

30 September 2011

Coverage

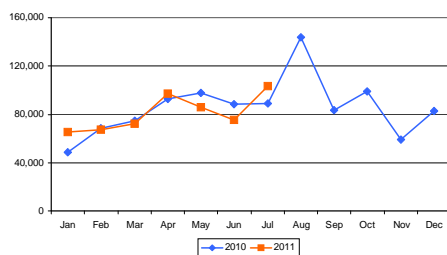
Northern Ireland, unless otherwise stated.

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

Chart 1: Estimated overseas visitors to NI (exiting through a NI port) January 2010 - July 2011



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

During January-July 2011, an estimated 567,000 overseas visitors stayed at least one night in NI, an increase of 1% from the same period in 2010.

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

Country of residence	Visitors (000s)	
	2010	2011
Great Britain	468 (84%)	477 (84%)
Other European	37 (7%)	42 (7%)
North America	26 (5%)	25 (4%)
Other overseas	29 (5%)	23 (4%)
Total	560	567

The estimated number of visitors visiting friends and relatives in NI, increased by 5 percent compared to the same period in 2010, representing 56% of all visitors during January-July 2011. The estimated number of visitors on holiday in NI increased by 3 percent compared to the same period in 2010.

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

Reason for visit	Visitors (000s)	
	2010	2011
Visiting friends/ relatives	302 (54%)	318 (56%)
Holiday/short break/leisure/recreation	116 (21%)	120 (21%)
Business	105 (19%)	105 (19%)
Other	19 (3%)	21 (4%)
Unknown	18 (3%)	4 (1%)
Total	560	567

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.

Events affecting travel

During April and May 2010, UK and Irish airspace was closed at times due to the ash cloud created by the 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 – July 2011.

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

Country of Residence	95% Confidence Interval
Great Britain	+/- 9%
Other European	+/- 12%
North America	+/- 15%
Other overseas	+/- 15%

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.