



**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

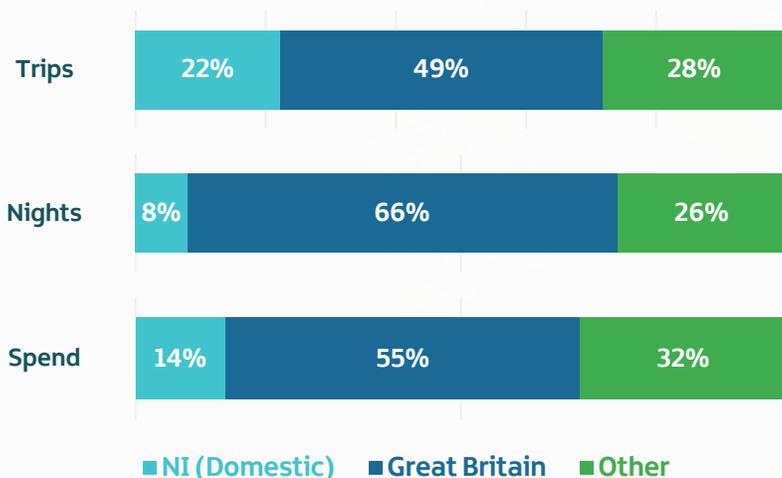
NI Average = £233.05

Average Spend per Night

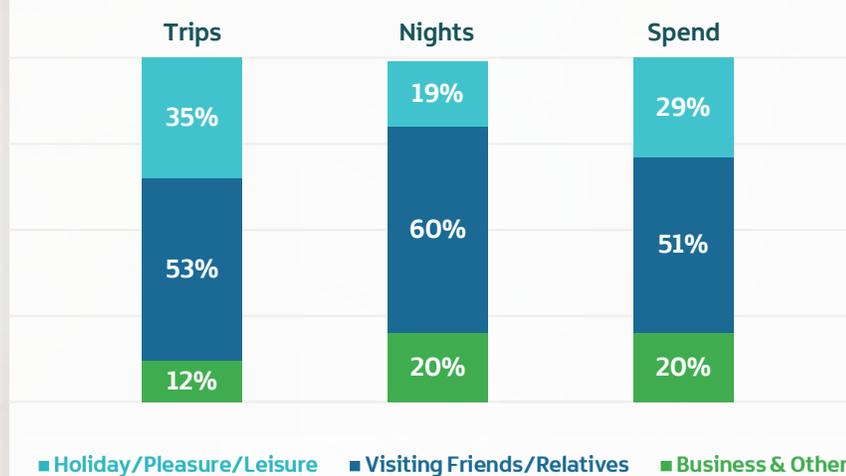
£55.16

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



9 Hotels

6% of NI Total



638 Rooms

7% of NI Total



1,343 Beds

6% of NI Total



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



43 Properties

4% of NI Total



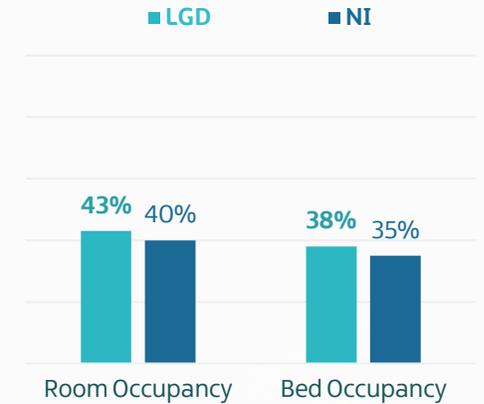
131 Rooms

3% of NI Total



307 Beds

3% of NI Total



Self Catering Accommodation



100 Units

2% of NI Total



228 Rooms

2% of NI Total



439 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.





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

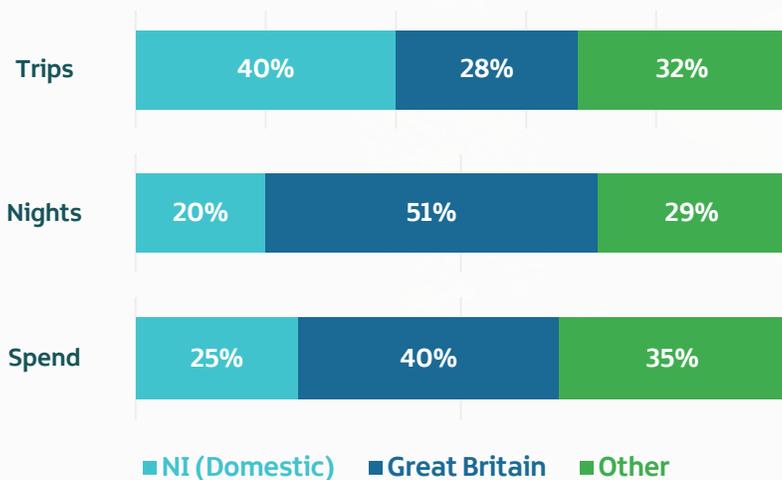
NI Average = £233.05

Average Spend per Night

£46.80

NI Average = £73.18

Visitors by Market



Reason for Visit



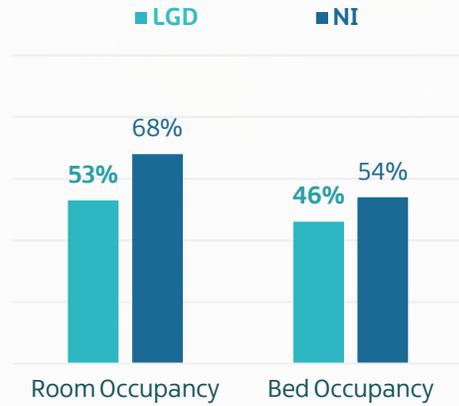
Takeouts

- 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.

