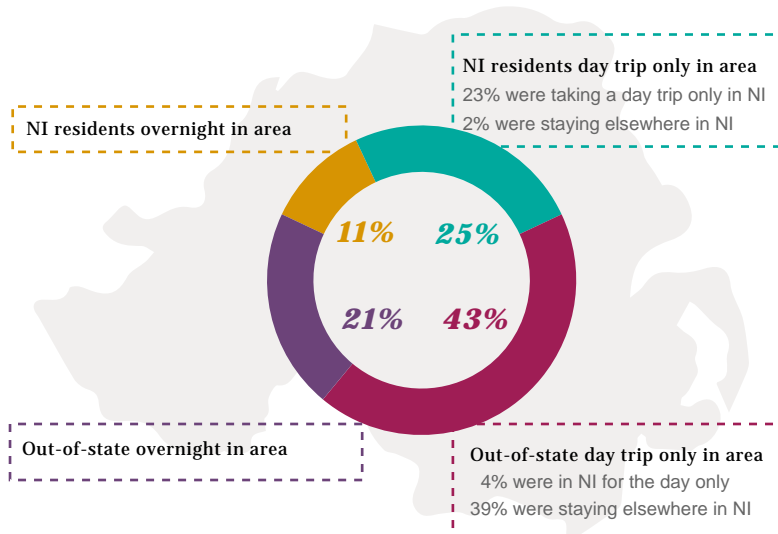


# DESTINATION CAUSEWAY COAST & GLENS

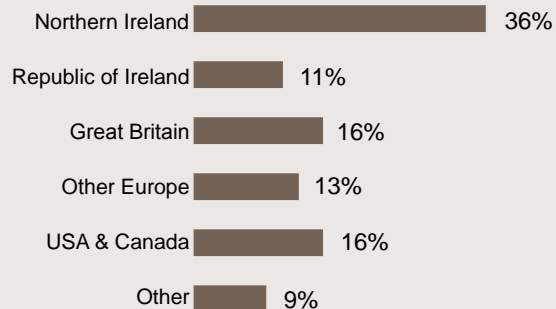
Causeway Coast & Glens attracts a large proportion of visitors from out-of state, although the majority were taking a day trip in the area, with many staying over elsewhere in NI. The region appeals to those who want to get away to enjoy both coasts and lakes and those who want to find out about history, stories and legends



## LEISURE VISITORS

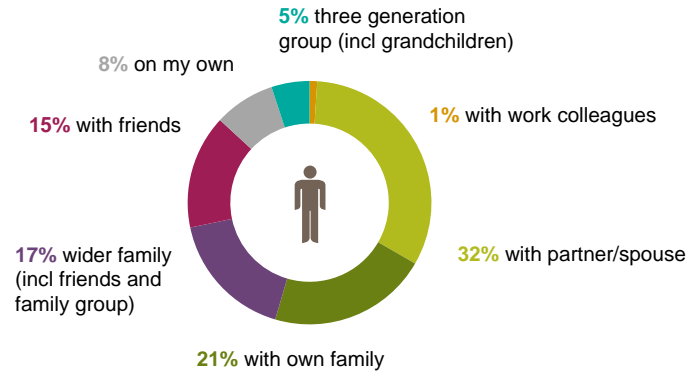


## ORIGIN OF THOSE VISITING DESTINATION

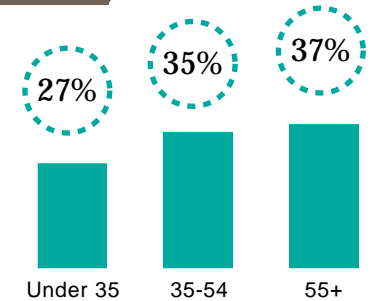


## PARTY TYPE

Party size of 4.21 is the largest average party size across all 9 destinations



## AGE



Compared to most other regions, a higher proportion of visitors were travelling with friends or wider family

