

NISRA Tourism Statistics

User Group meeting 30/09/24 10am

Microsoft TEAMS



Welcome

Agenda

- **2023 Tourism Statistics**
 - **Sources/Methodology**
 - **Results**
 - **What can be said/what cannot be said**
- **What next?**



The Story So far ...

- Last National Statistics on Tourism to Northern Ireland, 2019

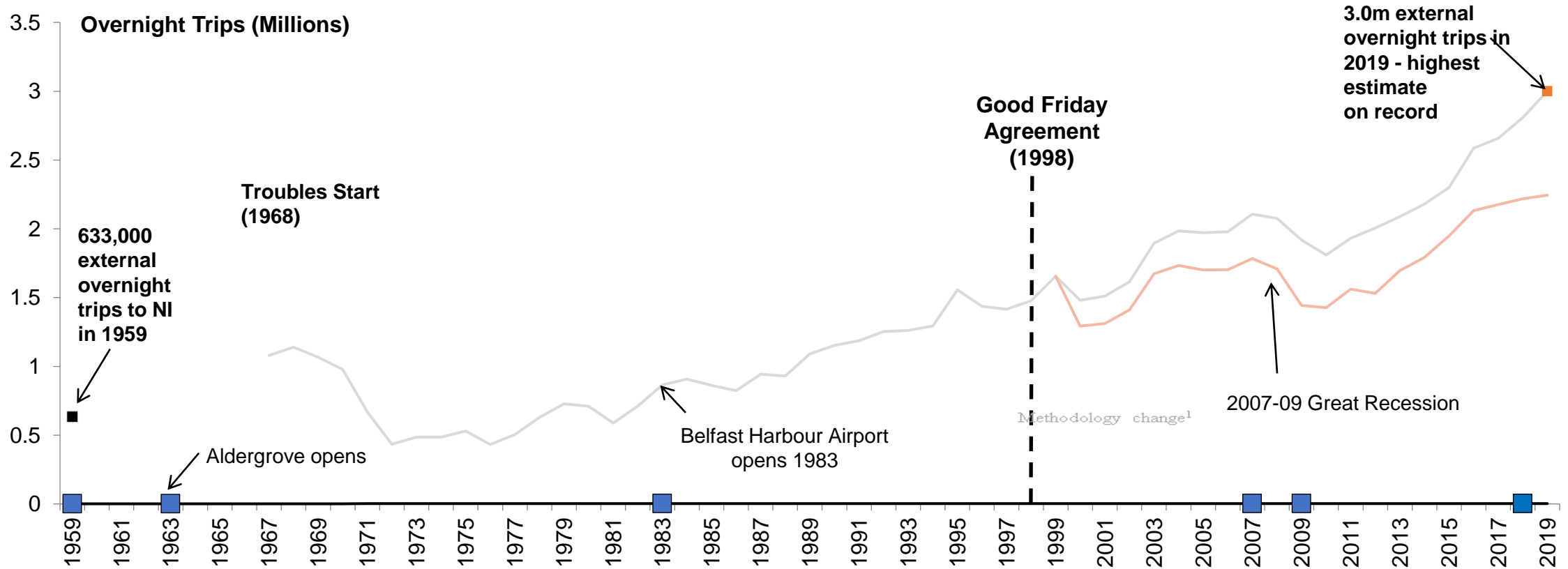




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Annual External Overnight Trips



¹The faint grey line shows the trend had the figures for residents of the Republic of Ireland not been included; users can see that when the overnight trips from the Republic of Ireland are removed the volume of estimated external overnight trips to NI drops; however, the general upward trend remains the same. This is the longest timescale available as data for NI tourism begins in 1959.

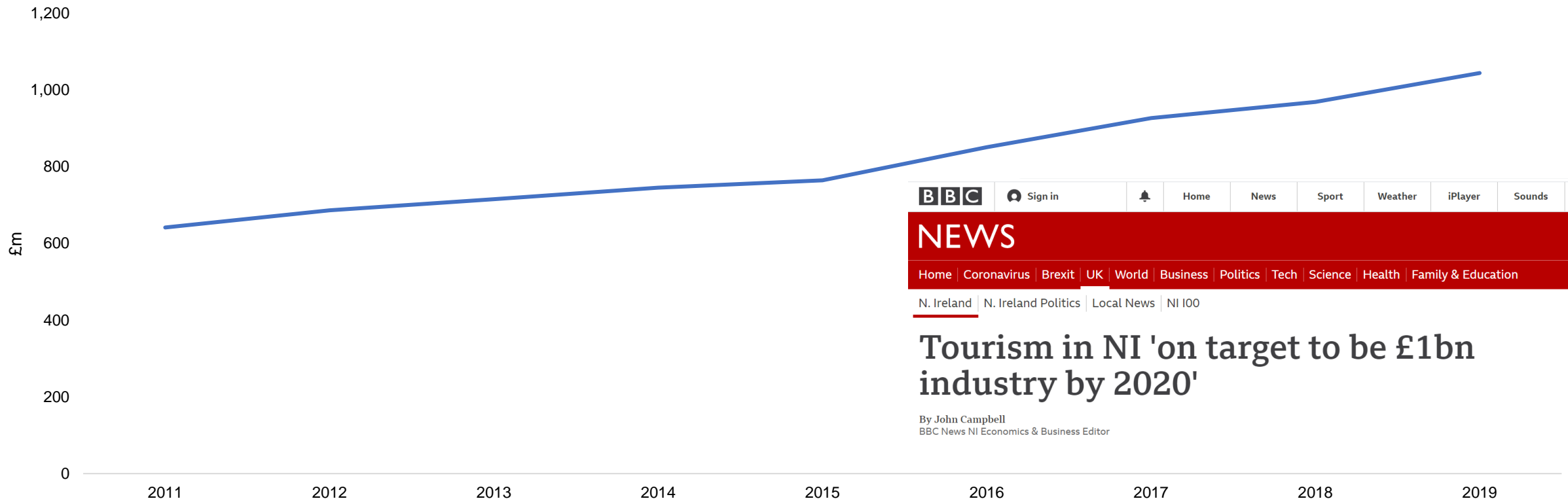


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Expenditure during Overnight Trips

Expenditure (£m) during overnight trips



BBC Sign in Home News Sport Weather iPlayer Sounds

NEWS

Home Coronavirus Brexit UK World Business Politics Tech Science Health Family & Education

N. Ireland N. Ireland Politics Local News NI 100

Tourism in NI 'on target to be £1bn industry by 2020'

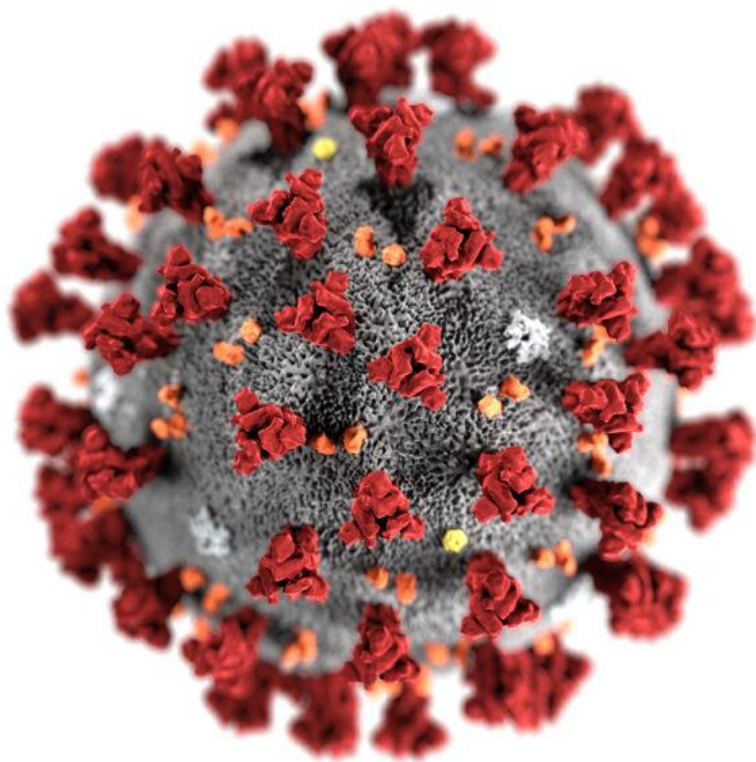
By John Campbell
BBC News NI Economics & Business Editor



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Alternative Data Sources

- Economic statistics
- Occupancy statistics
- Air Passenger statistics
- Nation Brands Index

NISRA Tourism Satellite Account



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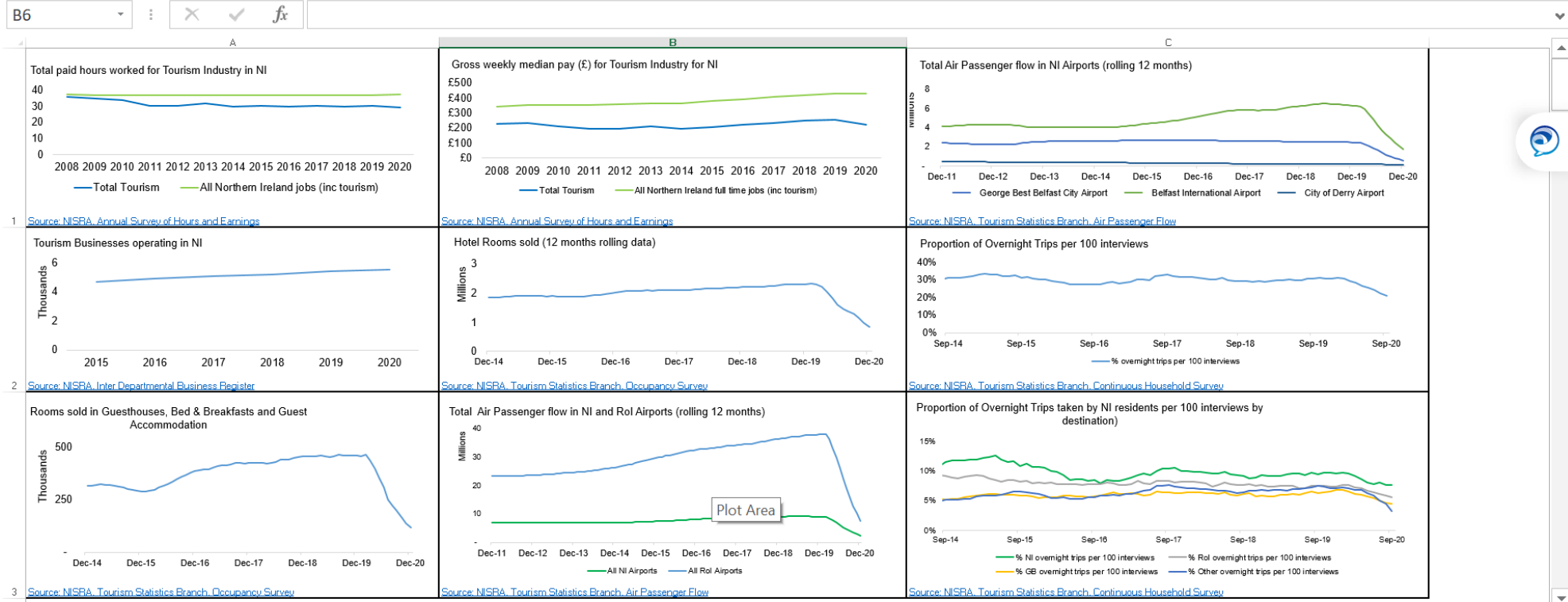
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Tourism Statistics 2020 alternative sources publication (9) - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW Content Manager Henderson, Joanne

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Introduction Contents COVID Impact **Time series** Change year on year COVIDOP summer hols COVIDOP impact you COVIDOP impact FF COVIDOP refu ...

