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1. Key Findings

This report provides Northern Ireland (NI) annual provisional tourism statistics for 2013 from a combination of NISRA official statistics and Republic of Ireland (RoI) sources. It contains information on overnight trips made to NI by Great Britain (GB), overseas, and RoI visitors as well as by NI residents who made overnight trips within NI. The main results show:

Overnight visitors to Northern Ireland

- The estimated total number of overnight trips to NI by all visitors in the period January – December 2013 increased by 2% to 4.1 million (m) compared to 2012 (4.0m). This estimate includes overnight visits by NI residents (domestic visitors) and visitors from outside NI.
- When NI residents are excluded, the total number of visitors from outside NI staying at least one night in NI was estimated to have increased by 6% to just over 2.1m in 2013, compared to 2.0m in 2012.
- The estimated increase in visitors from outside NI (6%) was driven by the GB and overseas market (+13% or 131,000 from GB and +2% or 9,000 from overseas). Those visiting from RoI fell by 7% or an estimated 30,000.
- When visitors from RoI are excluded, the number of GB and overseas visitors to NI increased by 9% (from 1.6m in 2012 to 1.7m in 2013).
- Overnight visits by NI residents fell by 2% (-34,000) to 2.0m in 2013.

Tourism expenditure

- Total tourist expenditure (by NI residents and visitors from outside NI) was estimated to have increased by 5% between 2012 and 2013. This represented an estimated increase of £33m from £689m to £723m over the year.
- When NI residents are excluded, the increase in the number of visitors from outside NI staying at least one night resulted in an increased expenditure of +9% (to £531m). This was driven by visitors from GB (+12% to £273m) and overseas (+15% to £201m).
- Decreases in tourism expenditure for NI residents (-5%) and RoI residents (-18%) resulted in a fall of £22m (-8% to £249m) for these 2 groups combined.

Nights

- There was an estimated 5% increase in the total number of nights spent in NI by all visitors over the year to 2013. Domestic overnight visitor nights increased by 17% whereas those by external visitors remained unchanged from 2012.

Reason for visit

- The increase (2%) in the total number of overnight trips (domestic and external) over the year was mainly driven by an increase in GB visitors coming to visit friends and relatives (+22%). However, this was off-set by a fall in such activity by NI residents (-25%).
- Overall, there was an increase in business trips (+20%), mainly driven by NI residents.
- When NI residents are excluded, there were increases in the number of external visitors who said that the main reason for their visit in 2013 was to visit friends or family (+14%) or business (+6%) over the year. There was no change in the numbers visiting for holiday purposes (0%).
- While the overall number of external visitors 'holidaying' in NI showed no change, the numbers of such visitors from GB and overseas increased by 5% and 7% respectively. In contrast, those visitors from ROI who said their trip to NI was for holiday purposes fell by 15%.

Day trips by NI residents within NI

- There were 7.5m leisure day trips taken by NI residents within NI during 2013 (a decrease of 12% when compared to 2012). Of these, 2.4m were tourism day trips (+2%), which accounted for £68m of the total tourism day trip expenditure (+3%) over the year.

Occupancy

- Average room occupancy (64%) in hotels during 2013 was 1 percentage point lower than for the same period the previous year, but was up 5 percentage points compared to 2011. There was nevertheless a 1% increase in the number of rooms sold in 2013, compared to 2012.
- Room occupancy rates for the B&B, guesthouse and guest accommodation also showed a 1 percentage point decrease over the same period.
- The 2013 annual unit self-catering occupancy level for self-catering units was 31%, an increase of 4 percentage points compared to 2012 (28%). This also showed an increase since 2011 (27%). The peak season self-catering occupancy rate has shown little change over the last three years (40% in 2011, 42% in 2012 and 2013).

Visitor Attractions

- Approximately 13.4m visits were made to visitor attractions in 2013, an increase of 6.5% from 2012. Country Parks/Parks/Forests/Gardens accounted for the highest proportion of visitors in 2013 (21%).

- When Country parks/parks/forests/gardens were excluded the top visitor attractions in NI in 2013 were the Giant's Causeway World Heritage Site and Titanic Belfast.

Cruise Ship Arrivals

- During 2013, 57 cruise ships docked in Belfast, with up to 72,089 passengers and 28,993 crew onboard. There were also 5 cruise ship visits to Londonderry with up to 1,757 passengers. These figures showed an increase on the same period in 2012 in Belfast, when 45 cruise ships with up to 51,507 passengers and 22,209 crew docked. However, there were 8 cruise ship visits to Londonderry with up to 4,789 passengers during 2012.

Previously reported provisional annual figures for 2012 and for the first, second and third quarters of 2013 can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>. Please note this publication includes revised figures for 2011 and 2012 for domestic tourism taking account of updated population projections. Tourism figures are designated as 'experimental' official statistics to reflect the fact they are undergoing development in line with the Code of Practice for Official Statistics. User views are welcome to inform this process and NISRA can be contacted at tourismstatistics@dfpni.gov.uk

2. Commentary

Both GB¹ (+6%) and RoI² (+7%) have experienced growth in the number of trips by overseas visitors to these destinations in 2013 compared to 2012. This compares with a 9% increase in GB and overseas visitors to NI or a 6% increase when RoI visitors are also included.

The growth in NI overnight trips was accounted for by a 13% increase in the number of GB visitors and a 2% increase in overseas visitors. However, overnight trips taken by NI residents (-2%) and those from RoI (-7%) fell. The total number of external visitors in 2013 (2.1m) has returned to levels just above those reported in 2008 (2.1m).

The rise in tourism spending was influenced by increases of 12% (£30m) and 15% (£26m) in GB and overseas visitors expenditure respectively, while those visiting from RoI showed a fall of 18% (-£13m) in expenditure. Expenditure by NI residents fell by 5% (-£9m).

When all visitors (domestic and external) are considered, the numbers visiting friends and relatives and those on holiday visits showed falls of 3% (-49,000) and 1% (-19,000) respectively. However, the decline in those visiting friends and relatives is due to a fall in the numbers of such visits by NI residents (-25%) and overseas visitors (-13%).

The growth in overnight trips by all visitors of 2% (+75,000) is therefore mainly driven by GB residents visiting friends and relatives (+22%). Among all visitors, those visiting for business purposes rose by 20% (+78,000) and those coming for 'other' reasons increased by 23% (+64,000).

Half of all external visitors came to NI to visit friends and relatives. The overall growth in this category (+14%) was driven by visitors from GB (a rise of +131,000). As reported earlier, there was no change in the overall number of external visitors taking an overnight trip in NI for holiday purposes. There was however an increase in holiday visits from GB and overseas residents, though this was offset by a fall in holiday visitors from the RoI.

Despite a slight fall in the occupancy levels in hotels (-1pp), there was an increase in the number of rooms sold (+1%). This seeming contradiction reflects the fact that there was a greater increase in the number of hotel rooms available for sale, compared to the increase in the number of rooms sold.

Conclusion

Estimates for 2013 show there have been an increased number of overnight trips taken by residents and non residents combined (+2%).

The growth was driven by visitors from Great Britain and in particular an extra 131,000 of whom came to see friends and relatives in Northern Ireland. There was also an increase of 6% in those visitors who came from Great Britain and overseas staying in Northern Ireland for holiday purposes. A number of events and campaigns took place in Northern Ireland in 2013 including the G8 Summit in Fermanagh, the UK City of Culture year in Derry-Londonderry, the World Police and Fire Games, and the all-Ireland Fleadh. The Republic of Ireland also hosted the Gathering in 2013.

