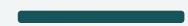




**TOURISM
NORTHERN
IRELAND**

2023

Local Government District (LGD) Fact Cards



Insights & Intelligence Service

Data Source:





124,261 Trips

2% of NI Total*



523,269 Nights

3% of NI Total



£26.5m Spend

2% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



4,538

Tourism
Jobs

6% of NI Tourism Jobs



325

Tourism
Businesses

6% of NI Tourism Businesses

Average Length of Stay

4.2 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£212.89

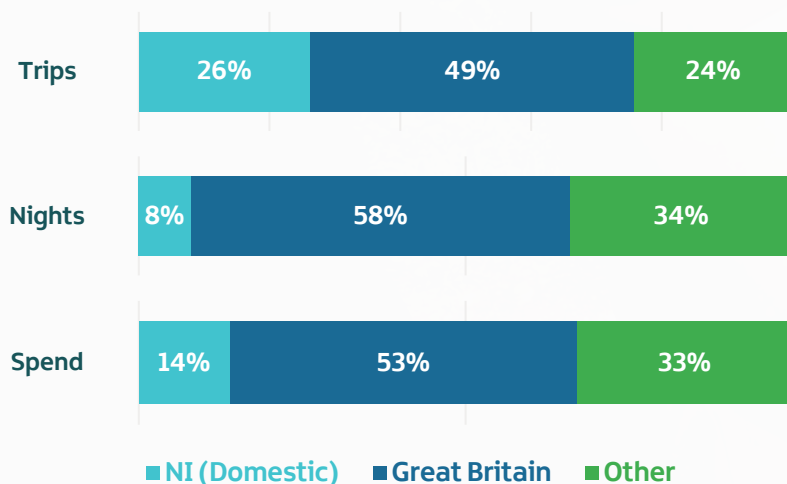
NI Average = £224.45

Average Spend per Night

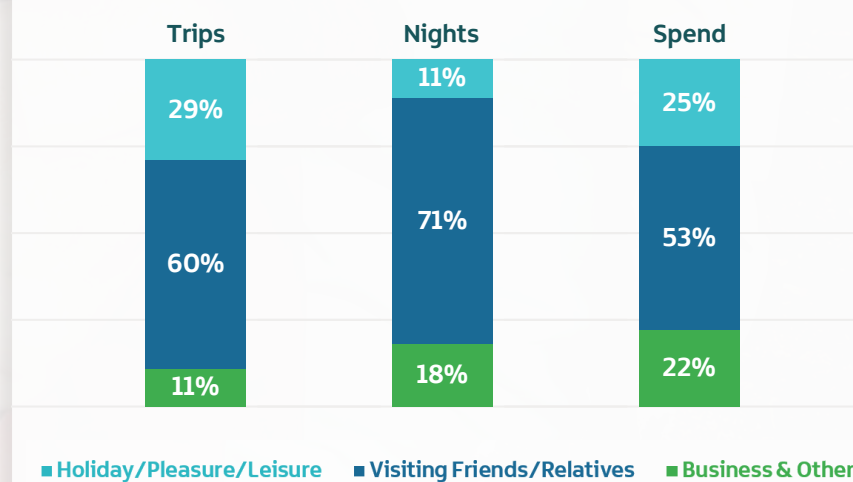
£50.55

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Antrim & Newtownabbey had the highest average length of stay (4.2 nights) of all NI LGDs.
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (60% of trips).
- Tourism-related jobs provided 8% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



10 Hotels

7% of NI Total



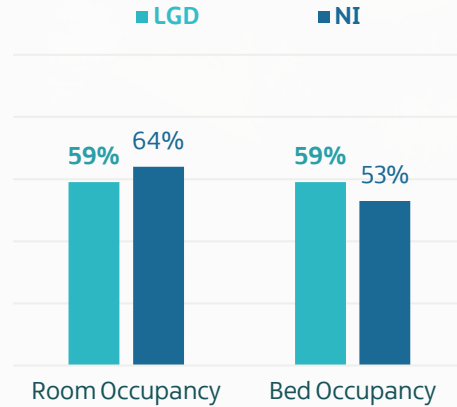
629 Rooms

7% of NI Total



1,340 Beds

6% of NI Total



Guesthouse, Guest Accommodation & B&Bs



41 Properties

4% of NI Total



125 Rooms

3% of NI Total



296 Beds

3% of NI Total



There is no 2023 small-service accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Self-Catering Accommodation (2022)



92 Units

2% of NI Total



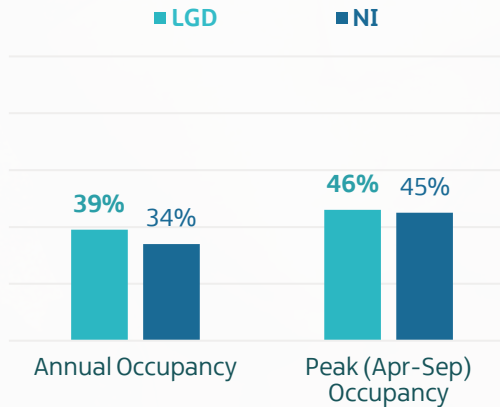
296 Rooms

2% of NI Total



394 Beds

2% of NI Total





256,424 Trips

5% of NI Total*



922,242 Nights

6% of NI Total



£51.9m Spend

4% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



5,775

Tourism
Jobs

8% of NI Tourism Jobs



475

Tourism
Businesses

8% of NI Tourism Businesses

Average Length of Stay

3.6 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£202.57

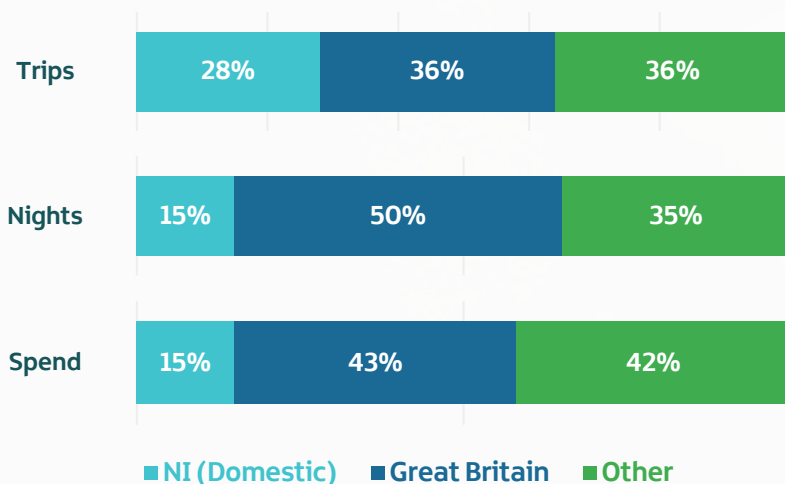
NI Average = £224.45

Average Spend per Night

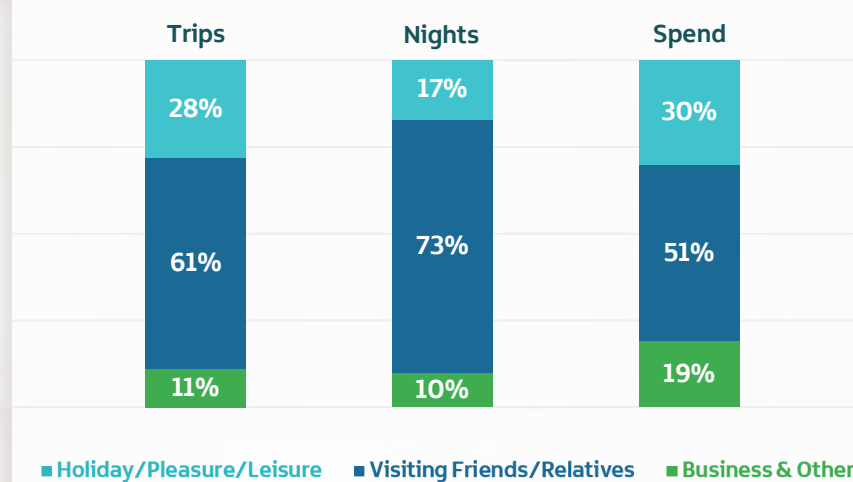
£ 56.32

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Ards & North Down had the second highest average length of stay (3.6 nights) of all NI LGDs.
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (61% of trips).
- Tourism-related jobs provided 14% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



