

Local Government District Tourism Statistics in Northern Ireland 2011-2012

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Local Government District Tourism Estimates

This NISRA bulletin presents the estimated number of overnight trips, nights spent and expenditure at Local Government District (LGD) and Tourism Key Destination Area (KDA) averaged over the calendar years of 2011 and 2012. The information relates to overnight trips made by all visitors (i.e. including Northern Ireland (NI) residents) and, also, by non residents as a separate category. It is sourced from a combination of NISRA official statistics and Republic of Ireland (ROI) sources.

The bulletin also includes information on serviced accommodation occupancy rates and origins of arrivals and guests. The most recent tourism related jobs from the NI Census of Employment 2011 at Local Government District level are also included for reference. The report has been produced to help inform an understanding of tourism activity at the sub-regional level in NI. These are experimental statistics subject to ongoing development, and user views are welcomed.

Key Findings

Local Government District – all visitors

- During 2011-2012, an average of 1.1 million overnight trips were made by all visitors to Belfast per year. As such, more than a quarter (27%) of all overnight trips within NI were spent in Belfast LGD. Belfast also saw the largest proportion of tourism expenditure (35%) during overnight trips in NI in 2011-2012. This represents an estimated spend of £232 million per year in Belfast LGD in the period.
- Coleraine accounted for the second largest share of all overnight trips (12%) with an average of £75 million spent during these trips. This accounted for 11% of expenditure on overnight trips in NI 2011-2012.
- The next most frequented LGDs in terms of overnight trips were Down and Fermanagh, which each accounted for 7% of all overnight trips with similar proportions of expenditure (5% and 6% respectively).

Local Government District – external visitors

- When NI residents overnight trips were excluded, Belfast LGD accounted for an even greater share of overnight trips (37%) made by visitors to NI during 2011-2012 and the associated spend was over two-fifths (41%) of total expenditure in NI.
- Derry LGD also captured a larger share of the external visitor market with this LGD and Coleraine each accounting for 8% of overnight trips made by visitors from outside NI. There was an estimated 7% of external visitor expenditure that occurred in Coleraine during these overnight trips and 6% in Derry during 2011-2012.

Key Destination Area – All visitors

- The “Belfast City and Greater Belfast” Key Destination Area (KDA) accounted for 37% of all overnight trips in NI during 2011-2012, and 44% of all

expenditure associated with these overnight visits.

- The “Causeway Coast and Glens” accounted for 23% of all overnight trips in NI during 2011-2012 and over one fifth (21%) of all expenditure during these stays.

Key Destination Area¹ – external visitors

- “Belfast City and Greater Belfast” remained the most visited KDA when NI residents are excluded. Almost half (48%) of all overnight trips in 2011-2012 and over half (52%) of all expenditure made by visitors from outside was in this KDA.
- When NI residents are excluded, the “Causeway Coast and Glens” accounted for a lower share of external visitors (18%), than its share of all visitors (23%).

All Visitors – Northern Ireland

- During 2011-2012, an average 4.1 million overnight trips were taken in Northern Ireland per year with an associated spend of £662 million.

Accommodation Surveys

- Occupancy figures showed similar trends to the overnight trips information with “Belfast City and Greater Belfast” Key Destination Area reporting the highest room occupancy in hotels (67%) and guesthouses, B&Bs and Guest Accommodation (42%) on average in 2011-2012.
- The majority of nights spent in hotels, guesthouses, bed&breakfasts and Guest accommodation (serviced accommodation) in 2011-2012 in “Belfast City and Greater Belfast” were due to external visitors (89%). External visitors accounted for 61% of nights in serviced accommodation in “Derry/Londonderry” KDA. In contrast, 78% of nights spent in serviced accommodation in “Strangford” KDA and 74% in the “Mourne” KDA were by NI residents in 2011-2012.

Commentary

- As might be expected, the results confirm that Belfast whether in terms of the LGD Area or the wider “Belfast City and Greater Belfast” KDA is the primary tourism destination for external visitors to NI. However, the new estimates help quantify for the first time Belfast and other LGDs relative share of the external visitor market.
- There were nearly 1 million external visitors per year to the “Belfast City and Greater Belfast” KDA accounting for 52% of all visitors’ spend in NI. In turn, external visitors accounted for 89% of serviced accommodation in the “Belfast City and Greater Belfast” KDA, highlighting the importance of the external tourist market to the city and surrounding area.

- Fewer external visitors (369,000 or 18%) made an overnight visit to LGDs in the “Causeway Coast and Glens”, with the “Mournes” (166,000 or 8%) and “Derry/Londonderry” (158,000 or 8%) being the next most visited destinations.
- After “Belfast City and Greater Belfast” KDA (89%), serviced accommodation in “Derry/Londonderry” KDA was the next most reliant on external visitors, with such visitors accounting for some 61% of nights spent in hotels, guesthouses, B&Bs, etc. This is consistent with the visitor survey sources which showed “Derry/Londonderry” LGD capturing a larger share of the external visitor market.
- In contrast, areas such as “Strangford” (22%), the “Mournes” (26%) and “Fermanagh” (30%) had a lower percentage of nights in serviced accommodation accounted for by external visitors.
- For information, day trips are not included in this publication at a local level in line with the international definition on tourist activity, which refer to overnight trips only. During 2012, NI residents took an estimated 8.4 million leisure day trips within NI (an increase of 17% compared to 2011), spending an estimated £151 million. Of the 8.4 million day trips, 2.4 were tourism day trips, which accounted for £66 million of the total day trip expenditure.
- The NISRA bulletin is subject to ongoing development, but should help inform tourism strategy at the local level. It could also help inform strategies to encourage external visitors to stay longer and travel more widely outside Belfast. NISRA is meeting with a range of users of tourism statistics on 17th December to help inform future development of this and other official tourism statistics publications. Further information can be found at <http://www.detini.gov.uk/deti-stats-index/stats-national-statistics/user-consultation-and-information.htm>

¹Some caution has to be exercised when comparing Key Destination Areas (KDAs) as results for individual Local Government Districts may appear in more than one KDA. The list of LGDs in the KDAs are provided in the footnotes to tables 3 and 4.

