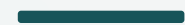




**TOURISM  
NORTHERN  
IRELAND**

# 2024

## Local Government District (LGD) Fact Cards



Insights & Intelligence Service

Data Source:





115,393 Trips

2% of NI Total\*



445,695 Nights

3% of NI Total



£24.6m Spend

2% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



4,538  
Tourism  
Jobs

6% of NI Tourism Jobs



320  
Tourism  
Businesses

5% of NI Tourism Businesses

Average Length of Stay

3.9 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£213.06

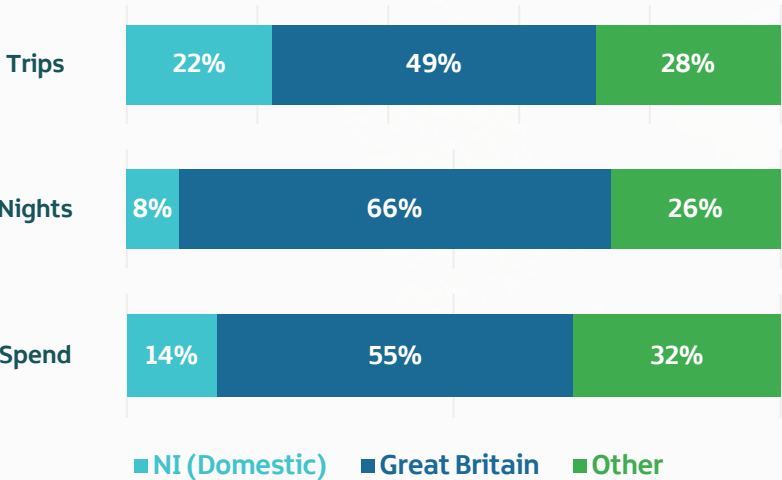
NI Average = £233.05

Average Spend per Night

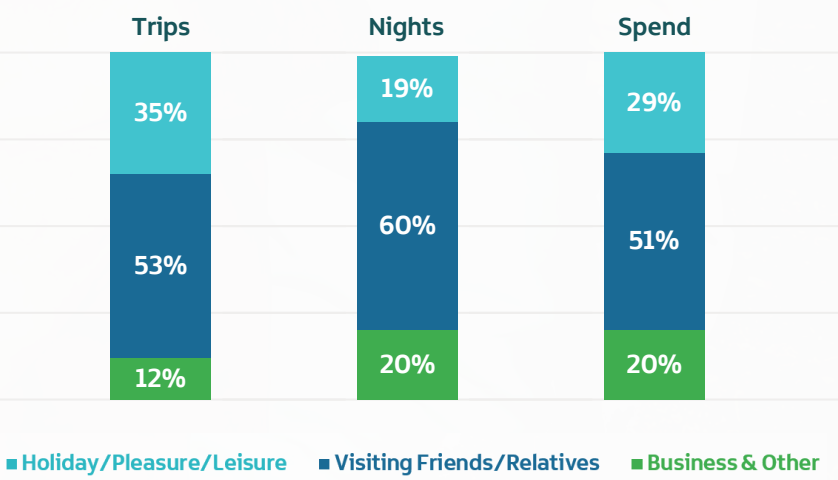
£55.16

NI Average = £73.18

Visitors by Market



Reason for Visit



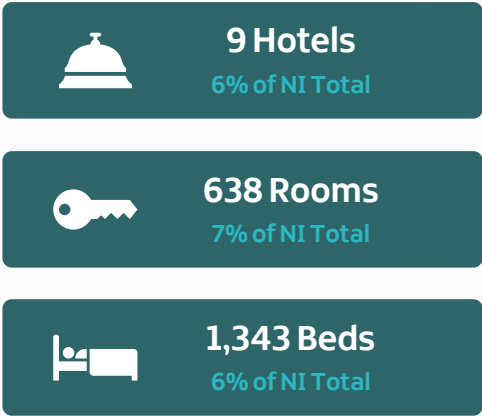
Takeouts

- Antrim & Newtownabbey had the fourth highest average spend per trip of all the LGDs (£213.06).
- Visiting friends & relatives was the most popular reason for visiting this LGD (53% of trips).
- Tourism businesses in Antrim & Newtownabbey made up 5% of the total number of tourism businesses in NI in 2024.

\*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.



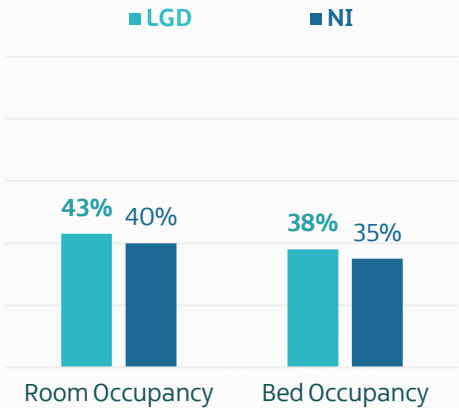
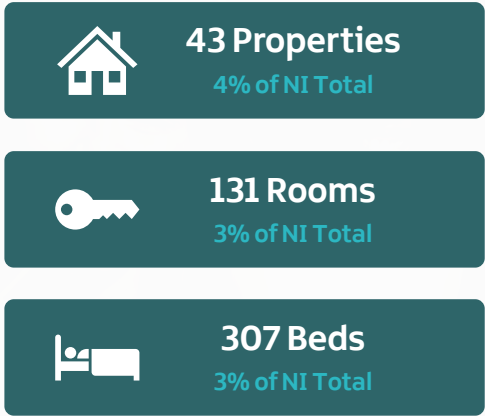
## Hotels



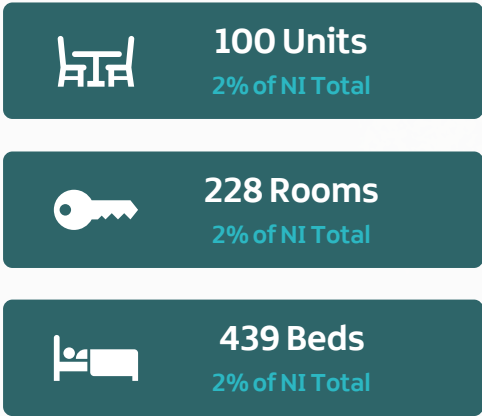
**i**

There is no 2024 hotel occupancy 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



## Self Catering Accommodation



**i**

There is no 2024 self catering occupancy data available for this local government district due to the sample size being too small to provide a reliable estimate.



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.



