



**NISRA**

Northern Ireland  
Statistics and Research Agency  
Gníomhaireacht Thuaisceart Éireann  
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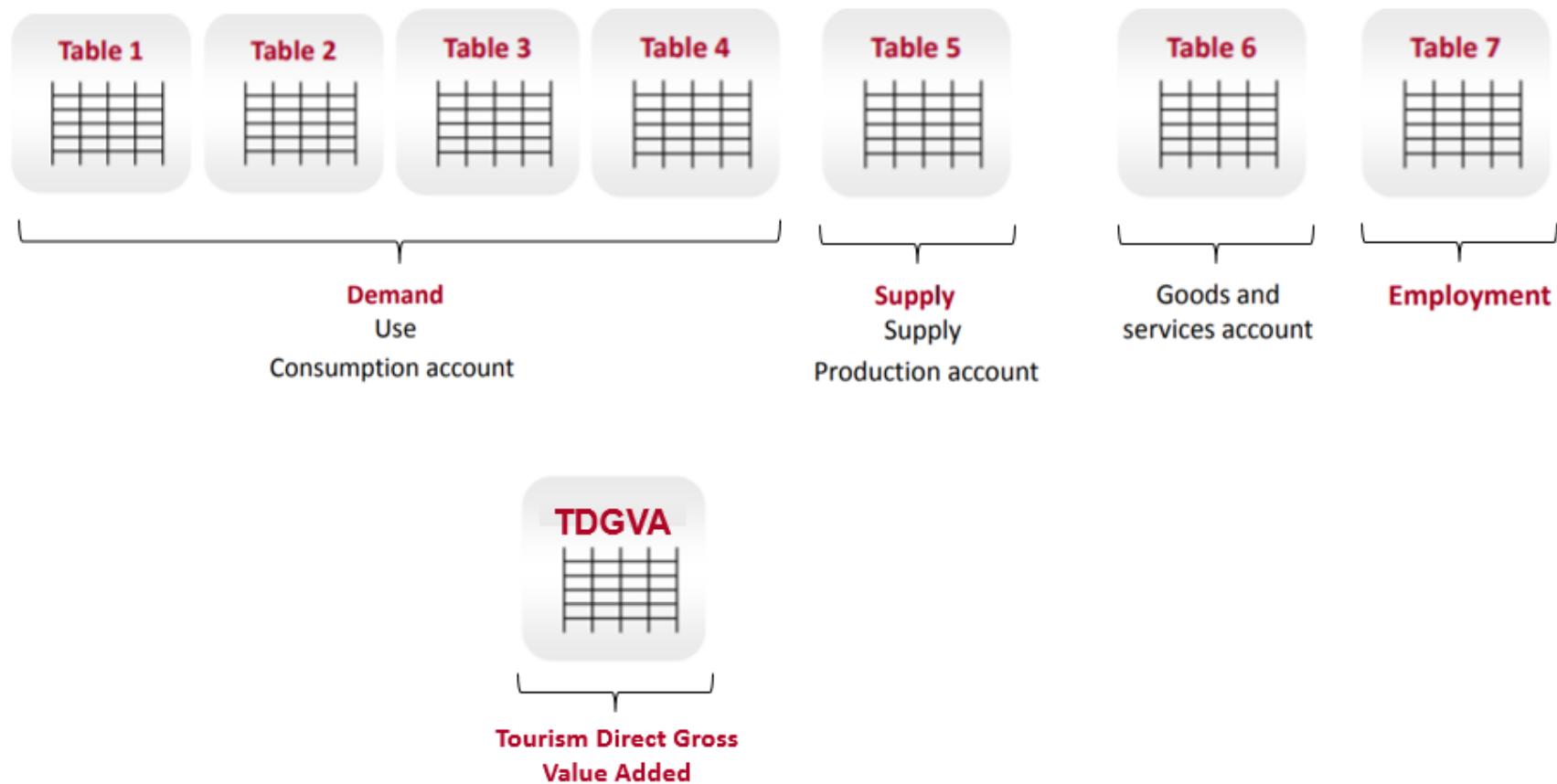
# **NISRA Tourism Satellite Account, 2019**

## **What is the Tourism Satellite Account (TSA) and what does it do?**

The TSA is a standard statistical framework and the main tool for the economic measurement of tourism

The TSA provides information about the demand for goods and services associated with the activity of tourists and the relationship of this demand to the supply of goods and services within the NI economy

