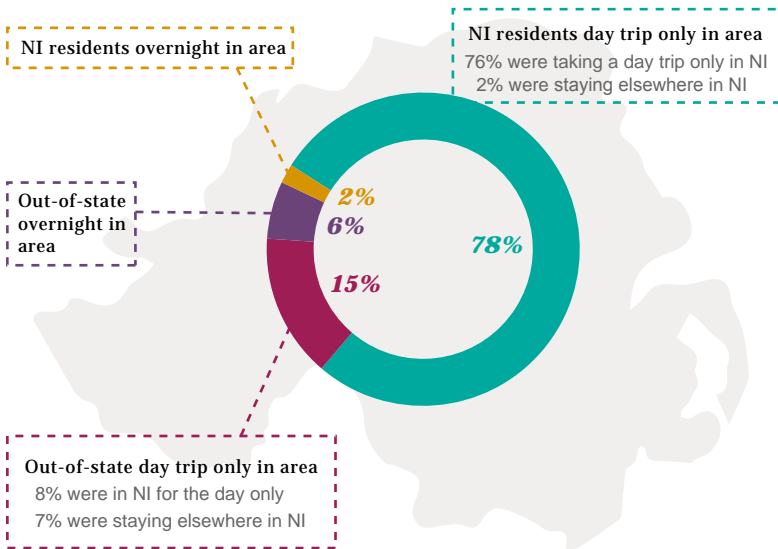


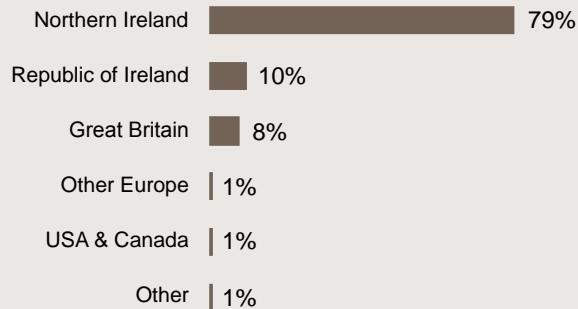
# DESTINATION ARMAGH

Armagh had the smallest proportion of leisure visitors staying overnight compared with other destinations. The majority of leisure visitors coming to Armagh were from within Northern Ireland, with the vast majority taking a day trip only in the area. Visiting to see a specific attraction was a key motivation to visit for many as was visiting a favourite place, reflecting the high proportion of domestic visitors

## LEISURE VISITORS

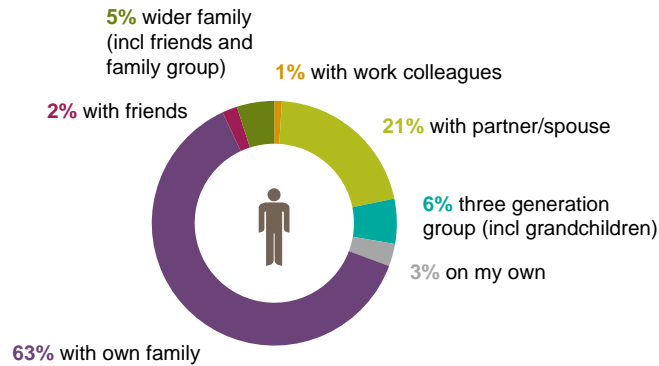


## ORIGIN OF THOSE VISITING DESTINATION

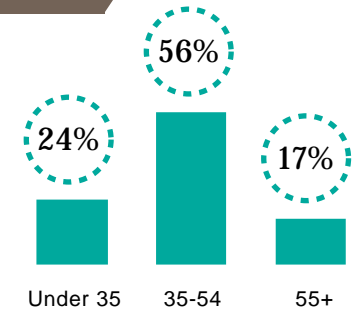


## PARTY TYPE

Party size of 3.63 is just slightly smaller than the overall average across all 9 destinations



