

29 July 2011

Coverage

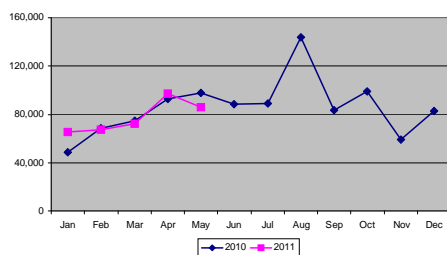
Northern Ireland, unless otherwise stated.

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 - May 2011



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

During January-May 2011, an estimated 388,000 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 - May, 2010 and 2011

Country of residence	Visitors (000s)	
	2010	2011
Great Britain	330 (86%)	333 (86%)
Other European	23 (6%)	29 (8%)
North America	14 (4%)	13 (3%)
Other overseas	16 (4%)	13 (3%)
Total	383	388

The proportion of visitors visiting friends and relatives in NI, increased by 2 percentage points compared to the same period in 2010, representing 58% of all visitors in January-May 2011. The proportion of visitors on holiday in NI decreased by 1 percentage point from 2010.

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

Reason for visit	Visitors (000s)	
	2010	2011
Visiting friends/ relatives	216 (56%)	225 (58%)
Holiday/short break/leisure/recreation	75 (19%)	71 (18%)
Business	67 (17%)	76 (20%)
Other	13 (3%)	13 (3%)
Total	383	388

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

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 – May 2011.

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

Country of Residence	95% Confidence Interval
Great Britain	+/- 9%
Other European	+/- 14%
North America	+/- 18%
Other overseas	+/- 14%