

2 June 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. Historically these visitors account for approximately 30% of overseas visitors to Northern Ireland. A separate bulletin will be published reporting total overseas visitors to Northern Ireland once the data on visitors who exit via a Republic of Ireland port become available.

Theme

Tourism Statistics

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

During January-March 2011, an estimated 205,000 overseas visitors stayed at least one night in NI, an increase of 7% from the same period in 2010.

The estimated expenditure of the overseas visitors during the period in 2011 was £48m, an increase of 14% from the same period in 2010.

**Table 1: Estimated overseas visitors to NI by country of residence
Jan-Mar, 2010 and 2011**

Country of residence	Visitors (000s)		Expenditure (£m)	
	2010	2011	2010	2011
Great Britain	165 (86%)	175 (85%)	31 (73%)	32 (67%)
Other European	11 (6%)	18 (9%)	3 (7%)	6 (12%)
North America	7 (3%)	6 (3%)	3 (8%)	3 (7%)
Other overseas	9 (5%)	7 (3%)	5 (11%)	7 (13%)
Total	192	205	42	48

The proportion of visitors visiting friends and relatives in NI, increased by 6 percentage points, representing 61% of all visitors in Jan-Mar 2011. The proportion of visitors on holiday in NI, decreased by 3 percentage points from 2010.

**Table 2: Estimated overseas visitors to NI by reason for visit
Jan-Mar, 2010 and 2011**

Reason for visit	Visitors (000s)		Expenditure (£m)	
	2010	2011	2010	2011
Visiting friends/relatives	105 (55%)	125 (61%)	19 (45%)	26 (53%)
Holiday/short break/leisure/recreation	30 (16%)	27 (13%)	6 (15%)	6 (13%)
Business	41 (22%)	46 (22%)	14 (34%)	13 (28%)
Other	8 (4%)	6 (3%)	3 (6%)	2 (5%)
Total	192	205	42	48

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

TOURISM STATISTICS

STATISTICS BULLETIN

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 – March 2011.

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

Country of Residence	95% Confidence Interval
Great Britain	+/- 12%
Other European	+/- 21%
North America	+/- 35%
Other overseas	+/- 19%