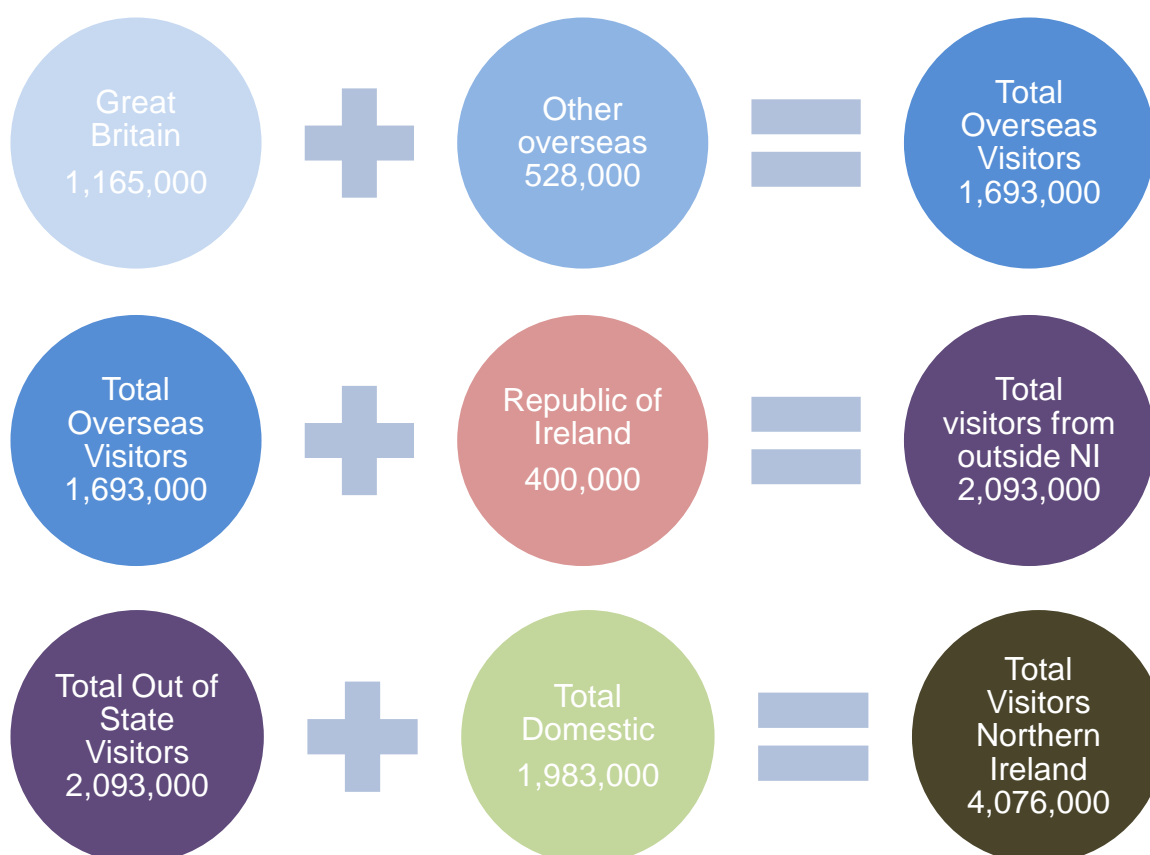
The estimated number of overnight trips to NI in 2013 and expenditure associated with these trips indicate that the proposed revised Programme for Government (PfG) interim targets of £637m expenditure and 4.1m visitor numbers by December 2013 have been met. The final PfG target for 2014 is to increase tourism revenue to £676m and tourism visitor numbers to 4.2m.

- (1) GB international passengers - <http://www.visitbritain.org/insightsandstatistics/inboundvisitorstatistics/latestdata/index.aspx>
- (2) Failte Ireland source international passengers:
http://www.failteireland.ie/Failteireland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Overseas-visitors-to-Ireland-January-December-2013.pdf?ext=.pdf

3. Background

This bulletin brings together data from a range of sources (Figure 1 and Table 1) to help provide an overall assessment of the number of overnight trips to NI, the associated number of nights and expenditure. It provides detailed information and annual headline figures for 2013. Prior to 2013, the information contained in the bulletin was published in a range of monthly reports. Following user engagement, the decision was made to wait until complete information is available from the various monthly sources and to publish on a quarterly basis. A summary of the consultation and NISRA response can be found at http://www.detini.gov.uk/deti-stats-index/tourism-statistics/user_engagement.htm. An indicative timetable for future publications can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>.

Figure 1: Tourism demand by source, 2013



The information provided in this bulletin helps inform a range of users including those in government charged with the development of tourism policy, Members of the Legislative Assembly (MLAs), tourism implementation bodies (such as the NI Tourist Board and Tourism Ireland) and the tourism industry.

The measures reported in this publication are the primary means of monitoring progress towards Programme for Government (PfG) targets related to tourism. These aim to increase visitor numbers to 4.2m and tourist revenue to £676m by December 2014. The results are also used to measure the Tourism Ireland's targets of 2013 increasing visitor numbers by 16% (to reach the target of over 2m

visitors a year by 2016). This will include 663,000 holidaymakers, delivering an increase of 36% growth in holiday revenue for the economy of Northern Ireland.

Figure 1 shows the different sources used for tourism demand in Northern Ireland in 2013, with their value. Table 1 shows the sources used to calculate the total visitor numbers to Northern Ireland from 2004-2013 and figure 2 charts this data to provide a time series on overnight trips in Northern Ireland.

Table 1: Total Overnight Visitor Numbers Northern Ireland by place of residence 2004-2013⁽¹⁾

Visitors (000s)	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
GB and Overseas⁽²⁾⁽³⁾	1,733	1,699	1,702	1,785	1,709	1,443	1,426	1,561	1,554	1,693
Republic of Ireland⁽⁴⁾	252	271	277	323	367	475	383	370	430	400
Total Visitors from outside Northern Ireland⁽⁵⁾	1,985	1,970	1,979	2,108	2,076	1,918	1,809	1,931	1,984	2,093
Northern Ireland⁽⁶⁾	749	1,390	1,350	1,154	1,024	1,375	1,390	2,046 ⁽⁷⁾	2,018 ⁽⁷⁾	1,983
Total⁽⁵⁾	2,734	3,360	3,329	3,262	3,100	3,293	3,199	3,978 ⁽⁷⁾	4,002 ⁽⁷⁾	4,076

Abbreviations: NITB: Northern Ireland Tourist Board
 NISRA: Northern Ireland Statistics and Research Agency
 CSO: Central Statistics Office, Republic of Ireland

Breaks in series: Responsibility for the collection of domestic visitor numbers transferred from NITB to NISRA in 2011 and therefore consistent comparisons cannot be made between domestic visitor estimates before and after this time point

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes.
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) with a sample size of 18,000 and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, with an achieved sample size of 400 (rounded to nearest 100) in 2013.
- 3) Includes revisions to 2011 and 2012 as detailed in the 2012 publication. SOT figures are now based on a 3 year rolling average.
- 4) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO – sample size 400 (rounded to nearest 100) in 2013). Includes the revised 2011 figures as detailed in the previous annual publication.
- 5) Figures may not add to totals due to rounding.
- 6) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA with an achieved sample size of 4,000 (rounded to nearest 100) and 400 (rounded to nearest 100) overnight trips in 2013. TNS Global were responsible for collecting this data from 2004-2010.
- 7) 2011-2012 data from the CHS has been revised to take account of revisions in the population projections that the data is weighted to.

Figure 2: Overnight visitor numbers to Northern Ireland, 2004-2013

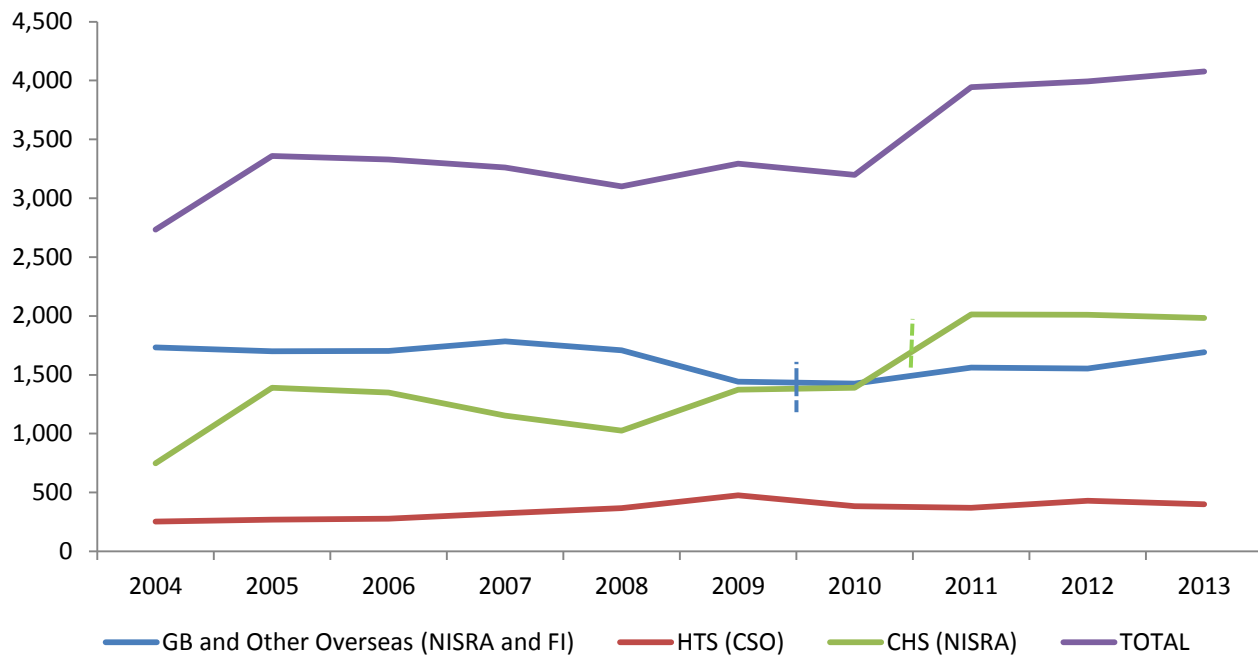


Table 2: Total Visitor Expenditure in Northern Ireland 2008-2013⁽¹⁾

Expenditure (£ million)	2008	2009	2010	2011	2012	2013
GB and Overseas ⁽²⁾⁽³⁾	347	272	320	404	418	474
Republic of Ireland ⁽⁴⁾	50	66	93	59	70	57
Total Visitors from outside Northern Ireland⁽⁵⁾	397	338	413	463	488	531
Northern Ireland ⁽⁶⁾	144	192	208	179 ⁽⁷⁾	201 ⁽⁷⁾	192
Total⁽⁵⁾	541	530	621	642 ⁽⁷⁾	689 ⁽⁷⁾	723

Abbreviations: NITB: Northern Ireland Tourist Board;
NISRA: Northern Ireland Statistics and Research Agency
CSO: Central Statistics Office, Republic of Ireland

Breaks in series: Responsibility for the collection of domestic visitor numbers transferred from NITB to NISRA in 2011 and therefore consistent comparisons cannot be made between domestic visitor estimates before and after this time point

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 - 7) 2011-2012 data from the CHS has been revised to take account of revisions in the population projections that the data is weighted to.

