

Antrim & Newtownabbey LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	200,582	204,902	217,829	+6%	5%
Nights	730,015	673,876	672,929	/	4%
Spend	£37.1m	£34.3m	£38.4m	+12%	5%
Average length of stay	3.6	3.3	3.1		
Average spend per trip	£185	£167	£176		
Average spend per night	£51	£51	£57		



4,197 tourism jobs in Antrim & Newtownabbey LGD in 2015 – 7.5% of total employee jobs

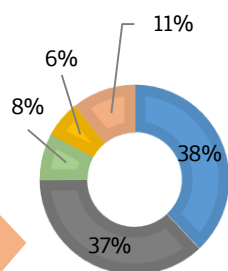


98,480 visits to visitor attractions in the Antrim & Newtownabbey LGD in 2016

Shanes Castle was the most popular visitor attraction in Antrim and Newtownabbey LGD in 2016

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The majority of overnight trips taken in Antrim & Newtownabbey LGD can be attributed to the domestic and GB markets (Derry City & Strabane and Armagh City, Banbridge & Craigavon LGDs attracted similar proportions from these markets)



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Six other LGDs attracted higher proportions of overnight holiday trips. Antrim & Newtownabbey LGD has the same proportion of overnight business trips as Belfast LGD (16%), higher than any of the other LGDs.



32%

Holiday/pleasure/leisure



16%

Business



49%

Visiting friends/relatives

*Other reasons = 2%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	10	631	1,295	64%	45%
GH/GA/B&B†	32	111	257	34%	28%
Self-catering	66	149	269	38%	40%

†Guesthouse/guest accommodation /bed & breakfast

7% of the available hotel bed-spaces in NI are in Antrim & Newtownabbey LGD (only three other LGDs have more hotel beds). Antrim & Newtownabbey has the fourth highest hotel room occupancy of all the LGDs (on a par with CC&G)

Antrim & Newtownabbey LGD has the lowest number of GH/GA/B&B bed-spaces all of the LGDs (with a very similar number to Lisburn & Castlereagh)

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Armagh City, Banbridge & Craigavon LGD Fact Card



TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	231,852	149,782	144,977	-3%	3%
Nights	769,692	563,238	726,351	+29%	5%
Spend	£28.1m	£22.5m	£25.6m	+13%	3%
Average length of stay	3.3	3.8	5.0		
Average spend per trip	£121	£150	£176		
Average spend per night	£37	£40	£35		



4,266 tourism jobs in Armagh City, Banbridge & Craigavon LGD in 2015 – 6% of total employee jobs

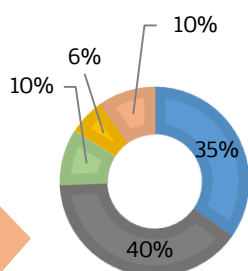


1.8m visits to visitor attractions LGD in 2015

Oxford Island National Nature Reserve was the most popular visitor attraction in Armagh City, Banbridge & Craigavon LGD in 2016 (excluding country parks/parks/forests/gardens)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB markets. Antrim & Newtownabbey and Derry City & Strabane LGDs attracted similar proportions from these two markets



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Armagh City, Banbridge & Craigavon LGD attracted the lowest proportion of overnight holiday trips and the highest proportion of overnight VFR trips of all of the LGDs



20%

Holiday/pleasure/
leisure



6%

Business



72%

Visiting
friends/relatives

*Other reasons = 2%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	7	206	529	52%	38%
GH/GA/B&B†	44	160	368	43%	31%
Self-catering	47	110	231	37%	50%

This LGD has the lowest number of both hotel bed-spaces and self-catering bed-spaces all the LGDs (similar in number to Lisburn & Castlereagh City LGD)

Armagh City, Banbridge & Craigavon LGD has the lowest hotel room and bed-space occupancy of all of the LGDs

†Guesthouse/guest accommodation /bed & breakfast

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Ards & North Down LGD Fact Card



TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	443,481	378,254	283,229	-25%	6%
Nights	1,575,270	1,401,779	1,087,260	-22%	7%
Spend	£44.0m	£51.3m	£45.9m	-11%	5%
Average length of stay	3.6	3.7	3.8		
Average spend per trip	£99	£136	£162		
Average spend per night	£28	£37	£42		



4,954 tourism jobs in Ards & North Down LGD in 2015 – 13% of total employee jobs (on a par with CC&G LGD and higher than any of the other LGDs)

