

Tourism

Theme: People and Places

Statistical Bulletin

Northern Ireland Tourism Statistics April 2013 to March 2014

17 July 2014

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1. Tourism Statistics – July 2014 release: Key Findings

This report provides provisional annual (April 2013 – March 2014) and year to date (January – March 2014) tourism statistics. It contains information on overnight trips made to Northern Ireland (NI) from Great Britain (GB), Republic of Ireland (RoI) and overseas visitors; as well as NI residents who made overnight trips within NI. Key findings are:

Trips / Expenditure (April 2013 - March 2014)

- The estimated total annual number of overnight trips (NI residents and visitors) was 4.1 million – a 1% fall on the previous 12 months.
- Annual total expenditure associated with these overnight trips was £735 million – an increase from £707 million (up 4%) in the previous 12 months.
- The estimated annual number of overnight trips by visitors (GB, RoI and overseas residents) was 2.06 million – a 1% rise on the previous 12 months.
- Annual total expenditure associated with the overnight trips of visitors (GB, RoI and overseas residents) was £538 million – an increase from £495 million (up 9%) in the previous 12 months.

Trips / Expenditure / Rooms / Cruise ships (Quarter 1: January - March 2014)

Single quarter estimates should be treated with some caution as these are based on smaller samples. The latest quarterly tourism statistics should also be considered in the context of changes in exchange rates. Against both the euro and US dollar, the pound is stronger than a year ago; in general a stronger pound should act to lower tourism demand.

- The estimated quarterly number of overnight trips (NI residents and visitors) was 0.9 million – a 2% increase on the first quarter of 2013.
- Quarterly total tourist expenditure associated with these overnight trips was £134 million – an increase from £122 million (up 10%) in the first quarter of 2013. Expenditure in the first quarter of the year is proportionately lower than the rest of the year.
- In the quarter 0.43 million rooms were sold in hotels, bed & breakfasts, guesthouses and other accommodation – a rise of 5% on the first quarter of 2013.
- One cruise ship docked in Belfast, with up to 750 passengers and 300 crew on board. No cruise ships docked in Belfast in the first quarter of 2013.

Provisional annual figures for the 2013 calendar year can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>. These statistics are '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 via tourismstatistics@dfpni.gov.uk

2. Commentary

Background

Tourism results are presented in terms of both (i) annual estimates for the most recent 12 months (to March 2014) and (ii) the first quarter to March 2014. The annual estimates provide greater precision due to the larger sample sizes available from the respective surveys. In contrast the first quarter results provide a more recent measure of trends, though with some loss of precision due to the smaller sample sizes available (see background notes for statistical margins of error).

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 4.2 million and tourist revenue to £676 million by December 2014.

(<http://www.northernireland.gov.uk/pfg-2011-2015-final-report.pdf>)

The originally published PfG target for 2013 included a target of 3.6 million visitors and £625 million spend. These were subsequently revised in DETI's Operating Plan for 2013-14 to 4.1 million visitors and £637 million spend. Previously published NISRA tourism estimates for 2013 indicated that both sets of targets for 2013 have been met. Assessment of whether the 2014 targets have been achieved will not be available until Spring 2015.

ANNUAL TOURIST ACTIVITY (April 2013 – March 2014)

Fall in overall trips, but rise in expenditure and nights spent in NI

The estimated number of overnight trips to NI in the 12 months to March 2014 decreased by 1% to 4.1 million when compared to the previous 12 months. Expenditure associated with these trips is estimated to have increased by 4% to £735 million and number of nights by 3% to 14.5 million.

Growth in GB and Overseas Visitors

The fall in overnight trips can be accounted for by a fall (-143,000 or -6%) in the number of overnight trips taken by RoI and NI residents. However, there were rises in visitors from GB (+8% or 85,000) and those from other overseas (+4% or 21,000).

Considered together, the number of overnight trips to NI by GB and overseas visitors increased by 7%. The number of nights and expenditure associated with these trips increased by 2% and 12% respectively.

Growth in Holiday Makers

There was an increase of 2% in overnight trips by all visitors for holiday purposes in the 12 month period to March 2014. This growth in holiday visits was due to rises in such visits by GB residents (+5%), other overseas (+7%) and the NI domestic market (+3%). However, RoI residents showed a fall in those coming to NI for a holiday (-21%).

Main reason external visitors come to NI is to visit friends and relatives

Almost half (49%) of all external visitors came to NI to visit friends or relatives in the 12 months to March 2014. The overall growth (+5%) in this category when compared to the previous 12 months has been driven by GB visitors (+13%). There were, however, decreases in the number of overseas (-3%) and RoI (-16%) visitors coming to NI to visit friends and relatives in the same period.

Fall in trips and expenditure for visits by NI and RoI residents

The estimated number of overnight visits by NI residents has fallen by 3% (64,000 visits) and RoI overnight visits have fallen by 18% (79,000 visits) in the 12 months to March 2014 (compared to the previous 12 months). There was an associated fall in expenditure by NI residents of £15 million and a fall in RoI visitors spend of £7 million over the same period.

NI residents spend during overnight trips within NI accounted for 27% of all expenditure in the 12 months to March 2014 compared to 30% in the previous 12 months. Similarly the RoI share of visitor expenditure fell from 9% in 2012-13 to 8% in 2013-14.