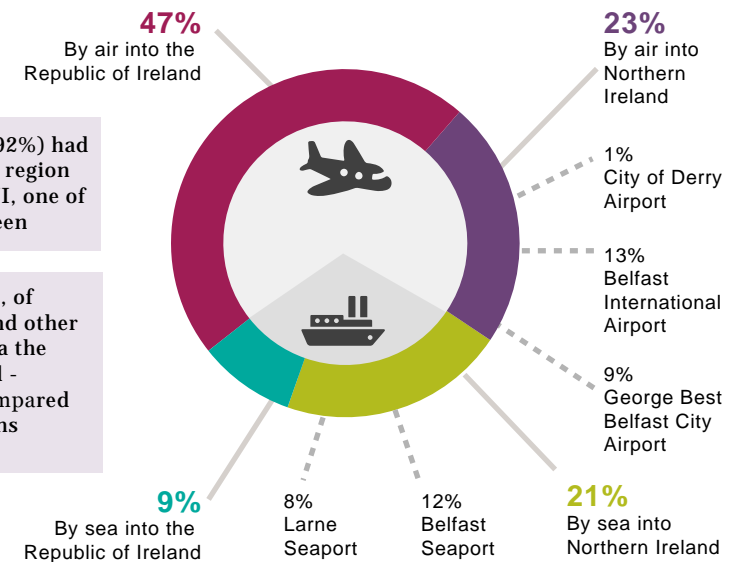
Visitors were less likely than most other regions to have children in their party (29%), reflecting the higher than average proportion of out-of-state visitors to the region who are less likely to travel as part of a family group than the domestic market

Overnight visitors stayed for **5.09 nights** on average

## MEANS OF TRANSPORT INTO ISLAND OF IRELAND

The vast majority (92%) had decided to visit this region before arriving in NI, one of the highest levels seen

Just over half, 56%, of visitors from GB and other overseas arrived via the Republic of Ireland - around average compared to other destinations

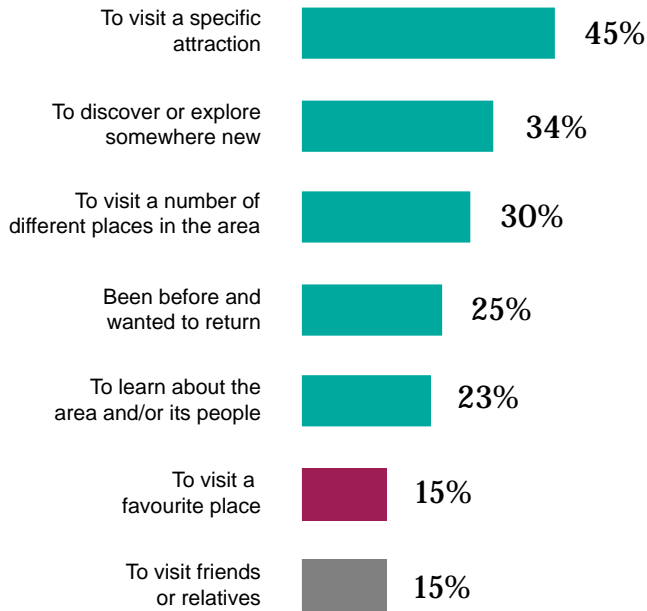


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



# DESTINATION CAUSEWAY COAST & GLENS

## KEY REASONS TO VISIT



While wanting to see a specific attraction provided a strong reason to visit, the Causeway Coast & Glens also has broader appeal both for those wanting to discover or explore somewhere new or those who had been before and wanted to return. More so than for any other region, visitors to Causeway Coast & Glens wanted to learn about the area and/or its people

35%

of all visitors chose this destination specifically to enjoy the coast and lakes, exploring the surrounding towns and villages, beaches, eateries and water

29%

did so to find out stories, history and legends of Northern Ireland

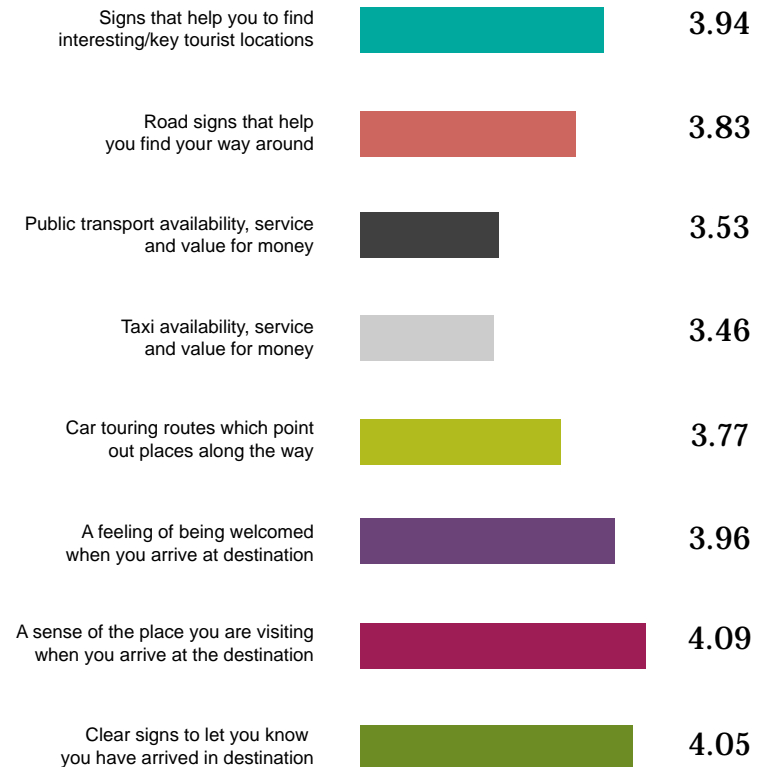
GB and other overseas visitors taking a trip in the region were more likely than those visiting most other areas to be motivated to take the trip to Northern Ireland by wanting to escape from the normal routine (and enjoy exploring the landscape and rural surroundings, local attractions, authentic pubs and cafes). A high proportion also wanted to explore history and culture

