

**Tourism**

**Statistical Bulletin**

**Northern Ireland Annual (July 2012 - June 2013) and  
Year to Date (January – June 2013)  
Tourism Statistics**

**28 November 2013**

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## 1. Key Findings

**This report provides the most recent annual (July 2012 - June 2013) and year to date (January – June 2013) provisional tourism statistics for Northern Ireland (NI) from a combination of NISRA official statistics and Republic of Ireland (RoI) sources. It contains information on overnight trips made to NI from Great Britain (GB), overseas, and RoI visitors as well as NI residents who made overnight trips within NI. The main results show:**

### **Annual Results (July 2012 - June 2013)**

- The estimated total number of overnight trips to NI by all visitors (NI residents and non residents) in the period July 2012 – June 2013 increased by 3% compared to the previous twelve months.
- Tourist expenditure during overnight trips increased over the same period by 10% when compared to 2011-2012.
- The estimated number of overnight visitors from outside NI (GB, Overseas and RoI) increased by 3% to just over 2 million in the 12 months to June 2013, compared to the same period in the previous year. The expenditure associated with these trips also increased by 3% over the same period.

### **Year to Date Results (January - June 2013)**

- Estimates for the first half of 2013 (January – June) indicate that the total number of overnight trips to NI increased by 10%, while expenditure during these overnight trips grew by 16% compared to the same six month period in the previous year.
- When NI residents are excluded, the total number of estimated visitor overnight trips from outside NI increased by 6% but the associated expenditure by such visitors fell by 1% to the first half of 2013 compared to the same period in 2012.
- Most of the growth in the estimated number of overnight visitor trips from outside NI in the first half of 2013 was due to an increase (+19%) in those visiting friends and relatives and an increase in visits for business purposes (+8%).
- However, there was a 9% fall in the estimated number of overnight visits by external visitors for holiday purposes in the first 6 months of 2013, compared to the same period in 2012. This is likely associated with a decline in such visitors from the RoI, whereas holiday visits for from GB increased by 10% and those from overseas visitors increased by 3% over the period.

- Room occupancy rates for hotels for the 6 months to June 2013 was 3 percentage points lower than for the same period the previous year whereas the room occupancy rates for the B&B, guesthouse and guest accommodation sector showed no change over the same period.

### **Cruise Ship Arrivals (January - June 2013)**

- During January – June 2013, 21 cruise ships docked in Belfast, with 26,445 passengers and 10,575 crew onboard. There were also 3 cruise ship visits to Londonderry.

Previously reported annual figures for 2012 and for the first quarter of 2013 can be found at <http://www.detini.gov.uk/deti-stats-index/tourism-statistics.htm>

## 2. Commentary

### Background

Tourism results are presented in terms of both (i) annual estimates for the most recent 12 months (to June 2013) and (ii) the six months to June 2013. The annual estimates provide greater precision due to the larger sample sizes available from the respective surveys that comprise the estimates, whereas the 6 month results provide a more recent measure of trends, though with some loss of precision (see background notes for statistical margins of error).

### ANNUAL TOURIST ACTIVITY

#### Overall trips and expenditure rise, but number of nights fall

During the 12 month period to June 2013 overnight trips to NI by all visitors increased by 3% (to 4.1 million) and expenditure rose by 10% (to £731 million). However, the estimated number of nights spent on such trips fell by 4% (to 14.1 million), compared to the previous 12 months (Table A1.1), suggesting visitors are making shorter overnight trips.

Annual tourism activity in terms of trips (4.1 million in the 12 months to June 2013) is just below the annual visitor target (4.2 million) set for December 2014 in the Programme for Government (PfG). Tourist expenditure in the most recent 12 months has already exceeded the PfG expenditure target (£676 million).

#### Rise in GB and overseas visitors but a fall in visitors from Rol

Over sixty per cent of the increase in overnight trips in the last 12 months was by visitors from outside Northern Ireland, with a 10% increase in the number of GB visitors and a 2% increase in overseas visitors (Table

A1.3). Despite a fall in the number of overnight visitors from Rol (-11%), the net effect was a 3% increase in all external visitors in the last 12 months.

#### Visits by external visitors to see friends/relatives unchanged

The main reason non residents chose to visit NI is to see friends and relatives and this accounted for just under half of all such visits (around 1 out of 2 million in Jul 12 - Jun 13).

Although the overall number of such visits remained virtually unchanged from the previous year, there was an increase (13%) in the number of GB visitors visiting friends and relatives. In contrast, there was a decrease (-22%, -14%) in such visits from overseas and Rol residents respectively. (Table A1.4).

#### Increased holiday visits and business visits by external visitors

However, visits for holiday purposes by external visitors increased by 10% and those for business purposes increased by 5% over the 12 months to June 2013, compared to the previous period.

