



northernireland  
tourist board

**Perceptions of the benefits of the  
G8 Summit held in Fermanagh  
2013**

## Perceptions of the benefits of the G8 Summit 2013 held in Fermanagh

The opportunities for Northern Ireland resulting from the G8 Summit being held in Fermanagh in 2013 have perhaps yet to be fully realised, with the legacy, such as future inward investment, potentially having a greater impact than any direct benefits seen at the time. The G8 Summit is not itself a tourism event. But given the extensive media coverage worldwide, the potential for the NI tourism industry to derive significant benefit, particularly given its peaceful delivery, cannot be understated.

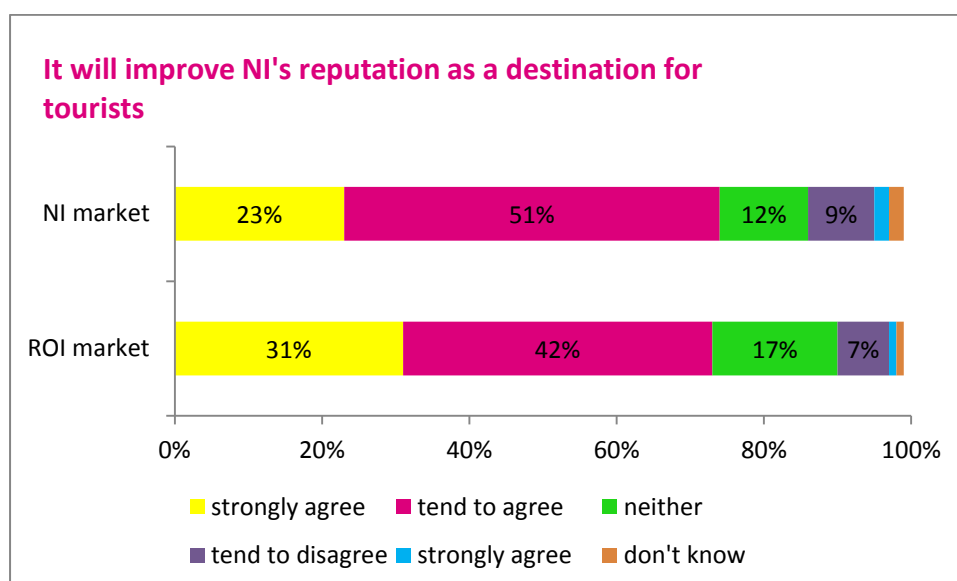
While a formal evaluation of the G8 Summit is being undertaken by SIB/DETI, based largely on economic impact measures, NITB was keen to understand the potential tourism benefits in terms of growing the tourism reputation, but also the wider impacts of changing perceptions of NI, increasing civic pride and demonstrating the growing confidence that NI is moving on.

NITB included a number of questions regarding the perceived impact of the G8 Summit in two recent surveys:

- NITB's Leisure Consumer Barometer survey 2013 Wave 2 comprising a sample of 1,000 interviews in both NI and ROI, representative of the adult population in each respective market. Fieldwork was conducted between 15<sup>th</sup> and 29<sup>th</sup> August 2013.
- NITB's July Tourism Industry Barometer comprising 600 on-line interviews with tourism businesses across NI

