

# Northern Ireland Domestic Tourism

## January to December 2014

Published 28 May 2015

This report provides analysis of 2014 domestic tourism; including overnight and tourism day trips taken locally by Northern Ireland. Key findings are

- there were 2.3 million overnight trips taken by local residents within Northern Ireland. This is an 18% increase on 2013. These 2.3 million trips accounted for 5.0 million nights (up 10%) and £238m expenditure (up 24%);



2.3m  
trips



5.0m  
nights



£238m  
spent

- when looking at holiday related overnight trips in Northern Ireland by local residents, then larger or similar annual increases from 2013 to 2014 are found;
- NI residents spent just under 1 million nights in local hotels during 2014; and
- in addition to overnight trips, a further 10.8 million tourism day trips were taken by local residents within Northern Ireland during 2014. This was an increase of 12% on 2013. These trips had an associated expenditure of £282m.

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 Theme: People and Places

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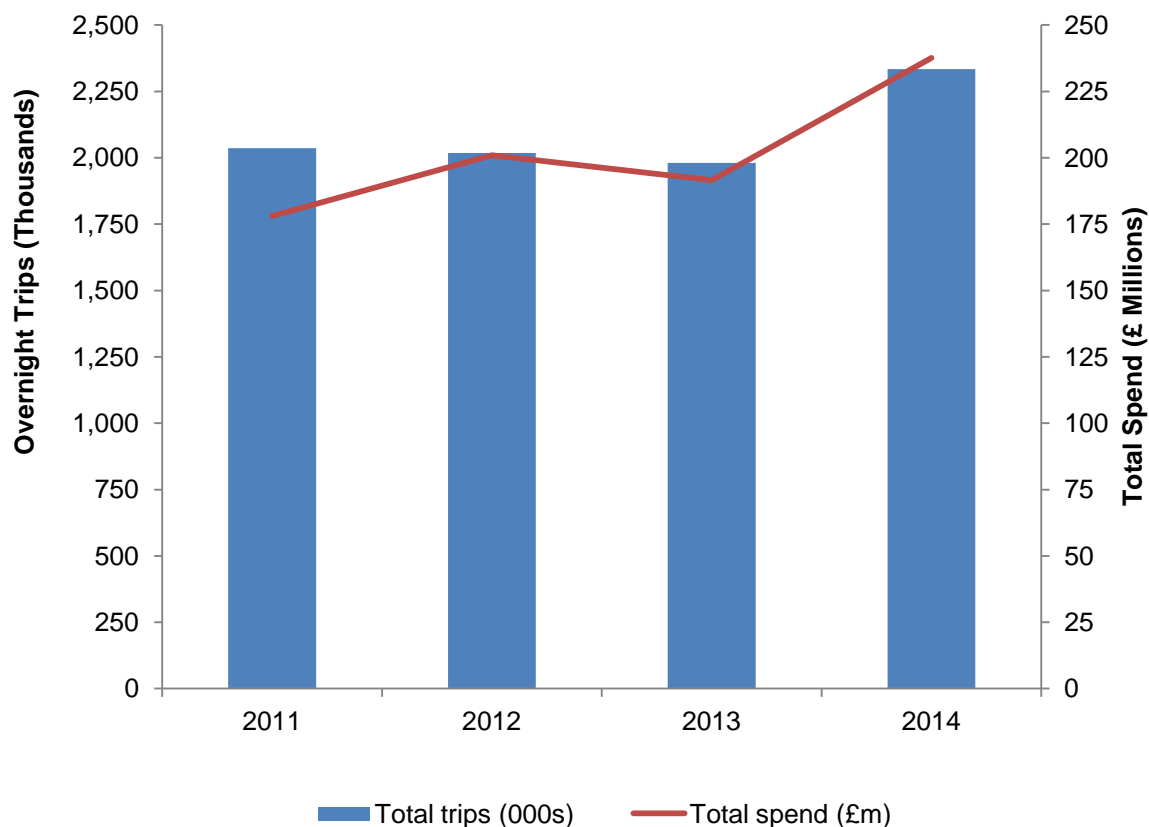
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## Summary

This report provides an analysis of domestic tourism within Northern Ireland by Northern Ireland residents. By focusing on domestic tourism, the report only provides a partial picture of all tourist activity. A full picture of all tourism activity is provided in the [Northern Ireland Annual Tourism Statistics 2014 publication](#).