# NI's TSA 2019 consists of 7 compulsory tables and 1 additional table

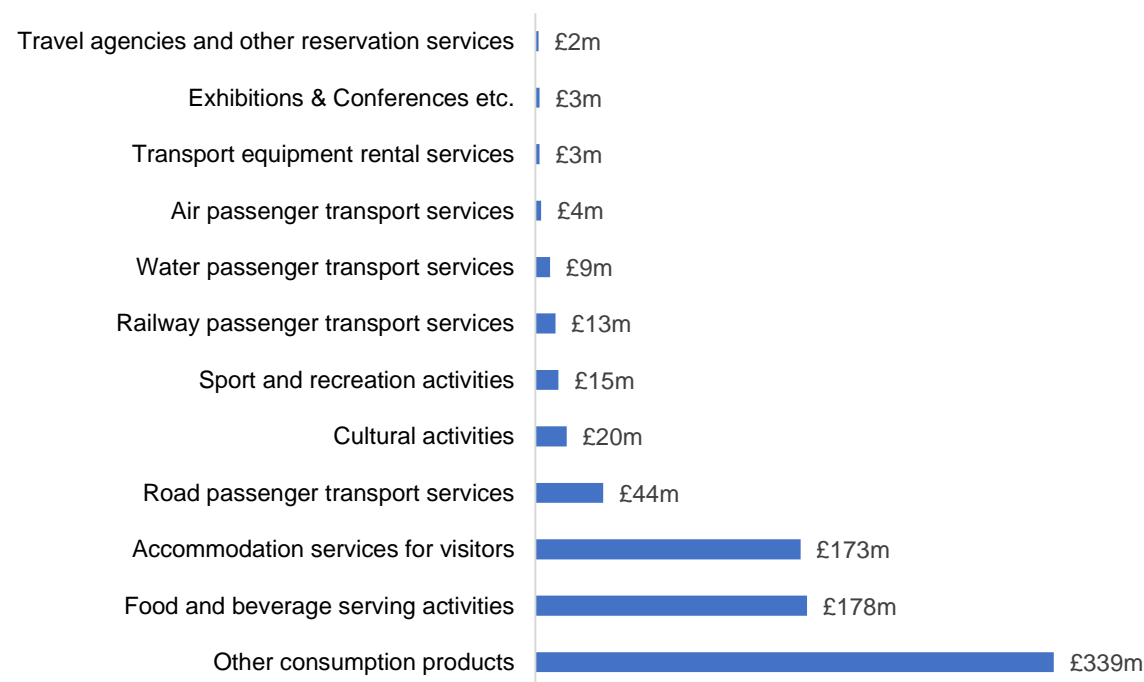


## TSA Table 1

### Tourism Expenditure related to Inbound Tourism

(Inbound tourism consumption: expenditure on tourism by **non-resident visitors within NI**)

#### Inbound Tourism Expenditure by Product (£804 million)



**TABLE 1: Inbound tourism expenditure by products and classes of visitors, 2019**

Products	Inbound Tourism Expenditure (£ million)		
	Tourists (overnight visitors)	Excursionists (same-day visitors)	All Visitors
Accommodation services for visitors	173	-	173
Food and beverage serving activities	157	21	178
Railway passenger transport services	12	2	13
Road passenger transport services	39	5	44
Water passenger transport services	8	1	9
Air passenger transport services	3	0	4
Transport equipment rental services	2	0	3
Travel agencies and other reservation services	2	0	2
Cultural activities	18	2	20
Sport and recreation activities	13	2	15
Exhibitions & Conferences etc.	2	0	3
Other consumption products	300	39	339
<b>TOTAL</b>	<b>731</b>	<b>73</b>	<b>804</b>

#### Key points

Expenditure by inbound tourism to Northern Ireland was valued at **£804 million** in 2019. Overnight visitors (tourists) account for 91% of the inbound tourism.

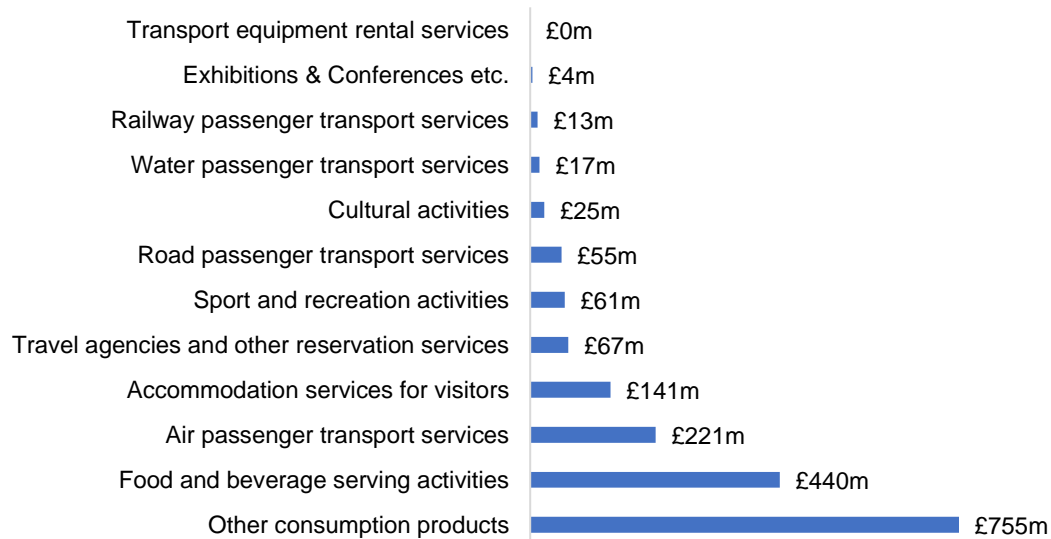
The largest contribution to inbound tourism in 2019 came from 'Other consumption products' (£339 million or 42%) – this includes special shopping, personal transport costs and expenditure on services such as education. This was followed by 'food and beverage serving activities' (£178 million or 22%) and 'accommodation services for visitors' (£173 million or 22%)

