



**TOURISM
NORTHERN
IRELAND**

2024

Northern Ireland Tourism Performance

Insights & Intelligence Service

Data Source:



Total NI Trips



4.7m

Total NI Nights



14.9m

Total NI Spend



£1.1bn

- Figures released by the Northern Ireland Statistics & Research Agency (NISRA) indicate that Northern Ireland (NI) welcomed 4.7 million overnight visitors in 2024, who stayed 14.9 million nights and spent £1.1 billion. These represented declines of 13%, 9% and 10%, respectively, compared to 2023.
- The data indicates a downturn in our closer to home visitor numbers in 2024, broadly stable visitors from Great Britain (GB) and strong growth from Other Overseas visitors (all visitors outside of NI, ROI & GB).
 - Encouragingly, North American trips were up by one quarter compared to January-December 2023, with the growth in North America being primarily driven by the US market whose trips increased by 34% compared to January-December 2023.
 - While mainland Europe saw a small decline in overall visitor numbers, there was growth evident for key markets including Germany, France, Spain, Netherlands and Italy.
- The average length of stay in NI increased slightly from 3.1 nights in 2023 to 3.2 in 2024, while the average spend per overnight trip grew by 4% (from £233.05 to £224.44).
- Holiday trips and the number of people visiting friends and relatives saw similar declines during January-December 2024 compared to the same period last year, while business trips experienced a smaller decline. All markets saw a decline in those visiting friends and relatives, while growth in holiday visitors from outside of UK and Ireland could not offset the declines in holiday trips by the closer to home markets.
- Local Government District figures provide an insight into the regional spread of visitors to NI, with 69% of overnight trips and 57% of spend on these trips taking place outside of Belfast.
- As of March 2024, the number of VAT and/or PAYE tourism businesses operating in Northern Ireland was recorded as 5,865, the highest on record. 77% of the tourism businesses are outside of Belfast City Council.

External Visitor* Origin Insights



GB visitors accounted for 46% of total external trips and almost half of total external spend in 2024.



ROI visitors made up over one-third of external trips & had the highest spend per night of all external visitors.



North America saw the largest increase in overnight trips to NI in 2024 compared to 2023.



Of all external visitors in 2024, Mainland Europe visitors stayed the longest and spent the second most per trip.

**External visitors include all visitors from outside Northern Ireland.*

Tourism NI Analysis of Other Data Sources



Analysis of 2024 cardholder spend data indicates that spend on NI accommodation fell vs 2023. Growth in spend from overseas visitors was offset by declines in spend by Island of Ireland residents.

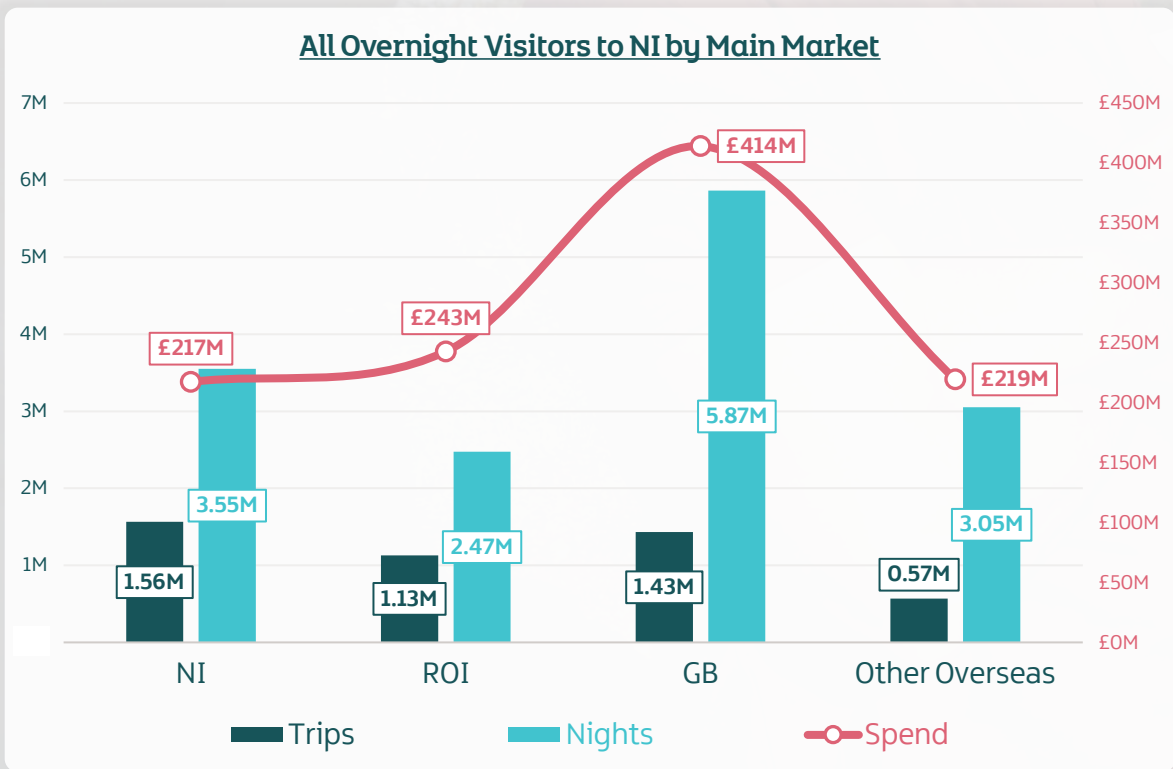
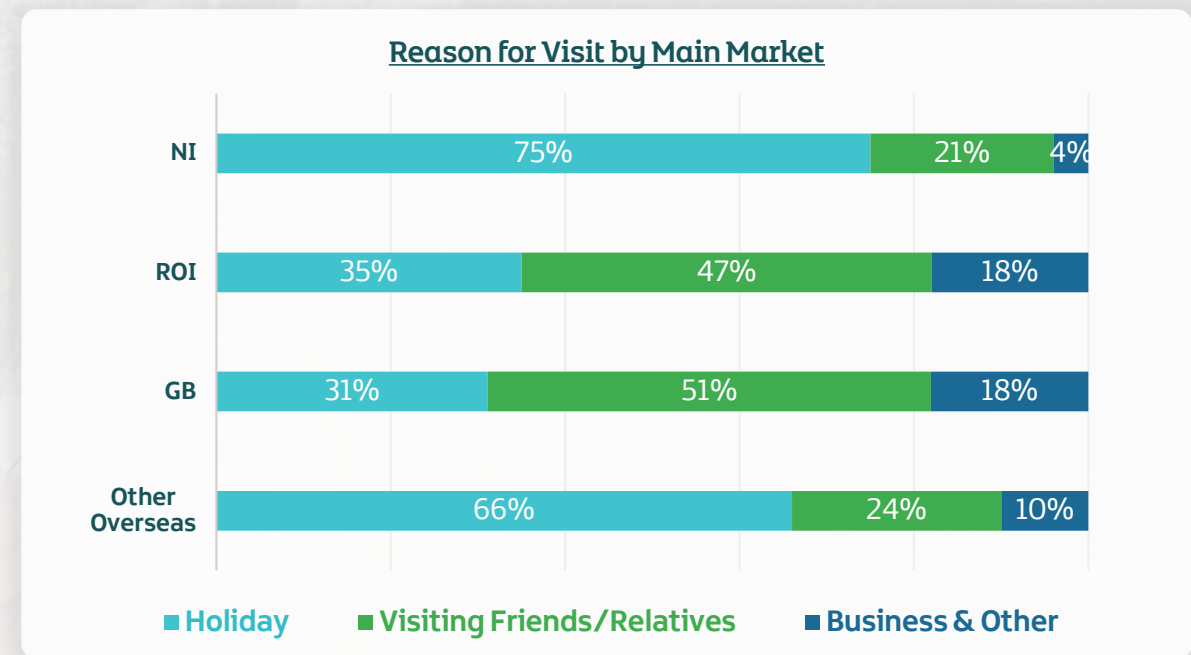