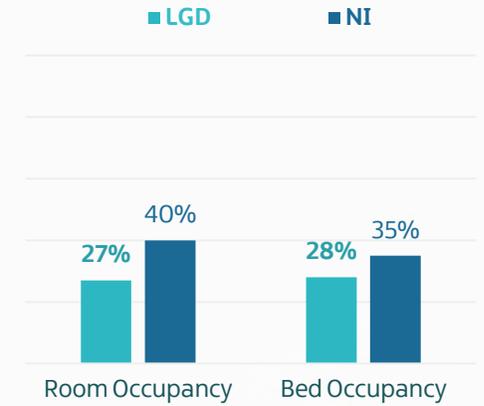
Hotels

- 8 Hotels**
6% of NI Total
- 373 Rooms**
4% of NI Total
- 762 Beds**
3% of NI Total



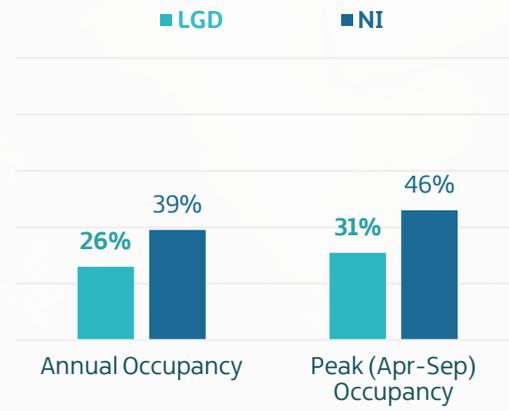
Guesthouse, Guest Accommodation & B&Bs

- 62 Properties**
6% of NI Total
- 211 Rooms**
5% of NI Total
- 457 Beds**
5% of NI Total



Self-Catering Accommodation

- 295 Units**
5% of NI Total
- 673 Rooms**
5% of NI Total
- 1,322 Beds**
5% of NI Total