## TSA Table 2

### Tourism Expenditure related to Domestic (NI residents) Tourism

(ie NI residents spend on tourism products or services in NI - both for trips within NI and outside of NI)

#### Domestic Tourism Expenditure by Product (£1.8 billion)



**TABLE 2: Domestic tourism expenditure by products, classes of visitor and types of trips, 2019**

Products	Domestic trips			Outbound Trips			All types of trips		
	Tourists (overnight visitors)	Excursionists (same-day visitors)	All Visitors	Tourists (overnight visitors)	Excursionists (same-day visitors)	All Visitors	Tourists (overnight visitors)	Excursionists (same-day visitors)	All Visitors
	Domestic tourism expenditure (£ millions)			Outbound Trips			All types of trips		
Accommodation services for visitors	103	-	103	39	-	39	141	-	141
Food and beverage serving activities	90	277	367	68	5	73	158	282	440
Railway passenger transport services	2	9	10	3	0	3	4	9	13
Road passenger transport services	1	8	9	43	3	46	44	11	55
Water passenger transport services	1	6	7	10	0	10	11	6	17
Air passenger transport services	-	-	-	220	1	221	220	1	221
Transport equipment rental services	-	-	-	-	-	-	-	-	-
Travel agencies and other reservation services	0	-	0	67	-	67	67	-	67
Cultural activities	3	22	25	-	-	-	3	22	25
Sport and recreation activities	7	54	61	-	-	-	7	54	61
Exhibitions & Conferences etc.	0	3	4	-	-	-	0	3	4
Other consumption products	66	443	509	230	16	246	296	459	755
<b>TOTAL</b>	<b>274</b>	<b>822</b>	<b>1,095</b>	<b>678</b>	<b>26</b>	<b>704</b>	<b>952</b>	<b>848</b>	<b>1,799</b>

#### Key points

Expenditure by domestic tourism (NI residents spend on tourism on NI products both on tourism trips in NI and services made for a trip outside of NI) in NI was valued at **£1.8 billion** in 2019. 61% of this were on domestic trips within NI, the other 39% on NI services for a tourism trip outside of NI, that is expenditure on tourism in NI for a trip elsewhere. 53% of NI domestic tourism expenditure was on overnight tourism.

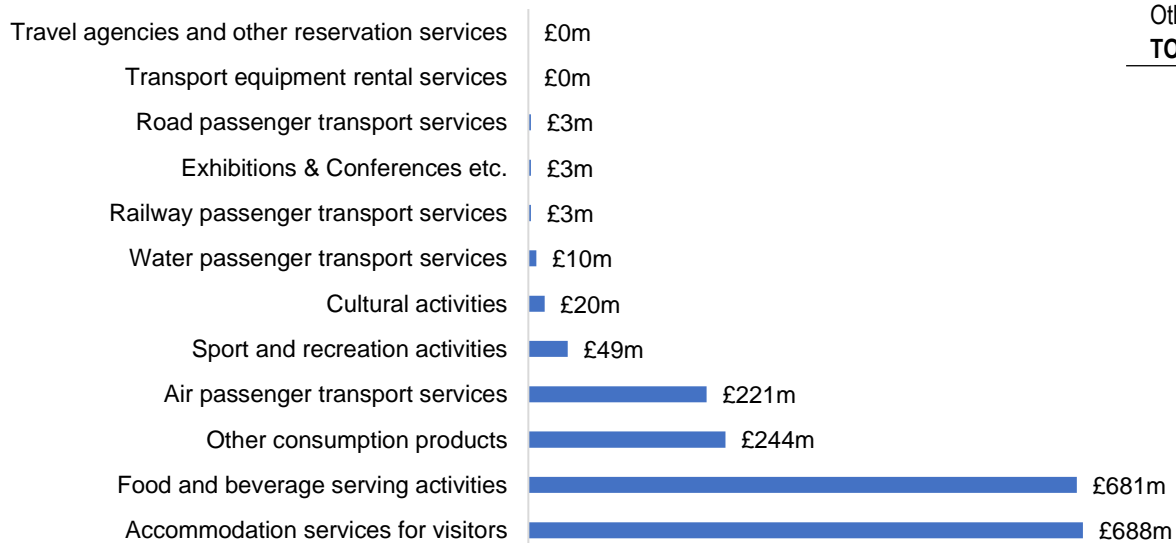
Over two fifths (42% or £755 million) of domestic tourism expenditure was on other consumption products (this includes personal transport costs, special shopping, clothes, car parking, amongst other costs). 24% (£440 million) of domestic tourism expenditure was on food and beverage serving activities.