Background

This NISRA bulletin presents a summary of available information average estimates of tourist activity in Local Government Districts in Northern Ireland (NI) in the 2011-2012 period. Such activity is measured in terms of the number of overnight trips, the nights spent in NI and the expenditure by both domestic and external visitors to Local Government Districts. The results are consistent with NISRA's annual estimates of such activity at the NI level, although a visitor may stay in more than one location which is seen as two trips. Local Government District estimates are based on average annual data from both 2011 and 2012 to improve their robustness at this level of disaggregation.

Sources

The results relating to tourist activity are derived from a number of sources including surveys of NI residents, surveys of visitors at ports and airports and Republic of Ireland (ROI) visitors to the NI. Not all of these are the direct responsibility of NISRA. For example, some GB and overseas visitors to NI leave through ROI air and seaports and NISRA receives information on such visitors from Failte Ireland. Similarly, the Central Statistics Office (CSO) provides summary statistics to NISRA on the number of ROI residents who visit NI and stay overnight.

In line with the international definition on tourist activity, the results relate to overnight trips only, i.e. they exclude day trips.

The annex in the bulletin shows the previously published data by NITB (2007-2009), although the two timeseries cannot be directly compared due to changes in methodology and timescales (2011-2012 is based on a 2 year rolling average), the data would be useful when looking at the proportion of trips, nights and spend in each of the areas.

The bulletin also includes information on employee jobs within Tourism characteristic Sectors by Local Government District in NI from the 2011 NI Census of Employment (NISRA). The tourism characteristic industries used are based on international guidelines (see background notes for details) which include business sectors with a significant reliance on tourist activity, but does not include the self employed.

Main Users

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), Local Government District tourism bodies 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 4.2 million and tourist revenue to £676 million by December 2014.

Coverage and Methodology

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). 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 in the background notes in this document).

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 visitors 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.

Code of Practice

The production of those tourism statistics for which NISRA is responsible is conducted in line with the principles of 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 include the requirement to produce official statistics objectively, impartially and with honesty and integrity.

NISRA has 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 and has published a summary response to user views http://www.detini.gov.uk/deti-stats-index/tourism-statistics/user_engagement.htm. 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

Table 1 Estimated^(1,2) average number of Overnight Trips, Nights and Expenditure by all visitors in NI by Local Government District 2011-2012

	Trips		Nights		Expenditure		Sample size ⁷ n	Confidence Interval (+/-) ⁵ % around Trips estimate % around Expenditure estimate	
	000s	% of overall	000s	% of overall	£m	% of overall			
Antrim	145	4	497	3	21	3	425	25	20
Ards	116	3	517	4	11	2	325	35	22
Armagh	70	2	239	2	11	2	195	43	28
Ballymena	119	3	262	2	16	2	315	34	25
Ballymoney	15	0	95	1	3	0	90	45	40
Banbridge	42	1	174	1	4	1	160	85	37
Belfast	1,114	27	3,867	27	232	35	4,495	8	10
Carrickfergus	59	1	159	1	7	1	230	36	22
Castlereagh	26	1	77	1	5	1	135	46	24
Coleraine	489	12	1,660	12	75	11	830	17	15
Cookstown	36	1	126	1	4	1	125	50	37
Craigavon	52	1	165	1	5	1	230	50	19
Derry	202	5	743	5	32	5	550	14	13
Down	284	7	1,031	7	35	5	350	20	21
Dungannon	73	2	446	3	24	4	320	44	20
Fermanagh	275	7	773	5	43	6	340	22	17
Larne	41	1	133	1	7	1	160	25	28
Limavady	114	3	425	3	15	2	480	43	32
Lisburn	100	2	436	3	17	3	605	28	15
Magherafelt	28	1	118	1	4	1	120	45	27
Moyle	177	4	475	3	21	3	330	32	39
Newry & Mourne	198	5	741	5	26	4	385	31	22
Newtownabbey	77	2	215	2	7	1	195	61	23
North Down	151	4	534	4	25	4	620	25	24
Omagh	41	1	146	1	4	1	170	47	25
Strabane	36	1	154	1	7	1	145	46	34
Northern Ireland	4,079 ⁽⁴⁾	100	14,208	100	662	100	12,302	5	5

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error. Information on confidence intervals and sample sizes are provided. The estimates are averages of the calendar years of 2011 and 2012.
- 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
- 4) Overall figures to NI may not equal previously published data as visitors could visit more than one location during their stay
- 5) Confidence intervals are not provided for estimates from the SOT or for HTS. NISRA has estimated confidence intervals around the SOTs and HTS by estimating the SOT have a similar trait to the NIPS and HTS to the CHS.
- 6) Estimates based on a sample size of 90 or less appear shaded as
- 7) Sample size rounded to nearest 5 (Apart from Northern Ireland total)

Table 2 Estimated^(1,2) average number of Overnight Trips, Nights and Expenditure by visitors from outside NI in NI by Local Government District 2011-2012

