

tourism facts 2009



northernireland
tourist board

summary

Tourism delivers a significant contribution to the Northern Ireland (NI) economy, impacting directly on tourism businesses and indirectly on other business in the supply chain, creating and supporting jobs in the wider economy. In 2009 tourism contributed 4.9% to Northern Ireland's GDP (gross domestic product) and supported around 40,000 jobs.

The Northern Ireland tourism industry earned £529m in 2009, of which £337m came from staying visitors in NI and £192m from domestic spending.

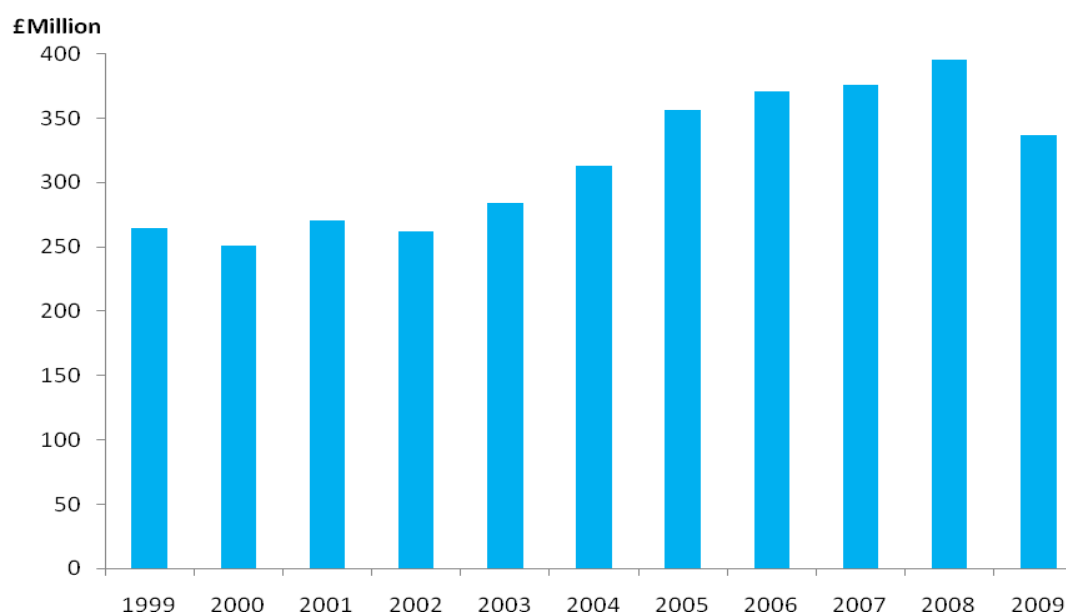
Following one of the toughest years for tourism worldwide the only markets to record growth were the Republic of Ireland (ROI) and domestic markets.

In 2009 the number of overnight trips taken by ROI residents in NI grew by almost one third compared with 2008 to reach almost half a million (475,000), the highest ever recorded. The growth in trips helped to boost ROI revenue to £66m which represents a significant 32% increase. NI residents took 34% more trips at home and spent an additional £48m (+33%) in 2009 compared with 2008.

visitor tourism 2009

	(Million)	% Change with 2008
Total Trips	1.918	-7.6
Total Nights	8.111	-22.5
Total Spend	£337	-14.9

visitor tourism revenue 1999-2009*



*A change in methodology occurred in 2005 - NITB adopted figures produced by the Central Statistics Office (CSO) for Republic of Ireland residents visiting Northern Ireland. 2000-2004 figures have been revised for comparison purposes. Other methodological changes occurred in 2003 and consequently 2003-2009 data are not directly comparable with data pre 2003.