Our consumer research found that the vast majority of visitors said their trip matched or exceeded expectations, with the range of places to eat & drink and the welcome & hospitality being particularly highly rated.



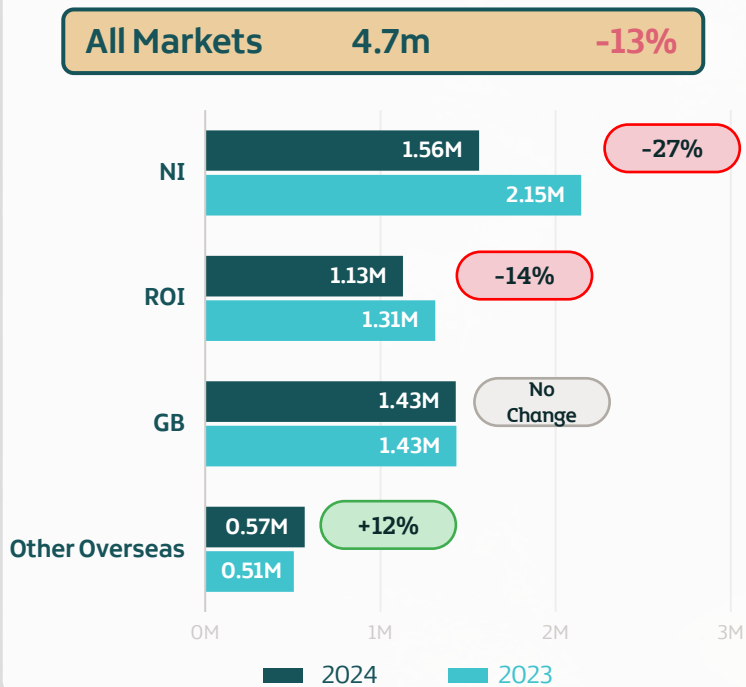
Online review analysis also suggests that NI's accommodation establishments and attractions provided a highly positive visitor experience in 2024, on par with performance in 2023.

	NI Market	ROI Market	GB Market	Other Overseas
% of all trips	33%	24%	30%	12%
% of all nights	24%	17%	39%	20%
% of all spend	20%	22%	38%	20%

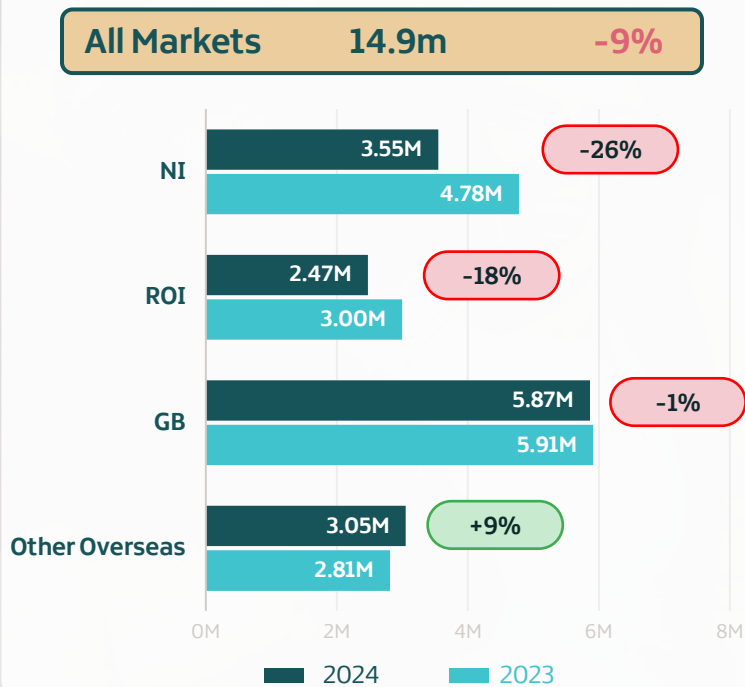


	NI	ROI	GB	Other Overseas
Avg. Spend per Trip	£139.01	£214.91	£289.34	£386.02
Avg. Spend per Night	£61.22	£98.13	£70.59	£71.87
Avg. Length of Stay	2.3 nights	2.2 nights	4.1 nights	5.4 nights