## TSA Table 3

### Outbound Tourism Expenditure

(ie NI residents spend on tourism products or services outside NI)

#### Outbound Tourism Expenditure by Product (£1.9 billion)



**TABLE 3: Outbound tourism expenditure by products and classes of visitors, 2019**

Products	Outbound Tourism Expenditure (£ million)		
	Tourists (overnight visitors)	Excursionists (same-day visitors)	All Visitors
Accommodation services for visitors	688	-	688
Food and beverage serving activities	647	33	681
Railway passenger transport services	2	1	3
Road passenger transport services	2	1	3
Water passenger transport services	10	0	10
Air passenger transport services	220	1	221
Transport equipment rental services	-	-	-
Travel agencies and other reservation services	-	-	-
Cultural activities	18	2	20
Sport and recreation activities	43	6	49
Exhibitions & Conferences etc.	3	0	3
Other consumption products	214	30	244
<b>TOTAL</b>	<b>1,847</b>	<b>75</b>	<b>1,922</b>

#### Key points

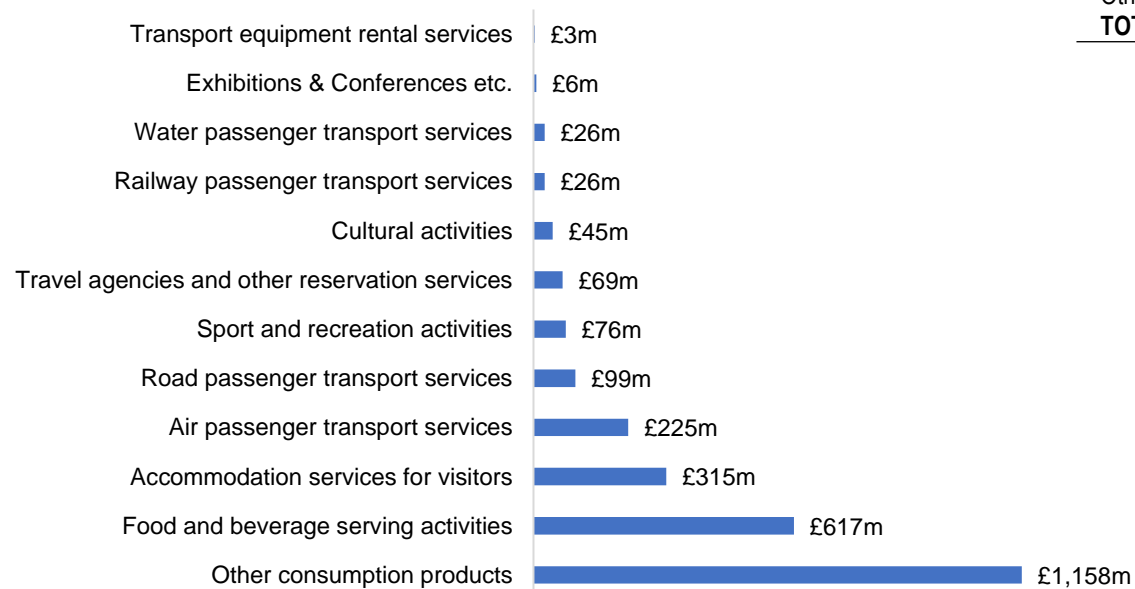
Expenditure by NI residents on tourism outside of NI was valued at **£1.9 billion** in 2019. The majority of this was on overnight trips (96%).

Over a third was attributed to both accommodation services (36% or £688 million) and food and beverages (35% or £681 million).

## TSA Table 4

Total tourism consumption – summing inbound and domestic tourism (T1+T2) and second homes.