■ Higher\* than average for all destinations  
 ■ Lower\* than average for all destinations  
 ■ Equal to average for all destinations

\*Not necessarily significantly higher or lower

## ARRIVAL AND GETTING AROUND

*While there may be room for improvement in terms of taxi and public transport provision and service, the Causeway Coast & Glens area performs much better for the car user or those not relying on public transport. Compared to most others this region is rated relatively highly in terms of car touring routes, road signs to help you find your way about and signs to help you find interesting locations with the Causeway Coastal route enhancing this offer. This destination was also viewed positively for aspects of its initial welcome and sense of place*



Mean scores 5=Excellent

## OTHER KEY DESTINATIONS ALSO VISITED

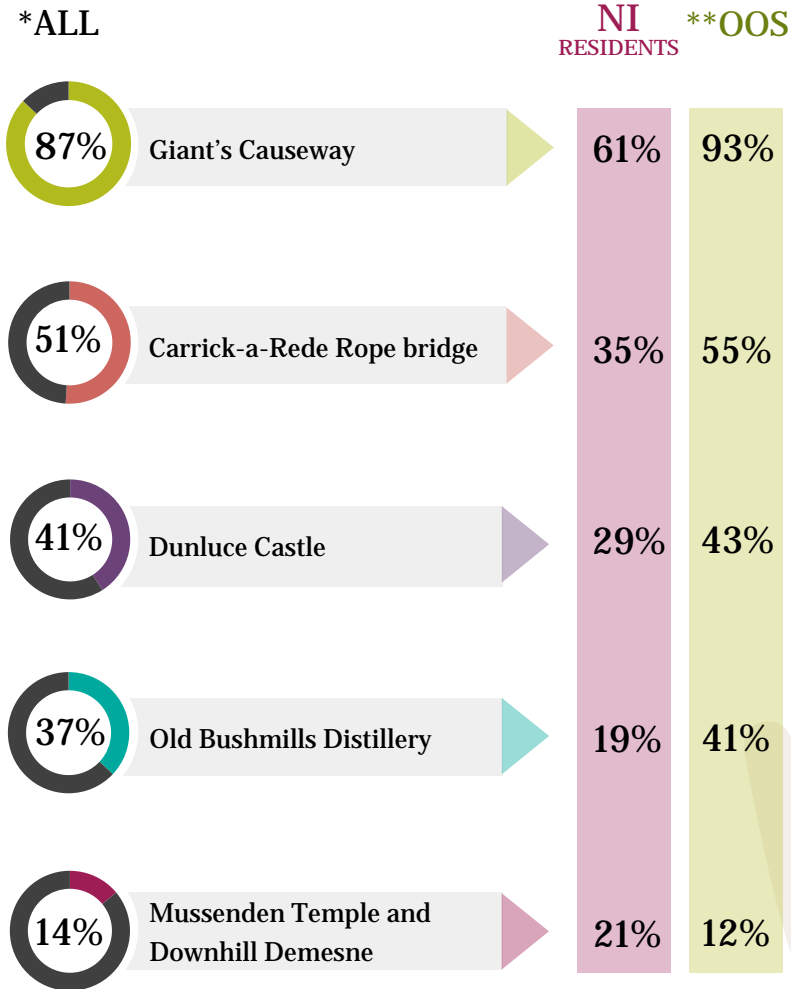
Out-of-State visitors also visited:



*74% of visitors from GB and other overseas also visited the Republic of Ireland on the same trip and were more likely than most to visit Kerry, Cork, Wicklow and Waterford*

