

DOMESTIC TOURISM ESTIMATES NORTHERN IRELAND 2011

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This report provides a summary of the data collected through the Tourism module of the Continuous Household Survey. The figures relate to estimates of domestic trips taken during January – December 2011.

- During 2011, an estimated 1.9 million overnight trips were taken by NI residents within NI.
- NI residents spent an estimated total of 4.8 million nights on overnight trips within NI during the year.
- The estimated expenditure of the domestic overnight trips was £171m during 2011.
- During 2011, NI residents took an estimated 6.4 million leisure day trips within NI, spending an estimated £133m.

Contents

1 Introduction Page 5	5 Holiday trips within NI Page 9
2 Executive Summary Page 5	6 Day trips Page 10
3 Trip destination and purpose Page 6	7 Definitions Page 11
4 Trips within NI Page 7	8 Further information Page 11

Introduction

1

This publication provides a summary of the trips taken by NI residents within the UK and Republic of Ireland in 2011. The information is collected through the Continuous Household Survey and is not seasonally adjusted.

Figures contained in this report are estimates based on a sample of NI residents.

The survey and analysis methodology can be viewed at:

<http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-domestic-tourism.htm>

2

Estimated number of overnight trips taken by NI residents

During 2011, 1.9 million overnight trips were taken by NI residents within NI, 1.3 million trips in the Republic of Ireland and 1.2 million trips in Great Britain, Isle of Man or Channel Islands¹.

Length of stay

NI residents spent an estimated 4.8 million nights in NI, 3.7 million nights in RoI and 3.9 million nights in GB.

Estimated expenditure

NI residents spent an estimated £171 million during their overnight stays in NI, £233 million in RoI and £377 million in GB.

Day trips²

NI residents took an estimated 6.4 million leisure day trips within NI during 2011. Of those, 2.3 million were tourism day trips.

NI residents spent an estimated £133m during leisure day trips within NI in 2011. Of which, £55m was during tourism day trips.

Executive Summary

¹ Due to the small number of trips to Isle of Man and Channel Islands, they have been grouped with trips Great Britain for the purpose of this publication.

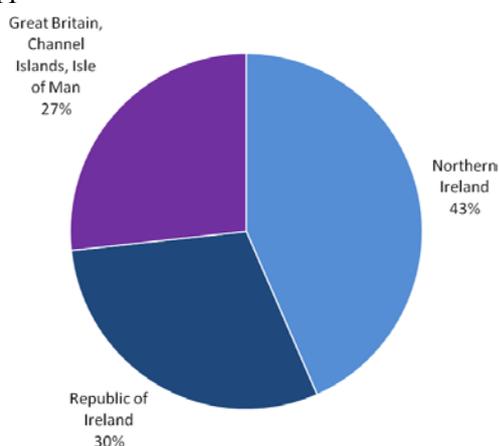
² Day trip definitions provided in section 7 of this report.

Overnight trip destination and purpose

3

During 2011, 43% of overnight trips taken by NI residents within the UK and Ireland were in NI, 30% were in RoI and 27% in Great Britain, Channel Islands and Isle of Man. (Chart 1)

Chart 1: Overnight trips taken by NI residents within the UK and Ireland by destination country 2011



Trips within NI accounted for 39% of all nights, and 22% of all spend on trips within the UK and Ireland during 2011. (Table 1)

Table 1: Estimated overnight trips taken by NI residents within NI, RoI, GB, CI and IoM, 2011

Reason for visit	Northern Ireland	Republic of Ireland	Great Britain, CI, IOM
Trips (million)	1.9 (43%)	1.3 (30%)	1.2 (27%)
Nights (million)	4.8 (39%)	3.7 (30%)	3.9 (31%)
Spend (£m)	171 (22%)	233 (30%)	377 (48%)
Average length of trip (nights)	2.5	2.8	3.3
Average spend per trip	£90	£180	£325
Average spend per night	£35	£65	£95

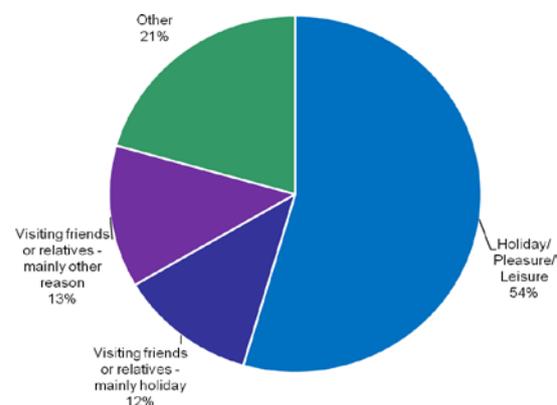
Note: Average spend figures rounded to nearest £5

The average duration of overnight trips within NI was 2.5 nights during 2011 with an average spend per trip of £90 and average spend per night of £35.