### Internal Tourism Consumption by Product (£2.7 billion)



**TABLE 4: Internal tourism consumption by products 2019**

Products	Internal Tourism Consumption (£ million)				Total Internal Tourism Consumption
	Internal Tourism Expenditure		Internal Tourism Expenditure	Other components of tourism consumption	
	Inbound tourism expenditure	Domestic tourism expenditure			
Accommodation services for visitors	173	141	315	-	315
Food and beverage serving activities	178	440	617	-	617
Railway passenger transport services	13	13	26	-	26
Road passenger transport services	44	55	99	-	99
Water passenger transport services	9	17	26	-	26
Air passenger transport services	4	221	225	-	225
Transport equipment rental services	3	-	3	-	3
Travel agencies and other reservation services	2	67	69	-	69
Cultural activities	20	25	45	-	45
Sport and recreation activities	15	61	76	-	76
Exhibitions & Conferences etc.	3	4	6	-	6
Other consumption products	339	755	1,095	63	1,158
<b>TOTAL</b>	<b>804</b>	<b>1,799</b>	<b>2,603</b>	<b>63</b>	<b>2,666</b>

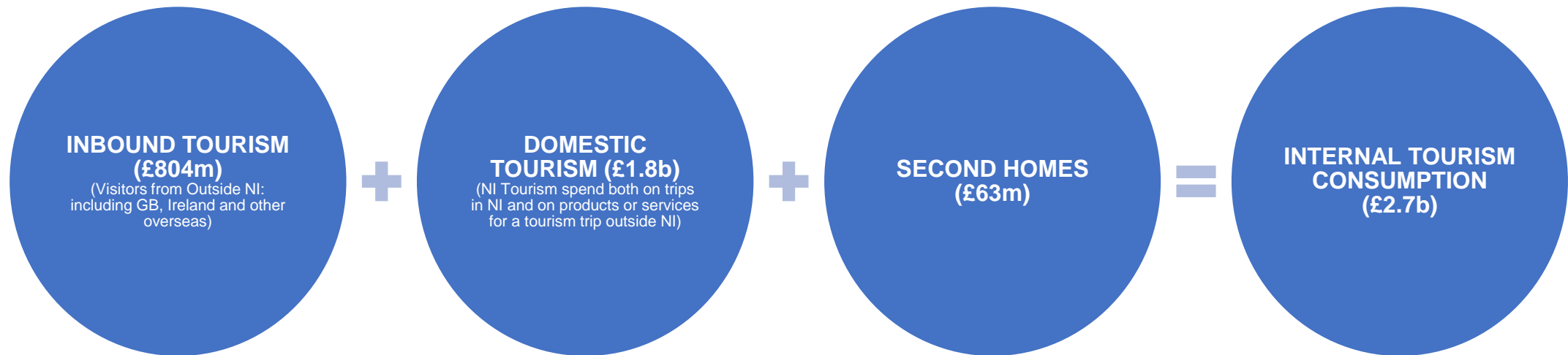
### Key points

Total internal tourism consumption in NI in 2019 was estimated at **£2.7 billion** – this combines inbound and domestic tourism with other components of tourism consumption.

The largest product for total tourism consumption in NI in 2019 was on other components (43% or £1.16 billion) which includes special shopping, second homes, personal transport amongst others, followed by food and beverage serving activities (23% or £617 million) and accommodation services for visitors (12% - £315 million).

## Internal Tourism Consumption (TSA Table 4)

(ie total demand of Tourism within NI summing Inbound (GB, Ireland and other), Domestic (both NI residents within NI and on tourism products before leaving NI) and Other consumption products (second homes))





## TSA Table 5

Production accounts of tourism industries and other industries.

Each cell shows the value of the commodity produced by the industry designated as it's primary producer

### Key points

The total value of NI Gross Value Added (GVA) for NI was £43.7 billion. Tourism. Tourism Gross Value added was £2.3 billion (5%).