8 Hotels

6% of NI Total



375 Rooms

4% of NI Total



768 Beds

4% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



57 Properties

6% of NI Total



200 Rooms

5% of NI Total



432 Beds

4% of NI Total



There is no 2023 small-service accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Self-Catering Accommodation (2022)



270 Units

5% of NI Total



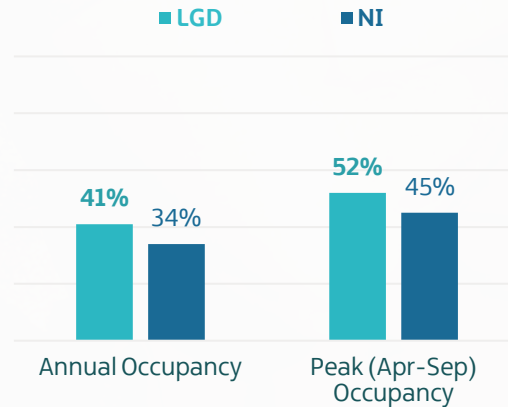
612 Rooms

5% of NI Total



1,203 Beds

5% of NI Total



*Accommodation stock correct as of the end of December 2023. Hotel and Small Service Accommodation performance relates to Jan-Dec 2023. Self-Catering performance data relates to Jan-Dec 2022.



189,248 Trips

3% of NI Total*



650,098 Nights

4% of NI Total



£33.8m Spend

3% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



**5,364
Tourism
Jobs**

8% of NI Tourism Jobs



**540
Tourism
Businesses**

9% of NI Tourism Businesses

Average Length of Stay

3.4 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£178.70

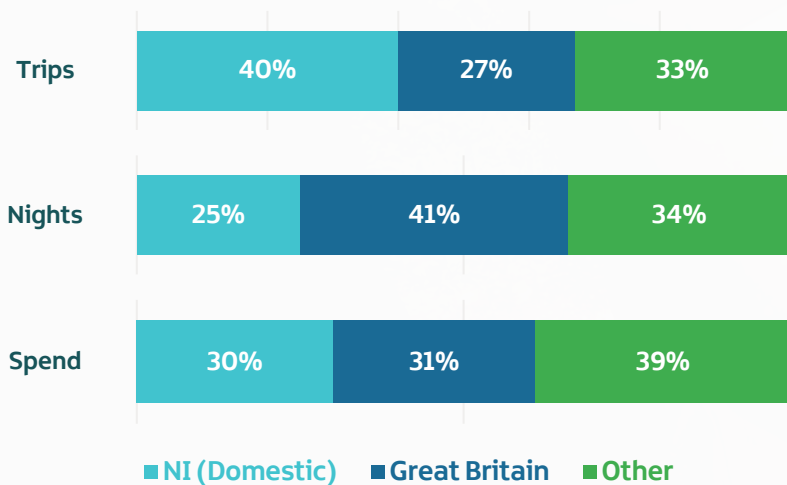
NI Average = £224.45

Average Spend per Night

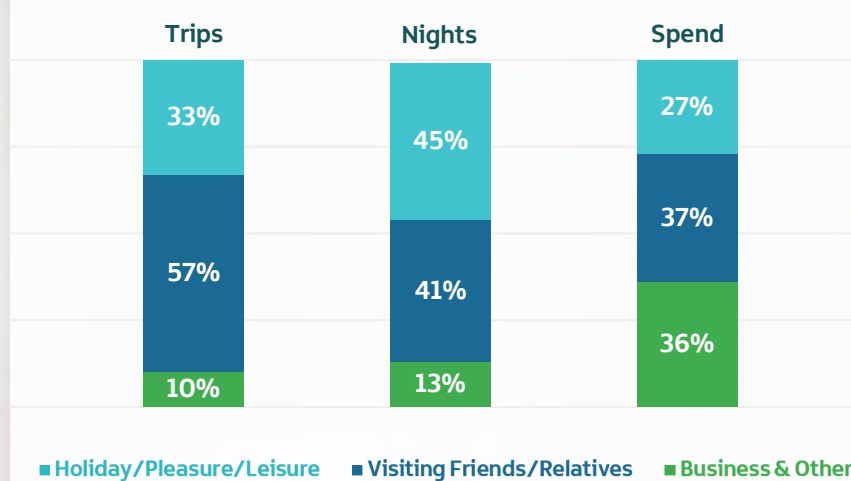
£52.02

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Armagh City, Banbridge & Craigavon had the third highest average length of stay (3.4 nights) of all NI LGDs.
- This LGD had the third highest number of tourism businesses in 2023 (540).
- Tourism-related jobs provided 7% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



7 Hotels

5% of NI Total



207 Rooms

2% of NI Total



549 Beds

3% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



49 Properties

5% of NI Total



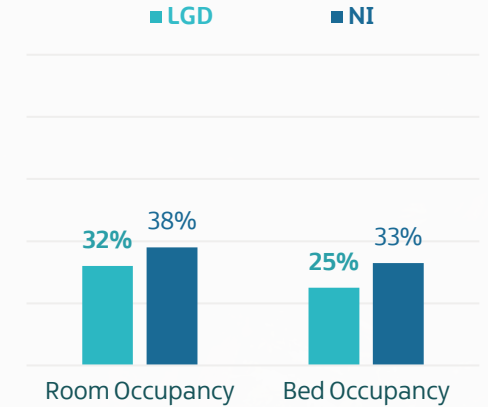
182 Rooms

4% of NI Total



395 Beds

4% of NI Total



Self-Catering Accommodation (2022)



