

7th June 2012

Coverage

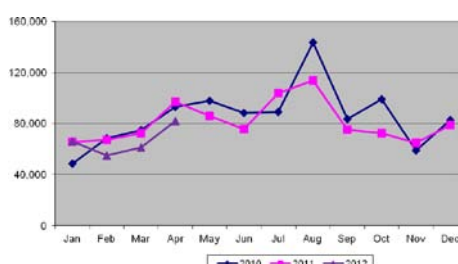
Northern Ireland, unless otherwise stated.

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

Chart 1: Estimated overseas visitors to NI (exiting through a NI port) January 2010 - April 2012



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Provisional results from the Northern Ireland (NI) Passenger Survey January-April 2012

During January-April 2012, an estimated 264,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 13% compared with the same period in 2011 (table 1).

Table 1: Estimated overseas visitors to NI (exiting through a NI port) by country of residence, January-April 2011, 2012

Country of residence	Visitors (000s)		
	2011	2012	% change
Great Britain	259	221	-15%
Other European	24	21	-12%
North America	10	11	10%
Other overseas	10	11	14%
Total	302	264	-13%

Note: Percentage change based on unrounded figures.

The estimated number of visitors visiting friends/relatives decreased by 14% while the number on holiday in NI increased by 2% in January-April 2012 compared with the same period in 2011 (table 2).

Table 2: Estimated overseas visitors to NI (exiting through a NI port) by reason for visit, January-April 2011, 2012

Reason for visit	Visitors (000s)		
	2011	2012	% change
Visiting friends/relatives	186	160	-14%
Holiday/short break/leisure/recreation	45	46	2%
Business	64	52	-17%
Other	8	6	-28%
Total	302	264	-13%

Note: Percentage change based on unrounded figures.

TOURISM STATISTICS

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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.

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 2012.

Table 3: Country of residence and confidence intervals for visitor estimates January – April 2012

Country of Residence	95% Confidence Interval
Great Britain	+/- 12%
Other European	+/- 22%
North America	+/- 22%
Other overseas	+/- 27%

Data during the earlier parts of the year are more likely to exhibit larger variations due to smaller counts for each of the cells and the impact of unusual events.

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.