northern ireland's main markets

	2009 Trips (000s)	% Change with 2008
Great Britain	1,017	-15
Republic of Ireland	475	+29
Europe	211	-19
North America	146	-9
Australia/New Zealand	50	-21
Other Overseas	19	-17

domestic tourism performance

	2008	2009	% Change
Total Trips	1,024,000	1,375,000	+34
Total Nights	2,207,000	2,957,000	+34
Total Spend	£144m	£192m	+33
Holiday Trips	815,000	1,073,000	+32
Holiday Nights	1,909,000	2,455,000	+29
Holiday Spend	£127m	£170m	+34

what were the total staying visitor figures and revenue?†

	Trips (000s)	Nights (000s)	Revenue £m
2004	1,985	8,504	313
2005	1,972	9,561	357
2006	1,979	9,618	371
2007	2,107	10,486	376
2008	2,076	10,469	396
2009	1,918	8,111	337

what was the main purpose of their visit?†

	2004	2005	2006	2007	2008	2009
Total Trips (000s)	1,985	1,972	1,979	2,107	2,076	1,918
Visiting friends & relatives (VFR)	861 (43%)	964 (49%)	919 (46%)	942 (45%)	943 (45%)	902 (47%)
Holiday (holiday/leisure/recreation)	375 (19%)	345 (18%)	385 (20%)	493 (23%)	508 (25%)	504 (26%)
Business	590 (30%)	541 (27%)	570 (29%)	548 (26%)	486 (23%)	375 (20%)
Other	158 (8%)	122 (6%)	105 (5%)	123 (6%)	139 (7%)	139 (7%)

†A change in methodology occurred in 2005 - NITB adopted figures produced by the Central Statistics Office (CSO) for Republic of Ireland residents visiting Northern Ireland. 2004 figures have been revised for comparison purposes.

where did the staying visitors come from?†

		2004	2005	2006	2007	2008	2009
England	Trips (000)	986	911	878	897	856	706
	Nights (000)	4,178	3,991	3,852	3,784	3,616	2,928
	Spend (£m)	162	173	161	154	152	121
Scotland	Trips (000)	392	374	368	350	315	284
	Nights (000)	1,582	1,653	1,591	1,492	1,420	1,218
	Spend (£m)	64	72	72	57	59	54
Wales	Trips (000)	30	24	36	38	31	27
	Nights (000)	117	122	143	146	142	92
	Spend (£m)	5	5	8	8	6	4
Great Britain	Trips (000)	1,408	1,308	1,281	1,285	1,202	1,017
	Nights (000)	5,876	5,766	5,585	5,422	5,178	4,238
	Spend (£m)	231	250	241	219	217	178
Republic of Ireland	Trips (000)	252	271	277	322	367	475
	Nights ('000)	716	775	834	840	927	1,273
	Spend (£m)	24	30	32	43	50	66
North America	Trips (000)	122	145	145	163	160	146
	Nights (000)	636	857	933	950	1,051	776
	Spend (£m)	24	26	30	37	42	33
Europe	Trips (000)	133	176	209	266	261	211
	Nights (000)	820	1,626	1,670	2,703	2,517	1,322
	Spend (£m)	25	40	54	63	68	45
Australia/New Zealand	Trips (000)	42	47	42	57	63	50
	Nights (000)	214	323	243	442	508	315
	Spend (£m)	6	6	5	9	13	10
Elsewhere	Trips (000)	27	24	25	15	23	19
	Nights (000)	242	214	353	129	289	187
	Spend (£m)	3	4	8	6	6	5
Total Staying Visitors	Trips (000)	1,985	1,972	1,979	2,107	2,076	1,918
	Nights (000)	8,504	9,561	9,618	10,486	10,469	8,111
	Spend (£m)	313	357	371	376	396	337

what percentage of the market did each region take?†

	2004	2005	2006	2007	2008	2009
Total Trips (000s)	1,985	1,972	1,979	2,107	2,076	1,918
England	50	46	44	42	41	37
Scotland	20	19	19	17	15	15
Wales	1	1	2	2	2	1
(Great Britain)	(71)	(66)	(65)	(61)	(58)	(53)
Republic of Ireland	13	14	14	15	18	25
North America	6	7	7	8	8	8
Europe	7	9	11	13	13	11
Australia/New Zealand	2	2	2	3	3	3
Elsewhere	1	1	1	1	1	1

†A change in methodology occurred in 2005 - NITB adopted figures produced by the Central Statistics Office (CSO) for Republic of Ireland residents visiting Northern Ireland. 2004 figures have been revised for comparison purposes.

what was the main purpose of visit for the main market areas (%)?

