

## Northern Ireland Domestic Tourism (2015)

Published 26 May 2016



**2.2m**  
**trips**



**4.8m**  
**nights**



**£219m**  
**spent**

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The key points are:

- in 2015, 2.2 million domestic overnight trips were taken within Northern Ireland (NI) by NI residents. This is a 4% decrease on 2014.
- expenditure associated with these domestic overnight trips in NI during 2015 was £219 million (down 8% from 2014);
- there were fewer domestic overnight trips for holiday purposes (down 9%), however there was an increase in expenditure during these (up 6%);
- NI residents spent 1 million nights (up 9%) in local hotels during 2015; and
- there were 2.1 million overnight trips taken by NI residents overseas during 2015 (up 3% from 2014);

Frequency: Annual  
 Coverage: Northern Ireland  
 Theme: People and Places

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## Introduction

This report provides an analysis of the estimated overnight trips taken by Northern Ireland (NI) residents. A full picture of all tourism activity is provided in the [Northern Ireland Annual Tourism Statistics 2015 publication](#).

## Overnight Volume/Latest Trend in Northern Ireland

**Figure 1: Rolling 12 months NI domestic overnight trips and associated expenditure within NI, Q4 2011-Q4 2015**

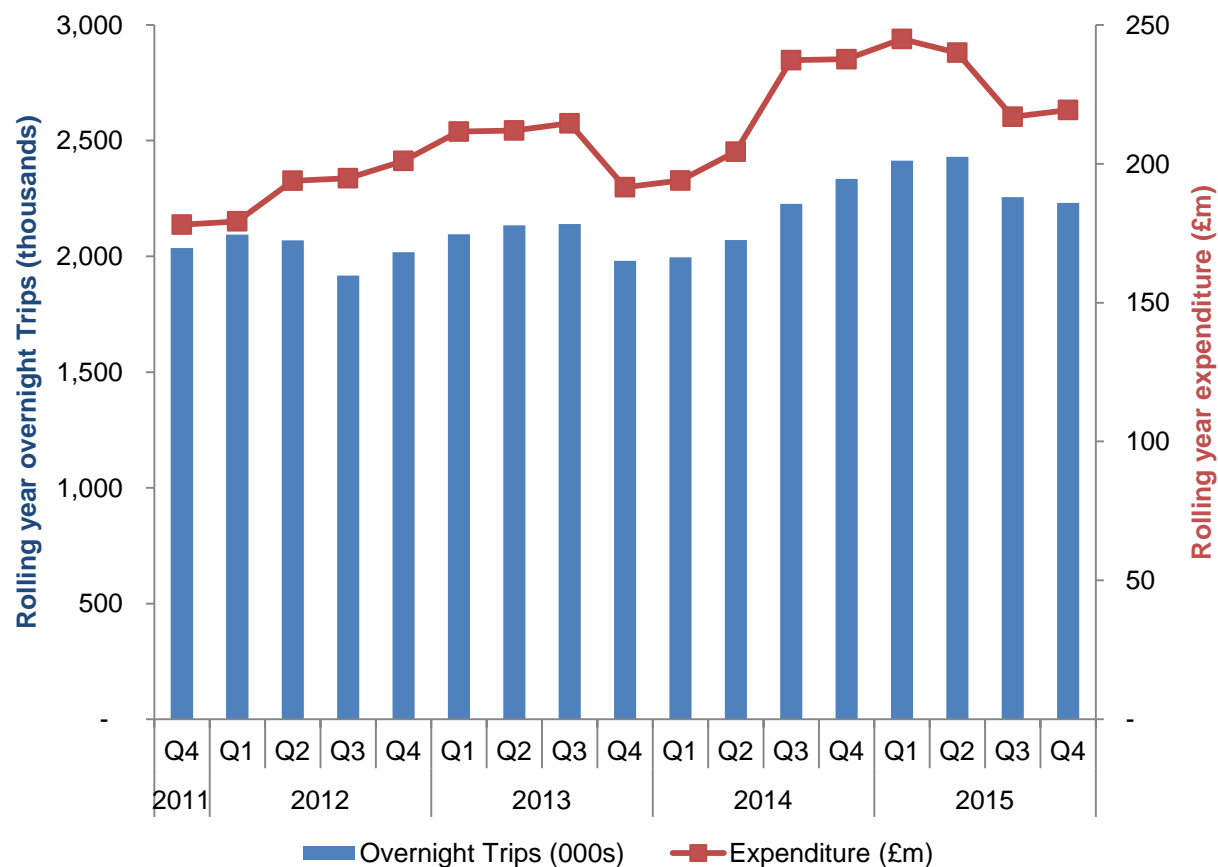


Figure 1 shows the rolling year (twelve month) domestic overnight trips and associated spend from quarter four 2011-2015. It shows that the number of trips and expenditure taken by NI residents within NI has shown an upward trend since 2011 (trips up 10% since the series began and associated expenditure up 23%).

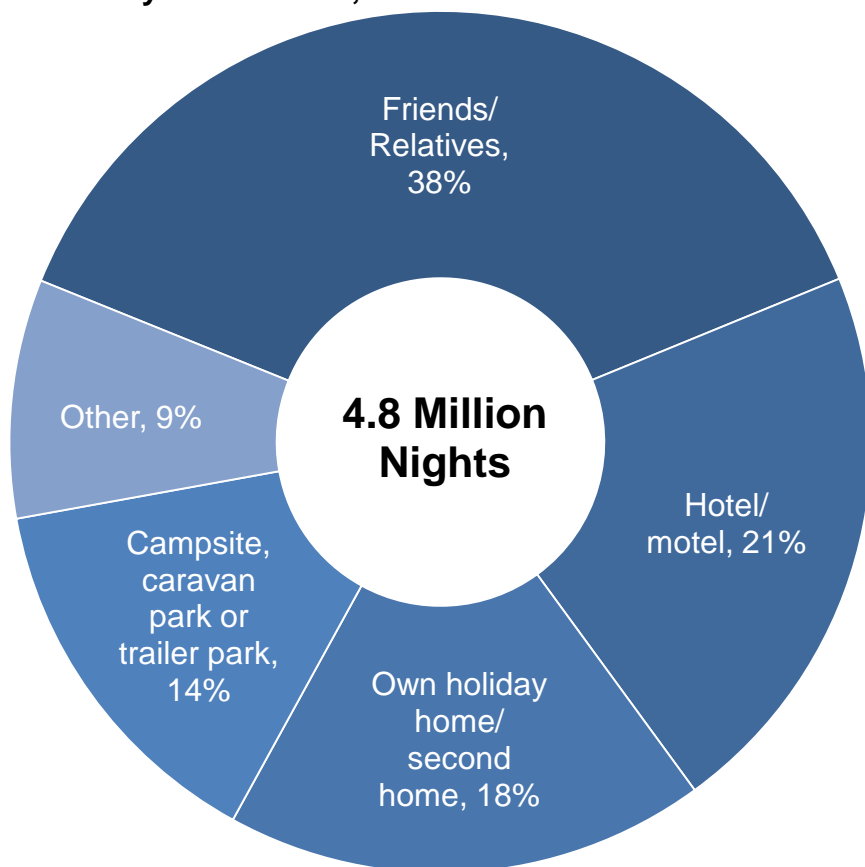
Between 2014 and 2015, there was a fall in NI domestic overnight trips (down 4%) and associated expenditure (down 8%).

In 2015, the average duration of overnight trips within NI was 2.1 nights with an averaged spend per trip of £98 and an average spend per night of £46.

## Accommodation used during Overnight Trip Nights in Northern Ireland

In 2015, an estimated 4.8 million nights were spent on domestic overnight trips in NI. In total under two-fifths (38%) of these nights were spent in accommodation provided free of charge by friends or relatives and over one fifth (21%) of nights were spent in a hotel or motel. Under one-fifth (18%) of nights were spent in own holiday homes/second homes (Figure 2).

