

Northern Ireland Local Government District Tourism Statistics (2013–2015)

This report is based on data published by the Northern Ireland Statistics and Research Agency (NISRA)



Introductory note

Data provided in this report is produced by and sourced from the Northern Ireland Statistics and Research Agency (NISRA).

Data (derived from a range of sources) presented relates to overnight visitors only, i.e. excludes day trippers.

Estimates provided are based on tourism trips made by Northern Ireland residents and visitors from outside Northern Ireland.

Data is presented for 2013-2015 based on the new Local Government Districts which came into operation in April 2015.

Data reported refers to 'stages' within trips (i.e. when more than one location is stayed in during the trip) and therefore adds up to more than the total number of trips.

Data relating to trips by purpose of visit and country of origin are based on a 2013-2015 average and will not add up to the 2015 trips figure.

For the full NISRA report (including background notes, data sources and definitions employed) as well as associated tables and infographics relating to Local Government District Tourism Statistics click [HERE](#)

1.1 NEW LOCAL GOVERNMENT DISTRICT TOURISM ESTIMATES 2015

LGD	TRIPS	% of NI Trips	NIGHTS	% of NI Nights	SPEND (£)	% of NI Spend	Average spend per trip	Average spend per night	Average number of nights
Antrim & Newtownabbey	204,290	4%	672,902	4%	34,164,529	4%	£167.24	£50.77	3.3
Ards & North Down	376,755	8%	1,397,895	9%	51,013,302	7%	£135.40	£36.49	3.7
Armagh City, Banbridge & Craigavon	149,449	3%	562,866	4%	22,476,581	3%	£150.40	£39.93	3.8
Belfast	1,361,193	29%	4,237,733	27%	278,034,119	37%	£204.26	£65.61	3.1
Causeway Coast & Glens	911,388	20%	3,141,914	20%	136,770,965	18%	£150.07	£43.53	3.4
Derry City & Strabane	223,172	5%	889,416	6%	42,502,028	6%	£190.45	£47.79	4.0
Fermanagh & Omagh	341,051	7%	1,136,816	7%	54,585,277	7%	£160.05	£48.02	3.3
Lisburn & Castlereagh City	130,924	3%	714,336	5%	24,910,212	3%	£190.26	£34.87	5.5
Mid & East Antrim	382,224	8%	1,007,755	7%	45,628,631	6%	£119.38	£45.28	2.6
Mid Ulster	155,708	3%	613,667	4%	22,285,891	3%	£143.13	£36.32	3.9
Newry, Mourne & Down	404,442	9%	1,056,896	7%	47,736,730	6%	£118.03	£45.17	2.6
TOTAL	4,640,596	100%	15,432,195	100%	760,108,265	100%	£163.80	£49.25	3.3

Data correct as at 21/07/16 (NISRA)

1.2 NEW LOCAL GOVERNMENT DISTRICT TOURISM ESTIMATES 2014

LGD	TRIPS	% of NI Trips	NIGHTS	% of NI Nights	SPEND (£)	% of NI Spend	Average spend per trip	Average spend per night	Average number of nights
Antrim & Newtownabbey	200,545	4%	729,648	5%	37,272,022	5%	£185.85	£51.08	3.6
Ards & North Down	443,358	10%	1,572,908	10%	44,346,389	6%	£100.02	£28.19	3.5
Armagh City, Banbridge & Craigavon	231,797	5%	769,129	5%	28,276,354	4%	£121.99	£36.76	3.3
Belfast	1,166,740	25%	3,684,382	24%	247,564,826	33%	£212.19	£67.19	3.2
Causeway Coast & Glens	756,721	16%	2,704,057	18%	133,245,930	18%	£176.08	£49.28	3.6
Derry City & Strabane	230,983	5%	810,310	5%	39,744,803	5%	£172.07	£49.05	3.5
Fermanagh & Omagh	388,105	8%	1,067,842	7%	63,765,281	8%	£164.30	£59.71	2.8
Lisburn & Castlereagh City	117,651	3%	471,202	3%	22,471,010	3%	£191.00	£47.69	4.0
Mid & East Antrim	322,113	7%	1,146,162	8%	53,847,818	7%	£167.17	£46.98	3.6
Mid Ulster	213,732	5%	621,832	4%	26,600,119	4%	£124.46	£42.78	2.9
Newry, Mourne & Down	571,040	12%	1,487,973	10%	54,301,421	7%	£95.09	£36.49	2.6
TOTAL	4,642,786	100%	15,065,446	100%	751,435,972	100%			3.2

Data correct as at 21/07/16 (NISRA)

