

31st May 2012

### Coverage

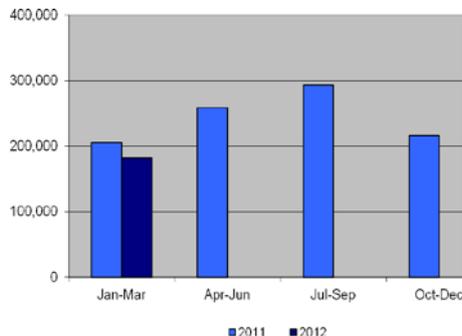
Northern Ireland, unless otherwise stated.

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 - March 2012**



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## Summary of results from the Northern Ireland (NI) Passenger Survey January-March 2012

During January-March 2012, an estimated 182,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 11% from the same period in 2011. While the estimated number of visitors from Great Britain decreased by 13%, the number of visitors from North America increased by 11% during the period (table 1).

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

Country of residence	Visitors (000s)		
	2011	2012	% change
Great Britain	175	151	-13%
Other European	18	17	-5%
North America	7	7	11%
Other overseas	6	7	5%
<b>Total</b>	<b>205</b>	<b>182</b>	<b>-11%</b>

The estimated number of visitors visiting friends/relatives decreased by 12% and the number on holiday in NI decreased by 7% in January-March 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-March 2011, 2012**

Reason for visit	Visitors (000s)		
	2011	2012	% change
Visiting friends/relatives	126	111	-12%
Holiday/short break/leisure/recreation	27	25	-7%
Business	46	41	-11%
Other	6	4	-29%
<b>Total</b>	<b>205</b>	<b>182</b>	<b>-11%</b>

Note: % change based on unrounded data

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During January-March 2012, overseas visitors (exiting through a NI port) spent an estimated 1,049,000 nights in NI, a decrease of 11% compared with the same period in 2011 (table 3)

During the same period, visitors spent an estimated £46m, a decrease of 17% compared with the same period in 2011.

Visitors from GB accounted for 72% of total nights and 75% of total expenditure in NI during January-March 2012.

During January-March 2012, those visitors in NI to visit friends/relatives accounted for 67% of total nights and 50% of total expenditure in NI during January-March 2012 (table 4).

**Table 3: Estimated overseas visitor nights and expenditure in NI (exiting through a NI port) by country of residence, January-March 2011, 2012**

Country of residence	Nights (000s)			Expenditure (£m)		
	2011	2012	% change	2011	2012	% change
Great Britain	861	759	-13%	38	34	-10%
Other European	135	120	-5%	6	5	-23%
North America	69	74	11%	3	3	-2%
Other overseas	118	96	5%	8	4	-50%
<b>Total</b>	<b>1,183</b>	<b>1,049</b>	<b>-11%</b>	<b>55</b>	<b>46</b>	<b>-17%</b>

Note: % change based on unrounded data

**Table 4: Estimated overseas visitor nights and expenditure in NI (exiting through a NI port) by reason for visit, January-March 2011, 2012**

Reason for visit	Nights (000s)			Expenditure (£m)		
	2011	2012	% change	2011	2012	% change
Visiting friends/relatives	766	704	-8%	26	23	-12%
Holiday/short break/leisure/recreation	110	104	-5%	8	7	-12%
Business	225	160	-29%	19	12	-34%
Other	83	80	-3%	2	3	60%
<b>Total</b>	<b>1,183</b>	<b>1,049</b>	<b>-11%</b>	<b>55</b>	<b>46</b>	<b>-17%</b>

Note: % change based on unrounded data

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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 5 details the confidence intervals of the visitor estimates by country of residence for January – March 2012.

**Table 5: Confidence intervals for visitor and expenditure estimates by country of residence January – March 2012**

Country of Residence	95% Confidence Interval	
	Visitors	Expenditure
Great Britain	+/- 11%	+/- 26%
Other European	+/- 26%	+/- 36%
North America	+/- 22%	+/- 47%
Other overseas	+/- 31%	+/- 29%

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.