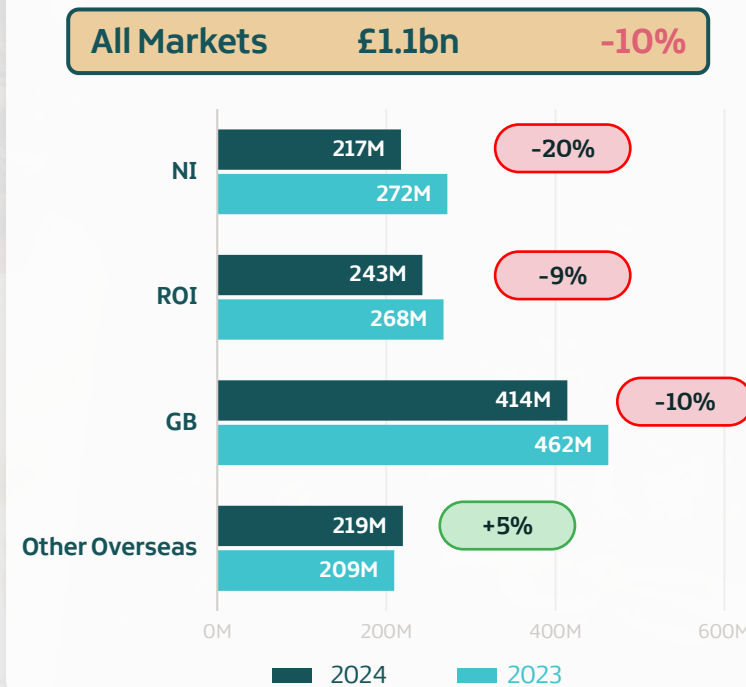
Total Trips – 2024 vs 2023



Total Nights – 2024 vs 2023



Total Spend – 2024 vs 2023



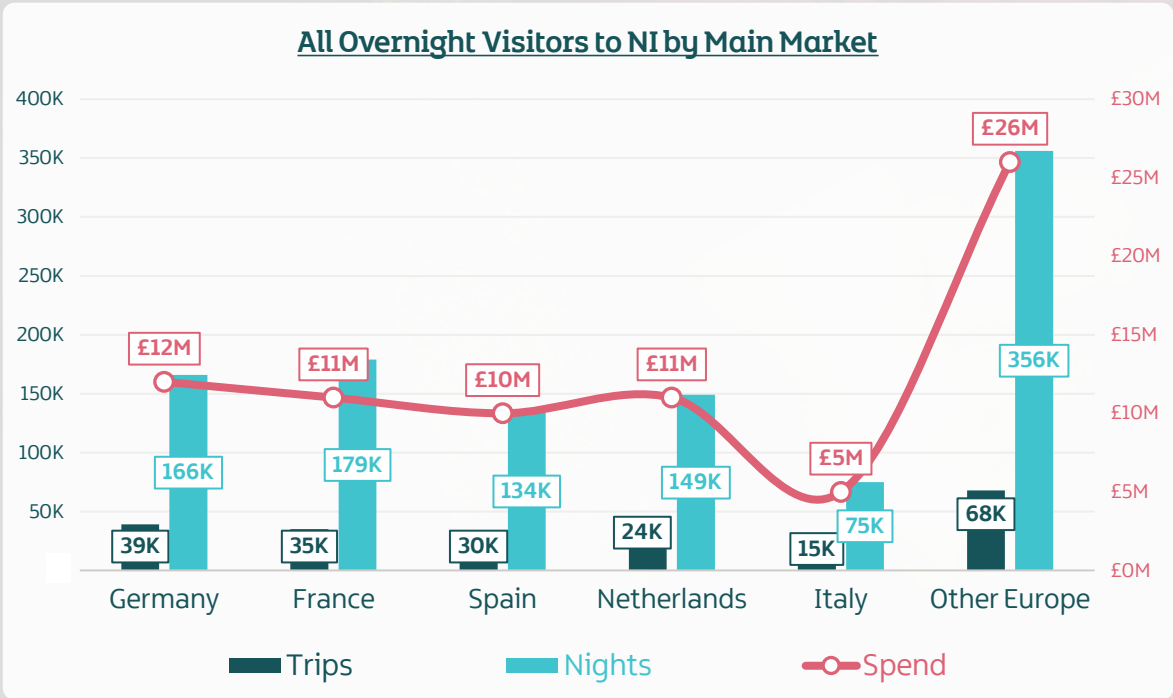
2024 vs 2023	NI	ROI	GB	Other Overseas	Total (all markets)
Avg. Spend per Trip	+10%	+5%	-10%	-7%	+4%
Avg. Spend per Night	+7%	+10%	-10%	-3%	No Change
Avg. Length of Stay	No Change	-0.1 Night	No Change	-0.2 Nights	+0.1 Nights

4% of All NI Trips

7% of All NI Nights

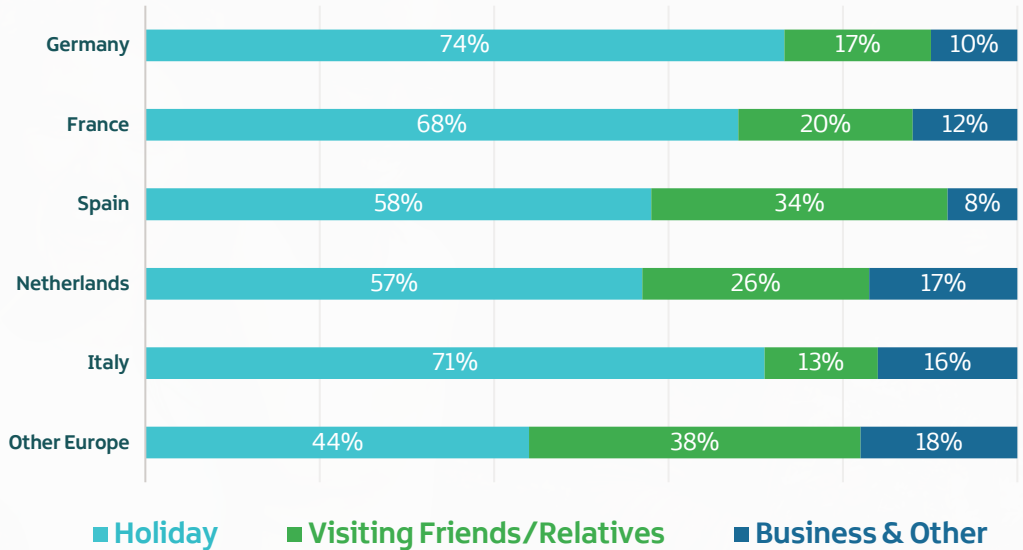
7% of All NI Spend

	Germany	France	Spain	Netherlands	Italy	Other Europe
% of Europe Trips	19%	17%	14%	11%	7%	32%
% of Europe Nights	16%	17%	13%	14%	7%	34%
% of Europe Spend	16%	15%	13%	14%	7%	35%



Figures relate to overnight trips only (i.e. exclude day trips).