This was mostly driven by an increase in holiday visits from overseas (+18%) and GB (+10%) residents.

Just as fewer Rol residents visited friends and relatives in NI in 2012-13, there was also a decrease (-5%) in the number of such residents visiting for holiday purposes.

#### GB visitor numbers rise in all categories

GB visitors, who account for over half of all external visitors, have shown increases in all the main reasons given for visiting NI. Those who visited NI to see friends and relatives have seen the largest increase in both volume

(+78k) and percentage (+13%), accounting for over three quarters of the overall rise in GB visitor numbers in the 12 month period to June 2013. (Table A1.4).

### **Rise in occupancy rates in line with rise in overnight trips**

Occupancy rates in hotels and B&Bs/Guesthouses/Guest accommodation show rises in both room and bed space occupancy for the 12 months to June 2013, reflecting the reported rise in the estimated number of overnight trips to NI in the same period. (Tables A1.7/A1.8).

## **YEAR TO DATE TOURIST ACTIVITY**

### **Increase in trips, nights and spend for all visitors in first 6 months of 2013**

The number of tourist trips made by all visitors (NI residents and non residents) in the first 6 months of 2013 increased by 10% compared to the same period in 2012.

This trend is also apparent with nights and expenditure figures for all visitors (residents and non residents) showing more marked growth in the first 6 months of the year than for the previous year as a whole.

### **External visitor number increase**

When Northern Ireland residents are excluded, there was a 6% increase in the number of external visitors, though there was virtually no change in the number of nights spent in Northern Ireland. This tendency for shorter visits was reflected in a fall in expenditure of 1% (£2m) in this period, compared to last year.

### **Rise in GB visitors, but fall in visitors from Rol**

The 6% rise in external visitor numbers was driven by an increase in the number of visitors from GB (+18%), whereas overseas visitor numbers remained unchanged and there was a fall in the number of overnight visitors from Rol (- 14%) in the 6 months to June 2013 (Table A2.3).

### **Visits by external visitors to see friends/relatives increase**

The 6% rise in external visitor numbers also reflected an increase in visits to see friends and relatives (+19%) and an increase in visits for business purposes (+8%).

### **Decreased holiday visits by external visitors**

However, there was a fall (-9%) in the number of holiday visits by external visitors in the first 6 months of 2013 versus 2012 (Table A2.5). This is mainly due to a marked fall in the number of overnight visitors from the Rol who visited for holiday purposes (-44%).

Despite the fall in the Rol market, there was an increase in the number of holiday visits from GB residents (+10%) and those from overseas markets (+3%).

### **Overall rise in visitor numbers not reflected in hotel occupancy rates.**

Although visitor numbers (+10%) and visitor nights (+5%) increased in the first 6 months of 2013 for all visitors, hotel room occupancy rates fell by -3 percentage points (to 60%) compared to the same period last year.

This partly reflects the fact that over two-thirds of the increase in overnight visitors was for the purpose of visiting friends and relatives (Table A2.2) and

such visitors may be less likely to stay in hotels. It should also be noted that while there was an overall increase of 1% in holiday visits by all visitors (Table A2.2), the estimated number of holiday visits by external visitors fell by 9% in the first half of 2013, compared to the same period in 2012. It is likely that the decline in external holiday visitors is contributing to the reduction in hotel occupancy rates.

Consideration of country of residence information for hotel guests (Table A2.8) shows that whereas the number of GB visitors increased (by 8%) the number of NI residents declined by 4% and the number of visitors from other countries (including those from the RoI) fell by 13% in the first 6 months of 2013.

This is broadly in line with the findings that showed an increase in holiday visits from GB residents and a marked decline in holiday visits from RoI residents.

## **Conclusion**

Estimates for both 2012-13 and the first 6 months to June 2013 show overall visitor numbers by residents and non residents combined, are increasing.

There is also evidence that the rate of growth in external visitor numbers (+6%) in the latest 6 months is higher than for the last 12 months as a whole (+3%).

Most of the growth in the most recent 6 months by external visitors was due to increases in the number of visits to see friends and relatives in Northern Ireland. There has been some decline in the numbers of such visitors visiting for holiday purposes (-9%), though this has mostly been due to a fall in holiday visitors from the RoI. Holiday visits from GB and overseas increased in the most recent 6 months (by 10% and 3% respectively).

### 3. Estimated number of overnight trips, nights and expenditure for the 12 month period ending June 2013 and January to June 2013

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 June 2013 and headline figures for the first 6 months of 2013. 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](http://www.detini.gov.uk/deti-stats-index/tourism-statistics/user_engagement.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 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.