## Overnight Trips (by NI residents within NI)

Figure 1: Overnight trips and spend taken by NI residents within NI, 2011-2014



During 2014, 2.3 million overnight trips were taken within NI with a total of 5.0 million nights and an associated expenditure of £238m.

Domestic overnight trips had been broadly static over the three year period 2011-13, however the 2014 figures show an increase in trips and spend over this period. (Figure 1)

In total there is estimated to be an 18% increase in trips (from 2.0 million trips in 2013 to 2.3 million in 2014), a 10% increase in nights (from 4.6 million nights in 2013 to 5.0 million in 2014) and a 24% increase in associated spend (from £192m spend in 2013 to £238m in 2014).

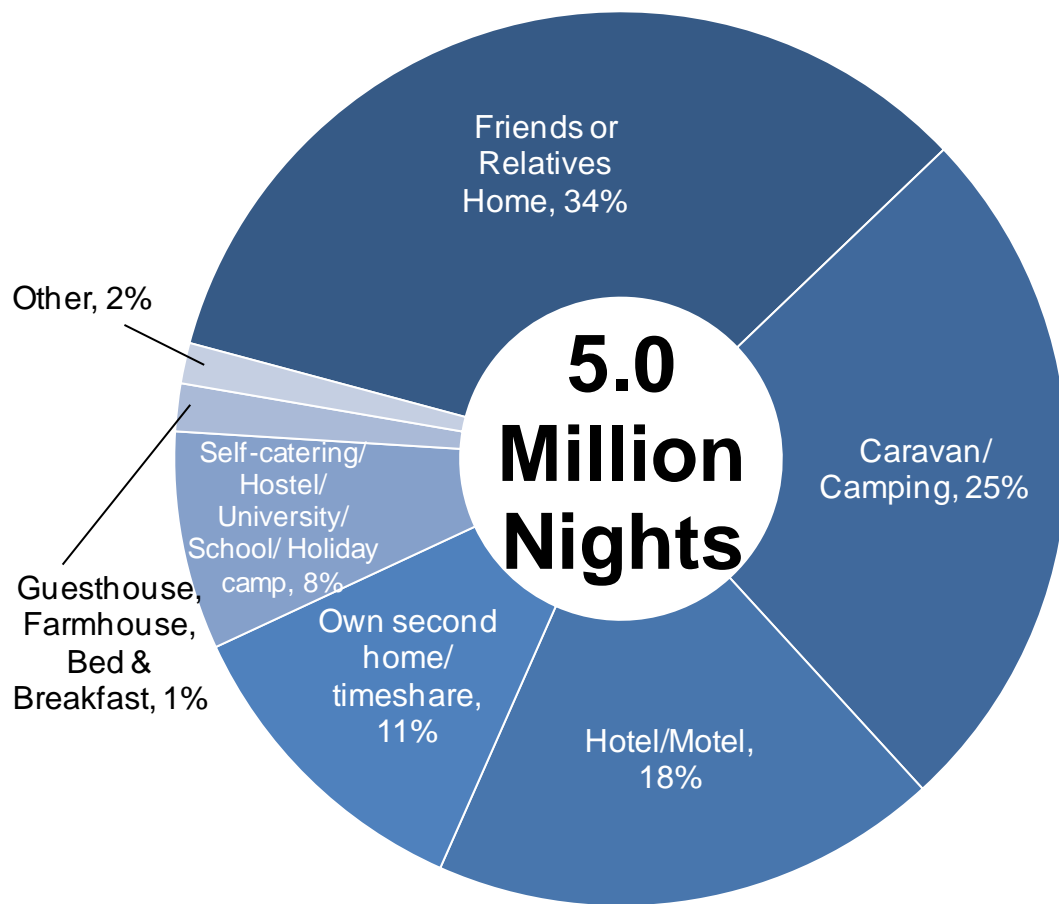
In 2014, the average duration of overnight trips within NI was 2.2 nights with an averaged spend per trip of £102 and an average spend per night of £47.

These figures should however be seen in context with the overall confidence intervals of +/- 10% on trip numbers. Therefore elements of these changes may be due solely to sampling variation.