READY CALCULATE 55%

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

2023 Statistics

- Published 29th August 2024
- Includes LGD

So why is it not directly comparable to 2019?

2023 Statistics

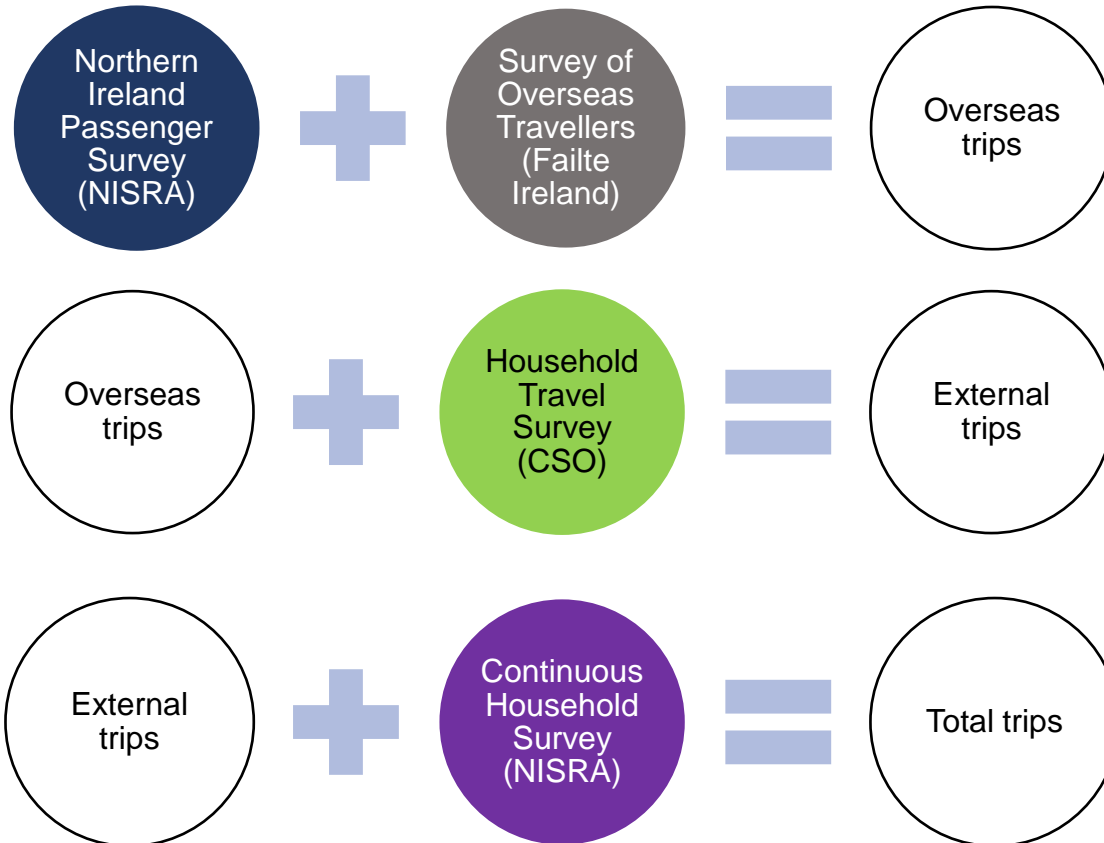
- Methodological changes from 2019
- What does this mean?



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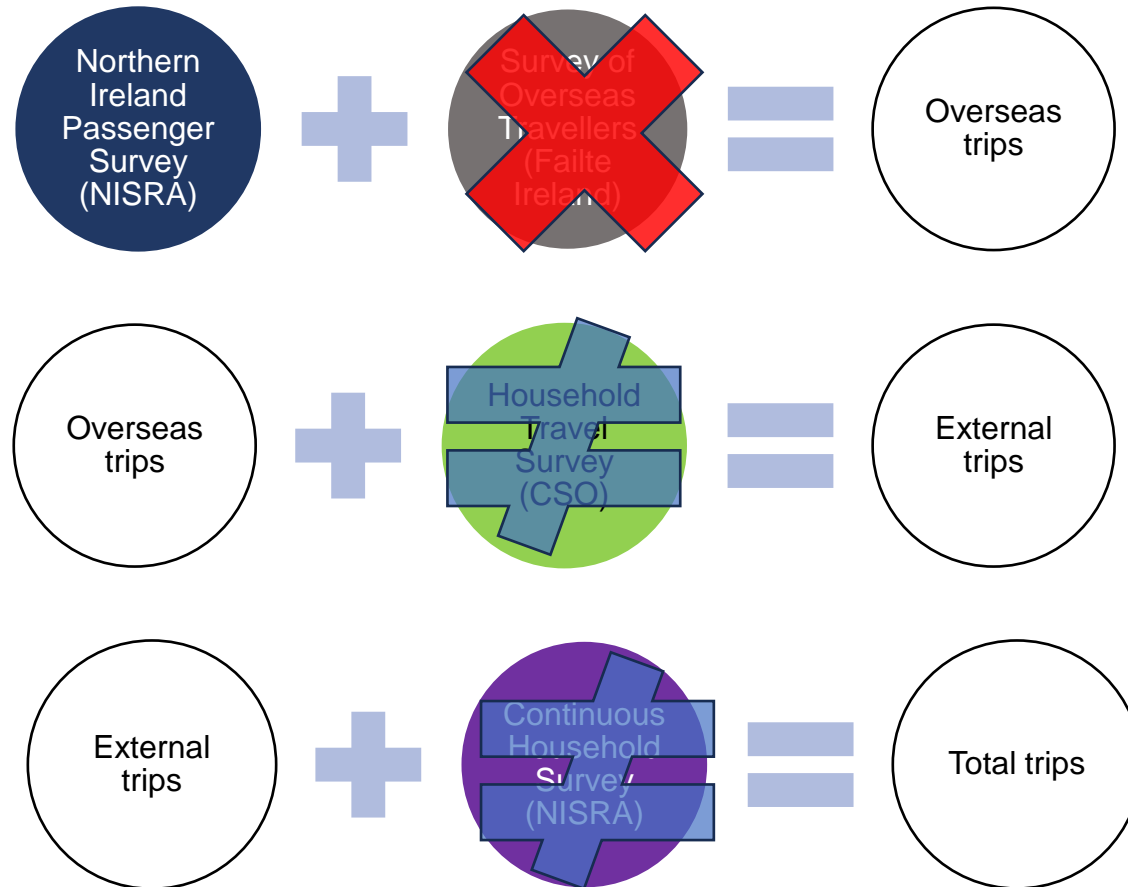
Overnight Trips, 2019





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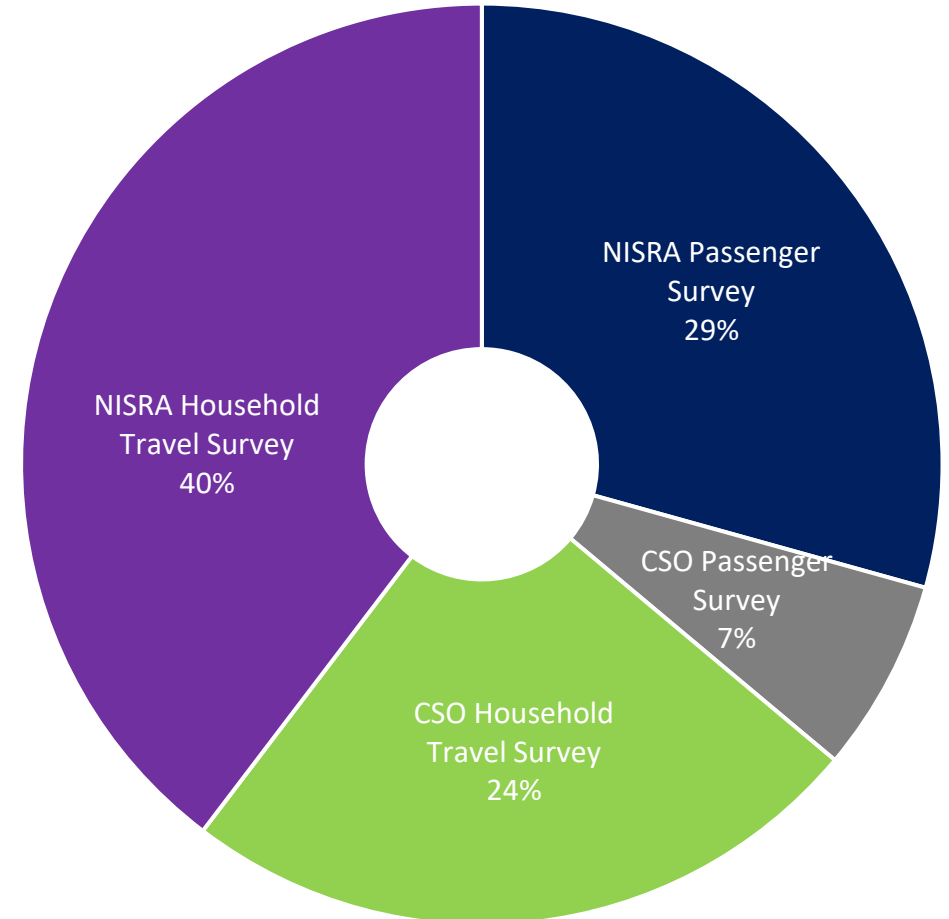
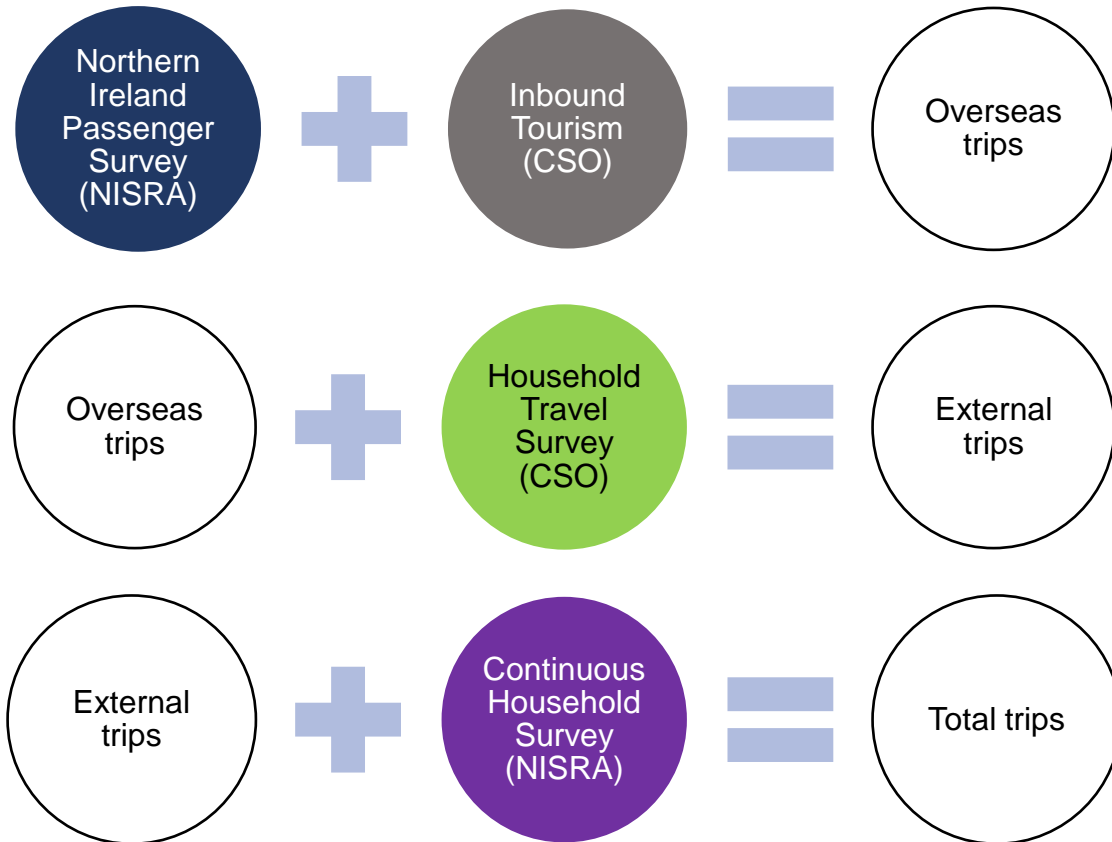