	VFR [‡]	Holiday/leisure/ /recreation	Business	Other
England	57	8	30	5
Scotland	57	11	20	12
Wales	60	9	28	3
Republic of Ireland	35	45	10	10
North America	34	53	10	3
Europe	35	41	18	6
Australia/New Zealand	36	59	3	2
Elsewhere	64	26	6	4

how did visitors arrive/depart (%)?[§]

	By Air	By Sea	Via Republic of Ireland
Great Britain	56	34	10
Europe	32	3	65
North America	23	10	67
Australia/New Zealand	35	16	50
Elsewhere	46	5	49
Total	48	26	26

what time of year did they visit (%)?

	VFR [‡]	Holiday /leisure/ recreation	Business	Other	Total
Total Trips (000s)	902	504	375	139	1,918
January-March	22	16	24	20	21
April-June	23	28	29	29	26
July-September	31	41	23	32	32
October-December	24	15	24	18	21

how important was purpose of visit in terms of nights and spend (%)?^{**}

	Trips 1,918,000	Nights 8,111,000	Revenue £337m
Visiting friends & relatives	47	53	39
Holiday/leisure/recreation	26	21	26
Business	20	16	26
Other	7	10	9

[‡] Visiting friends/relatives.

[§] Excludes Republic of Ireland residents.

^{**} Table should be treated with caution due to limitations with information sources.

what type of accommodation did they stay in (%)?*

	Trips 1,918,000	Nights 8,111,000	Revenue £337m
Hotel	27	12	30
Guesthouse/Bed and breakfast	7	4	8
Caravan/Camping	1	1	1
Rented accommodation	3	12	10
Staying with friends/relatives	59	65	46
Other (e.g. youth hostels)	3	6	5

how did visitors spend their money in northern ireland (%)?*

	VFR[‡]	Holiday /leisure/ recreation	Business	Other	Total
Total Revenue (£m)	131	88	87	31	337
Bed & Board	6	33	47	32	25
Food & Drink	42	31	26	33	34
Other Entertainment	6	6	1	6	5
Internal travel	11	12	14	10	12
Shopping	31	14	10	15	21
<i>(presents)</i>	<i>(10)</i>	<i>(6)</i>	<i>(4)</i>	<i>(5)</i>	<i>(7)</i>
Incidental expenditure	4	4	2	4	3

**Table should be treated with caution due to limitations with information sources.

accommodation provision / demand

The occupancy rate represents the number of rooms or bedspaces taken in a given period as a percentage of the total rooms or bedspaces on offer. Double or twin-bedded rooms count as having two bedspaces.

what sort of accommodation was available for tourists?^{††}

	Hotels		Guesthouse & Bed & Breakfast Establishments		Self-catering		Youth Hostels	
	No.	Bedrooms	No.	Bedrooms	No.	Bedrooms	No.	Bedrooms
2000	130	5,013	1,035	7,311	532	2,714	50	532
2001	133	5,296	970	7,131	563	2,978	48	537
2002	132	5,696	914	5,791	592	3,039	51	616
2003	129	5,837	857	6,078	613	2,853	56	747
2004	131	5,944	813	5,741	691	3,249	55	705
2005	128	5,957	790	6,182	745	3,301	53	697
2006	129	6,078	766	6,181	782	3,344	47	680
2007	129	6,413	742	6,819	884	3,795	42	624
2008	131	6,986	731	6,371	1,034	4,510	41	1,084
2009	138	7,643	760	6,770	1,194	5,101	41	1,762

hotels

how busy were northern ireland's hotels (%)?

	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
2004	61	41	61
2005	62	42	62
2006	64	43	63
2007	67	45	61
2008	63	43	65
2009	57	41	63

what were the monthly occupancy rates of hotels in 2009 (%)?

	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
January	45	30	54
February	55	39	58
March	56	38	64
April	59	42	64
May	61	44	62
June	65	45	71
July	64	51	64
August	71	57	63
September	62	41	64
October	59	42	62
November	49	33	62
December	44	31	58

^{††} Table includes university and college stock which offer accommodation.

how did the different hotel classifications perform in 2009 (%)?

Classification	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
Five/four star	64	46	64
Three star	57	40	64
Two star	43	31	50

where did hotel guests come from (%)?