315,215 Trips

7% of NI Total\*



1.0m Nights

7% of NI Total



£48.8m Spend

4% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



5,775  
Tourism  
Jobs

8% of NI Tourism Jobs



480  
Tourism  
Businesses

8% of NI Tourism Businesses

Average Length of Stay

3.3 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£154.72

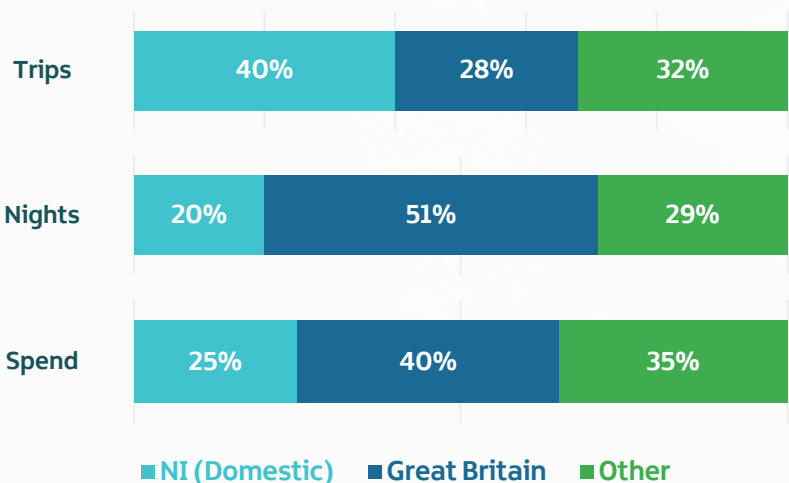
NI Average = £233.05

Average Spend per Night

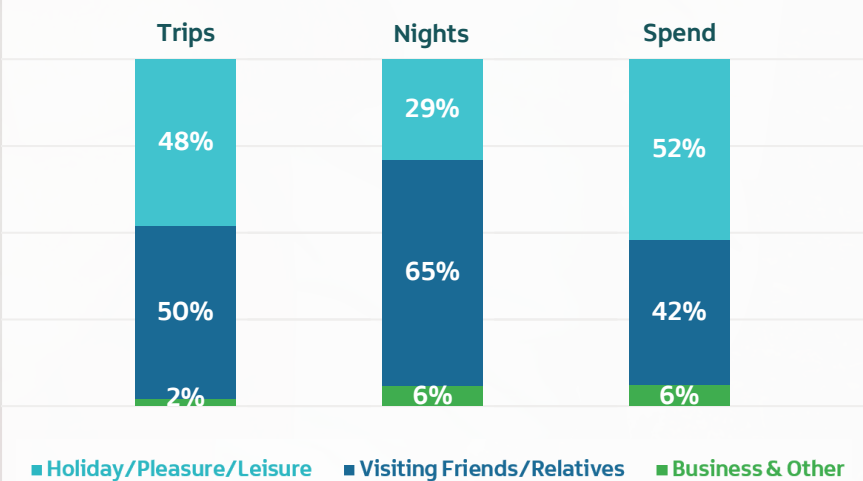
£46.80

NI Average = £73.18

Visitors by Market



Reason for Visit



Takeouts

- Ards & North Down had the fourth highest number of trips of all NI LGDs.
- NI (domestic) visitors made up the largest proportion of visitors to this LGD (40%).
- Tourism businesses in Ards & North Down made up 8% of the total number of tourism businesses in NI in 2024.

\*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



**373 Rooms**

4% of NI Total

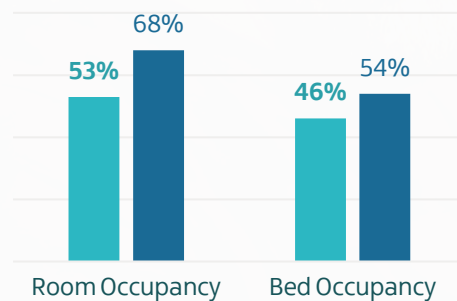


**762 Beds**

3% of NI Total

■ LGD

■ NI



### Guesthouse, Guest Accommodation & B&Bs



**62 Properties**

6% of NI Total



**211 Rooms**

5% of NI Total

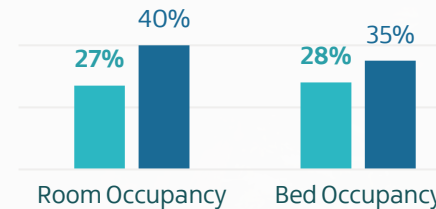


**457 Beds**

5% of NI Total

■ LGD

■ NI



### Self-Catering Accommodation



**295 Units**

5% of NI Total



**673 Rooms**

5% of NI Total

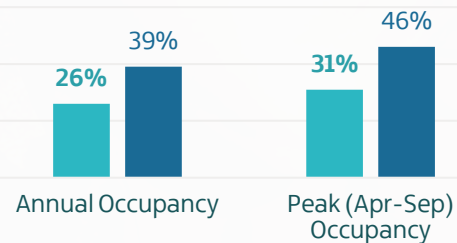


**1,322 Beds**

5% of NI Total

■ LGD

■ NI





164,724 Trips

4% of NI Total\*



607,780 Nights

4% of NI Total



£23.3m Spend

2% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



5,364  
Tourism  
Jobs

8% of NI Tourism Jobs



535  
Tourism  
Businesses

9% of NI Tourism Businesses

Average Length of Stay

3.7 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£141.47

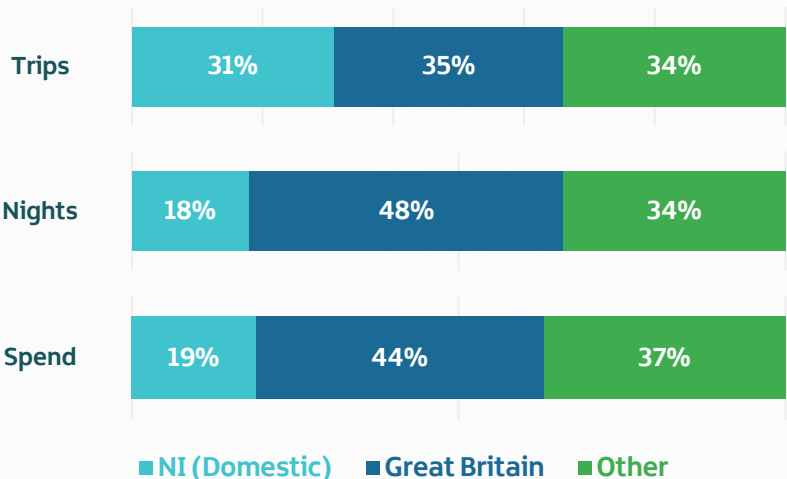
NI Average = £233.05

Average Spend per Night

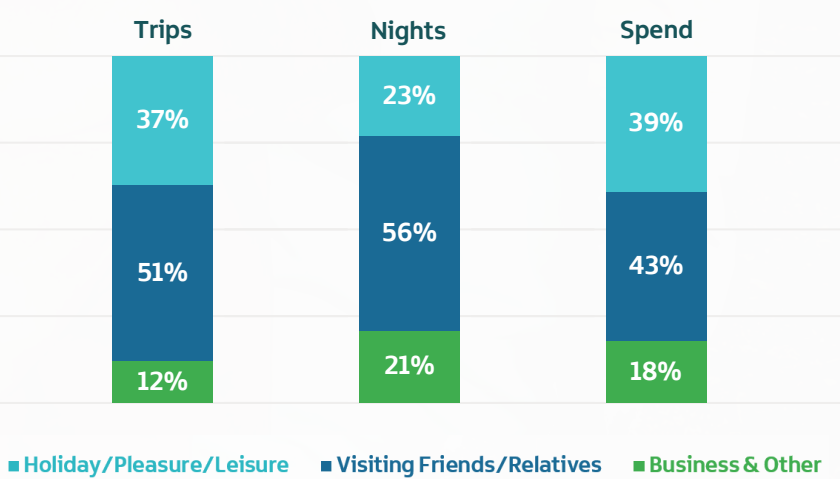
£38.34

NI Average = £73.18

Visitors by Market



Reason for Visit



Takeouts

- Armagh City, Banbridge & Craigavon (ABC) had the second highest number of tourism jobs of all NI LGDs in 2022.
- Visiting friends & relatives was the most popular reason for visiting this LGD (51% of trips).
- Armagh, Banbridge and Craigavon had the third highest number of tourism businesses of all NI LGDs in 2024 (535).