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Overnight Trips, 2023





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Methodology – Passenger Surveys

Carried out at all air and sea ports across Ireland

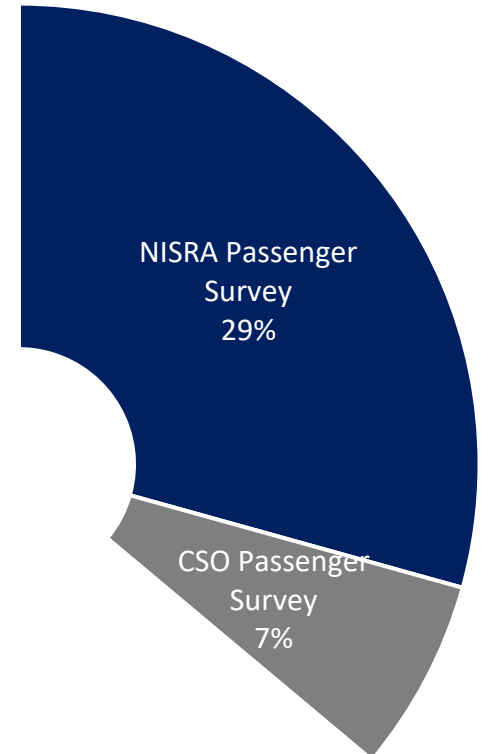
NISRA Passenger Survey

Random sample of shifts/people

CSO Passenger Survey

Random sample of shifts/gates/people

- **Everyone asked about Country of Residence**
- **If Ireland/NI – we ask no more questions**
- **Did you spend any nights in NI?**
- **How many nights?**
- **How much did you spend?**

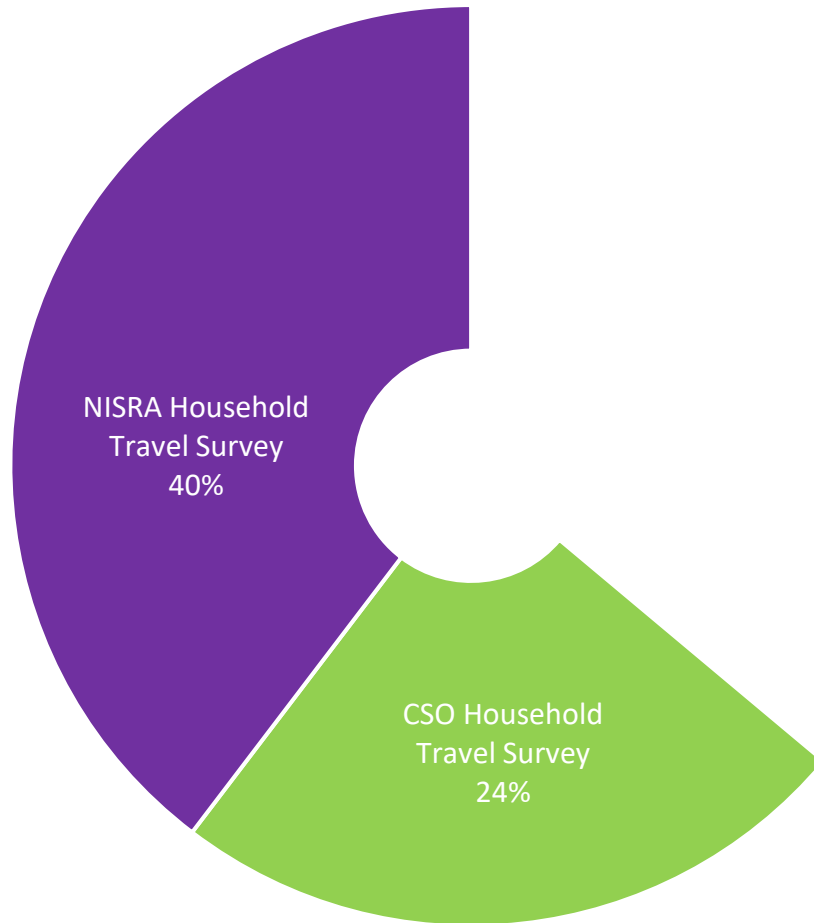




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Methodology – Household Surveys

NISRA Continuous Household Survey

Random sample of households

Survey includes numerous topics

CSO Household Travel Survey

Random sample of households

Everyone asked about Overnight trips taken in previous 4 weeks.

Northern Ireland Tourism Statistics 2023

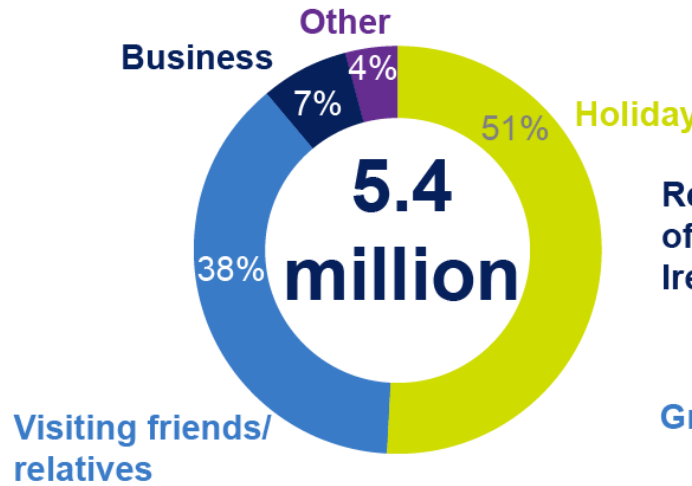
5.4 million
Overnight Trips

16.6 million
Overnights

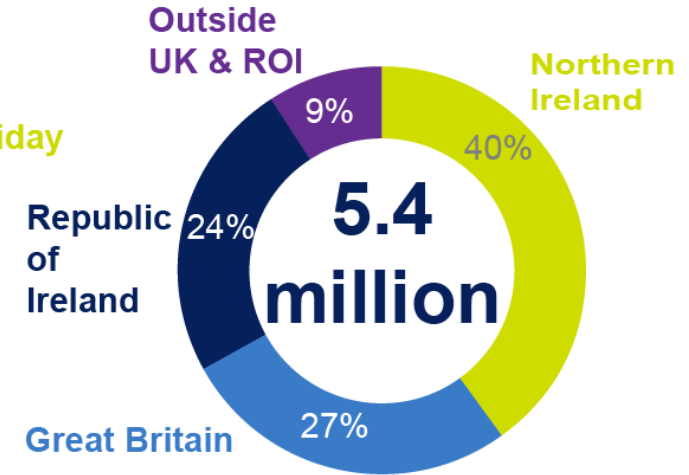
£1.2 billion
Expenditure

Overnight trips by...