## Accommodation used during Overnight Trip Nights

In 2014 an estimated 5.0 million nights were spent by on domestic overnight trips in NI. In total around one-third (34%) of these nights were spent with friends or relatives and one-quarter (25%) of nights were spent in a caravan or camping and just under one-fifth (18%) were spent in a hotel or motel. (Figure 2)

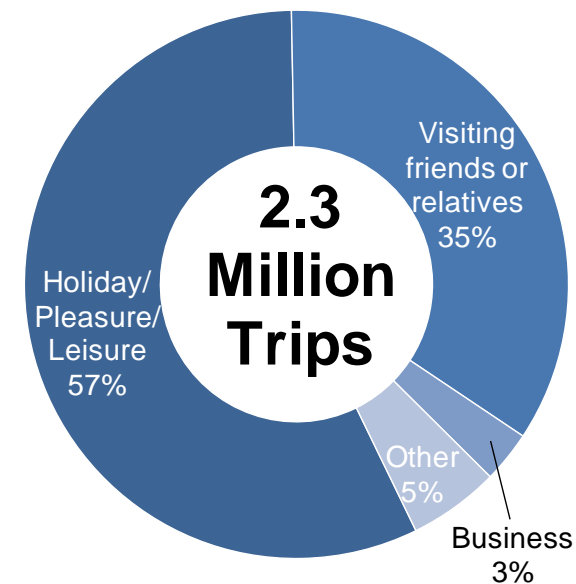
**Figure 2: Accommodation used during estimated nights on overnight trips taken by NI residents within NI, 2014**



## Purpose of Overnight Trips

Figure 3 shows that, over half (57%) of domestic overnight trips taken within NI were for holiday related purposes and around one-third (35%) were to visit friends or relatives.