Occupancy rates relatively flat but in line with holiday and business visitors

Hotel room occupancy increased by 1 percentage point while there was no change in bed space occupancy between the 12 months ending March 2014 when compared with the previous 12 months. The equivalent figures for B&B, Guesthouse and Guest accommodation showed a decrease (-4pps) in both room and bed space occupancy.

QUARTERLY TOURIST ACTIVITY (January 2014 – March 2014)

Overnight tourist visits in the 1st quarter of 2014 accounted for 21% of all visits and 19% of GB and overseas visits in the 12 month period to March 2014. Estimates for this quarter should also be treated with some caution as these are based on relatively small sample sizes.

Growth in overall trips and expenditure

The estimated number of overnight trips to NI for the first 3 months of 2014 increased by 2% to 865,000 when compared to the same period of the previous year. Expenditure associated with these trips is estimated to have increased by 10% to £134 million.

Growth in GB, overseas and NI Domestic visitors, but fall in RoI visitors

Reflecting the increase in overall trips to NI in the first 3 months of 2014, there were increases in the GB (+2%), overseas (+11%) and NI resident (+11%) markets. In contrast, there was a fall in the number of overnight trips taken in NI by RoI residents (-43%).

Growth in Holiday Makers

There was an increase of 20% in overnight trips by all visitors for holiday purposes in the first 3 months of 2014. This growth in holiday visits was due to rises in such visits by GB residents (+15%), overseas (+12%) and NI residents (+29%). However, RoI residents showed a fall in those coming to NI for a holiday (-28%).

Conclusion

Estimates for the 12 months to March 2014 show there has been a slight decrease in the number of overnight trips taken by NI residents and visitors combined (-1%).

The fall in overnight trips over the 12 months to March 2014 (-1%) was driven by a fall in the NI domestic market (-3%) and RoI visitors (-18%), whereas those coming from GB and overseas increased (+7%). Despite this fall, the number of trips for 'holiday' purposes increased (+2%) over the same period.

The overnight trips in NI for the last twelve months (to March 2014) may have been influenced by events that have taken place in NI such as the UK City of Culture year in Derry-Londonderry, the World Police and Fire Games and the all-Ireland Fleadh.

3. Estimated number of overnight trips, nights and expenditure for the 12 month period ending March 2014 and January to March 2014

This bulletin brings together data from a range of sources 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 for 12 months to March 2014 and headline figures for the first 3 months of 2014. Estimates for Quarter 1 2014 should be treated with some caution as these are based on relatively small sample sizes. Prior to 2013, the information contained in the bulletin was published in a range of monthly reports. Following responses to a recent consultation, the decision has been 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>.

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

Table 1 Estimated^(1,2) number of overnight trips, nights and expenditure in NI (all visitors) for the 3 months and 12 months to March 2014

	Apr 2013- March 2014	% Change	Jan- March 2014	% Change
Overall Trips (000s)	4,090	-1	865	+2
Overall Nights (000s)	14,470	+3	2,633	-1
Overall Expenditure (£m)	735	+4	134	+10

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 March 2013 decreased by 1% to 4.09 million, however the figure for the first 3 months of 2014 shows a rise of 2% to 865,000 overnight trips.

Expenditure associated with these trips shows a rise of 4% to £735 million in the 12 month period ending March 2014 and of 10% to £134 million in the first quarter of 2014.

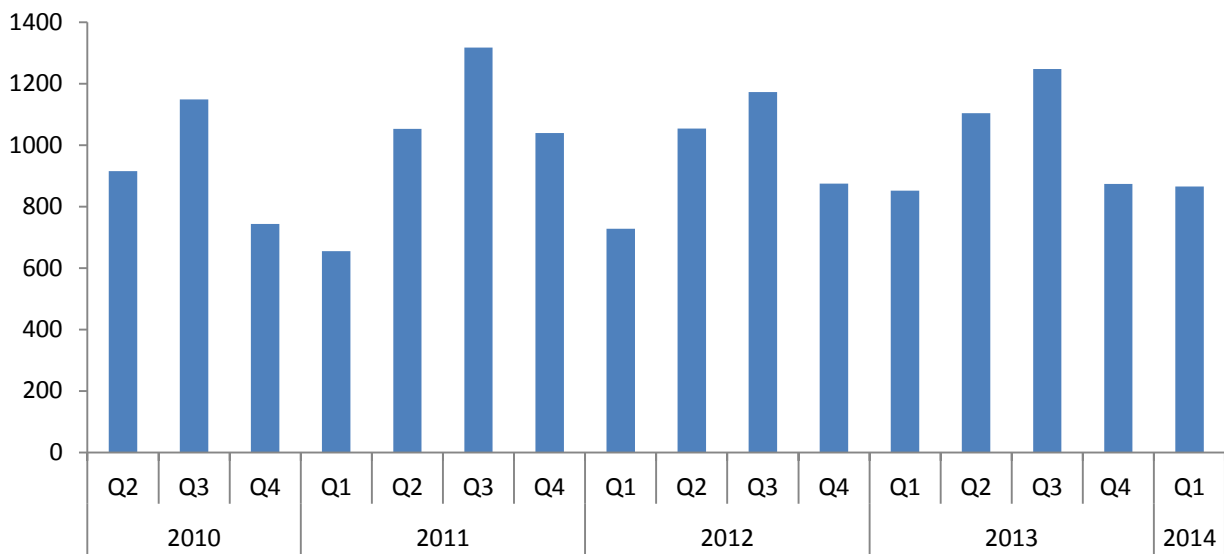
Number of nights spent in NI

The estimated number of nights associated with overnight trips taken in NI increased by 3% to 14.47 million in the 12 months to March 2014. However, the estimated number of nights spent in NI for the first three months of 2014 shows a slight fall of 1% to 2.63 million.