\*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



**556 Beds**

3% of NI Total



There is no 2024 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



**54 Properties**

5% of NI Total



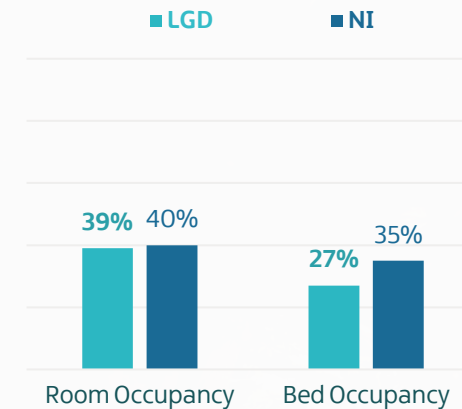
**202 Rooms**

5% of NI Total



**439 Beds**

4% of NI Total



### Self-Catering Accommodation



**126 Units**

2% of NI Total



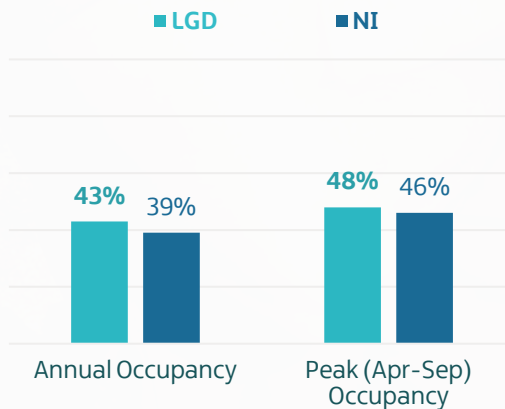
**310 Rooms**

2% of NI Total



**640 Beds**

2% of NI Total





### 1.5m Trips

31% of NI Total\*



### 4.6m Nights

31% of NI Total



### £470m Spend

43% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



### 21,394 Tourism Jobs

30% of NI Tourism Jobs



### 1,355 Tourism Businesses

23% of NI Tourism Businesses

Average Length of Stay

### 3.2 Nights

NI Average = 3.2 Nights

Average Spend per Trip

### £323.26

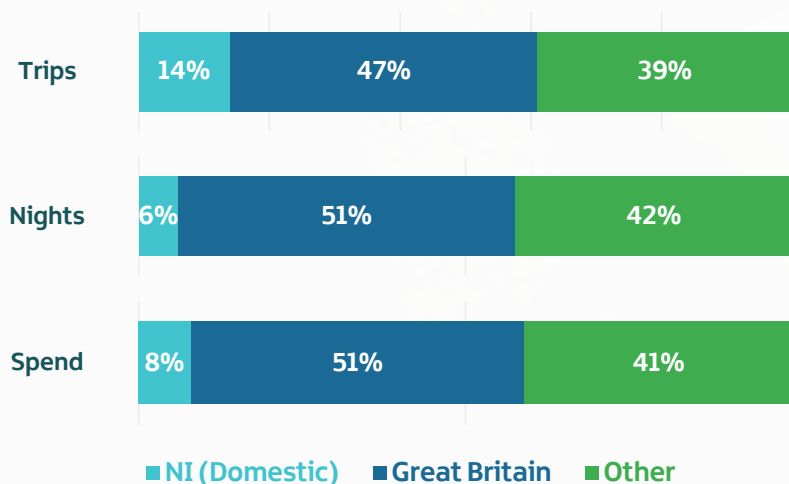
NI Average = £233.05

Average Spend per Night

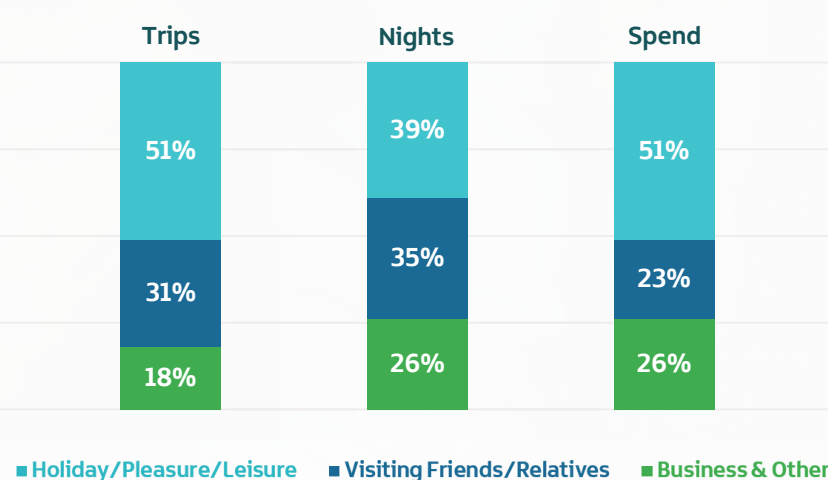
### £101.36

NI Average = £73.18

#### Visitors by Market



#### Reason for Visit



#### 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 2024, the highest proportion of all LGDs.
- Visitors from Great Britain made up the highest proportion of visitors to Belfast City LGD (47%).