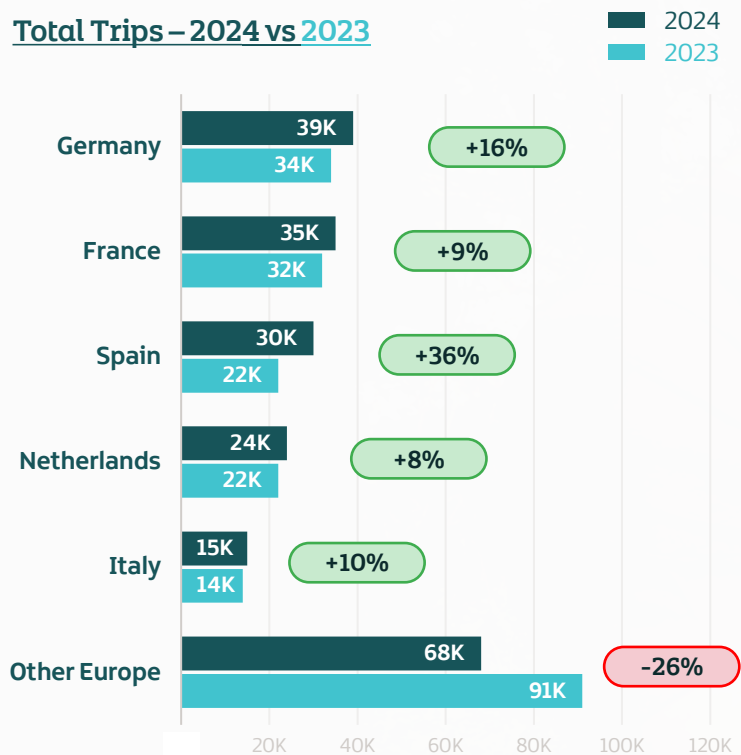
Reason for Visit by Main Market



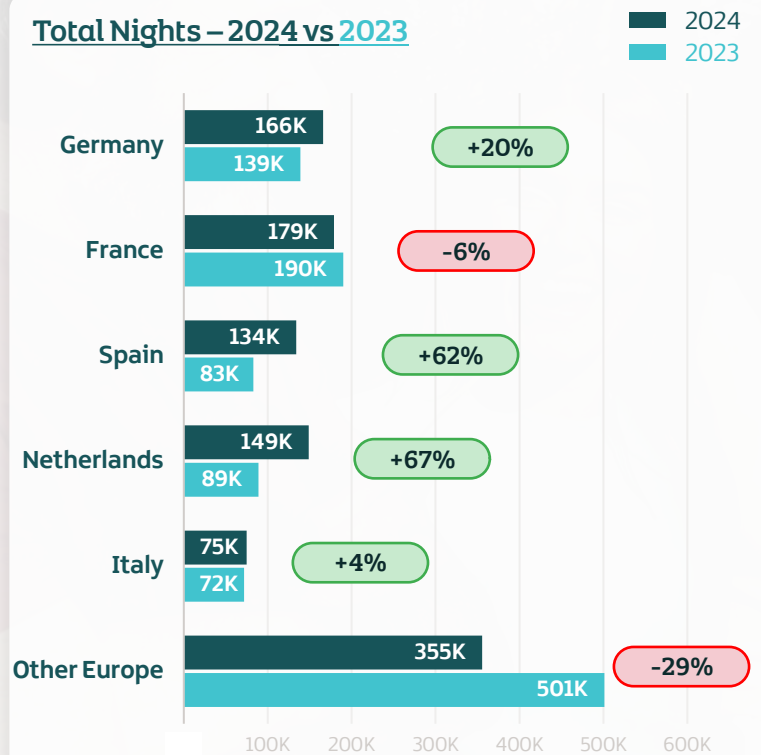
	Germany	France	Spain	Netherlands	Italy	Other Europe
Avg. Spend per Trip	£299.03	£323.95	£330.55	£450.87	£335.37	£382.35
Avg. Spend per Night	£70.87	£63.31	£73.39	£71.90	£69.16	£73.03
Avg. Length of Stay	4.2 nights	5.1 nights	4.5 nights	6.3 nights	4.8 nights	5.3 nights

Percentages may not equal 100% due to rounding.

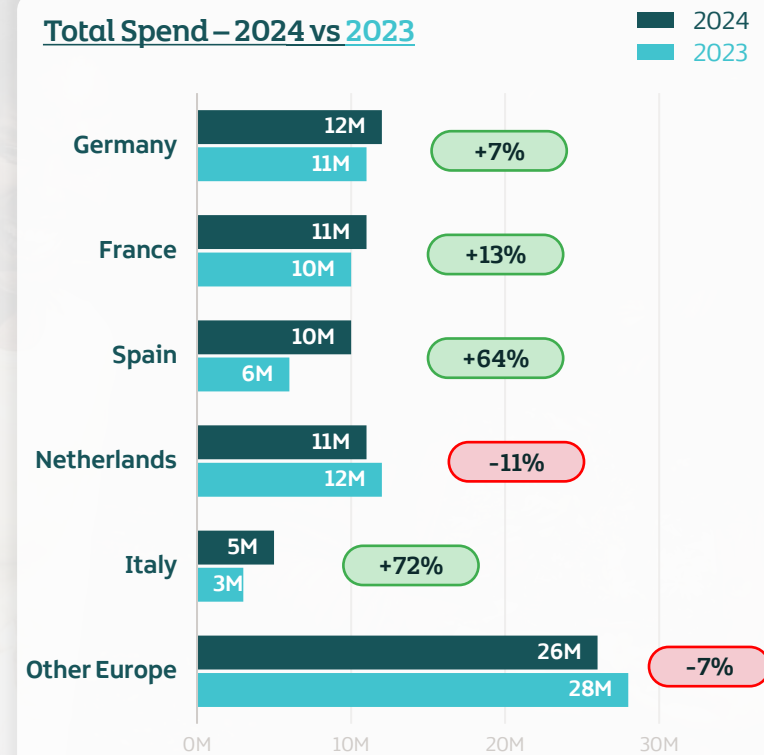
Total Trips – 2024 vs 2023



Total Nights – 2024 vs 2023



Total Spend – 2024 vs 2023



2024 vs 2023	Germany	France	Spain	Netherlands	Italy	Other Europe
Avg. Spend per Trip	-8%	+4%	+21%	-17%	+57%	+25%
Avg. Spend per Night	-10%	+20%	+2%	-47%	+66%	+31%
Avg. Length of Stay	+0.1 Night	-0.8 Nights	+0.7 Nights	+2.2 Nights	-0.3 Nights	-0.2 Nights