The average length of stay for the 12 months to March 2014 was 3.5 nights, slightly higher than the figure for the same period the previous year (3.4 nights). The equivalent figure for the

first three months of 2014 was 3.0 nights, slightly lower than that for the same period in 2013 (3.1 nights) (Tables A1.1 and A2.1).

Figure 1 Estimated number of overnight (thousands) trips in NI, Q2 2010 to Q1 2014



Estimated number of trips each quarter

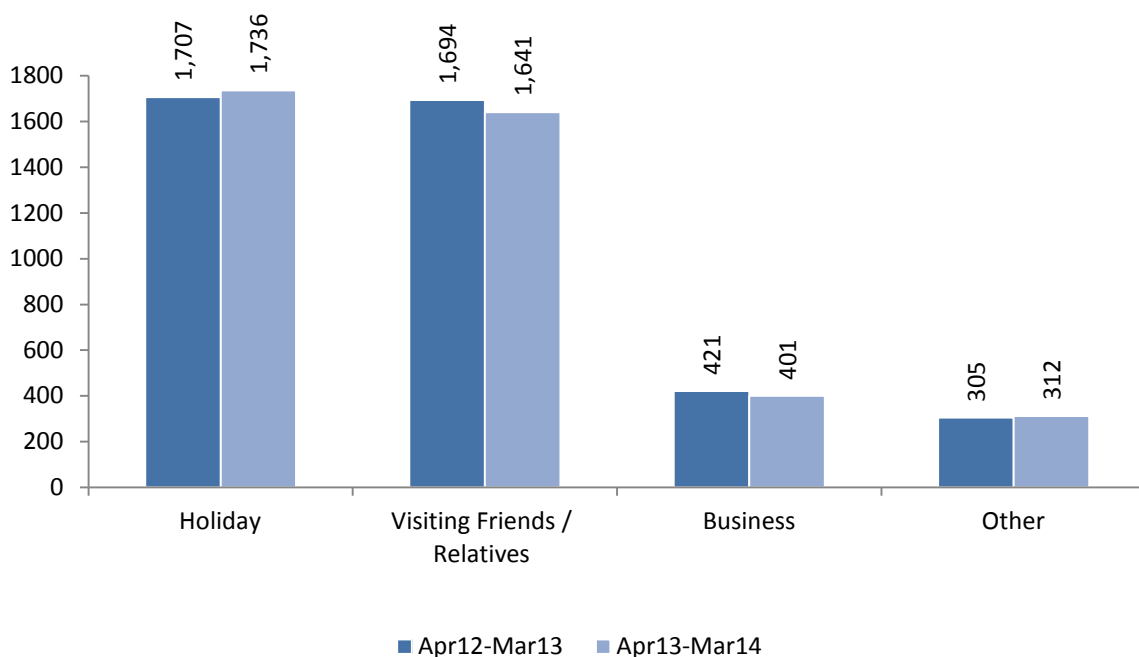
Figure 1 depicts the estimated number of overnight trips taken in NI in each quarter from quarter 2 (April to June) 2010 to quarter 1 (January to March) 2014.

Overnight trips - reason for visit

Twelve months to March 2014

The number of trips taken in the 12 month period to March 2014 by all visitors for holiday purposes increased by 2% (29,000) to 1.74 million. This rise, together with a rise in those visiting for other reasons (+2%), contrasts with the decrease (-3%) in those visiting friends and relatives and those on business trips (-5%) (Figure 2 and Table A1.2).

Figure 2: Estimated overnight trips (thousands) by reason for visit April 2012 – March 2013, April 2013 – March 2014



First quarter of 2014

In the first 3 months of 2014 the number of trips for holiday purposes increased by 20% to 306,000 and accounts for 35% of all overnight trips in NI. Trips taken in the first 3 months of 2014 in NI to visit friends and relatives decreased by 7% to 406,000. There was also a decrease in those travelling for 'business' purposes (-15%) but those on business overnight trips represents a relatively small proportion (11%) of all overnight trips in NI (Table A2.2).

