

1 December 2011

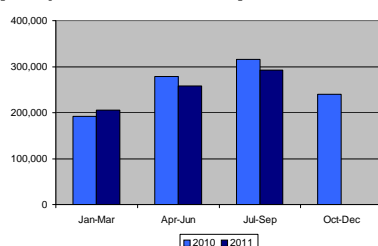
Coverage

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) Jan 2010 – Sept 2011



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

During January-September 2011, an estimated 755,000 overseas visitors stayed at least one night in NI, a decrease of 4% from the same period in 2010.

The estimated expenditure of overseas visitors during the period in 2011 was £197m, an increase of 12% from the same period in 2010.

Table 1: Estimated overseas visitors to NI by country of residence January-September, 2010 and 2011

Country of residence	Visitors (000s)		Expenditure (£m)	
	2010	2011	2010	2011
Great Britain	657 (83%)	631 (84%)	124 (70%)	137 (69%)
Other European	54 (7%)	58 (8%)	16 (9%)	21 (11%)
North America	37 (5%)	33 (4%)	16 (9%)	16 (8%)
Other overseas	39 (5%)	33 (4%)	20 (11%)	23 (12%)
Total	787	755	176	197

The proportion of visitors visiting friends and relatives in NI, increased by 1 percentage point, representing 57% of all visitors in January-September 2011. The proportion of visitors on holiday in NI remained the same as 2010.

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

Reason for visit	Visitors (000s)		Expenditure (£m)	
	2010	2011	2010	2011
Visiting friends/relatives	443 (56%)	428 (57%)	81 (46%)	93 (47%)
Holiday/short break/leisure/recreation	175 (22%)	165 (22%)	41 (24%)	44 (23%)
Business	142 (18%)	134 (18%)	45 (26%)	48 (24%)
Other	27 (3%)	28 (4%)	8 (4%)	12 (6%)
Total	787	755	176	197

Note: Those visitors with unknown reason for visit have been apportioned across the known reasons.

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 and expenditure estimates by country of residence for January – September 2011.

Table 3: Confidence intervals (95%) for visitor and expenditure estimates by country of residence January – September 2011

Country of residence	Visitors	Expenditure
Great Britain	+/- 7%	+/- 8%
Other European	+/- 10%	+/- 17%
North America	+/- 12%	+/- 22%
Other overseas	+/- 10%	+/- 34%