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



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

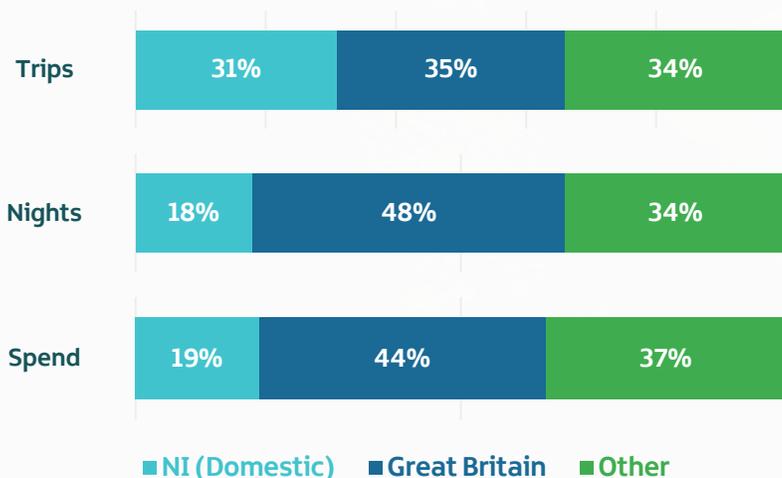
NI Average = £233.05

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



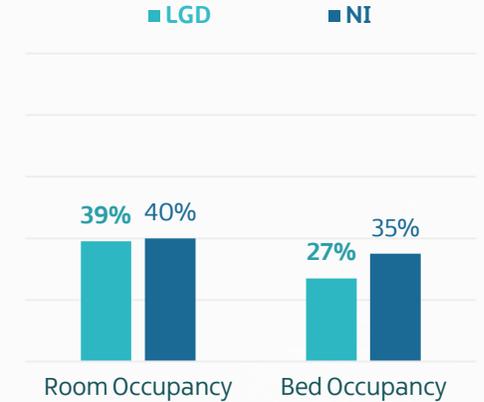
202 Rooms

5% of NI Total



439 Beds

4% of NI Total



Self-Catering Accommodation



126 Units

2% of NI Total



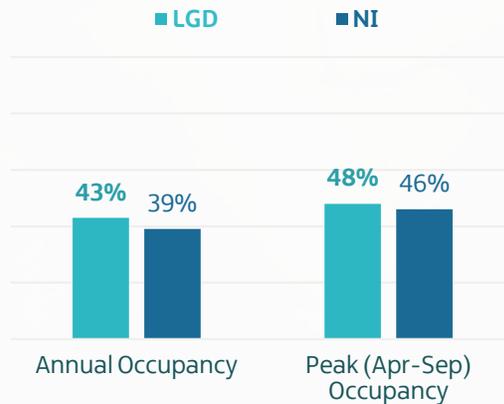
310 Rooms

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

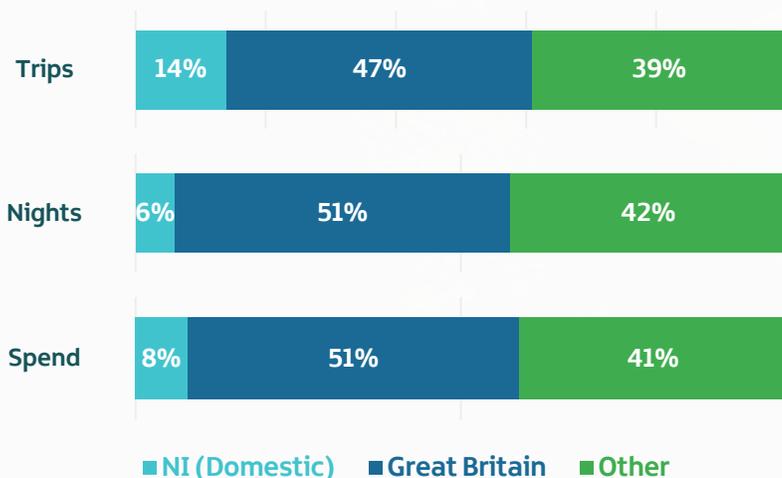
NI Average = £233.05

Average Spend per Night

£101.36

NI Average = £73.18

Visitors by Market



Reason for Visit



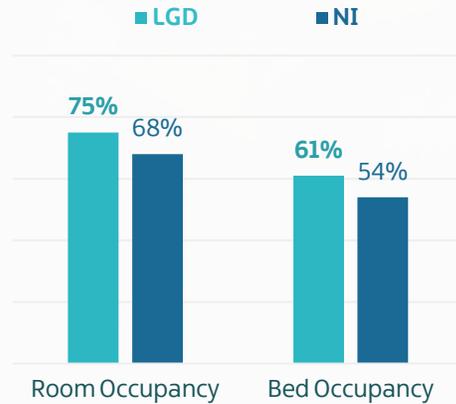
Takeouts

- 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.

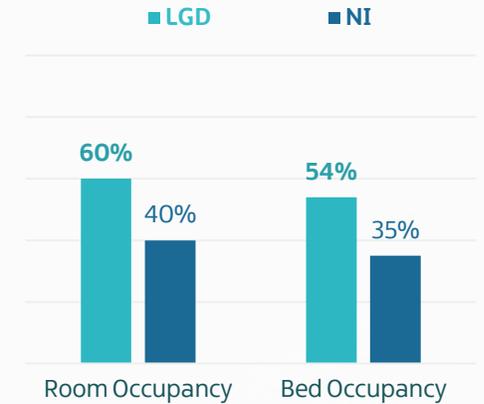
Hotels

-  **38 Hotels**
26% of NI Total
-  **4,831 Rooms**
50% of NI Total
-  **10,496 Beds**
48% of NI Total



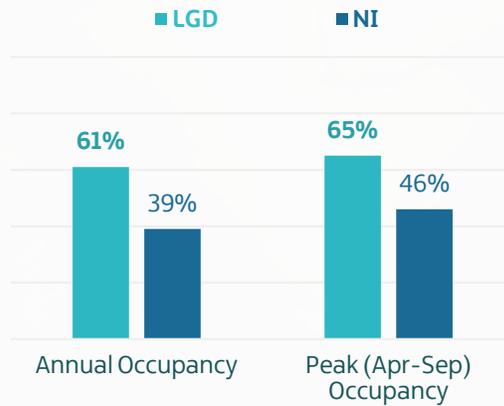
Guesthouse, Guest Accommodation & B&Bs

-  **130 Properties**
12% of NI Total
-  **764 Rooms**
17% of NI Total
-  **1,576 Beds**
16% of NI Total



Self-Catering Accommodation

-  **862 Units**
15% of NI Total
-  **1,814 Rooms**
12% of NI Total
-  **3,509 Beds**
12% of NI Total