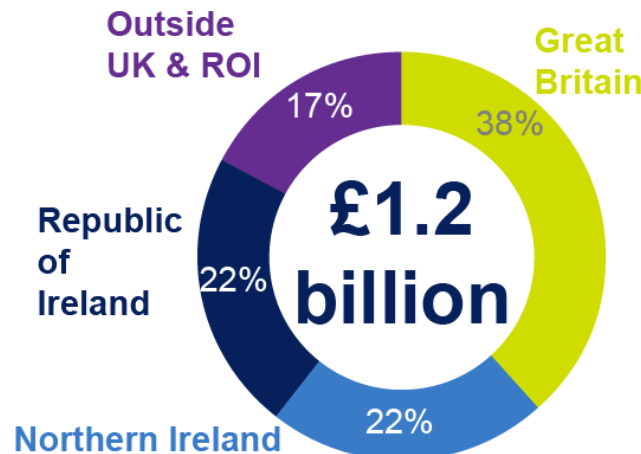
...reason for visit



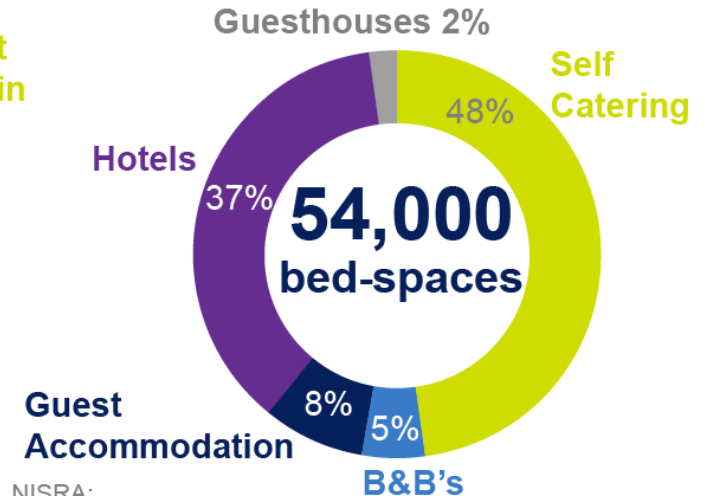
...origin



Expenditure by origin



Bed-spaces

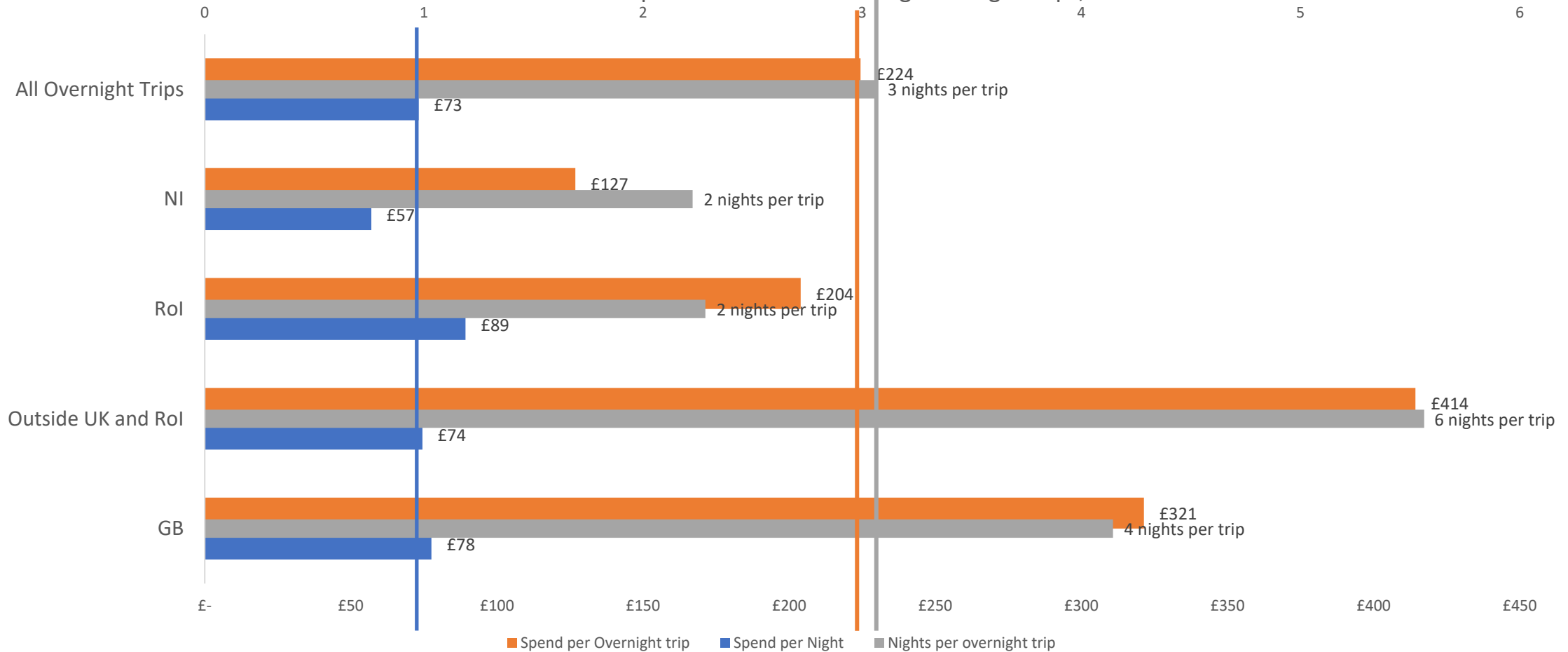




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Spend and duration during Overnight Trips, 2023





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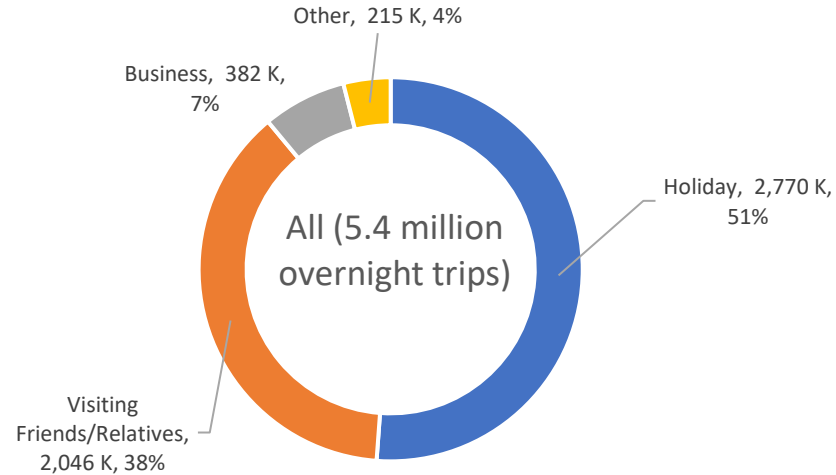
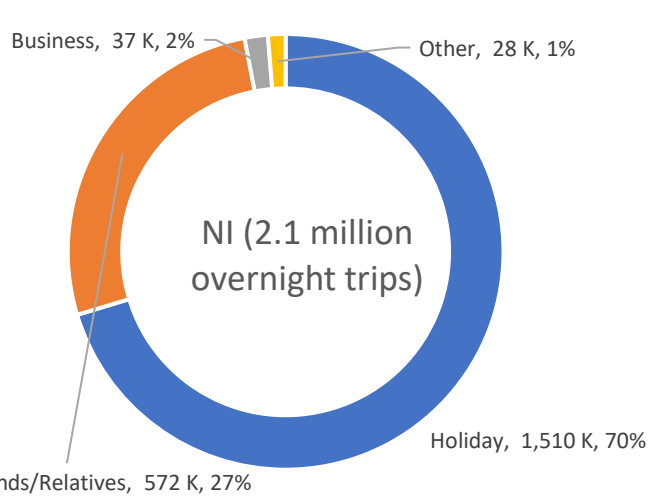
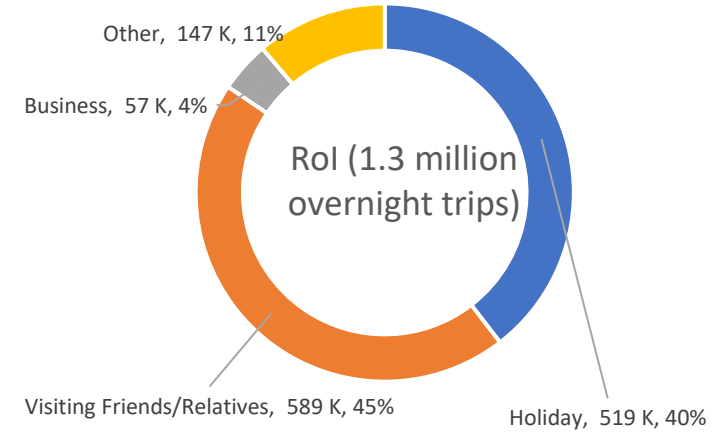
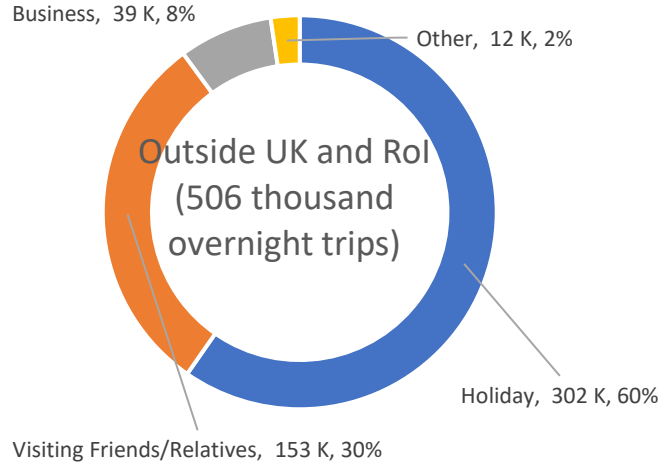
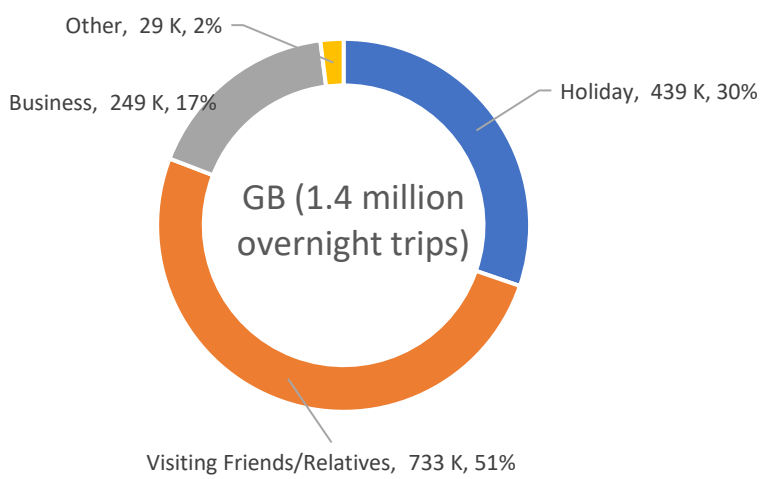


