Antrim & Newtownabbey LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	Ĥ
Trips	204,902	217,755	205,611	-6%	4%	
Nights	673,876	672,790	727,596	+8%	4%	
Spend	£34.3m	£38.4m	£32.8m	-15%	4%	
Average length of stay	3.3	3.1	3.5	Shanes Cas popular vis		
Average spend per trip	£167	£176	£159	Antrim and LGD in 2017	Newtowr	nabbey
Average spend per night	£51	£57	£45	parks/park	•	-

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



1.1m visits to visitor attractions in Antrim & Newtownabbey LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

trips taken in Antrim & Newtownabbey LGD can be



REASON FOR VISIT 2015-2017 (3 year rolling average)

This LGD attracted the second lowest proportion of overnight holiday trips of all the LGDs. Antrim & Newtownabbey has the highest proportion of overnight business trips, just ahead of Belfast LGD



ACCOMMODATION STATISTICS 2017 OCCUPANCY STOCK Number Rooms **Bed-space** Beds Room 69% 48% Hotels 631 1,299 10 GH/GA/B&B* 29% 32 104 248 37% Units Peak Beds Annual Rooms (Apr-Sep) Self-catering 71 141 274 40% 48%

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 occupancy of all the LGDs

Antrim & Newtownabbey LGD has the lowest number of GH/GA/B&B bedspaces all of the LGDs

*Guesthouse/guest accommodation/bed & breakfast

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Ards & North Down LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	% of	44			
Trips	378,254	283,142	282,323	no change					
Nights	1401,779	1,087,085	1,340,258	+23%	8%				
Spend	£51.3m	£45.9m	£46.5	+1%	5%				
Average length of stay	3.7	3.8	4.7		Mount Stewart House & Garden				
Average spend per trip	£136	£162	£165	most	and Pickie Fun Park were the most popular visitor attractions in Ards & North Down LGD in				
Average spend per night	£37	£42	£35	2017 (2017 (excludes country parks/parks/forests)				

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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)

1.5m visits to visitor attractions in this LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

trips can be attributed to the domestic and GB



REASON FOR VISIT 2015-2017 (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 lower proportions of overnight holiday trips



ACCOMMODATION STATISTICS 2017								
		STOCK		OCCU	PANCY			
	Number	Rooms	Beds	Room	Bed-space			
Hotels	7	299	606	63%	54%			
GH/GA/B&B*	58	213	466	34%	26%			
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)			
Self-catering	149	343	675	27%	37%			

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

Ards & North Down had the fourth highest hotel bed-space occupancy in 2017 (jointly with Derry City & Strabane)

*Guesthouse/guest accommodation/bed & breakfast

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Armagh City, Banbridge & Craigavon LGD Fact Card



TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	44	4,266 tourism jobs in Armagh City, Banbridge &
Trips	149,782	144,952	228,595	+58%	5%	N -N-	Craigavon LGD in 2015 – 6% of total
Nights	563,238	726,296	780,583	+7%	5%		employee jobs
Spend	£22.5m	£25.6m	£32.4	+27%	3%		
Average length of stay	3.8	5.0	3.4		irina and Lou	2	
Average spend per trip	£150	£176	£142	popular visi	entre were tl tor attractio dge & Craiga	ns in Arma	
Average spend per night	£40	£35	£41	2017 (exclue	<u> </u>	/	Craigavon LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB



REASON FOR VISIT 2015-2017 (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

6%

ure/	Business	Visiting friends/ relatives
	Other reasons = 3%	relatives
2	hotel bed-spa	he lowest number of ces of all the LGDs hber to Mid Ulster

72%

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

LGD)

ACCOMMODATION STATISTICS 2017

		STOCK		OCCUPANCY			
	Number	Rooms	Beds	Room	Bed-space		
Hotels	7	209	541	58%	38%		
GH/GA/B&B*	47	174	392	51%	34%		
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)		
Self-catering	50	119	245	32%	42%		