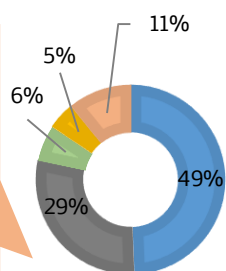


1.6m visits to visitor attractions in this LGD in 2015

Mount Stewart House & Gardens and Pickie Fun Park were the most popular visitor attractions in Ards & North Down LGD in 2016 (excludes country parks/parks/forests)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB markets (similar proportions to Mid & East Antrim and Mid Ulster LGDs)



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

The vast majority of overnight trips taken in Ards & North Down LGD were holidays or trips to visit friends/relatives. Four other LGDs attracted higher proportions of overnight holiday trips



42%

Holiday/pleasure/leisure



4%

Business



46%

Visiting friends/relatives

*Other reasons = 8%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	7	299	606	61%	54%
GH/GA/B&B†	58	209	456	30%	21%
Self-catering	140	321	636	25%	35%

This LGD has the fourth lowest number of hotel bed-spaces of all the LGDs (similar in number to Lisburn & Castlereagh, Mid Ulster and Armagh City, Banbridge & Craigavon LGDs)

Ards & North Down had the second highest hotel bed-space occupancy in 2016 (jointly with Mid & East Antrim LGD), with only Belfast experiencing higher bed-space occupancy levels

†Guesthouse/guest accommodation /bed & breakfast

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Belfast City LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	1,166,907	1,364,115	1,459,760	+7%	31%
Nights	3,685,719	4,241,808	4,433,128	+5%	29%
Spend	£246.4m	£278.7m	£334.1	+20%	39%
Average length of stay	3.2	3.1	3.0		
Average spend per trip	£211	£204	£229		
Average spend per night	£67	£66	£75		



4.7m visits to visitor attractions in Belfast LGD in 2016 – Titanic Belfast, voted the world's leading tourist attraction in 2016, was the most popular (excluding country parks/parks/forests)

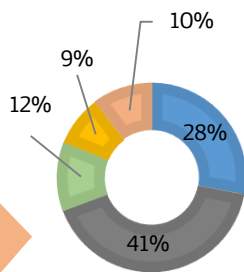


18,607 tourism jobs in Belfast LGD in 2015 – 8.5% of total employee jobs

Belfast LGD attracted the largest number of overnight trips in 2016 followed by CC&G and Newry, Mourne & Down LGDs

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

Belfast LGD attracted the highest proportion of both European and North American overnight trips (just ahead of Lisburn & Castlereagh LGD) and the second highest proportion of GB overnight trips compared with the other LGDs



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

This LGD has the highest proportion of overnight business trips (jointly with Antrim & Newtownabbey) of all the LGDs, just ahead of Lisburn & Castlereagh City



44%

Holiday/pleasure/leisure



16%

Business



37%

Visiting friends/relatives

*Other reasons = 3%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	33	3,437	7,215	79%	64%
GH/GA/B&B†	52	309	631	++	++
Self-catering	297	651	1,247	45%	48%

†Guesthouse/guest accommodation /bed & breakfast
 ++Sample size too small to provide a reliable estimate

Almost one quarter of NI hotels, rising to 41% of available NI hotel bed-spaces, are located in Belfast LGD. Almost four fifths of these bed-spaces were occupied throughout 2016, the highest occupancy of all the LGDs



81 cruise ships (with 144,002 passengers on board) docked in Belfast in 2016, significantly up on 2015 figures

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Causeway Coast & Glens LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	756,966	916,063	809,851	-12%	17%
Nights	2,708,972	3,156,874	2,471,697	-22%	16%
Spend	£131.3m	£138.0m	£137.6m	/	16%
Average length of stay	3.6	3.4	3.1		
Average spend per trip	£173	£151	£170		
Average spend per night	£48	£44	£56		



4,823 tourism jobs in Causeway Coast & Glens (CC&G) LGD in 2015 – 12% of total employees (a similar proportion to North Down & Ards LGD and higher than the other LGDs)

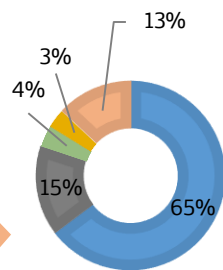


2.2m visits to visitor attractions in Causeway Coast & Glens LGD in 2016

The Giant's Causeway was NI's most popular visitor attraction in 2016 (excluding country parks/parks/forests), attracting almost 1m visitors

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

CC&G LGD attracted the second highest proportion of domestic overnight trips (after Newry, Mourne & Down) and the second lowest proportion of European overnight trips of all of the LGDs