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

**Table 1 Estimated<sup>(1,2)</sup> number of overnight trips, nights and expenditure in NI (all visitors) for the 6 months and 12 months to June 2012, 2013**

	Jul 2012- Jun 2013	% Change	Jan- Jun 2013	% Change
Overall Trips (000s)	4,138	+3	1,955	+10
Overall Nights (000s)	14,056	-4	6,439	+5
Overall Expenditure (£m)	731	+10	348	+16

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 June 2013 increased by 3% to 4.14 million while the figure for the first 6 months of 2013 shows a rise of 10% to 1.95 million.

Expenditure associated with these trips shows a rise of 10% to £731 million in the 12 month period ending June 2013 and of 16% to £348 million in the first half of 2013.

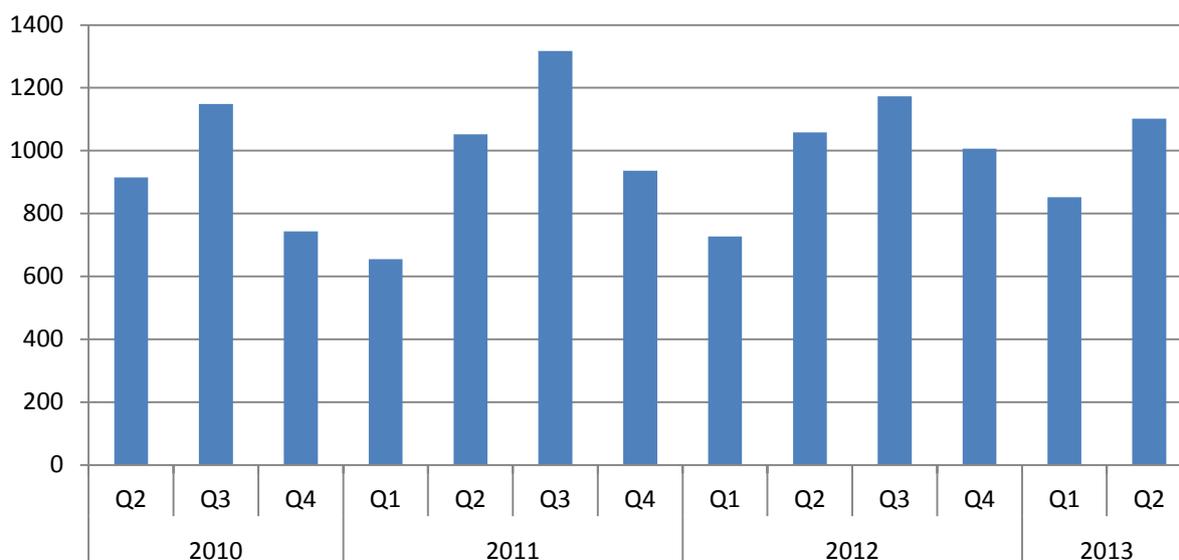
#### Number of nights spent in NI

The estimated number of nights associated with overnight trips taken in

NI decreased by 4% to 14.06 million in the 12 months to June 2013. This contrasts with the estimated number of nights spent in NI for first half of 2013 which shows a rise of 5% to 6.44 million. The average length of stay for the 12 months to June 2013 was 3.4

nights, lower than the figure for the same period the previous year (3.6 nights). The equivalent figure for the first half of 2013 was 3.3 nights, less than for the same period in 2012 (3.4 nights). (Tables A1.1 and A2.1).

**Figure 1 Estimated number of overnight (thousands) trips in NI, Q2 2010 to Q2 2013**



### 3.1 Analysis of overnight trips and expenditure

#### Estimated number of trips each quarter

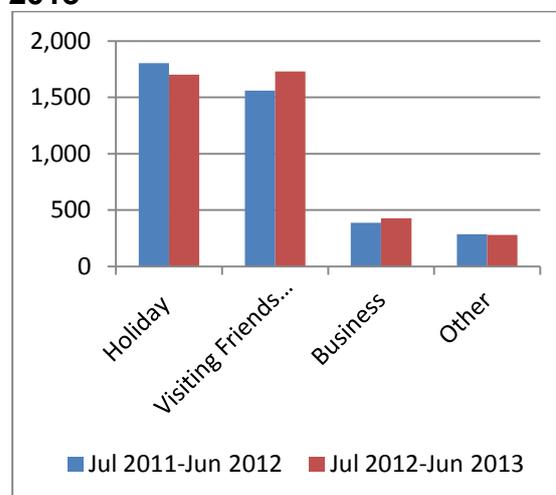
Figure 1 depicts the estimated number of overnight trips taken in NI in each quarter from quarter 2 (April to June) 2010 to quarter 2 2013. It shows that the greatest number of trips taken in each year falls in quarter 3 with quarter 2 providing the next highest estimated number of overnight trips. Most overnight trips taken in NI are taken in quarters 2 and 3 (April – September) each year.