*Guesthouse/guest accommodation/bed & breakfast

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Belfast City LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	williw
Trips	1,364,115	1,459,407	1,482,343	+2%	30%	
Nights	4,241,808	4,432,465	5,030,857	+14%	30%	
Spend	£278.7m	£334.1	£328.0	-2%	35%	
Average length of stay	3.1	3.0	3.4	Belfast l	.GD attra	ctedthe
Average spend per trip	£204	£229	£221		number c 2017 follc	
Average spend per night	£66	£75	£65		ay Coast & 4ourne &	

5.2m visits to visitor attractions in Belfast LGD in 2017 – Titanic Belfast, voted the world's leading tourist attraction in 2016, was the most popular (excluding country parks/parks/forests/ gardens)



lthe vernight dby ens and wn LGDs

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

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

highest proportion of both European and North



REASON FOR VISIT 2015-2017 (3 year rolling average)

This LGD has the fourth highest proportion of overnight holiday trips of all the LGDs and the second highest proportion of business trips (after Antrim & Newtownabbey)



ACCOMMODATION STATISTICS 2017 STOCK OCCUPANCY Number **Bed-space** Rooms Beds Room 80% 63% Hotels 3,630 7,612 33 GH/GA/B&B* 725 63% 44% 63 357 Units Peak Beds Annual Rooms (Apr-Sep) Self-catering 385 1,526 33% 42% 767

*Guesthouse/guest accommodation/bed & breakfast

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45% of the available hotel rooms in NI are located in Belfast LGD. Four fifths occupancy of all the LGDs



93 cruise ships (with 156,924 passengers & crew on board) docked in Belfast in 2017, significantly up on 2016 figures



Causeway Coast & Glens LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	20 20	V	2017 % of NI	44
Trips	916,063	809,405	1,063,989	+3]	.%	21%	N +N*
Nights	3,156,874	2,470,341	3,433,427	+39	9%	20%	
Spend	£138.0m	£137.6m	£193.6	+4]	.%	21%	
Average length of stay	3.4	3.1	3.2	The	Giant's	Causewa	ay was NI's
Average spend per trip	£151	£170	£182	in 20)17 (excl	luding co	3
Average spend per night	£44	£56	£56		-	s/forests ver 1m v	s/gardens), isitors

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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)



2.4m visits to visitor attractions in Causeway Coast & Glens LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

highest proportion of domestic overnight trips



REASON FOR VISIT 2015-2017 (3 year rolling average)

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



ACCOMMODATION STATISTICS 2017

		STOCK		OCCUI	PANCY	
	Number	Rooms	Beds	Room	Bed-space	
Hotels	19	692	1,843	67%	45%	
GH/GA/B&B*	192	819	1,938	35%	28%	
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)	
Self-catering	1,126	3,413	6,688	44%	43%	

*Guesthouse/guest accommodation/bed & breakfast

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46% of the available 14,678 self-CC&G LGD (the largest proportion of any LGD by far). CC&G has the second highest annual self-catering unit occupancy rate (jointly with Mid Ulster)

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



Derry City & Strabane LGD Fact Card



TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	ĥ	4,685 tourism jobs in this LGD in 2015 - 9% of total
Trips	223,718	282,833	270,408	-4%	5%		employee jobs
Nights	890,527	909,670	822,313	-10%	5%		
Spend	£42.7m	£50.2m	£55.8	+11%	6%		
Average length of stay	4.0	3.2	3.0	Derry's Wa were amor			2.1m visits to visitor
Average spend per trip	£191	£178	£206	visitor attra & Strabane	actions in [Derry City	attractions in Derry City & Strabane LGD
Average spend per night	£48	£55	£68	(excluding parks/park	2	/gardens)	in 2017



Four other LGDs attracted lower proportions of domestic overnight trips.