Visitors country of residence

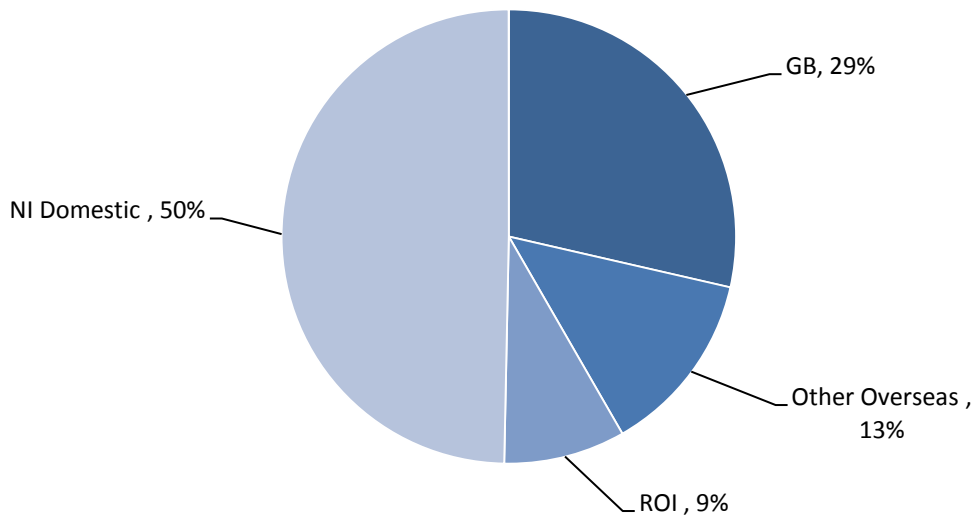
Twelve months to March 2014

In the 12 months to March 2014, there was an decrease of 3% (to 2.03 million) in the number of overnight trips taken in NI by residents accounting for just under half of all overnight trips taken in NI. Over the same period, the estimated number of trips taken by GB and overseas visitors increased by 8% and 4% respectively, with a fall (-18%) in those visiting from Rol (Table A1.3). Figure 3 shows the proportion of overnight trips by country of residence for the 12 months to March 2014, these proportions remain relatively similar to that of the same period for the previous year.

First quarter of 2014

The number of overnight trips taken in NI by residents in the first 3 months of 2014 increased by 11% to 483,000. The estimated number of GB and overseas visitors increased by 2% and 11% respectively, while the number from Rol decreased by 43% (Table A2.3).

Figure 3: Estimated proportion of overnight trips by country of residence April 2013 to March 2014

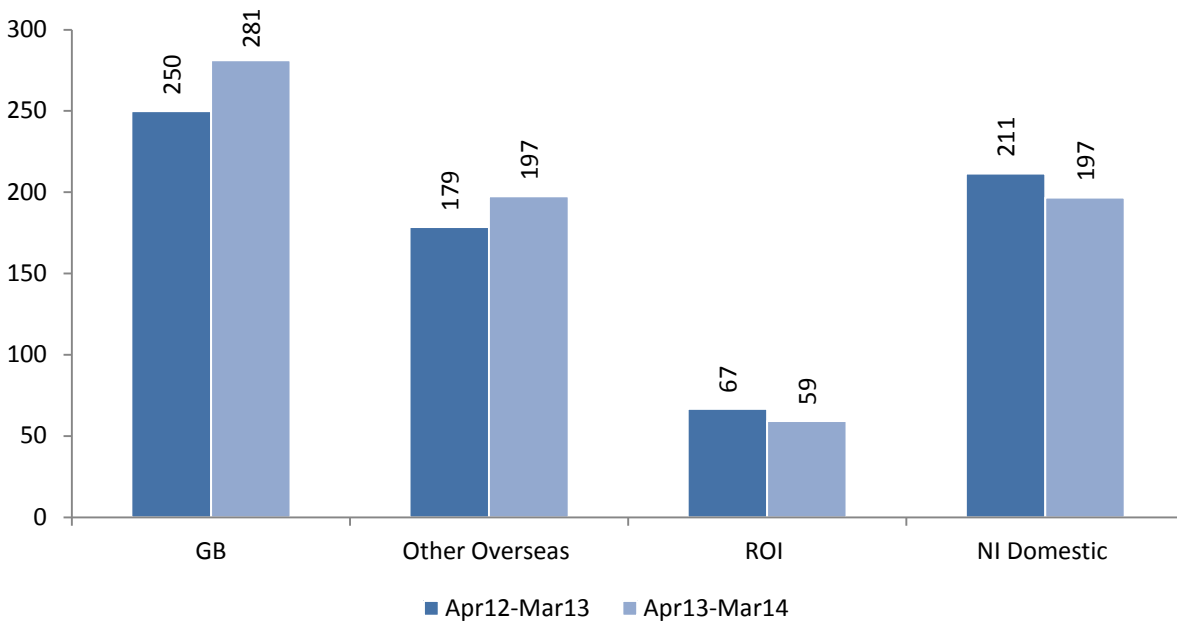


Estimated expenditure by country of residence April 2013 – March 2014

The estimated expenditure associated with overnight trips in NI is presented by country of residence in Figure 4. Increases in expenditure were experienced by GB (+13%) and overseas visitors (+11%).

Conversely, expenditure by NI residents and visitors from ROI fell by 7% and 11% respectively over the same period.