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

The CC&G LGD has the highest proportion of overnight holiday trips and the lowest proportion of overnight VFR trips of all the LGDs



73%
Holiday/pleasure/
leisure



4%
Business



20%
Visiting
friends/relatives

*Other reasons = 3%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	20	723	1,942	64%	40%
GH/GA/B&B†	185	829	1,949	38%	32%
Self-catering	Units	Rooms	Beds	Annual	Peak (April-Sep)
	1,084	3,332	6,334	61%	77%

†Guesthouse/guest accommodation /bed & breakfast

47% of the available 13,492 self-catering bed-spaces in NI are in the CC&G LGD (the largest proportion of any LGD by far). Annual self-catering occupancy rates in this LGD are much higher compared with the other LGDs

CC&G LGD also has the largest number of GH/GA/B&B bed-spaces and the second largest number of hotel beds of all the LGDs

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Derry City & Strabane LGD Fact Card



TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	231,027	223,718	282,939	+26%	6%
Nights	810,809	890,527	909,898	+2%	6%
Spend	£39.5m	£42.7m	£50.2m	+18%	6%
Average length of stay	3.5	4.0	3.2		
Average spend per trip	£171	£191	£178		
Average spend per night	£49	£48	£55		



4,685 tourism jobs in this LGD in 2015 - 9% of total employee jobs



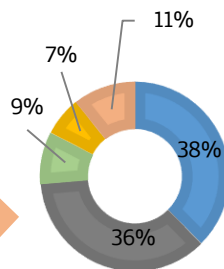
1.1m visits to visitor attractions in Derry & Strabane LGD in 2016

Derry's Walls and the Guildhall were the most popular visitor attractions in Derry City & Strabane LGD in 2016

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

This LGD attracts the fourth lowest proportion of domestic overnight trips of all the LGDs.

The proportions of European and North American overnight trips were similar to Armagh City, Banbridge & Craigavon and Antrim & Newtownabbey LGDs



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Derry City & Strabane LGD has the third highest proportion of overnight business visitors (just behind Belfast and Antrim & Newtownabbey LGDs). Three other LGDs attracted lower proportions of overnight holiday trips



30%

Holiday/pleasure/leisure



11%

Business



53%

Visiting friends/relatives

*Other reasons = 6%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	12	690	1,663	65%	50%
GH/GA/B&B†	68	235	539	29%	20%
Self-catering	Units	Rooms	Beds	Annual	Peak (April-Sep)
	103	254	525	33%	47%

†Guesthouse/guest accommodation /bed & breakfast

Derry City & Strabane LGD has the third largest number of hotel bed-spaces (after Belfast and the Causeway Coast & Glens) and the third highest hotel room occupancy of all the LGDs



5 cruise ships (with 5,288 passengers on board) docked in Derry~Londonderry in 2016, up on 2014 figures

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Fermanagh & Omagh LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	388,235	342,741	305,021	-11%	6%
Nights	1,069,680	1,141,673	954,640	-16%	6%
Spend	£62.8m	£55.1m	£54.2m	-2%	6%
Average length of stay	2.8	3.3	3.1		
Average spend per trip	£162	£161	£178		
Average spend per night	£59	£48	£57		



3,524 tourism jobs in Fermanagh & Omagh LGD in 2015 – 9% of total employee jobs

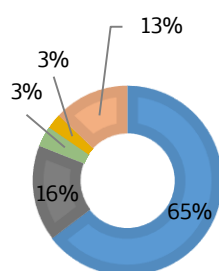


887,804 visits to visitor attractions in Fermanagh & Omagh LGD in 2016

Belleek Pottery Visitor Centre and the Ulster American Folk Park were the most popular visitor attractions in Fermanagh & Omagh LGD in 2016

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The proportion of domestic overnight trips Fermanagh & Omagh attracted was among the highest of all the LGDs, while the proportions of both European and North American overnight trips attracted welcomed were the lowest of all of the LGDs



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Fermanagh & Omagh attracted the third highest proportion of overnight holiday trips of all the LGDs (after CC&G and Newry Mourne & Down LGDs)



46%

Holiday/pleasure/leisure



7%

Business




44%

Visiting friends/relatives

*Other reasons = 2%

ACCOMMODATION STATISTICS 2016

	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
 Hotels	11	415	973	63%	52%
GH/GA/B&B†	74	419	1,003	35%	23%
Self-catering	Units	Rooms	Beds	Annual	Peak (April-Sep)
	336	906	1,942	34%	45%

