

Report on	NISRA Tourism Statistics 2016
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Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	<p>Tourism NI has produced a summary Local Government District (LGD) report that contains key data (e.g. overnight trips, nights and spend, reason for visit and origin of visitors) for all 11 LGDs (based on 2012-2016 Northern Ireland Statistics and Research Agency (NISRA) data) including Mid Ulster.</p> <p>TNI has also produced 11 LGD Fact Cards based on 2012-2016 data released by the (NISRA) on the LGDs.</p> <p>This report will inform members of a summary of these statistics. Full detail can be found by following this link; https://tourismni.com/facts-and-figures/tourism-performance-statistics/local-government-district-tourism-statistics/</p>
2.0	Background
2.1	<p>NISRA is tasked with producing ongoing statistical analysis of the developing tourism picture in Northern Ireland. NISRA staff member Sarah McAuley presented to the council Tourism Development Group in April on their role and work in collating these ongoing and annual statistics for the industry. Council tourism staff have been working closely with NISRA and tourism businesses across Mid Ulster to get a fuller picture of visitor numbers, nights and spend in Mid Ulster. This work sits as one of the key service improvement objectives for the tourism section in terms of economic growth.</p>
3.0	Main Report
3.1	<p>The recently released NISRA statistics make for favourable reading for the Mid Ulster Tourism business sector, with increases reported across the board from 2015.</p> <p>In summary:</p> <ol style="list-style-type: none"> 1. Trips made to Mid Ulster have increased by 14% from 156,252 in 2015 to 178,555 in 2016. 4% of trips to Northern Ireland in total. 2. Nights spent in Mid Ulster by visitors has increased by 16% from 614,960 in 2015 to 713,624 in 2016. 5% of nights spent in Northern Ireland in total.

	<p>3. Spend by visitors has increased 36% from £22.4m in 2015 to £30.3m in 2016. 4% of spend in Northern Ireland in total.</p> <p>4. Hotel room occupancy up by 6%.</p> <p>The report also reveals the following for 2016:</p> <ul style="list-style-type: none"> • Average length of stay for visitors to the region is 4 days. • Average spend is £170.00 and average spend per night is £42.00. • There were 775,162 visits made to attraction in Mid Ulster in 2016 • Lough Fea and Ballyronan Marina were the most popular visitor attractions. • 65% of our visitors are VFR (Visiting Friends and Relatives) <p>The market divides down as follows:</p> <p>51% Northern Ireland 27% Great Britain 12% Republic Of Ireland and other 6% Mainland Europe 55% North America</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial:</p> <p>Human:</p>
4.2	<u>Equality and Good Relations Implications</u>
4.3	<u>Risk Management Implications</u>
5.0	Recommendation(s)
5.1	Tourism staff continue to engage with tourism businesses and NISRA in terms of statistical reporting.
6.0	Documents Attached & References
	NISRA Mid Ulster Fact Card