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LINLITHGOW PALACE

INSIGHT DEPARTMENT NORTHERN IRELAND SUPPLEMENT SCOTLAND: KEY FACTS ON TOURISM 2016



NORTHERN IRELAND SUPPLEMENT SCOTLAND: KEY FACTS ON TOURISM 2016

Introduction

As of 2011, Northern Ireland trips to Great Britain are no longer collected in the domestic tourism monitor (GBTS). The information provided in this supplement is based on data provided by the Northern Ireland Statistical and Research Agency (NISRA). Their data collection method is broadly similar to that used in the GBTS, however due to the different information source data is not directly comparable.

200,000 Northern Ireland residents took overnight tourism trips in Scotland in 2016, spending £87 million.

Northern Ireland resident overnight visits to Scotland

Year	Trips	Nights	Spend	Source
2011	347,900	1,125,800	£110m	NISRA
2012	344,000	1,292,000	£95m	NISRA
2013	225,000	692,000	£55m	NISRA
3 year annual average (2011-2013)	305,633	1,036,600	£87m	NISRA
2014	309,000	1,173,000	£106m	NISRA
2015	268,000	936,000	£97m	NISRA
2016	200,000	767,000	£87m	NISRA
3 year annual average (2014-2016)	259,000	958,667	£97m	NISRA

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Average length of stay and spend from Northern Ireland residents

Year	Length of stay	Spend per trip	Spend per night	Source
2011	3.2	314.75	97.26	NISRA
2012	3.5	266.67	76.32	NISRA
2013	3.2	244.44	79.48	NISRA
3 year annual average (2011-2013)	3.3	275.29	84.35	NISRA
2014	3.8	343.04	90.36	NISRA
2015	3.5	361.94	103.63	NISRA
2016	3.7	434.00	113.02	NISRA
3 year annual average (2014-2016)	3.7	379.66	102.34	NISRA

Average length of stay and spend from Northern Ireland residents by purpose of trip

Purpose of trip	Trips		Nights		Spend	
	000's	%	000's	%	£m	%
Holidays	72,802	36%	257,815	34%	41,025,962	47%
VFR	83,952	42%	308,468	40%	21,283,290	25%
Business/Other	42,970	22%	200,653	26%	24,370,966	28%
Total	199,724	100%	766,937	100%	86,680,219	100%

Source; Northern Ireland Statistical and Research Agency (NISRA)
United Kingdom Tourism Survey (UKTS)

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