Figure 4: Estimated visitor expenditure (£ million) by country of residence April 2012 – March 2013, April 2013 – March 2014

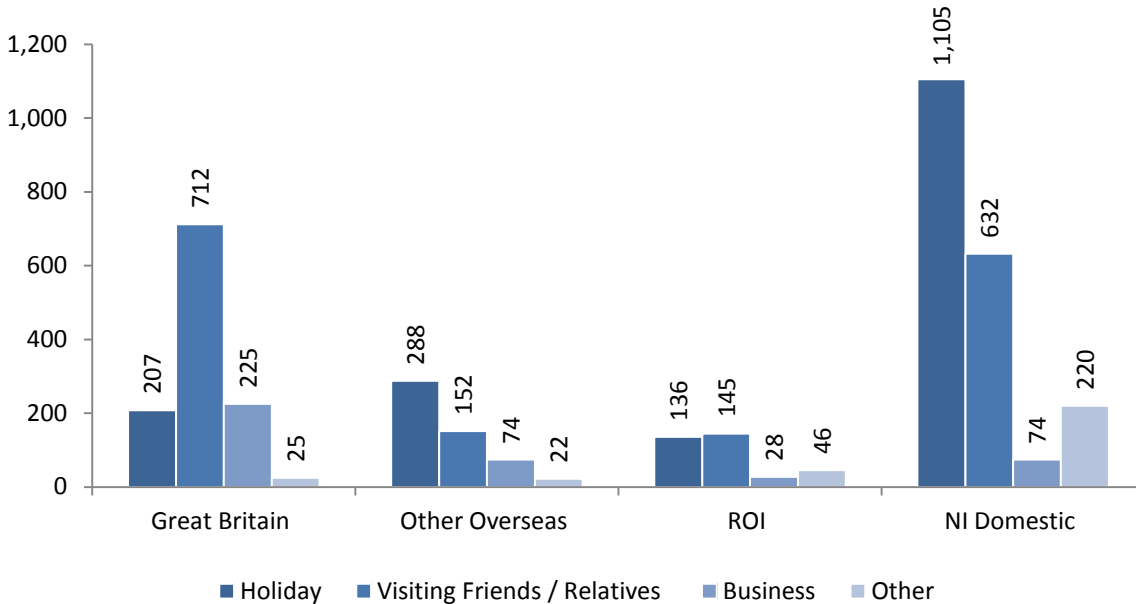


Country of residence by reason for visit

Figure 5 shows the country of residence for visitors taking trips in NI in the most recent 12 months 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 (57%), are more likely to travel to NI for the purpose of visiting friends or relatives (61%) than for all other reasons combined. In contrast, overseas visitors are more likely to report that their visit to NI was for holiday purposes (Table A1.5).

Figure 5 Estimated overnight trips (thousands) by country of residence and reason for visit, April 2013 - March 2014



3.2 Visitors from outside NI

Twelve months to March 2014

When NI residents are excluded, the number of overnight trips to NI in the 12 months to March 2014 increased by 1% to 2.06 million. Increases in the estimated number of trips made by GB (+8%) and overseas visitors (+4%) were countered by a fall in those visiting from ROI of -18%. Visitors from GB accounted for 57% of all overnight trips to NI made by non-residents.

First quarter of 2014

The number of non resident overnight trips to NI in the first 3 months of 2014 decreased by 8% to 382,000. This was influenced by a fall in the estimated number of ROI visitors (-43%). However, there were increases in the number of GB (+2%) and overseas (+11%) visitors when compared to the same period of 2013.

Visitors from outside NI - reason for visit

Twelve months to March 2014

In the 12 months to March 2014, there were increases by external visitors coming to NI to visit friends/relatives (+5%) and for business purposes (+4%). However, there was a slight decrease in those visiting NI for holiday purposes (-1%).

Visiting friends and relatives, which accounts for 49% of all trips by non-residents, experienced an increase of 5% by external visitors in the 12 months to March 2014. This was influenced by an increase (+13%) in those visiting from GB; in contrast there was a fall in those visiting from ROI (-16%) and those visiting from overseas (-3%) for this purpose (Table A1.5).