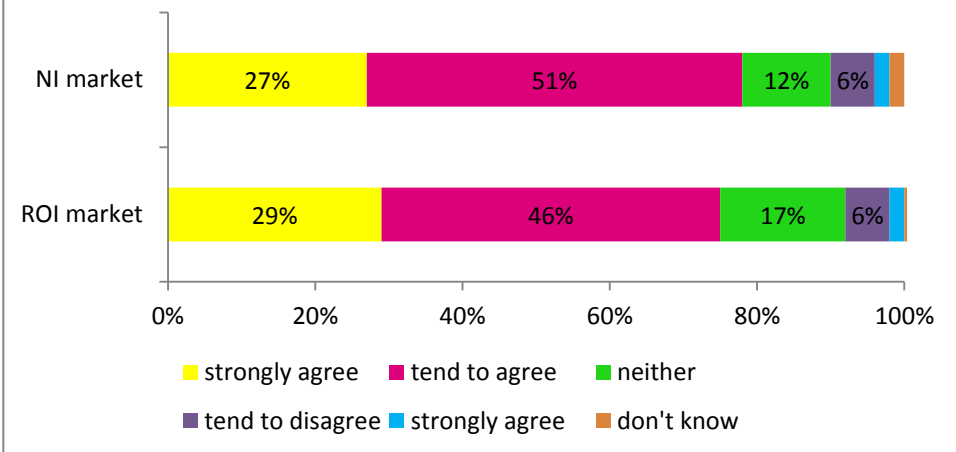
### NI and ROI Consumer Views

Almost half of those interviewed from the ROI (47%) were aware that the G8 Summit took place in Fermanagh, and some 88% of NI residents, with both markets positive regarding the perceived impact. Over 70% of those aware of the event, in both markets, felt that it would improve NI's reputation as a destination for tourists. Even more recognised that it would improve our reputation as a place that can host major events.