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



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

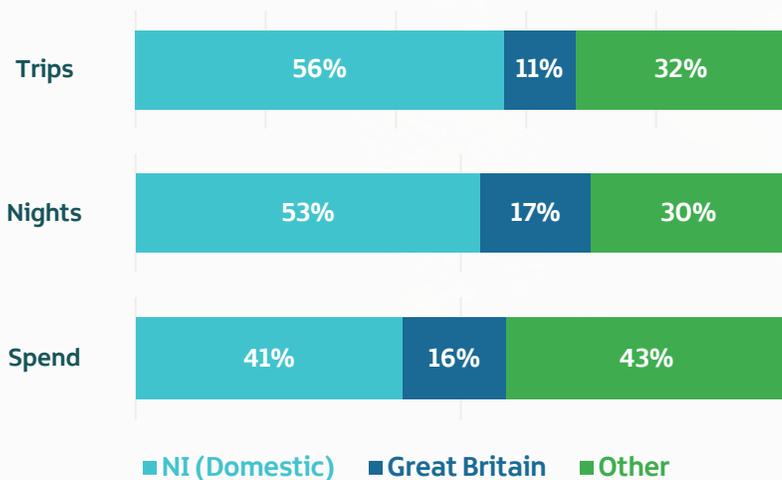
NI Average = £233.05

Average Spend per Night

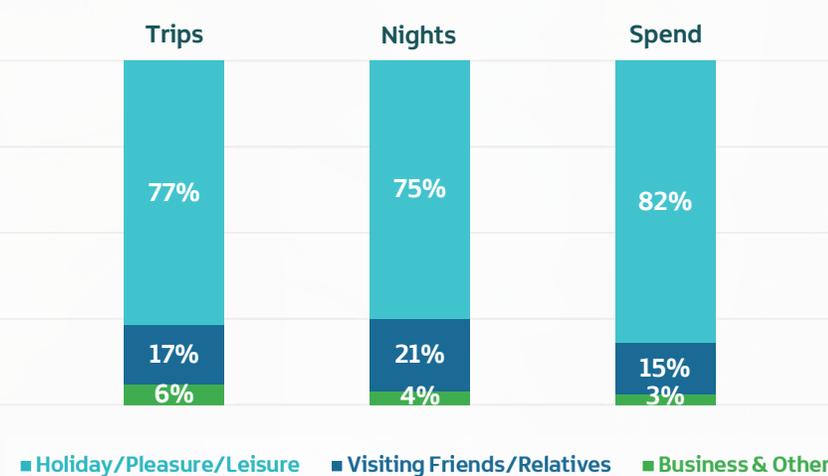
£64.85

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



23 Hotels

16% of NI Total



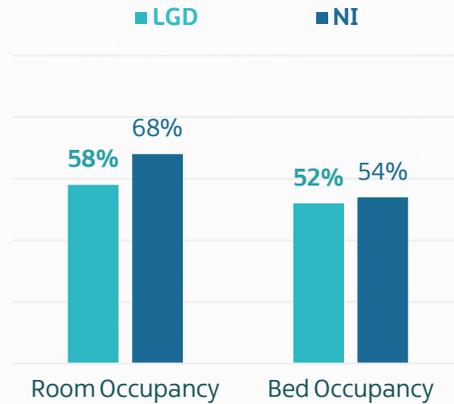
821 Rooms

8% of NI Total



2,154 Beds

10% of NI Total



Guesthouse, Guest Accommodation & B&Bs



248 Properties

24% of NI Total



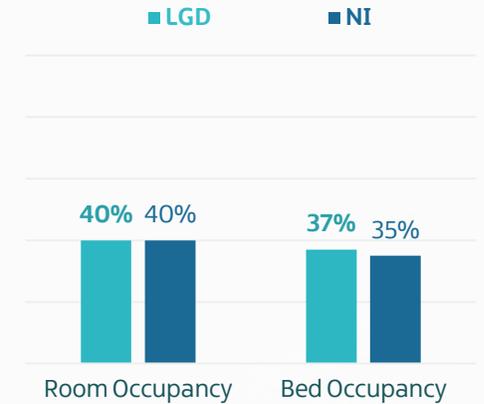
956 Rooms

21% of NI Total



2,266 Beds

23% of NI Total



Self-Catering Accommodation



2,207 Units

39% of NI Total



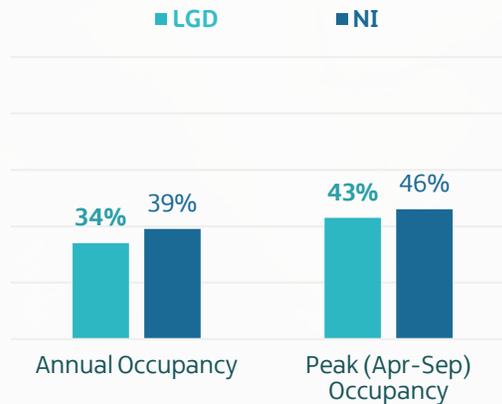
6,359 Rooms

44% of NI Total



12,692 Beds

44% of NI Total





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

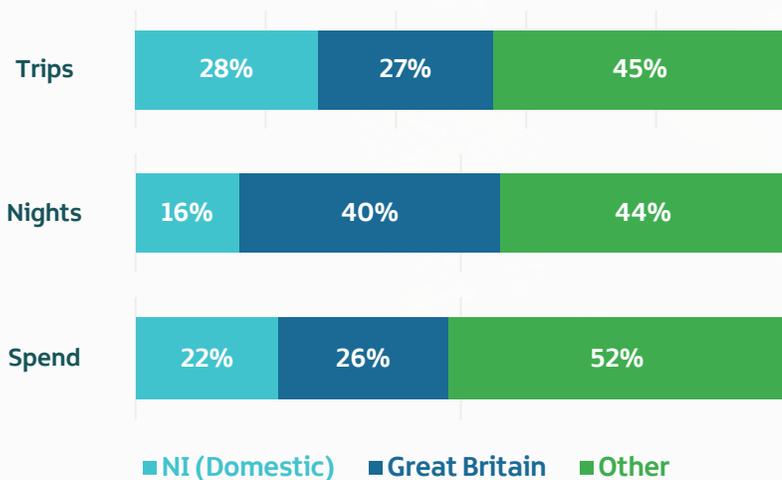
NI Average = £233.05

Average Spend per Night

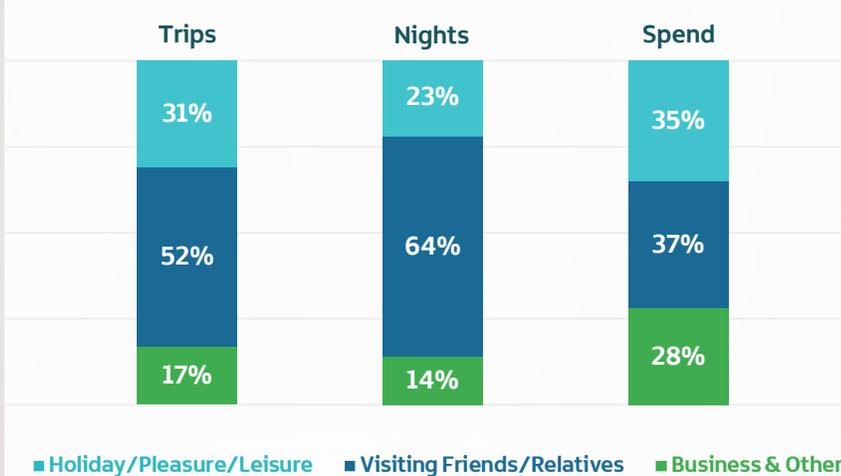
£87.51

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



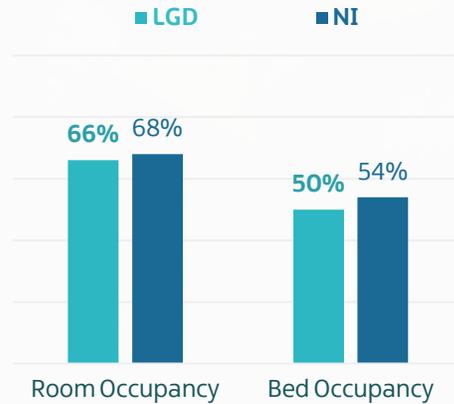
904 Rooms

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.