## AGE

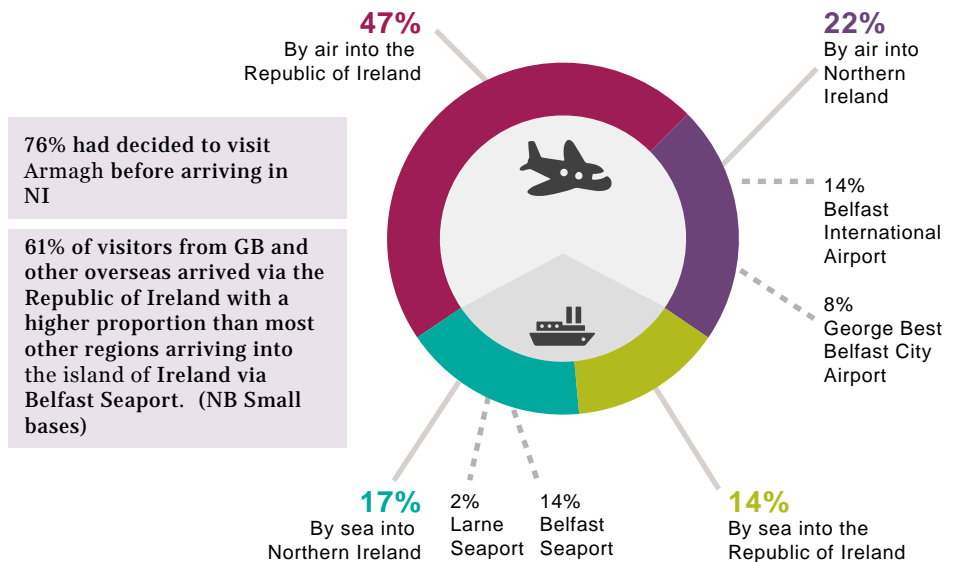


Compared to all other regions, a significantly higher proportion of visitors were travelling with their own family, reflecting the large number of domestic visitors welcomed into the region who are more likely than out-of-state visitors to visit in a family group

Visitors were significantly more likely than all other regions to have children in their party (73%), hence wanting lots for children to do was the biggest motivator for taking the trip in the first place, and much higher compared to all other regions

Overnight visitors stayed for **2.86** nights on average.

## MEANS OF TRANSPORT INTO ISLAND OF IRELAND

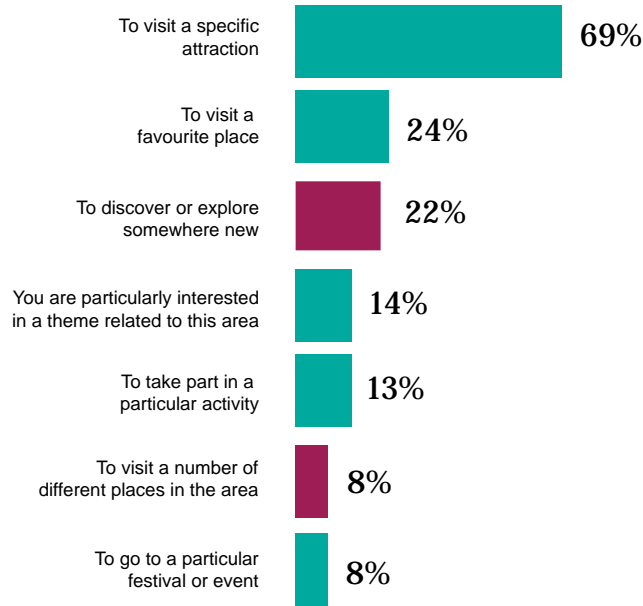


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



# DESTINATION ARMAGH

## KEY REASONS TO VISIT



More so than for any other region, those visiting Armagh wanted to see a specific attraction or take part in a particular activity. They were also likely to visit a favourite place or discover or explore somewhere new

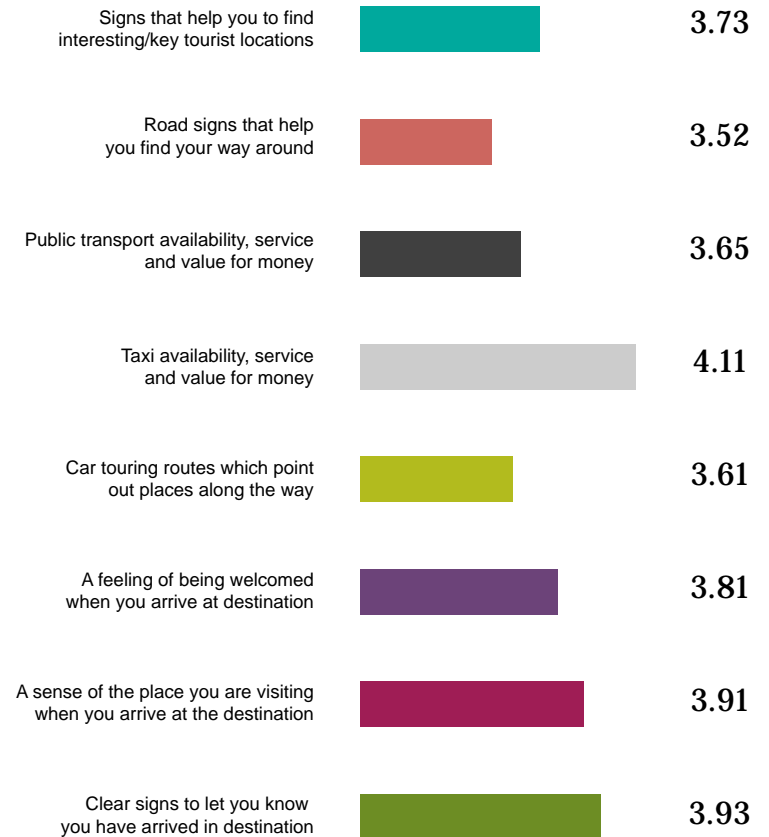
34% of all visitors chose this destination specifically to visit in order to find out stories, history and legends of Northern Ireland.