4. Accommodation

Hotel occupancy

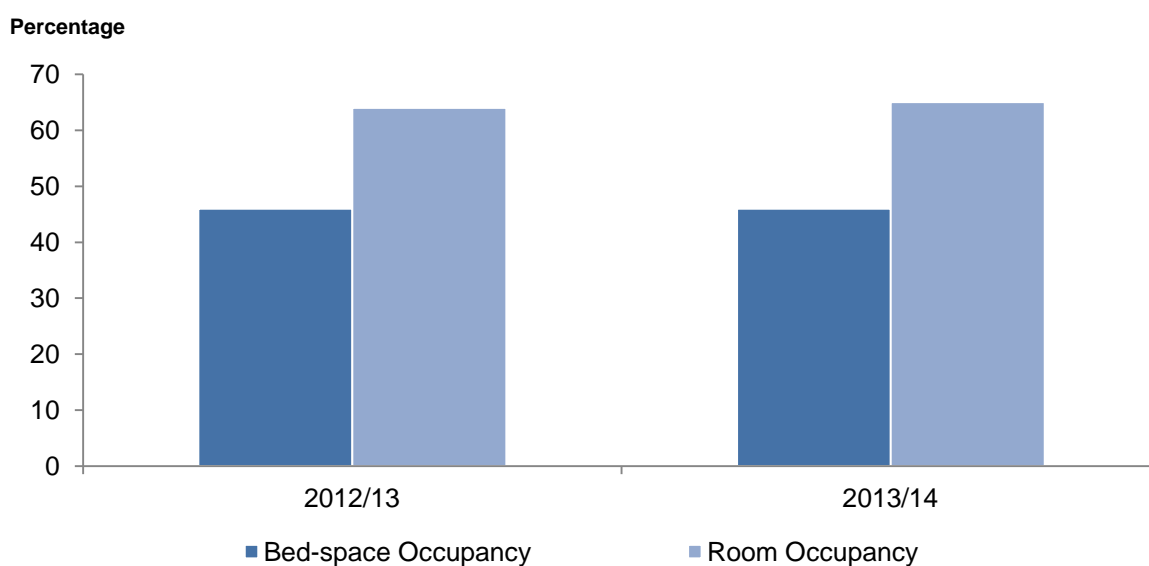
Twelve months to March 2014

The room occupancy rate for hotels in NI for the 12 month period April 2013- March 2014 showed an increase of 1 percentage point on the same period in the previous year (to 65%) whereas the bed-space occupancy showed no change (46%).

First quarter of 2014

The room occupancy rate for hotels in NI showed an increase of 4 percentage points while the bed-space occupancy increased by 1 percentage point between January-March 2013 and January-March 2014 (to 54% and 36% respectively). (Figure 6, Tables A1.8 and A2.6).

Figure 6 Hotel occupancy rate (percentage) April 2012 – March 2013, April 2013 – March 2014



B&B/Guesthouse/Guest Accommodation occupancy

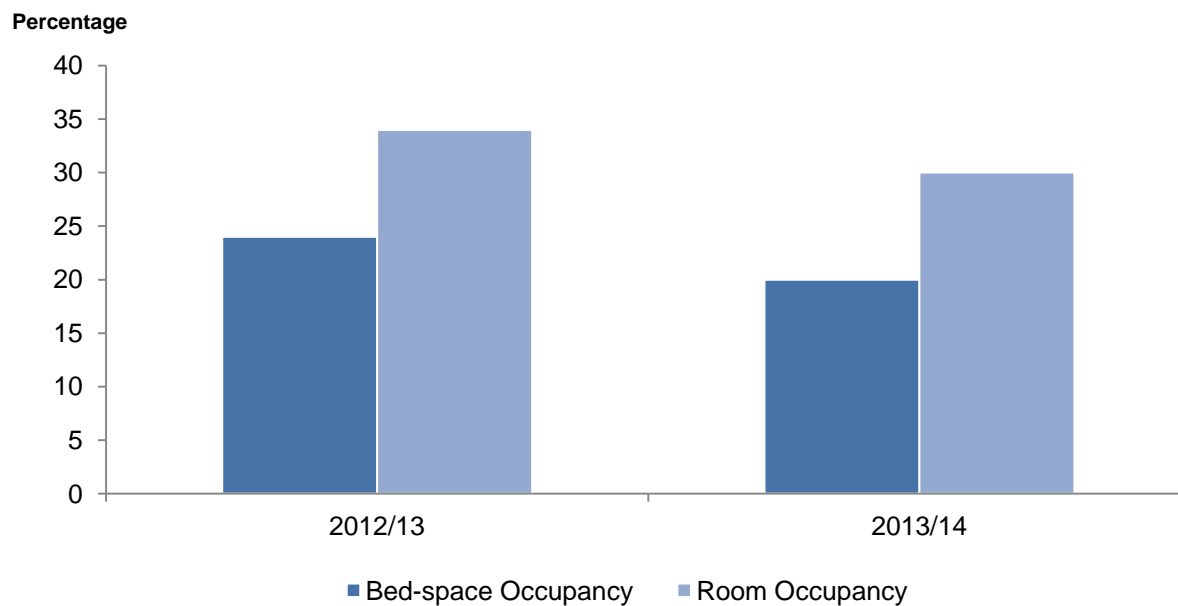
Twelve months to March 2014

The 12 month period to March 2014 saw decreases of 4 percentage points in both the room (to 30%) and bed space occupancy (to 20%) for the B&B, guesthouse and guest accommodation sector.

First quarter of 2014

There was a 5 percentage point decrease in the room occupancy rate (to 16%) for the B&B/guesthouse/guest accommodation sector between January-March 2013 and January-March 2014, bed space occupancy (at 9%) also showed a decrease of 5 percentage points over the same period. (Figure 7, Tables A1.9 and A2.7).

Figure 7 B&B/Guesthouse/Guest Accommodation occupancy rate (percentage) April 2012 – March 2013, April 2013 – March 2014



The most recent occupancy statistics can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-accomm-6.htm>

5. Other sources

Tourism and Leisure employee jobs (NISRA)

- At March 2014, the Quarterly Employment Survey (QES) estimated that tourism and leisure industries accounted for 53,420 employee jobs in NI, 8% of all employee jobs. This proportion was virtually unchanged from that reported in March 2013, when tourism and leisure accounted for 53,200 employee jobs in NI.

Cruise Ship Arrivals (DVCB and Cruise Belfast)

- During January – March 2014, 1 cruise ship docked in Belfast, with up to 750 passengers and 300 crew onboard. There were no cruise ships during this quarter to Londonderry. There were no cruise ships docked in either Belfast or Londonderry in quarter 1 2013.