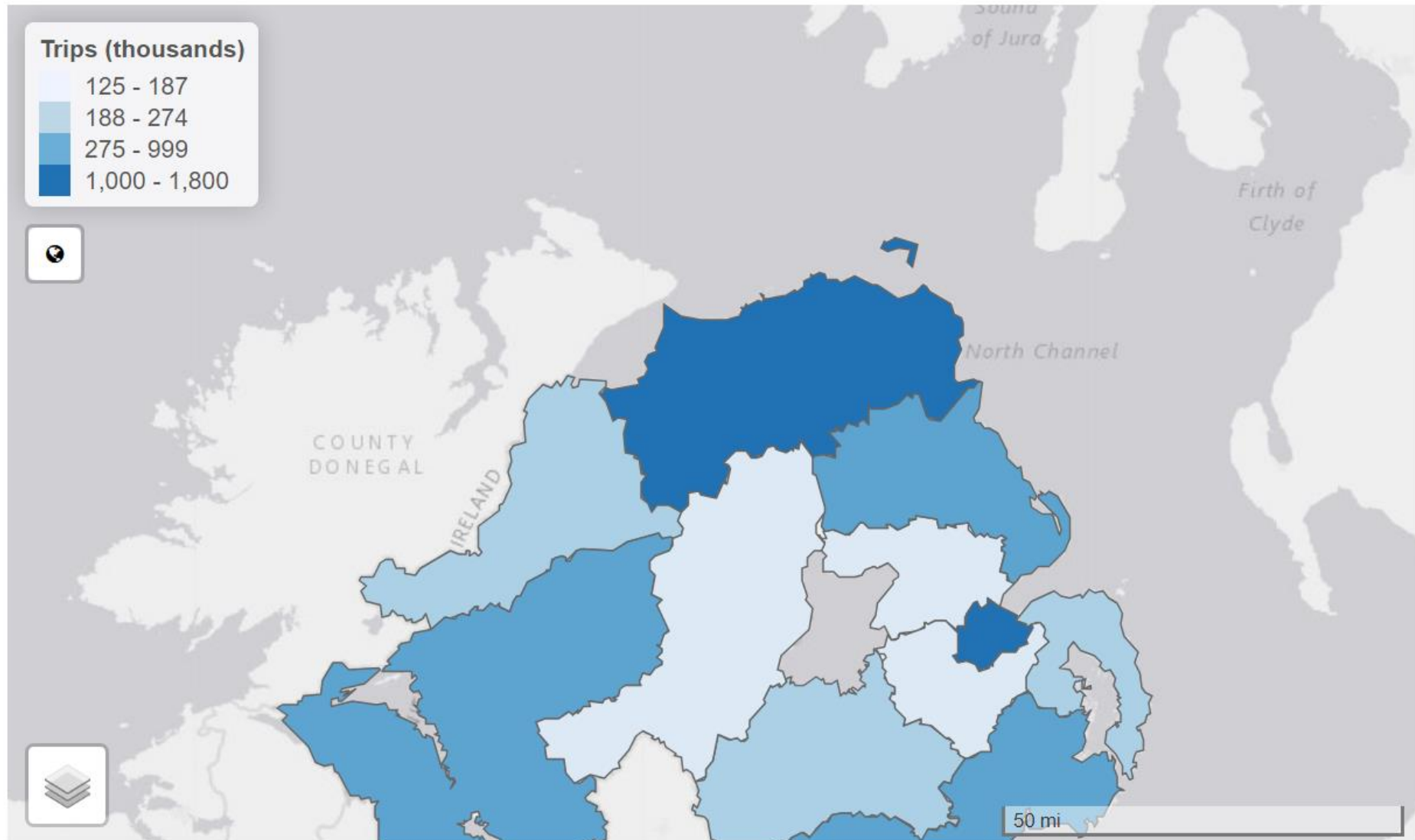
Figure 5: Estimated overnight trips, nights and spend by Reason for Visit and LGD

[Overnight Trips 2023](#)

[Nights 2023](#)

[Spend 2023](#)

Click on an LGD area within the map to see 'Reason for Visit' information.

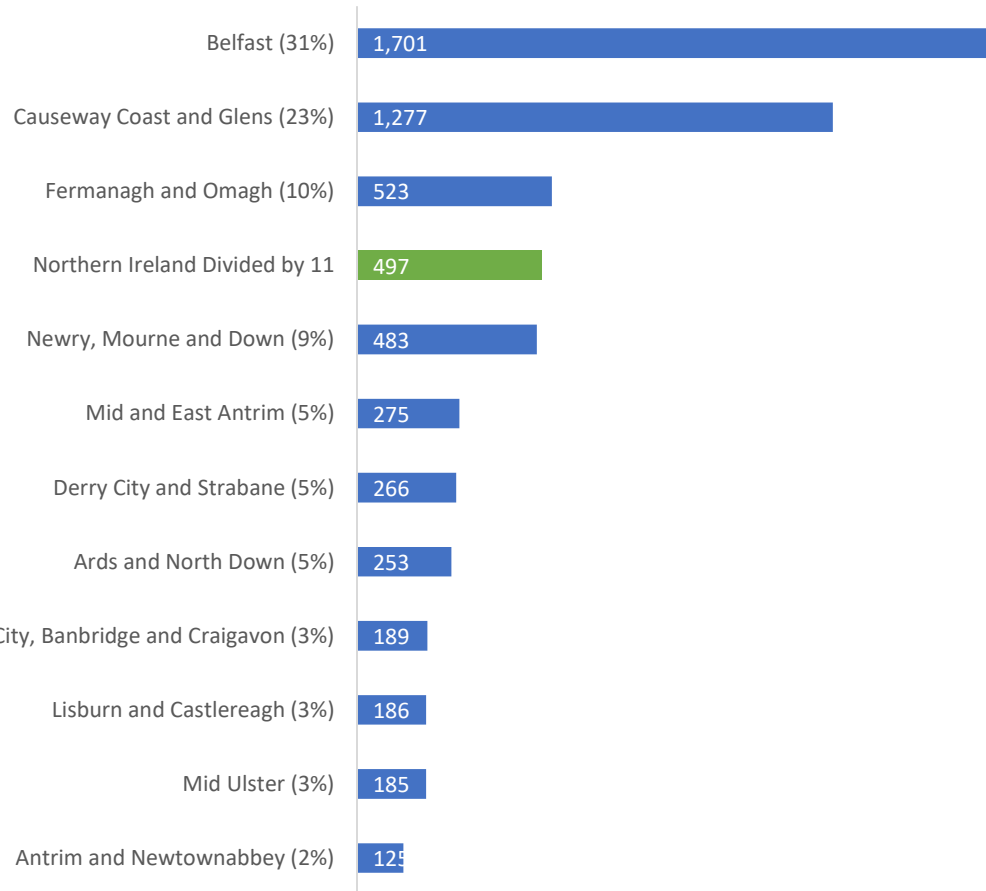




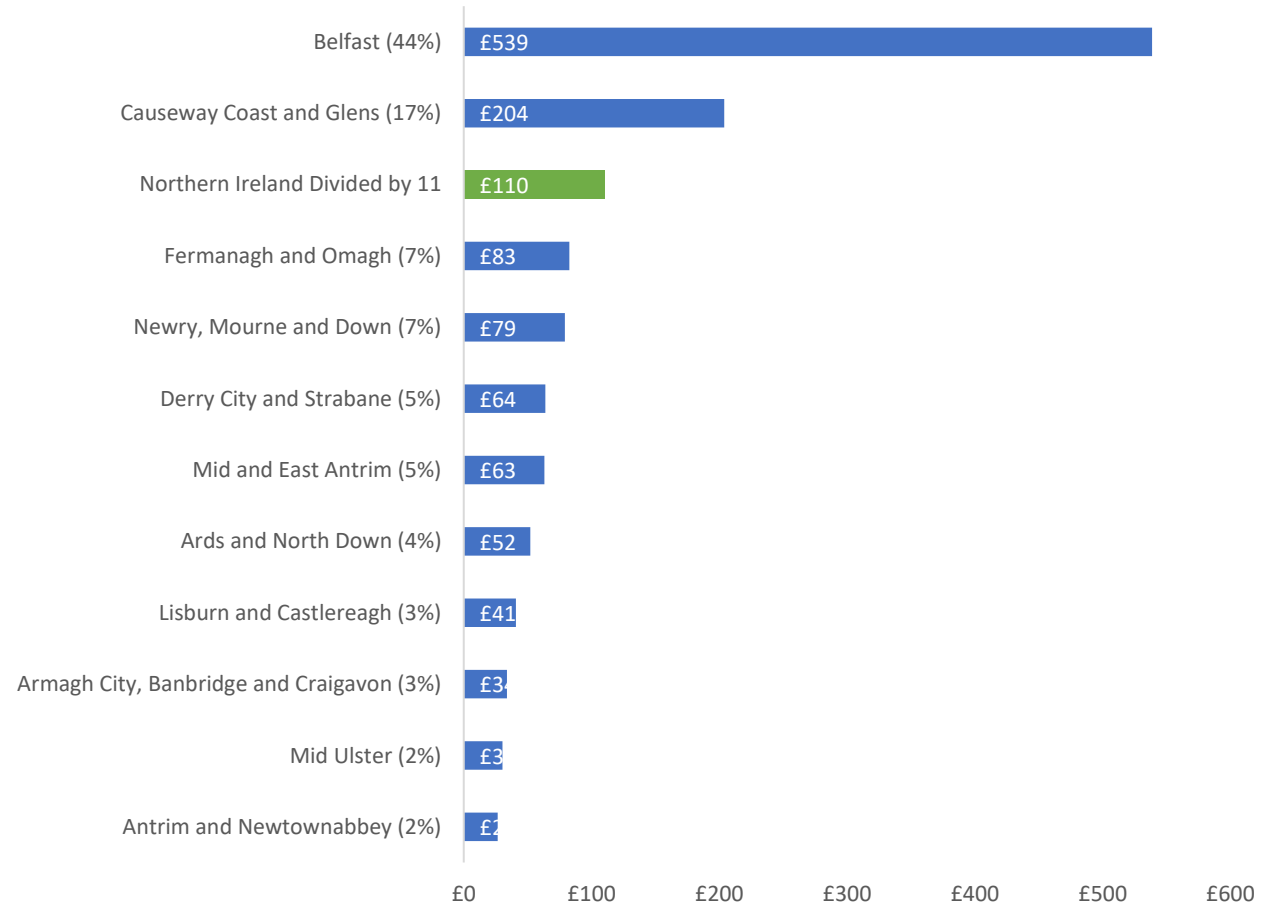
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Overnight Trips (thousands)



Spend (£) (millions)