**TABLE 5: Production accounts of tourism industries and other industries 2019 (at basic prices) (£ millions)**

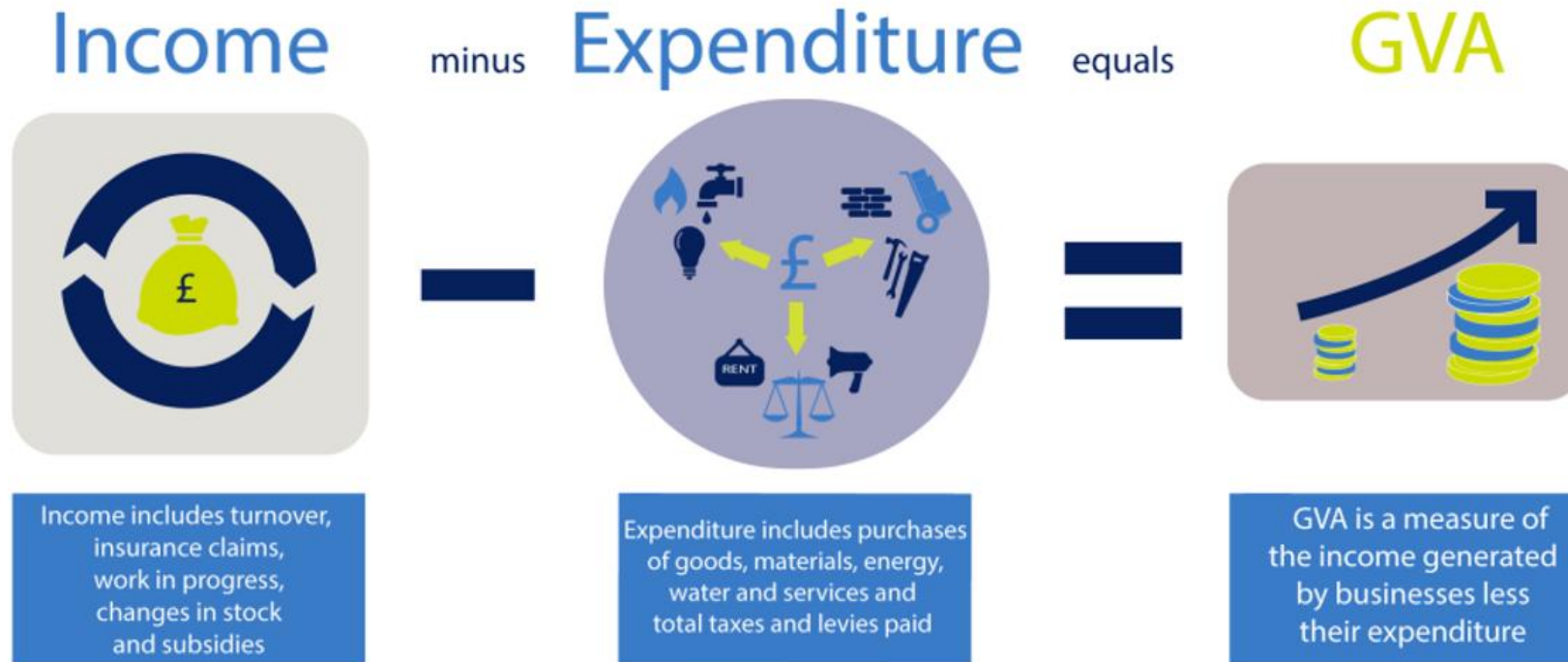
Products	Tourism Industries												Output of domestic producers (at basic prices)	
	Accommodation for visitors	Food and beverage serving industry	Railway passenger transport	Road passenger transport	Water passenger transport	Air passenger transport	Transport equipment rental	Travel agencies and other reservation services industry	Cultural Industry	Sports and recreational industry	Meetings and conference industry	Tourism Industries TOTAL		Other industries
Accommodation services for visitors	172	1	-	-	-	-	-	-	-	-	-	173	128	301
Food and beverage serving activities	384	2,239	1	7	1	1	-	2	1	3	1	2,641	572	3,213
Railway passenger transport services	-	-	149	-	-	-	-	-	-	-	-	149	-	149
Road passenger transport services	-	-	-	221	-	-	-	-	-	-	-	221	40	261
Water passenger transport services	-	-	-	-	118	-	-	-	-	-	-	118	1	118
Air passenger transport services	-	-	-	-	-	188	-	-	-	-	-	188	-	188
Transport equipment rental services	1	5	0	0	0	0	76	0	0	1	0	84	131	216
Travel agencies & other reservation services	-	-	-	-	-	-	-	41	-	-	-	41	-	41
Cultural activities	-	-	-	-	-	-	-	-	349	0	-	350	27	377
Sport and recreation activities	-	-	-	-	-	-	-	-	-	349	-	349	15	365
Exhibitions & Conferences etc	6	24	0	1	0	1	1	2	2	4	142	184	556	739
Other consumption products	4	13	1	1	1	1	4	158	14	62	4	263	75,015	75,277
<b>TOTAL OUTPUT</b>	<b>567</b>	<b>2,282</b>	<b>151</b>	<b>231</b>	<b>121</b>	<b>192</b>	<b>80</b>	<b>203</b>	<b>367</b>	<b>420</b>	<b>147</b>	<b>4,760</b>	<b>76,484</b>	<b>81,243</b>
<b>TOTAL INTERMEDIATE CONSUMPTION (at purchasers prices)</b>	<b>154</b>	<b>1,405</b>	<b>29</b>	<b>78</b>	<b>30</b>	<b>89</b>	<b>55</b>	<b>122</b>	<b>203</b>	<b>265</b>	<b>76</b>	<b>2,508</b>	<b>34,995</b>	<b>37,502</b>
<b>TOTAL GROSS VALUE ADDED (at basic prices)</b>	<b>413</b>	<b>876</b>	<b>121</b>	<b>153</b>	<b>91</b>	<b>102</b>	<b>25</b>	<b>81</b>	<b>164</b>	<b>155</b>	<b>71</b>	<b>2,252</b>	<b>41,489</b>	<b>43,741</b>



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The total value of NI Gross Value Added (GVA) for NI was £43.7 billion. Tourism. The Tourism Gross Value for all tourism related industries added was £2.3 billion (5%).