14% of the available 13,492 self-catering beds in NI are in this LGD, the second highest of all the LGDs (after the CC&G). Fermanagh & Omagh also has the third largest number of GH/GA/B&B beds of all the LGDs (after the CC&G and Newry, Mourne & Down LGDs)

Fermanagh & Omagh LGD has the fourth highest annual hotel bed-space occupancy rate of all the LGDs

†Guesthouse/guest accommodation /bed & breakfast

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Lisburn & Castlereagh City LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	117,661	131,121	169,913	+30%	4%
Nights	471,286	715,670	592,198	-17%	4%
Spend	£22.4m	£25.0m	£27.2m	+9%	3%
Average length of stay	4.0	5.5	3.5		
Average spend per trip	£190	£190	£160		
Average spend per night	£48	£35	£46		



3,806 tourism jobs in Lisburn & Castlereagh City LGD in 2015 – 7% of total employee jobs

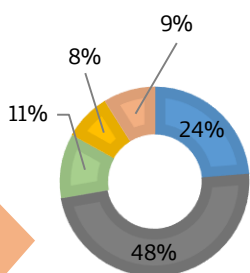


582,789 visits to visitor attractions in this LGD in 2016

Lisburn Bowl and the Irish Linen Centre & Lisburn Museum were the most popular visitor attractions in Lisburn & Castlereagh City LGD in 2016 (excluding country parks/parks/gardens/forests)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

Lisburn & Castlereagh City LGD attracted the second highest proportion of European as well as North American overnight trips (just behind Belfast LGD) and the lowest proportion of domestic overnight trips of all the LGDs



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Lisburn & Castlereagh City LGD has the second lowest proportion of overnight holiday trips and the third highest proportion of VFR trips of all of the LGDs



27%

Holiday/pleasure/leisure



13%

Business



59%

Visiting friends/relatives

*Other reasons = 1%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	4	255	593	++	++
GH/GA/B&B†	29	106	235	48%	36%
Self-catering	50	114	231	35%	47%

Lisburn & Castlereagh City LGD has the third lowest number of hotel bed-spaces and the lowest number of GH/GA/B&B beds of all the LGDs

This LGD has the highest guesthouse/guest accommodation/B&B room and bed-space occupancy of all the LGDs

†Guesthouse/guest accommodation /bed & breakfast
++Sample size too small to provide a reliable estimate

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Mid & East Antrim LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	322,198	383,861	301,768	-21%	6%
Nights	1,147,683	1,010,302	1,056,020	+5%	7%
Spend	£53.3m	£45.9m	£46.2m	+1%	5%
Average length of stay	3.6	2.6	3.5		
Average spend per trip	£165	£119	£153		
Average spend per night	£46	£45	£44		



505,150 visits to visitor attractions in Mid & East Antrim in LGD in 2016



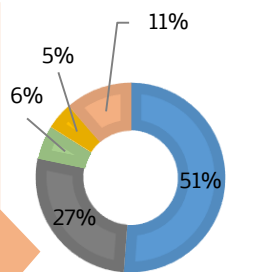
3,959 tourism jobs in Mid & East Antrim LGD in 2015 – 9% of total employee jobs

Carrickfergus Castle attracted the most visitors in this LGD in 2016 (excluding country parks/parks/forests)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB markets (with Mid Ulster welcoming similar proportions)

The proportion of European and North American overnight trips attracted to this LGD were among the lowest



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Almost half of overnight trips taken in Mid & East Antrim LGD were to visit friends/relatives. Four other LGDs attracted higher proportions of holiday visitors



42%

Holiday/pleasure/leisure



4%

Business



49%

Visiting friends/relatives

*Other reasons = 4%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	12	492	1,104	67%	54%
GH/GA/B&B†	51	158	365	41%	35%

Mid & East Antrim LGD has 6% of the available hotel beds in NI, 5% of available guest house / guest accommodation / B&B beds and 3% of the available self-catering beds in NI

Self-catering	Units	Rooms	Beds	Annual	Peak (April-Sep)
	83	186	377	42%	56%

This LGD has the 2nd highest room and bed-space occupancy for guesthouses / guest accommodation / B&Bs and the second highest hotel room occupancy of all the LGDs

†Guesthouse/guest accommodation /bed & breakfast

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Mid Ulster LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	213,795	156,252	178,555	+14%	4%
Nights	622,592	614,960	713,624	+16%	5%
Spend	£26.4m	£22.4m	£30.3m	+36%	4%
Average length of stay	2.9	3.9	4.0		
Average spend per trip	£123	£143	£170		
Average spend per night	£42	£36	£42		