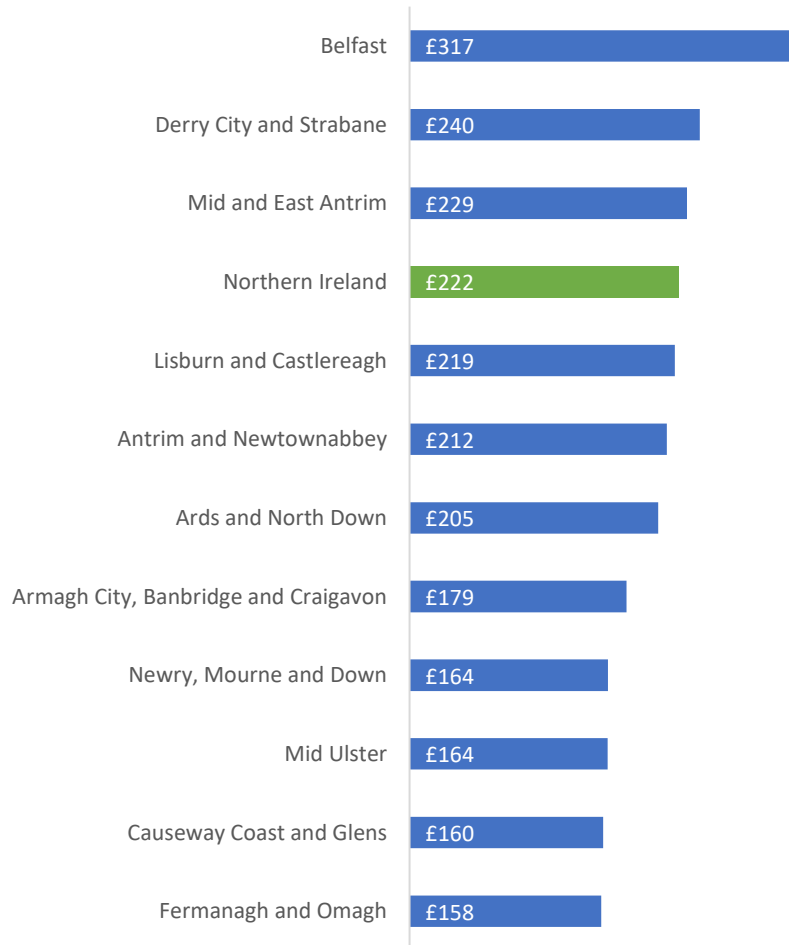




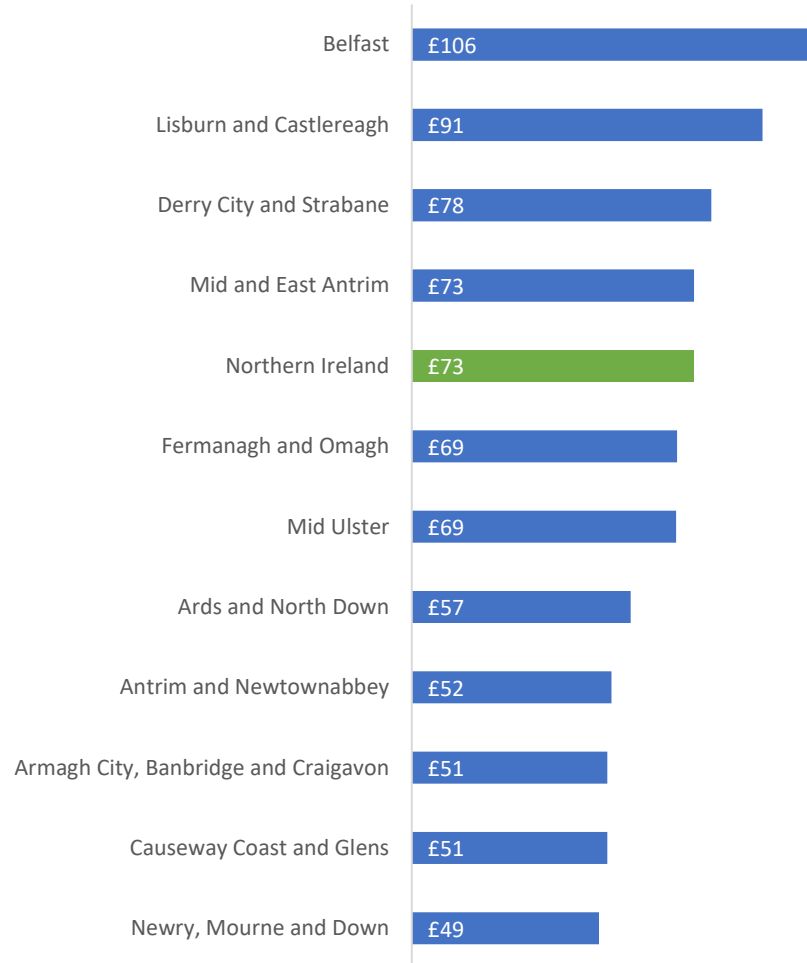
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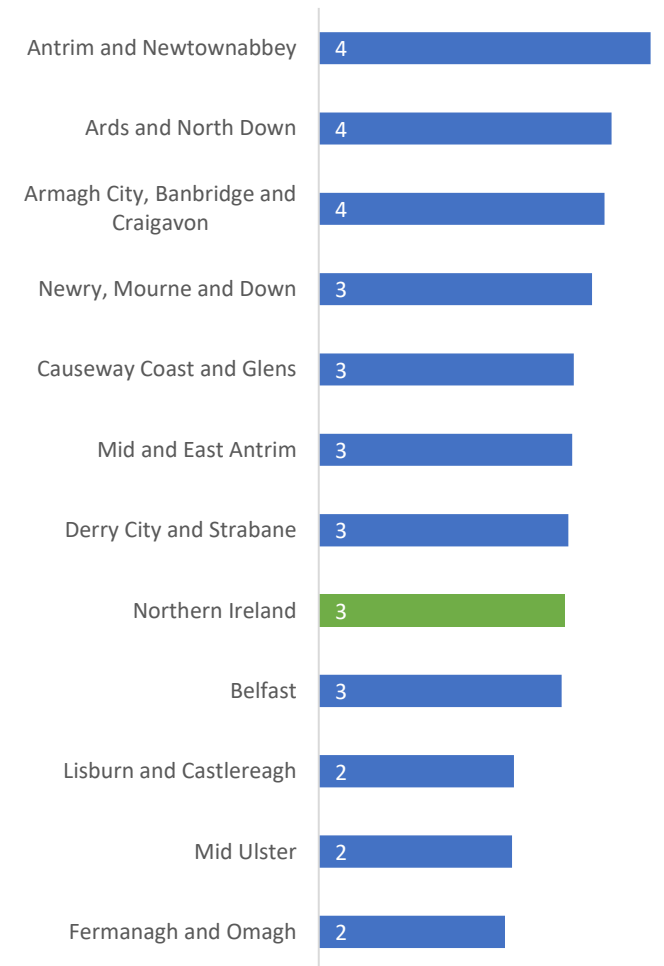
Spend per Trip (£)



Spend per Night (£)



Nights per Trip

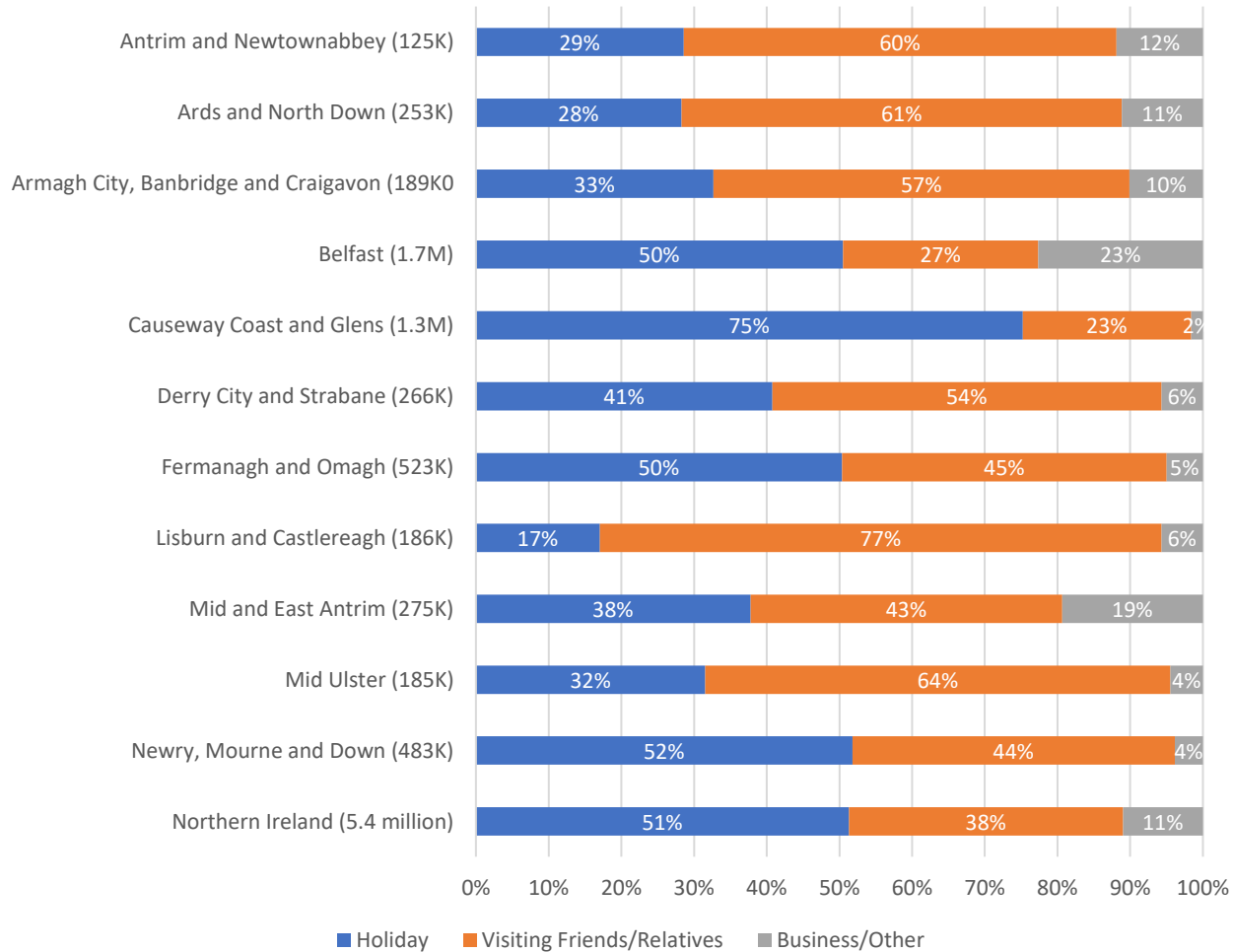




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Overnight Trips by Reason for Visit