4. Estimated number of overnight trips, nights and expenditure

The following section examines the estimated number of overnight trips, nights and expenditure in Northern Ireland.

Table 3: Estimated^(1,2) number of overnight trips, nights and expenditure in NI (all visitors) 2013

	2011	2012	2013	% Change (2012-13)
Overall Trips (000s)	3,978	4,002	4,076	+2
Overall Nights (000s)	14,704	13,791	14,494	+5
Overall Expenditure (£ million)	642	689	723	+5

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA), the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO) and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Overnight trips and expenditure

When compared to the same period the previous year, the estimated number of overnight trips taken in NI in the 12 months to December 2013 increased by 2% to 4.08m.

Expenditure associated with these trips shows a rise of 5% to £723m in the 12 month period ending December 2013.

Number of nights spent in NI

The estimated number of nights associated with overnight trips taken in NI increased by 5% to 14.49m in 2013 (Table A1.1).

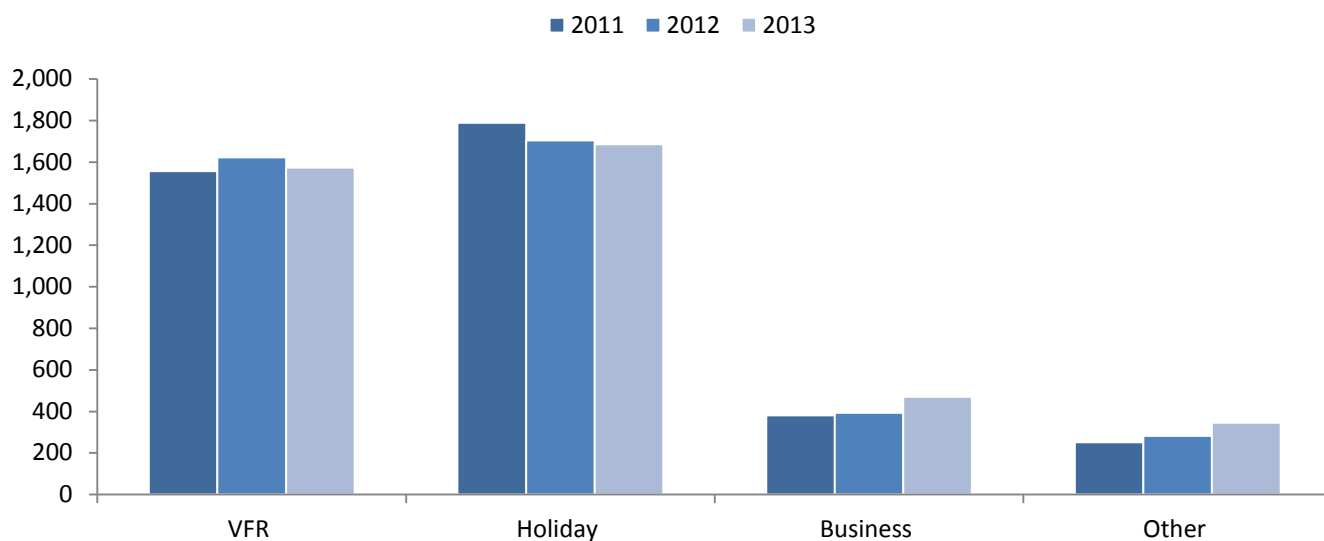
The average length of stay for 2013 was 3.6 nights, slightly higher than the figure for the same period the previous year (3.4 nights).

4.1 Analysis of overnight trips and expenditure

Overnight trips - reason for visit

During 2013 the number of trips to visit friends and relatives decreased by 3% to 1.57m and accounts for 39% of all overnight trips in NI. The largest increase in reason for visit was seen in those travelling for 'business' purposes (+20%) but those on business overnight trips represents a relatively small proportion (12%) of all overnight trips in NI. Trips taken during 2013 in NI for holiday purposes decreased by 1% to 1.69m (Figure 3 and Table A1.2).

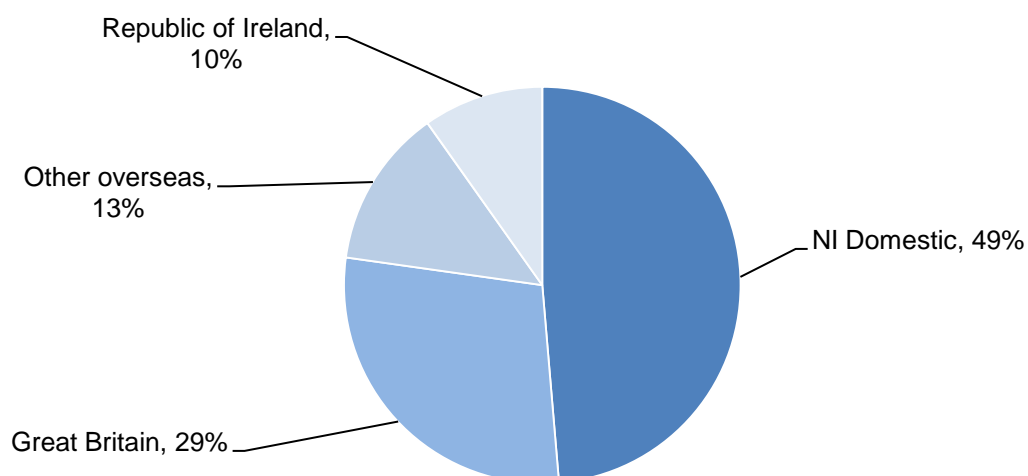
Figure 3: Estimated overnight trips (thousands) by reason for visit 2011-2013



Visitors country of residence

In 2013, there was an decrease of 2% (to 1.98m) in the number of overnight trips taken in NI by residents accounting for just under half of all overnight trips taken in NI. The estimated number of trips taken by GB and overseas visitors increased by 13% and 2% respectively, with a fall (-7%) in those visiting from RoI (Figure 4 and Table A1.3).

Figure 4: Estimated proportion of overnight trips by country of residence 2013

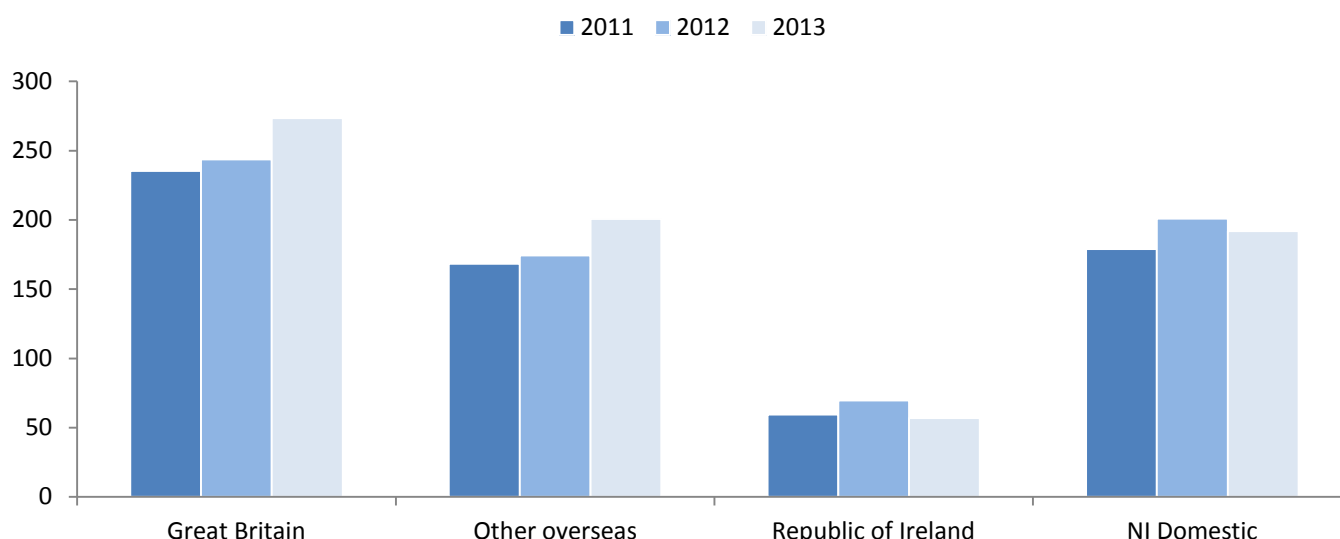


Estimated expenditure by country of residence

The estimated expenditure associated with overnight trips in NI is presented by country of residence in Figure 5. Increases in expenditure were experienced between 2012 and 2013 by GB and overseas visitors (+12% and +15% respectively).