Family fun was a key motivation for taking a trip in Northern Ireland for all those visiting Armagh. This was particularly true amongst those visiting from within the island of Ireland who more than anything were taking the trip because they wanted loads for the children to do, to keep them entertained and spend quality time with them

■ Higher\* than average for all destinations  
 ■ Lower\* than average for all destinations  
 \*Not necessarily significantly higher or lower

## ARRIVAL AND GETTING AROUND

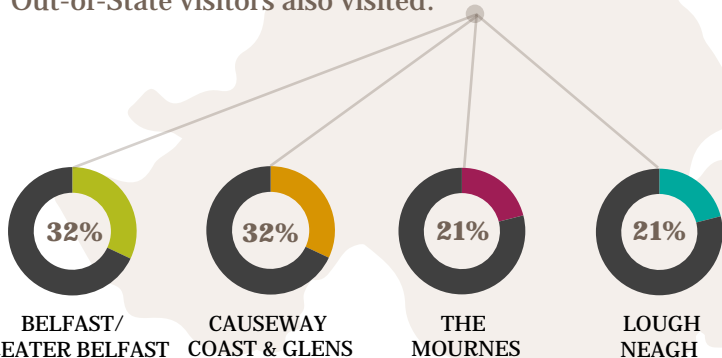
*In terms of the welcome into the region and getting around, ratings for this destination were somewhat mixed. While close to average on most measures, there was some room for improvement in terms of road signs that help you find your way around. On virtually all measures, out-of-state visitors were more likely to rate these aspects better than NI residents*



Mean scores 5=Excellent

## OTHER KEY DESTINATIONS ALSO VISITED

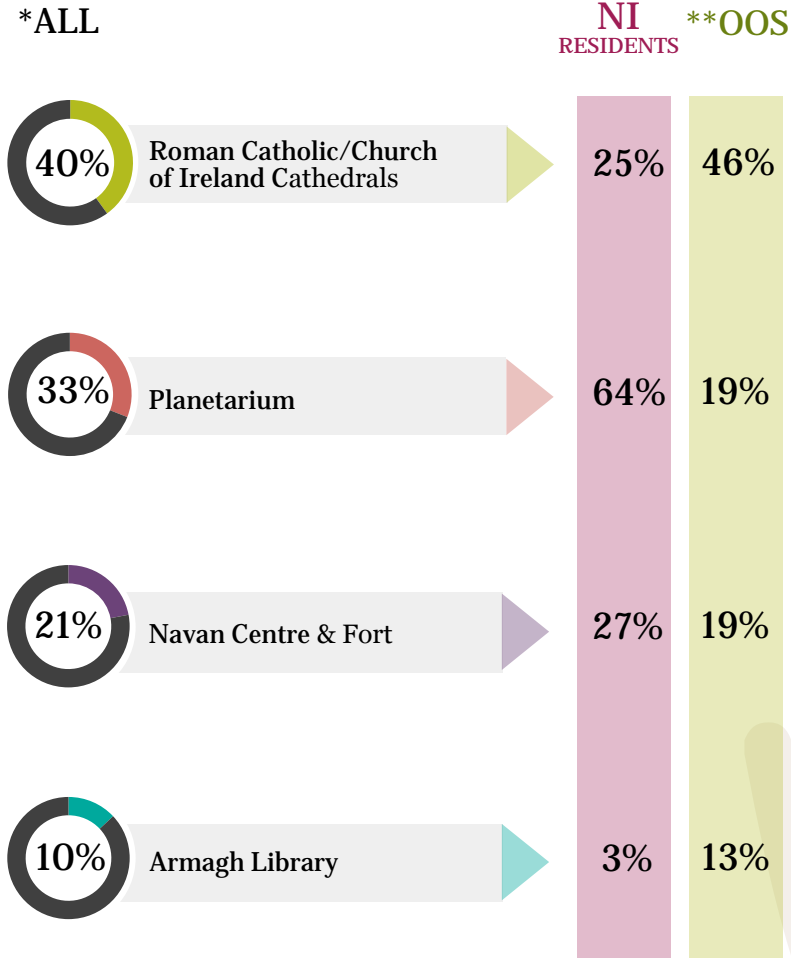
Out-of-State visitors also visited:



*78% of visitors from GB and other overseas also visited the Republic of Ireland on the same trip, about average compared to others. Those visiting Armagh were more likely than most to visit Dublin and Meath (NB Small Base)*