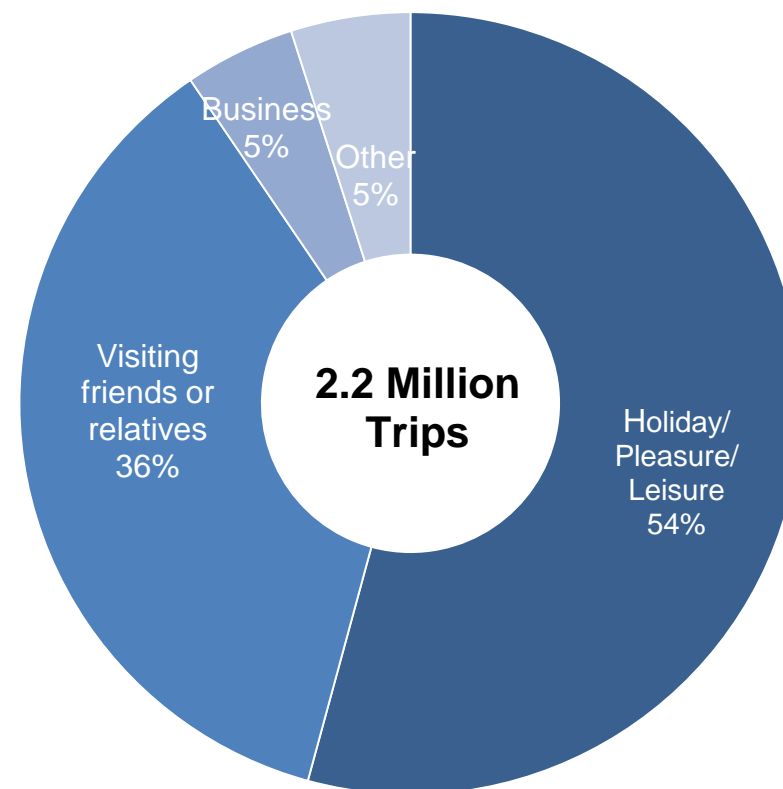
**Figure 2: Proportion of nights spent in NI by accommodation type used by NI residents, 2015**



## Reason for Overnight Trips in NI

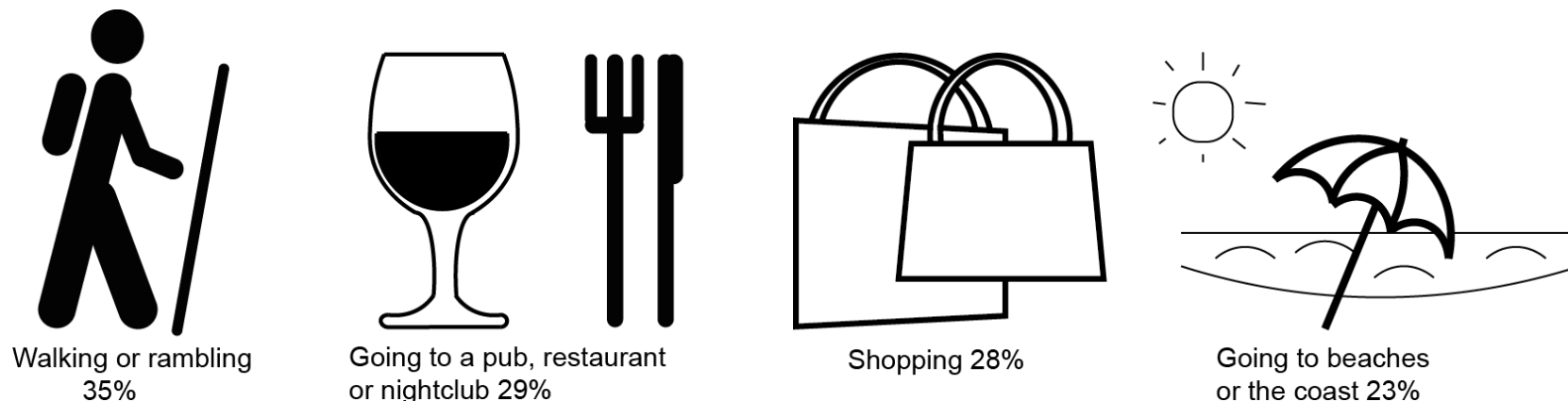
Figure 3 shows that, over half (54%) of domestic overnight trips taken were for holiday related purposes and over one-third (36%) were to visit friends or relatives.

