

28 July 2011

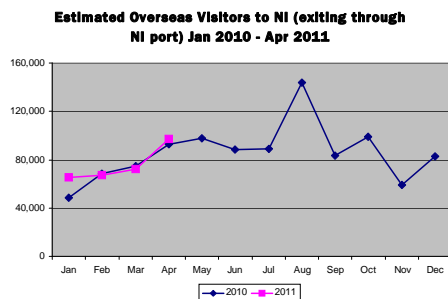
Coverage

Northern Ireland, unless otherwise stated.

Please note that the figures presented in this document relate to overseas visitors exiting through a Northern Ireland air/sea port. Overseas visitors, who stay at least one night in Northern Ireland, exiting through a port in the Republic of Ireland are not included.

Theme

Tourism Statistics



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Overseas visitors to Northern Ireland (NI) January-April 2011

During January-April 2011, an estimated 302,000 overseas visitors stayed at least one night in NI, an increase of 6% from the same period in 2010.

Table 1: Estimated overseas visitors to NI by country of residence - January - April, 2010 and 2011

Country of residence	Visitors (000s)	
	2010	2011
Great Britain	249 (87%)	259 (86%)
Other European	15 (5%)	24 (8%)
North America	9 (3%)	9 (3%)
Other overseas	12 (4%)	10 (3%)
Total	285	302

The proportion of visitors visiting friends and relatives in NI, increased by 3 percentage points, representing 61% of all visitors in January-April 2011. The proportion of visitors on holiday in NI, decreased by 2 percentage points from 2010.

Table 2: Estimated overseas visitors to NI by reason for visit - January - April, 2010 and 2011

Reason for visit	Visitors (000s)	
	2010	2011
Visiting friends/ relatives	164 (58%)	184 (61%)
Holiday/short break/leisure/recreation	49 (17%)	44 (15%)
Business	50 (18%)	63 (21%)
Other	11 (4%)	8 (3%)
Total	285	302

Note: Columns do not add to total as total figures include visitors for whom reason for visit is unknown.

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Background

Information on **overseas visitors** to NI is collected through the Northern Ireland Passenger Survey (NIPS). The survey methodology may be viewed at:

<http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-overseas-visitors/stats-nips-methodology.htm>

Overseas visitors include anyone reporting their country of residence as outside Northern Ireland or Republic of Ireland. The estimates published in this report refer to those overseas visitors who stayed at least one night in Northern Ireland and exited Northern Ireland via one of the air or sea ports.

Events affecting travel

During April 2010, UK and Irish airspace was closed at times due to the ash cloud created by the

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Eyjafjallajökull volcano in Iceland. This had an affect on the number of flights arriving and departing from NI and the number of ferry passengers during this period.

Sampling variability

The NIPS is a sample survey and estimates obtained from it are subject to sampling variability. Table 3 details the confidence intervals of the visitor estimates by country of residence for January – April 2011.

Table 3: Country of residence and confidence intervals for visitor estimates January – April 2011

Country of Residence	95% Confidence Interval
Great Britain	+/- 12%
Other European	+/- 18%
North America	+/- 28%
Other overseas	+/- 15%