Department of Enterprise, Trade and Investment
www.detini.gov.uk

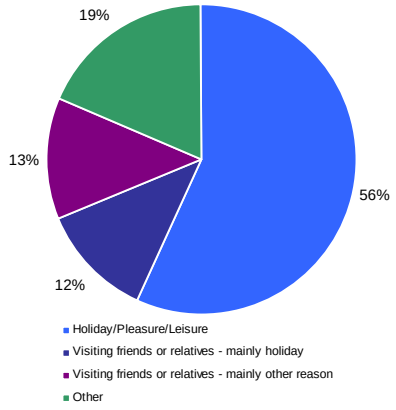
Statistics Bulletin

10 November 2011

Coverage
Northern Ireland, unless otherwise stated.

Theme
Tourism Statistics

Chart 1: Overnight trips taken by NI residents (within NI, RoI, GB, CI or IoM) by purpose of trip January-August 2011



Issued by:
Tourism Statistics Branch, DETI
Tel: 028 90529503
Email: tourismstatistics@detini.gov.uk

Enquiries by the media should be directed to:
Press Office, DETI
Tel: 028 90529604
Email: pressoffice@detini.gov.uk
www.statistics.detini.gov.uk

Next publication date: 15th December 2011

Overnight and day trips taken by Northern Ireland (NI) residents January-August 2011

Overnight Trips

During January-August 2011, NI residents took an estimated 1.3 million overnight trips within NI, 1 million in the Republic of Ireland (RoI) and 0.9 million in Great Britain (GB)/Channel Islands (CI)/Isle of Man (IoM).

During those trips, a total of 3.5 million nights were spent in NI, 2.7 million nights in RoI and 2.9 million nights in GB/CI/IoM.

A total of £93 million was spent by NI residents in NI, £157 million in RoI and £254 million in GB/CI/IoM during the period.

Trips to GB/CI/IoM had the longest average duration, highest average spend per trip and highest average spend per night.

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

	Northern Ireland	Republic of Ireland	Great Britain/ Channel Islands/ IoM
Total trips (million)	1.3	1.0	0.9
Total nights (million)	3.5	2.7	2.9
Total spend (£m)	93	157	254
Average length of stay (nights)	2.6	2.7	3.2
Average spend per trip	£70	£160	£285
Average spend per night	£25	£60	£90

Note: Average spend figures rounded to nearest £5.

Northern Ireland Statistics & Research Agency

NI residents taking overnight trips within NI

During January – August 2011, 65% of trips within NI were for holiday/pleasure/leisure purposes, 10% were for visiting friends or relatives (mainly holiday) and 16% visiting friends or relatives (mainly other reasons).

Those on holiday/pleasure/leisure trips accounted for 76% of nights and 69% of spend by NI residents on overnight trips within NI.

Those on holiday/pleasure/leisure trips had the highest average length of trip (3.0 nights) while those on trips for other purposes had the highest average spend per trip (£100) and the highest average spend per night (£60).

Table 2: Estimated overnight trips taken by NI residents within NI by purpose, January-August 2011

	Holiday/ pleasure/ leisure	Visiting friends or relatives – mainly holiday	Visiting friends or relatives – mainly other reason	Other	Total
Total trips ('000s)	870 (65%)	133 (10%)	215 (16%)	120 (9%)	**1,338 (100%)**
Total nights ('000s)	2,631 (76%)	286 (8%)	362 (10%)	196 (6%)	**3,475 (100%)**
Total spend (£m)	65 (69%)	8 (9%)	8 (9%)	12 (13%)	**93 (100%)**
Average length of stay (nights)	3.0	2.1	1.7	1.6	**2.6**
Average spend per trip	£75	£65	£40	£100	**£70**
Average spend per night	£25	£30	£25	£60	**£25**

Day trips

Table 3 shows that during January to August 2011, NI residents took an estimated 4.2 million leisure day trips within NI, spending an estimated total of £62.5 million.

Of those leisure trips, 1.6 million were tourism day trips, which accounted for £27.8 million of the total day trip expenditure.

During the same period, NI residents took an estimated 208,000 day trips to the RoI, spending an estimated £4.2 million. Of those leisure trips, 142,000 were tourism day trips, which accounted for £2.9 million of the total day trip expenditure.

Table 3: Estimated day trips taken by NI residents within NI and RoI, January-August 2011

	Northern Ireland	Republic of Ireland
Total leisure day trips ('000s)	4,200	208
Total leisure day trip spend (£m)	62.5	4.2
Average spend per leisure day trip	£15	£20
Total tourism day trips ('000s)	1,645	142
Total tourism day trip spend (£m)	27.8	2.9
Average spend per tourism day trip	£15	£20

Background

Information on overnight and day trips is collected through the Continuous Household Survey. Further information on survey methodology is available from www.csu.nisra.gov.uk

An overnight trip includes any trip away from home for at least one night in the UK or Republic of Ireland. For the purposes of this bulletin, trips to the Channel Islands and the Isle of Man have been grouped with GB.

'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.

A leisure day trip is an outing or trip, not for business purposes, made on the same day from home or from any place the respondent was staying when away 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/starting location for more than 3 hours.

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

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 document are the most up-to-date available at the time of publication.