REASON FOR VISIT 2015-2017 (3 year rolling average)

Derry City & Strabane LGD has the third highest proportion of overnight business visitors (jointly with Lisburn & Castlereagh LGD). Belfast and Antrim & Newtownabbey LGDs attracted higher proportions of



ACCOMMODATION STATISTICS 2017									
		STOCK		OCCUI	PANCY				
	Number	Rooms	Beds	Room	Bed-space				
Hotels	13	710	1,710	70%	54%				
GH/GA/B&B*	66	248	561	27%	18%				
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)				
Self-catering	121	286	586	29%	44%				

*Guesthouse/guest accommodation/bed & breakfast

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third largest number of hotel bedspaces (after Belfast and the Causeway Coast & Glens) and the occupancy of all the LGDs



9 cruise ships (with 6,073 passengers & crew on board) docked in Derry~Londonderry in 2017, up on 2016 figures



Fermanagh & Omagh LGD Fact Card



TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	î.		
Trips	342,741	304,855	342,847	+12%	7%			
Nights	1,141,673	954,074	947,698	-1%	6%			
Spend	£55.1m	£54.1m	£56.7	+5%	6%			
Average length of stay	3.3	3.1	2.8		Belleek Pottery Visitor Centre and the Ulster American Folk			
Average spend per trip	£161	£178	£165	Park were the most popular visitor attractions in Fermanagh				
Average spend per night	£48	£57	£60	& Omagh LGD in 2017 (excludi country parks/parks/ forests/gardens)				

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

630,613 visits to visitor attractions in Fermanagh & Omagh LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

attracted among the highest proportion of domestic



REASON FOR VISIT 2015-2017 (3 year rolling average)

Fermanagh & Omagh is one of three LGDs (the other two being CC&G and Newry, Mourne & Down) where half or more of overnight trips were for holiday purposes



ACCOMMODATION STATISTICS 2017							
		STOCK		OCCU	PANCY		
	Number	Rooms	Beds	Room	Bed-space	Å	
Hotels	12	435	1,013	68%	56%		
GH/GA/B&B*	72	415	962	37%	27%		
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)		
Self-catering	350	941	2,009	30%	38%	-	

14% of the available 14,678 selfthe 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 third 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

35% 35%	
	Extension and an extens

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI
Trips	131,121	169,863	150,837	-11%	3%
Nights	715,670	592,083	615,567	+4%	4%
Spend	£25.0m	£27.2m	£26.6m	-2%	3%
Average length of stay	5.5	3.5	4.1	Dun	donald Ice
Average spend per trip	£190	£160	£176	visit	or attractic LGD in 2017
Average spend per night	£35	£46	£43	park	s/parks/fo

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

1.2 visits to visitor attractions in this LGD in 2017

Dundonald Ice Bowl was the most popular visitor attraction in Lisburn & Castlereagh City LGD in 2017 (excluding country parks/parks/forests/gardens)



Lisburn & Castlereagh City LGD attracted the second highest proportion of



48%

REASON FOR VISIT 2015-2017 (3 year rolling average)

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



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

ACCOMMODATION STATISTICS 2017								
		STOCK		OCCU	PANCY			
	Number	Rooms	Beds	Room	Bed-space			
Hotels	4	255	594	na	na			
GH/GA/B&B*	34	118	260	35%	34%			
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)			
Self-catering	59	139	276	39%	52%			

*Guesthouse/guest accommodation/bed & breakfast

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Lisburn & Castlereagh City LGD has the third lowest number of hotel bedspaces of all the LGDs. This LGD has also has the second lowest number of GH/GA/B&B beds (with a very similar number to Antrim & Newtownabbey LGD)

This LGD has the third highest guesthouse/guest accommodation/B&B bed-space occupancy (jointly with Armagh City, Banbridge & Craigavon LGD)