## TSA Table 6

Total domestic supply and internal tourism consumption.

Tourism ratio=internal consumption as a proportion of total domestic supply

**TABLE 6: Total domestic supply and internal tourism consumption (at purchasers' prices) (£ millions), 2019**

Products	Output of domestic producers (at basic prices) (see Table 5)	Imports	Taxes less subsidies on products nationally produced and imported	Domestic Supply (at purchaser prices)	Internal tourism consumption	Tourism ratios
Accommodation services for visitors	301	516	105	921	315	34.2%
Food and beverage serving activities	3,213	312	322	3,846	617	16.1%
Railway passenger transport services	149	36	-60	125	26	21.0%
Road passenger transport services	261	87	6	353	99	28.1%
Water passenger transport services	118	29	9	156	26	16.7%
Air passenger transport services	188	154	50	392	225	57.3%
Transport equipment rental services	216	108	10	334	3	0.8%
Travel agencies & other reservation services	41	482	109	631	69	10.9%
Cultural activities	377	180	28	585	45	7.7%
Sport and recreation activities	365	267	86	718	76	10.6%
Exhibitions & Conferences etc	739	6	3	748	6	0.8%
Other consumption products	75,277	24,345	5573	105,196	1,158	1.1%
<b>TOTAL OUTPUT</b>	<b>81,243</b>	<b>26,522</b>	<b>6,240</b>	<b>114,006</b>	<b>2,666</b>	<b>2.3%</b>

## TSA Table 7

### Employment in Tourism Industries

(standalone table)

### Key points

In terms of tourism businesses an estimated 5,549 enterprises were involved in providing goods and services directly to tourism in 2019.

The number of full-time equivalent employees working in tourism industries was around 75,000. There were 27,000 tourism direct employees which equated to 22,000 tourism direct full-time equivalent jobs.

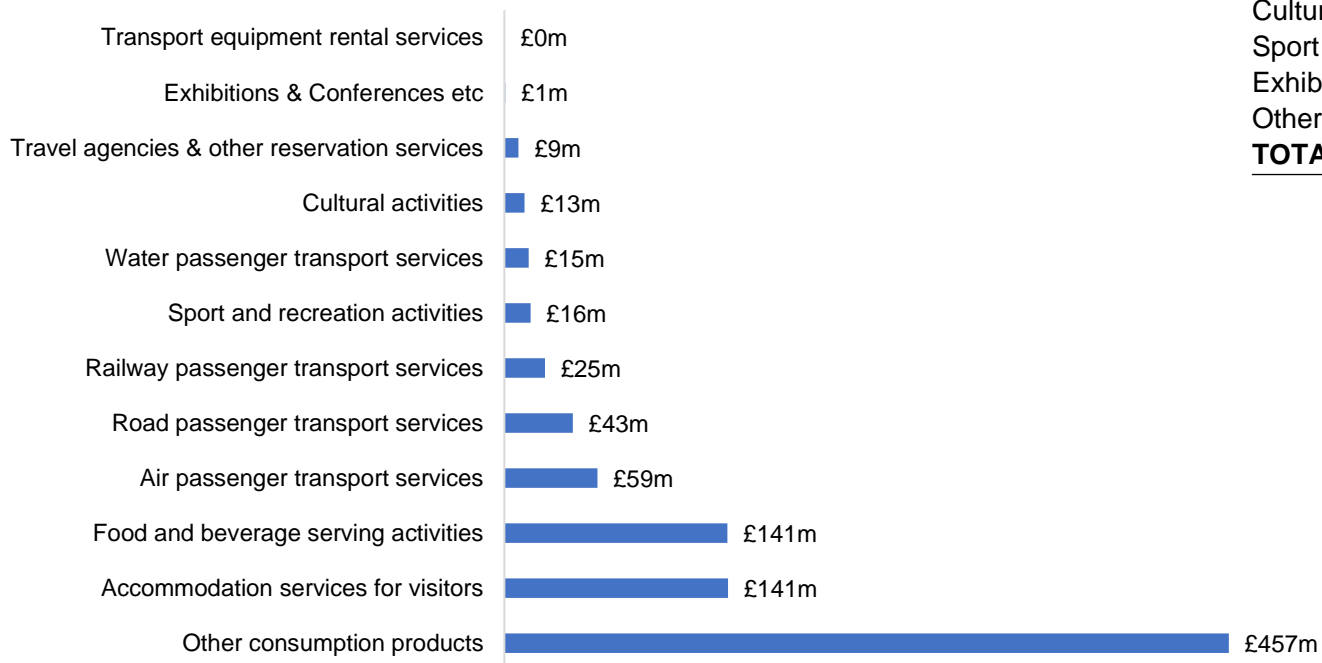
**TABLE 7: Employment in the Tourism Industries (thousands, except number of enterprises), 2019**