#### Overnight trips - reason for visit

The number of trips taken in the 12 months period to June 2013 to visits friends and relatives increased by 11% to 1.73 million. This rise, together with a rise in those visiting for business

purposes (+11%), contrasts with the decrease (-6%) in those visiting for holiday purposes and other reasons (-2%). (Figure 2 and Table A1.2).

**Figure 2: Estimated overnight trips (thousands) by reason for visit July 2011 – June 2012, July 2012 – June 2013**



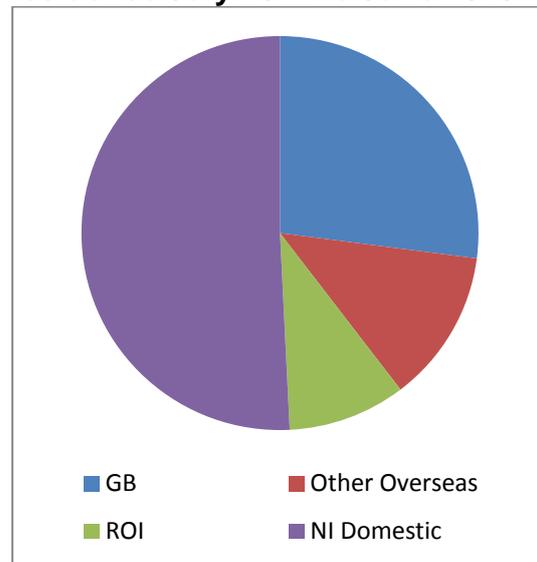
In the first 6 months of 2013 the number of trips to visit friends and relatives increased by 16% to 842,000 and accounts for 43% of all overnight trips in NI. The largest increase in reason for visit was seen in those travelling for 'business' purposes (+24%) but those on business overnight trips represents a relatively small proportion (12%) of all overnight trips in NI. Trips taken in the first 6 months of 2013 in NI for holiday purposes increased by 1% to 758,000 (Table A2.2).

### Visitors country of residence

In the 12 months to June 2013, there was an increase of 2% (to 2.10 million) in the number of overnight trips taken in NI by residents accounting for just over half of all overnight trips taken in NI. The estimated number of trips taken by GB and overseas visitors increased by 10% and 2% respectively, with a fall (-11%) in those visiting from ROI. (Figure 3 and Table A1.3).

The number of overnights trips taken in NI by residents in the first 6 months of 2013 increased by 14% to 989,000. The estimated number of GB visitors increased by 18% while the number from ROI decreased by 14% (Table A2.3).

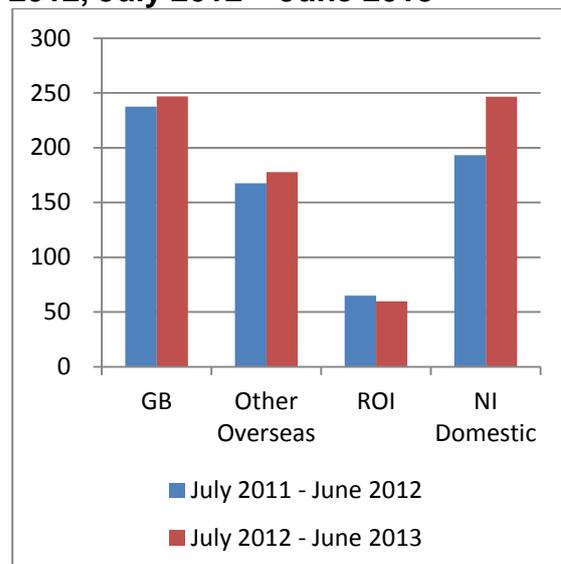
**Figure 3: Estimated proportion of overnight trips by country of residence July 2012 to June 2013**



### Estimated expenditure country of residence

The estimated expenditure associated with overnight trips in NI is presented by country of residence in Figure 4. This shows that the overall rise has been driven by the NI domestic market which rose by 28% in the 12 month period ending June 2013 compared to

**Figure 4: Estimated visitor expenditure (£ million) by country of residence July 2011 – June 2012, July 2012 – June 2013**



the same period the previous year. Increases in estimated expenditure were also seen with the GB (+4%) and overseas (+6%) markets. Conversely, expenditure by visitors from RoI fell by 8% over the same period, mirroring the fall in overnight trips by this group.