\*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



**38 Hotels**

26% of NI Total



**4,831 Rooms**

50% of NI Total

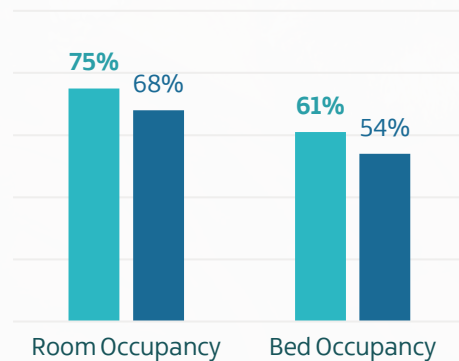


**10,496 Beds**

48% of NI Total

■ LGD

■ NI



### Guesthouse, Guest Accommodation & B&Bs



**130 Properties**

12% of NI Total



**764 Rooms**

17% of NI Total

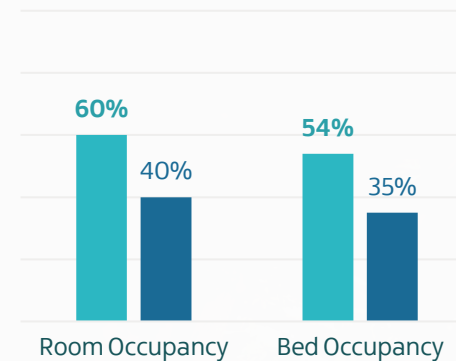


**1,576 Beds**

16% of NI Total

■ LGD

■ NI



### Self-Catering Accommodation



**862 Units**

15% of NI Total



**1,814 Rooms**

12% of NI Total

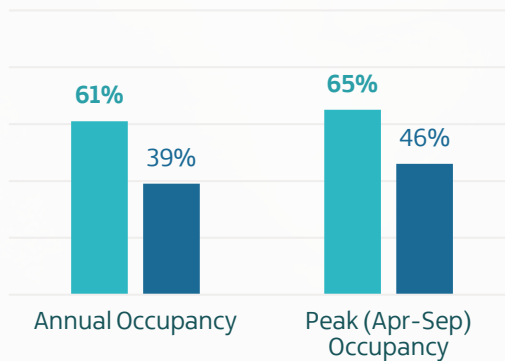


**3,509 Beds**

12% of NI Total

■ LGD

■ NI





### 1.1m Trips

23% of NI Total\*



### 3.2m Nights

22% of NI Total



### £210m Spend

19% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



### 5,602 Tourism Jobs

8% of NI Tourism Jobs



### 520 Tourism Businesses

8% of NI Tourism Businesses

Average Length of Stay

### 3.0 Nights

NI Average = 3.2 Nights

Average Spend per Trip

### £195.93

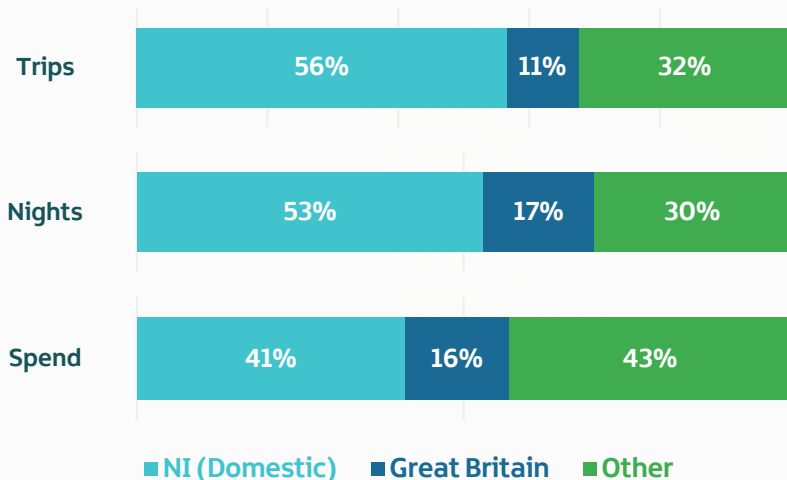
NI Average = £233.05

Average Spend per Night

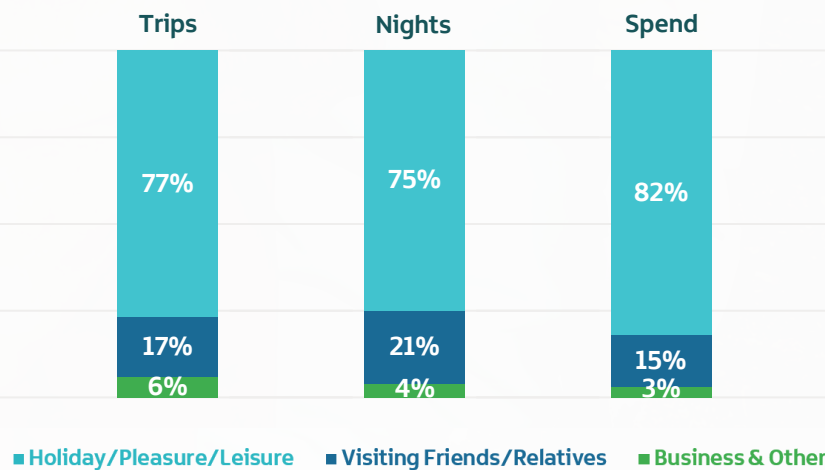
### £64.85

NI Average = £73.18

#### Visitors by Market



#### Reason for Visit



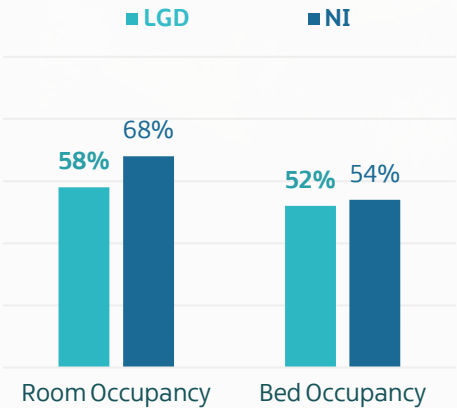
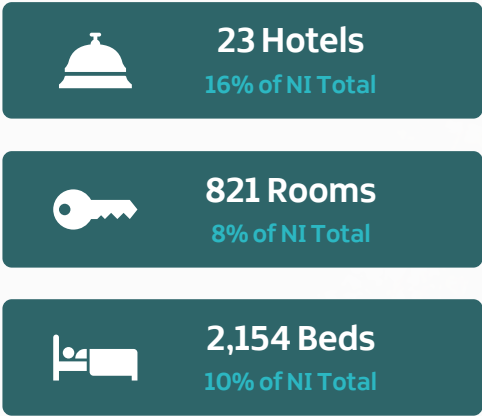
#### Takeouts

- 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 (39% of all NI domestic trips).
- Causeway Coast & Glens had the fourth highest number of tourism jobs of all NI LGDs (520).

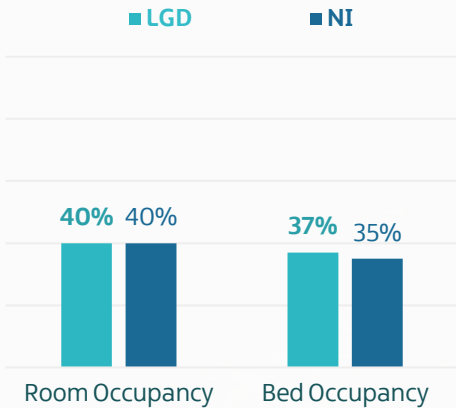
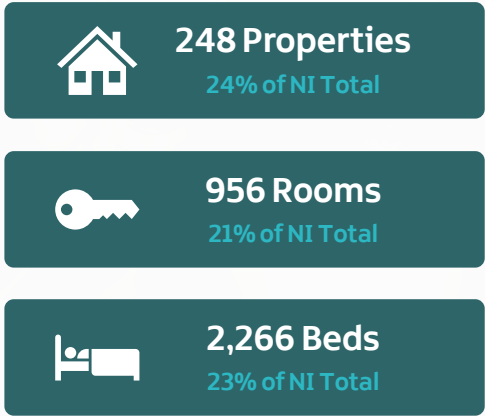
\*Trips relate to overnight trips only, i.e. exclude day trips. Overnight trips may sum to over the total overnight trips to NI as someone may visit more than one LGD. Percentages may not equal 100% due to rounding.



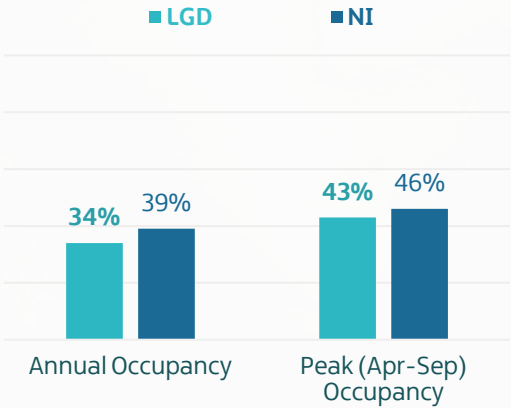
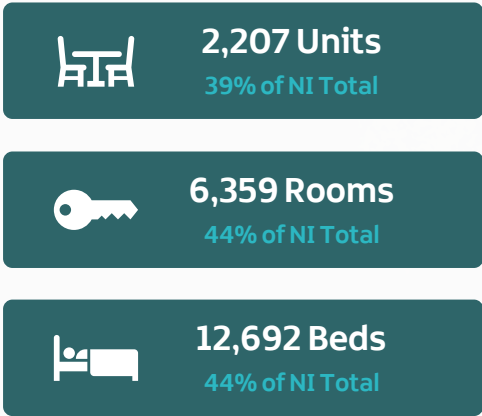
### Hotels



### Guesthouse, Guest Accommodation & B&Bs



### Self-Catering Accommodation



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.