	Trips		Nights		Expenditure		Sample size n	Confidence Interval (+/-) ⁵	
	000s	% of overall	000s	% of overall	£m	% of overall		% around Trips estimate	% around Expenditure estimate
Antrim	77	4	386	4	15	3	400	20	16
Ards	47	2	286	3	8	2	300	37	22
Armagh	35	2	164	2	6	1	185	37	36
Ballymena	48	2	162	2	9	2	290	38	27
Ballymoney	12	1	84	1	3	1	90	30	41
Banbridge	20	1	103	1	3	1	150	75	29
Belfast	759	37	3,397	34	197	41	4,365	6	10
Carrickfergus	31	1	120	1	5	1	220	31	19
Castlereagh	17	1	68	1	5	1	135	31	24
Coleraine	156	8	687	7	35	7	695	23	18
Cookstown	18	1	86	1	3	1	120	46	30
Craigavon	32	2	138	1	5	1	220	35	19
Derry	158	8	651	7	28	6	530	8	11
Down	74	4	394	4	14	3	265	27	23
Dungannon	46	2	397	4	21	4	310	37	16
Fermanagh	80	4	403	4	21	4	270	29	17
Larne	26	1	114	1	6	1	155	18	21
Limavady	61	3	302	3	10	2	460	56	36
Lisburn	67	3	397	4	15	3	595	20	14
Magherafelt	15	1	99	1	3	1	110	40	27
Moyle	66	3	261	3	12	3	290	38	44
Newry & Mourne	72	3	409	4	17	3	340	36	21
Newtownabbey	29	1	151	2	7	1	185	63	23
North Down	83	4	428	4	19	4	595	21	25
Omagh	22	1	126	1	3	1	160	38	25
Strabane	22	1	127	1	5	1	140	35	27
Northern Ireland	2,074 ⁽⁴⁾	100	9,939	100	476	100	11,556	5	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 table. The estimates are for the combined calendar years of 2011 and 2012.
- 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 and the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 3) Figures may not add to totals due to rounding
- 4) Overall figures to NI may not equal previously published data as visitors could visit more than one location during their stay
- 5) Confidence intervals are not provided for estimates from the SOT or for HTS. NISRA has estimated confidence intervals around the SOTs and HTS by estimating the SOT have a similar trait to the NIPS and HTS to the CHS.
- 6) Estimates based on a sample size of 90 or less appear shaded as
- 7) Sample size rounded to nearest 5 (apart from Northern Ireland Total)

Table 3 Estimated^(1,2) average number of Overnight Trips, Nights and Expenditure by all visitors in NI by Key Destination^(*,5,6) 2011-2012

*Please note a Government District may appear in more than one KDA.

	Trips		Nights		Expenditure		Sample size n	Confidence Interval (+/-) ⁴	
	000s	% of overall to NI	000s	% of overall in NI	£m	% of overall in NI		% around Trips estimate	% around Expenditure estimate
Belfast City and Greater Belfast	1,526	37	5,288	37	294	44	6,273	7	8
Strangford	400	10	1,547	11	47	7	668	18	17
Mournes	524	13	1,946	14	65	10	887	17	15
Armagh	70	2	239	2	11	2	193	43	28
Fermanagh	275	7	773	5	43	6	342	22	17
Tyrone & Sperrins	185	5	872	6	39	6	759	24	14
Derry/Londonderry	202	5	743	5	32	5	547	14	13
Causeway Coast and Glens	955	23	3,049	21	136	21	2,208	12	12
Lough Neagh & Its Waterways	554	14	2,050	14	91	14	2,133	14	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 table. The estimates are for the combined calendar years of 2011 and 2012.
- 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.
- 4) Confidence intervals are not provided for estimates from the SOT or for HTS. NISRA has estimated confidence intervals around the SOTs and HTS by estimating the SOT have a similar trait to the NIPS and HTS to the CHS.
- 5) Key Destination Areas are groupings of Local Government Districts provided by the Northern Ireland Tourist Board. They should not be compared to each other as some have overlapping Local Government Districts.
- 6) The Local Government Districts in each of the Key Destination Areas are detailed below:
 - a. Belfast City and Greater Belfast – Belfast, Carrickfergus, Castlereagh, Lisburn, Newtownabbey, North Down
 - b. Strangford – Ards, Down
 - c. Mournes – Banbridge, Down, Newry & Mourne
 - d. Armagh – Armagh
 - e. Fermanagh – Fermanagh
 - f. Tyrone & Sperrins – Cookstown, Dungannon, Omagh, Strabane
 - g. Derry/Londonderry – Derry
 - h. Causeway Coast and Glens – Ballymena, Ballymoney, Coleraine, Larne, Limavady, Moyle
 - i. Lough Neagh and Its Waterways – Antrim, Ballymena, Cookstown, Craigavon, Dungannon, Lisburn, Magherafelt

Table 4 Estimated^(1,2) average number of Overnight Trips, Nights and Expenditure by all visitors from outside NI in NI by Key Destination Areas* 2011-2012

*Please note a Government District may appear in more than one KDA.

	Trips		Nights		Expenditure		Sample size n	Confidence Interval (+/-) ⁵	
	000s	% of overall to NI	000s	% of overall in NI	£m	% of overall in NI		% around Trips estimate	% around Expenditure estimate
Belfast City and Greater Belfast	986	48	4,561	46	248	52	6,087	5	8
Strangford	121	6	679	7	22	5	562	22	17
Mournes	166	8	906	9	34	7	757	21	15
Armagh	35	2	164	2	6	1	183	37	36
Fermanagh	80	4	403	4	21	4	269	29	17
Tyrone & Sperrins	108	5	736	7	32	7	728	19	11
Derry/Londonderry	158	8	651	7	28	6	531	8	11
Causeway Coast and Glens	369	18	1,609	16	75	16	1,974	15	13
Lough Neagh & Its Waterways	303	15	1,665	17	71	15	2,038	11	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 table. The estimates are for the combined calendar years of 2011 and 2012.
- 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 and the Household Travel Survey (HTS) conducted by Central Statistics Office (CSO)
- 3) Figures may not add to totals due to rounding.
- 4) Overall figures to NI may not equal previously published data as visitors could visit more than one location during their stay
- 5) Confidence intervals are not provided for estimates from the SOT or for HTS. NISRA has estimated confidence intervals around the SOTs and HTS by estimating the SOT have a similar trait to the NIPS and HTS to the CHS.
- 6) Key Destination Areas are groupings of Local Government Districts provided by the Northern Ireland Tourist Board. They should not be compared to each other as some have overlapping Local Government Districts.
- 7) The Local Government Districts in each of the Key Destination Areas are detailed below:
 - a. Belfast City and Greater Belfast – Belfast, Carrickfergus, Castlereagh, Lisburn, Newtownabbey, North Down
 - b. Strangford – Ards, Down
 - c. Mournes – Banbridge, Down, Newry & Mourne
 - d. Armagh – Armagh
 - e. Fermanagh – Fermanagh
 - f. Tyrone & Sperrins – Cookstown, Dungannon, Omagh, Strabane
 - g. Derry/Londonderry – Derry
 - h. Causeway Coast and Glens – Ballymena, Ballymoney, Coleraine, Larne, Limavady, Moyle
 - i. Lough Neagh and Its Waterways – Antrim, Ballymena, Cookstown, Craigavon, Dungannon, Lisburn, Magherafelt

