



**TOURISM
NORTHERN
IRELAND**

2023

Northern Ireland Tourism Performance

Insights & Intelligence Service

Data Source:



Total NI Trips



5.4m

Total NI Nights



16.5m

Total NI Spend



£1.2bn

- Figures released by the Northern Ireland Statistics & Research Agency (NISRA) indicate that Northern Ireland welcomed 5.4 million overnight visitors in 2023, who stayed 16.5 million nights and spent £1.2 billion.
- On average, visitors stayed 3.1 nights and spent £224.45 per overnight trip in Northern Ireland in 2023.
- Holiday trips were the most popular reason for visiting Northern Ireland, consisting of more than half of all visits (51%). Visiting friends and relatives was the second most popular reason for visiting (38%).
- Domestic trips made up 40% of overnight trips taken in Northern Ireland, highlighting the importance of the domestic tourism market. Trips by Great Britain residents accounted for the second highest proportion of overall trips at 27%.
- We welcomed an unprecedented number of Republic of Ireland visitors in 2023, and our consumer sentiment research found that the majority of Republic of Ireland visitors said their trip matched or exceeded expectations, with the range of places to eat & drink and the welcome & hospitality being particularly highly rated.
- Local Government District figures provide an insight into the regional spread of visitors to Northern Ireland, with 69% of overnight trips and 56% of spend on these trips taking place outside of Belfast.
- As of March 2023, the number of VAT and/or PAYE tourism businesses operating in Northern Ireland was recorded as 5,845, the highest on record. 77% of the tourism businesses are outside of Belfast City Council.



External Visitor Origin Insights



GB visitors accounted for 44% of total external trips and almost half of total external spend in 2023.



ROI visitors made up two-fifths of external trips & had the highest spend per night of all external visitors in 2023.



North America had the highest proportion of external holiday visitors in 2023 with these visitors spending £43m.