Source: NITB's NI & ROI Leisure Consumer Barometer

**It will improve the reputation of NI as a place that can host major events**

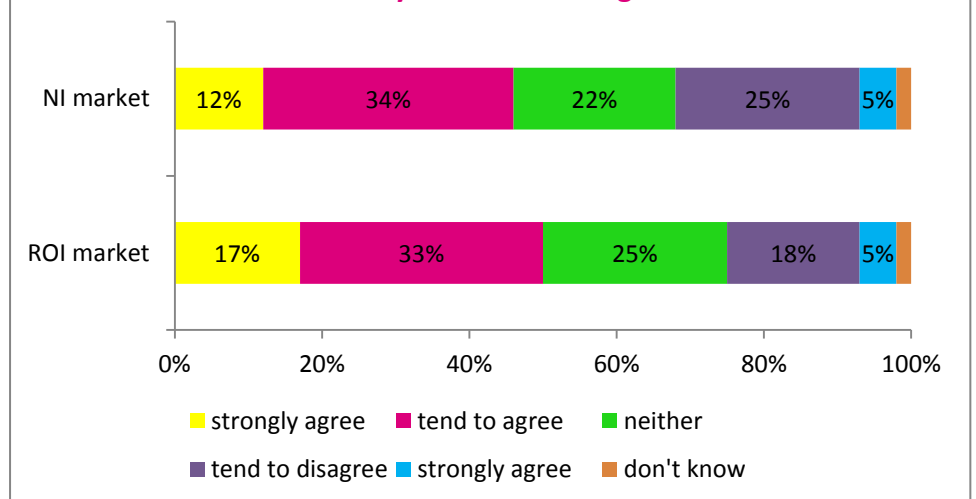


Source: NITB's NI & ROI Leisure Consumer Barometer

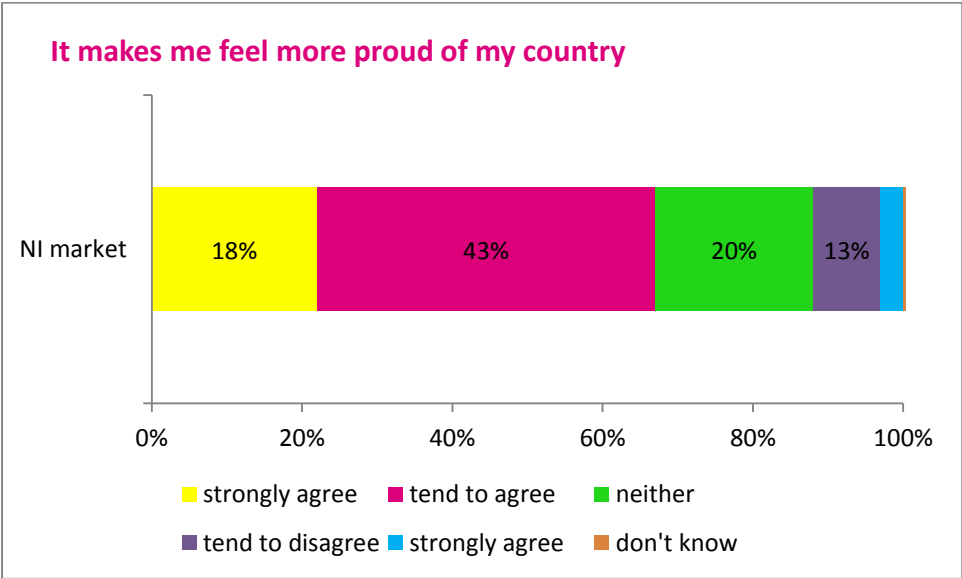
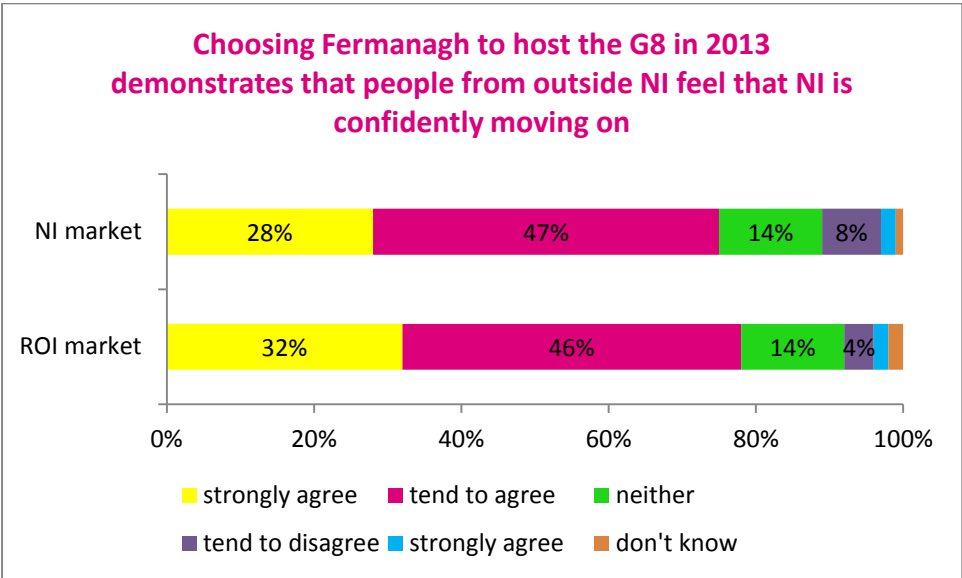
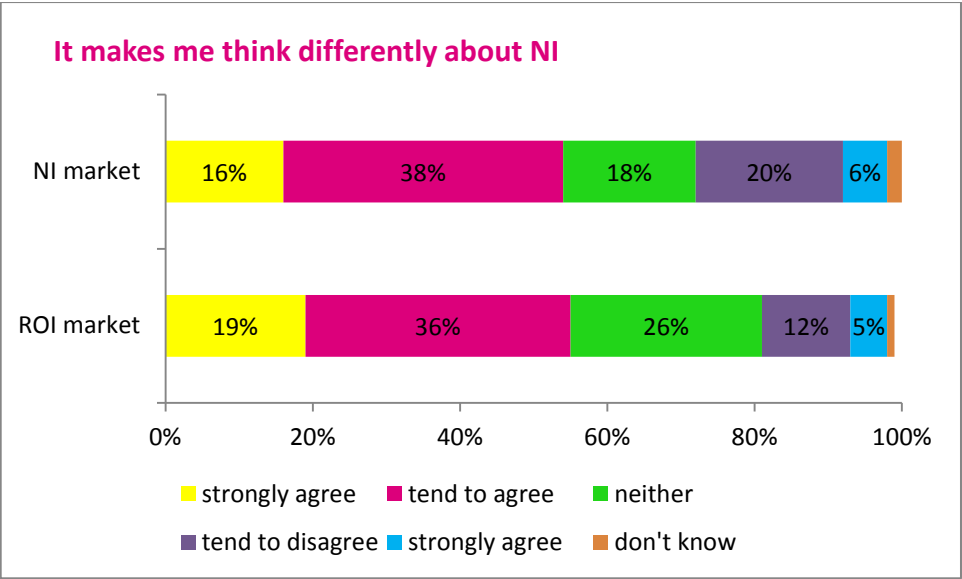
The event also appears to have had a direct influence on those who were aware of it, as over half of respondents in both markets reported that it has made them think differently about Fermanagh and Northern Ireland. In particular, there was widespread recognition that the event has helped to create a legacy of conveying the message that Northern Ireland is confidently moving on.