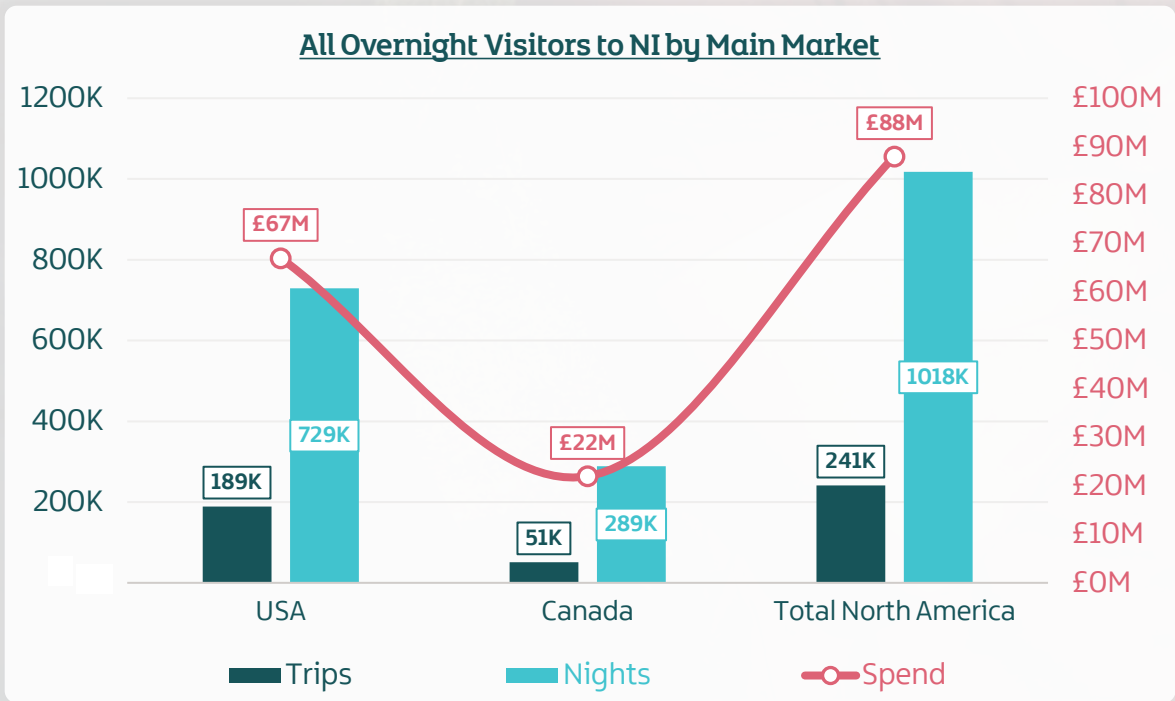
Figures relate to overnight trips only (i.e. exclude day trips).

5% of All NI Trips

7% of All NI Nights

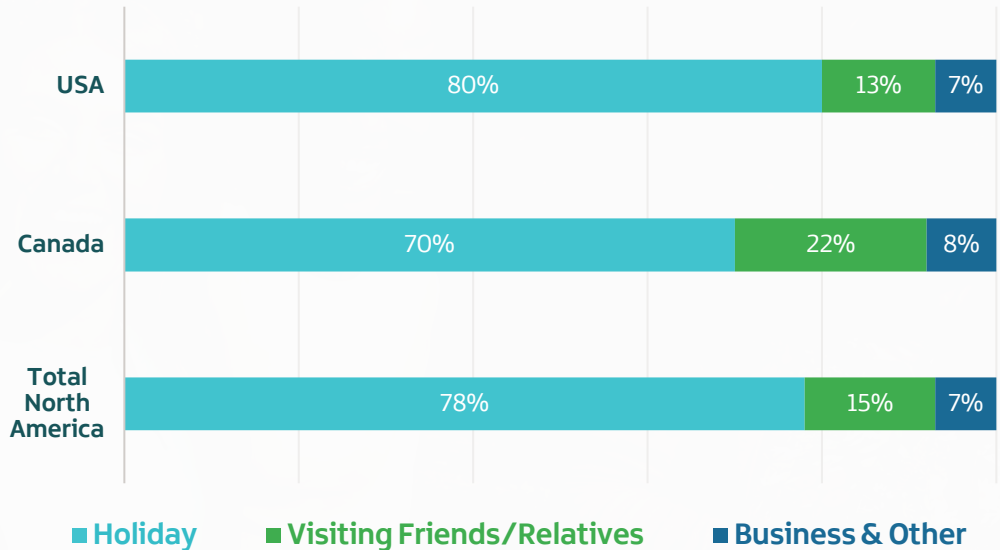
8% of All NI Spend

	USA	Canada
% of North American Trips	79%	21%
% of North American Nights	72%	28%
% of North American Spend	75%	24%