113 Units

2% of NI Total



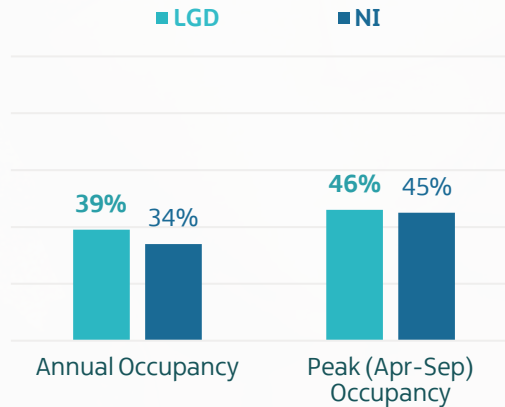
270 Rooms

2% of NI Total



556 Beds

2% of NI Total





1.7m Trips

31% of NI Total*



5.1m Nights

31% of NI Total



£537m Spend

44% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



21,394
Tourism
Jobs

30% of NI Tourism Jobs



1,340
Tourism
Businesses

23% of NI Tourism Businesses

Average Length of Stay

3.0 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£316.73

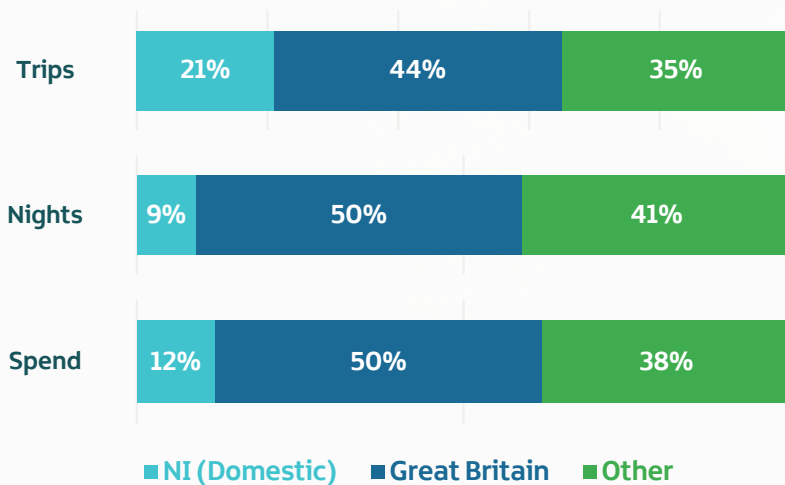
NI Average = £224.45

Average Spend per Night

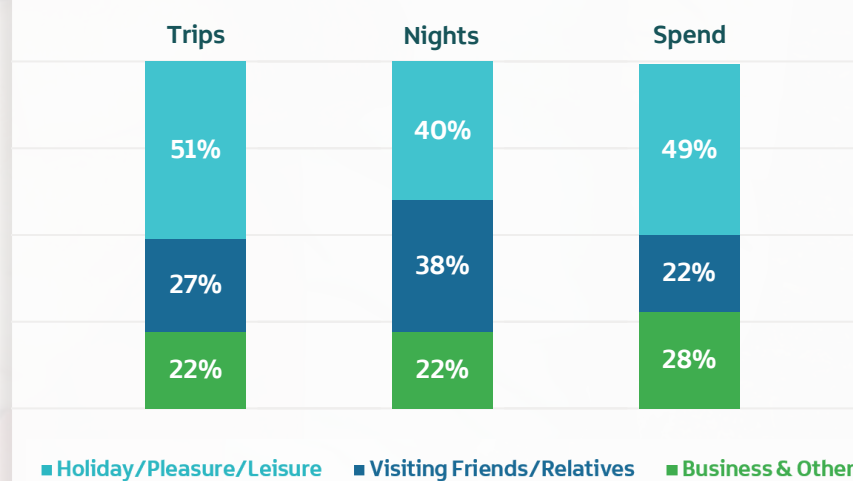
£105.70

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Belfast City had the highest number of overnight trips, nights and spend of all NI LGDs.
- 23% of NI's tourism-related businesses were in this LGD in 2023, the highest proportion of all LGDs.
- 30% of NI's tourism-related jobs were in this LGD in 2022 (8% of total Belfast City jobs), the highest proportion of all LGDs.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



37 Hotels

26% of NI Total



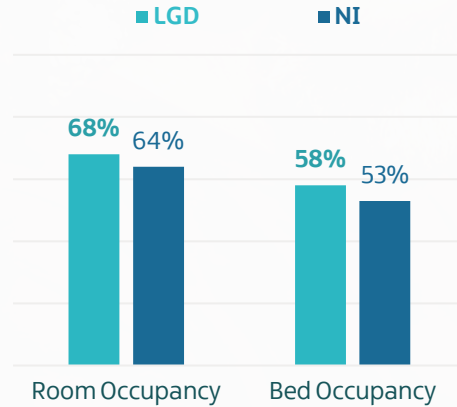
4,822 Rooms

50% of NI Total



10,438 Beds

48% of NI Total



Guesthouse, Guest Accommodation & B&Bs



108 Properties

11% of NI Total



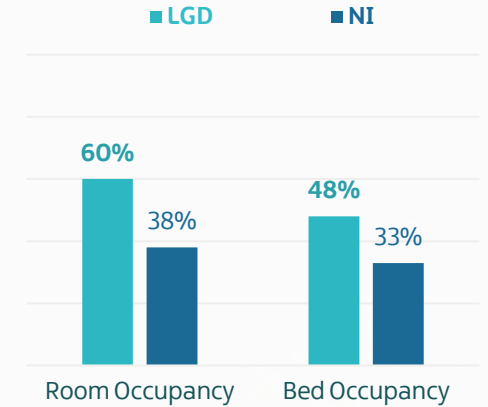
727 Rooms

17% of NI Total



1,493 Beds

15% of NI Total



Self-Catering Accommodation (2022)



747 Units

15% of NI Total



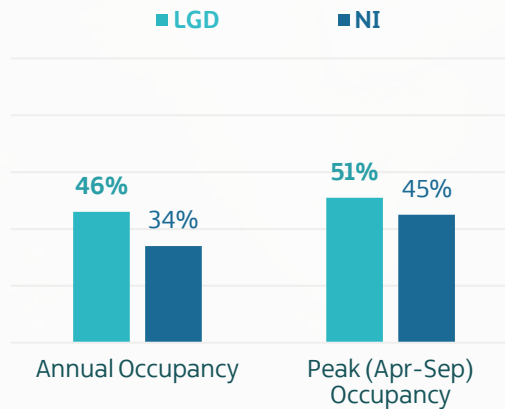
1,575 Rooms

12% of NI Total



3,073 Beds

12% of NI Total





1.3m Trips

23% of NI Total*



3.9m Nights

24% of NI Total



£204m Spend

17% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



**5,602
Tourism
Jobs**

8% of NI Tourism Jobs



**490
Tourism
Businesses**

8% of NI Tourism Businesses

Average Length of Stay

3.1 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£160.89

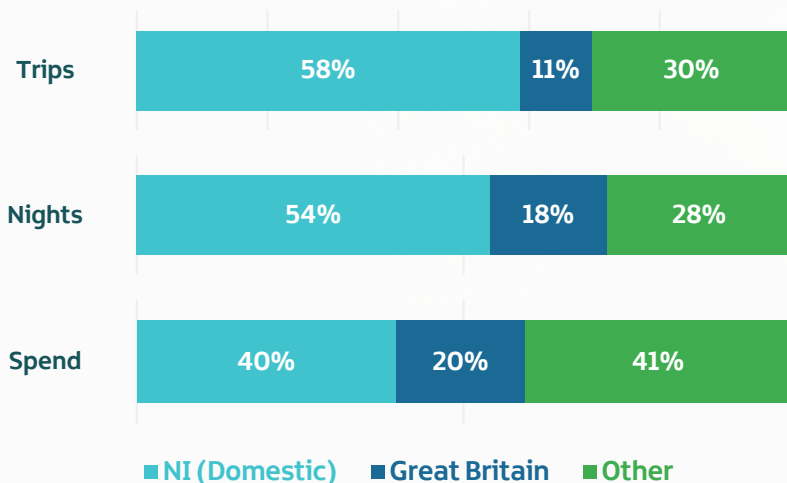
NI Average = £224.45

Average Spend per Night

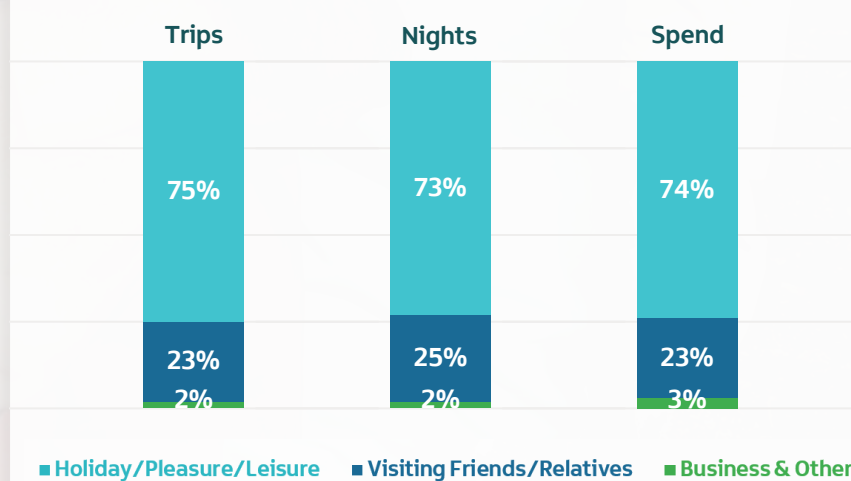
£51.68

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Causeway Coast & Glens had the second highest number of overnight trips, nights and spend of all NI LGDs.
- This area was the most popular LGD for NI domestic overnight trips in 2023 (35%).
- Tourism-related jobs provided 13% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