The average duration of overnight trips in the Republic of Ireland was 2.8 nights during 2011, with an average spend per trip of £180 and average spend per night of £65.

The average duration of overnight trips in Great Britain, Channel Islands and Isle of Man was 3.3 nights during 2011, with an average spend per trip of £325 and average spend per night of £95.

Chart 2: Purpose of overnight trip within UK and Ireland 2011



During 2011, 54% of overnight trips taken by NI residents with the UK and Ireland were holiday/pleasure/leisure trips, 12% were to visit friends and relatives (mainly holiday), 13% to visit friends and relatives (mainly other reasons) and 21% were for other purposes. (Chart 2)

Overnight trips within NI

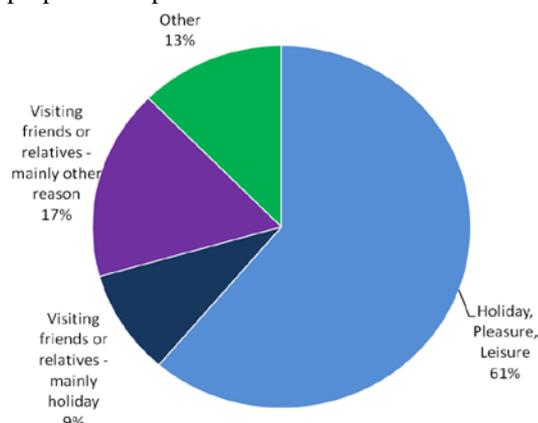
4

During 2011, 61% of trips taken by NI residents within NI were holiday/pleasure/leisure trips, 9% were to visit friends or relatives (mainly holiday), 17% were to visit friends or relatives (mainly other reasons) and 13% for other reasons. (Chart 3)

Seventy – two percent of all overnights in NI and 69% of spend were on holiday/pleasure/leisure trips. (Table 2)

Twenty-six percent of all overnights in NI and 16% of spend were on visits to friends/relatives.

Chart 3: Overnight trips taken by NI residents by purpose of trip 2011



Holiday/pleasure/leisure trips within NI had the longest average duration (3.0 nights), while trips for other purposes had the highest spend per trip (£105) and spend per night (£65).

Table 2: Estimated overnight trips taken by NI residents within NI by purpose of trip 2011

	Holiday/pleasure/leisure	Visiting friends or relatives – mainly holiday	Visiting friends or relatives – mainly other reason	Other	Total
Total trips ('000s)	1,162 (61%)	178 (9%)	322 (17%)	236 (13%)	1,897 (100%)
Total nights ('000s)	3,483 (72%)	426 (9%)	538 (11%)	377 (8%)	4,823 (100%)
Total spend (£m)	118 (69%)	12 (7%)	16 (9%)	25 (14%)	171 (100%)
Average length of stay (nights)	3.0	2.4	1.7	1.6	2.5
Average spend per trip	£100	£70	£50	£105	£90
Average spend per night	£35	£30	£30	£65	£35

Note: Average spend figures rounded to nearest £5

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

	January – March	April – June	July - September	October – December	Total
Total trips (000's)	268	492	702	436	1,897
Total nights (million)	420	1,068	2,579	756	4,823
Total spend (£m)	21	36	72	42	171
Average length of stay	1.6 nights	2.2 nights	3.7 nights	1.7 nights	2.5 nights
Average spend per trip	£80	£75	£100	£95	£90
Average spend per night	£50	£35	£30	£55	£35

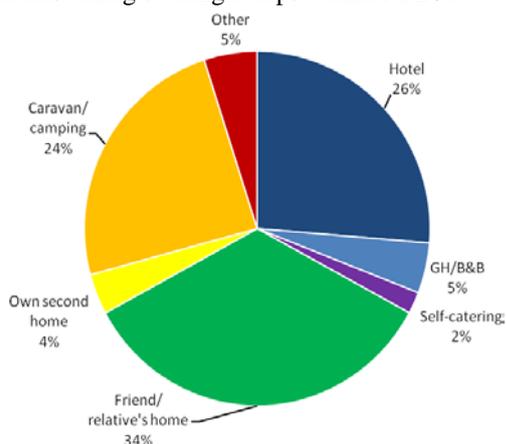
Note: Average spend figures rounded to nearest £5

During 2011, 37% of overnight trips within NI were taken during July-September 2011. Fifty-three percent of overnights and 42% of spend on overnight trips occurred during the July-September period. (Table 3)

Type of accommodation

During 2011, 34% of NI residents stayed in friend's/relative's homes during overnight trips within NI, 26% stayed in hotels and 24% in caravan/camping accommodation. (Chart 4)

Chart 4: Type of accommodation used by NI residents taking overnight trips within NI 2011



During 2011, 85% NI residents on overnight trips in NI used a car to travel to their destination, 5% used a train and 4% used a regular bus/coach. (Table 4)