Overnight Trips by Origin of Visitor

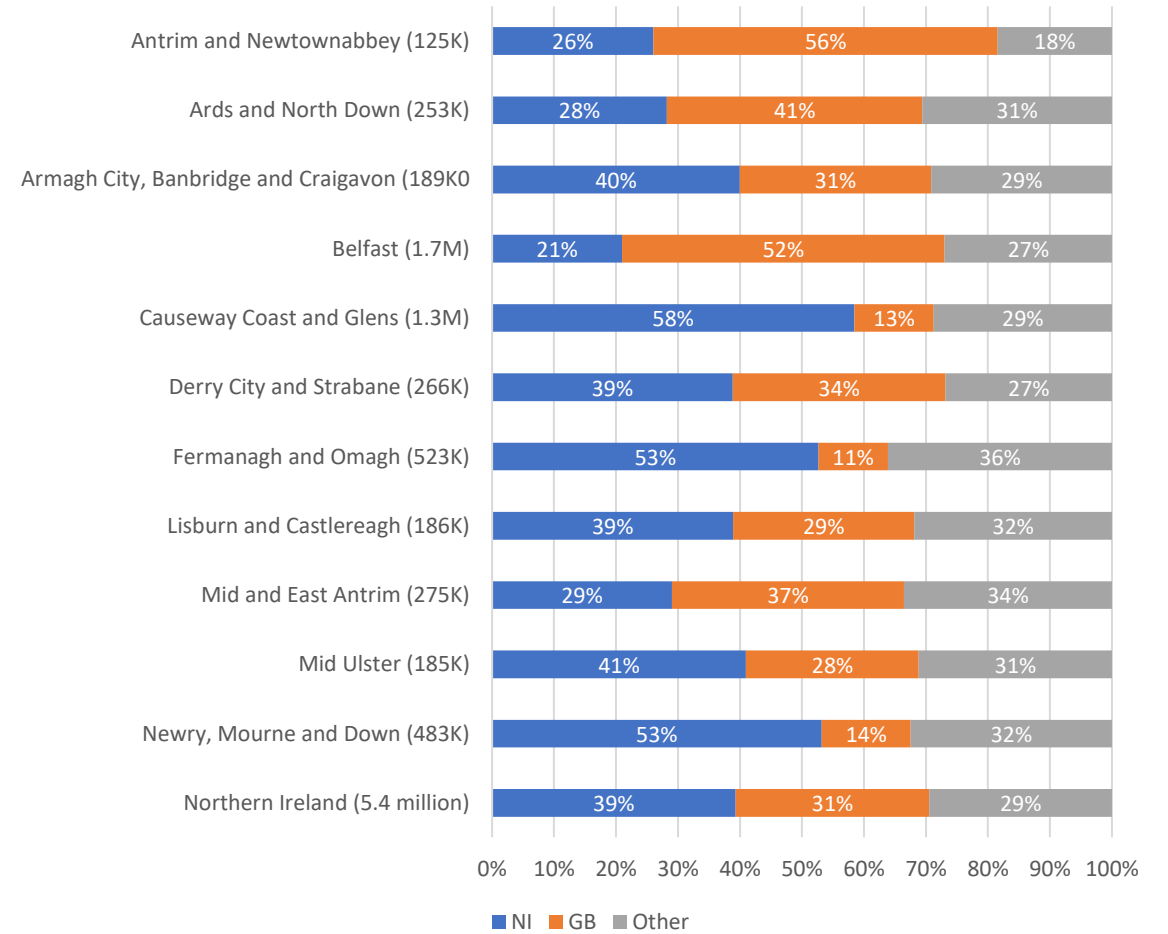
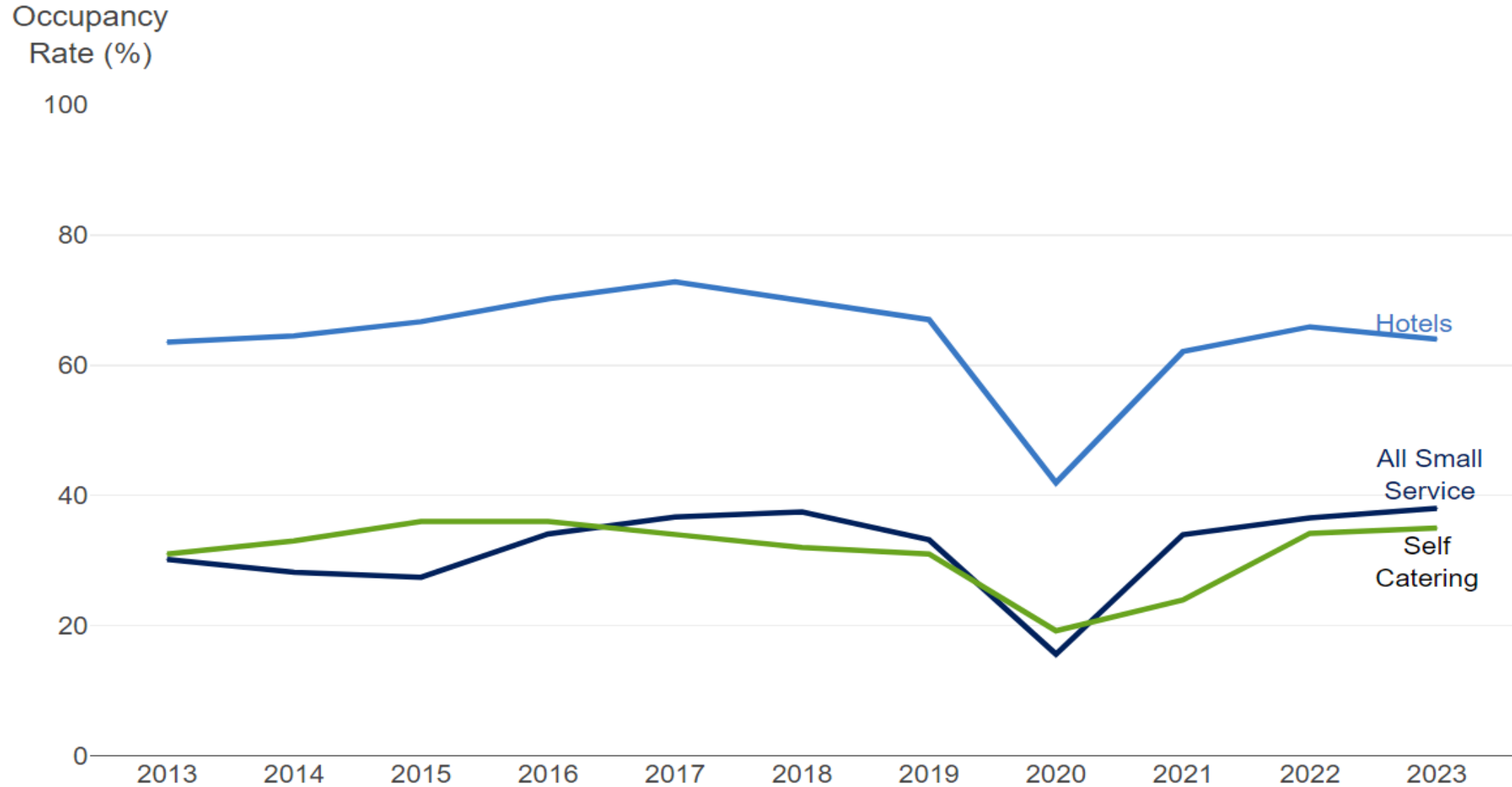
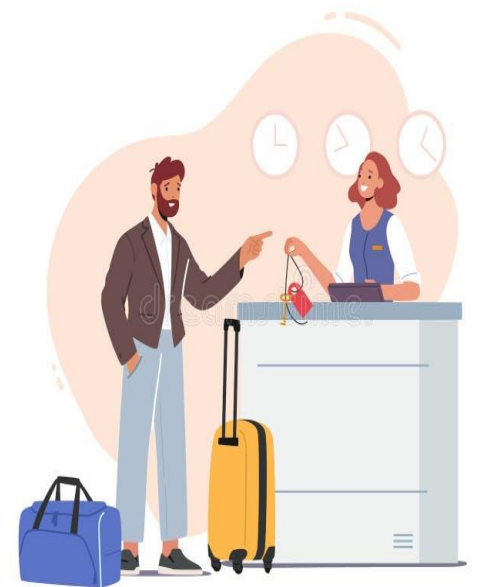


Figure 4: Estimated Occupancy Rates of Hotel rooms, Small Service accommodation rooms and Self Catering establishments, 2013-2023

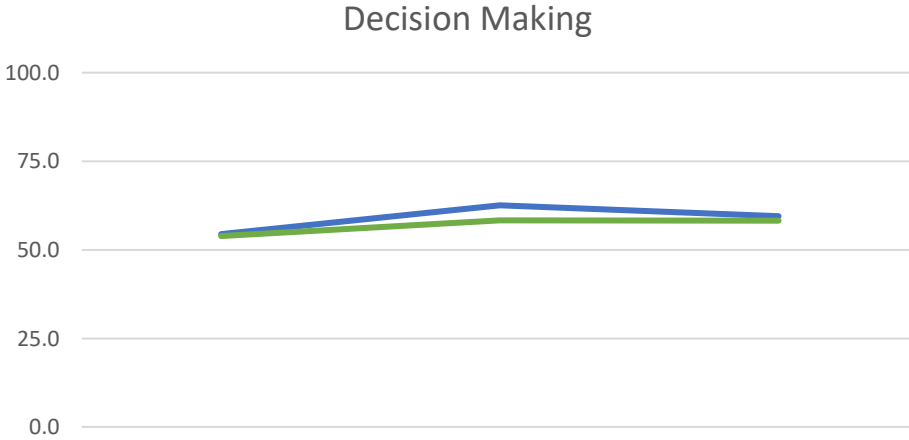
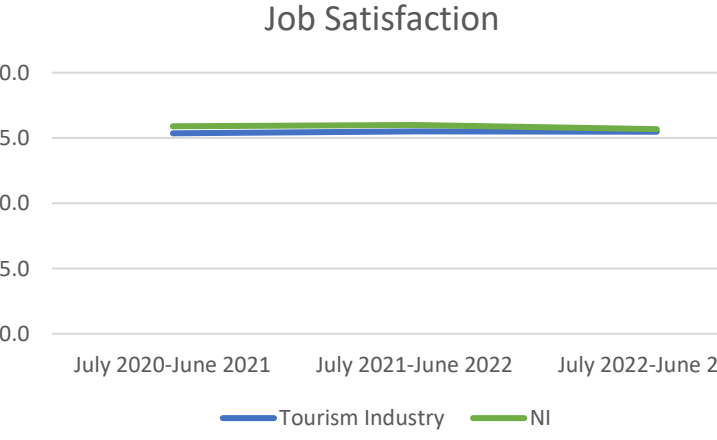
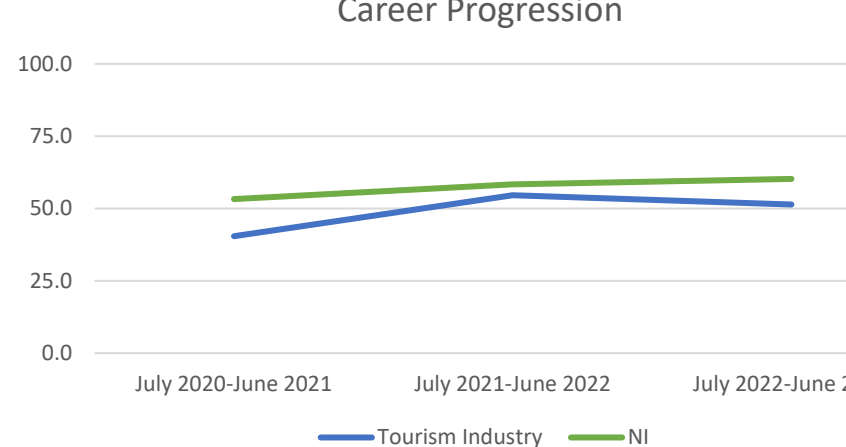
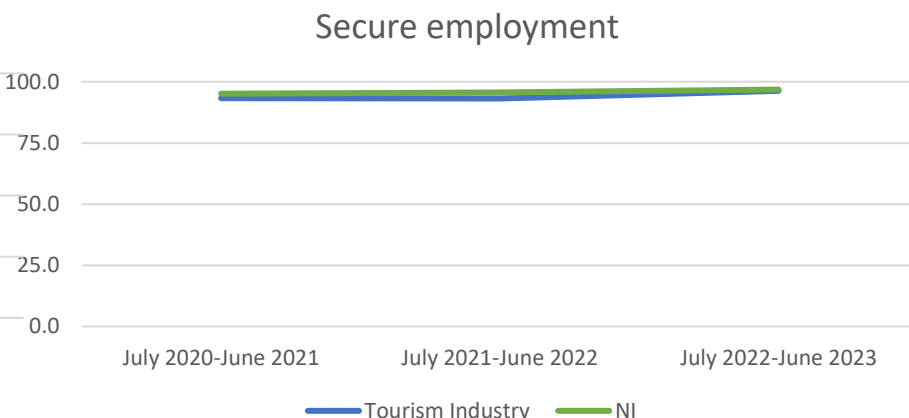
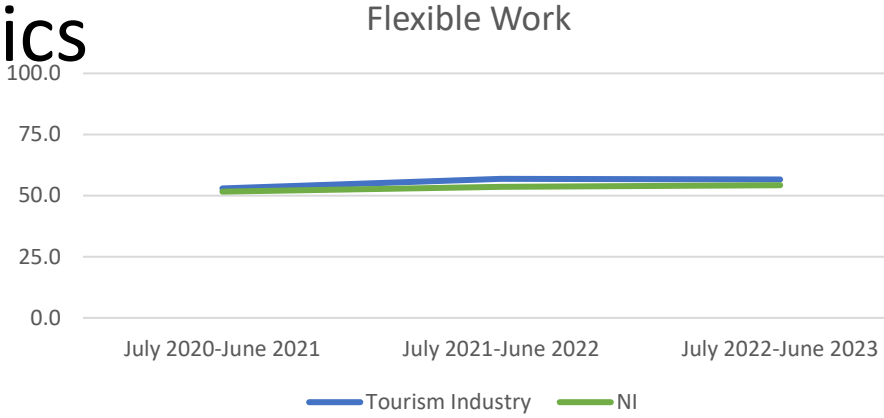