Table 5 Estimated⁽¹⁾ Occupancy Rates by Key Destination Areas, 2011-2012 (*,3,5)

*Please note a Government District may appear in more than one KDA.

	Hotels		Guesthouses, Bed&Breakfasts and Guest Accommodation	
	Room Occupancy (%)	Bed-space occupancy (%)	Room Occupancy (%)	Bed-space occupancy (%)
Belfast City and Greater Belfast	67	47	42	31
Strangford	56	44	22	18
Mournes	53	42	23	17
Armagh	#	#	#	#
Fermanagh	63	47	36	25
Tyrone & Sperrins	48	33	11	7
Derry/ Londonderry Causeway Coast and Glens	63	42	#	#
Lough Neagh & Its Waterways	55	37	33	24
	52	36	24	16
Northern Ireland	62	43	31	22

#sample size too small to provide a reliable estimate

Notes:

- 1) Guesthouses, Bed&Breakfasts and Guest Accommodation results are based on sample survey and therefore have an associated degree of sampling error. The estimates are for the combined calendar years of 2011 and 2012.
- 2) Figures derived from Northern Ireland Occupancy Survey conducted monthly by the Northern Ireland Statistics and Research Agency (NISRA).
- 3) Key Destination Areas are groupings of Local Government Districts provided by the Northern Ireland Tourist Board. They should not be compared to each other as some have overlapping Local Government Districts.
- 4) Figures cannot added to total 'Northern Ireland' as some overlapping Local Government Districts. Figures may not sum due to rounding.
- 5) The Local Government Districts in each of the Key Destination Areas are detailed below:
 - a. Belfast City and Greater Belfast – Belfast, Carrickfergus, Castlereagh, Lisburn, Newtownabbey, North Down
 - b. Strangford – Ards, Down
 - c. Mournes – Banbridge, Down, Newry & Mourne
 - d. Armagh – Armagh
 - e. Fermanagh – Fermanagh
 - f. Tyrone & Sperrins – Cookstown, Dungannon, Omagh, Strabane
 - g. Derry/Londonderry – Derry
 - h. Causeway Coast and Glens – Ballymena, Ballymoney, Coleraine, Larne, Limavady, Moyle
 - i. Lough Neagh and Its Waterways – Antrim, Ballymena, Cookstown, Craigavon, Dungannon, Lisburn, Magherafelt

Table 6 Estimated⁽¹⁾ Arrivals to Hotels, Guesthouses, Bed&Breakfasts and Guest Accommodation by Key Destination Areas, 2011-2012 (*,3,5)

*Please note a Government District may appear in more than one KDA.

	Total Arrivals (000s)	Proportion (%) of Arrivals to Each Key Destination Area from:					
		NI	GB	ROI	Europe	North America	Other
Belfast City and Greater Belfast	754	12%	58%	13%	7%	3%	7%
Strangford	103	68%	15%	8%	3%	4%	1%
Mournes	121	64%	18%	10%	3%	4%	1%
Armagh	#	#	#	#	#	#	#
Fermanagh	149	71%	10%	10%	4%	2%	2%
Tyrone & Sperrins	52	55%	23%	15%	3%	2%	2%
Derry/Londonderry	104	45%	24%	12%	7%	8%	3%
Causeway Coast and Glens	301	56%	16%	8%	8%	8%	3%
Lough Neagh & Its Waterways	169	49%	30%	12%	4%	3%	2%
Northern Ireland ⁽⁴⁾	1,581	35%	38%	12%	6%	5%	5%

#sample size too small to provide a reliable estimate

Notes:

- 1) Guesthouses, Bed&Breakfasts and Guest Accommodation results are based on sample survey and therefore have an associated degree of sampling error. The estimates are for the combined calendar years of 2011 and 2012.
- 2) Figures derived from Northern Ireland Occupancy Survey conducted monthly by the Northern Ireland Statistics and Research Agency (NISRA).
- 3) Key Destination Areas are groupings of Local Government Districts provided by the Northern Ireland Tourist Board. They should not be compared to each other as some have overlapping Local Government Districts.
- 4) Figures cannot added to total 'Northern Ireland' as some overlapping Local Government Districts. Figures may not sum due to rounding.
- 5) The Local Government Districts in each of the Key Destination Areas are detailed below:
 - a. Belfast City and Greater Belfast – Belfast, Carrickfergus, Castlereagh, Lisburn, Newtownabbey, North Down
 - b. Strangford – Ards, Down
 - c. Mournes – Banbridge, Down, Newry & Mourne
 - d. Armagh – Armagh
 - e. Fermanagh – Fermanagh
 - f. Tyrone & Sperrins – Cookstown, Dungannon, Omagh, Strabane
 - g. Derry/Londonderry – Derry
 - h. Causeway Coast and Glens – Ballymena, Ballymoney, Coleraine, Larne, Limavady, Moyle
 - i. Lough Neagh and Its Waterways – Antrim, Ballymena, Cookstown, Craigavon, Dungannon, Lisburn, Magherafelt

Table 7 Estimated⁽¹⁾ Nights spent⁽²⁾ in Hotels, Guesthouses, Bed&Breakfasts and Guest Accommodation by Key Destination Areas, 2011-2012^(*,4,6)

*Please note a Government District may appear in more than one KDA.

