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| **Indicator 30 :**  | Total Spend by External Visitors |

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| **Responsible Statistician:**  | Jim McColgan, Department of Finance |
| **Web Link to Statistical Publication:** | https://www.nisra.gov.uk/statistics/tourism/external-overnight-trips-northern-ireland  |
| **Frequency of update:** | Quarterly |
| **Time lag:** | 5 months |
| **Data Source:** | 3 sources are combined to create the estimates for external spend – (i) Northern Ireland Passenger Survey (NISRA), (ii) Household Travel Survey (CSO), (iii) Survey of Overseas Travellers (Failte Ireland) |
| **National Statistics Status** | National Statistics |
| **Quality Report:** | https://www.nisra.gov.uk/publications/tourism-statistics-data-quality |
| **Historic Data available from:** |  January 2011 |
| **Time-series trend:**  | **Total external visitors expenditure during overnight trips in NI**

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| **Year** | **Spend as reported (£m)** | **Spend deflated by CPIH 2015 baseline(£m)** | **Confidence interval (+/- %)** |
| **2013** | 524 | 533 | 14.4% |
| **2014** | 507 | 509 | 7.0% |
| **2015** | 545 | 544 | 7.9% |
| **2016** | 613 | 607 | 9.4% |
| **2017** | 657 | 633 | 7.2% |
| **2018** | 669 | 631 | 5.4% |
| **2019** | 741 | 687 | 5.7% |

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| **For Survey Data** **Sample size and confidence interval for the latest available year:** | The estimates for external overnight spend are taken from 3 surveys:* Northern Ireland Passenger Survey (NISRA)

 Sample size: 45,000 people, of which 13,100 had overnight trips in NI.* The Household Travel Survey (CSO)

Sample size: 59,000 people, but only around 400 involved overnight trips to NI. * Survey of Overseas Travellers (FI).

Sample size: 21,000 people, but only 700 involved overnight trips within NI.The confidence intervals are estimated using the actual standard errors from the NIPS and derived standard errors from the other 2 surveys.For 2019 the confidence interval was: 5.7%This means around the deflated figures - Lower limit: £647mCentral value: £687mUpper limit: £726mAround the figures as reportedLower limit: £689mCentral value: £731mUpper limit: 773m |
| **Please indicate whether UK/RoI/International Comparisons are available:** | UK: YesUK Regional: YesRoI: Yes International (please specify countries): Yes (European countries), America, AustraliaNote: These others have not been deflated. There may be seasonally adjusted figure too |
| **Please specify any issues in relation to this data. For example, data limitations, future data availability, any changes to methodology**  | NISRA uses information on visitors to NI from sources outside of its remit (currently Survey of Overseas Travellers from Failte Ireland and Household Travel Survey from CSO). As full access to raw data is not available for the SOT or HTS, confidence intervals are derived using a number of assumptions based on patterns seen in the NIPS and the Continuous Household Survey. There is also an alternative source being developed for visitors to NI through RoI ports by using the Passenger Card Inquiry run by CSO. This is expected to produce estimates for visitors to NI. The date for completion of this work is as yet unknown.Due to COVID 19, all face to face interviews have been suspended from middle of March 2019 so there will be no comparable data beyond Q4 2019. This is the first update using CPIH to deflate the external spend as requested in TAP |
| **Is this measure being used to monitor performance against your current/latest Departmental/ Agency Plan** | Yes |
| **If yes, please specify any particular baseline point/year for the measure which is being for performance monitoring purposes** | PfG target aimed to increase visitor numbers to 4.2 million and tourist revenue to £676 million by December 2014. There is a Tourism Strategy which aims to increase expenditure on overnight trips to £1billion by 2020, but this strategy is not yet published. |

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| **Technical Assessment Panel** |  |
| **Baseline Year** | 2015 |
| **Criteria for reporting change from the baseline** | A statistically significant change |

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| **Available groupings\*** | **Yes/No** | **Notes** |
|  **NI Level** | Yes |  |
| **Parliamentary Constituency level** | No |  |
| **Local Government District (2014) level** | Yes | Due to the nature of the surveys, these data are made available - reported on the number of nights in one location and cannot specify that any spend was made in that location. Also, due to small numbers of responses to the RoI surveys, responses are allocated to LGDs depending on the NISRA sourcesThere is also a longer timelag between data collection and publication due to quality assurance that needs done. |
| **Deprivation Quintile** | No |  |
| **NISRA Geography Urban/Rural Measure**  | No |  |
| **Gender** | No |  |
| **Age** | No |  |
| **Marital Status** | No |  |
| **Religion** | No |  |
| **Political Opinion** | No |  |
| **Disability** | No |  |
| **Dependants** | No |  |
| **Sexual Orientation** | No |  |
| **Racial Group** | No |  |
| **Lowest level geography at which the measure is available:** | Local Government District (2014) |

\* Due to confidentiality constraints, in some instances breakdowns may not be available due to small numbers