

6th September 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 - July 2012



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

During January-July 2012, an estimated 527,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 7% 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-July 2011, 2012

| Country of residence | Visitors (000s) | | |
|----------------------|-----------------|------------|------------|
| | 2011 | 2012 | % change |
| Great Britain | 477 | 437 | -8% |
| Other European | 42 | 39 | -8% |
| North America | 26 | 26 | - |
| Other overseas | 22 | 26 | +14% |
| Total | 568 | 527 | -7% |

Note: Percentage change based on unrounded figures.

The estimated number of visitors visiting friends/relatives decreased by 8%, and the number on holiday in NI decreased by 11% in January-July 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-July 2011, 2012

| Reason for visit | Visitors (000s) | | |
|--|-----------------|------------|------------|
| | 2011 | 2012 | % change |
| Visiting friends/relatives | 320 | 295 | -8% |
| Holiday/short break/leisure/recreation | 121 | 107 | -11% |
| Business | 106 | 111 | +5% |
| Other | 21 | 15 | -30% |
| Total | 568 | 527 | -7% |

Note: Percentage change based on unrounded figures.

TOURISM STATISTICS

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.

STATISTICS BULLETIN

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

| Country of Residence | 95% Confidence Interval |
|-----------------------------|--------------------------------|
| Great Britain | +/- 9% |
| Other European | +/- 15% |
| North America | +/- 15% |
| Other overseas | +/- 16% |

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.