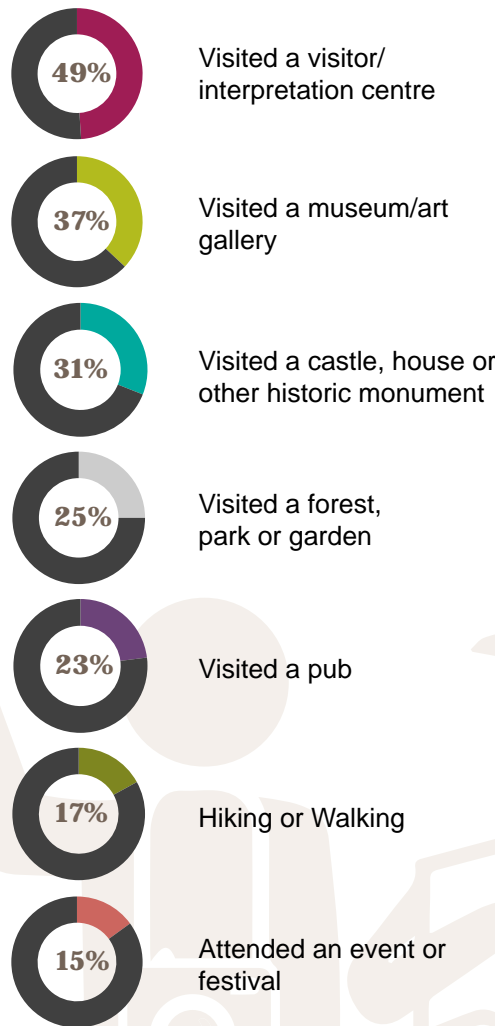
# DESTINATION ARMAGH

## POPULAR PLACES VISITED

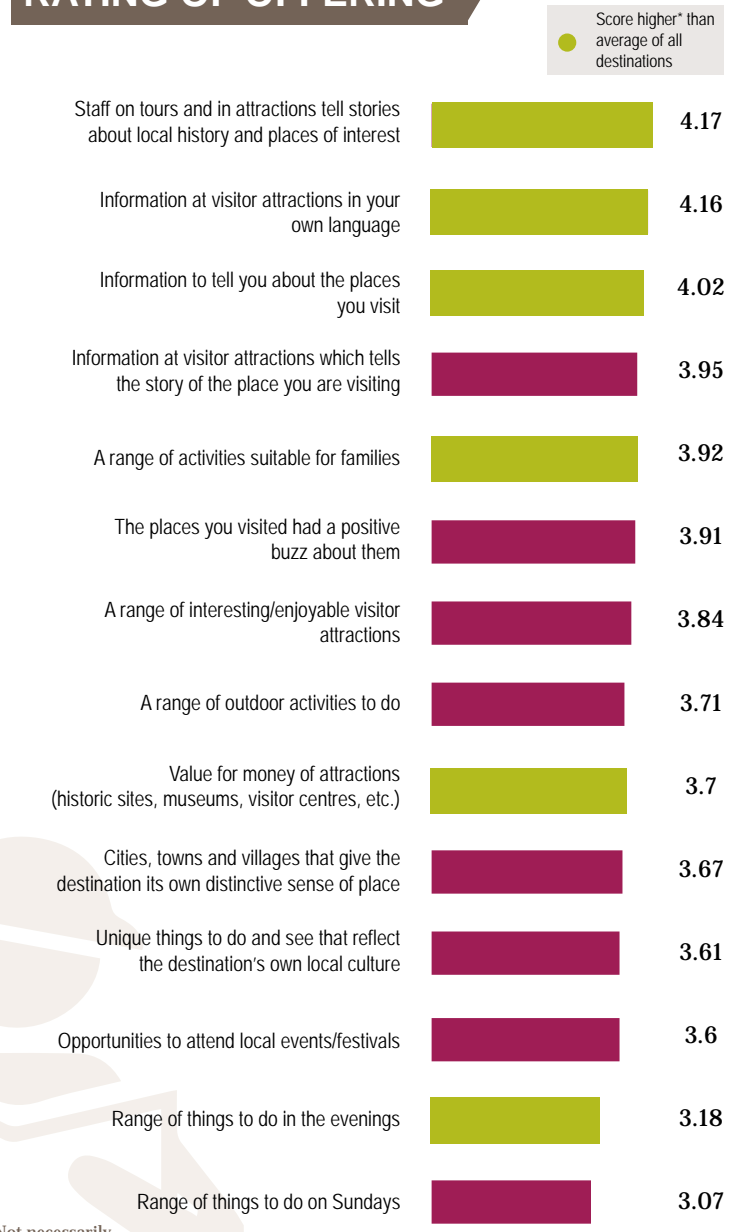


Compared to other destinations, visitors to this region were more likely to visit a visitor/interpretation centre. Perhaps unsurprisingly the Planetarium was by far the most frequented attraction in this area among domestic visitors. Ratings of the offering in this region were mixed with the range of interesting and enjoyable attractions scoring below average while the range of activities suitable for families achieved a slightly higher than average score

## ACTIVITIES



## RATING OF OFFERING



\*Based on all visitors to the region  
\*\*OOS refers to visitors from outside of NI

