

# Republic of Ireland Visitors to NI 2022

*Source: CSO – Household Travel Survey*



**1.1m**  
Trips

**+51% vs 2019**



**2.6m**  
Nights

**+42% vs 2019**



**£233m**  
Spend

**+65% vs 2019**

- ROI to NI performance during 2022 was extremely positive, delivering record levels of trips, nights and spend. ROI residents took over 1.1m overnight trips in NI, eclipsing the one million figure for the first time. ROI to NI trips, nights and spend during 2022 have each seen increases of 51%, 42%, and 65% respectively, compared to 2019.
- ROI staycations also saw growth across all KPIs during 2022 compared to pre-pandemic times but did not experience the same increases evident for ROI to NI trips.



ROI **holiday visitors** to NI increased by over half in 2022 vs 2019.



2022 saw **record levels** of ROI trips, nights and spend in NI.

# Republic of Ireland Visitors to NI 2022

## ROI Visitor Experience in NI

Source: Tourism NI Consumer Sentiment Research



Tourism NI's consumer sentiment research found over **9 in 10 ROI visitors** to NI in 2022 said their trip **matched or exceeded expectations**.



Of those ROI consumers who visited in 2022, over **6 in 10** said they would **be likely to return** in 2023.



When asked why they would return in 2023, most focused on **atmosphere, food & drink, and value**.



Approximately half of ROI visitors to NI during 2022 were first time leisure visitors.

Source: Tourism NI Consumer Sentiment Research



16% increase in the number of NI accommodation reviews left by ROI market in 2022 vs 2019.

Source: Tourism NI Analysis of Online Reviews



Significant increase in ROI cardholder spend on key tourism-related categories in 2022 vs 2019.

Source: Tourism NI Analysis of Cardholder Spend