6. 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 April 2013 to March 2014. 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 25% during April 2013 to March 2014), 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. The methodology is subject to ongoing development and these estimates are therefore deemed to be experimental statistics in line with the Code of Practice (see below).

Tourism Ireland aims to welcome more than 2 million 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.

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.

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 2. Confidence limits relating to a selection of estimates contained in this bulletin at the 95% confidence interval are shown below:

Table 2 Confidence intervals around the visitor estimates in the 3 months and 12 months to March 2014.

95% Confidence Interval				
	Overnight Trips		Expenditure	
	Overall estimate	% change compared to previous year	Overall estimate	% change compared to previous year
January – March 2014	+/-14%	+/- 19%	+/- 16%	+/- 21%
April 2013 – March 2014	+/-6%	+/- 9%	+/- 11%	+/- 12%

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.

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 2013 can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>. Please note the next quarterly publication will include revised figures which will take account of updated population projections. 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. NISRA plans to publish plans on the experimental status of the tourism statistics in October 2014. User views are welcome to inform this process and NISRA can be contacted at tourismstatistics@dfpni.gov.uk.

Northern Ireland Tourism Statistics have undergone a series of organisational changes and revisions to methodology. For an overview and explanation of any resultant breaks and the benefits of such breaks are available at http://www.detini.gov.uk/developing_northern_ireland_tourism_statistics.pdf

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.

Employee Jobs in Tourism and Leisure

This report includes estimates from the Quarterly Employment Survey (QES) on the number of jobs in 'tourism and leisure' industries. In other publications, NISRA report on 'tourism characteristic industries'. The tourism characteristic industries breakdown is unavailable on a quarterly basis.

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ANNEX 1 TABLES FOR APRIL 2013 TO MARCH 2014

Table A1.1 Estimated^(1,2) number of overnight trips, nights and expenditure in NI (all visitors) for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
Overall Trips (000s)	4,127	4,090	-1
Overall Nights (000s)	14,041	14,470	+3
Overall Expenditure (£m)	707	735	+4

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 for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
Holiday	1,707	1,736	+2
Visiting Friends/Relatives	1,694	1,641	-3
Business	421	401	-5
Other	305	312	+2
Total^(2,3)	4,127	4,090	-1

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, Rol and NI Domestic markets for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
GB visitors ⁽²⁾⁽³⁾	1,085	1,169	+8
Overseas visitors ⁽²⁾⁽³⁾	514	535	+4
Total Overseas⁽³⁾	1,599	1,705	+7
Rol visitors ⁽⁴⁾	433	354	-18
Total visitors from outside NI⁽³⁾	2,032	2,059	+1
Domestic overnight trips ⁽⁵⁾	2,095	2,031	-3
Total^(2,3,4,5)	4,127	4,090	-1

Notes:

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- 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) for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
Overall Trips (000s)	2,032	2,059	+1
Overall Nights (000s)	9,912	9,917	0
Overall Expenditure (£m)	495	538	+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 (excluding NI residents) by reason for visit for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
Holiday	198	207	+5
Visiting friends / relatives	630	712	+13
Business	219	225	+3
Other	37	25	-33
GB visitors⁽²⁾⁽³⁾	1,085	1,169	+8
Holiday	269	288	+7
Visiting friends / relatives	156	152	-3
Business	67	74	+10
Other	22	22	0
Overseas visitors⁽²⁾⁽³⁾	514	535	+4
Holiday	171	136	-21
Visiting friends / relatives	171	145	-16
Business	26	28	+4
Other	64	46	-29
Rof⁽²⁾⁽³⁾	433	354	-18
Holiday	638	631	-1
Visiting friends / relatives	958	1,009	+5
Business	313	327	+4
Other	123	92	-25
Total⁽²⁾⁽³⁾	2,032	2,059	+1

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) Estimate based on a sample size of <30 appear shaded as
 Estimate based on a sample size of 31-50 appear shaded as
 Estimate based on a sample size of 51-100 appear shaded as

Table A1.6 Estimated⁽¹⁾ visitor nights (thousands) spent in NI (all visitors) for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
GB visitors ⁽²⁾⁽³⁾	4,767	5,490	+15
Overseas visitors ⁽²⁾⁽³⁾	3,983	3,425	-14
Total Overseas⁽³⁾	8,750	8,915	+2
Rol visitors ⁽⁴⁾	1,162	1,002	-14
Total visitors from outside NI⁽³⁾	9,912	9,917	0
Domestic overnight trips ⁽⁵⁾	4,129	4,553	+10
Total⁽³⁾	14,041	14,470	+3

Notes:

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- 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 A1.7 Estimated⁽¹⁾ visitor expenditure (£ million) spent in NI (all visitors) for the 12 months to March 2013, 2014

	Apr 2012- Mar 2013	Apr 2013- Mar 2014	% Change
GB visitors ⁽²⁾⁽³⁾	250	281	+13
Overseas visitors ⁽²⁾⁽³⁾	179	197	+11
Total Overseas⁽³⁾	429	479	+12
Rol visitors ⁽⁴⁾	67	59	-11
Total visitors from outside NI⁽³⁾	495	538	+9
Domestic overnight trips ⁽⁵⁾	211	197	-7
Total⁽³⁾	707	735	+4

