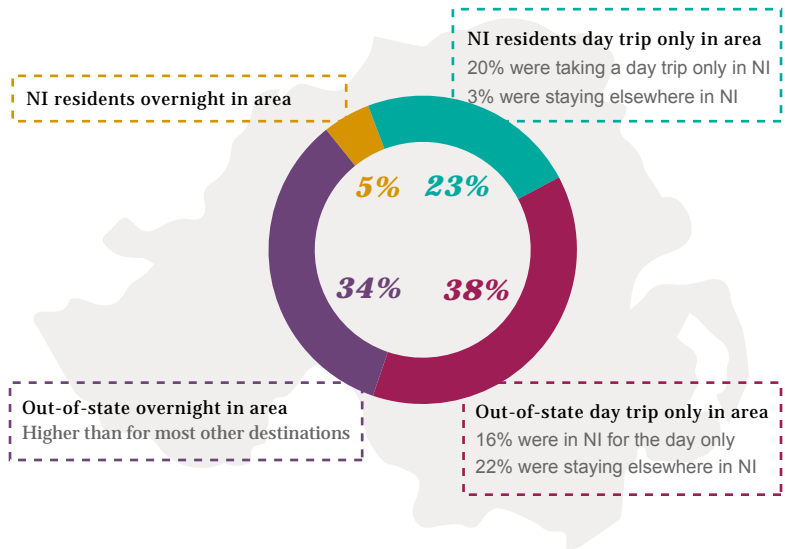


# DESTINATION DERRY~LONDONDERRY

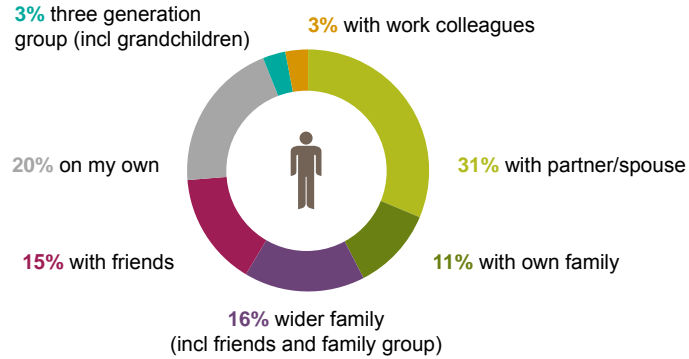
Derry~Londonderry is a cultural destination with a strong sense of place that attracts a bigger proportion of leisure visitors from out-of-state than any other destination. While nearly half of these out-of-state visitors are staying over, many are taking a day trip only in the area, either staying elsewhere in NI or only visiting NI for the day

## LEISURE VISITORS

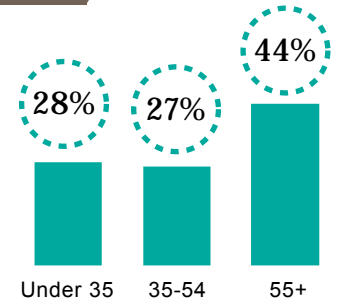


## PARTY TYPE

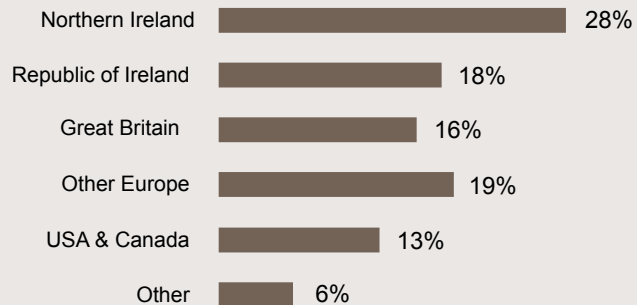
Party size of 3.72 is very close to the average for all 9 destinations combined