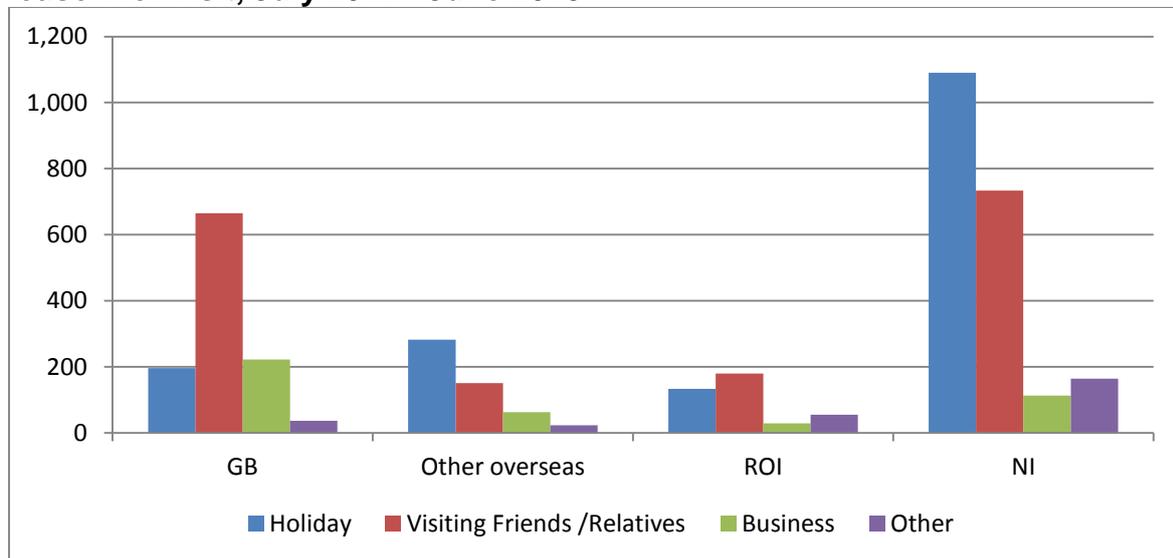
**Country of residence by reason for visit**

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 (55%), are more likely to travel to NI for the purpose of visiting friends or relatives (59%) 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 A1.4).

**Figure 5 Estimated overnight trips (thousands) by country of residence and reason for visit, July 2012 - June 2013**



**3.2 Visitors from outside NI**

When NI residents are excluded, the number of overnight trips to NI in the 12 months to June 2013 increased by 3% to 2.04 million. Increases in the estimated number of trips made by GB (+10%) and overseas visitors (+2%) were countered by a fall in those visiting from RoI of -11%. Visitors from GB accounted for 55% of all overnight trips to NI made by non-residents. The number of non resident overnight trips to NI in the first 6 months of 2013 increased by 6% to 965,000. This was influenced by an 18% rise in the estimated number of GB visitors and a

decrease of 14% in RoI visitors. There was virtually no change in the number of overseas visitors over the same period.

**Visitors from outside NI - reason for visit**

In the 12 months to June 2013, there was virtually no change in the estimated number of trips to NI by non-residents to visit friends or relatives. There was, however, a 10% increase in those visiting NI for holiday purposes and a 5% rise in visits for business purposes.

Visiting friends and relatives, which accounts for 49% of all trips by non-residents, saw an increase (+13%) in those visiting from GB but decreases in those visiting from overseas (-22%) and RoI (-14%) (Tables A1.4).

The rise in external visitors coming to NI in the first half of 2013 was mainly driven by those visiting friends and relatives (+19%) and, to a lesser extent, those visiting for business purposes (+8%). The rise in those visiting friends and relatives was influenced by a 28% rise in GB visitors visiting friends and relatives. Although fewer visitors stated they were visiting NI for holiday purposes (-9%) in January-June 2013, both GB and overseas visitors increased (10% and 3% respectively). GB visitors showed increases in all categories of 'reason for visit' while overseas visitors showed increases in all but the visiting friends and relatives category (-8%). (Table A2.5).

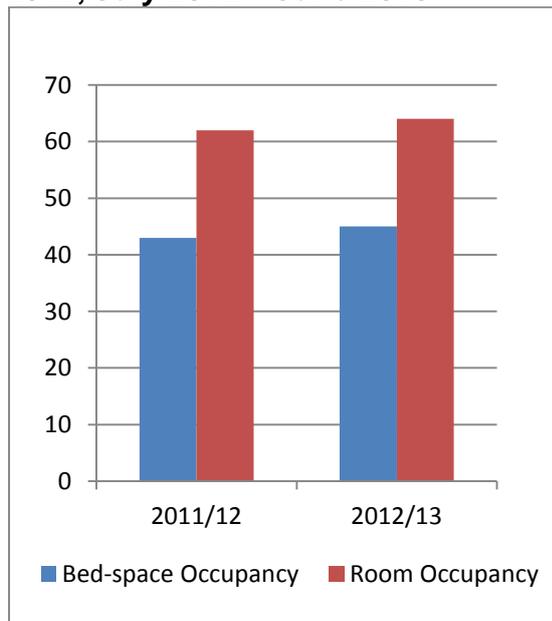
## 4. Accommodation

### Hotel occupancy

The room and bed space occupancy rates for hotels in NI for the 12 month period July 2012-June 2013 were 2 percentage points higher than the same period in the previous year (64% and 45% respectively).