21 Hotels

15% of NI Total



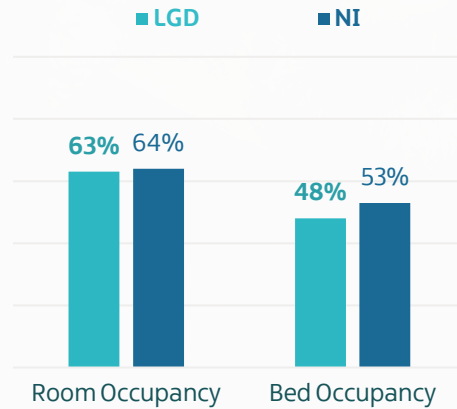
758 Rooms

8% of NI Total



1,965 Beds

9% of NI Total



Guesthouse, Guest Accommodation & B&Bs



234 Properties

24% of NI Total



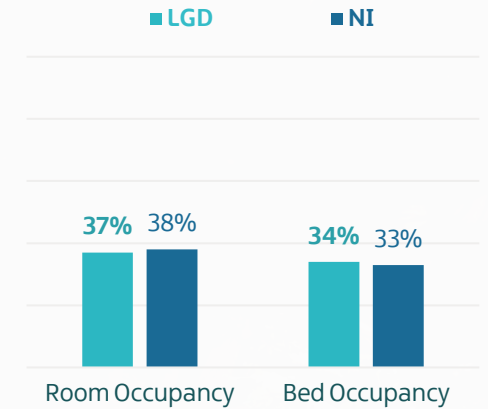
936 Rooms

22% of NI Total



2,229 Beds

23% of NI Total



Self-Catering Accommodation (2022)



1,952 Units

39% of NI Total



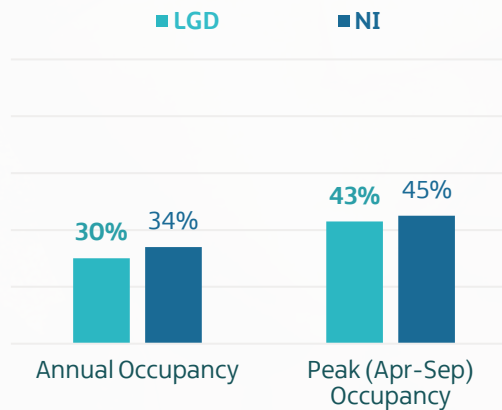
5,585 Rooms

43% of NI Total



11,118 Beds

43% of NI Total





271,006 Trips

5% of NI Total*



833,227 Nights

5% of NI Total



£63.8m Spend

5% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



**5,230
Tourism
Jobs**

7% of NI Tourism Jobs



**475
Tourism
Businesses**

8% of NI Tourism Businesses

Average Length of Stay

3.1 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£235.26

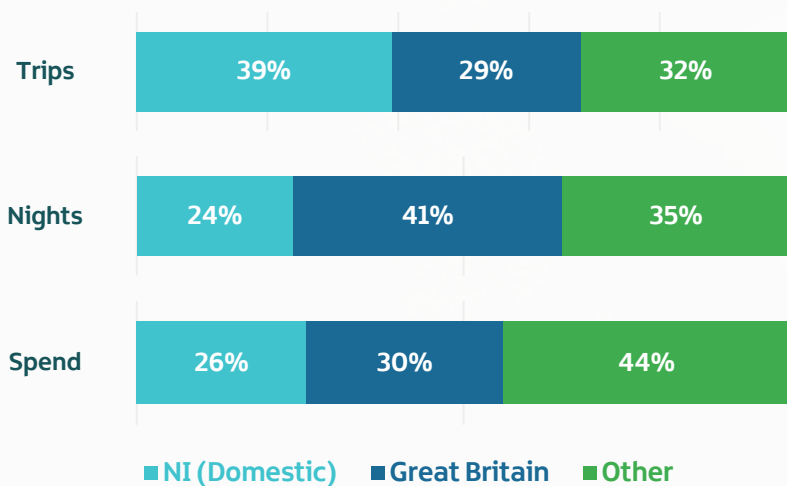
NI Average = £224.45

Average Spend per Night

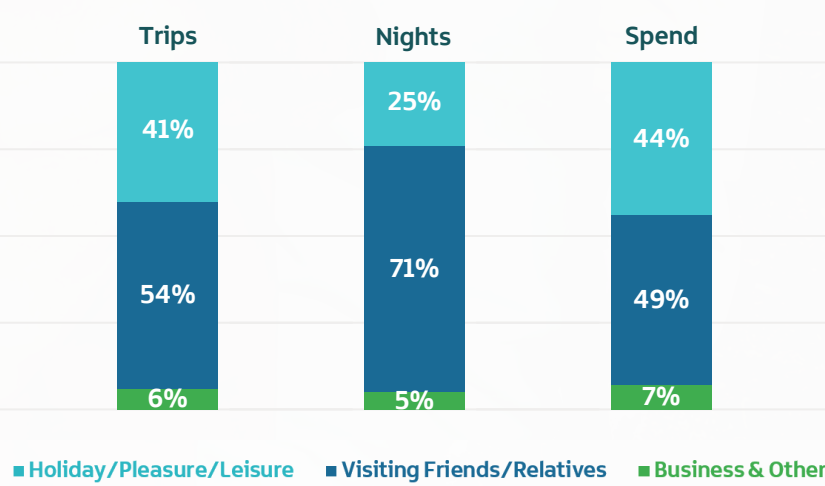
£76.52

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- This LGD had the second highest average spend per trip of all NI LGDs (£235.26).
- Derry City & Strabane also had the third highest average spend per night of all NI LGDs (£76.52).
- Tourism-related jobs provided 9% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



15 Hotels

10% of NI Total



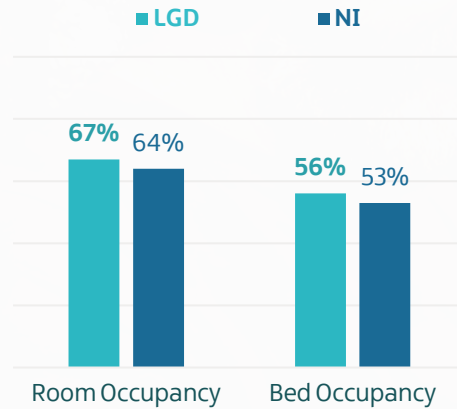
904 Rooms

9% of NI Total



2,075 Beds

10% of NI Total



Guesthouse, Guest Accommodation & B&Bs



79 Properties

8% of NI Total



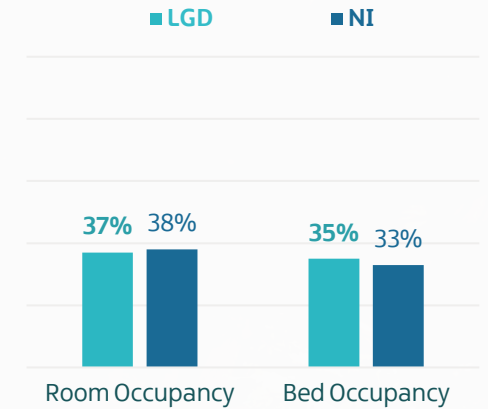
442 Rooms

10% of NI Total



916 Beds

10% of NI Total



Self-Catering Accommodation (2022)



