		Change 2012-2013	
	Trips	Expenditure	Trips	Expenditure	Trips	Expenditure	Trips	Expenditure
Northern Ireland	+/-14	+/-16	+/-14%	+/-20%	+/-9%	+/-14%	+/-34%	+/-89%
Other	+/-10	+/-19	+/-10%	+/-15%	+/-7%	+/-11%	+/-21%	+/-25%

Figure 12: Confidence Intervals for Trip estimates, January – December 2013



Rounding

Figures in the tables have been rounded to the nearest thousand or million and may not add to the figure shown as the total. Year on year percentage change is based on unrounded figures.

Methodology

Data on overnight and day trips taken by NI residents are collected through the Continuous Household Survey. Further information on the survey methodology is available from the Northern Ireland Statistics & Research Agency, Central Survey Unit. Further information on the survey methodology is available from www.csu.nisra.gov.uk

Weighting and grossing

In order to estimate the value and volume of overnight and day trips taken by NI residents, it is necessary to gross the findings from the survey to the NI population.

The respondent data is weighted to the NI population by age group and sex on a monthly basis. This is carried out especially for the tourism estimates as the host Continuous Household Survey is not weighted. The monthly weighting means that the weights sum across the sex by age group categories to the adult population of NI for each month.

The age groups used are 16-24, 25-34, 35-44, 45-54, 55-64, 65-74 and 75+. Due to small cell sizes within the youngest age groups, the males and females are merged to form one weighting cell in the 16-24 age group, resulting in 13 weighting cells each month.

Respondents are asked to report any overnight trip from which they have returned in the last four weeks. As the data are weighted to monthly population totals, this will bias down the total number of trips taken. To compensate for this, the individual trip counts are multiplied by a factor of $365/(12*4*7) = 1.08$

Information for 2011 is weighted against the NI population data from the 2011 Census. Information for 2012 and 2013 is weighted against the 2012 mid-year population estimates¹ which incorporate the 2011 census results and components of population change². The information for 2011 and 2012 has been amended since the Northern Ireland Domestic Tourism 2012 publication, which weighted 2011 and 2012 data against the 2011 mid-year population estimates. Expenditure figures for 2011 have changed by up to 1% and up to 3% for 2012 data.

Dealing with missing expenditure

Total expenditure is requested from all respondents and for those taking trips in NI, the expenditure is collected within categories e.g. accommodation, travel, food & drink. In cases where expenditure is missing, coded 0 when there should be a cost (e.g. stayed in commercial accommodation) or unknown, a mean value is calculated and applied to the missing cases. Where available, a mean value is calculated within expenditure categories. The mean is calculated within the following strata: month of trip and destination country.

Analysing and reporting expenditure

Total expenditure is collected for the respondent's travelling party (trip expenditure). For analysis, expenditure per adult within the travelling party is used, except in the cases of large parties of children e.g. school trips, where expenditure per person is used. In the 2010/11 survey year, the number of children on day trips was not recorded. The expenditure for January-March 2011 trips which was collected through the 2010/11 survey is therefore expenditure per person.

There was a six month period during the 2012/13 survey year which data for leisure day trips was limited in detail. Leisure day trip data from 2011 was used when required to provide estimates of day trip expenditure for trips in 2012 which were missing expenditure information.

Precision of estimates

The Continuous Household Survey is a multi-stage sample where all members of a household over the age of 16 are interviewed and estimates obtained from it are subject to sampling variability. The standard error and 95% confidence intervals for the estimates of trips within NI and other countries are presented in each statistical bulletin.

¹ <http://www.nisra.gov.uk/demography/default.asp17.htm>

² The 2012 components of population change give details of natural change, migration flows and other changes in population between mid-2011 and mid-2012. Natural change is the number of births from mid-2011 until mid-2012 minus the number of deaths over the same period. Migration can be split based on origin/destination into flows to/from Great Britain, and the rest of the world. Other changes principally include changes in the number of armed forces stationed in Northern Ireland.

Further Information

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