Economic Statistics

- 5,845 VAT and/PAYE or Businesses Operating in NI, 2023
 - 23% in Belfast City Council – 77% outside
 - 7% of all businesses operating in NI
- Average weekly earnings, 2023 £323.5 (compared to £528.9 NI average)
- 70,384 Tourism jobs in NI, 2022
 - 30% in Belfast, 70% outside
 - 9% of all jobs in NI

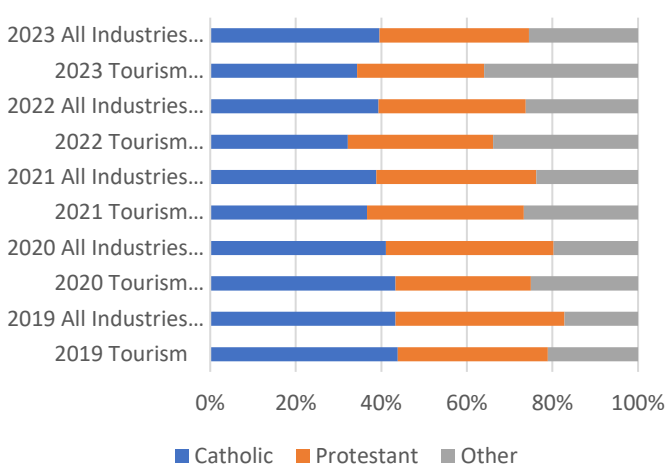


Work Quality Statistics

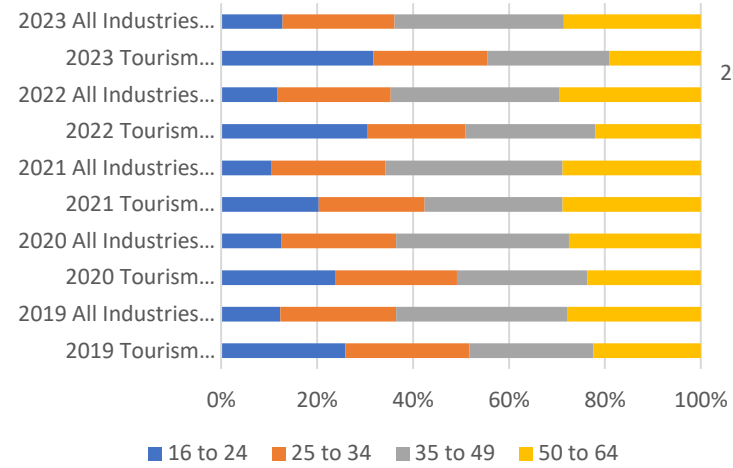


Section 75

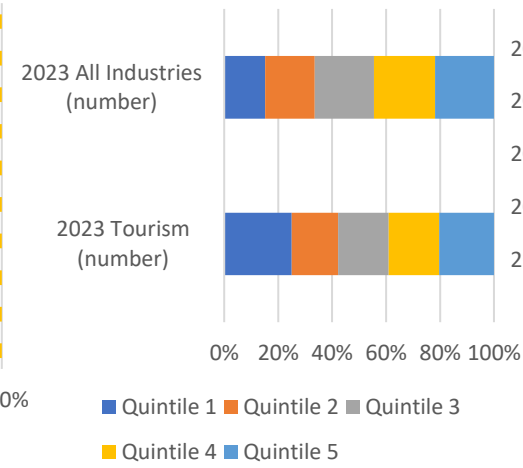
Religious breakdown



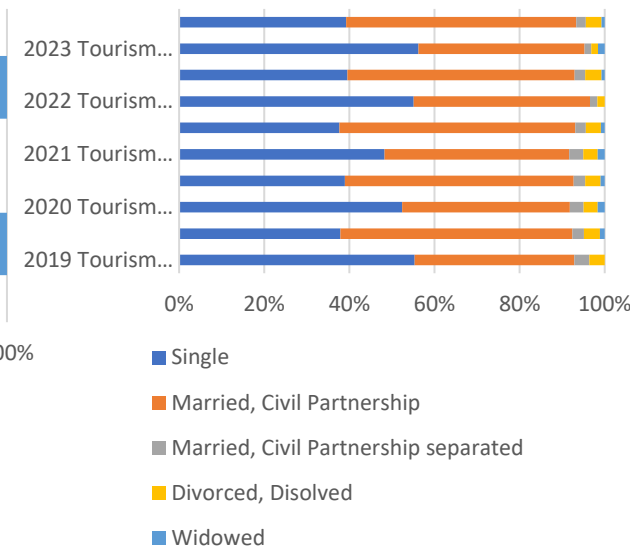
Age breakdown



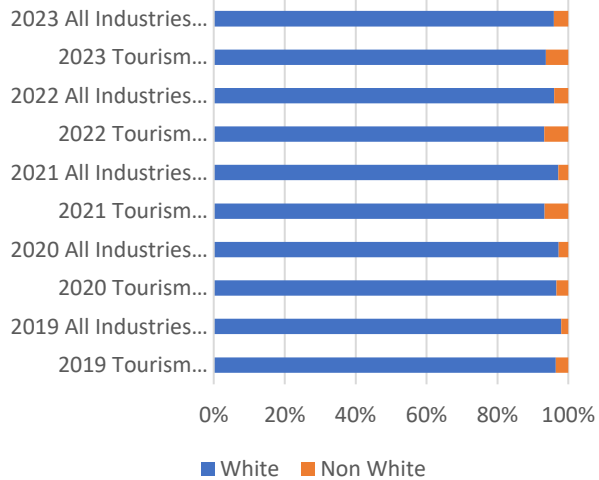
Deprivation



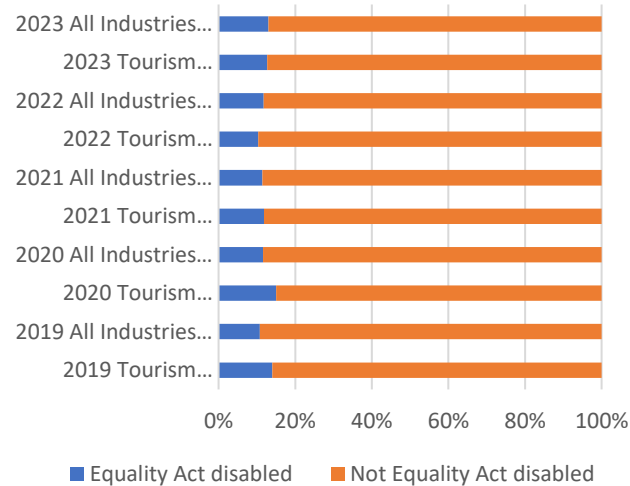
Marital Status



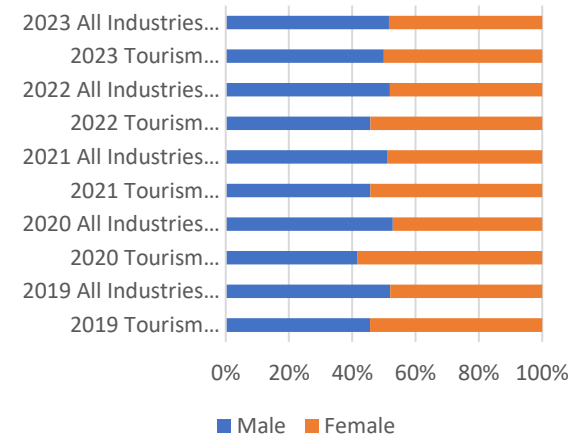
Ethnicity



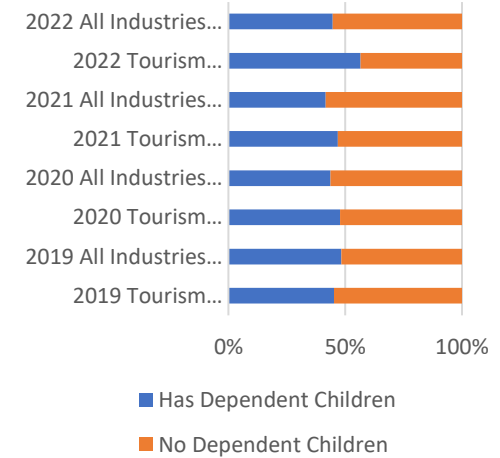
Disability



Gender



Dependent children

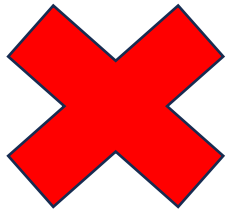




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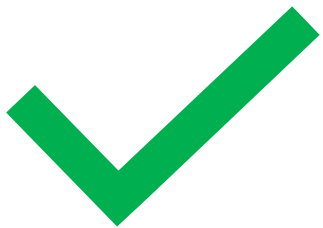
In summary....



Things you cannot say....

Tourism in NI has improved since...

Tourism in NI is worth more now than....



Things you can say....

Tourism in NI is in a healthy position

An estimated 5.4 million overnight trips were spent in NI during 2023

These overnight trips accounted for an estimated £1.2 billion

51% of these overnight trips were for Holiday purposes

69% of these overnight trips were taken outside Belfast City Council

Hotel occupancy in NI in 2023 was estimated to be the same as 2013

Any Questions on the 2023 Publication?

What Next? (Subject to Resources)

- More quality assurance
 - Confidence Intervals
 - Survey of Overseas Travellers
- More analysis
 - Index of Tourism?
 - Tourism Satellite Account
- Day Trips
- Quarter 1



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Thank you

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