	Total Guests (000s)	Proportion (%) of Guests to Key Destination Area from:		
		NI	GB	Other
Belfast City and Greater Belfast	1,464	11%	59%	30%
Strangford	167	78%	12%	10%
Mournes	186	74%	14%	12%
Armagh	#	#	#	#
Fermanagh	238	70%	13%	17%
Tyrone & Sperrins	73	50%	27%	23%
Derry/ Londonderry	222	39%	28%	33%
Causeway Coast and Glens	474	56%	18%	26%
Lough Neagh & Its Waterways	278	41%	35%	24%
Northern Ireland ⁽⁵⁾	2,837	32%	41%	27%

#sample size too small to provide a reliable estimate

Notes:

- 1) Guesthouses, Bed&Breakfasts and Guest Accommodation results are based on sample survey and therefore have an associated degree of sampling error. The estimates are for the combined calendar years of 2011 and 2012.
- 2) Nights spent is another term for 'guests' in this accommodation.
- 3) Figures derived from Northern Ireland Occupancy Survey conducted monthly by the Northern Ireland Statistics and Research Agency (NISRA).
- 4) Key Destination Areas are groupings of Local Government Districts provided by the Northern Ireland Tourist Board. They should not be compared to each other as some have overlapping Local Government Districts.
- 5) Figures cannot added to total 'Northern Ireland' as some overlapping Local Government Districts. Figures may not sum due to rounding.
- 6) The Local Government Districts in each of the Key Destination Areas are detailed below:
 - a. Belfast City and Greater Belfast – Belfast, Carrickfergus, Castlereagh, Lisburn, Newtownabbey, North Down
 - b. Strangford – Ards, Down
 - c. Mournes – Banbridge, Down, Newry & Mourne
 - d. Armagh – Armagh
 - e. Fermanagh – Fermanagh
 - f. Tyrone & Sperrins – Cookstown, Dungannon, Omagh, Strabane
 - g. Derry/Londonderry – Derry
 - h. Causeway Coast and Glens – Ballymena, Ballymoney, Coleraine, Larne, Limavady, Moyle
 - i. Lough Neagh and Its Waterways – Antrim, Ballymena, Cookstown, Craigavon, Dungannon, Lisburn, Magherafelt

**Table 8 Northern Ireland Employee Jobs⁽¹⁾ in Tourism
Characteristic Industries by Local Government District Area -
September 2011**

	Non-Tourism	Accommodation for Visitors	Food and Beverage serving Accommodation	Transport	Sporting and recreational activities	Other	Total
Antrim	23,542	515	1,007	764	316	75	26,219
Ards	14,691	130	1,188	15	222	222	16,468
Armagh	17,635	#	565	#	330	176	18,954
Ballymena	23,946	487	951	52	101	65	25,602
Ballymoney	6,385	#	269	129	#	#	6,858
Banbridge	9,481	206	557	#	134	#	10,421
Belfast	180,995	2,390	9,264	1,337	1,590	1,371	196,947
Carrickfergus	7,452	#	688	#	87	19	8,419
Castlereagh	22,629	#	853	17	547	#	24,475
Coleraine	18,230	662	1,279	140	296	178	20,785
Cookstown	10,335	376	442	#	182	#	11,466
Craigavon	34,831	135	1,343	145	316	93	36,863
Derry	37,935	587	1,922	105	532	229	41,310
Down	15,849	581	1,094	12	441	203	18,180
Dungannon	20,095	115	632	81	118	44	21,085
Fermanagh	18,798	785	769	51	202	149	20,754
Larne	7,366	166	502	145	84	22	8,285
Limavady	6,829	#	314	#	86	#	7,510
Lisburn	34,339	220	1,865	76	545	144	37,189
Magherafelt	12,493	115	588	#	182	#	13,427
Moyle	2,657	206	240	#	#	#	3,178
Newry & Mourne	29,556	337	1,519	65	196	83	31,756
Newtownabbey	26,477	#	1,144	102	258	#	28,122
North Down	18,086	445	1,543	61	279	293	20,707
Omagh	16,222	140	828	48	129	146	17,513
Strabane	8,595	#	377	#	88	25	9,148
Northern Ireland	625,449	9,730	31,743	3,591	7,358	3,770	681,641

data suppressed due to disclosure issues

Source: NI Census of Employment, September 2011

Notes:

- 1) *The Census of Employment is a statutory enquiry of all employers in Northern Ireland, carried out biennially under the Statistics of Trade and Employment Northern Ireland Order 1988*
- 2) *The Census of Employment covers employee jobs only, it does not include self-employed. Businesses are primarily identified on the basis that they have either a VAT or PAYE registration. It excludes:*
 - *agriculture (but includes animal husbandry service activities and hunting, trapping and game propagation)*
 - *the self employed*
 - *HM armed Forces*
 - *private domestic servants*
 - *homeworkers*
 - *trainees without a contract of employment (non-employed status).*
- 3) *Figures for the number of employees in Agriculture are available separately from the Department of Agriculture and Rural Development's (DARD) Farm*

