

Northern Ireland Domestic Tourism (2015)

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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

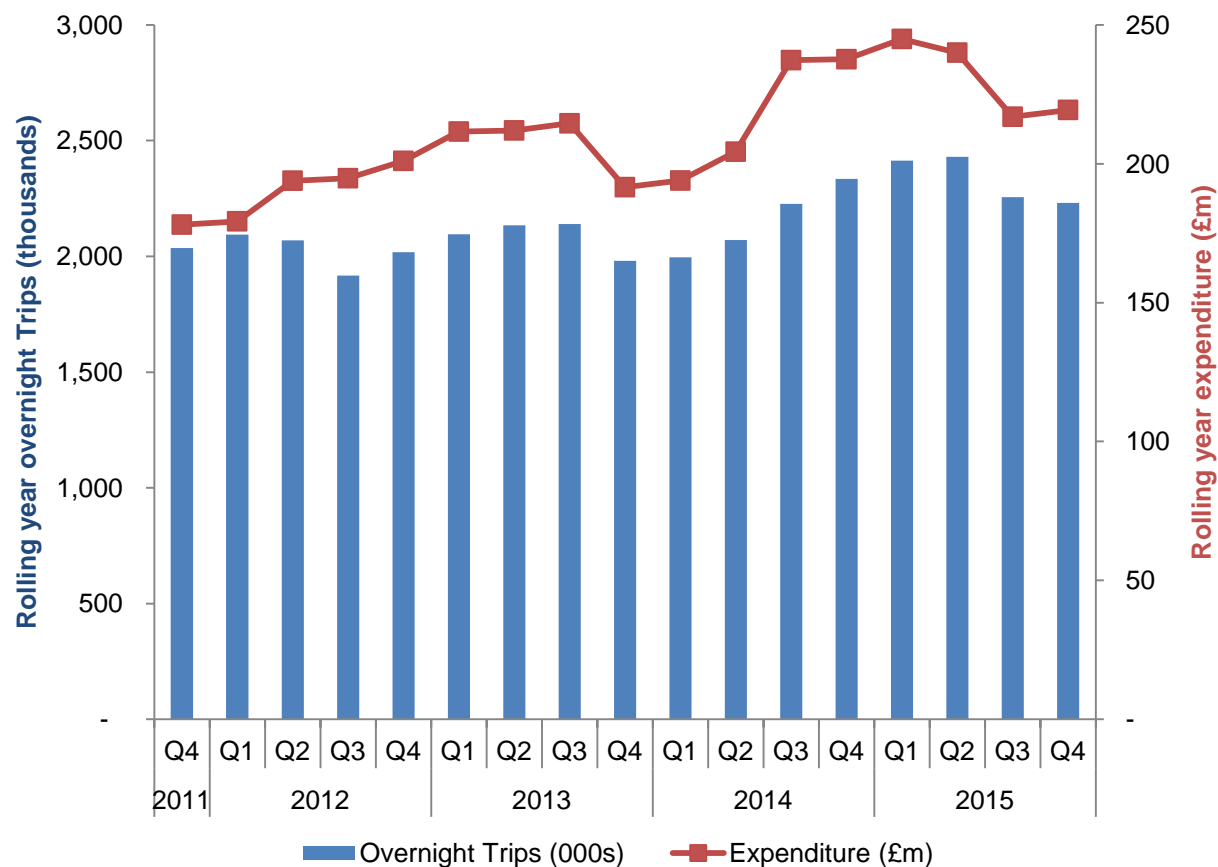


Figure 1 shows the rolling year (twelve month) domestic overnight trips and associated spend from quarter four 2011-2015. It shows that the number of trips and expenditure taken by NI residents within NI has shown an upward trend since 2011 (trips up 10% since the series began and associated expenditure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