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

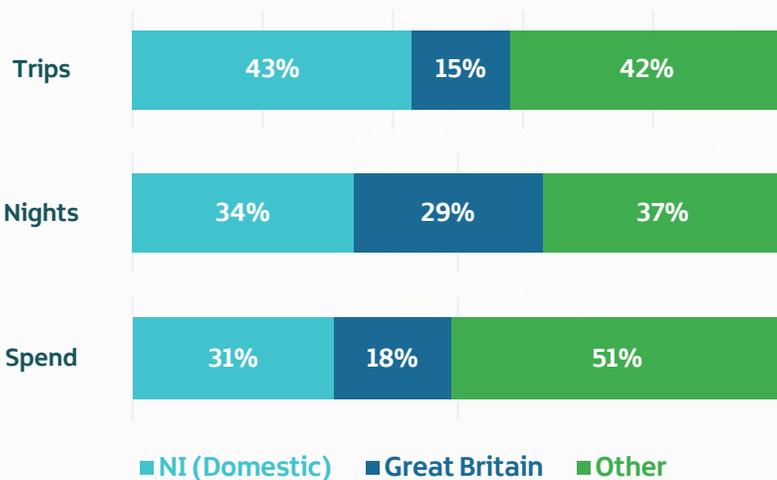
NI Average = £233.05

Average Spend per Night

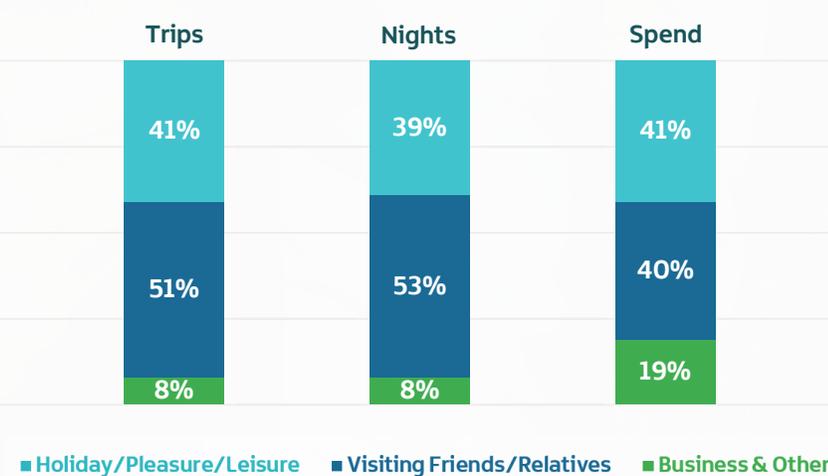
£71.00

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



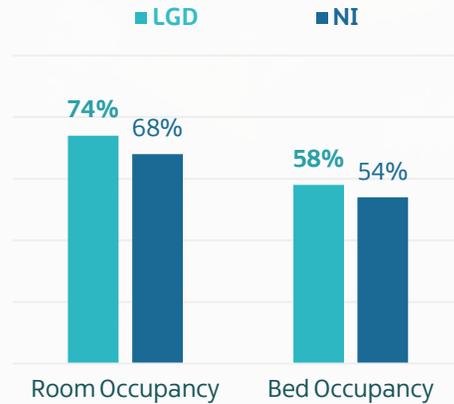
376 Rooms

4% of NI Total



877 Beds

4% of NI Total



Guesthouse, Guest Accommodation & B&Bs



106 Properties

10% of NI Total



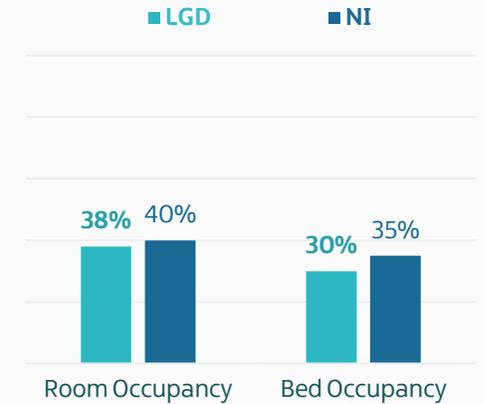
610 Rooms

14% of NI Total



1,390 Beds

14% of NI Total



Self-Catering Accommodation



518 Units

9% of NI Total



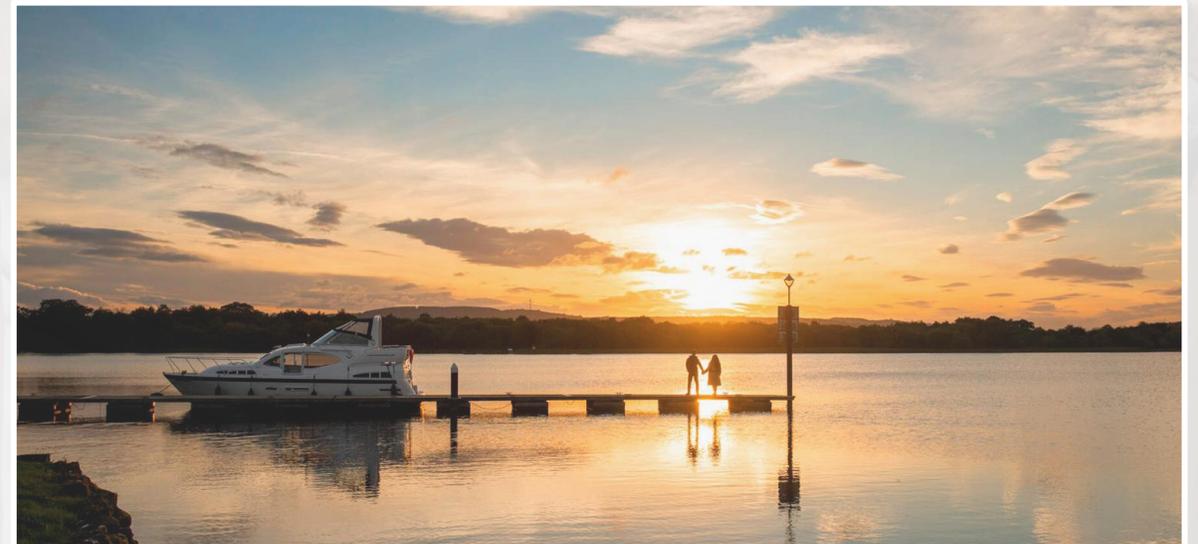
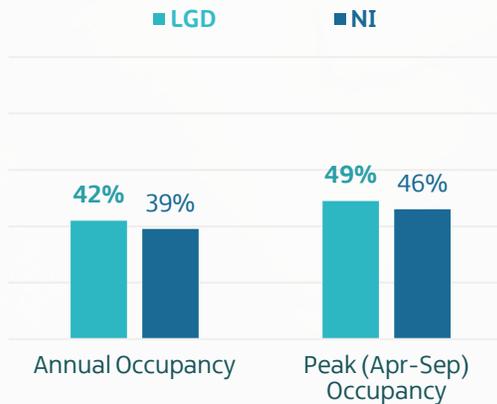
1,368 Rooms