As a result, the event created an increased sense of civic pride, with 61% of NI residents agreeing that the event made them feel more proud of Northern Ireland.

**It makes me feel differently about Fermanagh**



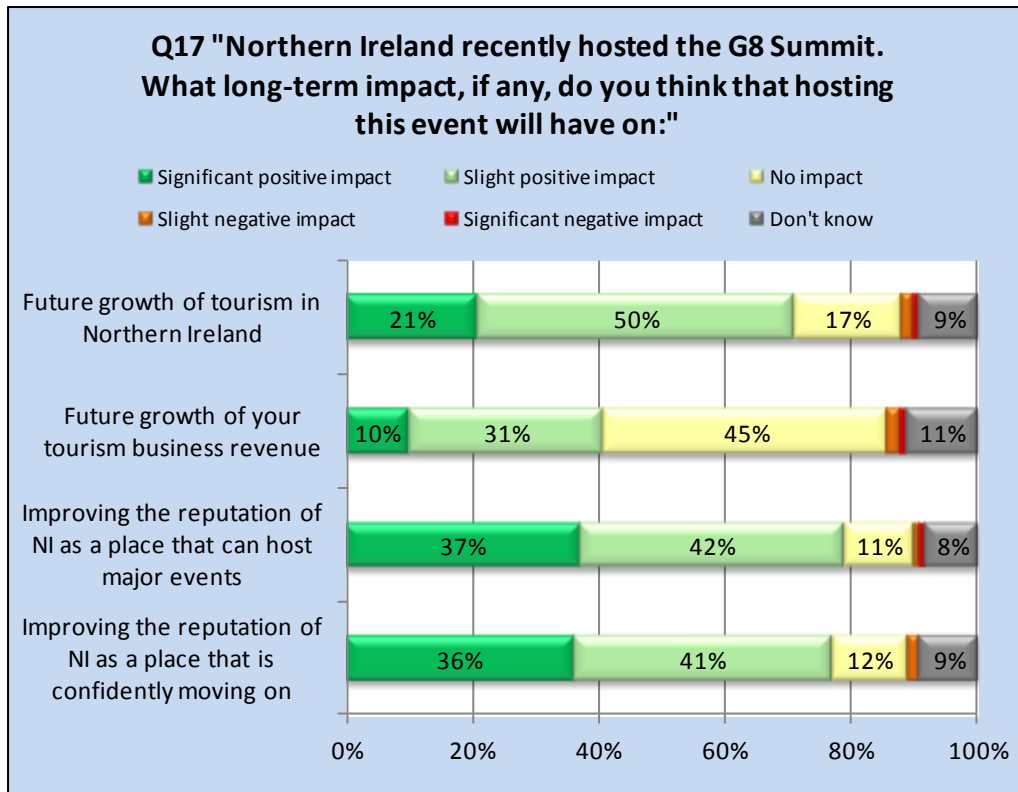
Source: NITB's NI & ROI Leisure Consumer Barometer



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## Tourism Industry View

The Northern Ireland tourism industry was largely encouraged that the hosting of the G8 summit could potentially deliver future benefit to NI tourism and, for some, their own business.



Source: NITB's Industry Tourism Barometer July 2013

- In total, almost three quarters of industry respondents across NI believe that G8 will deliver a positive impact on the future growth of tourism in NI. A significant, albeit smaller, proportion anticipate a long term positive impact for their own business, with the impact seen as more of a benefit for Northern Ireland as a whole.
- This is confirmed by their recognition that G8 will have the longer term legacy of improving Northern Ireland's reputation as a destination which can successfully host major events and a place that is confidently moving on.