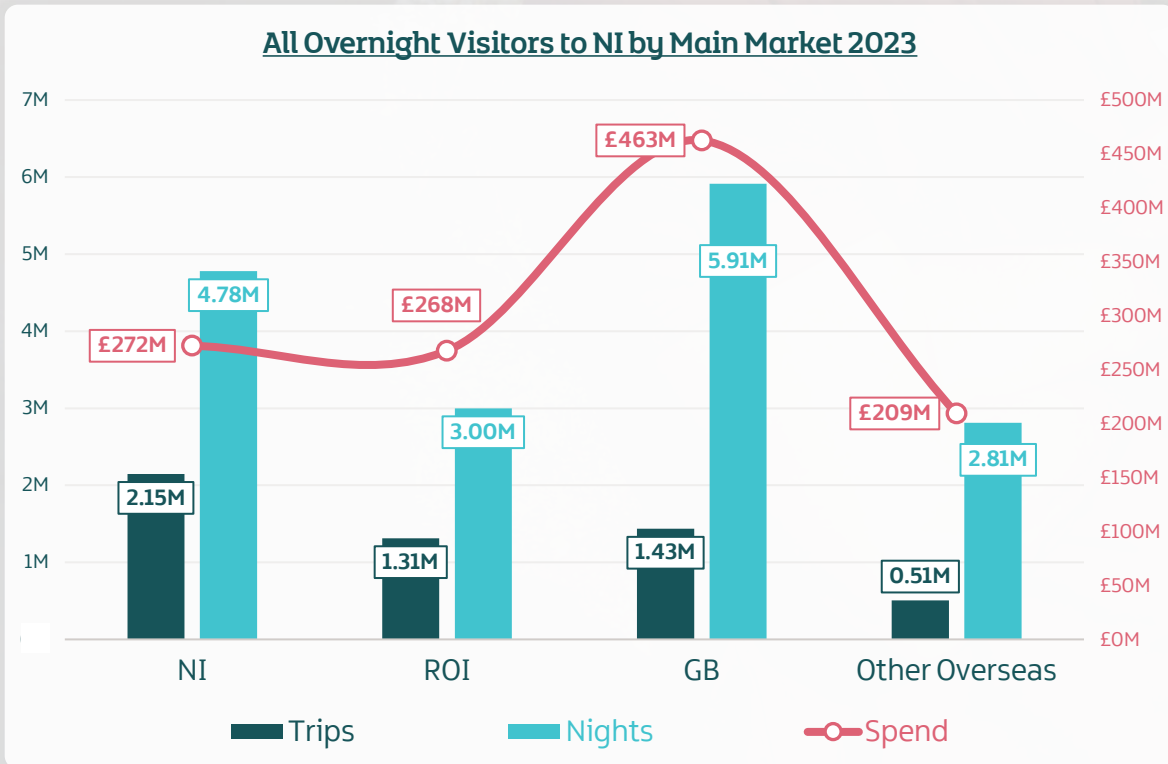
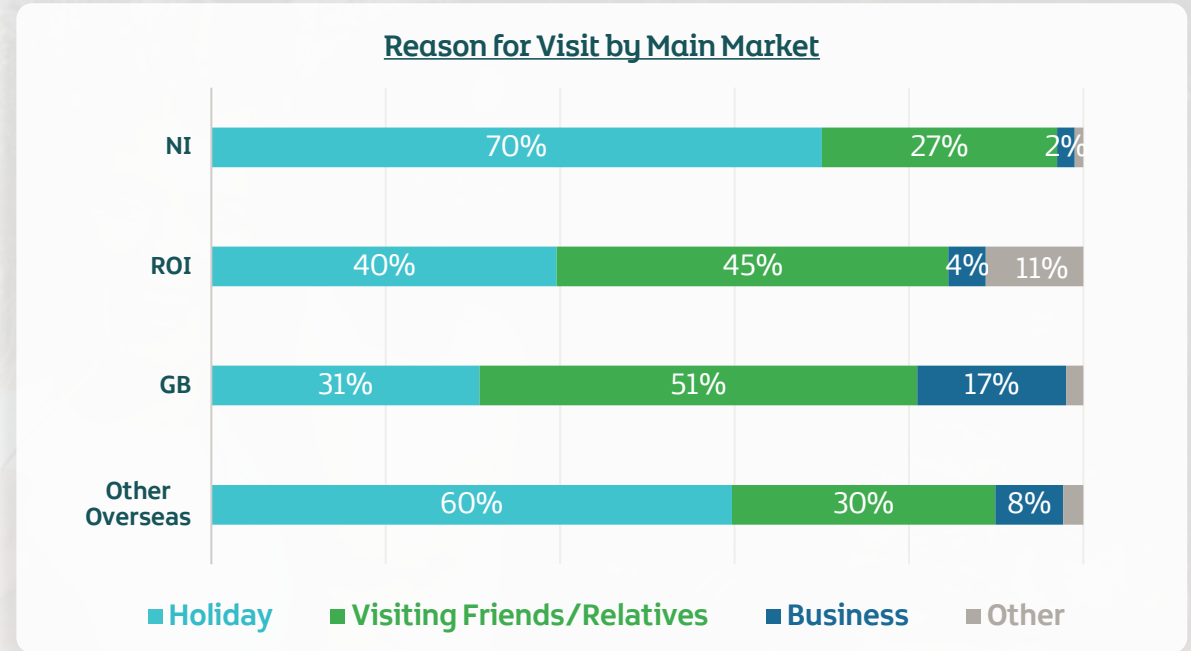


Of all external visitors to NI in 2023, Other Overseas visitors stayed the longest and spent the most per trip.

*Figures relate to overnight trips only (ie exclude day trips).

External visitors include all visitors from outside Northern Ireland.