Area of residence	2005	2006	2007	2008	2009
Northern Ireland	38	37	39	35	37
Republic of Ireland	12	11	11	12	14
Great Britain	39	40	39	41	36
Europe	4	4	5	4	4
North America	5	4	4	3	4
Other	3	3	3	4	5

guesthouses / b&bs

how busy were northern ireland's guesthouses and bed & breakfast establishments (%)?

	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
2004	31	24	72
2005	31	24	71
2006	31	24	73
2007	37	28	74
2008	33	25	76
2009	28	22	71

what were the monthly occupancy rates in guesthouse and bed and breakfast establishments in 2009 (%)?

	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
January	15	10	67
February	21	15	54
March	21	16	66
April	25	20	72
May	33	27	77
June	32	26	79
July	43	36	71
August	48	40	72
September	35	28	72
October	26	20	67
November	15	10	68
December	14	11	63

how did guesthouses and bed and breakfast establishments in different regions perform in 2009 (%)?

Region	Room occupancy	Bedspace occupancy	Non-Northern Ireland Guests
Belfast	##	##	##
North West	24	19	70
North East	31	25	71
South West	32	26	63
South East	22	16	77

where did guesthouse and bed and breakfast establishments' guests come from (%)?

Area of residence	2005	2006	2007	2008	2009
Northern Ireland	29	27	26	24	29
Republic of Ireland	11	9	9	11	14
Great Britain	32	32	34	34	31
Europe	12	15	14	14	13
North America	10	11	11	10	8
Other	7	6	6	7	5

self-catering accommodation

how busy was northern ireland's self-catering segment?

Area of residence	2008	2009
Annual unit occupancy	26%	30%
Seasonal (April-Sep) unit occupancy	38%	45%
Annual weeks sold	20,600	22,100
Seasonal weeks sold	14,900	16,700

Sample size too small for accurate results.

visitor attractions

how many people visited northern ireland's main tourist attractions?

Rank	Attraction	Visitor numbers	% Change on 2008
1	Giants Causeway Visitor Centre	714,612	-5
2	Oxford Island National Nature Reserve ^F	324,947	-5
3	Belfast Zoological Gardens	304,085	+10
4	Titanic's Dock and Pump House	261,200	>100
5	W5	251,268	-11
6	Carrick-a-Rede Rope Bridge	239,299	-1
7	Derry Walls ^F	225,765	+5
8	Portstewart Strand ^F	188,480	+11
9	Ulster Folk & Transport Museum	169,628	-11
10	Ulster American Folk Park	154,471	+1

how many people visited forest / country parks and gardens?

Rank	Attraction	Visitor numbers	% Change on 2008
1	Crawfordsburn Country Park ^F	850,000	+19
2	Botanic Gardens ^F	700,000	+6
3	Lagan Valley Regional Park ^F	600,000	+20
4	Scrabo Country Park ^F	229,500	/
5	Carnfunnock Country Park	208,851	+11
6	Sir Thomas & Lady Dixon Park ^F	200,000	+100
7	Castle Archdale Country Park ^F	187,000	+7
8	Tollymore Forest Park	160,483	+10
9	Delamont Country Park	149,300	-21
10	Castlewellan Forest Park	141,661	+9

^F Denotes no admission or parking charge.

sources

All of the information contained within this fact card is based on data from the following sources:

Northern Ireland Tourist Board's Passenger Survey
Northern Ireland Tourist Board's Visitor Attraction Survey
United Kingdom Occupancy Survey
Fáilte Ireland's Survey of Overseas Travellers
CSO's Country of Residence Survey
CSO's Household Travel Survey
United Kingdom Tourism Survey

definitions

a visitor

Any person visiting and staying at least one night in Northern Ireland - for any reason other than following an occupation remunerated from within the country - but for less than twelve months.

domestic tourism

Domestic tourism is defined as the activities of Northern Ireland residents travelling to and staying overnight in places within Northern Ireland but outside their usual environment.



For further information or guidance visit www.nitb.com or contact:

Anne-Marie Montgomery at the Northern Ireland Tourist Board

Tel: 028 9044 1540

Email: a.montgomery@nitb.com

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