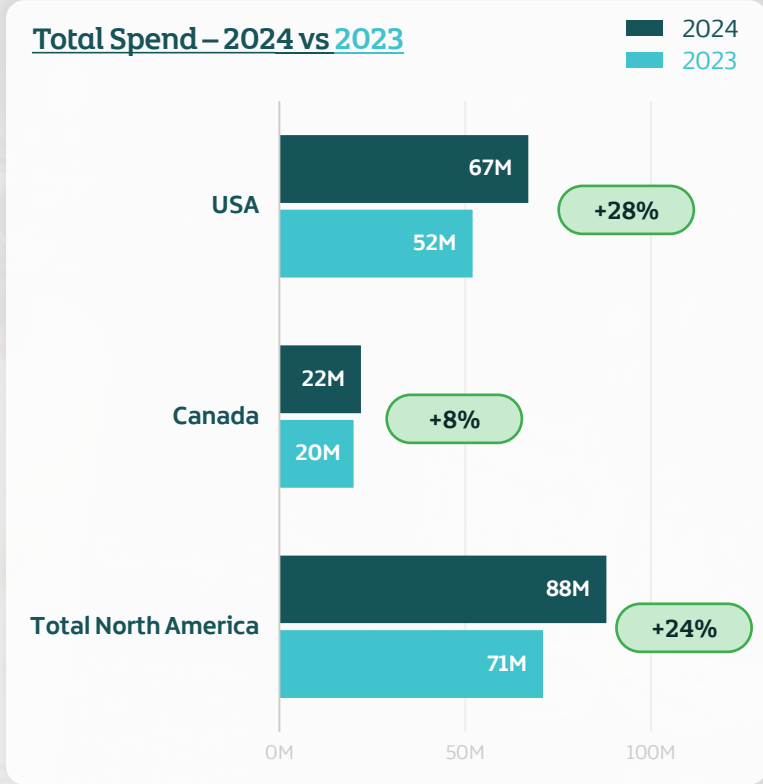
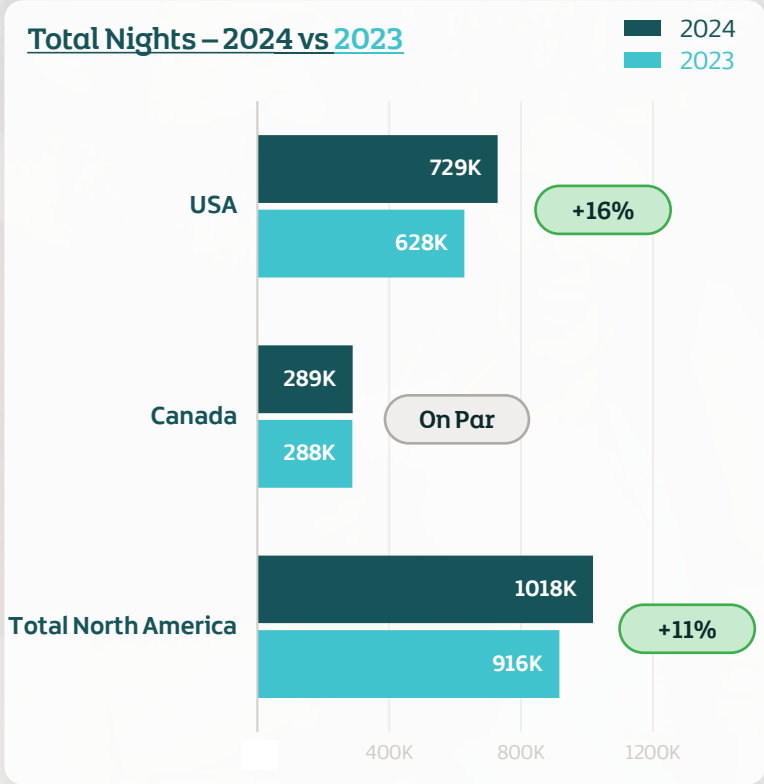
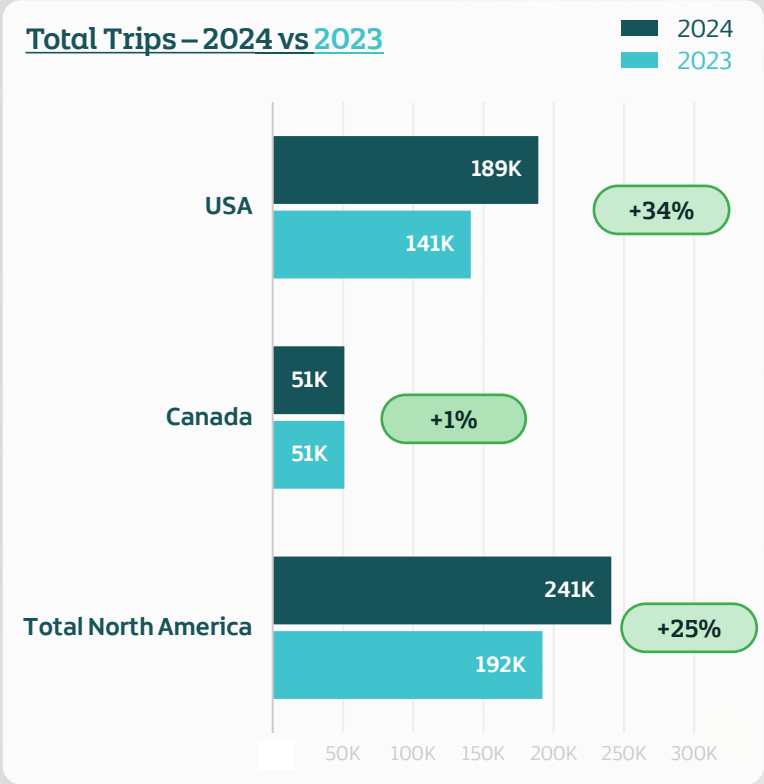
Figures relate to overnight trips only (i.e. exclude day trips).

Reason for Visit by Main Market



	USA	Canada	Total North America
Avg. Spend per Trip	£351.81	£421.38	£366.42
Avg. Spend per Night	£91.33	£74.79	£86.64
Avg. Length of Stay	3.9 nights	5.6 nights	4.2 nights

Percentages may not equal 100% due to rounding.



2024 vs 2023	USA	Canada	Total North America
Avg. Spend per Trip	-5%	+7%	-1%
Avg. Spend per Night	-10%	+8%	+12%
Avg. Length of Stay	-0.6 Nights	No Change	-0.5 Nights

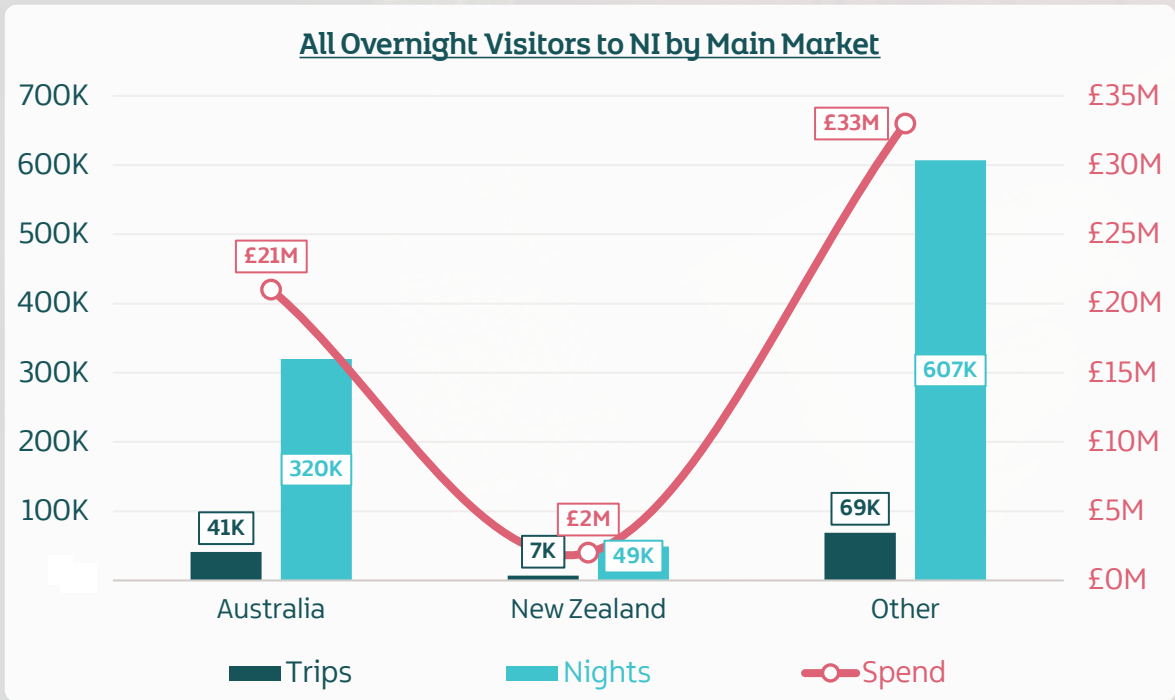
Figures relate to overnight trips only (i.e. exclude day trips).