	NI Market	ROI Market	GB Market	Other Overseas
% of all trips	40%	24%	27%	9%
% of all nights	29%	18%	36%	17%
% of all spend	22%	22%	38%	17%



	NI	ROI	GB	Other Overseas
Avg. Spend per Trip	£126.81	£203.93	£322.42	£414.33
Avg. Spend per Night	£56.97	£89.26	£78.23	£74.46
Av. Length of Stay	2.2 nights	2.3 nights	4.1 nights	5.6 nights

Percentages may not equal 100% due to rounding.

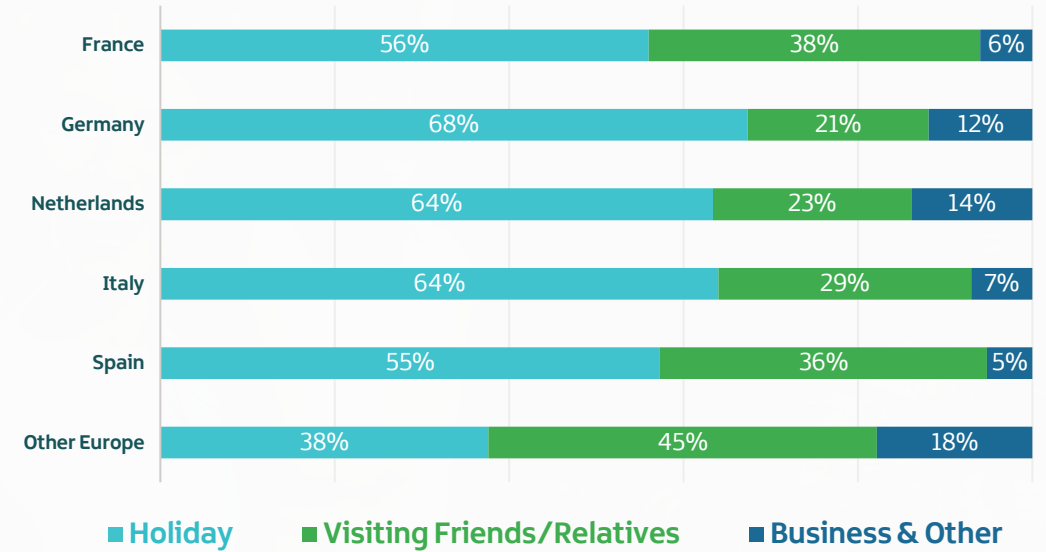
4% of All NI Trips

7% of All NI Nights

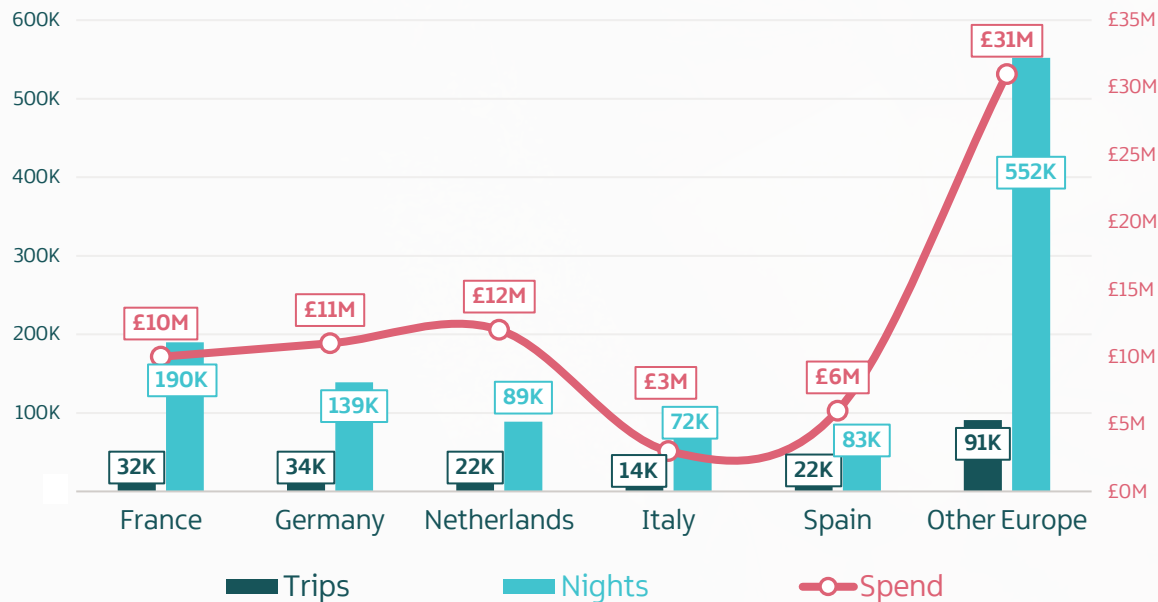
6% of All NI Spend

	France	Germany	Netherlands	Italy	Spain	Other Europe
% of Europe Trips	15%	16%	10%	7%	10%	42%
% of Europe Nights	17%	12%	8%	6%	7%	34%
% of Europe Spend	14%	15%	16%	4%	8%	43%

Reason for Visit by Main Market



All Overnight Visitors to NI by Main Market 2023



	France	Germany	Netherlands	Italy	Spain	Other Europe
Av. Spend per Trip	£312.50	£323.53	£545.45	£214.29	£272.73	£340.66
Av. Spend per Night	£52.63	£79.14	£134.83	£41.67	£72.29	£56.16
Av. Length of Stay	5.9 nights	4.1 nights	4.0 nights	5.1 nights	3.8 nights	6.1 nights