# DESTINATION CAUSEWAY COAST & GLENS

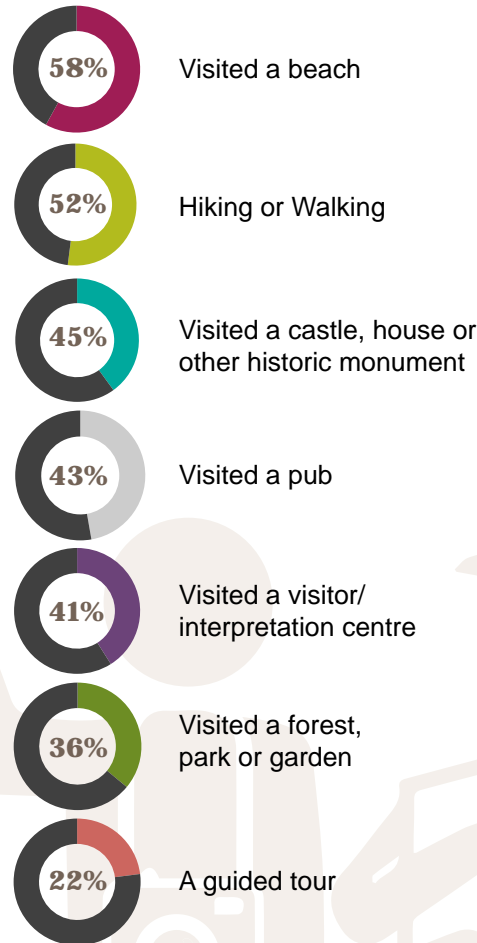
## POPULAR PLACES VISITED



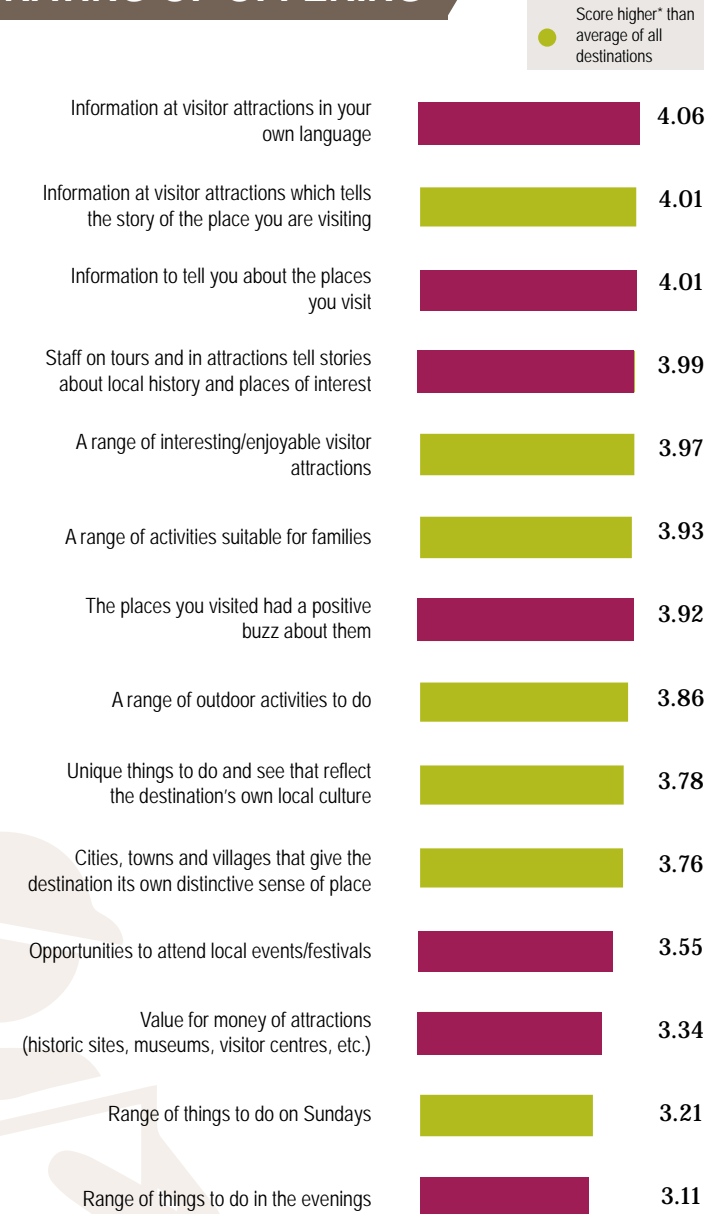
\*Based on all visitors to the region  
 \*\*OOS refers to visitors from outside of NI

Visiting a beach, hiking or walking, visiting a castle, house or other historic monument, visiting a pub or a visitor or interpretation centre feature strongly amongst activities participated in, demonstrating the access in the region to a wide range of things to do. As expected many of the key tourist locations including Giant's Causeway were highly attractive to those visiting from out-of-state although the activities participated in show visitors also enjoyed the wider landscape