\*Not necessarily significantly higher

Mean scores 5=Excellent

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



# DESTINATION ARMAGH

## PLACES TO EAT



CAFES  
49%

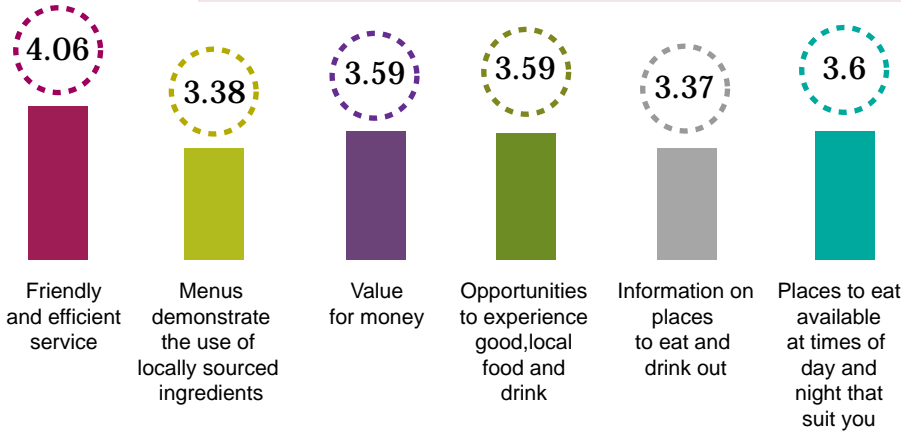


PUBS OR BARS  
17%

Most popular types  
of places to eat

Mean scores  
5=Excellent

Ratings were mixed, generally very close to average, but higher than most other regions for receiving a friendly and efficient service (notably among visitors from outside NI). Armagh also scored more positively than most other areas for being good value for money (NB Small Bases)



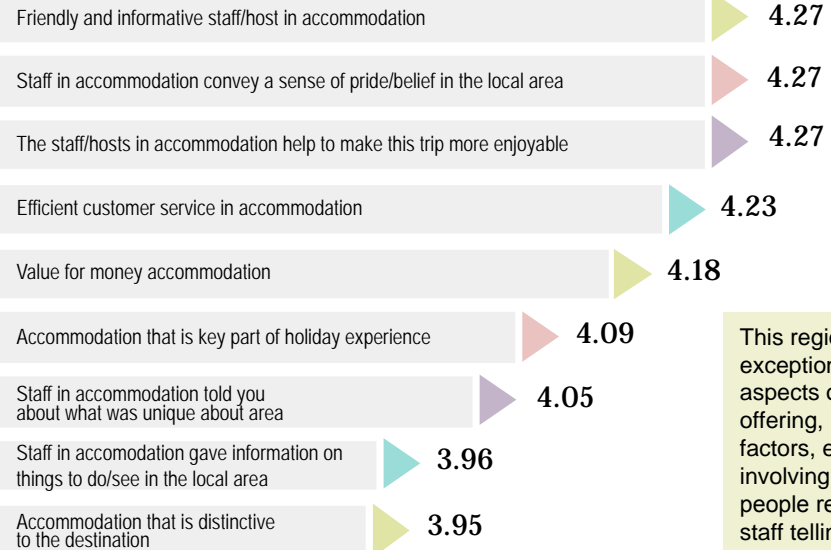
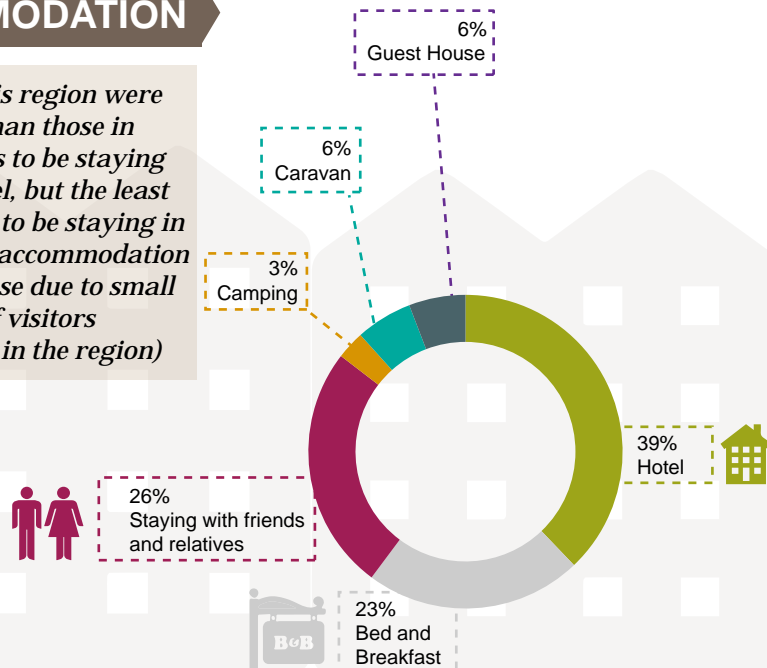
As a rule NI in general is not particularly well rated across most aspects of the eating out experience

## VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all measures. The ratings of the centre in this area were even more positive than the average seen across most regions, scoring the highest for staff providing ideas about things to see and do (NB Small base)

## ACCOMMODATION

Visitors to this region were more likely than those in many regions to be staying over in a hotel, but the least likely overall to be staying in self-catering accommodation (NB Small base due to small proportion of visitors overnighing in the region)

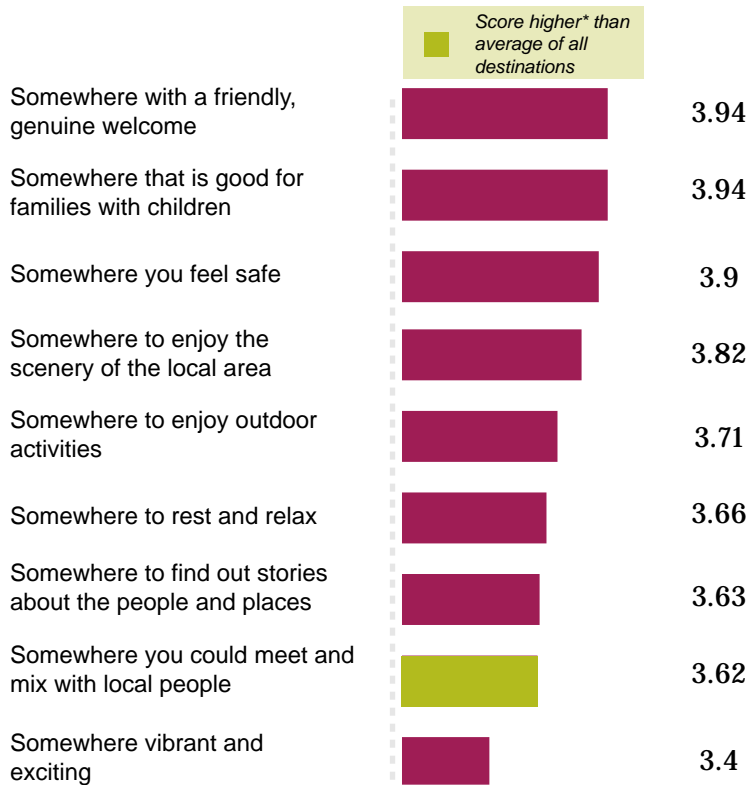


Mean scores  
5=Excellent

This region performed exceptionally well in terms of aspects of the accommodation offering, rating top in a number of factors, especially those involving value for money and people related attributes such as staff telling what was unique about the local area, making the trip more enjoyable and providing efficient customer service (NB Small Base)

# DESTINATION ARMAGH

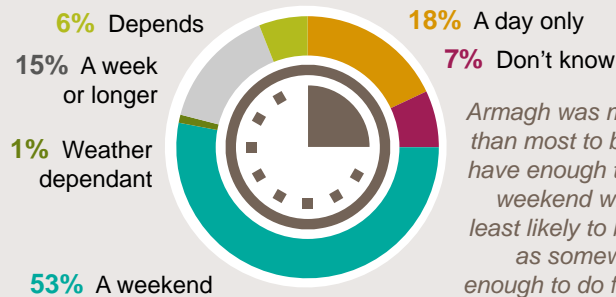
## DESTINATION EXPERIENCE



\*Not necessarily significantly higher

Mean scores 5=Excellent

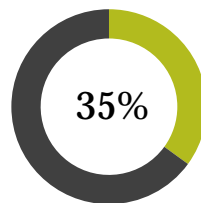
### VISITORS THOUGHT THERE WOULD BE ENOUGH TO DO IN THIS DESTINATION FOR:



Armagh was more likely than most to be seen to have enough to do for a weekend while it was least likely to be viewed as somewhere with enough to do for a week or longer

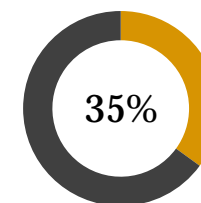
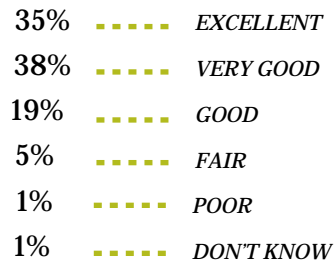
## DESTINATION RATINGS

Overall leisure visitors had a good time in this region with almost three quarters rating their Armagh experience positively. Although not quite as high as some other regions, most would still recommend the area to friends and family. As with some other destinations in NI, Armagh is seen as less competitive compared to other places outside NI for a short break or holiday