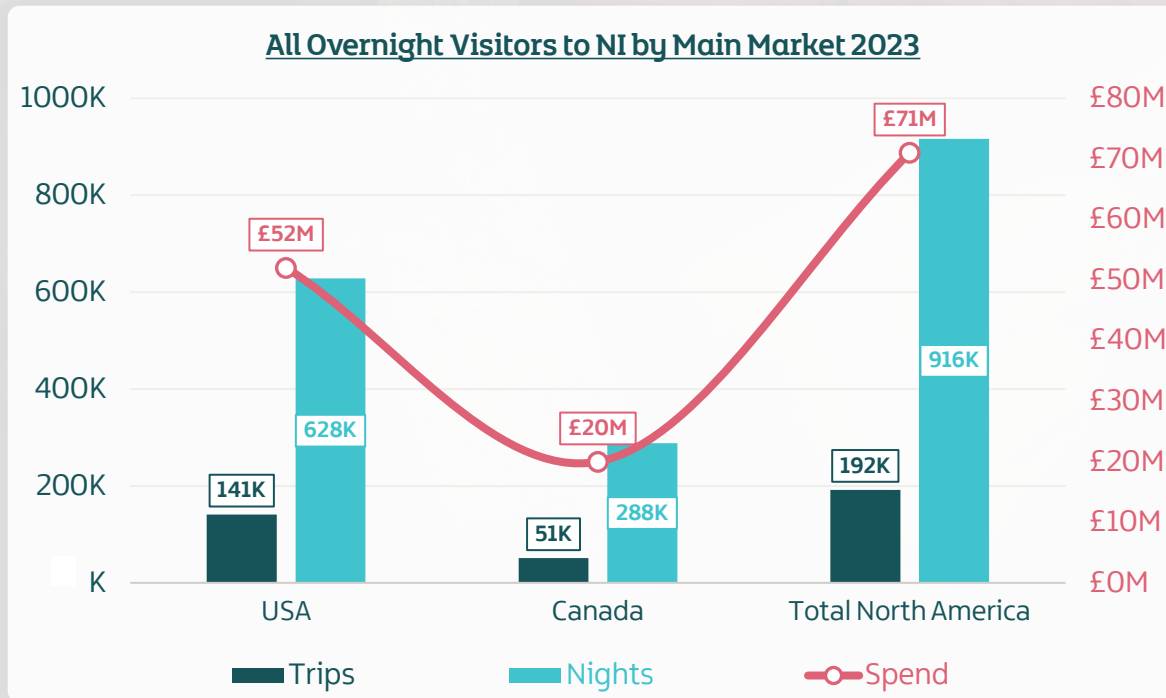
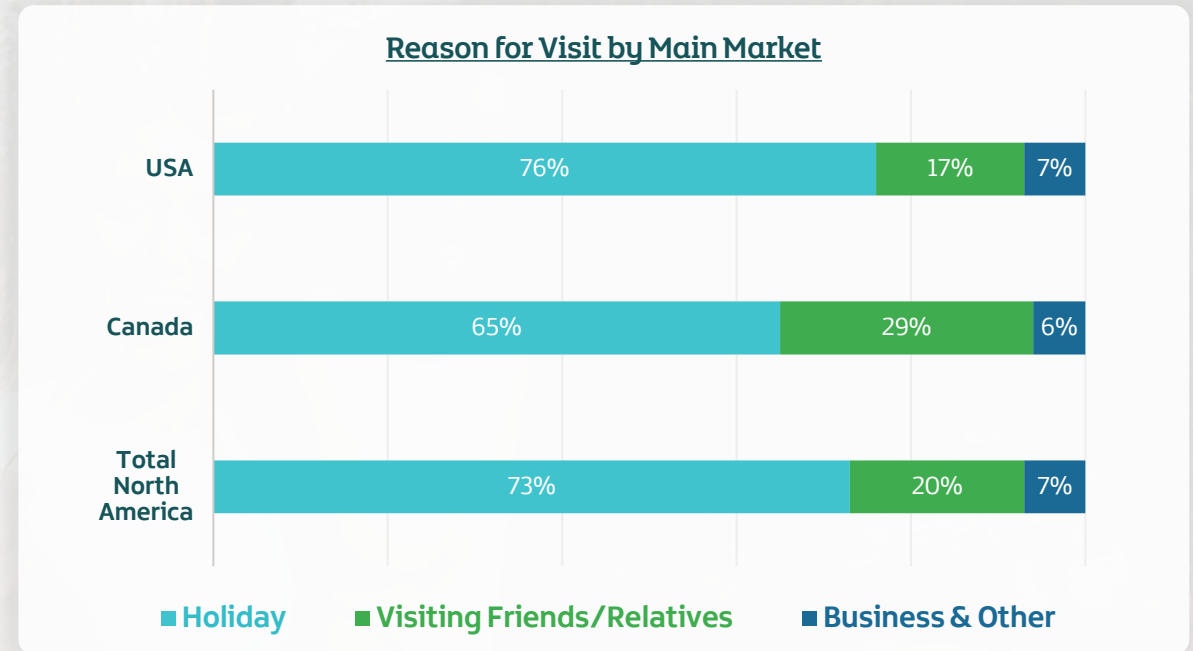
Percentages may not equal 100% due to rounding.

3% of All NI Trips

6% of All NI Nights

6% of All NI Spend

	USA	Canada
% of North American Trips	73%	27%
% of North American Nights	69%	31%
% of North American Spend	73%	28%



	USA	Canada	Total North America
Av. Spend per Trip	£368.79	£392.16	£369.79
Av. Spend per Night	£82.80	£69.44	£77.51
Av. Length of Stay	4.5 nights	5.6 nights	4.8 nights