## ACTIVITIES



## RATING OF OFFERING



Score higher\* than average of all destinations

\*Not necessarily significantly higher

Mean scores 5=Excellent

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



# DESTINATION CAUSEWAY COAST & GLENS

## PLACES TO EAT



CAFES  
46%



PUBS OR BARS  
46%

Most popular types  
of places to eat

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

Mean scores  
5=Excellent

Ratings were mixed, generally close to average, but performing well in terms of the local angle, highest of all regions for having menus that demonstrate the use of locally sourced ingredients and providing opportunities to experience good local food and drink

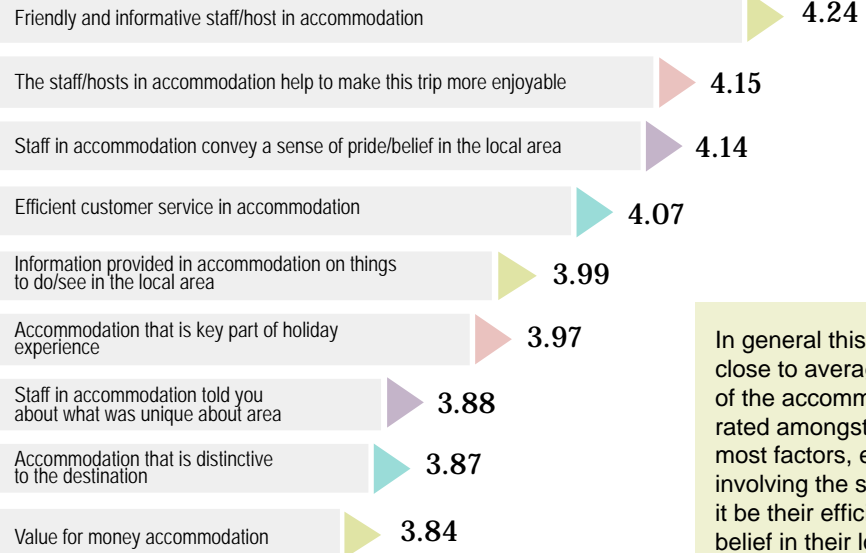
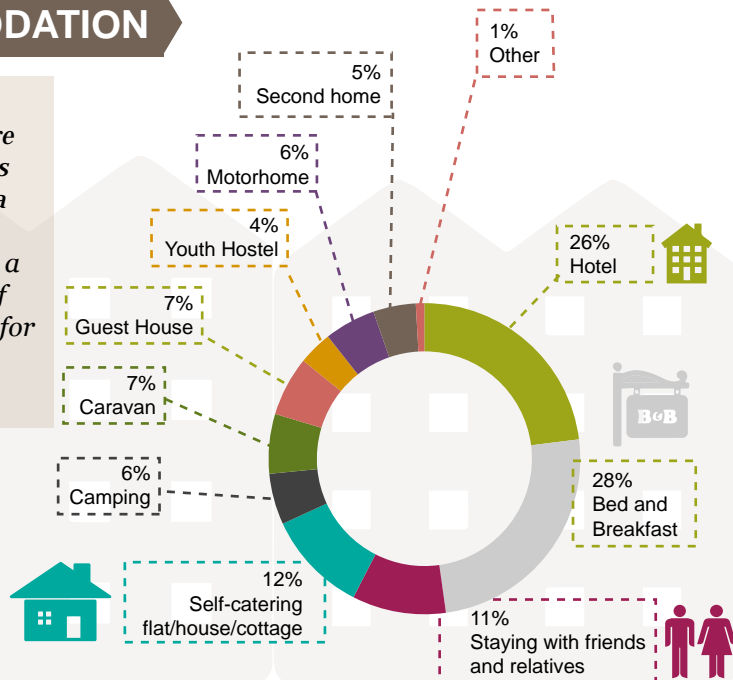


## VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all measures, especially seen as having friendly and efficient service and staff that convey a sense of pride or belief in their local area. The ratings of the centres in this area were generally close to average

## ACCOMMODATION

Visitors to this region were more likely than others to be staying in a Bed & Breakfast. Hotels were also a popular choice of accommodation for those staying in this destination

