

9th August 2012

Coverage

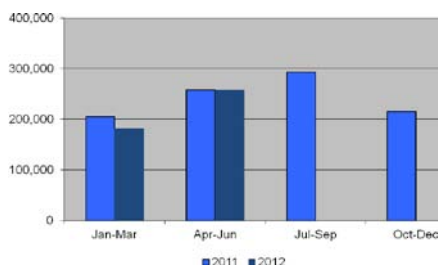
Northern Ireland, unless otherwise stated.

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 2011 - June 2012



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Next publication date: 6th September 2012

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

During January-June 2012, an estimated 440,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 5% 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-June 2011, 2012

Country of residence	Visitors (000s)		
	2011	2012	% change
Great Britain	392	365	-7%
Other European	36	33	-6%
North America	20	21	+6%
Other overseas	16	21	+26%
Total	464	440	-5%

Note: Percentage change based on unrounded figures.

The estimated number of visitors visiting friends/relatives decreased by 8%, as did the number on holiday in NI (-1%) in January-June 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-June 2011, 2012

Reason for visit	Visitors (000s)		
	2011	2012	% change
Visiting friends/relatives	267	245	-8%
Holiday/short break/leisure/recreation	89	88	-1%
Business	93	96	+3%
Other	16	11	-31%
Total	464	440	-5%

Note: Percentage change based on unrounded figures.

TOURISM STATISTICS

During January-June 2012, an estimated 440,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 5% compared with the same period in 2011. These visitors stayed an estimated 2,347,000 nights also showing a decrease of 5% compared to January-June 2011 (table 3).

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An estimated £103 million was spent by overseas visitors who stayed at least one night in NI and exited through a NI port, a decrease of 16% when compared with the same period in 2011 (table 3).

Table 3: Estimated overseas visitors to NI (exiting through a NI port) by country of residence, January-June 2011, 2012

Country of residence	Nights (000s)			Expenditure (£m)		
	2011	2012	% change	2011	2012	% change
Great Britain	1,797	1,631	-9%	86	75	-12%
Other European	272	221	-19%	12	8	-30%
North America	170	205	+20%	9	10	+16%
Other overseas	224	289	+29%	16	9	-43%
Total	2,464	2,347	-5%	123	103	-16%

Note: Percentage change based on unrounded figures.

Table 4: Estimated overseas visitors to NI (exiting through a NI port) by reason for visit, January-June 2011, 2012

Reason for visit	Nights (000s)			Expenditure (£m)		
	2011	2012	% change	2011	2012	% change
Visiting friends/relatives	1,529	1,429	-7%	55	41	-26%
Holiday/short break/leisure/recreation	347	340	-2%	26	21	-19%
Business	428	385	-10%	35	36	+2%
Other	161	193	+20%	7	6	-10%
Total	2,464	2,347	-5%	123	103	-16%

Note: Percentage change based on unrounded figures.

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 and expenditure estimates by country of residence.

Table 5: Country of residence and confidence intervals for visitor estimates January – June 2012

Country of Residence	95% Confidence Interval	
	Visitors	Expenditure
Great Britain	+/- 9%	+/- 14%
Other European	+/- 16%	+/- 33%
North America	+/- 15%	+/- 45%
Other overseas	+/- 18%	+/- 42%

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.