**Figure 3: Purpose of overnight trips taken by NI residents within NI, 2014**



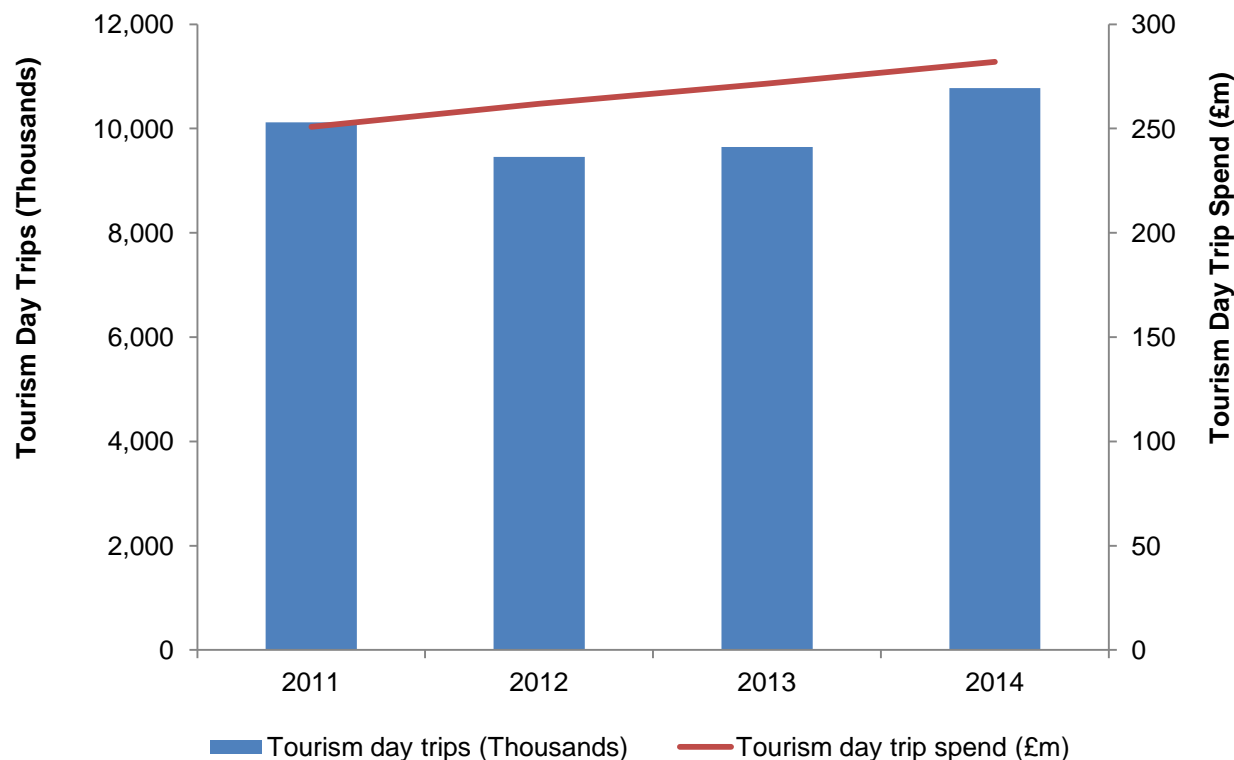
## Duration of Overnight Trips

There was an overall increase of 18% in domestic overnight trips in NI between 2013 and 2014. This increase was driven by a larger number of short trips of 1-3 nights (up 24%).

## Tourism Daytrips (by NI residents in NI)

A **tourism day** trip is an outing or trip within Northern Ireland by a Northern Ireland resident. The trip is not for business, is outside the respondent's usual environment where they are away from home for more than 3 hours, and is made on the same day from home.

**Figure 4: Estimated tourism day trips taken by NI residents within NI, 2011-2014**



During 2014, Northern Ireland residents took an estimated 10.8 million tourism day trips with NI which was a 12% increase compared to 2013 and the highest number of tourism day trips in the last four years. (Figure 4)

Expenditure for 2014 tourism day trips was £282 which was a 4% increase compared to 2013. The average spend per tourism day trip was £26 which decreased slightly from £28 in 2013.