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

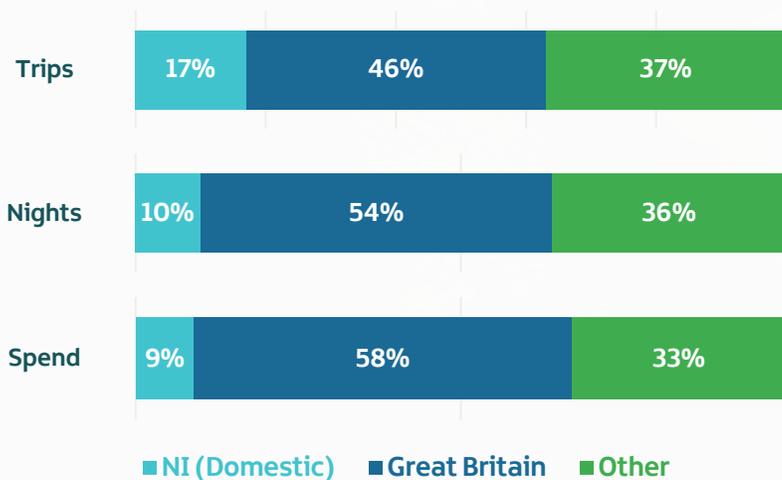
NI Average = £233.05

Average Spend per Night

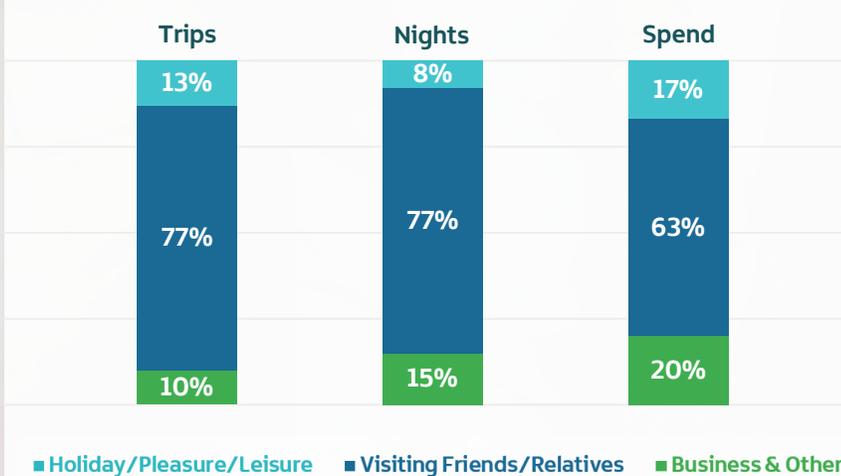
£43.23

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



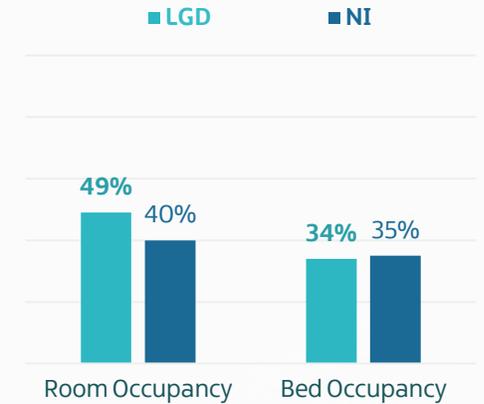
171 Rooms

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

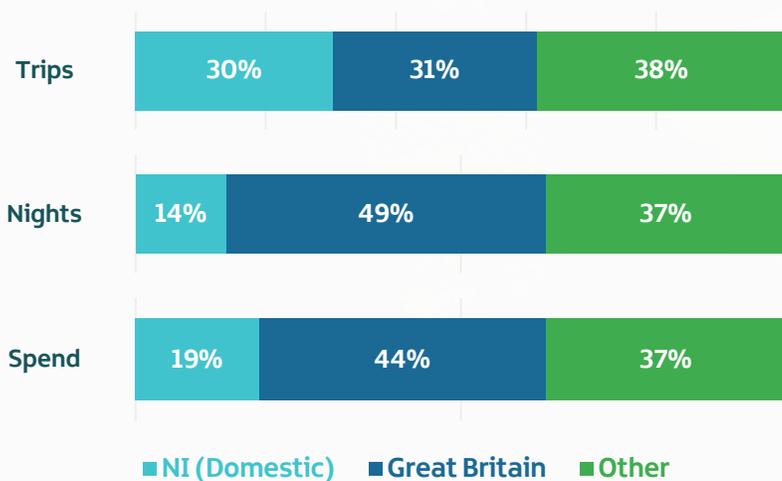
NI Average = £233.05

Average Spend per Night

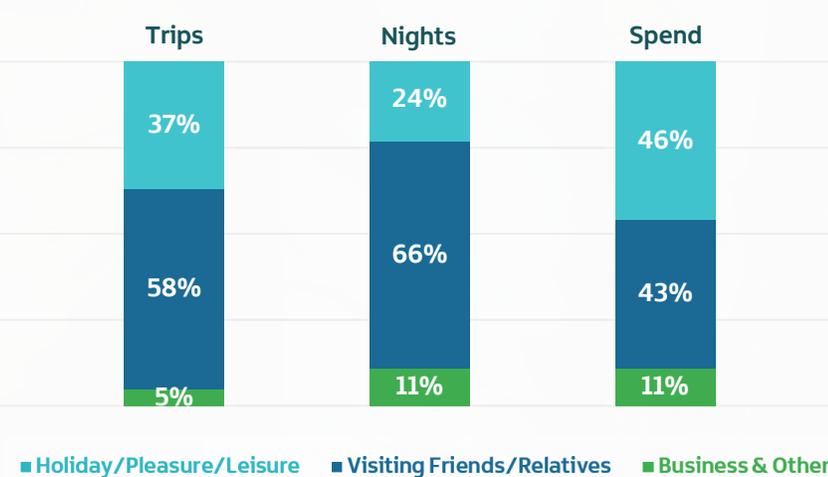
£77.20

NI Average = £73.18

Visitors by Market



Reason for Visit



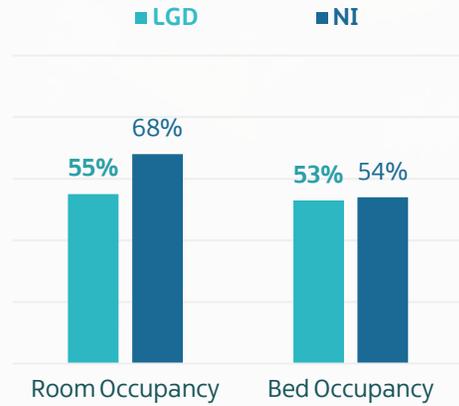
Takeouts

- 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.