183 Units

4% of NI Total



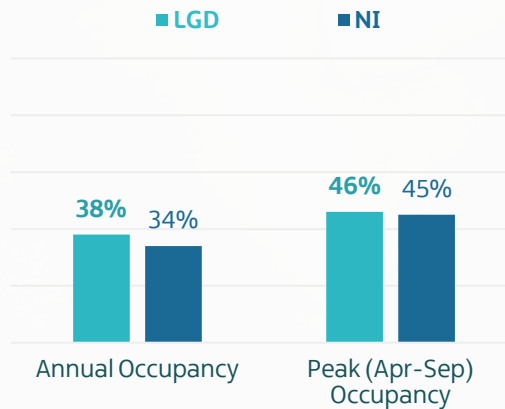
422 Rooms

3% of NI Total



844 Beds

3% of NI Total





520,979 Trips

10% of NI Total*



1.2m Nights

7% of NI Total



£82.7m Spend

7% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



3,679

Tourism
Jobs

5% of NI Tourism Jobs



385

Tourism
Businesses

7% of NI Tourism Businesses

Average Length of Stay

2.3 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£158.68

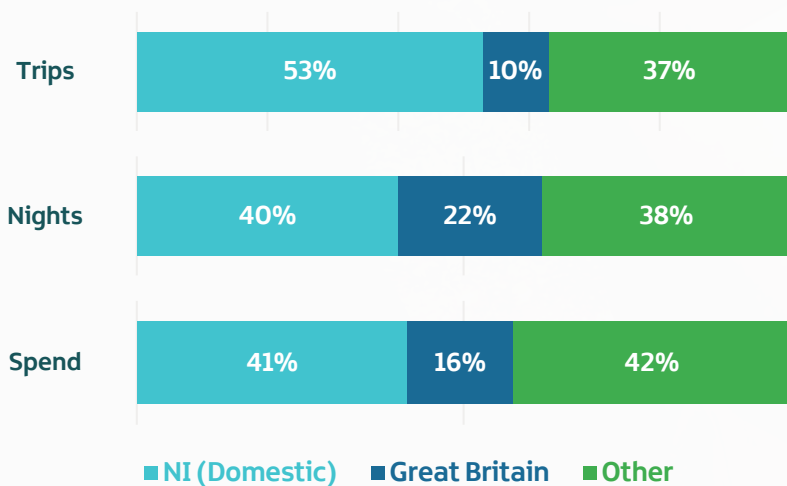
NI Average = £224.45

Average Spend per Night

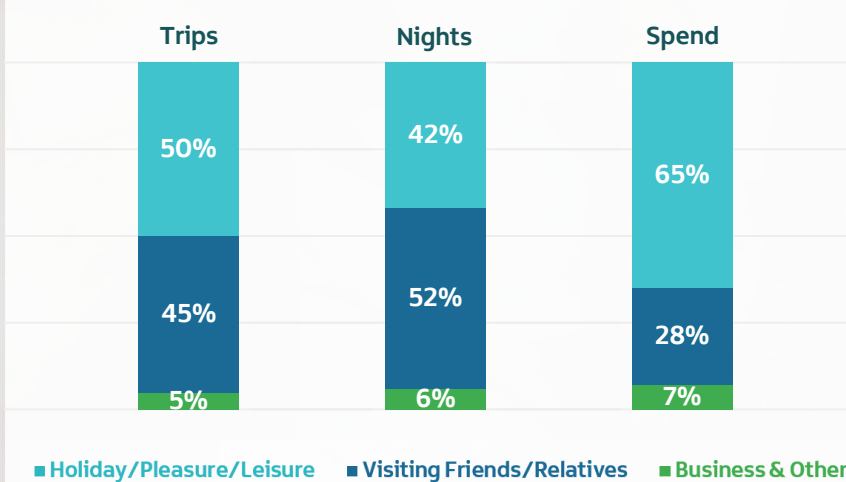
£69.65

NI Average = £73.44

Visitors by Market



Reason for Visit






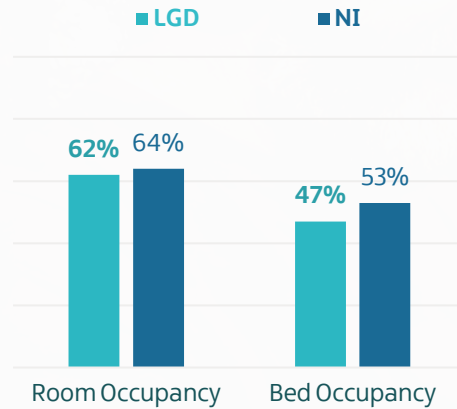
Key Takeouts

- Fermanagh & Omagh had the third highest number of visitor trips and spend of all NI LGDs.
- Holiday/Pleasure/Leisure visitors accounted for 65% of total visitor spend in this LGD.
- Tourism-related jobs provided 8% of the total number of jobs in this LGD in 2022.




*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

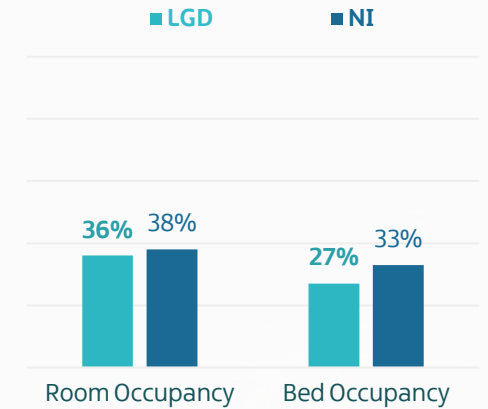
Hotels

-  **8 Hotels**
6% of NI Total
-  **376 Rooms**
4% of NI Total
-  **877 Beds**
4% of NI Total