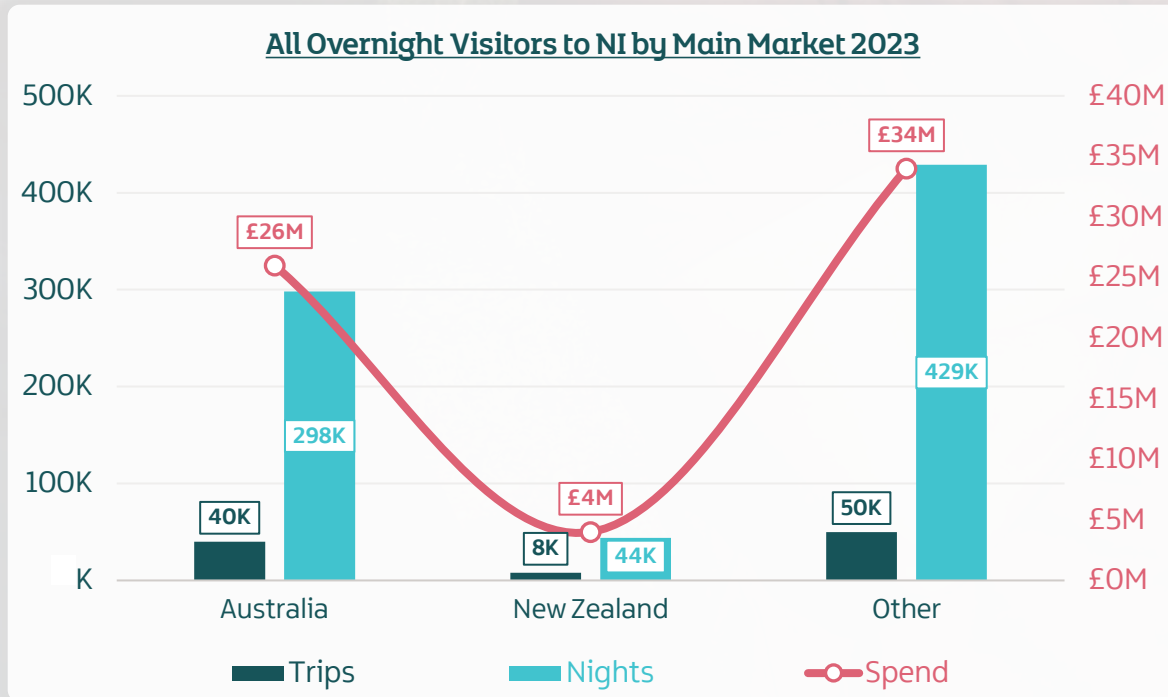
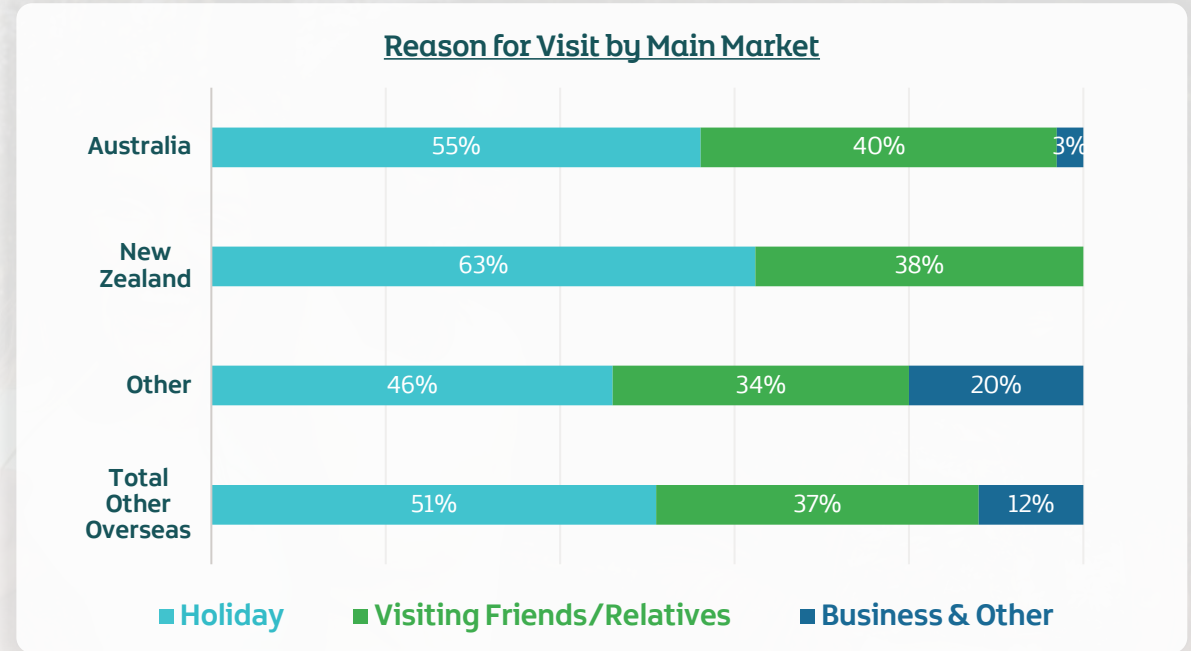
Percentages may not equal 100% due to rounding.