- 4) *Persons working 30 hours or less per week are normally regarded as being in part-time employment.*
- 5) *The Census of Employment counts the number of jobs rather than the number of persons with jobs. Therefore a person holding both a full-time and a part- job, or someone with two part-time jobs, will be counted twice.*
- 6) *Employees are classified to: (a) Standard Industrial Classification from the business description for each employment unit and (b) electoral ward according to the unit's postcode.*
- 7) *Sub-Northern Ireland analysis from the Census of Employment is primarily based on the location of the jobs, not on the home address of the employees. However, in a small number of instances where employers were not able to provide figures by actual location employees are assigned to the head office.*
- 8) *The analysis is based on 1992 Ward boundaries, which have been aggregated to form Government District Areas.*
- 9) *More results from the Census of Employment, subject to confidentiality constraints, are available from:*
Census Section
Economic and Labour Market Statistics Branch
Northern Ireland Statistics & Research Agency
Netherleigh
Massey Avenue
Belfast
BT4 2JP
- 10) *SIC codes included for each of the tourism categories above are detailed in the appendix.*
- 11) *The tourism characteristic industries used are based on international guidelines (see background notes for details) which include business sectors with a significant reliance on tourist activity, but does not include the self employed.*

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 employee jobs was collated as follows:

1. Data on the number of employee jobs (not employees) is collected via the Census of Employment carried out by the Economic and Labour Market Statistics Branch in NISRA. The information records jobs rather than the number of people in these jobs.

Methodology

Local Government District Estimates Methodology

1. **NIPS** (<http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-overseas-visitors/stats-nips-methodology.htm>)
 - a. **Number of Trips** Destination information was collected for each overnight location within NI on each trip on the long questionnaire (every 10th passenger). Data for complete long questionnaires and resulting proportions within each LA has been applied to the total number of visitors within that year. At each location, number of nights, accommodation type and LA was recorded. Where a single Local Government District was visited, profiling the number of trips, nights and spend in each LA was straightforward. If more than one Local Government District was visited then the allocation of trips, nights and spend to each LA were counted once at each location, leading to the total number of trips adding to more

than previously published totals since there will be an element of double counting.

b. Number of Nights

Where a visitor spent nights in more than one LA the number of nights in each LA was captured.

c. Expenditure

Total trip expenditure was collected but spend at each location is not known. Expenditure by location was estimated by assuming same amount spent each day regardless of location, calculating daily spend for each trip and applying to each location * number of nights in that location.

Extreme values

Extreme values may distort results at this level of analysis. A cut off at 5, 10, 15 & 20 standard deviations above the mean was investigated to determine a suitable cut off which will minimize the effects of extreme values but retain the essence of the spend. To ensure that minimal data was lost, a mean plus 20 standard deviations cut-off was implemented to ensure that extreme values do not distort the estimates but genuine large values are retained.

2. NISRA Continuous Household Survey (CHS)

The CHS collects data on the location of NI resident's overnight trips within NI. The town of overnight stay is captured and can be easily coded to LA. If more than one Local Government District was visited then the allocation of trips, nights and spend to each LA were counted once at each location, leading to the total number of trips adding to more than previously published totals since there will be an element of double counting.

3. Fáilte Ireland Survey of Overseas Travellers (SOT)

The SOT collects data on overseas visitors who spend at least one night in NI. Fáilte Ireland provide the number of trips and nights by LA. Total spend of those visiting NI and exiting through a RoI port was apportioned to LA using the nights split.

4. CSO Household Travel Survey (HTS)

The HTS collects data on ROI resident's overnight trips to NI. The survey collects county of stay but the data is incomplete with 30% of trip locations unknown. As LA data from this survey is unknown, data on RoI overnight visits to NI must be apportioned to LA using other known data. The county data was used to estimate if the HTS trends matched any of the other sources, so LA data from the other sources were grouped together to best match the six counties. This data was proportioned to see if any matched the HTS and as the CHS data was the most similar, the HTS data was apportioned to LA using the CHS split.

5. Occupancy Survey

Each month, all Hotels and a sample of Guesthouses, Bed&Breakfasts and Guest Accommodation in Northern Ireland are invited to participate in the occupancy survey by completing a questionnaire providing information on the number of rooms let out each night, and the number of guests and arrivals. A limited number also provide the guests and arrivals information by area of residency.

The hotel occupancy survey is a census of all certified hotels. The B&B, Guesthouse and Guest Accommodation element is a disproportionate stratified sample. The data is weighted for non-response assuming no non-response bias and also weighted by local authority and size. Due to different response rates to different parts of the survey, there are different weights for arrivals and guests.

6. Census of Employment (<http://www.detini.gov.uk/deti-stats-index/stats-surveys/stats-census-of-employment.htm>)

The Census of Employment is conducted every two years in Northern Ireland and provides the most recent information on sub-Northern Ireland and industry characteristics of non-agricultural businesses. Businesses are primarily identified on the basis that they have either a VAT or PAYE registration. The self-employed are not included.

The Census of Employment is conducted by means of a postal enquiry and a full response is sought in order to obtain an accurate count of the number of employee jobs at the Census date. Census forms are sent to addresses where employers hold their pay records and employers are asked to return the numbers of employees and the business activity for each address where they have employees. The latest Census of Employment figures relate to 5th September 2011. The information records jobs rather than the number of people in these jobs. Thus an employee who has a full-time and a part-time job with different employers will be recorded under both.

Data Quality

The estimates in tables 1 and 2 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.

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

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 the SOTs and HTS by estimating the SOT have a similar trait to the NIPS and HTS to the CHS. Confidence limits relating to a

selection of estimates contained in this bulletin are shown at the 95% confidence interval.

The Census of Employment is a statutory survey, which has been carried out every two years since 1987. It is a full count of the number of employee jobs in all industries except agriculture. The Census of Employment 2011 selected all businesses on the Inter-departmental Business Register (IDBR) that were registered for VAT and/or PAYE. Units considered to be live at September 2011 were sampled and the effective response rate for actual live units was 85%. Employment for non-respondents was estimated on the basis of previous returns and/or information already held on the IDBR. The total estimates of total employment from the Quarterly Employment Survey are compared to the Census total and are estimated to be accurate to within +/- 1%.