In contrast, the room occupancy rate for hotels in NI decreased by 3 percentage point (to 60%) between January-June 2012 and January-June 2013, with bed space occupancy also showing a decrease of 1 percentage points (to 41%) over the same period. (Figure 6, Tables A1.6 and A2.7).

**Figure 6 Hotel occupancy rate (percentage) July 2011 – June 2012, July 2012 – June 2013**

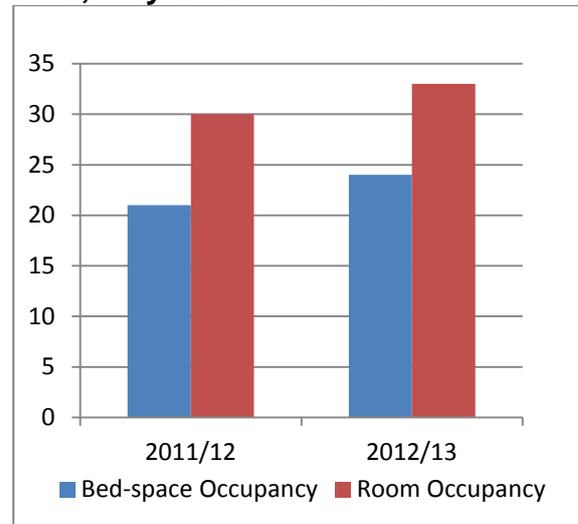


### B&B/Guesthouse/Guest Accommodation occupancy

The 12 month period to June 2013 saw increases in the room and bed space occupancy for the B&B, guesthouse and guest accommodation sector (of 3 percentage points and 2 percentage points respectively). There was no change in the room occupancy

rate for the B&B/guesthouse/guest accommodation sector between January-June 2012 and January-June 2013 while there was a 1 percentage point rise in the bed space occupancy over the same period. (Figure 7, Tables A1.7 and A2.8).

**Figure 7 B&B/Guesthouse/Guest Accommodation occupancy rate (percentage) July 2011 – June 2012, July 2012 – June 2013**



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

## **5. Other sources**

### **Tourism and Leisure employee jobs (NISRA)**

At June 2013, the Quarterly Employment Survey (QES) estimated that tourism and leisure industries accounted for 54,090 employee jobs in NI, 8% of all employee jobs. This proportion was unchanged from that

reported in June 2012, when tourism and leisure accounted for 53,910 employee jobs in NI.

### **Cruise Ships (DVCB+BVCB)**

During January – June 2013, there were 21 cruise ships in Belfast, with 26,445 passengers and 10,575 crew onboard. There were also 3 cruise ship visits to Derry.

## 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 July 2012 to June 2013. 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 27% during July 2012 to June 2013), 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](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. While this publication provides information on tourists from each of these areas, NISRA does not have direct responsibility for the collection of all such information, some of which is provided from organisations in the RoI. The methodology is also 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).

### 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](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](mailto: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 6 months and 12 months to June 2013.**

	95% Confidence Interval			
	Overnight Trips	% change compared to previous year	Expenditure	% change compared to previous year
January – June	+/-10%	+/- 17%	+/- 32%	+/- 25%
July - June	+/-6%	+/- 11%	+/- 13%	+/- 22%

### 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.

### 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.

**For further information, please contact:**

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Email: [pressoffice@detini.gov.uk](mailto:pressoffice@detini.gov.uk)

## ANNEX 1 TABLES FOR JULY 2012 TO JUNE 2013

**Table A1.1 Estimated<sup>(1,2)</sup> number of overnight trips, nights and expenditure in NI (all visitors) for the 12 months to June 2012, 2013**

	Jul 2011- Jun 2012	Jul 2012- Jun 2013	% Change
Overall Trips (000s)	4,035	4,138	+3
Overall Nights (000s)	14,592	14,056	-4
Overall Expenditure (£m)	663	731	+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

**Table A1.2 Estimated<sup>(1)</sup> number of overnight trips (thousands) in NI (all visitors) by reason for visit for the 12 months to June 2012, 2013**

	Jul 2011- Jun 2012	Jul 2012- Jun 2013	% Change
Holiday	1,803	1,702	-6
Visiting Friends/Relatives	1,561	1,729	+11
Business	386	428	+11
Other	285	279	-2
<b>Total<sup>(2,3)</sup></b>	<b>4,035</b>	<b>4,138</b>	<b>+3</b>