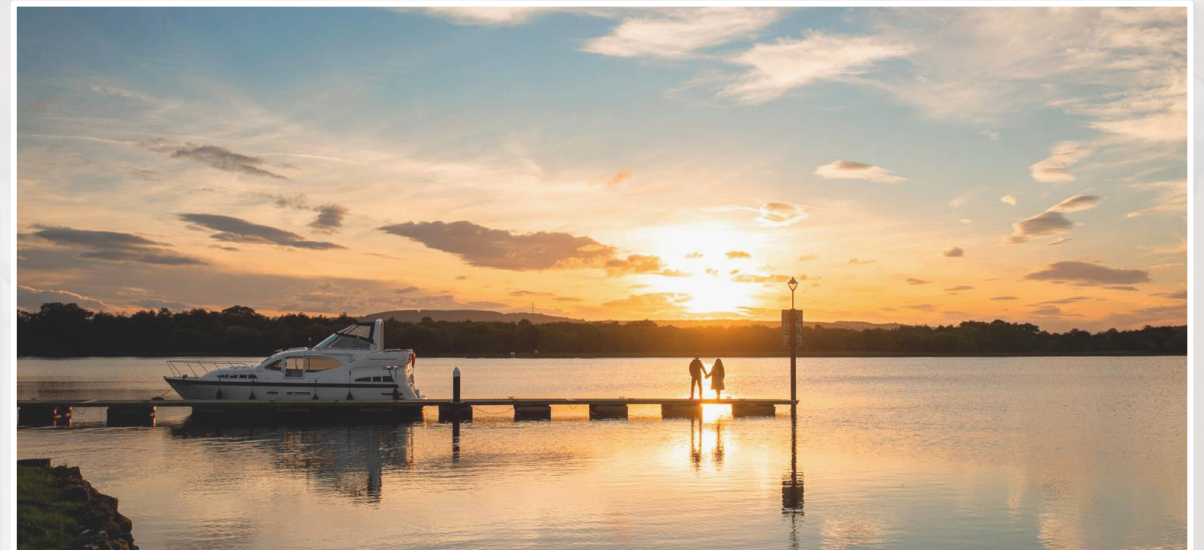
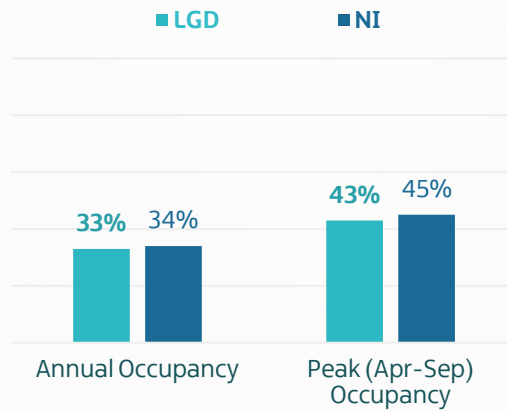
Guesthouse, Guest Accommodation & B&Bs

-  **100 Properties**
10% of NI Total
-  **596 Rooms**
14% of NI Total
-  **1,340 Beds**
14% of NI Total



Self-Catering Accommodation (2022)

-  **510 Units**
10% of NI Total
-  **1,330 Rooms**
10% of NI Total
-  **2,734 Beds**
11% of NI Total





186,792 Trips

3% of NI Total*



446,042 Nights

3% of NI Total



£40.4m Spend

3% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



4,748

Tourism Jobs

7% of NI Tourism Jobs



360

Tourism Businesses

6% of NI Tourism Businesses

Average Length of Stay

2.4 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£216.51

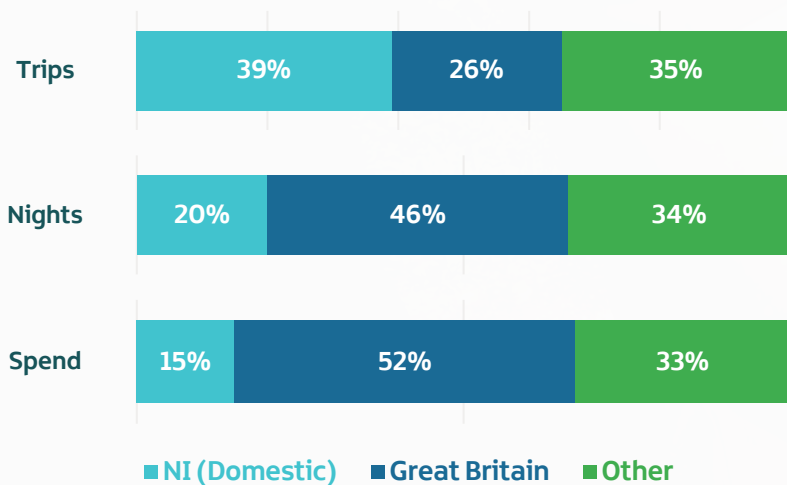
NI Average = £224.45

Average Spend per Night

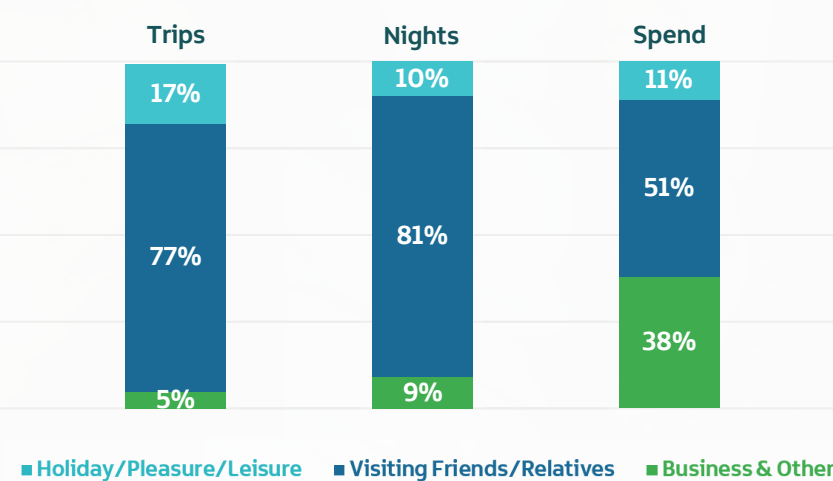
£90.67

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Lisburn & Castlereagh had the second highest average spend per night of all NI LGDs (£90.67).
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (77% of trips).
- Tourism-related jobs provided 8% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



5 Hotels

3% of NI Total



300 Rooms

3% of NI Total



737 Beds

3% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



44 Properties

4% of NI Total



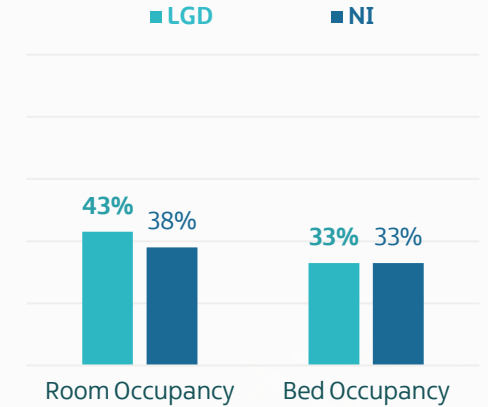
170 Rooms

4% of NI Total



398 Beds

4% of NI Total



Self-Catering Accommodation (2022)