Coherence

Responsibility for the collection of visitor numbers transferred from NITB to NISRA in 2010 and along with it changes in methodology in the collection of domestic and passengers exiting Northern Ireland's sea and airports (NIPS) and therefore consistent comparisons cannot be made between visitor numbers before and after this time point. Tables with a timeseries in results from 2007 are included in the annex.

Rounding

Figures in tables 1-4 have been rounded to the nearest thousand/million (indicated in the appropriate column) and may not add to the figure shown as the total.

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.

Visitor Attraction Survey

NISRA also publishes information on Visitor Attractions in Northern Ireland. This survey is designed to give an overview on the number of visits to various attractions across NI. Participation in the survey is voluntary and results are self-completed. Detailed results from this survey and a description of the survey methodology can be found at http://www.detini.gov.uk/deti-stats-index/tourism-statistics/visitor_attraction_survey-2.htm

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.

The tourism industries in this paper are based on the groupings of “tourism characteristics activities” set out in the United Nations publication “International Recommendations for Tourism Statistics 2008” IRTS. Each such activity is responsible for products that meet either or both of two criteria:

- (i) Expenditure on the product represent a significant share of total tourism expenditure
- (ii) The product would cease to exist in meaningful quantities in the absence of visitors

The tourism activities in the IRTS are defined using detailed industrial classifications (four digit ISIC) and are presented as ten internationally comparable industry groups. The guidance allows for the inclusion of additional country-specific tourism retail and other activities, where appropriate. The tourism industry groups in this bulletin are listed below.

Although this paper focuses specifically on tourism industries it should be noted that the overall volume of tourism-related employee jobs includes some employment in other industries, e.g. many activities in resorts. On the other hand, some employee jobs in tourism industries are not tourism-related, for example food and beverage serving in establishments that are usually frequented by local people.

The census of employment counts the number of jobs and these were assigned to Standard Industrial Classification (SIC) from the business description for each employment unit. Although 2012 data is available from the Business Register and Employment Survey (BRES), the data is not sufficiently robust to provide tourism estimates at small scale level such as Local Government District.

Standard Industrial Classifications (<http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/standard-industrial-classification/index.html>)

The following SIC groupings were included in table 2.

Accommodation for visitors

55100 Hotels and similar accommodation

55202 Youth hostels

55300 Recreational vehicle parks, trailer parks & camping grounds

55201 Holiday centres and villages
55209 Other holiday and other
collective accommodation
55900 Other accommodation

Food and beverage serving activities

56101 Licensed restaurants
56102 Unlicensed restaurants and cafes
56103 Take-away food shops and mobile food stands
56290 Other food services
56210 Event Catering Activities
56301 Licensed clubs
56302 Public houses and bars

Railway passenger transport

49100 Passenger rail transport, interurban
49320 Taxi Operation
49390 Other passenger land transport
50100 Sea and coastal passenger water transport
50300 Inland passenger water transport
51101 Scheduled passenger air transport
51102 Non-scheduled passenger air transport
77110 Renting & leasing of cars and light motor vehicles
77341 Renting & leasing of passenger water transport equipment
77351 Renting & leasing of passenger air transport equipment

Sporting & recreational activities

92000 Gambling & betting activities
93110 Operation of sports facilities
93199 Other sports activities
93210 Activities of amusement parks and theme parks
93290 Other amusement and recreation activities nec
77210 Renting and leasing of recreational and sports goods

Other

79110 Travel agency activities
79120 Tour operator activities
79901 Activities of tour guides
79909 Other reservation service activities n.e.c.
90010 Performing arts
90020 Support Activities for the performing arts
90030 Artistic creation
90040 Operation of arts facilities
91020 Museums activities
91030 Operation of historical sites & buildings & similar attractions

91040 Botanical & zoological gardens and nature reserves activities
82301 Activities of exhibition and fair organisers
82302 Activities of conference organisers
68202 Letting and operating of conference and exhibition centres

Annex
LGD Tourism Estimates ^(1,2) – Trips (thousands) 2007-2012

	NITB						NISRA	
	2007		2008		2009		2011-2012 average	
	000s	% of overall	000s	% of overall	000s	% of overall	000s	% of overall
Antrim	123	4	129	4	129	4	145	4
Ards	75	2	75	3	75	2	116	3
Armagh	55	2	51	2	59	2	70	2
Ballymena	78	3	83	3	88	3	119	3
Ballymoney	29	1	21	1	19	1	15	0
Banbridge	35	1	41	1	42	1	42	1
Belfast	770	25	744	25	719	23	1,114	27
Carrickfergus	62	2	65	2	60	2	59	1
Castlereagh	9	0	12	0	13	0	26	1
Coleraine	328	10	308	10	307	10	489	12
Cookstown	36	1	34	1	31	1	36	1
Craigavon	57	2	56	2	58	2	52	1
Derry	149	5	153	5	166	5	202	5
Down	266	9	225	7	265	9	284	7
Dungannon	50	2	47	2	46	2	73	2
Fermanagh	185	6	174	6	177	6	275	7
Larne	97	3	98	3	103	3	41	1
Limavady	54	2	59	2	73	2	114	3
Lisburn	106	3	103	3	103	3	100	2
Magherafelt	29	1	25	1	28	1	28	1
Moyle	165	5	144	5	162	5	177	4
Newry & Mourne	80	3	81	3	94	3	198	5
Newtownabbey	70	2	68	2	59	2	77	2
North Down	155	5	146	5	166	5	151	4
Omagh	50	2	56	2	59	2	41	1
Strabane	32	1	28	1	31	1	36	1
Northern Ireland ⁽⁴⁾	3,142	100	3,024	100	3,129	100	4,079	100

Breaks in series: Responsibility for the collection of visitor numbers transferred from NITB to NISRA in 2010 and along with it changes in methodology in the collection of domestic and passengers exiting Northern Ireland's sea and airports (NIPS) and therefore consistent comparisons cannot be made between visitor numbers before and after this time point.