Table 4: Mode of transport used by NI residents taking overnight trips within NI 2011

Type of transport used	Proportion of trips
Own car	85%
Train	5%
Regular bus/coach	4%
Other	6%
Total	100%

Type of transport used

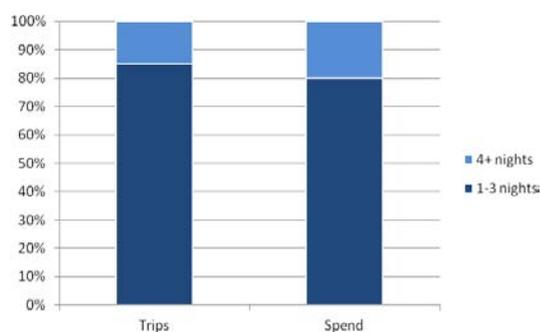
Holiday/pleasure/leisure overnight trips

5

Duration of trips

Eighty-five percent of all holiday/pleasure/leisure overnight trips taken by NI residents within NI were between 1 and 3 days in duration. Trips between 1 and 3 days accounted for 80% of the holiday/pleasure/leisure spend (chart 5).

Chart 5: Duration of holiday trips taken by NI residents within NI 2011



Reason for holiday in NI

The main reasons given by NI residents for taking holiday/pleasure/leisure trips within NI was to relax and get away from things (43%) and to spend time with family and loved ones (31%). (Table 5)

Table 5: Main reason for holidaying in NI 2011

Main reason for holidaying in NI	Proportion of trips
To relax and get away from things	43%
To spend time with family and loved ones	31%
To explore NI's sights and it's culture	6%
To go on an organised holiday with friends or a group of likeminded people	5%
I wanted an outdoor holiday where I can be physically active	4%
Other	11%
Total	100%

Holiday activities

During 2011, 33% of NI residents taking a holiday trip within NI participated in walking/rambling and 29% visited beaches/coastlines. (Table 6)

Table 6: Top 5 holiday activities in NI 2011

Holiday activities	Proportion of trips ¹
Walking/rambling with use of map/guide	33%
Beaches/coastlines	29%
Shopping	23%
Going to pub/restaurant/nightclub	20%
Country/forest parks	13%

¹ Respondents may select more than one activity.

Day Trips

6

During 2011, NI residents took an estimated 6.4 million leisure day trips within NI, spending an estimated total of £133 million. The average spend per leisure day trip within NI was £20. (Table 7)

During the same period, NI residents took an estimated 270,000 leisure day trips to the RoI, spending an estimated £7 million. The average spend per leisure day trip to the RoI was £25.

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

	Northern Ireland	Republic of Ireland
Total leisure day trips (000s)	6,399	270
Total leisure day trip spend (£m)	133	7
Average spend per leisure day trip	£20	£25

Note: Average spend figures rounded to nearest £5

Of the 6.4 million leisure trips within NI, 2.3 million were tourism day trips, which accounted for £55 million of the total day trip expenditure within NI. (Table 8)

Of the 270,000 leisure trips to the RoI, 165,000 were tourism day trips, which accounted for £4 million of the total day trip expenditure within RoI.

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

	Northern Ireland	Republic of Ireland
Total tourism day trips (000s)	2,253	165
Total tourism day trip spend (£m)	55	4
Average spend per tourism day trip (£)	£25	£25

Note: Average spend figures rounded to nearest £5

The average spend per tourism day trip within NI or the ROI was £25.

During 2011, 17% of all tourism day trips taken by NI residents in NI or RoI were for the purpose of shopping, 14% to eat/drink out and 13% to visit friends or relatives. (Table 9)

Table 9: Top 5 main activities of tourism day trips 2011

Purpose of tourism day trip	Proportion of trips
Shopping for leisure	17%
To eat/drink out	14%
Visiting friends or relatives	13%
Walk, hill-walk, rambling	8%
For entertainment	6%

Eighty-one percent of tourism day trips taken in 2011 used a car to get to their destination, 5% used a bus or walked and 3% used a train. (Table 10)

Table 10: Transport used on tourism day trips 2011

	Percentage of all trips taken
Car (own, friends, company)	81%
Bus	5%
Walked	5%
Train	3%
Other	6%
Total	100%

The average duration of a tourism day trip in 2011 was 5 hours and the average distance travelled was 40 miles.

Definitions

7

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 bulletin, trips to the Channel Islands and the Isle of Man have been grouped with GB.

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.

Purpose of trip

'Other' overnight trips include those attending conferences, exhibitions/trade shows, school trip/education, to do paid work/business, shopping, attending sporting events, and with common interest groups.

Trip expenditure

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

Source

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

8

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Further information on the analysis methodology may be viewed at: <http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-domestic-tourism/stats-domestic-methodology.htm>

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Further Information