122 Units

2% of NI Total



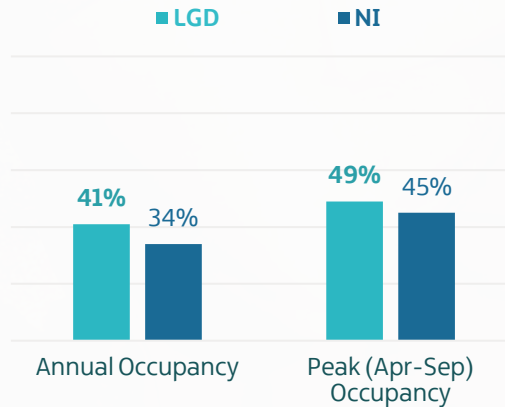
284 Rooms

2% of NI Total



562 Beds

2% of NI Total





271,639 Trips

5% of NI Total*



829,298 Nights

5% of NI Total



£62.9m Spend

5% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



4,224

**Tourism
Jobs**

6% of NI Tourism Jobs



375

**Tourism
Businesses**

6% of NI Tourism Businesses

Average Length of Stay

3.1 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£231.63

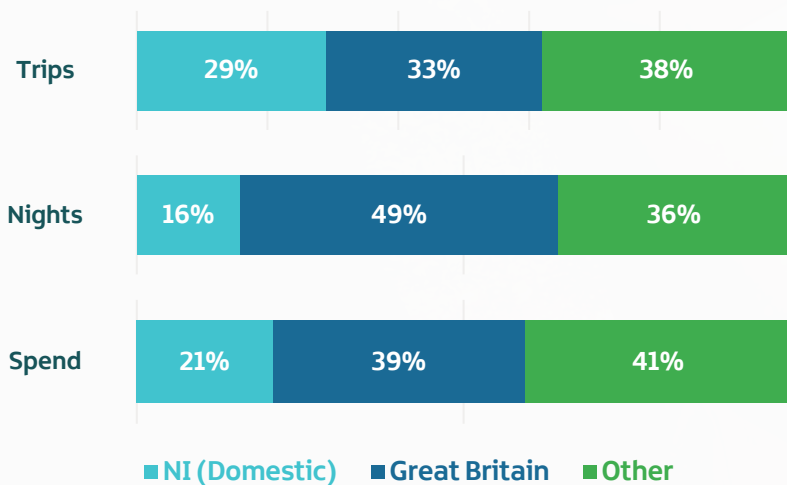
NI Average = £224.45

Average Spend per Night

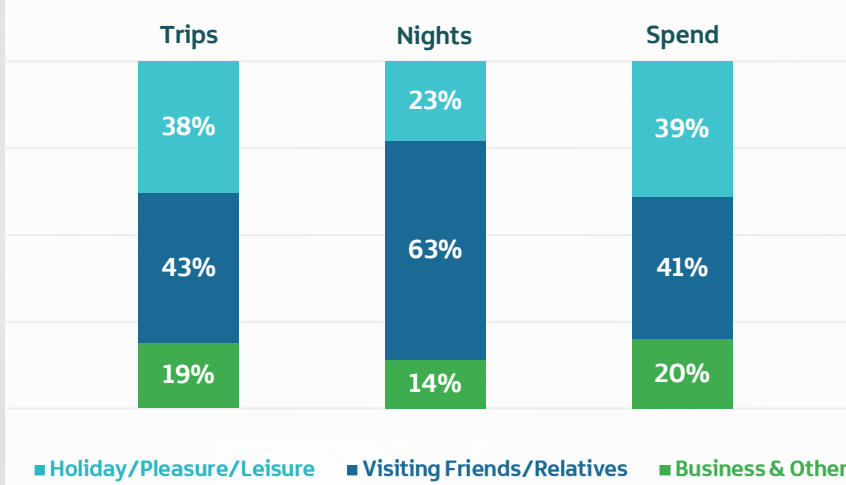
£75.87

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Mid & East Antrim had the fifth highest number of overnight trips of all NI LGDs.
- This LGD had the fourth highest average spend per night of all NI LGDs (£75.87).
- Tourism-related jobs provided 10% of the total number of jobs this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



11 Hotels

8% of NI Total



474 Rooms

5% of NI Total



1,036 Beds

5% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



64 Properties

7% of NI Total



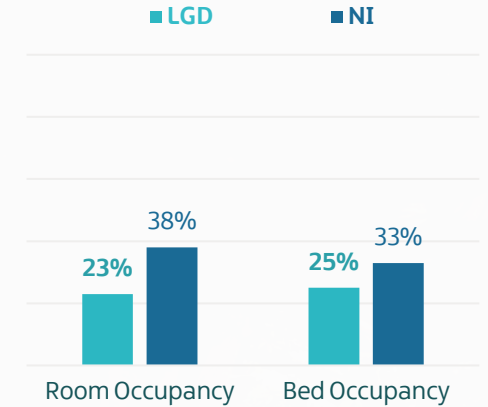
264 Rooms

6% of NI Total



580 Beds

6% of NI Total



Self-Catering Accommodation (2022)



247 Units

5% of NI Total



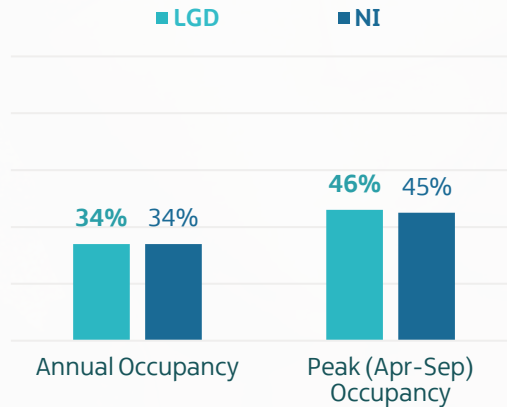
577 Rooms

4% of NI Total



1,143 Beds

4% of NI Total



*Accommodation stock correct as of the end of December 2023. Hotel and Small Service Accommodation performance relates to Jan-Dec 2023. Self-Catering performance data relates to Jan-Dec 2022.



185,412 Trips

5% of NI Total*



435,317 Nights

5% of NI Total



£30.2m Spend

5% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



3,879

Tourism
Jobs

6% of NI Tourism Jobs



440

Tourism
Businesses

8% of NI Tourism Businesses

Average Length of Stay

2.3 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£163.06

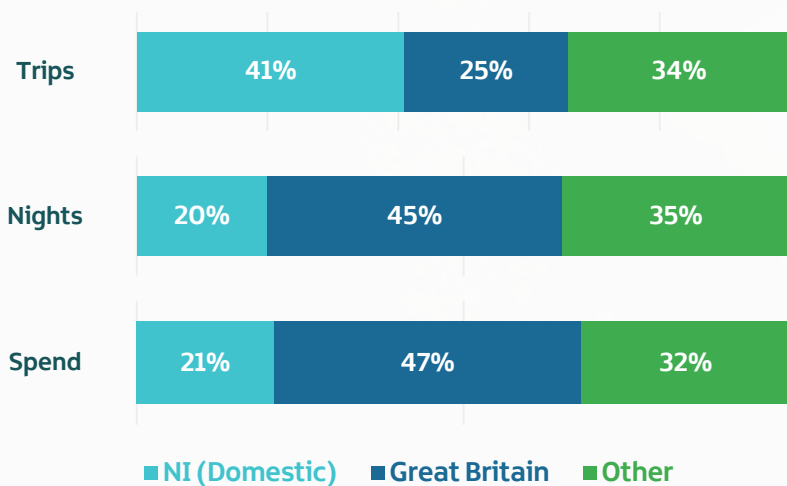
NI Average = £224.45

Average Spend per Night

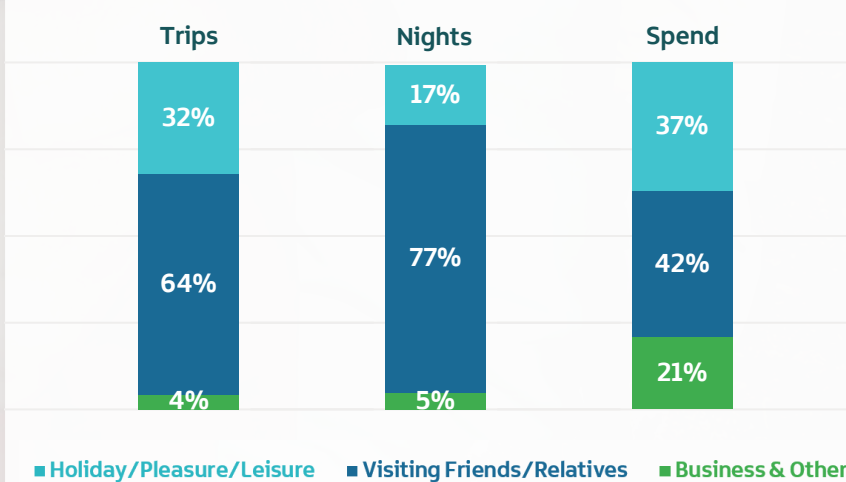
£69.45

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Tourism-related jobs provided 7% of the total number of jobs in Mid Ulster LGD in 2022.
- Visiting friends & relatives accounted for 77% of nights spent in this LGD.
- NI (Domestic) trips accounted for 41% of the total overnight trips to this LGD.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