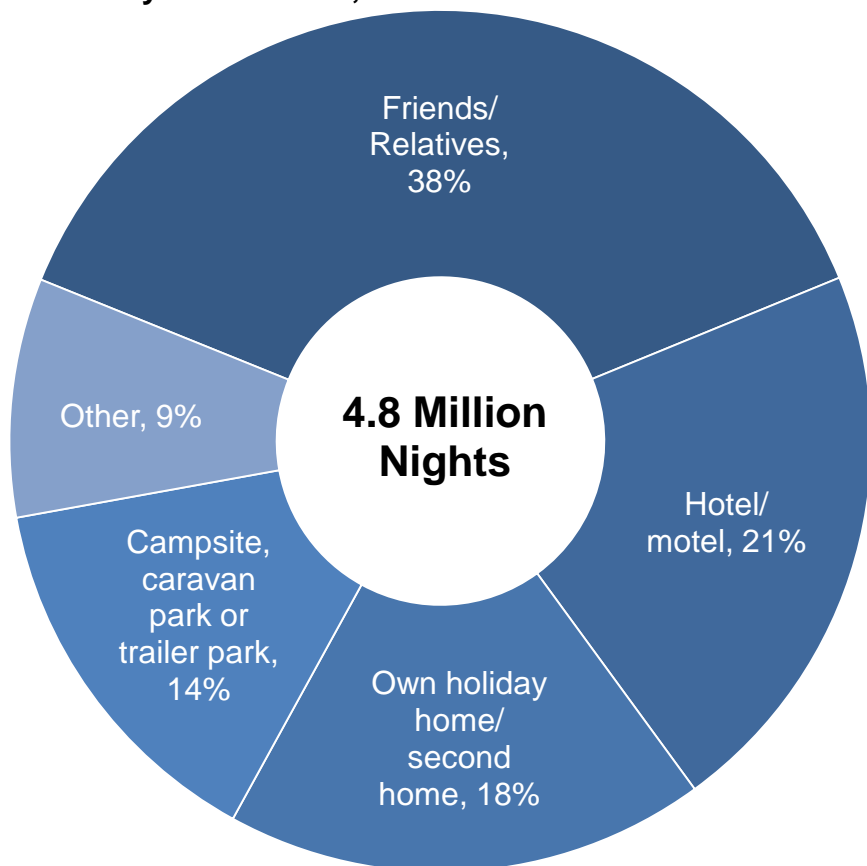
Between 2014 and 2015, there was a fall in NI domestic overnight trips (down 4%) and associated expenditure (down 8%).

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).

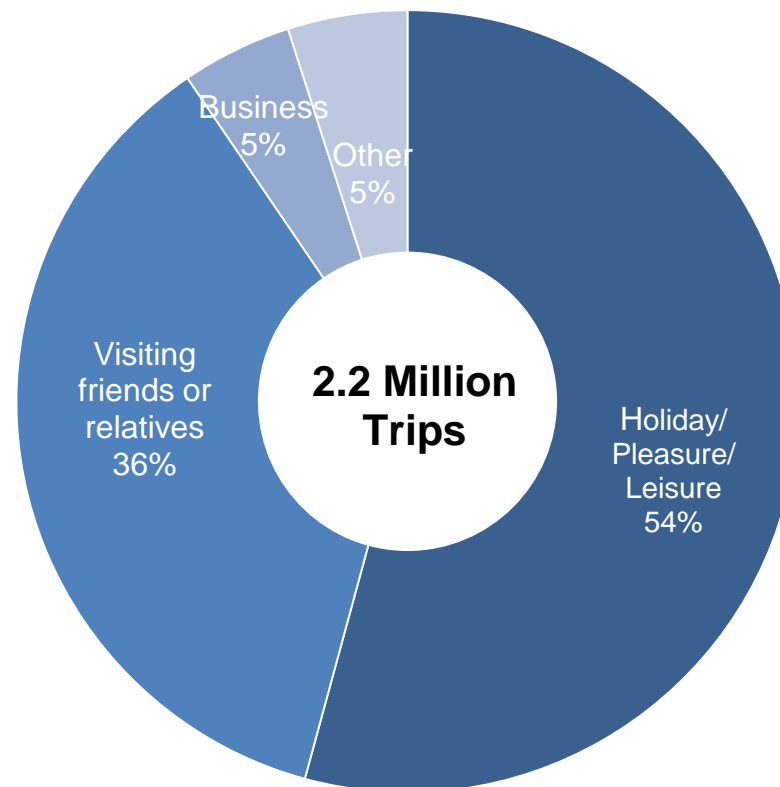
Figure 2: Proportion of nights spent in NI by accommodation type used by NI residents, 2015