### 294,633 Trips

6% of NI Total\*



### 942,133 Nights

6% of NI Total



### £82.4m Spend

8% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



### 5,230 Tourism Jobs

7% of NI Tourism Jobs



### 465 Tourism Businesses

8% of NI Tourism Businesses

Average Length of Stay

### 3.2 Nights

NI Average = 3.2 Nights

Average Spend per Trip

### £279.81

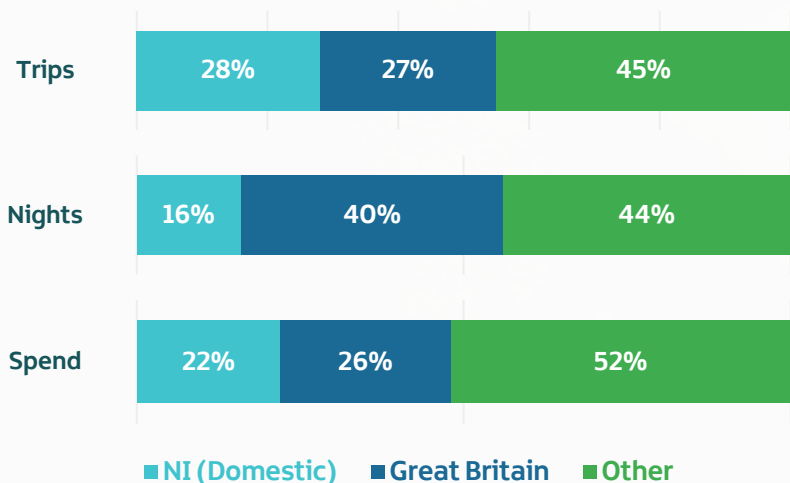
NI Average = £233.05

Average Spend per Night

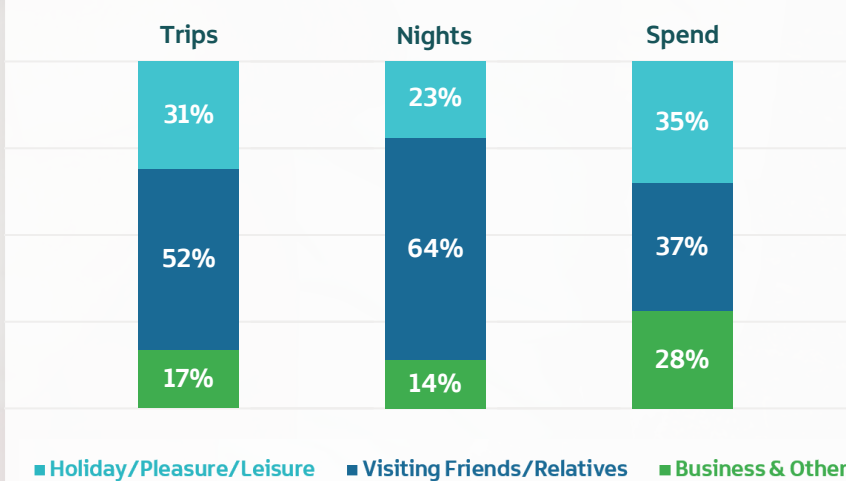
### £87.51

NI Average = £73.18

Visitors by Market



Reason for Visit




Takeouts


- Derry City & Strabane had the second highest average spend per trip of all NI LGDs (£279.81).
- This LGD also had the third highest tourism expenditure of all NI LGDs.
- 'Other' visitors outside of NI and GB (includes ROI) made up the largest proportion of visitors to Derry City & Strabane (45%).

\*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



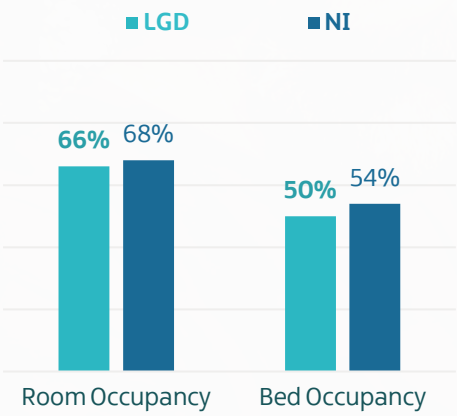
**15 Hotels**  
 10% of NI Total




**904 Rooms**  
 9% of NI Total




**2,075 Beds**  
 9% of NI Total




### Guesthouse, Guest Accommodation & B&Bs



**78 Properties**  
 7% of NI Total



**429 Rooms**  
 10% of NI Total




**899 Beds**  
 9% of NI Total




There is no 2024 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



**203 Units**  
 4% of NI Total



**469 Rooms**  
 3% of NI Total



**933 Beds**  
 3% of NI Total



There is no 2024 self catering occupancy data available for this local government district due to the sample size being too small to provide a reliable estimate.



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.



313,717 Trips

7% of NI Total\*



922,817 Nights

6% of NI Total



£65.5m Spend

6% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



3,679  
Tourism  
Jobs

5% of NI Tourism Jobs



390  
Tourism  
Businesses

7% of NI Tourism Businesses

Average Length of Stay

2.9 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£208.86

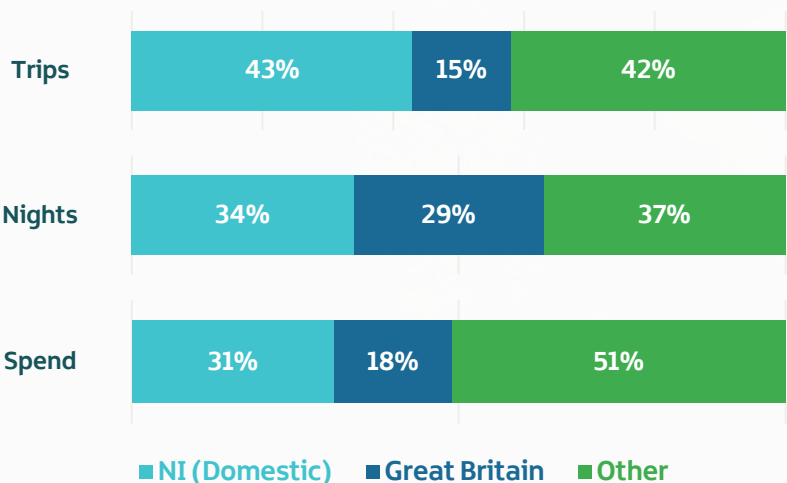
NI Average = £233.05

Average Spend per Night

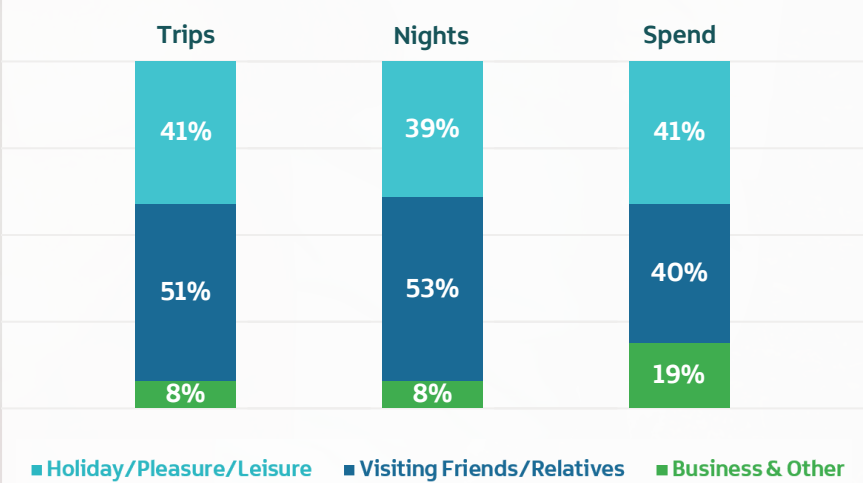
£71.00

NI Average = £73.18

Visitors by Market



Reason for Visit



Takeouts

- Fermanagh & Omagh had the fourth highest average spend per night of all NI LGDs (£71.00).
- Holiday/Pleasure/Leisure was the most popular reason for visiting this LGD (51% of trips).
- NI (domestic) and Other visitors (which includes those from ROI) each made up around two-fifths of visitors to Fermanagh & Omagh.

