

9 August 2012

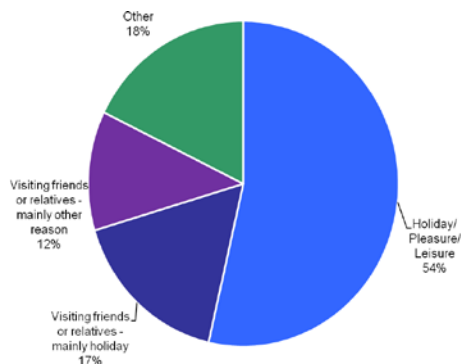
**Coverage**

Northern Ireland, unless otherwise stated.

**Theme**

Tourism Statistics

**Chart 1: Overnight trips taken by NI residents (within NI, RoI, GB, CI or IoM) by purpose of trip January-May 2012**



**Issued by:**

Tourism Statistics Branch, DETI  
 Tel: 028 90529503

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

Enquiries by the media should be directed to:

Press Office, DETI  
 Tel: 028 90529604

Email: [pressoffice@detini.gov.uk](mailto:pressoffice@detini.gov.uk)  
[www.statistics.detini.gov.uk](http://www.statistics.detini.gov.uk)

**Next publication date: 13 September 2012**

**Overnight and day trips taken by Northern Ireland (NI) residents January-May 2012**

**Overnight Trips**

During January-May 2012, NI residents took an estimated 686,000 overnight trips within NI, 369,000 in the Republic of Ireland (RoI) and 380,000 in Great Britain (GB)/Channel Islands (CI)/Isle of Man (IoM).

During those trips, a total of 1.3 million nights were spent in NI, 0.9 million nights in RoI and 1.3 million nights in GB/CI/IoM.

A total of £52 million was spent by NI residents in NI, £60 million in RoI and £97 million in GB/CI/IoM during the period.

Trips to GB/CI/IoM had the longest average duration, highest average spend per trip and highest average spend per night.

**Table 1: Estimated overnight trips taken by NI residents within NI, RoI, GB, CI and IoM, January-May 2012**

	Northern Ireland	Republic of Ireland	Great Britain/Channel Islands/IoM
Total trips (000s)	686	369	380
Total nights (000s)	1,261	915	1,347
Total spend (£m)	52	60	97
Average length of stay (nights)	1.8	2.5	3.5
Average spend per trip	£76	£163	£256
Average spend per night	£41	£66	£72

## TOURISM STATISTICS

### NI residents taking overnight trips within NI

During January – May 2012, 58% of trips within NI were for holiday/pleasure/leisure purposes, 31% were to visit friends or relatives and 11% were for other reasons (table 2).

Those on holiday/pleasure/leisure trips accounted for 63% of nights and 70% of spend by NI residents on overnight trips within NI.

Those on holiday trips had the highest average length of trip (2.0 nights) while those on trips for other purposes had the highest average spend per trip (£93) and highest average spend per night (£55).

## STATISTICS BULLETIN

The estimated number of trips taken by NI residents within NI during January – May 2012, increased by 16% compared with the same period in 2011. The number of nights spent on those trips increased by 11% and the estimated spend increased by 11%.

Trips for holiday/pleasure/leisure purposes within NI increased by 12% compared with the same period in 2011.

### NI residents taking overnight trips in the Republic of Ireland and Great Britain

NI resident trips to the RoI and GB decreased by 16% and 32% respectively during January-May 2012, compared with the same period in 2011 (table 3).

**Table 2: Estimated overnight trips taken by NI residents within NI by purpose, January-May 2012**

	Holiday/pleasure/leisure		Visiting friends/relatives		Other		Total	
	2011	2012	2011	2012	2011	2012	2011	2012
Total trips ('000s)	352	395	207	212	32	78	591	686
Total nights ('000s)	759	785	334	349	46	127	1,138	1,261
Total spend (£m)	34	37	10	9	3	7	47	52
Average length of stay (nights)	2.2	2.0	1.6	1.6	1.4	1.7	1.9	1.8
Average spend per trip	£98	£92	£47	£41	£84	£93	£79	£76
Average spend per night	£45	£46	£29	£25	£58	£55	£41	£41

**Table 3: Estimated overnight trips taken by NI residents in ROI and GB January-May 2012**

	Republic of Ireland			Great Britain, Channel Islands, Isle of Man		
	2011	2012	% change	2011	2012	% change
Total trips ('000s)	441	369	-16%	561	380	-32%
Total nights ('000s)	907	915	1%	1,483	1,347	-9%
Total spend (£m)	76	60	-20%	174	97	-44%
Average length of stay (nights)	2.1	2.5	-	2.6	3.5	-
Average spend per trip	171	£163	-	310	£256	-
Average spend per night	83	£66	-	117	£72	-

**Day trips**

Table 4 shows that during January – May 2012, NI residents took an estimated 2.4 million leisure day trips within NI, spending an estimated total of £36 million.

Of those leisure trips, 823,000 were tourism day trips, which accounted for

£18 million of the total day trip expenditure within NI.

During the same period, NI residents took an estimated 111,000 leisure day trips to the ROI, spending an estimated £3 million. Of those leisure trips, 63,000 were tourism day trips, which accounted for £3 million of the total day trip expenditure within ROI.

**Table 4: Estimated day trips taken by NI residents within NI and ROI, January-May 2012**

	Northern Ireland		Republic of Ireland	
	2011	2012	2011	2012
Total leisure day trips ('000s)	2,739	2,405	121	111
Total leisure day trip spend (£m)	51	36	3	3
Average spend per leisure day trip	£19	£15	£26	£31
Total tourism day trips ('000s)	1,037	823	82	63
Total tourism day trip spend (£m)	25	18	2	3
Average spend per tourism day trip	£25	£22	£23	£44

# TOURISM STATISTICS

## Background

Information on overnight and day trips is collected through the Continuous Household Survey. Further information on the survey methodology is available from [www.csu.nisra.gov.uk](http://www.csu.nisra.gov.uk)

An overnight trip includes any trip away from home for at least one night in the UK or Republic of Ireland. For the purposes of this bulletin, trips to the Channel Islands and the Isle of Man have been grouped with GB.

'Other' overnight trips include those attending conferences, exhibitions/trade shows, school trip/education, to do paid work/business, shopping, attending sporting events, and with common interest groups.

A leisure day trip is an outing or trip, not for business purposes, made on the same day from home with no time or distance restriction.

# STATISTICS BULLETIN

A tourism day trip is a leisure day trip taken outside the respondent's usual environment where they are away from home for more than 3 hours.

Further information on the analysis methodology may be viewed at: <http://www.detini.gov.uk/deti-stats-index/tourism-statistics/stats-domestic-tourism/stats-domestic-methodology.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.