Reason for Overnight Trips in NI

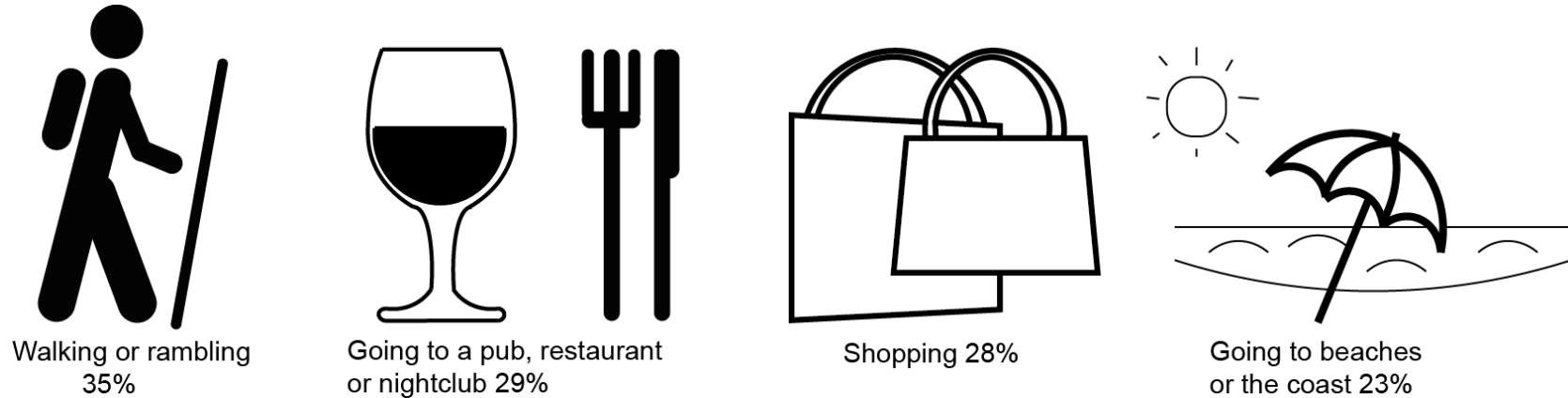
Figure 3 shows that, over half (54%) of domestic overnight trips taken were for holiday related purposes and over one-third (36%) were to visit friends or relatives.

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



Activities reported on overnight trips in Northern Ireland

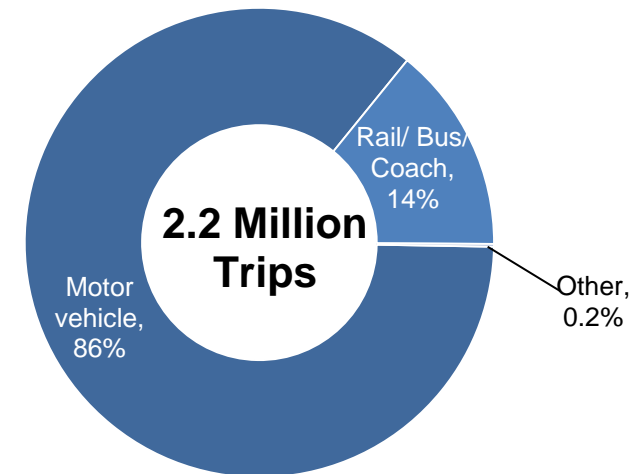
In 2015, the most popular activities partaken by NI residents on domestic overnight trips were walking or rambling (35%), going to a pub, restaurant or nightclub (29%), shopping (28%) and going to beaches or the coast (23%).



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 ¹	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%
Total	100%	100%	100%	100%	100%

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

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

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