## AGE



## ORIGIN OF THOSE VISITING DESTINATION

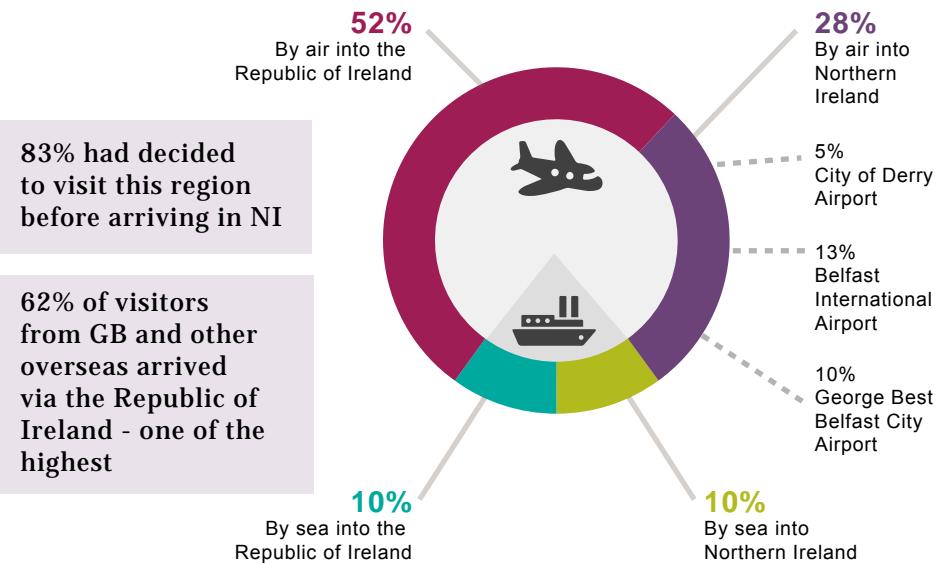


Compared to other destinations, a high number of visitors were travelling on their own

Visitors were also least likely by far to have children in their party (17%), therefore wanting lots for children to do was low in terms of motivation for taking the trip in the first place

Overnight visitors stayed for **4.08 nights** on average

## MEANS OF TRANSPORT INTO ISLAND OF IRELAND

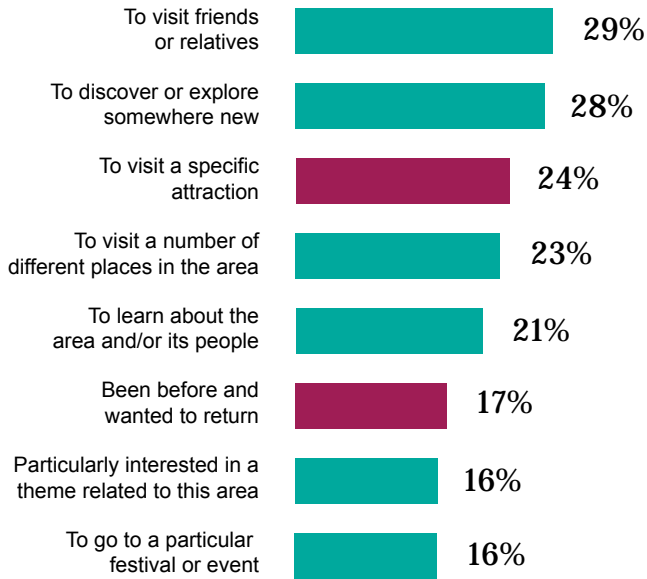


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



# DESTINATION DERRY~LONDONDERRY

## KEY REASONS TO VISIT



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

\*Not necessarily significantly higher or lower

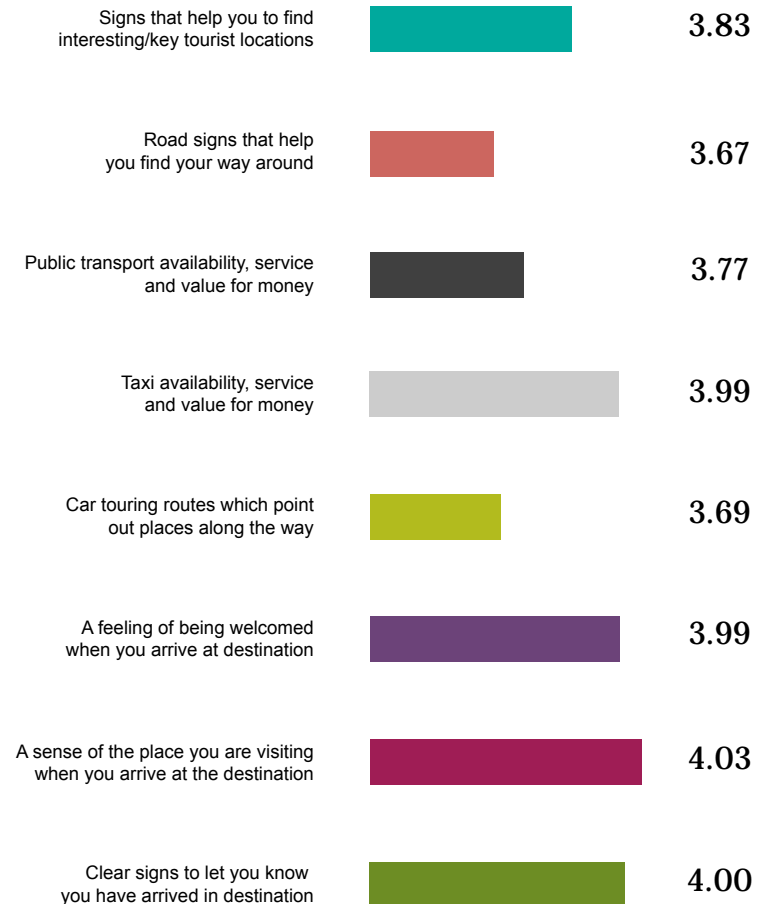
Visitors were less likely, compared to other regions, to be visiting a specific attraction. This destination would instead appear to have a broader appeal with a wider range of reasons for visiting and a greater breadth of tourism offer

