

# GB Market - At a Glance (Jan-Dec 2018)

(Source: NISRA)



Northern Ireland (NI) welcomed 1.4m visitors from Great Britain (GB). 74% of these visitors were from England, 23% from Scotland and 3% from Wales.

## GB IS AN IMPORTANT MARKET FOR NI AND IN 2018 ACCOUNTED FOR:

- 29% of all overnight trips taken in NI
- 35% of all nights spent in NI
- 34% of all spend in NI
- 15% of all holiday trips taken in NI

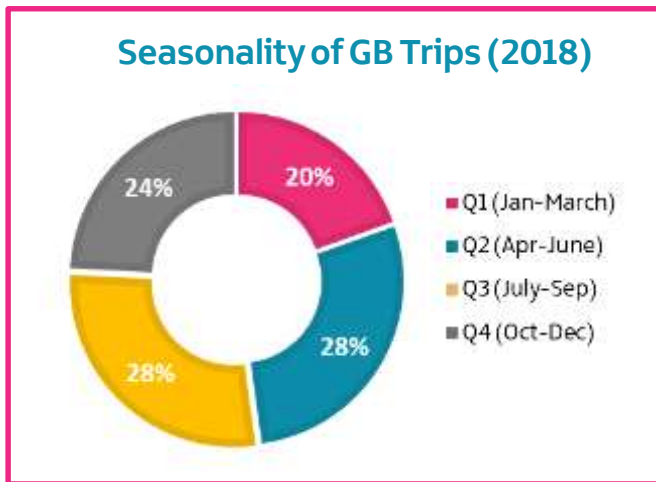
GB Overnight Trips to NI 2014-2018						
Year	Trips (000s)	Nights (000s)	Spend (£m)	Average spend per trip	Average spend per night	Average length of stay (nights)
2014	1,175	4,994	257	£219	£51	4.3
2015	1,295	5,426	274	£212	£51	4.2
2016	1,389	5,630	316	£227	£56	4.1
2017	1,398	5,735	319	£228	£56	4.1
2018	1,425	5,734	327	£230	£57	4.0

**£327m spend**  
+3%

**£897,000**  
spent on average each day

**5.7m nights**  
no change

**1.4m trips**  
+2%



## GB 2017/2018 % Change



Percentage change is based on unrounded figures

# GB Purpose of Visit & Country Breakdown

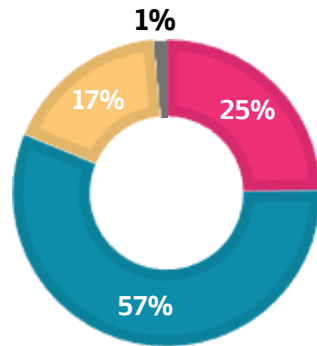
(Source: NISRA)



## GB Trips by Purpose (2018) v 2017 % Change



## GB Trips by Purpose of Visit (2018)



- Holiday
- Visiting friends/relatives
- Business
- Other

**1**  
**4**

of all overnight GB trips taken in NI in 2018 were holiday trips and almost six out of 10 were to visit friends and relatives.

England accounted for approximately three quarters of GB trips, nights and spend in NI.

## GB Overnight Trips to NI by Country 2014 to 2018

(000s)	2014	2015	2016	2017	2018
GB Trips	1,175	1,295	1,389	1,398	1,425
England	849	947	1,019	1,028	1,048
Scotland	296	316	326	329	329
Wales	30	32	45	41	47

## GB Nights Stayed in NI by Country 2014 to 2018

(000s)	2014	2015	2016	2017	2018
GB Nights	4,994	5,426	5,630	5,735	5,734
England	3,620	4,064	4,176	4,151	4,199
Scotland	1,243	1,210	1,259	1,407	1,331
Wales	130	153	195	177	203

## GB Spend in NI by Country 2014 to 2018

(£m)	2014	2015	2016	2017	2018
GB Spend	257.2	274.3	315.7	318.6	327.3
England	188.9	200.8	232.9	236.6	246.6
Scotland	62.6	65.7	71.4	70.7	69.1
Wales	5.6	7.8	11.4	11.3	11.6

# GB Holiday Market – At a Glance (Jan-Dec 2018)

(Source: NISRA)



NI welcomed 352,000 overnight holiday visitors from GB in 2018

## GB IS AN IMPORTANT MARKET FOR NI HOLIDAYS AND IN 2018 ACCOUNTED FOR:

- 15% of all overnight holiday trips taken in NI
- 19% of all holiday nights spent in NI
- 20% of all holiday spend in NI

GB Overnight Holiday Trips to NI 2014-2018						
Year	Trips (000s)	Nights (000s)	Spend (£m)	Average spend per trip	Average spend per night	Average length of stay (nights)
2014	228	794	56	£245	£70	3.5
2015	268	879	68	£253	£77	3.3
2016	314	1,023	82	£262	£81	3.3
2017	321	1,102	87	£273	£79	3.4
2018	352	1,158	92	£263	£80	3.3

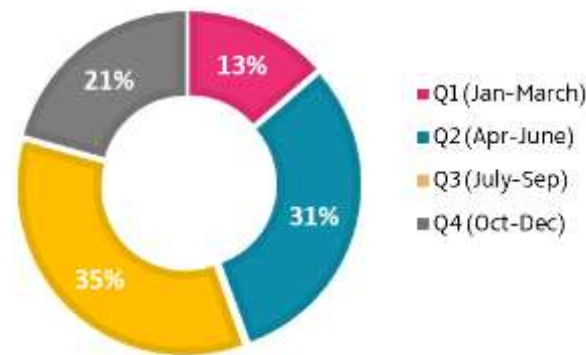
**£92m spend**  
+6%

**£253,000**  
spent on average each day

**1.2m nights**  
+5%

**352,000 trips**  
+10%

## Seasonality of GB Holiday Trips (2018)



## GB 2017/2018 % Change

Hol Trips



Hol Nights



Hol Spend



Percentage change is based on unrounded figures

# Importance of GB to NI Overseas Tourism

(Source: NISRA)



*GB is a key market for NI overseas tourism. In 2018 NI welcomed 2.2m overseas visitors, of which almost two thirds were from GB. 794,000 holiday trips were taken in NI in 2018 by overseas visitors, of which 44% came from GB.*



**2.2m overseas visitors in 2018**

**Of which 1.4m were GB visitors**

**GB IS AN IMPORTANT OVERSEAS MARKET FOR NI AND IN 2018 ACCOUNTED FOR:**

- 64% of all overnight **overseas** trips taken in NI
- 56% of all overseas nights spent in NI
- 58% of all overseas spend in NI



**794,000 overseas holiday visitors in 2018**

**Of which 352,000 were GB holiday visitors**

**GB IS AN IMPORTANT OVERSEAS MARKET FOR NI HOLIDAYS AND IN 2018 ACCOUNTED FOR:**

- 44% of all overnight **overseas holiday** trips taken in NI
- 45% of all overseas holiday nights spent in NI
- 49% of all overseas holiday spend in NI