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<sup>(1)</sup> number of overnight trips (thousands) in NI for GB, overseas, RoI and NI Domestic markets for the 12 months to June 2012, 2013**

	Jul 2011- Jun 2012	Jul 2012- Jun 2013	% Change
GB visitors <sup>(2)(3)</sup>	1,016	1,120	+10
Overseas visitors <sup>(2)(3)</sup>	508	520	+2
<b>Total Overseas<sup>(3)</sup></b>	<b>1,524</b>	<b>1,639</b>	<b>+8</b>
RoI visitors <sup>(4)</sup>	448	397	-11
<b>Total visitors from outside NI<sup>(3)</sup></b>	<b>1,972</b>	<b>2,037</b>	<b>+3</b>
Domestic overnight trips <sup>(5)</sup>	2,063	2,102	+2
<b>Total<sup>(2,3,4,5)</sup></b>	<b>4,035</b>	<b>4,138</b>	<b>+3</b>

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

**Table A1.4 Estimated<sup>(1, 2, 3)</sup> visitor overnight trips (thousands) to NI (excluding NI residents) by reason for visit for the 12 months to June 2012, 2013**

	Jul 2011- Jun 2012	Jul 2012- Jun 2013	% Change
Holiday	179	196	+10
Visiting friends / relatives	586	665	+13
Business	216	222	+3
Other	35	37	+5
<b>GB visitors<sup>(2)(3)</sup></b>	<b>1,016</b>	<b>1,120</b>	<b>+10</b>
Holiday	240	282	+18
Visiting friends / relatives	194	151	-22
Business	61	63	+4
Other	13	23	+78
<b>Overseas visitors<sup>(2)(3)</sup></b>	<b>508</b>	<b>520</b>	<b>+2</b>
Holiday	140	133	-5
Visiting friends / relatives	209	179	-14
Business	22	29	+31
Other	76	56	-27
<b>RoI<sup>(2)(3)</sup></b>	<b>448</b>	<b>397</b>	<b>-11</b>
Holiday	559	612	+10
Visiting friends / relatives	990	995	0
Business	298	314	+5
Other	124	115	-7
<b>Total<sup>(2)(3)</sup></b>	<b>1,972</b>	<b>2,037</b>	<b>+3</b>

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) Estimates based on a sample size of 30 or less appear shaded as  Estimated based on a sample size of 51-100 appear shaded as 

Estimated based on a sample size of 51-100 appear shaded as

**Table A1.5 Estimated<sup>(1)</sup> visitor nights (thousands) spent in NI (all visitors) for the 12 months to June 2012, 2013**

	Jul 2011- Jun 2012	Jul 2012- Jun 2013	% Change
GB visitors <sup>(2)(3)</sup>	4,662	4,944	+6
Overseas visitors <sup>(2)(3)</sup>	3,901	3,877	-1
<b>Total Overseas<sup>(3)</sup></b>	<b>8,563</b>	<b>8,821</b>	<b>+3</b>
Rol visitors <sup>(4)</sup>	1,280	1,069	-16
<b>Total visitors from outside NI<sup>(3)</sup></b>	<b>9,844</b>	<b>9,890</b>	<b>0</b>
Domestic overnight trips <sup>(5)</sup>	4,748	4,165	-12
<b>Total<sup>(3)</sup></b>	<b>14,592</b>	<b>14,056</b>	<b>-4</b>

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

**Table A1.6 Estimated<sup>(1)</sup> visitor expenditure (£ million) spent in NI (all visitors) for the 12 months to June 2012, 2013**

	July 2011- June 2012	July 2012- June 2013	% Change
GB visitors <sup>(2)(3)</sup>	237	247	+4
Overseas visitors <sup>(2)(3)</sup>	168	178	+6
<b>Total Overseas<sup>(3)</sup></b>	<b>405</b>	<b>425</b>	<b>+5</b>
Rol visitors <sup>(4)</sup>	65	60	-8
<b>Total visitors from outside NI<sup>(3)</sup></b>	<b>470</b>	<b>484</b>	<b>+3</b>
Domestic overnight trips <sup>(5)</sup>	193	247	+28
<b>Total<sup>(3)</sup></b>	<b>663</b>	<b>731</b>	<b>+10</b>

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 A1.7 Hotel Occupancy for the 12 months to June 2012, 2013**

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2011/12	62%	43%	1,724,700	2,682,900
2012/13	64%	45%	1,781,300	2,792,200
Change				
2011/12 – 2012/13 (+/-)	+2pps	+2pps	+3%	+4%