2% of All NI Trips

7% of All NI Nights

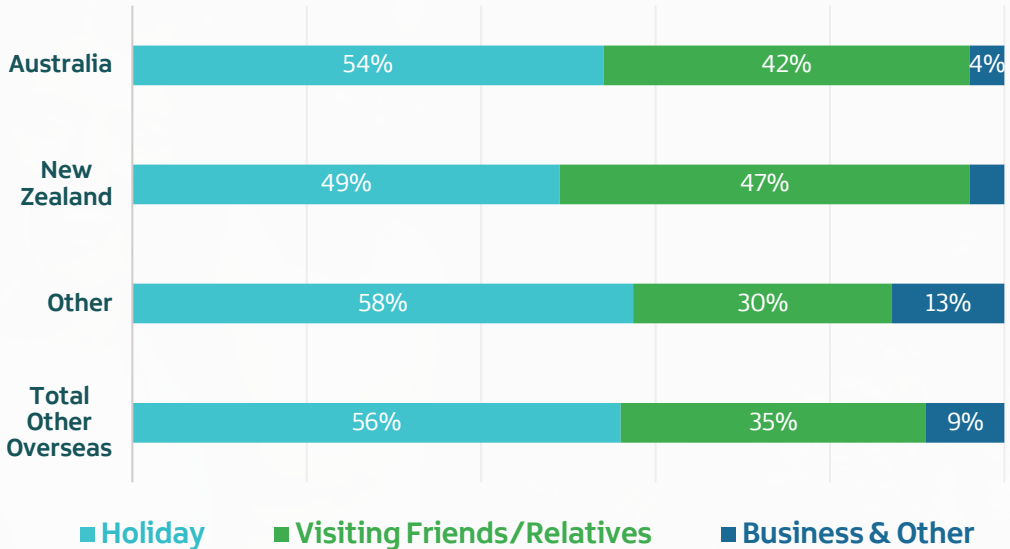
5% of All NI Spend

	Australia	New Zealand	Other
% of Other Overseas Trips	35%	6%	59%
% of Other Overseas Nights	33%	5%	62%
% of Other Overseas Spend	37%	4%	58%



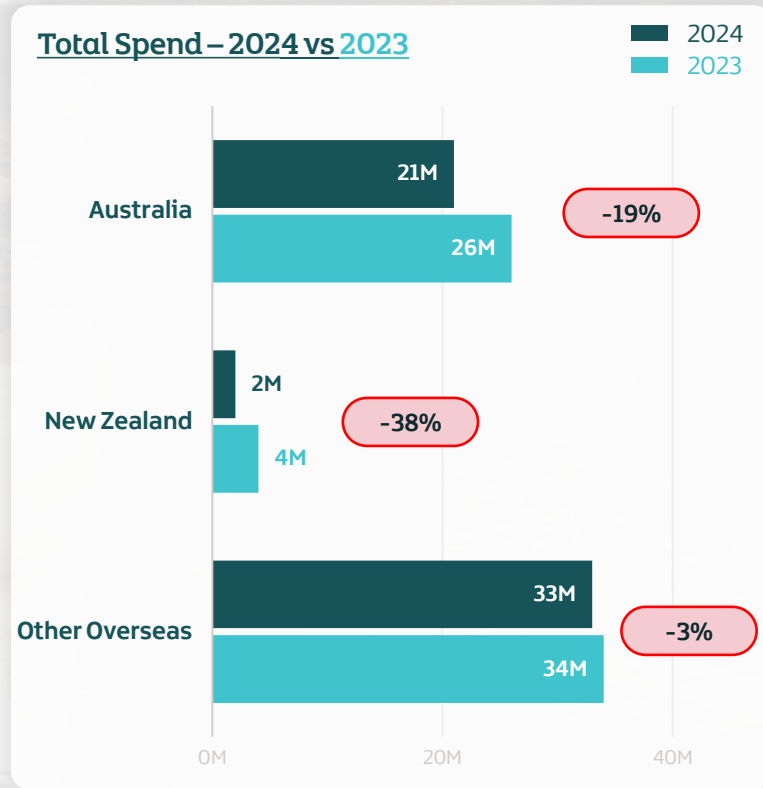
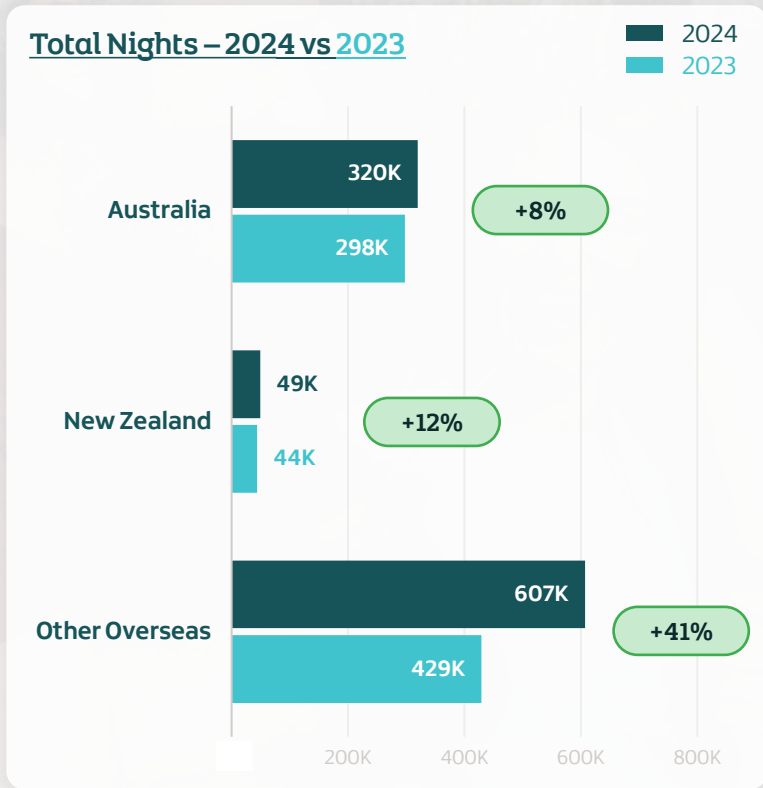
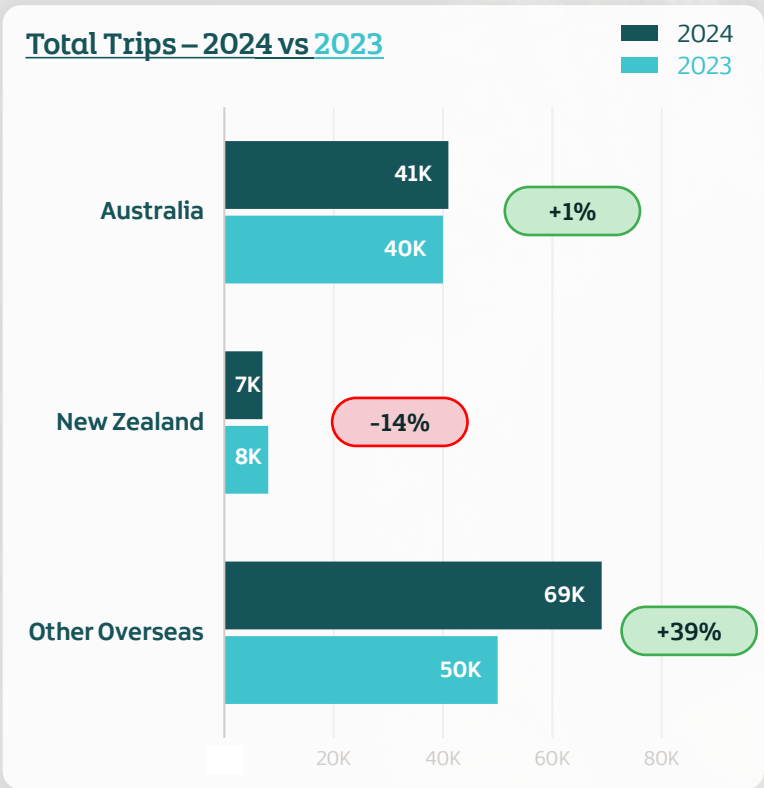
Figures relate to overnight trips only (i.e. exclude day trips).