\*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



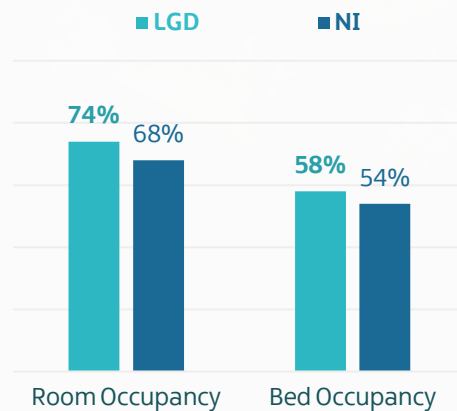
**376 Rooms**

4% of NI Total



**877 Beds**

4% of NI Total



### Guesthouse, Guest Accommodation & B&Bs



**106 Properties**

10% of NI Total



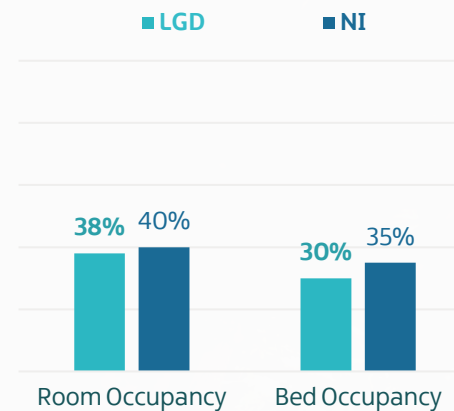
**610 Rooms**

14% of NI Total



**1,390 Beds**

14% of NI Total



### Self-Catering Accommodation



**518 Units**

9% of NI Total



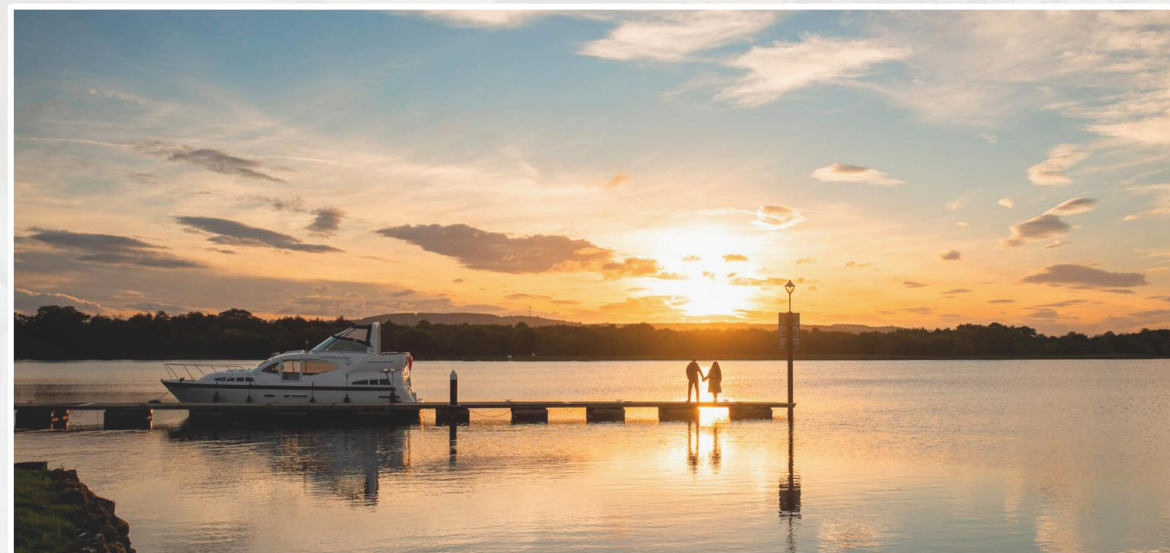
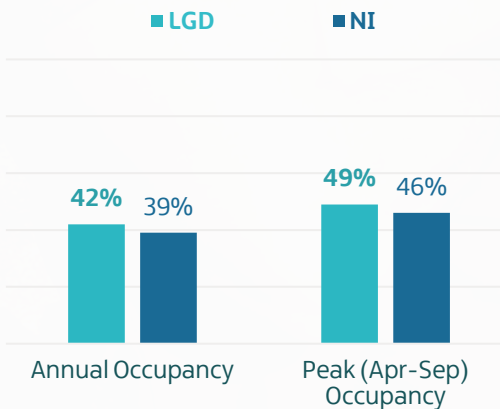
**1,368 Rooms**

9% of NI Total



**2,823 Beds**

10% of NI Total





122,318 Trips

3% of NI Total\*



527,476 Nights

4% of NI Total



£22.8m Spend

2% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



4,748  
Tourism  
Jobs

7% of NI Tourism Jobs



330  
Tourism  
Businesses

6% of NI Tourism Businesses

Average Length of Stay

4.3 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£186.44

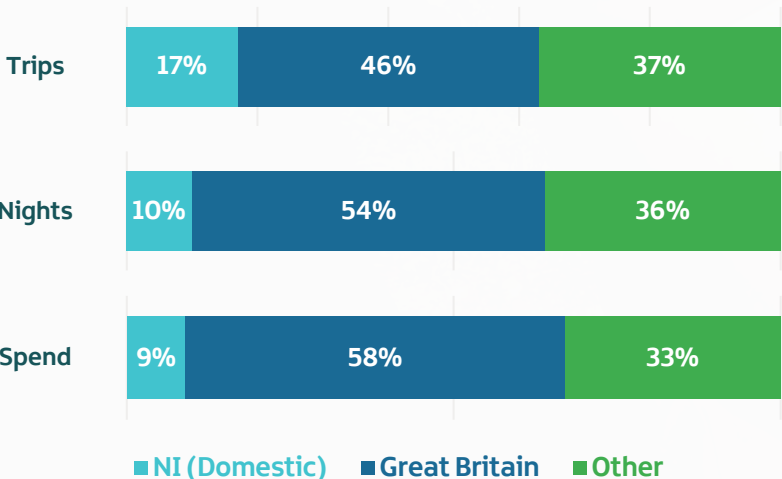
NI Average = £233.05

Average Spend per Night

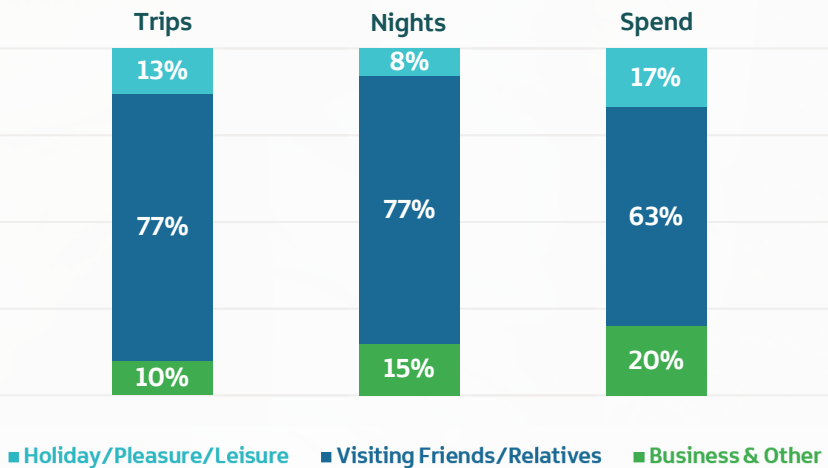
£43.23

NI Average = £73.18

Visitors by Market



Reason for Visit



Takeouts

- Lisburn & Castlereagh had the highest average length of stay of all NI LGDs (4.3 nights).
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (77% of trips).
- Visitors from Great Britain made up the largest proportion of visitors to Lisburn & Castlereagh (46%).

\*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



**752 Beds**

3% of NI Total



There is no 2024 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



**47 Properties**

4% of NI Total



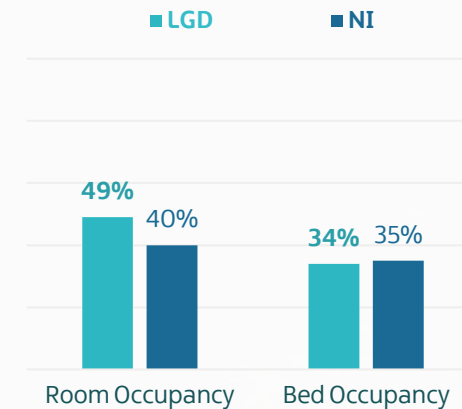
**171 Rooms**

4% of NI Total



**400 Beds**

4% of NI Total



### Self-Catering Accommodation



**126 Units**

2% of NI Total



**306 Rooms**

2% of NI Total



**614 Beds**

2% of NI Total



There is no 2024 self catering occupancy data available for this local government district due to the sample size being too small to provide a reliable estimate.







