

Measuring Tourism Locally minutes -2nd September 2014

Conference Room B - Netherleigh

Attendees: Patricia Wyers (NISRA) - Chairperson, David Marshall (NISRA), Joanne Henderson (NISRA), Sarah McAuley (NISRA), Patrick O’Kane (NISRA), Ian Stanley (NISRA), Sean White (ONS), Paul Rutherford (DETI), Beverly Warnock (DETI), Claire Shortt (NISRA – Belfast City Council), Fiona Ure (Visit Belfast), Hugh McNickle (NISRA - ILEX), Don Wilmont (Causeway Coast and Glens), Pamela Wilson (NITB)

Apologies: Lorraine Fleming (DETI), Mark Mohan (Down District Council), Jim Edgar (Belfast City Council), Odhran Dunne (Derry VCB)

1 Welcome and Introduction

Chairperson welcomed attendees, outlining the main purpose of the meeting was to discuss the current status of local district council tourism statistics in NI to the meeting.

2 Update from Tourism Statistics Branch (TSB)

NISRA provided a brief overview of their role in the publication of local government district statistics.

3 Presentation from Sean White (ONS) – Measuring Tourism Locally in NI



- Attendees discussed the timeliness and frequency of the availability of the LGD tourism statistics and the need for data at ‘Key Destination Area’.

- Attendees suggested that a dashboard of indicators at LGD level would be very useful.
- While it was recognised that NISRA was the source for official statistics, larger councils use consultants to access information below this level.
- It was suggested that the guidance note on measuring tourism locally produced by the Tourism Intelligence Unit of ONS could prove useful in addressing the LGDs need to assess the impact of local events.
- The importance of cross border/day trip data to local areas was discussed.

Action – NISRA agreed to publish their LGD statistics on an annual basis and will assess whether more frequent publication is practical, taking into account the cell sizes involved and the size of the associated confidence intervals.

Action – Users to identify current gaps in local council tourism statistics to help inform future development such as the development of a set of indicators.

Action – NISRA agreed to discuss with NITB how best to promote awareness of ONS's guidance notes on measuring tourism locally.

(<http://www.ons.gov.uk/ons/guide-method/method-quality/specific/economy/economic-value-of-tourism/measuring-tourism-locally/index.html>)

Action – NISRA agreed to investigate daytrip information stressing that it will be an incomplete picture as it is only available for NI residents.

Action – NISRA agreed to host a further meeting on local tourism statistics following their next LGD publication.