Reason for Visit by Main Market



	Australia	New Zealand	Other	Total Other Overseas
Avg. Spend per Trip	£520.73	£360.64	£473.97	£483.58
Avg. Spend per Night	£65.96	£50.27	£54.12	£57.81
Avg. Length of Stay	7.9 nights	7.2 nights	8.8 nights	8.4 nights

Percentages may not equal 100% due to rounding.



2024 vs 2023	Australia	New Zealand	Other Overseas
Avg. Spend per Trip	-20%	-28%	-30%
Avg. Spend per Night	-24%	-45%	-32%
Avg. Length of Stay	+0.4 Nights	+1.7 Nights	+0.2 Nights

Figures relate to overnight trips only (i.e. exclude day trips).

Overnight Trips to NI in 2024

Place of Origin	Trips (000s)	Change vs 2023	Nights (000s)	Change vs 2023	Spend (£m)	Change vs 2023	Avg. Length of Stay	Avg. Spend per Trip	Avg. Spend per Night
Northern Ireland	1,564	-27%	3,550	-26%	217	-20%	2.3	£139.01	£61.22
Great Britain	1,431	0%	5,865	-1%	414	-11%	4.1	£289.34	£70.59
Republic of Ireland	1,129	-14%	2,473	-18%	243	-9%	2.2	£214.91	£98.13
Mainland Europe	211	-2%	1,058	-6%	75	1%	5.0	£354.41	£70.63
- Germany	39	16%	166	20%	12	7%	4.2	£299.03	£70.87
- France	35	9%	179	-6%	11	13%	5.1	£323.95	£63.31
- Spain	30	36%	134	62%	10	64%	4.5	£330.55	£73.39
- Netherlands	24	8%	149	67%	11	-11%	6.3	£450.87	£71.90
- Italy	15	10%	75	4%	5	72%	4.8	£335.37	£69.16
- Poland	11	-16%	54	-30%	3	-25%	4.9	£274.45	£56.05
- Switzerland	10	10%	46	3%	4	39%	4.7	£420.38	£89.70
- Belgium	4	-52%	16	-64%	1	-3%	4.0	£252.77	£62.49
- Other Europe	43	-30%	240	-29%	18	-11%	5.6	£414.46	£74.16
North America	241	25%	1,018	11%	88	24%	4.2	£366.42	£86.64
- United States	189	34%	729	16%	67	28%	3.9	£351.81	£91.33
- Canada	51	1%	289	0%	22	8%	5.6	£421.38	£74.79
Other Overseas	117	19%	976	26%	56	-12%	8.4	£483.58	£57.81
- Australia	41	1%	320	8%	21	-19%	7.9	£520.73	£65.96
- New Zealand	7	-14%	49	12%	2	-38%	7.2	£360.64	£50.27
- Other Overseas	69	39%	607	41%	33	-3%	8.8	£473.97	£54.12
TOTAL	4,692	-13%	14,942	-9%	1,093	-10%	3.2	£233.05	£73.18

Notes:

- NISRA advise that due to changes in methodology, users should err caution in comparing 2023 data to previous years.
- 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.
- External visitors include all visitors from outside Northern Ireland.
- Percentages may not equal 100% due to rounding.
- Regional spend is calculated using monthly exchange rates, while individual country spend is calculated using quarterly exchange rates. For this reason, summing the country spend may not equal the total regional spend.
- The full NISRA Report (including background notes) and associated tables relating to 2024 tourism performance statistics (including local government district statistics) can be found at [this link](#).



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