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error.
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by NITB pre 2010 and NISRA post 2010, 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 TNS conducted on behalf of NITB pre 2010 and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA post 2010
- 3) Figures may not add to totals due to rounding
- 4) Overall figures to NI may not equal previously published data as visitors could visit more than one location during their stay

LGD Tourism Estimates ^(1,2) – Nights (thousands) 2007-2012

	NITB						NISRA	
	2007		2008		2009		2011-2012 average	
	000s	% of overall	000s	% of overall	000s	% of overall	000s	% of overall
Antrim	502	4	569	5	417	4	497	3
Ards	334	3	323	3	285	3	517	4
Armagh	245	2	243	2	230	2	239	2
Ballymena	512	4	566	5	410	4	262	2
Ballymoney	173	1	125	1	80	1	95	1
Banbridge	205	2	192	2	160	2	174	1
Belfast	2,890	23	2,969	24	2,424	23	3,867	27
Carrickfergus	260	2	254	2	190	2	159	1
Castlereagh	34	0	41	0	44	0	77	1
Coleraine	1,153	9	1,099	9	1,018	10	1,660	12
Cookstown	143	1	145	1	108	1	126	1
Craigavon	357	3	357	3	276	3	165	1
Derry	679	5	658	5	617	6	743	5
Down	979	8	743	6	742	7	1,031	7
Dungannon	244	2	274	2	214	2	446	3
Fermanagh	603	5	555	5	505	5	773	5
Larne	330	3	336	3	290	3	133	1
Limavady	260	2	228	2	212	2	425	3
Lisburn	511	4	508	4	404	4	436	3
Magherafelt	214	2	144	1	109	1	118	1
Moyle	541	4	461	4	476	5	475	3
Newry & Mourne	361	3	292	2	287	3	741	5
Newtownabbey	306	2	361	3	270	3	215	2
North Down	618	5	584	5	484	5	534	4
Omagh	261	2	240	2	209	2	146	1
Strabane	135	1	121	1	110	1	154	1
Northern Ireland	12,849	100	12,378	100	10,566	100	14,208	100

Breaks in series: Responsibility for the collection of visitor numbers transferred from NITB to NISRA in 2010 and along with it changes in methodology in the collection of domestic and passengers exiting Northern Ireland's sea and airports (NIPS) and therefore consistent comparisons cannot be made between visitor numbers before and after this time point.

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error.
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by NITB pre 2010 and NISRA post 2010, 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 TNS conducted on behalf of NITB pre 2010 and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA post 2010
- 3) Figures may not add to totals due to rounding

LGD Tourism Estimates ^(1,2) – Expenditure (£m) 2007-2012

	NITB						NISRA	
	2007		2008		2009		2011-2012 average	
	000s	% of overall	000s	% of overall	000s	% of overall	000s	% of overall
Antrim	22	4	27	5	26	5	21	3
Ards	9	2	9	2	8	2	11	2
Armagh	8	2	8	2	9	2	11	2
Ballymena	13	3	15	3	13	3	16	2
Ballymoney	4	1	3	1	3	1	3	0
Banbridge	6	1	5	1	5	1	4	1
Belfast	143	28	149	28	128	25	232	35
Carrickfergus	9	2	11	2	9	2	7	1
Castlereagh	2	0	2	0	2	0	5	1
Coleraine	55	11	54	10	59	12	75	11
Cookstown	5	1	5	1	4	1	4	1
Craigavon	11	2	10	2	9	2	5	1
Derry	28	6	29	6	29	6	32	5
Down	34	7	34	6	40	8	35	5
Dungannon	7	1	8	2	7	2	24	4
Fermanagh	37	7	33	6	32	6	43	6
Larne	12	2	11	2	12	2	7	1
Limavady	9	2	8	2	10	2	15	2
Lisburn	16	3	15	3	13	3	17	3
Magherafelt	5	1	4	1	4	1	4	1
Moyle	22	4	19	4	27	5	21	3
Newry & Mourne	14	3	34	3	13	3	26	4
Newtownabbey	10	2	11	2	9	2	7	1
North Down	21	4	21	4	19	4	25	4
Omagh	7	1	12	2	14	3	4	1
Strabane	4	1	4	1	4	1	7	1
Northern Ireland	510	100	523	100	507	100	662	100

Breaks in series: Responsibility for the collection of visitor numbers transferred from NITB to NISRA in 2010 and along with it changes in methodology in the collection of domestic and passengers exiting Northern Ireland's sea and airports (NIPS) and therefore consistent comparisons cannot be made between visitor numbers before and after this time point.

Notes:

- 1) All estimates are based on sample surveys and therefore have an associated degree of sampling error.
- 2) Figures derived from Northern Ireland Passenger Survey (NIPS) conducted by NITB pre 2010 and NISRA post 2010, 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 TNS conducted on behalf of NITB pre 2010 and the Northern Ireland Continuous Household Survey (CHS) conducted by NISRA post 2010
- 3) Figures may not add to totals due to rounding

For further information, please contact:

Tourism Statistics Branch
Northern Ireland Statistics and Research Agency
Department of Finance and Personnel
Netherleigh
Massey Avenue
Belfast
BT4 2JP

Telephone: 028 9052 9589
Email: tourismstatistics@dfpni.gov.uk

Enquiries by the media should be directed to:

Press Office, DETI,
Tel: 028 9052 9604
Email: pressoffice@detini.gov.uk