Conversely, expenditure by visitors from ROI fell by 18% and NI residents by 5% over the same period.

Figure 5: Estimated visitor expenditure (£ million) by country of residence 2011-2013

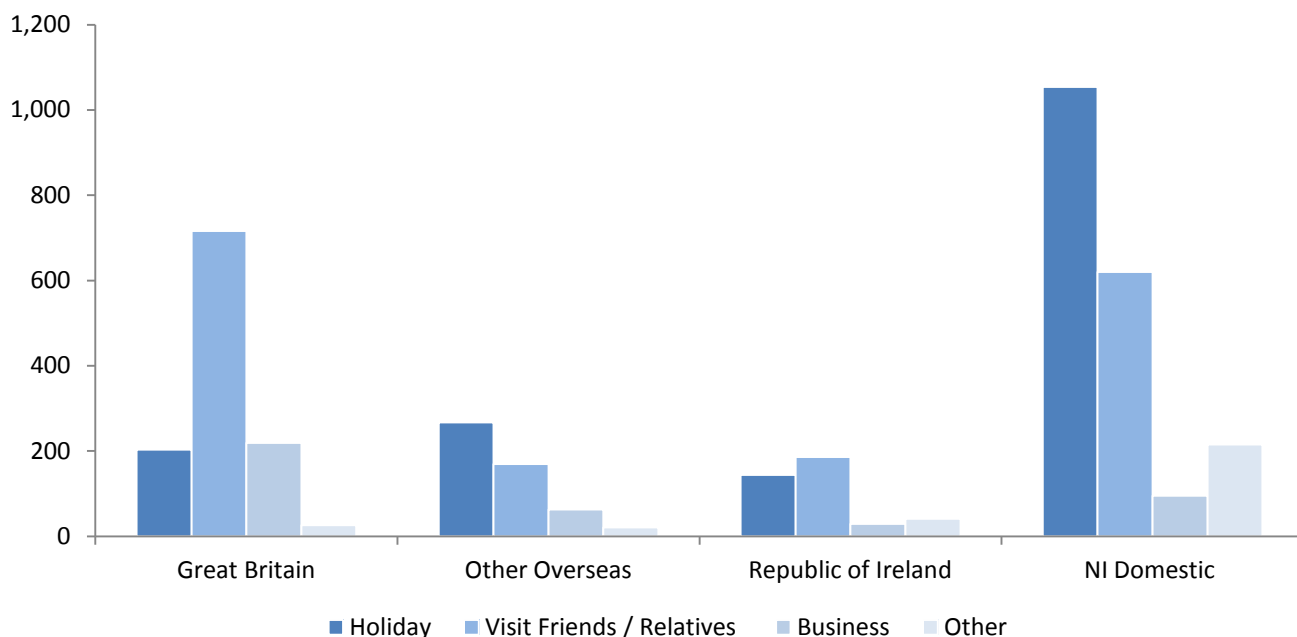


Country of residence by reason for visit

Figure 6 shows the country of residence for visitors taking trips in NI during 2013 by reason for visit. It shows that almost two-thirds of those holidaying in NI are NI residents.

Visitors from GB, who account for the largest proportion of non-residents trips (56%), are more likely to travel to NI for the purpose of visiting friends or relatives (61%) than for all other reasons combined. In contrast, over half (54%) of overseas visitors are more likely to report that their visit to NI was for holiday purposes (Table A1.5).

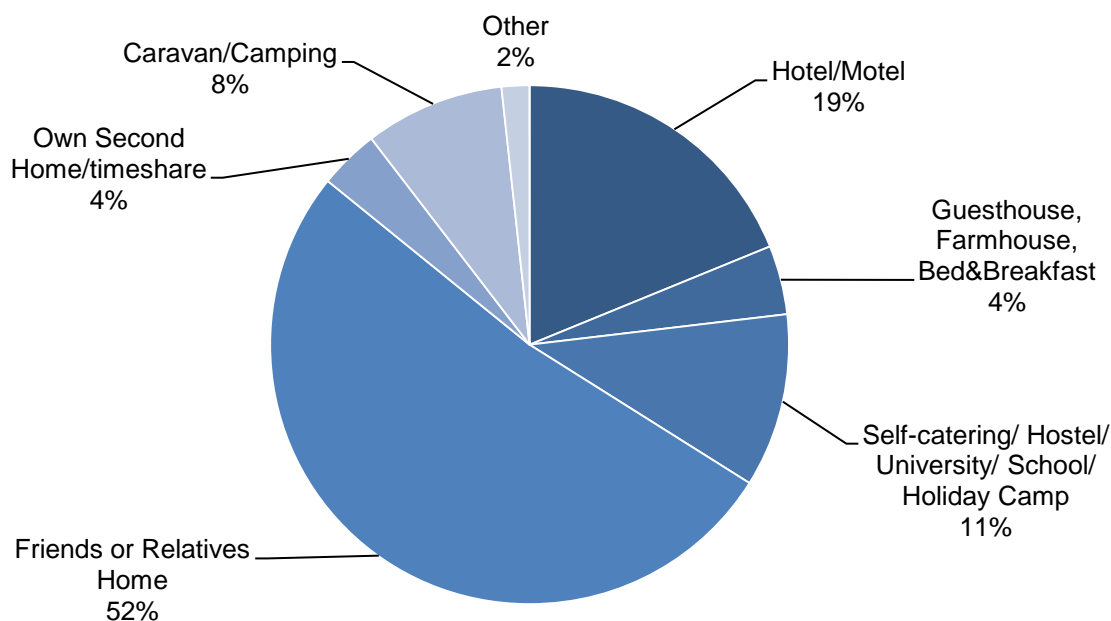
Figure 6 Estimated overnight trips (thousands) by country of residence and reason for visit, 2013



4.2 Visitors nights by accommodation type used

It is estimated that over half (52%) of the nights spent in NI during 2013 were spent in a friends or relatives home (7.52m nights), with hotels being the second most popular choice of accommodation of an estimated 2.73m nights (19%). The fewest number of nights were spent by overnight visitors' in their own or second home which represents 4% (542 thousand) of all accommodation nights during 2013 (Figure 7 and Table A1.9).

Figure 7 Estimated overnight visitor nights (thousands) by accommodation type used 2013



4.3 Visitors from outside NI

When NI residents are excluded, the estimated number of overnight trips to NI throughout the year of 2013 increased by 6% to 2.09m. Increases in the estimated number of trips made by GB (+13%) and overseas visitors (+2%) were countered by a fall in those visiting from RoI of -7%. Visitors from GB accounted for 56% of all overnight trips to NI made by non-residents.