3,489 tourism jobs in Mid Ulster LGD in 2015 – 7% of total employee jobs

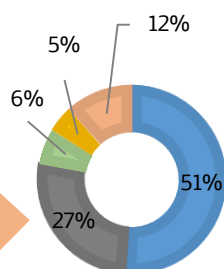


775,162 visits to visitor attractions in this LGD in 2016

Ballyronan Marina and Loughfea were among the most popular visitor attractions in Mid Ulster LGD in 2016 (excluding country parks/parks/forests)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB markets (with Mid & East Antrim attracting similar proportions)



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

This LGD attracted the third lowest proportion of overnight holiday trips and the second highest proportion of VFR trips of all the LGDs



28%

Holiday/pleasure/
leisure



5%

Business



65%

Visiting
friends/relatives

*Other reasons = 2%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	9	238	588	54%	42%
GH/GA/B&B†	32	139	320	31%	22%
Self-catering	63	158	338	48%	57%

Mid Ulster LGD has the third lowest number of hotel bed-spaces as well as GH/GA/B&B beds of all the LGDs

This LGD has the second lowest hotel room occupancy of all the LGDs (after Armagh, Banbridge & Craigavon)

†Guesthouse/guest accommodation /bed & breakfast

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Newry, Mourne & Down LGD Fact Card

TRIPS, NIGHTS & SPEND	2014	2015	2016	2016 v 2015	2016 % of NI
Trips	571,238	406,302	571,400	+41%	12%
Nights	1,490,653	1,060,063	1,562,073	+47%	10%
Spend	£53.6m	£48.1m	£61.0m	+27%	7%
Average length of stay	2.6	2.6	2.7		
Average spend per trip	£94	£118	£107		
Average spend per night	£36	£45	£39		



4,953 tourism jobs in Newry, Mourne & Down LGD in 2015 – 9.5% of total employee jobs



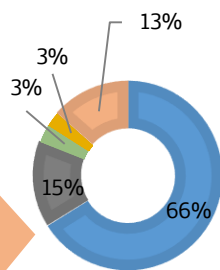
1.2m visits to visitor attractions in this LGD in 2016

Castle Ward House & Demesne was the most popular visitor attraction in Newry, Mourne & Down LGD in 2016 (excluding country parks/parks/forests/gardens)

ORIGIN OF VISITORS 2014-2016 (3 year rolling average)

Newry, Mourne & Down LGD attracts the highest proportion of domestic overnight trips, as well as ROI and other overnight trips, of all the LGDs

This LGD attracts the lowest proportion of Other European and North American trips



■ NI ■ GB ■ Mainland Europe ■ North America ■ ROI & Other

REASON FOR VISIT 2014-2016 (3 year rolling average)*

Newry, Mourne & Down LGD is one of two LGDs (the other being Causeway Coast & Glens) where half or more of overnight trips were for holiday purposes



51%
Holiday/pleasure/leisure



3%
Business



41%
Visiting friends/relatives

*Other reasons = 4%

ACCOMMODATION STATISTICS 2016



	STOCK			OCCUPANCY	
	Number	Rooms	Beds	Room	Bed-space
Hotels	12	530	1,231	62%	48%
GH/GA/B&B†	114	483	1,101	17%	15%
Self-catering	275	668	1,362	43%	53%

Newry, Mourne & Down LGD has the third largest number of self-catering beds (after the CC&G and Fermanagh & Omagh) and the second largest number of GH/GA/B&B beds (after CC&G) of all the LGDs

This LGD achieves the lowest room and bed-space occupancy rates for GH/GA/B&Bs of all the LGDs

†Guesthouse/guest accommodation /bed & breakfast

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Key Tourism Destination Area Fact Cards (2014 data)

Click [HERE](#) to reveal key information from Tourism NI's 2014 Visitor Attitude Survey on leisure trips (day and overnight) taken by Northern Ireland (NI) residents and visitors from outside NI in each key tourism destination.

Fact cards include reasons for choosing to visit the destination, profile data, type of accommodation/eateries used in the destination, activities participated in/attractions visited, how visitors rated the different aspects of their destination experience as well as overall satisfaction levels.



For further information on Tourism NI's Key Tourism Destination Fact Cards please contact Anne-Marie Montgomery at Tourism NI (a.montgomery@tourismni.com)

For further information on Local Government District Statistics please contact the Northern Ireland Statistics and Research Agency (NISRA) (tourismstatistics@nisra.gov.uk)