1.3 NEW LOCAL GOVERNMENT DISTRICT TOURISM ESTIMATES 2013

LGD	TRIPS	% of NI Trips	NIGHTS	% of NI Nights	SPEND (£)	% of NI Spend	Average spend per trip	Average spend per night	Average number of nights	Tourism Jobs*	% NI Tourism jobs	% Local Jobs
Antrim & Newtownabbey	234,264	6%	914,193	6%	43,240,000	6%	£184.58	£47.30	3.9	4,074	7.0	7.4
Ards & North Down	342,685	8%	1,239,892	9%	48,446,867	7%	£141.37	£39.07	3.6	4,595	7.9	12.4
Armagh City, Banbridge & Craigavon	201,334	5%	821,771	6%	21,998,869	3%	£109.27	£26.77	4.1	4,182	7.2	6.1
Belfast	1,123,802	27%	3,658,819	25%	227,189,795	31%	£202.16	£62.09	3.3	17,319	29.8	8.2
Causeway Coast & Glens	704,716	17%	2,347,447	16%	110,137,241	15%	£156.29	£46.92	3.3	4,751	8.2	12.1
Derry City & Strabane	254,315	6%	936,200	6%	46,814,887	6%	£184.08	£50.00	3.7	4,227	7.3	8.4
Fermanagh & Omagh	364,681	9%	1,215,313	8%	86,329,960	12%	£236.73	£71.03	3.3	3,448	5.9	9.0
Lisburn & Castlereagh City	123,727	3%	522,020	4%	24,605,752	3%	£198.87	£47.14	4.2	3,824	6.6	7.4
Mid & East Antrim	251,338	6%	839,952	6%	40,451,130	6%	£160.94	£48.16	3.3	3,678	6.3	8.7
Mid Ulster	141,231	3%	526,674	4%	23,109,188	3%	£163.62	£43.88	3.7	3,165	5.5	6.6
Newry, Mourne & Down	453,109	11%	1,464,543	10%	49,849,323	7%	£110.02	£34.04	3.2	4,780	8.2	9.3
TOTAL	4,195,202	100%	14,486,823	100%	722,164,563	100%	£172.14	£49.85	3.5	58,042	100%	8.4

*Employee jobs in Tourism Characteristic Industries, including tourist accommodation, restaurants, bars and catering services, passenger transport, travel agents, sport, recreation and betting/amusements activities and performing arts. Source: Northern Ireland Census of Employment (NISRA) which is conducted biennially

Data correct as at 21/07/16 (NISRA)

2 LOCAL GOVERNMENT DISTRICT OVERNIGHT TRIPS BY REASON FOR VISIT (AVERAGE 2013-2015)

LGD	Holiday/Pleasure/Leisure			Visiting Friends and Relatives (VFR)			Business			Other		
	Trips	% of all holiday trips	% of LGD trips	Trips	% of all VFR trips	% of LGD trips	Trips	% of all business trips	% of LGD trips	Trips	% of all other trips	% of LGD trips
Antrim & Newtownabbey	74,769	4%	35%	99,521	5%	47%	25,553	6%	12%	13,190	6%	6%
Ards & North Down	173,734	9%	45%	169,925	9%	44%	14,056	3%	4%	29,885	13%	8%
Armagh, Banbridge & Craigavon	34,564	2%	18%	133,402	7%	69%	10,095	2%	5%	16,132	7%	8%
Belfast	496,866	25%	41%	453,775	24%	37%	209,091	50%	17%	57,514	25%	5%
Causeway Coast & Glens	537,463	27%	68%	177,259	10%	22%	30,703	7%	4%	45,515	20%	6%
Derry & Strabane	77,727	4%	33%	104,989	6%	44%	38,803	9%	16%	14,638	6%	6%
Fermanagh & Omagh	161,609	8%	44%	164,253	9%	45%	26,210	6%	7%	12,541	6%	3%
Lisburn & Castlereagh	33,663	2%	27%	70,522	4%	57%	17,766	4%	14%	2,149	1%	2%
Mid & East Antrim	130,253	7%	41%	159,610	9%	50%	15,511	4%	5%	13,185	6%	4%
Mid Ulster	49,527	2%	29%	107,666	6%	63%	8,362	2%	5%	4,669	2%	3%
Newry, Mourne & Down	227,045	11%	48%	212,341	11%	45%	20,473	5%	4%	16,338	7%	3%
TOTAL	1,997,221	100%	44%	1,853,262	100%	41%	416,624	100%	9%	225,754	100%	5%

Data correct as at 21/07/16 (NISRA)

3 LOCAL GOVERNMENT DISTRICT OVERNIGHT TRIPS BY ORIGIN OF VISITORS (AVERAGE 2013-2015)

LGD	Northern Ireland	% of all local trips	Great Britain	% of all local trips	Other Europe	% of all local trips	North America	% of all local trips	Republic of Ireland and Other	% of all local trips	Total
Antrim & Newtownabbey	89,439	42%	74,044	35%	14,678	7%	11,375	5%	23,497	11%	213,033
Ards & North Down	203,420	52%	104,565	27%	20,974	5%	15,910	4%	42,729	11%	387,599
Armagh, Banbridge & Craigavon	82,901	43%	66,644	34%	14,099	7%	10,249	5%	20,300	10%	194,193
Belfast	363,983	30%	496,905	41%	131,543	11%	98,996	8%	125,817	10%	1,217,245
Causeway Coast & Glens	520,754	66%	121,785	15%	26,763	3%	23,001	3%	98,638	12%	790,942
Derry & Strabane	88,693	38%	86,751	37%	20,576	9%	16,328	7%	23,808	10%	236,157
Fermanagh & Omagh	240,783	66%	58,154	16%	11,389	3%	8,477	2%	45,810	13%	364,612
Lisburn & Castlereagh	25,733	21%	65,310	53%	13,649	11%	9,612	8%	9,797	8%	124,101
Mid & East Antrim	166,323	52%	84,494	27%	17,847	6%	14,763	5%	35,132	11%	318,558
Mid Ulster	86,083	51%	48,457	28%	9,591	6%	7,401	4%	18,691	11%	170,224
Newry, Mourne & Down	313,557	66%	75,477	16%	14,967	3%	12,057	3%	60,138	13%	476,197
TOTAL	2,181,671	49%	1,282,586	29%	296,077	7%	228,169	5%	504,358	11%	4,492,861

Data correct as at 21/07/16 (NISRA)

Further information

For the full NISRA report (including background notes, data sources and definitions employed) as well as associated tables and infographics relating to Local Government District Tourism Statistics click [HERE](#)

For further information on Local Government District Statistics please contact Joanne Henderson at NISRA tourismstatistics@dfpni.gov.uk

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