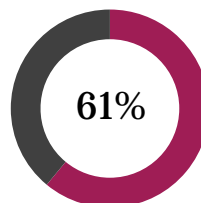
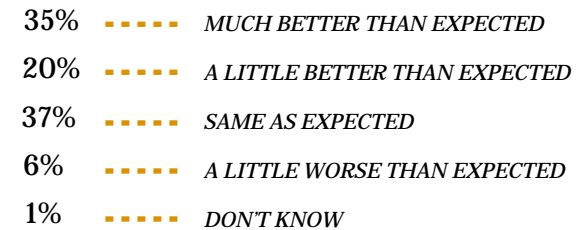
### RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

Armagh was less likely than other destinations to be rated as excellent, however out-of-state visitors and those staying overnight in the area did rate the region better than others



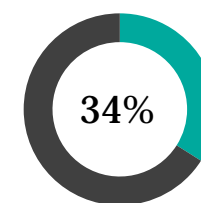
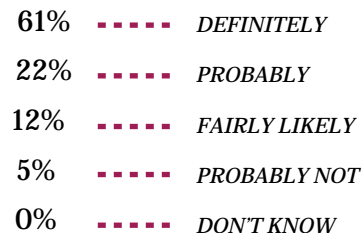
### ARMAGH IS "MUCH BETTER THAN EXPECTED"

Again rating of this region in terms of exceeding expectations wasn't quite as high as most other areas. However out-of-state visitors were more likely to rate the region better than NI residents as were those who stayed over



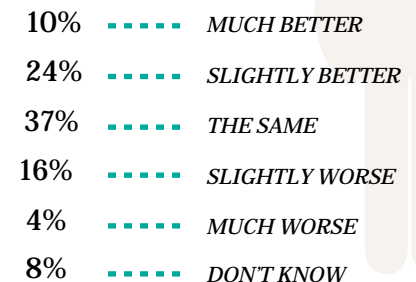
### "WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

The likelihood of recommending this region to others fell below average and was lower than most other destinations. Out-of-state visitors and those staying overnight in the destination were slightly more likely to rate this better



### "MUCH/SLIGHTLY BETTER THAN OTHER REGIONS OUTSIDE OF NI FOR HOLIDAY"

Armagh was slightly less likely than most to be favourably compared with other destinations outside of NI, with out-of-state visitors again more likely to rate this positively compared to NI residents

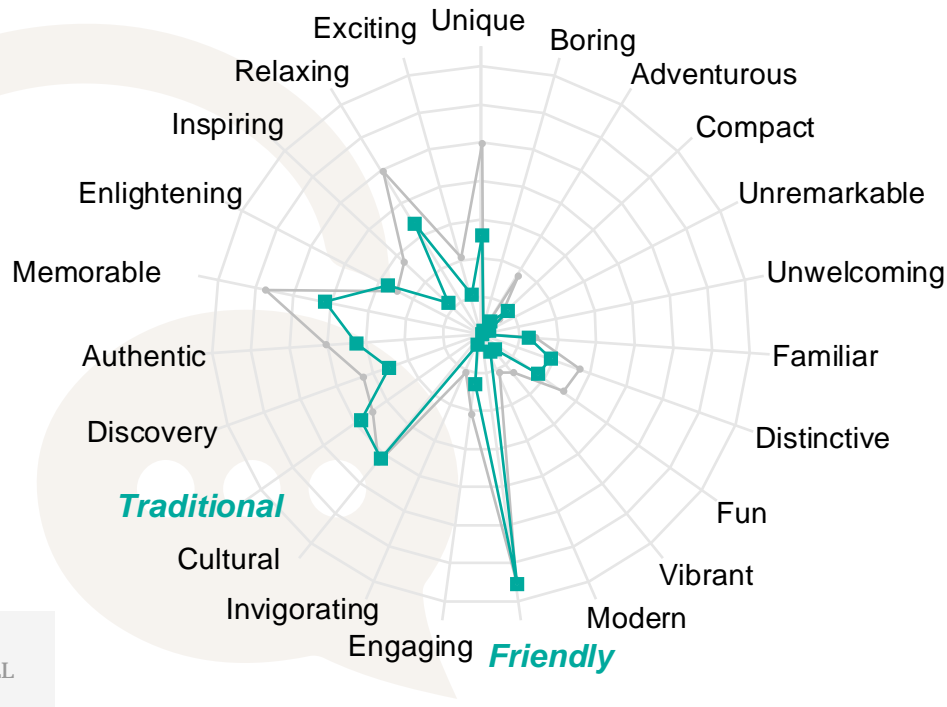


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

# DESTINATION ARMAGH

## WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:



Of all the destinations Armagh was more likely than many others to be seen as Friendly (66%), Enlightening (28%) and Traditional (39%). It was least likely to be considered Unique

Visitors to this region were less likely than most to have shared their experiences using social media. They were also less likely than most to leave online reviews, reflecting the higher proportion of domestic visitors who were less likely overall to share their experience



Uploaded trip photos



Left online reviews

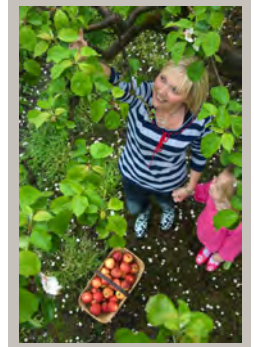
## MEMORABLE EXPERIENCES



'Navan Centre is Unique. The seat of the Kings of Ulster has a atmosphere which is magical. Historically unique from a human aspect as well as natural.'