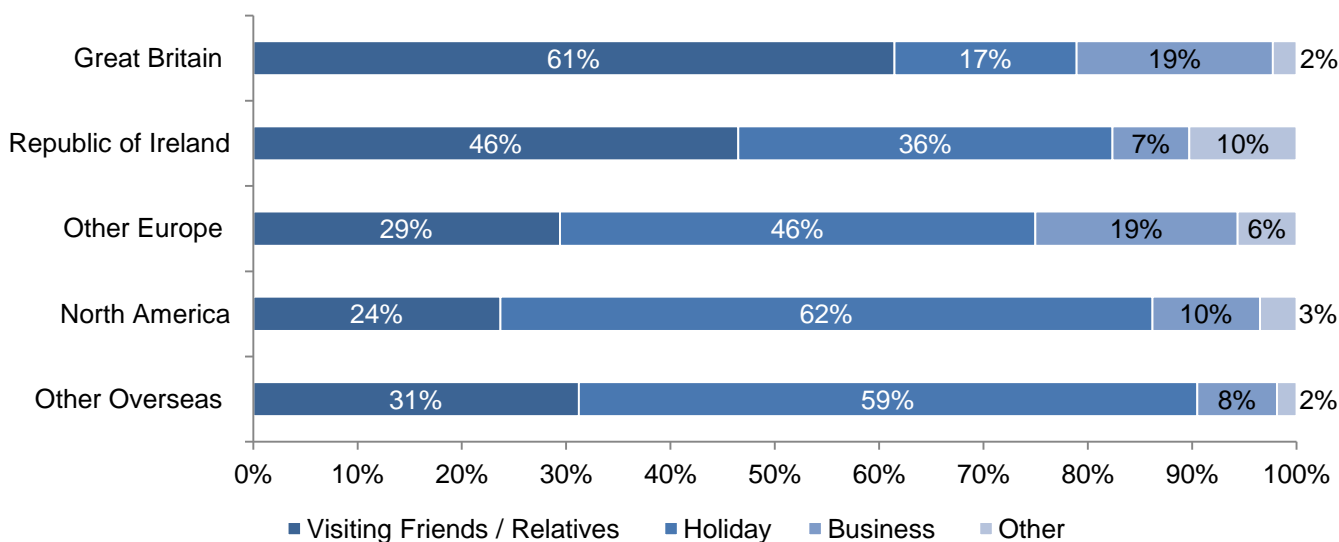
Visitors from outside NI - reason for visit

During 2013, there were increases by external visitors in most of the main reasons for coming to NI, with a 14% increase in those visiting friends/relatives and a 6% increase in visits for business purposes. There was no change in those visiting NI for holiday purposes (0%).

Visiting friends and relatives, which accounts for 50% of all trips by non-residents, saw an increase (+22%) in those visiting from GB and in those visiting from RoI (+12%) but a fall in those visiting from overseas (-13%) (Table A1.5).

The rise in external visitors coming to NI in 2013 was mainly driven by those visiting friends and relatives (+14%) and, to a lesser extent, those visiting for business purposes (+6%). The rise in those visiting friends and relatives was influenced by a rise in GB and RoI visitors visiting friends and relatives (+22% and +12% respectively). Although visitors stating they were visiting NI for holiday purposes showed no change (0%) in 2013, both GB and overseas visitors increased (5% and 7% respectively). GB visitors showed increases in all main reason for visit categories while overseas visitors showed increases in all but the visiting friends and relatives' category, which showed a decrease of 13% (Table A1.5).

Figure 8 Estimated proportions of external overnight visitors to Northern Ireland by reason for visit 2013



Detailed results on external visitors and a description of survey methodology for NIPS, SOT and HTS can be found at [External Overnight Visitors to Northern Ireland 2013](#)

Detailed results on domestic tourism and a description of survey methodology can be found at [Northern Ireland Domestic Tourism \(January – December 2013\)](#)

5. Day Trips take by NI residents within NI

During 2013, NI residents took an estimated 7.5m leisure day trips within NI, spending an estimated £146m (Table 4). The average spend per leisure day trip within NI was £20.

During the same period, NI residents took an estimated 0.4m leisure day trips to RoI, spending an estimated £13m. The average spend per leisure day trip to RoI was £34 (Table 4).

Table 4: Estimated leisure day trips taken by NI residents within NI and RoI, 2011-2013

	2011		2012		2013		Change over year (%) ¹	
	NI	RoI	NI	RoI	NI	RoI	NI	RoI
Total leisure day trips (million)	7.2	0.3	8.5	0.2	7.5	0.4	-12	+51
Total leisure day trip spend (£ million)	151	8	152	6	146	13	-4	+113
Average spend per leisure day trip (£)	21	26	18	24	20	34	+9	+41

Note: 1) Percentage change calculated using unrounded figures

Of the 7.5m leisure trips in NI, 2.4m were tourism day trips, which accounted for £68m of the total day trip expenditure (Table 5). The average spend per tourism day trip within NI was £28. There was an increase in the number of tourism day trips since 2012 (+2%) and an increase of 3% for the total spend.

Of the 0.4m leisure trips to RoI during 2013, 0.2m were tourism day trips, which accounted for £9m of the total day trip expenditure within RoI. The average spend per tourism day trip to RoI was £38 (Table 8).

Table 5: Estimated tourism day trips taken by NI residents within NI and RoI, 2011-2013

	2011		2012		2013		Change over year (%) ¹	
	NI	RoI	NI	RoI	NI	RoI	NI	RoI
Total tourism day trips (million)	2.5	0.2	2.4	0.1	2.4	0.2	+2	+70
Total tourism day trip spend (£ million)	63	5	66	5	68	9	+3	+75
Average spend per leisure day trip (£)	25	26	28	37	28	38	+1	+3

Note: 1) Percentage change calculated using unrounded figures

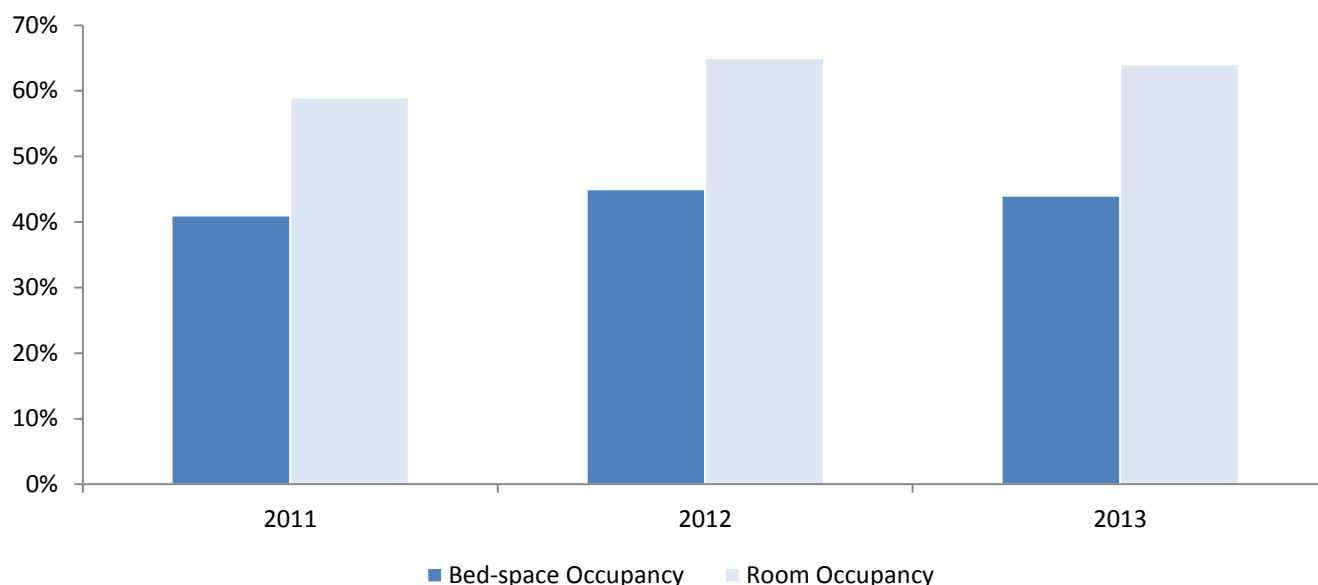
6. Accommodation

Hotel occupancy

The room occupancy rate for hotels in NI for the 12 month period January - December 2013 (64%) showed a slight decrease of 1 percentage point on the same period in the previous year whereas the bed-space occupancy showed a 2 percentage point decrease (to 44%).

(Figure 9 & Table A1.10).

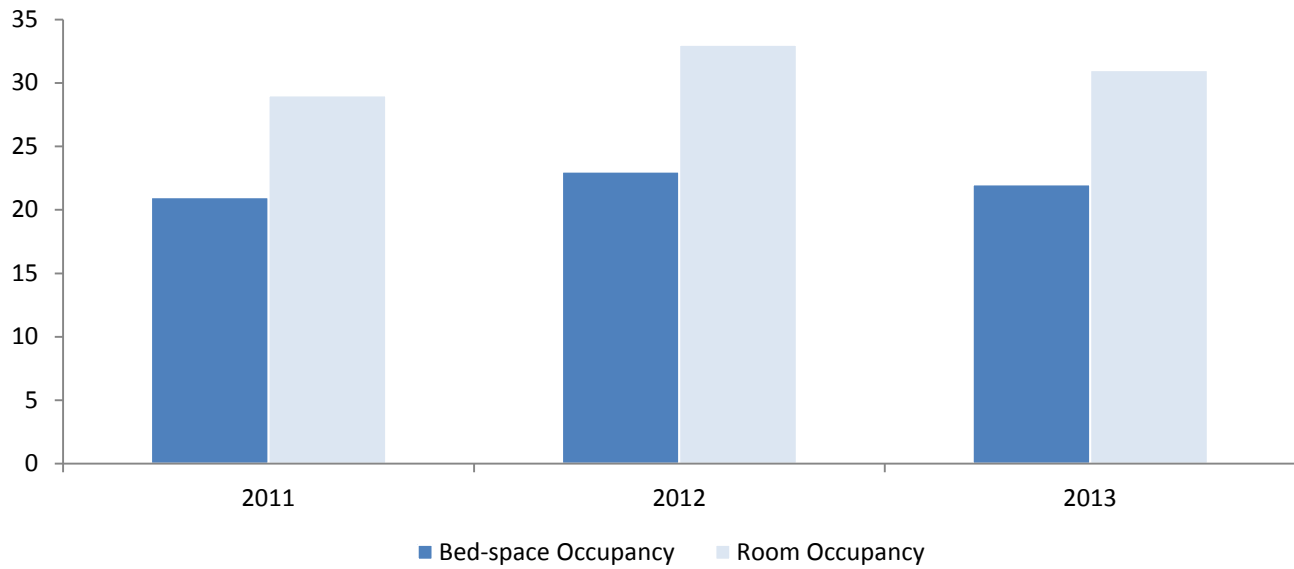
Figure 9 Hotel occupancy rate (percentage) 2011-2013



B&B/Guesthouse/Guest Accommodation occupancy

In the period January to December 2013 the room occupancy in B&B/guesthouse/guest accommodation sector saw a decrease of 1 percentage point (to 31%) and bed space occupancy decreased by 2 percentage points (to 22%) when compared with the same period of 2012. (Figure 11 & Table A1.11).

