Questions at User Group Meeting – 30/08/2024

1. **Are betting shops part of the estimates in value of tourism?**

[Structure and Performance of the NI Economy 2018 and 2019 (nisra.gov.uk)](https://www.nisra.gov.uk/system/files/statistics/Tourism-Satellite-Account-Methodology-Paper.pdf) – pg 21

**Tourism (direct) gross value added** Tourism gross value added adds the parts of gross value added generated by tourism industries and other industries of the economy that directly serve visitors in responding to internal tourism consumption. The use of the term ‘direct’ in this aggregate refers to the fact that the TSA measures only that part of value added (by tourism industries and other industries) due to consumption by visitors and leaves aside the indirect and induced effects that such consumption might generate.

The TDGVA tab in the TSA results tables available here: [NISRA Tourism Satellite Account | Northern Ireland Statistics and Research Agency](https://www.nisra.gov.uk/publications/nisra-tourism-satellite-account) shows that c11% of the overall “Sport and recreation activities” (of which Gambling is a smaller subset) is directly attributed to tourism.

So, whilst some gambling and betting is included in the TSA it is only a fraction of the overall betting and gambling spend in the whole country/GVA generated.

This could include things like Horse Racing/Dog Racing/etc where people visitors would come here for events and gamble.

1. **With an increase in those caring for elderly, is it possible to get this for Section 75 breakdowns in Tourism?**

The Labour Force Survey (that provided the Section 75 breakdowns) does not include questions on caring responsibilities of those in employment, therefore this is not available for the tourism industries.

1. **Why do the Reason for Visit splits differ by Trips, Nights and Spend?**

A person who is in NI on holiday may count for a smaller proportion of the overall trips, but their spend may be worth more in value to overall spend. So it might be useful to think of one person over the total overnight trips and then think of their spend over all spend during overnight trips.

The chart below might help illustrate – there were 5.4 million overnight trips and one person said they were there for holiday (part of 51% who were there for holiday purposes), each night that person spent in NI contributed to the 43% of all overnights in NI during 2023). Then think of each pound they have spent contributing to the overall spend (£1.2 billion) adding to the 50% in holiday spend.



1. **Has NISRA done analysis of NIPS to help understand the impact of introducing CSO passenger survey**

NISRA has plans to do more analysis around the introduction of the CSO passenger survey to gain information on VIAS (i.e. visitors to NI who exit through an ROI port). NISRA is due to get the Survey of Overseas Travellers (Failte Ireland) results that were used in the past and will compare these to the CSO passenger survey. It is important to note that the methodology around the SOT has changed too (it used to be grossed up to the Country of Residence Survey which is no longer carried out).

NISRA plans to do analysis in comparing the trend data in NIPS to see if any lessons can be learned for the impact of using the CSO Inbound tourism passenger survey.

In time, NISRA may be able to provide more information on how the 2023 data could be compared to previous years data, but for now we err caution in comparing to previous years.

1. **Could NISRA do more to err more caution in comparing to previous years**

Yes, we will explore how to get the message more clear and obvious.

1. **When will further country breakdowns be available?**

NISRA have a meeting with CSO next week to discuss the data by country of origin with a view to getting data made available to users as soon as possible. We will keep you informed on that in time.

1. **What can be said about Tourism Businesses?**

Tourism Businesses have been provided using the classification as defined in answer 1. These are at an overall total – ie they are businesses that serve tourism and possibly other industries. The Tourism Satellite Account provides more information on tourism direct.

The tourism businesses are also only those who are VAT and or PAYE registered.

1. **What will be available in the Quarterly release?**

NISRA will make overall trips, nights and spend available at a NI level in tabular format. This will include breakdowns by origin and reason for visit. Occupancy in hotels and bed & breakfasts, guest accommodation and guesthouses will also be available.

NISRA plans to make day trips available (at NI level) in October too.

1. **Will the Visitor Attraction Survey results be available?**

NISRA ran an Outputs Consultation (<https://www.nisra.gov.uk/outputs-consultation>) which looked at outputs to review due to resource constraints. The Visitor Attraction Survey was part of this and identified to be carried out later in the year. The position has not changed and with a vacancy remaining in the tourism team it is unlikely the VAS will be carried out this year by NISRA.

1. **Terminology around “External Visitors” is confusing**

The term “external visitors” is confusing and NISRA will review this to see if it would be more beneficial to use terms such as “Outside NI”, “Outside NI and ROI”, “Outside NI, ROI and GB”.

1. **Can spend in ROI by NI residents be made available**

NISRA is responsible for tourism to NI, so little has been done in the way of quality assuring spend on trips outside NI. However, this data is available on request.

1. **Can the microdata be made available online?**

Yes, NISRA will publish this online. This will be available on the following link - <https://www.nisra.gov.uk/publications/ni-annual-tourism-statistics-2023>