'Attended a heroes and legends festival at Armagh Planetarium. The kids got to meet and have their picture taken with different characters. They loved it.'



'Bramley Apple Festival. I attended with my friend and enjoyed sampling different products made with the apples of Armagh...'



'In Armagh city the library was already closed but I was let in when the lady discovered next day I had to go home. That made me feel very welcome'

'At the Planetarium my son...was mesmerised by the stars'

# DESTINATION ARMAGH

- Higher than average of all
- Equal to average of all
- Lower than average of all

MEASURE	ARMAGH	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.65	4.49
Visitor Information Centre - Availability of useful information	4.53	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.62	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.75	4.38
Somewhere to enjoy the scenery of the local area	3.82	4.22
Visitor Information Centre - Suitable opening times	4.57	4.16
Friendly and informative staff (accommodation)	4.27	4.14
Information at visitor attractions in your own language	4.16	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.23	4.09
The availability of useful information to help you to plan your trip	4.02	4.08
That it is somewhere you feel safe	3.9	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.27	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	4.27	4.05
That it is somewhere friendly, genuine, welcome	3.94	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	4.17	4.04
That it is somewhere that is good for families with children	3.94	4.03
Ease of finding suitable accommodation	3.86	4.02
That it is somewhere to rest and relax	3.66	4.02
Information to tell you about the places you visit	4.02	4.01
Information at visitor attractions which tells the story of the place you are visiting	3.95	4
Sense of the place when you arrive in NI	4.1	4
Efficient customer service in accommodation	4.23	3.99
A sense of the place you are visiting when you arrive at your destination	3.91	3.99
Feeling of being welcomed when you arrive in NI	4.25	3.97
Friendly and efficient service in places to eat out	4.06	3.96
Availability/ease of finding information about the different regions within NI	3.91	3.95
Somewhere to enjoy outdoor activities	3.71	3.95
The places you visit have a positive buzz about them	3.91	3.92
A feeling of being welcomed when you arrive in chosen destination	3.81	3.9
Range of interesting/enjoyable visitor attractions	3.84	3.9
A range of activities suitable for families	3.92	3.89
Information on things to do / see in local area (accommodation)	3.96	3.89

The table above and on the next page provides a summary of all ratings used in the survey, presented in order according to the average rating given across all 9 destinations. Scores are based on the scale where 5=excellent, 4=very good, 3=good, 2=fair and 1=poor. Differences between scores for the destination and the average of all 9 destinations are not necessarily significant

# DESTINATION ARMAGH

- Higher than average of all
- Equal to average of all
- Lower than average of all

MEASURE	ARMAGH	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	3.93	3.88
Accommodation that is a key part of the holiday experience itself	4.09	3.88
Value for money of accommodation	4.18	3.82
Signs that help you find interesting /key tourist locations	3.73	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.91	3.78
Staff tell you about what is unique about the local area (accommodation)	4.05	3.75
That you are able to find out about the stories of the people and place you are visiting	3.63	3.74
A range of outdoor activities to do	3.71	3.73
Unique things to do and see that reflect the destination's own local culture	3.61	3.72
Accommodation that is distinctive to the destination	3.95	3.71
Clear signs to let you know when you have arrived in NI	3.8	3.71
Road signs that help you to find your way around	3.52	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.67	3.69
Opportunities to experience good local food and drink	3.59	3.64
That you are able to meet and mix with local people	3.62	3.61
Car touring routes which point out places to visit along the way	3.61	3.61
Taxi availability service and value for money	4.11	3.61
That it is somewhere vibrant and exciting	3.4	3.61
Places to eat available at the times of day and night that suit you	3.6	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.7	3.58
Opportunities to attend local events/ festivals	3.6	3.55
Public transport availability service and value for money	3.65	3.54
Value for money of places to eat out	3.59	3.51
Menus demonstrate the use of locally sourced ingredients	3.38	3.45
Information on places to eat and drink out	3.37	3.33
Range of things to do in the evenings	3.18	3.16
Range of things to do on Sundays	3.07	3.14

Further information is available on [www.tourismni.com](http://www.tourismni.com)

For a full report and to access Tourism NI's fact cards for the other key tourism destinations click the arrow

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For Tourism NI's fact cards on the value and volume of tourism in each of the 9 key tourism destinations and 11 council areas (based on data released by NISRA) click the arrow

For further information please contact Anne-Marie Montgomery at Tourism NI ([a.montgomery@tourismni.com](mailto:a.montgomery@tourismni.com))

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