Figure 10 B&B/Guesthouse/Guest Accommodation occupancy rate (percentage) 2011-2013

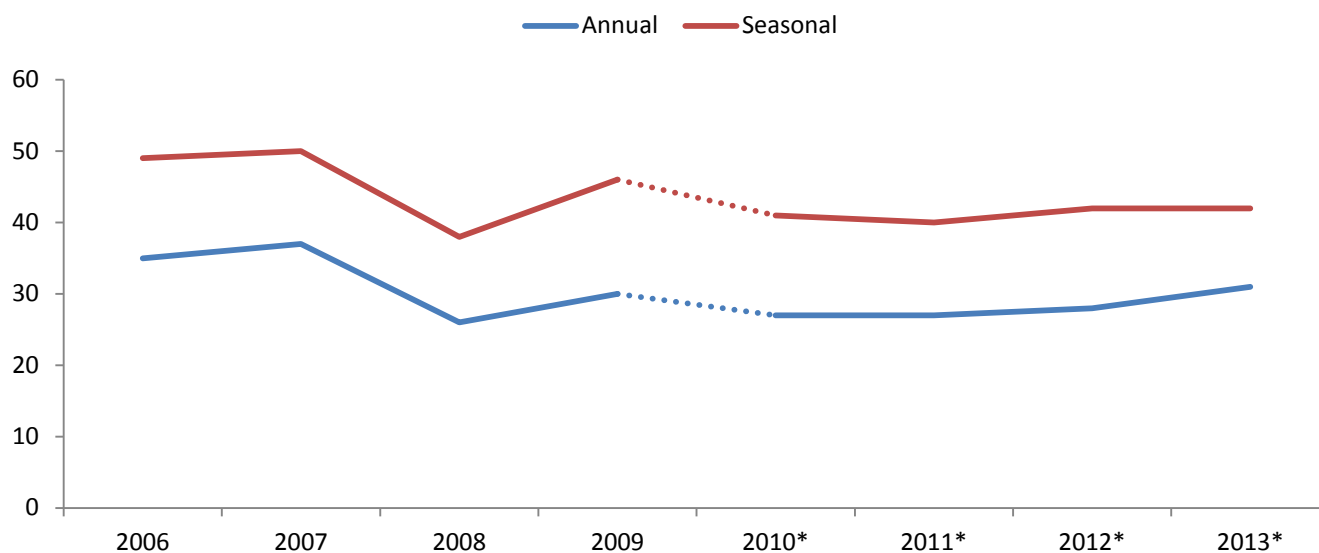


Detailed results on accommodation occupancy in Northern Ireland and a description of survey methodology can be found at [Northern Ireland Hotel, Bed & Breakfast and Guesthouse Occupancy Survey \(January – December 2013\)](#)

Self-catering occupancy

The annual self-catering unit occupancy for 2013 was 31%, showing an increase of 4 percentage points since 2012. The seasonal (April-September) unit occupancy for 2013 was 42%, an increase of 1 percentage point since the same period a year ago (Figure 11).

Figure 11: Unit Annual and Seasonal Occupancy (%) 2006-2013



*data weighted by local authority

Peak season=April-September

Detailed results on self-catering occupancy in Northern Ireland and a description of survey methodology can be found at [Northern Ireland Self-Catering Occupancy Survey \(January – December 2013\)](#)

6. Visitor Attraction Survey

Figures show that 13.4m visits were made to visitor attractions during 2013, a 6.5% increase on the previous year.

Country parks/parks/forests/gardens accounted for the largest proportion of visitors (21%).

When Country parks/parks/forests and gardens were excluded the number one visitor attraction in NI in 2013 was the Giant's Causeway World Heritage Site (753,929 visitors).

38% of all visits in 2013 were made by visitors from outside Northern Ireland.

Table 6: Top 10 participating visitor attractions (excluding country parks/ parks/ forests/ gardens)⁽⁵⁾ 2013

Attraction	Visitor Numbers (000s)			
	2011	2012	2013	% change ¹
1 Giant's Causeway World Heritage Site ^{2,3}	533	524	754	+44
2 Titanic Belfast ⁴	n/a	665	604	-9
3 Ulster Museum	471	595	416	-30
4 Derry Walls	278	281	411	+46
5 Murlough National Nature Reserve	n/a	n/a	358	n/a
6 W5 whowhatwherewhenwhy	251	328	297	-9
7 Pickie Fun Park	n/a	245	275	+12
8 Carrick-a-Rede Rope Bridge	243	276	263	-5
9 Belfast Zoological Gardens	283	259	236	-9
10 Oxford Island National Nature Reserve	319	197	210	+7

Notes (1) Percentage change calculated using unrounded figures

(2) 2013 is the first calendar year that visitor numbers are available for the Giant's Causeway World Heritage Site since the opening of the new visitor centre in July 2012

(3) With the opening of the new visitor centre at the Giant's Causeway World Heritage Site there is now a more accurate reporting mechanism, therefore direct comparisons with previous years are not possible

(4) Opened for the first time in March 2012

(5) It should be noted that some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table

Table 7: Top 10 participating country parks/parks/forests/gardens (2013) ⁽³⁾

	Country Parks/Gardens	Visitor Numbers (000s)			
		2011	2012	2013	% change ¹
1	The Peace Bridge ⁴	334	915	1,201	+31
2	Lagan Valley Regional Park ²	1,081	1,088	1,132	+4
3	Lurgan Park	n/a	488	443	-9
4	Roe Valley Country Park	280	250	300	+20
5	Sir Thomas and Lady Dixon Park	n/a	280	300	+7
6	Delamont Country Park	231	226	247	+9
7	Dungannon Park	125	142	224	+58
8	Carnfunnock Country Park	231	193	202	+5
9	Scrabo Country Park	200	155	161	+4
10	Tollymore Forest Park	n/a	n/a	135	n/a

Notes (1) Percentage change calculated using unrounded figures

(2) Lagan Valley Regional Park incorporating the Lagan Towpath

(3) It should be noted that some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table.

(4) The Peace Bridge was reclassified in 2012. The Peace Bridge first opened in June 2011 and therefore the 2011/2012 figures are not comparable

Detailed results from the Visitor Attraction Survey and a description of the survey methodology can be found at [Northern Ireland Visitor Attraction Survey \(January – December 2013\)](#)

7. Other sources

Tourism and Leisure employee jobs

At December 2013, the Quarterly Employment Survey (QES)¹ estimated that tourism and leisure industries accounted for 54,370 employee jobs in NI, 8% of all employee jobs. This proportion was unchanged from that reported in December 2012, when tourism and leisure also accounted for 54,370 employee jobs in NI (8% of all employee jobs in NI).

Cruise Ships

During January – December 2013, 57 cruise ships docked in Belfast, with up to 72,089 passengers and 28,993 crew onboard. There were also 5 cruise ship visits to Londonderry with up to 1,757 passengers.

These figures showed an increase on the same period in 2012 in Belfast, when 45 cruise ships with up to 51,507 passengers and 22,209 crew docked. However, there were more (8) cruise ship visits to Londonderry with up to 4,789 passengers onboard during 2012.

Coherence with Other sources

Both GB² (+6%) and RoI³ (+7%) have experienced growth in the number of trips taken by overseas visitors in 2013 compared to 2012. This compares with a 9% increase in GB and overseas visitors to NI or a 6% increase when RoI visitors are also included.

Barclays has also recently published a report on UK Tourism Dynamics⁴, which provides forecast data to 2017 based on 2012 data published by Visit Britain and ONS. The statistics in the Barclays report are not therefore directly comparable to the NISRA statistics as (NISRA) estimates are based on actual surveys of tourists throughout 2013.