220,067 Trips

5% of NI Total\*



680,304 Nights

5% of NI Total



£52.5m Spend

5% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



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 = 3.2 Nights

Average Spend per Trip

£238.65

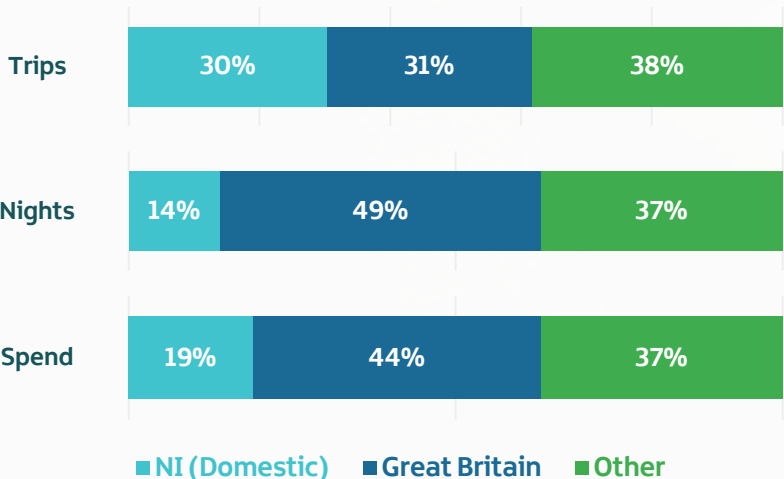
NI Average = £233.05

Average Spend per Night

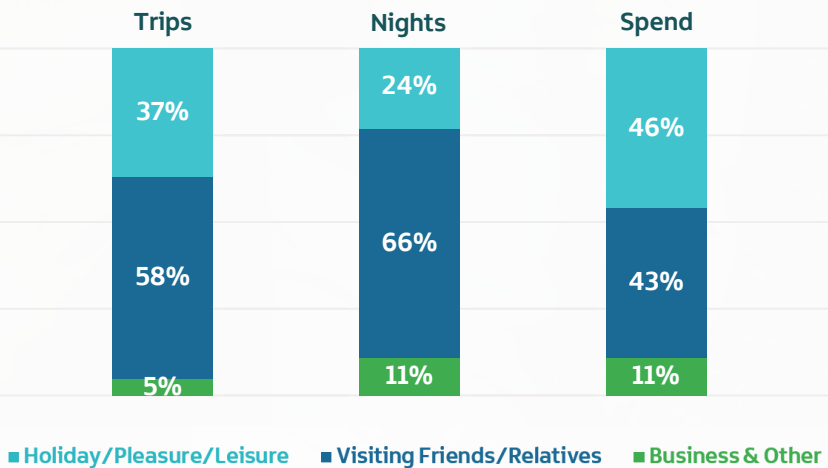
£77.20

NI Average = £73.18

## Visitors by Market



## Reason for Visit




## Takeouts


- Mid & East Antrim had a broad range of visitors in 2024, with similar proportions of NI, GB and Other (30%, 31%, 38% respectively).
- This LGD had the third highest average spend per night of all NI LGDs (£77.20).
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (58% of trips).

\*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



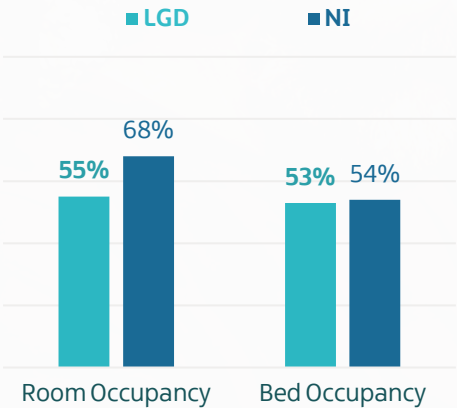
**11 Hotels**  
 8% of NI Total




**472 Rooms**  
 5% of NI Total




**1,033 Beds**  
 5% of NI Total




## Guesthouse, Guest Accommodation & B&Bs



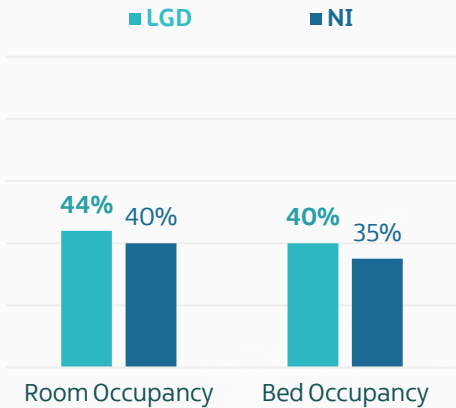
**71 Properties**  
 7% of NI Total




**280 Rooms**  
 6% of NI Total




**606 Beds**  
 6% of NI Total




## Self-Catering Accommodation



**286 Units**  
 5% of NI Total



**674 Rooms**  
 5% of NI Total



**1,341 Beds**  
 5% of NI Total



There is no 2024 self catering occupancy data available for this local government district due to the sample size being too small to provide a reliable estimate.



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.



175,762 Trips

4% of NI Total\*



651,058 Nights

4% of NI Total



£20.2m Spend

2% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



3,879  
Tourism  
Jobs

6% of NI Tourism Jobs



445  
Tourism  
Businesses

8% of NI Tourism Businesses

Average Length of Stay

3.7 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£115.21

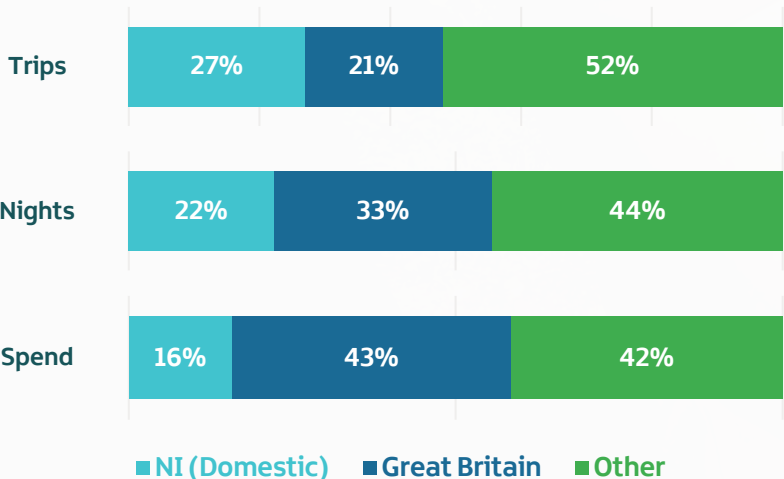
NI Average = £233.05

Average Spend per Night

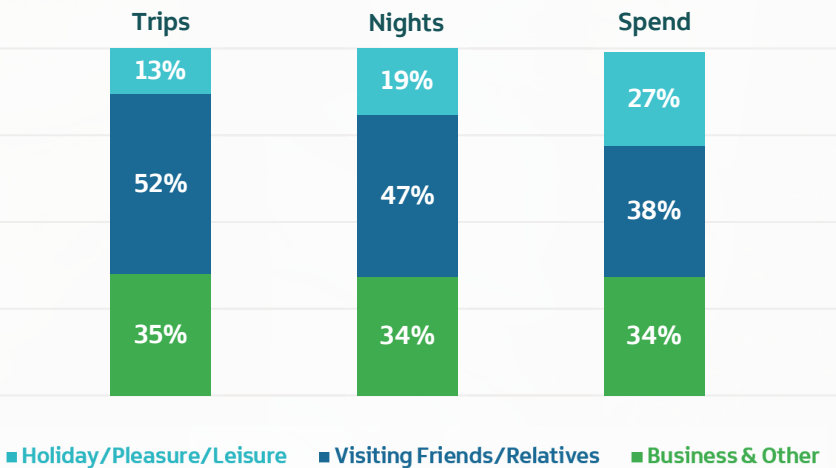
£31.10

NI Average = £73.18

Visitors by Market



Reason for Visit




Takeouts

- The average length of stay for Mid Ulster was above the NI average (3.7 nights).
- Visiting friends & relatives (VFR) was the most popular reason for visiting this LGD (58% of trips).
- Visitors from outside NI and GB ('Other') made up the largest proportion of trips to Mid Ulster (52%).