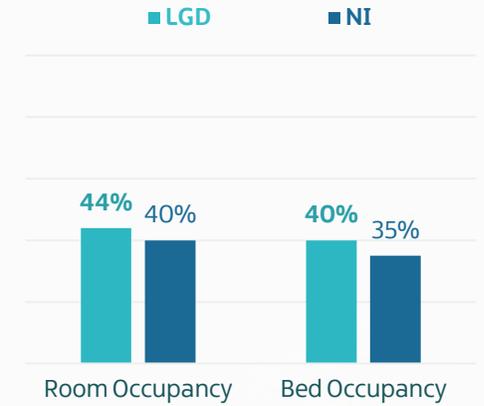
Hotels

-  **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

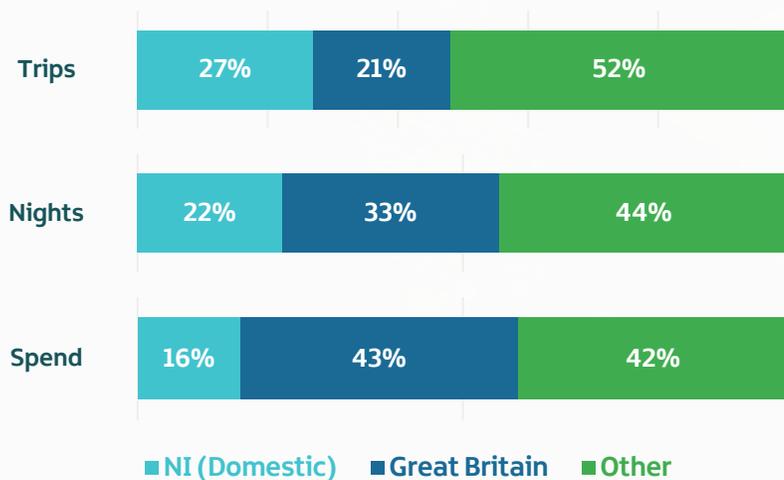
NI Average = £233.05

Average Spend per Night

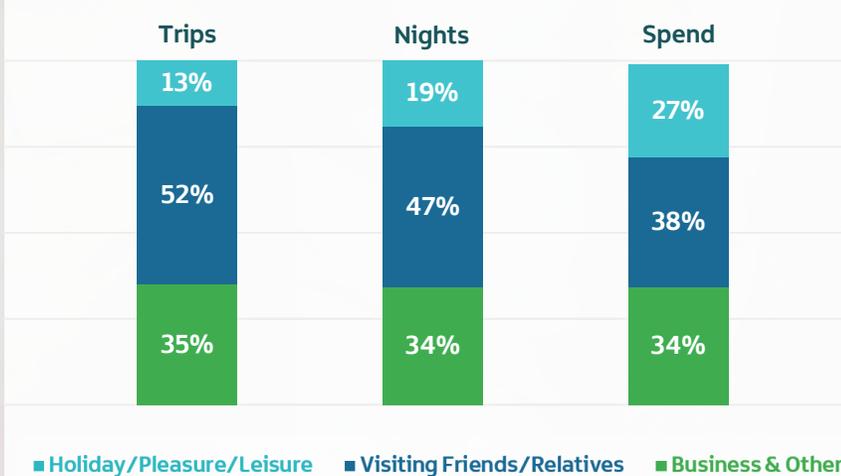
£31.10

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



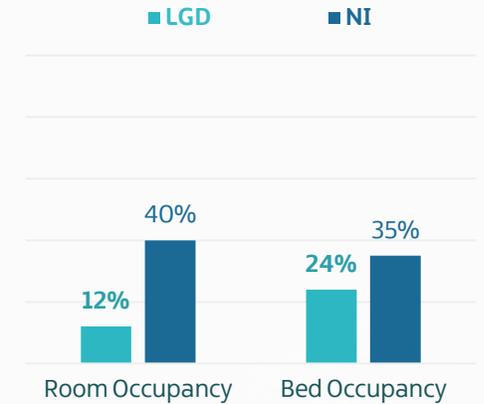
178 Rooms

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.





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

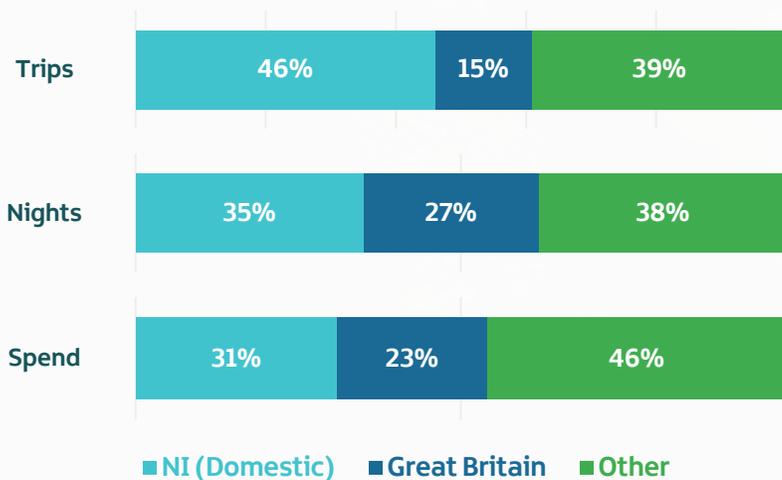
NI Average = £233.05

Average Spend per Night