The latest Annual Hotel Industry Survey by ASM Chartered Accountants⁵ recently published estimates on average occupancy rates in Northern Ireland. Differences in results likely reflect differences in the methodology and the fact that, unlike the ASM survey, the NISRA survey is issued to all hotels in NI.

(1) QES - http://www.detini.gov.uk/deti-stats-index/labour_market_statistics/stats-ges.htm

(2) GB international passengers - <http://www.visitbritain.org/insightsandstatistics/inboundvisitorstatistics/latestdata/index.aspx>

(3) Failte Ireland source international passengers:

http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/3_Research_Insights/3_General_SurveysReports/Overseas-visitors-to-Ireland-January-December-2013.pdf?ext=.pdf

(4) Barclays report - <https://www.barclayscorporate.com/insight-and-research/research-and-reports/uk-tourism-dynamics.html>

(5) ASM report – [http://www.asmaccountants.com/pages/index.asp?title=Tourism%2C Hospitality and Leisure Accounts Northern Ireland](http://www.asmaccountants.com/pages/index.asp?title=Tourism%2C%20Hospitality%20and%20Leisure%20Accounts%20Northern%20Ireland)

8. Background Notes

Trends in tourism can be tracked in a variety of ways. Demand can be assessed through visitor numbers, overnight trips and levels of expenditure.

This bulletin presents a summary of available information for Northern Ireland (NI) for the period of January to December 2013. The data is derived from a number of sources, not all of which are the direct responsibility of NISRA. For example, some GB and overseas visitors to NI leave through RoI airports and ports (an estimated 24% during 2013), and NISRA receives information on such visitors from Fáilte Ireland. Similarly, the Central Statistics Office (CSO, (RoI)) provides summary statistics to NISRA on the number of RoI residents who visit NI. It is important that users appreciate that the robustness of estimates from some of the sources are limited by survey sample sizes. Confidence intervals relating to key estimates are provided for NISRA surveys, further information on the survey methodology can be found at:

http://www.detini.gov.uk/northern_ireland_official_tourism_statistics_methodology_and_proposed_development_appendix_-_detailed_methodology.pdf

The PfG targets relate to all overnight tourists who visit NI including visitors from (i) Great Britain (GB) and overseas markets (ii) the Republic of Ireland (RoI) as well as (iii) NI residents taking overnight trips within NI. While this publication provides information on tourists from each of these areas, NISRA does not have direct responsibility for the collection of all such information, some of which is provided from organisations in RoI. The methodology is also subject to ongoing development and these estimates are therefore deemed to be experimental statistics in line with the Code of Practice (see below). Some of the estimates are based on relatively small sample sizes and will have an associated degree of sampling error. These are reported where available along with information on sample sizes to inform users of the relative quality of the estimates (see section on data quality).

Tourism Ireland aims to welcome more than 2 m visitors a year to Northern Ireland by 2016. The targets will see revenue from holiday visitors increase by 36% over the three-year period, 2014-2016. (<http://www.northernireland.gov.uk/index/media-centre/news-departments/news-deti/news-deti-041213-foster-outlines-plans-to.htm>)

Code of Practice

The production of those tourism statistics for which NISRA is responsible is conducted in line with the principles contained in the Code of Practice for Official Statistics <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. These principles require that NISRA produces official statistics to meet the requirements of informed decision making by government, public services, business, researchers and the public. They include an obligation to produce statistics impartially and objectively, using sound methods and assured quality to meet user needs. The Code states that at all stages in the

production and dissemination of official statistics, the public interest should prevail over organisational, political or personal interests.

The Code requires producers of official statistics to seek the views of users of their statistics. To address this, NISRA recently consulted on some proposed changes to the reporting of tourism statistics http://www.detini.gov.uk/deti-stats-index/tourism-statistics/user_engagement.htm. A summary of responses to this consultation and proposed action by NISRA is also available on this page. User views are welcome at any time in line with the Code of Practice and any comments on the methodology or reporting format used in this report can be forwarded to Tourismstatistics@detini.gov.uk

Sources

Information on tourism demand is collated as follows:

1. Data on overseas visitors leaving through a NI airport or sea terminal is collected through the NI Passenger Survey (NIPS), conducted by the Northern Ireland Statistics and Research Agency (NISRA). Departing visitors are asked a number of questions including their country of residence, number of nights stayed in Northern Ireland, type of accommodation used and reason for visit, as well as expenditure throughout the trip.
2. Information on overseas visitors exiting through the Republic of Ireland (RoI), an important gateway to NI, is collected through the Survey of Overseas Travellers, conducted by Fáilte Ireland. Passengers are interviewed at RoI ports and terminals and those who have stayed for one or more nights in NI are asked for similar, though slightly less detailed, to that collected through NIPS.
3. Information on RoI visitors to NI is gathered via the Household Travel Survey, a postal survey issued monthly by the Central Statistics Office, RoI.
4. Domestic Tourism, the final element in the estimation of visitor numbers, is collected by NISRA through the Continuous Household Survey. This face to face survey of NI households includes detailed questions on overnight and daytrips taken within NI during the previous month.

Information on Tourism supply in NI is measured through:

5. A monthly census of hotel occupancy levels and monthly survey of occupancy levels in guesthouses, bed & breakfasts and other guest accommodation, both carried out by NISRA.

Information on Cruise Ships

6. Cruise ships data for Belfast is provided by Visit Belfast and for Londonderry/Derry is provided by the Derry Visitor and Convention Bureau

Data Quality

The estimates produced in this bulletin are derived from sample surveys and are therefore subject to sampling errors. Sampling errors are determined both by the sample design and by the sample size. Generally speaking, the larger the sample supporting a particular estimate, the smaller the associated sampling error. It is important to note therefore that some trends observed in this bulletin may be attributable to sampling error particularly where the numbers in the cells are small.

The achieved sample sizes for each of the sources used for this bulletin are presented in table 8:

Table 8 Sample sizes and response rates, 2013

	Achieved sample	Response rate
Northern Ireland Passenger Survey	18,000	74%
Continuous Household Survey	3,954 interviews resulting in 400 ⁽¹⁾ trips	70%
Survey of Overseas Travellers	400 ⁽¹⁾ visiting NI	NA
Household Travel Survey	400 ⁽¹⁾ visiting NI	45%
Occupancy survey	Average 72 hotels, 105 GAGHBBs	Average 52% hotels, 28% GAGHBBs
Self-catering	314 establishments	26%
Visitor attraction survey	191 attractions	63%

Note: (1) Rounded to nearest 100

Confidence intervals are not provided for estimates from the Survey of Overseas Travellers (SOT) or for CSO's Household Travel Survey (HTS). NISRA has estimated confidence intervals around these two surveys by assuming the SOT follows the same trend as the NIPS and the HTS as the CHS. The confidence intervals for all these estimates have been combined as per table 9. Confidence limits relating to a selection of estimates contained in this bulletin at the 95% confidence interval are shown below:

Table 9 Confidence intervals around the visitor and expenditure estimates, 2013 (%)

95% Confidence Interval				
	Overnight Trips	% change (2012-2013)	Expenditure	% change compared to previous year
Confidence Intervals (%)	+/-6	+/- 13	+/- 12	+/- 25

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/percentage point change is based on the unrounded figures.

Occupancy Survey

The hotel occupancy survey is a census of all hotels in NI. The Bed&Breakfasts, Guest Houses and Guest Accommodation element is a disproportionate stratified sample. This data has been weighted for non-response assuming no non-response bias and also weighted by local authority and size.

More information can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-accomm-6.htm>

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.

Previously reported provisional annual figures for 2012 and for the first three quarters of 2013 can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>. These are designated as 'experimental' official statistics to reflect the fact they are undergoing development in line with the Code of Practice for Official Statistics. User views are welcome to inform this process and NISRA can be contacted at tourismstatistics@dfpni.gov.uk.

This bulletin has included revised data for domestic (Northern Ireland) overnight trips in 2011 and 2012, this was to take account of the updated population projections. The difference between the provisional data and the revised data was within +/-1% of the original estimates of overnight trips and their associated spend. The estimates on expenditure in 2011 resulted in a 1% difference and in 2012, a 3% difference.

Definitions

The definitions of tourist activity used in this report are based on the International Recommendations on Tourism Statistics (IRTS, 2008) from the United Nations World Tourism Organisation (UNWTO). This defines tourism by the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes, including visiting friends and relatives. This scope is much wider than the traditional perception of tourists, which includes only those travelling for leisure. If a resident is travelling within their own country (NI) they are referred to as domestic visitors in the report, whereas visits to NI by people who live outside of that country are referred to as external visitors. Thus GB, overseas and RoI visitors are termed as external visitors.