Notes: 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

- 1) 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
- 2) Figures may not add to totals due to rounding
- 3) Figures derived from the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 4) Figures derived from the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA

Table A1.8 Hotel Occupancy for the 12 months to March 2013, 2014

	Room Occupancy	Bed-space Occupancy ²	Rooms Sold	Bed-spaces Sold ²
2012/13	65%	46%	1,803,900	2,836,800
2013/14	65%	46%	1,855,100	2,898,600
Change				
2012/13 – 2013/14 (+/-)	+1pps	Opps	+3%	+2%

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

(2) Please note these figures exclude hotels who have not provided the appropriate breakdown of information

Table A1.9 Bed & Breakfast, Guesthouse and Guest Accommodation occupancy, for the 12 months to March 2013, 2014

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2012/13	34%	24%	372,000	617,200
2013/14	30%	20%	343,200	543,100
Change				
2012/3-2013/14 (+/-)*	-4pps	-4pps	-8%	-12%

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

ANNEX 2 TABLES FOR JANUARY TO MARCH 2013

Table A2.1 Estimated^(1,2,3) number of overnight trips, nights and expenditure in NI (all visitors) for Jan-Mar 2013, 2014

	Jan-Mar 2013	Jan-Mar 2014	% Change
Overall Trips (000s)	852	865	+2
Overall Nights (000s)	2,656	2,633	-1
Overall Expenditure (£m)	122	134	+10

Notes:

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- 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 A2.2 Estimated⁽¹⁾ visitor overnight trips (thousands) spent in NI (all visitors) by reason for visit for Jan-Mar 2013, 2014

	Jan-Mar 2013	Jan-Mar 2014	% Change
Holiday	256	306	+20
Visiting Friends/Relatives	435	406	-7
Business	108	92	-15
Other	54	61	+15
Total^(2,3)	852	865	+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
- 4) Estimate based on a sample size of <30 appear shaded as
 Estimate based on a sample size of 31-50 appear shaded as
 Estimate based on a sample size of 51-100 appear shaded as

Table A2.3 Estimated ⁽¹⁾ visitor overnight trips (thousands) to NI for GB, overseas, Rol and NI Domestic markets for Jan-Mar 2013, 2014

	Jan-Mar 2013	Jan-Mar 2014	% Change
GB visitors ⁽²⁾⁽³⁾	239	244	+2
Overseas visitors ⁽²⁾⁽³⁾	69	77	+11
Total Overseas⁽³⁾	309	320	+4
Rol visitors ⁽⁴⁾	108	62	-43
Total visitors from outside NI⁽³⁾	417	382	-8
Domestic overnight trips ⁽⁵⁾	435	483	+11
Total⁽³⁾	852	865	+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
- 6) Estimate based on a sample size of <30 appear shaded as
 Estimate based on a sample size of 31-50 appear shaded as
 Estimate based on a sample size of 51-100 appear shaded as

Table A2.4 Estimated ^(1, 2, 3) number of overnight trips, nights and expenditure in NI (excluding NI residents) for Jan-Mar 2013, 2014

	Jan-Mar 2013	Jan-Mar 2014	% Change
Overall Trips (000s)	417	382	-8
Overall Nights (000s)	1,869	1,876	0
Overall Expenditure (£m)	87	94	+8

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 A2.5 Estimated ^(1, 2, 3) number of overnight trips (thousands) to NI (excluding NI residents) by reason for visit for Jan-Mar 2013, 2014

	Jan-Mar 2013	Jan-Mar 2014	% Change
Holiday	28	33	+15
Visiting friends / relatives	157	153	-2
Business	49	54	+11
Other	5	3	-32
GB visitors⁽²⁾⁽³⁾	239	244	+2
Holiday	25	28	+12
Visiting friends / relatives	30	34	+12
Business	12	13	+7
Other	2	2	+6
Overseas visitors⁽²⁾⁽³⁾	69	77	+11
Holiday	28	21	-28
Visiting friends / relatives	65	24	-63
Business	6	4	-36
Other	9	14	+55
Rol Visitors⁽⁴⁾	108	62	-43
Holiday	82	81	-1
Visiting friends / relatives	253	212	-16
Business	66	70	+7
Other	16	19	+21
Total⁽³⁾	417	382	-8

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) Estimate based on a sample size of <30 appear shaded as
 Estimate based on a sample size of 31-50 appear shaded as
 Estimate based on a sample size of 51-100 appear shaded as

Table A2.6 Hotel Occupancy for January to March 2013, 2014

	Room Occupancy	Bed-space Occupancy ²	Rooms Sold	Bed-spaces Sold ²
2013	50%	35%	352,800	554,800
2014	54%	36%	383,900	577,100
Change 2013-2014 (+/-)	+4pps	+1pps	+9%	+4%

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

(2) Please note these figures exclude hotels who have not provided the appropriate breakdown of information

Table A2.7 Bed & Breakfasts, Guesthouses and Guest Accommodation for January to March 2013, 2014

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces Sold
2013	21%	14%	55,600	88,300
2014	16%	9%	46,200	61,200
Change 2013-2014 (+/-)	-5pps	-5pps	-17%	-31%

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