\*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



239 Rooms

2% of NI Total




599 Beds

3% of NI Total




There is no 2024 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




48 Properties

5% of NI Total



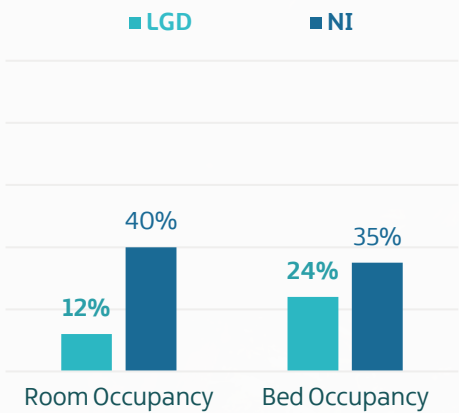
178 Rooms

4% of NI Total




418 Beds

4% of NI Total




Self-Catering Accommodation (2022)




192 Units

3% of NI Total



467 Rooms

3% of NI Total



984 Beds

3% of NI Total



There is no 2024 self catering occupancy data available for this local government district due to the sample size being too small to provide a reliable estimate.



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.



443,776 Trips

9% of NI Total\*



1.2m Nights

8% of NI Total



£73.3m Spend

7% of NI Total

Tourism Jobs (2022) and VAT/PAYE Businesses (2024)



5,949  
Tourism  
Jobs

8% of NI Tourism Jobs



650  
Tourism  
Businesses

11% of NI Tourism Businesses

Average Length of Stay

2.8 Nights

NI Average = 3.2 Nights

Average Spend per Trip

£165.12

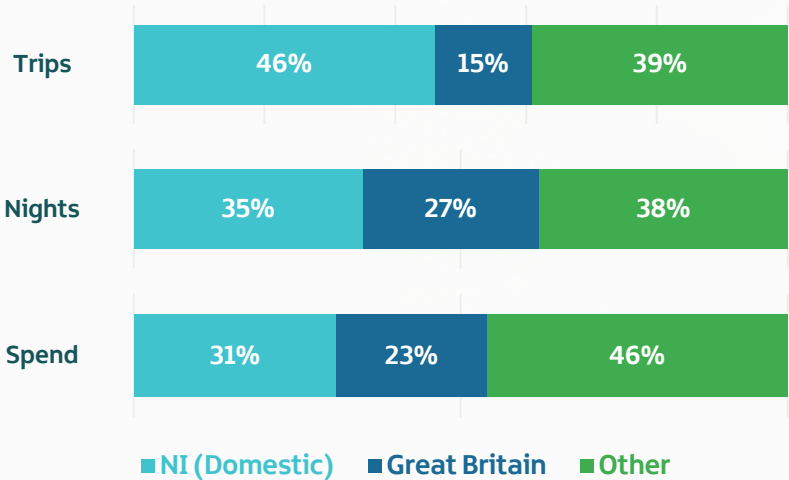
NI Average = £233.05

Average Spend per Night

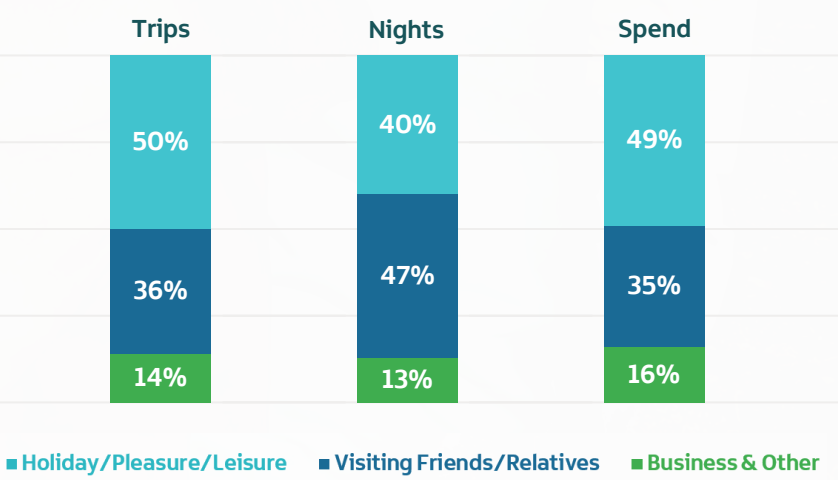
£58.87

NI Average = £73.18

Visitors by Market



Reason for Visit

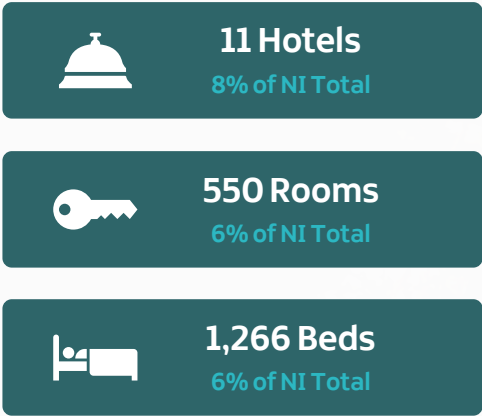


Takeouts

- Newry, Mourne & Down had the second highest number of tourism businesses of all NI LGDs in 2024 (650), after Belfast.
- This LGD ranked third for the number of visitor trips and nights of all NI LGDs, and fourth for visitor spend.
- NI visitors (domestic) made up the largest proportion of trips to this LGD (46%).

\*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.

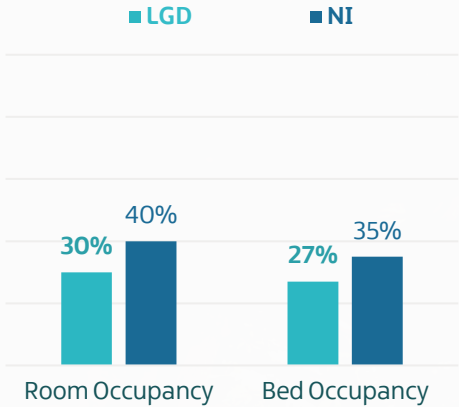
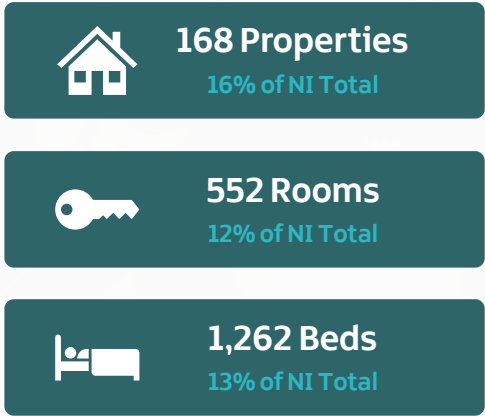
## Hotels



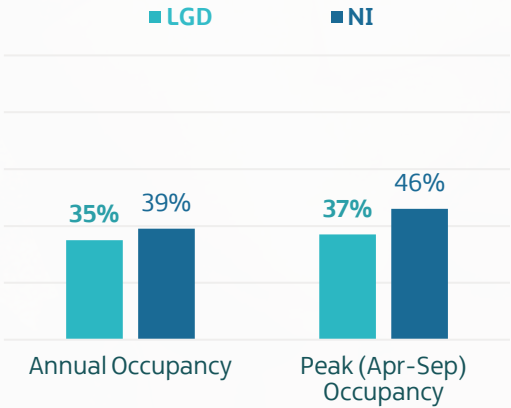
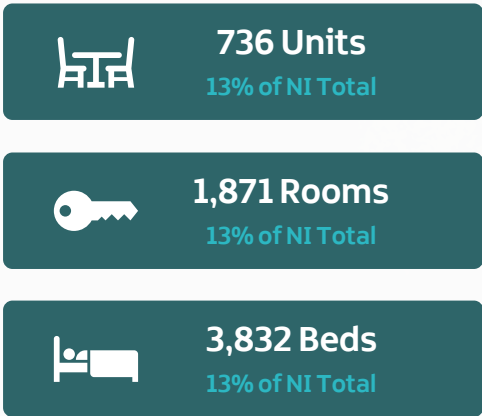
**i**

There is no 2024 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



## Self-Catering Accommodation



\*Accommodation stock correct as of the end of December 2024. Hotel, Small Service Accommodation, & Self-Catering Accommodation performance relates to Jan-Dec 2024.



# 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.
- NISRA advise that it is not currently possible to compare 2024 figures with previous years.
- Accommodation stock figures relate to the end of December 2024.
- 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