1% of All NI Trips

5% of All NI Nights

5% of All NI Spend

	Australia	New Zealand	Other
% of Other Overseas Trips	41%	8%	51%
% of Other Overseas Nights	39%	6%	56%
% of Other Overseas Spend	41%	6%	53%



	Australia	New Zealand	Other	Total Other Overseas
Av. Spend per Trip	£650.00	£500.00	£680.00	£653.06
Av. Spend per Night	£87.25	£90.91	£79.25	£82.90
Av. Length of Stay	7.5 nights	5.5 nights	8.6 nights	7.9 nights

Percentages may not equal 100% due to rounding.

Overnight Trips to NI in 2023 by External Visitors (from outside NI)

Place of Origin	Trips (000s)	% of Trips	Nights (000s)	% of Nights	Spend (£m)	% of Spend	Av. Length of Stay	Av. Spend per Trip	Av. Spend per Night
Great Britain	1,435	44%	5,913	50%	463	49%	4.1	£322.65	£78.30
Republic of Ireland	1,313	40%	2,999	26%	268	29%	2.3	£204.11	£89.36
Mainland Europe	215	7%	1,125	10%	78	8%	5.2	£344.19	£65.78
- Germany	34	1%	139	1%	11	1%	4.1	£323.53	£79.14
- France	32	1%	190	2%	10	1%	5.9	£312.50	£52.63
- Spain	22	1%	83	1%	6	1%	3.8	£272.73	£72.29
- Netherlands	22	1%	89	1%	12	1%	4.0	£545.45	£134.83
- Italy	14	0.4%	72	1%	3	0.3%	5.1	£214.29	£41.67
- Poland	13	0.4%	77	1%	4	0.4%	5.9	£307.69	£51.95
- Switzerland	9	0.3%	45	0.4%	3	0.3%	5.0	£333.33	£66.67
- Belgium	8	0.2%	43	0.4%	1	0.1%	5.4	£125.00	£23.26
- Denmark	5	0.2%	21	0.2%	1	0.1%	4.2	£200.00	£47.62
- Sweden	4	0.1%	17	0.1%	1	0.1%	4.3	£250.00	£58.82
- Norway	3	0.1%	13	0.1%	1	0.1%	4.3	£333.33	£76.92
- Other Europe	49	2%	336	3%	20	2%	6.9	£408.16	£59.52
North America	192	6%	916	8%	72	8%	4.8	£369.79	£77.51
- United States	141	4%	628	5%	52	6%	4.5	£368.79	£82.80
- Canada	51	2%	288	2%	20	2%	5.6	£392.16	£69.44
Other Overseas	98	3%	772	7%	60	7%	7.9	£653.06	£82.90
- Australia	40	1%	298	3%	26	3%	7.5	£650.00	£87.25
- New Zealand	8	0.2%	44	0.4%	4	0.4%	5.5	£500.00	£90.91
- Other Overseas	50	2%	429	4%	34	4%	8.6	£680.00	£79.25
TOTAL	3,253	100%	11,724	100%	940	100%	3.6	£288.96	£80.18

*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.

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. excludes 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 2023 tourism performance statistics (including local government district statistics) can be found at [this link](#).



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