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ANNEX 1 TABLES FOR 2011-2013

Table A1.1 Estimated^(1,2) number of overnight trips, nights and expenditure in NI (all visitors) 2011-2013

	2011	2012	2013	% Change (2012-13)
Overall Trips (000s)	3,978	4,002	4,076	+2
Overall Nights (000s)	14,704	13,791	14,494	+5
Overall Expenditure (£m)	642	689	723	+5

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA), the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO) and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.2 Estimated⁽¹⁾ number of overnight trips (thousands) in NI (all visitors) by reason for visit 2011-2013

	2011	2012	2013	% Change (2012-13)
Holiday	1,789	1,704	1,686	-1
Visiting Friends/Relatives	1,557	1,622	1,574	-3
Business	382	393	471	+20
Other	251	282	346	+23
Total^(2,3)	3,978	4,002	4,076	+2

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures may not add to totals due to rounding
- 3) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO) and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.3 Estimated⁽¹⁾ number of overnight trips (thousands) in NI for GB, overseas, RoI and NI Domestic markets 2011-2013

	2011	2012	2013	% Change (2012-13)
GB visitors ⁽²⁾⁽³⁾	1,052	1,034	1,165	+13
Overseas visitors ⁽²⁾⁽³⁾	509	519	528	+2
Total Overseas⁽³⁾	1,561	1,554	1,693	+9
RoI visitors ⁽⁴⁾	370	430	400	-7
Total visitors from outside NI⁽³⁾	1,932	1,984	2,093	+6
Domestic overnight trips ⁽⁵⁾	2,046	2,018	1,983	-2
Total^(2,3,4,5)	3,978	4,002	4,076	+2

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland
- 3) Figures may not add to totals due to rounding
- 4) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 5) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.4 Estimated^(1, 2, 3) number of overnight trips, nights and expenditure in NI (excluding NI residents) 2011-2013

	2011	2012	2013	% Change (2012-13)
Overall Trips (000s)	1,932	1,984	2,093	+6
Overall Nights (000s)	9,992	9,885	9,910	0
Overall Expenditure (£m)	463	488	531	+9

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA), the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO) and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA
- 3) Figures may not add to totals due to rounding

Table A1.5 Estimated^(1, 2, 3) visitor overnight trips (thousands) to NI by reason for visit 2011-2013

	2011	2012	2013	% Change (2012-13)
Holiday	181	194	203	+5
Visiting friends / relatives	618	585	716	+22
Business	213	219	219	0
Other	60	36	26	-26
GB visitors⁽²⁾⁽³⁾	1,052	1,034	1,165	+13
Holiday	250	267	285	+7
Visiting friends / relatives	176	169	148	-13
Business	68	63	73	+17
Other	15	21	22	+4
Overseas visitors⁽²⁾⁽³⁾	509	519	528	+2
Holiday	100	170	144	-15
Visiting friends / relatives	189	166	186	+12
Business	24	22	29	+32
Other	57	72	41	-43
RoI⁽²⁾⁽³⁾	370	430	400	-7
Holiday	532	630	632	0
Visiting friends / relatives	984	921	1,050	+14
Business	305	304	322	+6
Other	111	128	89	-31
External Visitors Total⁽²⁾⁽³⁾	1,932	1,984	2,093	+6
Holiday	1,257	1,074	1,054	-2
Visiting friends / relatives	573	702	524	-25
Business	77	89	149	+68
Other	140	154	257	+67
Northern Ireland Total⁽²⁾⁽³⁾	2,046	2,018	1,983	-2
Holiday	1,789	1,704	1,686	-1
Visiting friends / relatives	1,557	1,622	1,574	-3
Business	382	393	471	+20
Other	251	282	346	+23
All Total⁽²⁾⁽³⁾	3,978	4,002	4,076	+2

Notes:



- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office and the Continuous Household Survey conducted by NISRA
- 3) Figures may not add to totals due to rounding
- 4) Estimates based on a sample size of 30 or less appear shaded as  Estimated based on a sample size of 31-50 appear shaded as 

Table A1.6 Estimated ^(1, 2, 3) visitor expenditure (£m) in NI by reason for visit 2011-2013

	2011	2012	2013	% Change (2012-13)
Holiday	48	47	50	+7
Visiting friends / relatives	111	110	127	+15
Business	66	73	90	+23
Other	10	13	7	-48
GB visitors⁽²⁾⁽³⁾	235	244	273	+12
Holiday	43	61	91	+50
Visiting friends / relatives	68	53	62	+16
Business	49	36	31	-14
Other	8	24	16	-31
Overseas visitors⁽²⁾⁽³⁾	168	174	201	+15
Holiday	21	27	24	-11
Visiting friends / relatives	22	20	22	+10
Business	6	6	4	-24
Other	11	17	7	-61
RoI⁽²⁾⁽³⁾	59	70	57	-18
Holiday	111	135	165	+23
Visiting friends / relatives	201	184	210	+14
Business	121	115	126	+9
Other	30	54	30	-45
External Visitors Total⁽²⁾⁽³⁾	463	488	531	+9
Holiday	121	135	120	-11
Visiting friends / relatives	34	39	29	-25
Business	11	12	10	-13
Other	12	15	32	+109
Northern Ireland Total⁽²⁾⁽³⁾	179	201	192	-5
Holiday	232	269	284	+5
Visiting friends / relatives	235	223	240	+8
Business	132	127	136	+7
Other	42	69	62	-10
All Total⁽²⁾⁽³⁾	642	689	723	+5

Notes:



- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland, the Household Travel Survey (HTS) conducted by Central Statistics Office and the Continuous Household Survey conducted by NISRA
- 3) Figures may not add to totals due to rounding
- 4) Estimates based on a sample size of 30 or less appear shaded as  Estimated based on a sample size of 31-50 appear shaded as 

Table A1.7 Estimated⁽¹⁾ visitor nights (thousands) spent in NI (all visitors) 2011-2013

	2011	2012	2013	% Change (2012-13)
GB visitors ⁽²⁾⁽³⁾	4,898	4,554	5,482	+20
Overseas visitors ⁽²⁾⁽³⁾	3,946	4,150	3,332	-20
Total Overseas⁽³⁾	8,844	8,704	8,814	+1
RoI visitors ⁽⁴⁾	1,148	1,181	1,096	-7
Total visitors from outside NI⁽³⁾	9,992	9,885	9,910	0
Domestic overnight trips ⁽⁵⁾	4,713	3,906	4,584	+17
Total⁽³⁾	14,704	13,791	14,494	+5

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland
- 3) Figures may not add to totals due to rounding
- 4) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 5) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.8 Estimated⁽¹⁾ visitor expenditure (£ million) spent in NI (all visitors) 2011-2013

	2011	2012	2013	% Change (2012-13)
GB visitors ⁽²⁾⁽³⁾	235	244	273	+12
Overseas visitors ⁽²⁾⁽³⁾	168	174	201	+15
Total Overseas⁽³⁾	404	418	474	+13
RoI visitors ⁽⁴⁾	59	70	57	-18
Total visitors from outside NI⁽³⁾	463	488	531	+9
Domestic overnight trips ⁽⁵⁾	179	201	192	-5
Total⁽³⁾	642	689	723	+5

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland
- 3) Figures may not add to totals due to rounding
- 4) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 5) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.9 Estimated^(1, 2, 3) visitor nights (thousands) spent in NI (all visitors) by accommodation type 2013

	2013	% Proportion
Hotel / Motel	2,729	19
Guesthouse/ Farmhouse/ B&B	622	4
Self Catering / Hostel/ University / School / Holiday Camp	1,567	11
Friends or Relatives Home	7,524	52
Own Second Home / Timeshare	542	4
Caravan / Camping	1,258	9
Other	252	2
Total	14,494	100

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals where these are available and sample sizes are provided in the background notes
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by the Northern Ireland Statistics and Research Agency (NISRA) and the Survey of Overseas Travellers (SOT) conducted on behalf of Fáilte Ireland
- 3) Figures may not add to totals due to rounding
- 4) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 5) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.10 Hotel Occupancy 2011-2013

	Room Occupancy	Bed-space Occupancy	Rooms Sold (000s)	Bed-spaces sold (000s)
2011	59%	41%	1,633	2,570
2012	65%	45%	1,805	2,798
2013	64%	44%	1,828	2,775
Change				
2012 – 2013 (+/-)	-1pps	-2pps	+1%	-1%

Note (1) Percentage/Percentage point change calculated using unrounded figures

Table A1.11 Bed & Breakfast, Guesthouse and Guest Accommodation Occupancy 2011-2013

	Room Occupancy	Bed-space Occupancy	Rooms Sold (000s)	Bed-spaces sold (000s)
2011	29%	21%	334	550
2012	33%	23%	369	608
2013	31%	22%	354	568
Change				
2012-2013 (+/-)*	-1pps	-2pps	-4%	-7%

Note (1) Percentage/Percentage point change calculated using unrounded figures