

TOURISM

STATISTICS BULLETIN

8th November 2012

Coverage

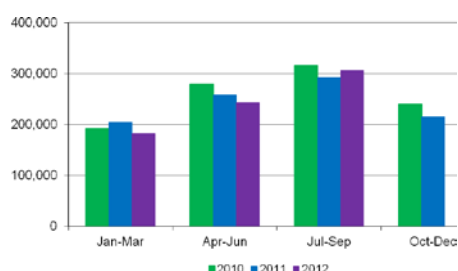
Northern Ireland, unless otherwise stated.

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

Figure 1 Estimated overseas visitors to NI (exiting through a NI port) January 2010 - September 2012



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

During January-September 2012, an estimated 731,000 overseas visitors stayed at least one night in NI and exited through a NI port, a decrease of 3% 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-September 2011, 2012

Country of residence	Thousands		
	Visitors		percentage change
	2011	2012	
Total	757	731	-3
Great Britain	633	605	-4
Other European	58	51	-13
North America	34	39	+16
Other Overseas	32	37	+12

The estimated number of visitors visiting friends/relatives decreased by 5%, and the number on holiday in NI decreased by 3% during January-September 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-September 2011, 2012

Reason for visit	Thousands		
	Visitors		percentage change
	2011	2012	
Total	757	731	-3
Visiting friends/relatives	429	409	-5
Holiday/short break/leisure/recreation	165	160	-3
Business	134	138	+3
Other	28	24	-14

During January-September 2012, overseas visitors (exiting through a NI port) stayed an estimated 4,093,000 nights, a decrease of 2% compared to January-September 2011. During the same period, those visitors spent an estimated £204m, a decrease of 3% from the same period in 2011 (table 3).

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

Thousands

Country of residence	Nights			Expenditure		
	2011	2012	percentage change	2011	2012	percentage change
Total	4,157	4,093	-2	211	204	-3
Great Britain	3,036	2,814	-7	147	145	-1
Other European	451	347	-23	22	15	-30
North America	272	345	+27	16	19	+23
Other Overseas	397	587	+48	26	25	-5

During January-September 2012, the estimated visits, nights and spend by visitors from North America increased while visits, nights and spend by GB visitors decreased (tables 1&3).

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

Thousands

Reason for visit	Nights			Expenditure		
	2011	2012	percentage change	2011	2012	percentage change
Total	4,157	4,093	-2	211	204	-3
Visiting friends/relatives	2,577	2,441	-5	95	87	-8
Holiday/short break/leisure/recreation	705	708	-	47	46	-4
Business	650	592	-9	57	54	-4
Other	225	351	+56	12	17	+46

During January-September 2012, 83% of visitors, 69% of nights and 71% of estimated spend in NI were by visitors from GB. Fifty-six percent of visitors, 60% of nights and 43% of estimated expenditure in NI was by those in NI to visit friends/relatives.

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 and expenditure estimates by country of residence.

Table 5 Confidence intervals for visitor estimates by country of residence January – September 2012

Country of Residence	95% Confidence Interval			
	Visitors	Year on year % change	Expenditure	Year on year % change
Total	+/- 6%	+/- 8	+/- 7%	+/- 9
Great Britain	+/- 6%	+/- 9	+/- 7%	+/- 10
Other				
European	+/- 13%	+/- 15	+/- 21%	+/- 23
North America	+/- 11%	+/- 18	+/- 23%	+/- 41
Other				
overseas	+/- 12%	+/- 18	+/- 28%	+/- 40

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.

Rounding

Figures in the tables have been rounded to the nearest thousand and may not add to the figure shown as the total. Year on year percentage change is based on the unrounded figures.

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.