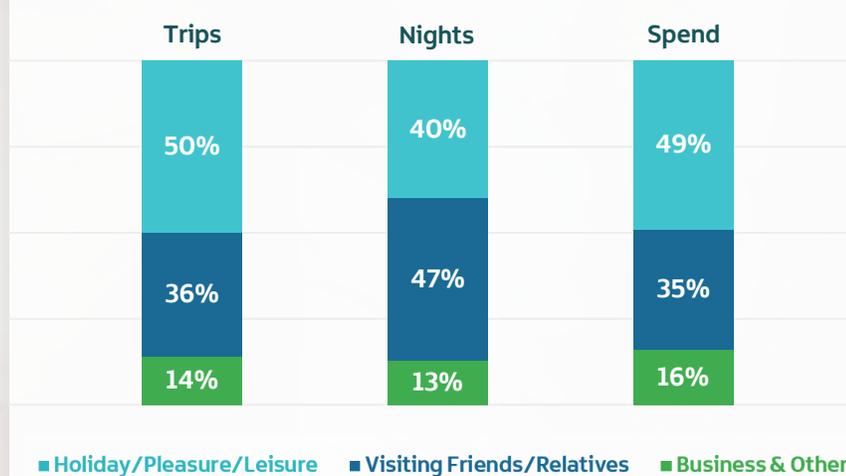
£58.87

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



11 Hotels

8% of NI Total



550 Rooms

6% of NI Total



1,266 Beds

6% 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



168 Properties

16% of NI Total



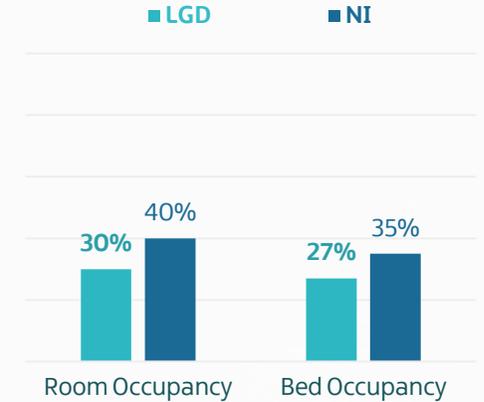
552 Rooms

12% of NI Total



1,262 Beds

13% of NI Total



Self-Catering Accommodation



736 Units

13% of NI Total



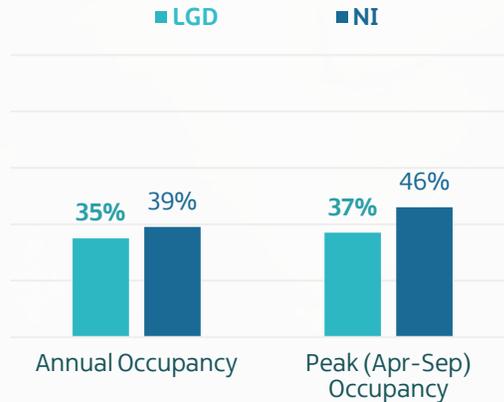
1,871 Rooms

13% of NI Total



3,832 Beds

13% of NI Total



*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**