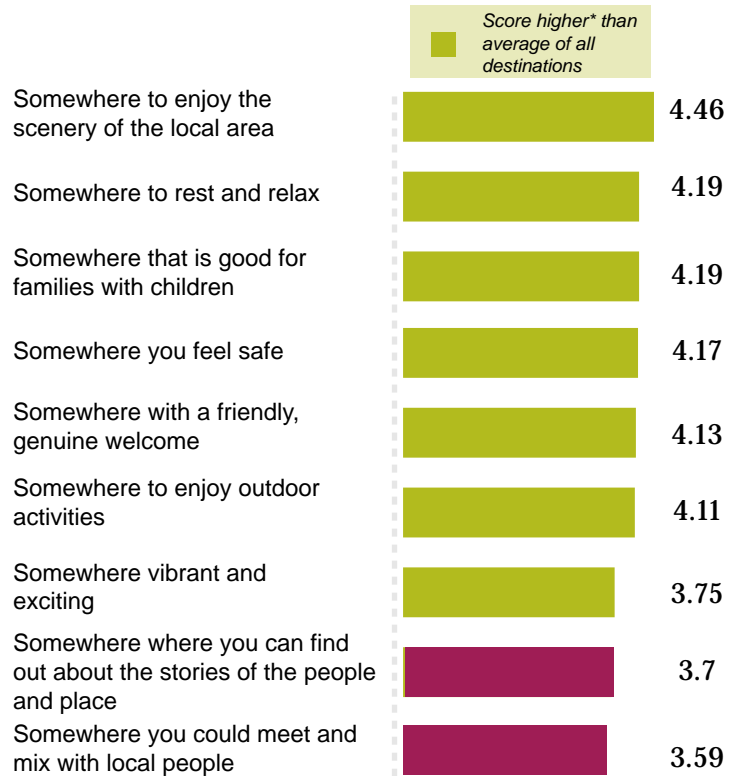


Mean scores  
5=Excellent

In general this region performed close to average in terms of aspects of the accommodation offering, rated amongst the top 3 or 4 across most factors, especially those involving the staff or hosts (whether it be their efficiency, friendliness, belief in their local area or provision of information about the surrounding area and making their trip more enjoyable)

# DESTINATION CAUSEWAY COAST & GLENS

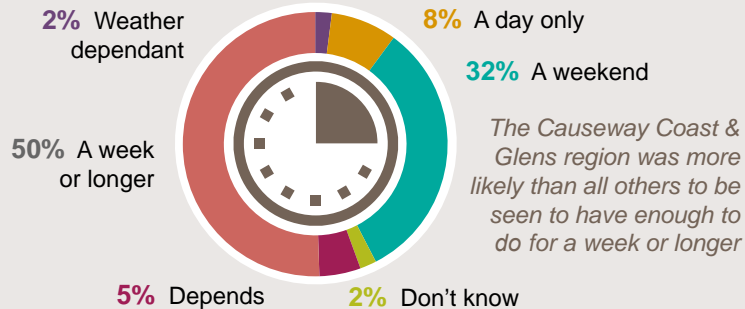
## DESTINATION EXPERIENCE



\*Not necessarily significantly higher

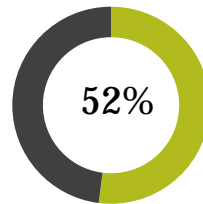
Mean scores 5=Excellent

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



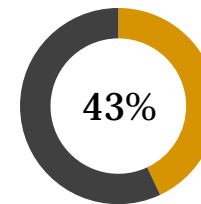
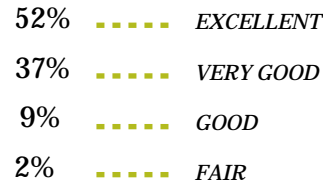
## DESTINATION RATINGS

Visitors had a good experience in this region, with a clear majority saying that overall it was either very good or excellent. For many visitors their experience matched or exceeded their expectations, subsequently they were highly likely to recommend the region to others. Many compared the area favourably to other places outside NI for a holiday or short break



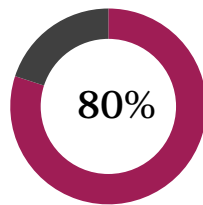
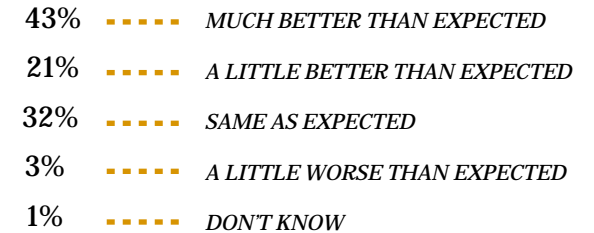
### RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

The Causeway Coast & Glens region was more likely than any other to be rated as 'excellent' in overall terms. Out-of-state visitors and those staying overnight in the region rated the Causeway Coast & Glens a little better than others