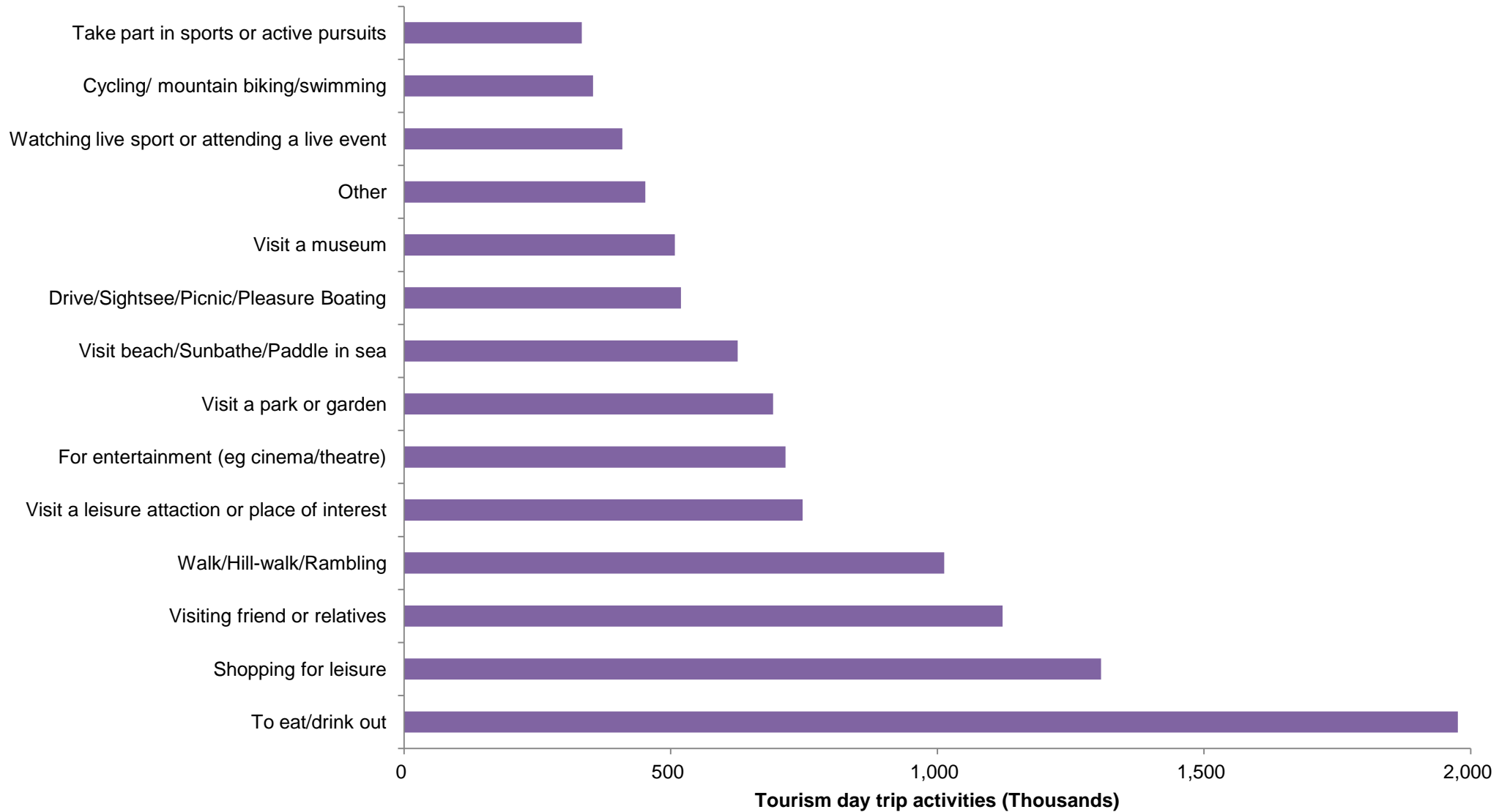
## Transport used for Tourism Day Trips

During 2014, 81% of local residents who took a domestic tourism day trip travelled by car. Regular bus/coach travel accounted for a further 9% of tourism day trips.

## Main activity reported for Tourism Day Trips

In 2014 the main reason for 18% of NI residents taking tourism day trips was to eat/drink out, and the main reason for 12% was shopping for leisure. The same five activities were in the top five from 2011 to 2014.

**Figure 5: Estimated Tourism Day Trips (thousands) by main activity reported, 2014**



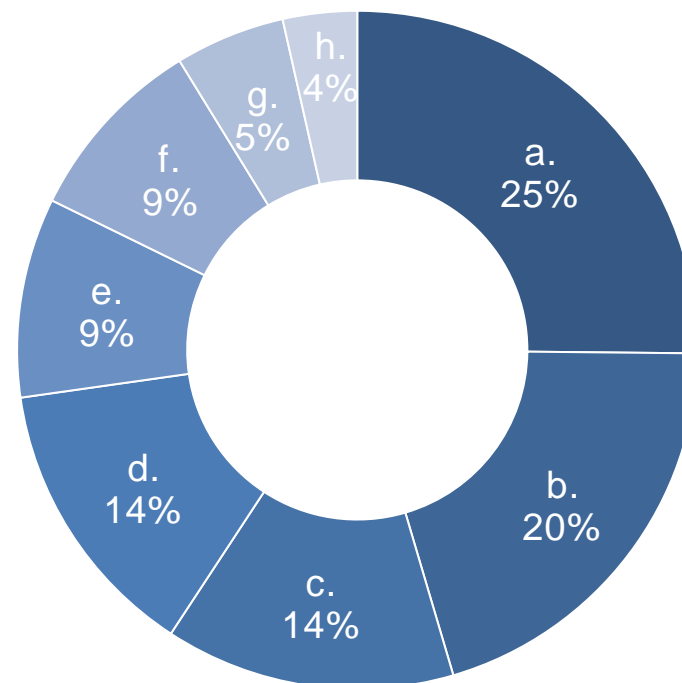
## Main reason for not taking an overnight trip

The most common reason for not taking a domestic overnight trip in 2014 was 'Too busy with work/studying – no time', this was the main reason given by 25% of respondents. In 2014 'Lack of disposable income/Better value elsewhere/Accommodation expensive' were the reasons given for not taking an overnight trip in NI by 14% of respondents. This is down 3% from both 2012 and 2013 (17%).

**Table 1: Main reason for not taking an overnight trip in NI, 2012-2014**

	2012	2013	2014
a. Too busy with work/studying - no time	22%	24%	25%
b. Did not think about it	21%	21%	20%
c. Family responsibilities	12%	12%	14%
d. Lack of disposable income/Better value elsewhere/Accommodation expensive	17%	17%	14%
e. Poor health	10%	9%	10%
f. Prefer to stay at home/did not want to travel	7%	8%	9%
g. Other	5%	5%	5%
h. The poor weather	5%	4%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Figure 6: Main reason for not taking an overnight trip in NI, 2014**



## Notes to Readers

### Definitions/Data sources of Domestic Tourism Statistics in Northern Ireland (NI)

An **overnight trip** includes any trip away from home for at least one night in Northern Ireland by a Northern Ireland resident.