Tourism Characteristic Activities	Number of Enterprises	Employees			Self Employed			Full/ Part time Employees			Total FTEs	Total Employment	Tourism ratios	Tourism Direct Employment	Tourism Direct FTEs
		Male	Female	Total	Male	Female	Total	Full time	Part time	Total					
Accommodation services for visitors	372	5	6	11	1	1	1	5	5	9	12	34.2%	4	3	
Food and beverage serving activities	3,860	19	22	42	2	1	3	16	26	30	45	16.1%	7	5	
Railway passenger transport services	2	2	1	3	0	0	0	3	0	3	3	21.0%	1	1	
Road passenger transport services	281	5	1	6	6	0	6	4	2	12	13	28.1%	4	3	
Water passenger transport services	9	0	0	0	0	-	0	0	0	0	0	16.7%	0	0	
Air passenger transport services	17	0	0	1	0	0	0	1	0	1	1	57.3%	0	0	
Transport equipment rental services	75	1	0	1	0	-	0	1	0	1	1	0.8%	0	0	
Travel agencies & other reservation services	138	0	1	1	0	0	0	1	0	2	2	10.9%	0	0	
Cultural activities	282	1	2	3	3	2	5	1	1	6	7	7.7%	1	0	
Sport and recreation activities	453	5	5	10	2	1	2	4	5	9	12	10.6%	1	1	
Exhibitions & Conferences etc	60	1	1	2	0	0	0	1	0	2	2	0.8%	0	0	
Other Consumption Products										692	810	1.1%	9	8	
<b>TOTAL (Tourism industries only)</b>	<b>5,549</b>	<b>40</b>	<b>39</b>	<b>79</b>	<b>14</b>	<b>4</b>	<b>18</b>	<b>37</b>	<b>42</b>	<b>75</b>	<b>98</b>	<b>2.3%</b>	<b>27</b>	<b>22</b>	

## TSA Table 8

### Tourism Direct Gross Value Added, 2019

#### Tourism Direct Gross Value Added by Product (£920 million)



Products	Total GVA (at basic prices)	Tourism ratios	TDGVA (£ millions)
Accommodation services for visitors	413	34.2%	141
Food and beverage serving activities	876	16.1%	141
Railway passenger transport services	121	21.0%	25
Road passenger transport services	153	28.1%	43
Water passenger transport services	91	16.7%	15
Air passenger transport services	102	57.3%	59
Transport equipment rental services	25	0.8%	0
Travel agencies & other reservation services	81	10.9%	9
Cultural activities	164	7.7%	13
Sport and recreation activities	155	10.6%	16
Exhibitions & Conferences etc	71	0.8%	1
Other consumption products	41,489	1.1%	457
<b>TOTAL</b>	<b>43,741</b>		<b>920</b>

### Key points

TDGVA contributed **£920 million** to the NI economy in 2019. The main contributor was other consumption products (£457 million- 50%)

This showed tourism direct GVA contributed 2.1% to the total NI direct GVA.

# Northern Ireland Tourism Satellite Account 2019



## £920m

Tourism Direct Gross Value Added (TDGVA)  
contributed £920 million to the NI economy



## 2.1%

Tourism Direct Gross Value Added (TDGVA)  
contributed 2.1% of total NI GVA



## 27,000

Employed in Tourism Direct Industries

## KEY POINTS

- The total direct GVA generated by Tourism in 2019 was worth £920 million or 2.1% of GVA when assessed according to internationally recognised standards
- Tourism accounted for £2.7 billion of internal consumption – that is demand on tourism products in NI with visitors from outside NI accounting for 30% of this (£804m), NI residents account for 67% of this (£1.8 billion) on tourism in NI or spending money in NI in connection with outward travel
- The number of full-time equivalent employees working in tourism industries was around 75,000. There were 27,000 tourism direct employees which equated to 22,000 tourism direct full-time equivalent jobs.



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## FURTHER INFORMATION

### Contact

[Joanne.Henderson@nisra.gov.uk](mailto:Joanne.Henderson@nisra.gov.uk)

[tourismstatistics@nisra.gov.uk](mailto:tourismstatistics@nisra.gov.uk)

NISRA Tourism Statistics

Colby House

Stranmillis Court

BELFAST

BT9 5RR