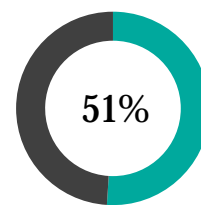
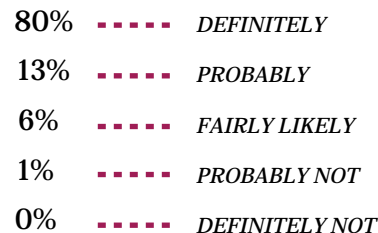
### CAUSEWAY COAST & GLENS IS "MUCH BETTER THAN EXPECTED"

Rating of this region in terms of matching expectations was close to the average seen across all regions and, as for other areas, was rated better by those staying over as well as those from out-of-state



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

The proportion who would definitely recommend this area to others was greater than for any other region and similarly so for both NI residents and out-of-state visitors



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

The Causeway Coast & Glens was one of the regions most likely to be favourably compared to other destinations outside of NI, both amongst NI residents and those from out-of-state

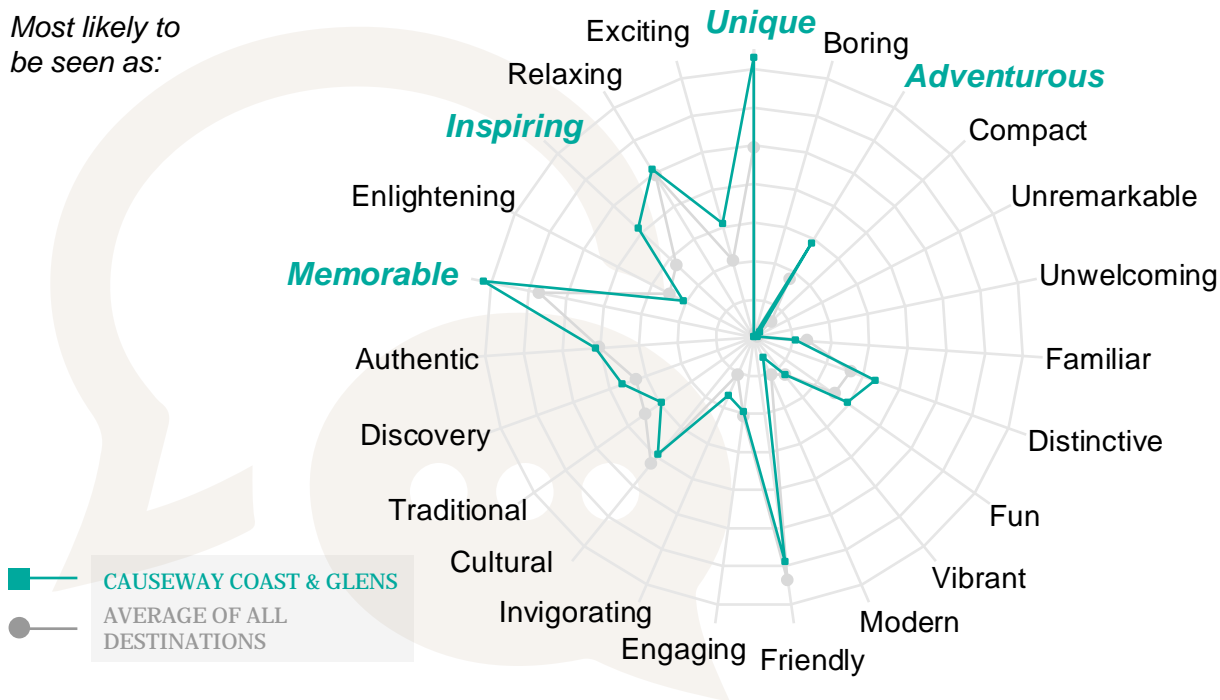


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

# DESTINATION CAUSEWAY COAST & GLENS

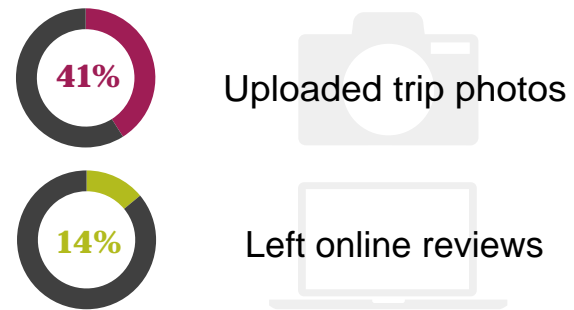
## WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:



Of all the regions Causeway Coast & Glens was most likely to be described as Unique (74%), Memorable (73%), Exciting (31%), Inspiring (42%), and more likely than most other destinations to be seen as Invigorating (17%), Fun (30%), Distinctive (34%) and Adventurous (29%)