A **tourism day** trip is an outing or trip within Northern Ireland by a Northern Ireland resident. The trip is not for business, is outside the respondent's usual environment where they are away from home for more than 3 hours, and is made on the same day from home.

### Trip expenditure

Trip expenditure is the total spent on package travel, accommodation, travel costs, services, food & drink, entertainment and other shopping during or for use on the trip.

### Source

The information presented in this publication was 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)

### 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 chapter are the most up-to-date available at the time of publication. Details on revisions policy can be found at in the [Tourism Statistics Branch Revisions Policy](#).

This report includes revised day trips data for 2011-2013 to take account of changes in methodology. Tourism Statistics Branch continues to investigate this data and plans to publish a paper on day trips in Summer 2015.

### Rounding

Figures in the tables have been rounded to the nearest thousand or million and may not add to the figure shown as the total. Year on year percentage change is based on unrounded figures.

### Methodology

Data on overnight and day trips taken by NI residents are collected through the Continuous Household Survey. Further information on the survey methodology is available from the Northern Ireland Statistics & Research Agency, Central Survey Unit: [www.csu.nisra.gov.uk](http://www.csu.nisra.gov.uk)

### Weighting and grossing

In order to estimate the value and volume of overnight and day trips taken by NI residents, it is necessary to gross the findings from the survey to the NI population.

The respondent data is weighted to the NI population by age group and sex on a monthly basis. This is carried out especially for the tourism estimates as the host Continuous Household Survey is not weighted. The monthly weighting means that the weights sum across the sex by age group categories to the adult population of NI for each month.

The age groups used are 16-24, 25-34, 35-44, 45-54, 55-64, 65-74 and 75+. Due to small cell sizes within the youngest age groups, the males and females are merged to form one weighting cell in the 16-24 age group, resulting in 13 weighting cells each month.

Respondents are asked to report any overnight trip from which they have returned in the last four weeks. As the data are weighted to monthly population totals, this will bias down the total number of trips taken. To compensate for this, the individual trip counts are multiplied by a factor of  $365/(12*4*7) = 1.086$ . Respondents are also asked to report any day outings/trips which they have taken in the last seven days, and as the data are also weighted to monthly population totals but with a one week recall, the overnight trip weight is used and multiplied by four.

Information for 2014 is weighted against the Northern Ireland Population Projections 2012 which are based on the 2012 mid-year population estimates and a set of underlying demographic assumptions regarding fertility, mortality and migration. The 2012 mid-year estimates are based on the 2011 Census results.

### **Dealing with missing expenditure**

Total expenditure is requested from all respondents and for those taking trips in NI, the expenditure is collected within categories e.g. accommodation, travel, food & drink. In cases where expenditure is missing, coded 0 when there should be a cost (e.g. stayed in commercial accommodation) or unknown, a mean value is calculated and applied to the missing cases. Where available, a mean value is calculated within expenditure categories. The mean is calculated within the following strata: month of trip and destination country.

### **Precision of estimates**

The Continuous Household Survey is a multi-stage sample where all members of a household over the age of 16 are interviewed and estimates obtained from it are subject to sampling variability. The standard error and 95% confidence intervals for the estimates of trips within NI and other countries are presented in each statistical bulletin. Confidence intervals around the estimates of domestic overnight trips in Northern Ireland stands at +/- 10% for the year. Information on confidence intervals in Northern Ireland tourism statistics can be accessed at this [link](#).

### **Analysing and reporting expenditure**

Total expenditure is collected for the respondent's travelling party (trip expenditure). For analysis, expenditure per adult within the travelling party is used. In the 2010/11 survey year, the number of children on day trips was not recorded. The expenditure for January-March 2011 trips which was collected through the 2010/11 survey is therefore expenditure per person.

### **Further Information**

Tables containing data used in this publication can be found at: <http://www.detini.gov.uk/index/what-we-do/deti-stats-index/tourism-statistics/stats-domestic-tourism.htm>

For more information relating to this publication or if an alternative format is required, please contact us at [tourismstatistics@dfpni.gov.uk](mailto:tourismstatistics@dfpni.gov.uk)

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