9 Hotels

6% of NI Total



237 Rooms

2% of NI Total



578 Beds

3% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



51 Properties

5% of NI Total



179 Rooms

4% of NI Total



414 Beds

4% of NI Total



There is no 2023 small-service accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Self-Catering Accommodation (2022)



179 Units

4% of NI Total



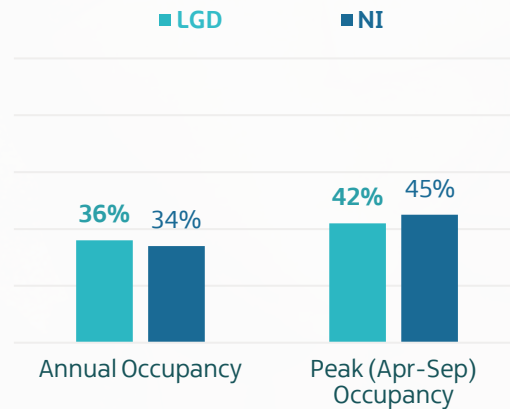
425 Rooms

3% of NI Total



902 Beds

3% of NI Total



*Accommodation stock correct as of the end of December 2023. Hotel and Small Service Accommodation performance relates to Jan-Dec 2023. Self-Catering performance data relates to Jan-Dec 2022.



482,585 Trips

9% of NI Total*



1.7m Nights

10% of NI Total



£79.1m Spend

7% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2023)



5,949

**Tourism
Jobs**

8% of NI Tourism Jobs



640

**Tourism
Businesses**

11% of NI Tourism Businesses

Average Length of Stay

3.4 Nights

NI Average = 3.1 Nights

Average Spend per Trip

£163.99

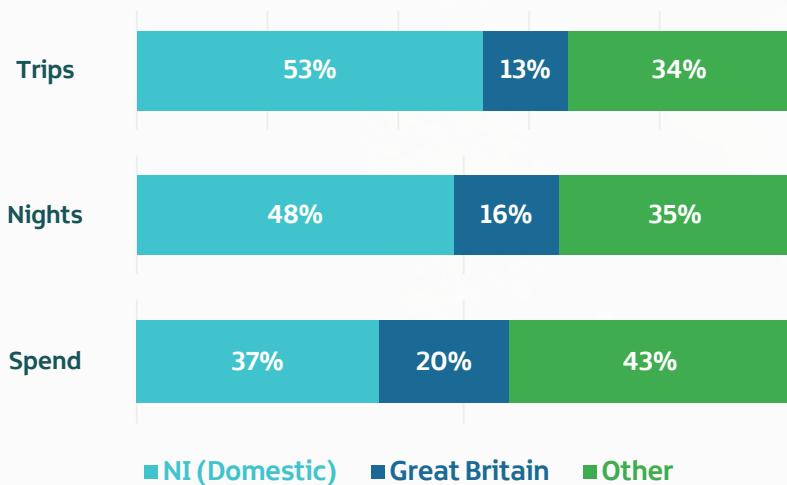
NI Average = £224.45

Average Spend per Night

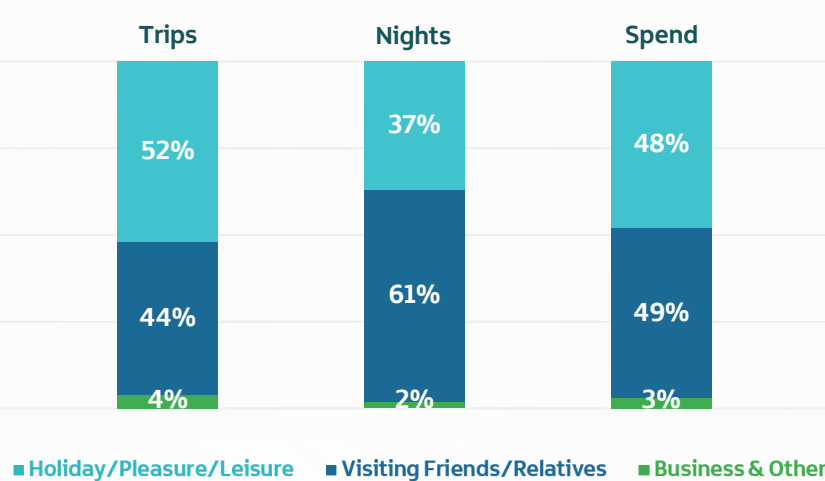
£47.85

NI Average = £73.44

Visitors by Market



Reason for Visit



Key Takeouts

- Newry, Mourne & Down had the second highest number of tourism businesses of all NI LGDs in 2023 (640), after Belfast.
- This LGD ranked third for the number of visitor nights of all NI LGDs, and fourth for overnight trips and spend.
- Tourism-related jobs provided 10% of the total number of jobs in this LGD in 2022.

*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.

Hotels



12 Hotels

8% of NI Total



564 Rooms

6% of NI Total



1,299 Beds

6% of NI Total



There is no 2023 hotel accommodation performance data available for this local government district due to the sample size being too small to provide a reliable estimate.

Guesthouse, Guest Accommodation & B&Bs



156 Properties

16% of NI Total



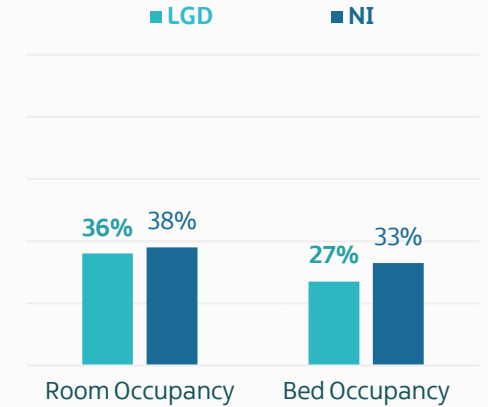
504 Rooms

12% of NI Total



1,142 Beds

12% of NI Total



Self-Catering Accommodation (2022)



642 Units

13% of NI Total



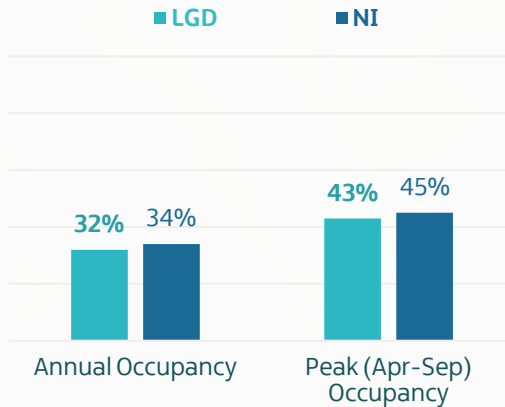
1,631 Rooms

13% of NI Total



3,333 Beds

13% of NI Total



*Accommodation stock correct as of the end of December 2023. Hotel and Small Service Accommodation performance relates to Jan-Dec 2023. Self-Catering performance data relates to Jan-Dec 2022.

Notes:

- Fact Cards are based on data published by the Northern Ireland Statistics and Research Agency (NISRA).
- Tourism performance estimates presented are based on overnight trips made by Northern Ireland residents and visitors from outside Northern Ireland. Estimates relate to overnight trips only, i.e. exclude day trips.
- Data reported refers to 'stages' within trips (i.e. when more than one location is stayed in during the trip). Therefore the 'total LGD' trips figure may add up to more than the total number of trips reported for Northern Ireland.
- Accommodation stock figures relate to the end of December 2023.
- The full NISRA Report (including background notes) and associated tables relating to Local Government District Statistics can be found at [this link](#).



**TOURISM
NORTHERN
IRELAND**