**Figure 3: Purpose of overnight trips taken by NI residents within NI, 2015**



## Activities reported on overnight trips in Northern Ireland

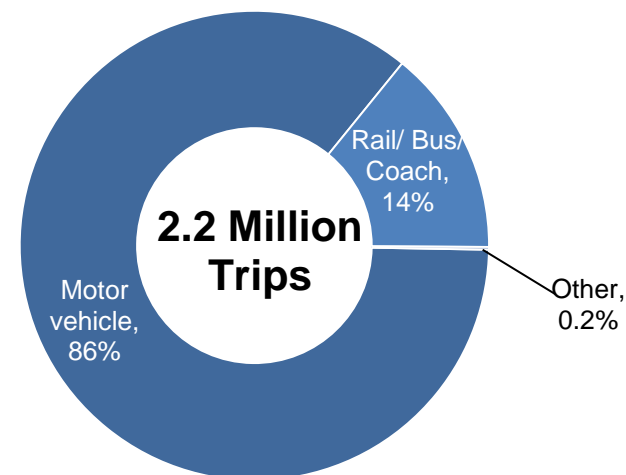
In 2015, the most popular activities partaken by NI residents on domestic overnight trips were walking or rambling (35%), going to a pub, restaurant or nightclub (29%), shopping (28%) and going to beaches or the coast (23%).



## Type of transport used on overnight trips in Northern Ireland

During 2015, 86% of domestic overnight trips in Northern Ireland by NI residents used a motor vehicle for the journey. This is an increased proportion when compared to 2014 (83%) but lower than each of the three years from 2011 to 2013. Rail, bus, or coach was the method of transport used for 14% of overnight trips.

Figure 4: Type of transport used on overnight trips by NI residents within NI, 2015.



## Main reason for not taking an overnight trip in Northern Ireland

The most common reason for not taking a domestic overnight trip in 2015 was “Lack of free time due to work or study commitments”, this was the main reason given by 20% of those who did not take an overnight trip in NI. This was closely followed by “Lack of free time due to family commitments” (19%) and “Prefer to stay at home, no motivation to travel” (18%).

**Table 1: Main reason for not taking an overnight trip in NI, 2011-2015**

	Percentage				
	2011 <sup>1</sup>	2012	2013	2014	2015
Lack of free time due to work or study commitments	25%	22%	24%	25%	20%
Lack of free time due to family commitments	10%	12%	12%	14%	19%
Prefer to stay at home, no motivation to travel	5%	7%	8%	9%	18%
Financial reasons	16%	17%	17%	14%	16%
Other	33%	32%	30%	29%	16%
Health reasons or reduced mobility	11%	10%	9%	10%	11%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Overnight trips outside of Northern Ireland

The CHS also measures trips NI residents take outside NI; this has shown the total number of overnight trips taken by NI residents during 2015 was 5.9 million overnight trips (4% less than in the previous year). It has already been indicated that the number of domestic overnight trips (that is NI residents spending a night away from their home within NI) fell over the year (-4%). However, there was an increase in those going overseas (+3%) when comparing 2014 to 2015. This may suggest NI residents took advantage of the exchange rates and/or the increased number of flights to other locations with additional benefits of a better climate.

## Background Notes

### Definitions/Data sources of Domestic Tourism Statistics in Northern Ireland (NI)

An **overnight trip** includes any trip away from home for at least one night by a Northern Ireland resident.

A **domestic overnight trip** includes any trip away from home for at least one night in Northern Ireland by a Northern Ireland resident.

### Trip expenditure

Trip expenditure is the total spent on package travel, business travel, accommodation, travel costs, food & drink, and other items spend.

### Methodology

A link to details on the methodology, sample size, rounding and grossing, precision of estimates, etc can be found at this [link](#) . A quality report on the domestic tourism series can be found at this [link](#).

### Further Information

Tables containing data used in this publication can be found at this [link](#)  
For more information relating to this publication or if an alternative format is required, please contact us at [tourismstatistics@finance-ni.gov.uk](mailto:tourismstatistics@finance-ni.gov.uk)

### Source

The information presented in this publication was collected through the Continuous Household Survey. Further information on the survey methodology is available from [www.csu.nisra.gov.uk](http://www.csu.nisra.gov.uk)

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