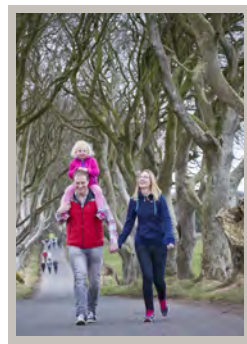
Visitors to this region were most likely to have shared their experience using social media. They were most likely to either upload their photos onto the internet or update their Facebook status about their trip. They were also slightly more likely than visitors to most other regions to leave online reviews



## MEMORABLE EXPERIENCES



*'The romantic coast, beautiful relaxing villages, lush Glens... calm relaxing days and good food in the evening. We laugh and enjoy each others company...'*



*'Carrick a Rede bridge and the Giant's Causeway - words cannot express the scenery, the experience and friendly people we met. Amazing day. We went home with some amazing memories.'*



*'the excellent Guide... at The Giant's Causeway... brought geography, social history and myth and legend to life with a real sense of passion and pride of place.'*



*'The Dark hedges as seen on Game Of Thrones...A superb experience.'*

*'The coastal drive... the winding roads and little towns along the way..'*



*'Coasteering - highly recommend this activity, both kids loved it and a fantastic opportunity to see the coastline from a completely different perspective.'*

*'the Giant's Causeway is unique and beautiful.'*

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



# DESTINATION CAUSEWAY COAST & GLENS

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

MEASURE	CAUSEWAY COAST & GLENS	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.45	4.49
Visitor Information Centre - Availability of useful information	4.36	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.39	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.34	4.38
Somewhere to enjoy the scenery of the local area	4.46	4.22
Visitor Information Centre - Suitable opening times	4.06	4.16
Friendly and informative staff (accommodation)	4.24	4.14
Information at visitor attractions in your own language	4.06	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.06	4.09
The availability of useful information to help you to plan your trip	4.07	4.08
That it is somewhere you feel safe	4.17	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.14	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	4.15	4.05
That it is somewhere friendly, genuine, welcome	4.13	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	3.99	4.04
That it is somewhere that is good for families with children	4.19	4.03
Ease of finding suitable accommodation	4.03	4.02
That it is somewhere to rest and relax	4.19	4.02
Information to tell you about the places you visit	4.01	4.01
Information at visitor attractions which tells the story of the place you are visiting	4.01	4
Sense of the place when you arrive in NI	3.91	4
Efficient customer service in accommodation	4.07	3.99
A sense of the place you are visiting when you arrive at your destination	4.09	3.99
Feeling of being welcomed when you arrive in NI	3.86	3.97
Friendly and efficient service in places to eat out	3.96	3.96
Availability/ease of finding information about the different regions within NI	3.9	3.95
Somewhere to enjoy outdoor activities	4.11	3.95
The places you visit have a positive buzz about them	3.92	3.92
A feeling of being welcomed when you arrive in chosen destination	3.96	3.9
Range of interesting/enjoyable visitor attractions	3.97	3.9
A range of activities suitable for families	3.93	3.89
Information on things to do / see in local area (accommodation)	3.99	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 CAUSEWAY COAST & GLENS

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

MEASURE	CAUSEWAY COAST & GLENS	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	4.05	3.88
Accommodation that is a key part of the holiday experience itself	3.97	3.88
Value for money of accommodation	3.84	3.82
Signs that help you find interesting /key tourist locations	3.94	3.8
The availability of tourist information at the air or sea port you arrived at (Excludes NI & ROI residents)	3.66	3.78
Staff tell you about what is unique about the local area (accommodation)	3.88	3.75
That you are able to find out about the stories of the people and place you are visiting	3.7	3.74
A range of outdoor activities to do	3.86	3.73
Unique things to do and see that reflect the destination's own local culture	3.78	3.72
Accommodation that is distinctive to the destination	3.87	3.71
Clear signs to let you know when you have arrived in NI	3.6	3.71
Road signs that help you to find your way around	3.83	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.76	3.69
Opportunities to experience good local food and drink	3.71	3.64
That you are able to meet and mix with local people	3.59	3.61
Car touring routes which point out places to visit along the way	3.77	3.61
Taxi availability service and value for money	3.46	3.61
That it is somewhere vibrant and exciting	3.75	3.61
Places to eat available at the times of day and night that suit you	3.59	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.34	3.58
Opportunities to attend local events/ festivals	3.55	3.55
Public transport availability service and value for money	3.53	3.54
Value for money of places to eat out	3.53	3.51
Menus demonstrate the use of locally sourced ingredients	3.56	3.45
Information on places to eat and drink out	3.32	3.33
Range of things to do in the evenings	3.11	3.16
Range of things to do on Sundays	3.21	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)