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

**Table A1.8 Bed & Breakfast, Guesthouse and Guest Accommodation occupancy, for the 12 months to June 2012, 2013**

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2011/12	30%	21%	339,800	548,000
2012/13	33%	24%	373,500	624,500
Change				
2011/2-2012/13 (+/-)*	+3pps	+2pps	+10%	+14%

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

## ANNEX 2 TABLES FOR JANUARY TO JUNE 2013

**Table A2.1 Estimated<sup>(1,2,3)</sup> number of overnight trips, nights and expenditure in NI (all visitors) for Jan-Jun 2012, 2013**

	Jan-Jun 2012	Jan-Jun 2013	% Change
Overall Trips (000s)	1,781	1,955	+10
Overall Nights (000s)	6,125	6,439	+5
Overall Expenditure (£m)	300	348	+16

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 A2.2 Estimated<sup>(1)</sup> visitor overnight trips (thousands) spent in NI (all visitors) by reason for visit for Jan-Jun 2012, 2013**

	Jan-Jun 2012	Jan-Jun 2013	% Change
Holiday	752	758	+1
Visiting Friends/Relatives	724	842	+16
Business	195	241	+24
Other	109	114	+4
<b>Total<sup>(2,3)</sup></b>	<b>1,781</b>	<b>1,955</b>	<b>+10</b>

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 A2.3 Estimated<sup>(1)</sup> visitor overnight trips (thousands) to NI for GB, overseas, RoI and NI Domestic markets for Jan-Jun 2012, 2013**

	Jan-Jun 2012	Jan-Jun 2013	% Change
GB visitors <sup>(2)(3)</sup>	470	556	+18
Overseas visitors <sup>(2)(3)</sup>	213	214	0
<b>Total Overseas<sup>(3)</sup></b>	<b>683</b>	<b>769</b>	<b>+13</b>
RoI visitors <sup>(4)</sup>	229	196	-14
<b>Total visitors from outside NI<sup>(3)</sup></b>	<b>912</b>	<b>965</b>	<b>+6</b>
Domestic overnight trips <sup>(5)</sup>	869	989	+14
<b>Total<sup>(3)</sup></b>	<b>1,781</b>	<b>1,955</b>	<b>+10</b>

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

**Table A2.4 Estimated<sup>(1,2,3)</sup> number of overnight trips, nights and expenditure in NI (excluding NI residents) for Jan - Jun 2012, 2013**

	Jan-Jun 2012	Jan-Jun 2013	% Change
Overall Trips (000s)	912	965	+6
Overall Nights (000s)	4,430	4,435	0
Overall Expenditure (£m)	221	219	-1

Notes:

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- 3) Figures may not add to totals due to rounding

**Table A2.5 Estimated<sup>(1, 2, 3)</sup> number of overnight trips (thousands) to NI (excluding NI residents) by reason for visit for Jan - Jun 2012, 2013**

	Jan-Jun 2012	Jan-Jun 2013	% Change
Holiday	80	88	+10
Visiting friends / relatives	264	338	+28
Business	113	116	+3
Other	13	14	+2
<b>GB visitors<sup>(2)(3)</sup></b>	<b>470</b>	<b>556</b>	<b>+18</b>
Holiday	102	105	+3
Visiting friends / relatives	75	69	-8
Business	29	32	+11
Other	7	7	+3
<b>Overseas visitors<sup>(2)(3)</sup></b>	<b>213</b>	<b>214</b>	<b>0</b>
Holiday	83	47	-44
Visiting friends / relatives	98	111	+13
Business	11	18	+59
Other	36	20	-44
<b>Rol Visitors<sup>(4)</sup></b>	<b>229</b>	<b>196</b>	<b>-14</b>
Holiday	265	240	-9
Visiting friends / relatives	437	518	+19
Business	154	166	+8
Other	57	41	-28
<b>Total<sup>(3)</sup></b>	<b>912</b>	<b>965</b>	<b>+6</b>

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 Jan to June 2012, 2013**

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2012	63%	43%	858,600	1,300,300
2013	60%	41%	834,800	1,294,700
Change 2012-2013 (+/-)	-3pps	-1pps	-3%	0%

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

**Table A2.7 Bed & Breakfasts, Guesthouses and Guest Accommodation for Jan to June 2012, 2013**

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2012	28%	19%	153,900	240,300
2013	28%	20%	157,800	255,900
Change 2012-2013 (+/-)*	0pps	+1pps	+3%	+6%

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

**Table A2.8 Number of Guests (thousands) by Country of Residence in NI Hotels Jan to June 2012, 2013**

	NI	GB	Other	Total
2012	358	541	291	1190
2013	344	585	252	1181
Change 2012-2013 (+/-)*	-4%	8%	-13%	-1%

\*Change based on unrounded numbers