Mid & East Antrim LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	î.
Trips	383,861	301,655	255,803	-15%	5%	
Nights	1,010,302	1,055,602	964,131	-9%	6%	
Spend	£45.9	£46.2m	£43.3	-6%	5%	
Average length of stay	2.6	3.5	3.8		none Marin	
Average spend per trip	£119	£153	£169	mostpo		orattractions
Average spend per night	£45	£44	£45	(excludi	ing country	m LGD in 2017 , ts/gardens)

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



557,302 visits to visitor attractions in Mid & East Antrim in LGD in 2017

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

fourth highest proportion



REASON FOR VISIT 2015-2017 (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



ACCOMMODATION STATISTICS 2017								
		STOCK		OCCU	PANCY			
	Number	Rooms	Beds	Room	Bed-space			
Hotels	12	492	1,104	73%	63%			
GH/GA/B&B*	52	150	353	47%	35%			
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)			
Self-catering	96	221	438	57%	54%			

*Guesthouse/guest accommodation/bed & breakfast

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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

This LGD has the highest annual selfcatering unit occupancy rate. It also has the second highest room occupancy for guesthouses/guest accommodation/B&Bs and the second highest hotel room occupancy of all the LGDs



Mid Ulster LGD Fact Card



TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI	î.	3,489 tourism jobs in Mid Ulster LGD in 2015 – 7%
Trips	156,252	178,480	136,626	-23%	3%		of total employee jobs
Nights	614,960	713,357	528,468	-26%	3%		1.2m visits to
Spend	£22.4m	£30.3m	£20.1m	-33%	2%		visitor attractions in
Average length of stay	3.9	4.0	3.9				this LGD in 2017
Average spend per trip	£143	£170	£147				r attractions in Mid
Average spend per night	£36	£42	£38	Ulster LGD ir parks/parks	Ň	cluding countr gardens)	У

ORIGIN OF VISITORS 2015-2017 (3 year rolling average)

The majority of overnight trips can be attributed to the domestic and GB



REASON FOR VISIT 2015-2017 (3 year rolling average)

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



ACCOMMODATION STATISTICS 2017								
		STOCK		OCCU	PANCY			
	Number	Rooms	Beds	Room	Bed-space			
Hotels	9	238	582	56%	42%			
GH/GA/B&B*	36	141	327	36%	26%			
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)			
Self-catering	79	194	420	44%	54%			

*Guesthouse/guest accommodation/bed & breakfast

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lowest number of hotel bed-spaces as well as GH/GA/B&B beds of all

This LGD has the lowest hotel room occupancy of all the LGDs. Mid Ulster LGD has the highest peak self-catering unit occupancy rate (jointly with Mid & East Antrim)





Newry, Mourne & Down LGD Fact Card

TRIPS, NIGHTS & SPEND	2015	2016	2017	2017 v 2016	2017 % of NI
Trips	406,302	571,054	589,581	+3%	12%
Nights	1,060,063	1,561,067	1,675,229	+7%	10%
Spend	£48.1m	£61.0m	90.4m	+48%	10%
Average length of stay	2.6	2.7	2.8	Newry	Cathedral and th
Average spend per trip	£118	£107	£153	among	the most popul Mourne & Dowi
Average spend per night	£45	£39	£54	country	/parks/parks/f

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

2.1m visits to visitor attractions in this LGD in 2017

e St. Patrick Centre were ar visitor attraction in LGD in 2017 (excluding rests/gardens)



Newry, Mourne & Down LGD proportion of domestic overnight trips (jointly with



REASON FOR VISIT 2015-2017 (3 year rolling average)

ACCOM	MODATION S	TATISTICS 2017

		STOCK			PANCY
	Number	Rooms	Beds	Room	Bed-space
Hotels	12	530	1,231	64%	49%
GH/GA/B&B*	110	467	1,064	26%	20%
	Units	Rooms	Beds	Annual	Peak (Apr-Sep)
Self-catering	307	756	1,541	40%	44%

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 occupancy rate for GH/GA/B&Bs of all the LGDs

*Guesthouse/guest accommodation/bed & breakfast

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