56% of all visitors chose this destination specifically to visit in order to experience finding out about stories, histories and legends of Northern Ireland

In terms of motivation for visiting NI in the first place, wanting to explore the history and culture and discover what the people and place are about was the most widely cited (42%) amongst those from GB and other overseas, more likely to be a motivation amongst visitors to this region than for any other

## ARRIVAL AND GETTING AROUND

*In terms of the welcome on arriving into the region and other aspects regarding getting around, this region is relatively highly rated, scoring amongst the top three across most measures. While some issues could well be improved there is a strong sense of place and welcome (see average comparisons on Pp 7-8). Ratings were generally more positive amongst NI visitors*



## OTHER KEY DESTINATIONS ALSO VISITED

Out-of-State visitors also visited:



80% 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 Donegal, Galway, Kerry and Cork

Mean scores 5=Excellent

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

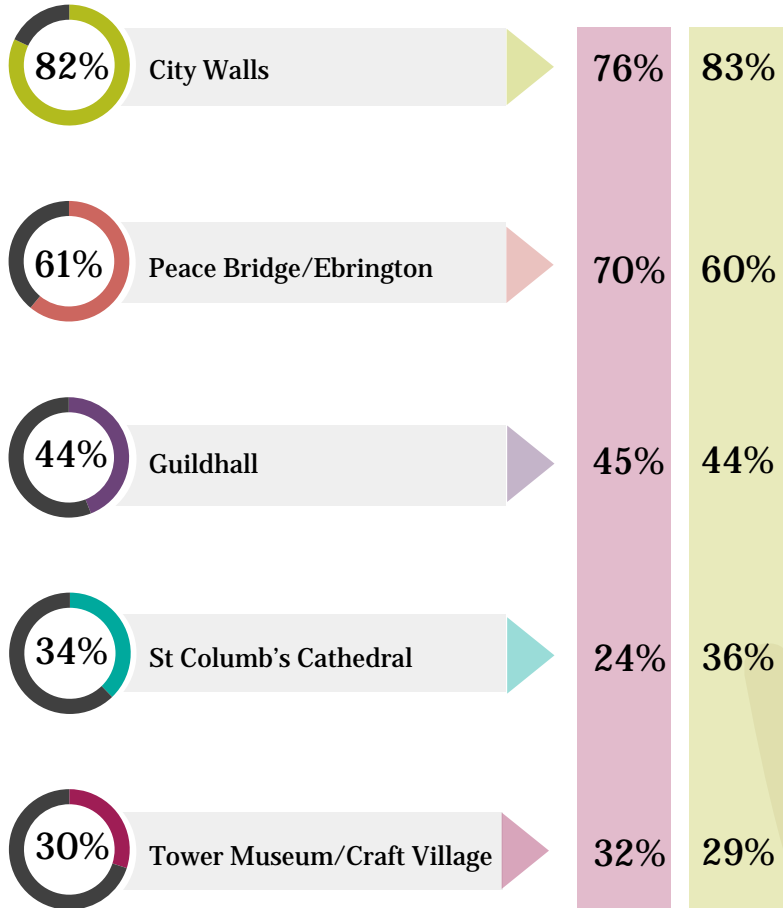


# DESTINATION DERRY~LONDONDERRY

## POPULAR PLACES VISITED

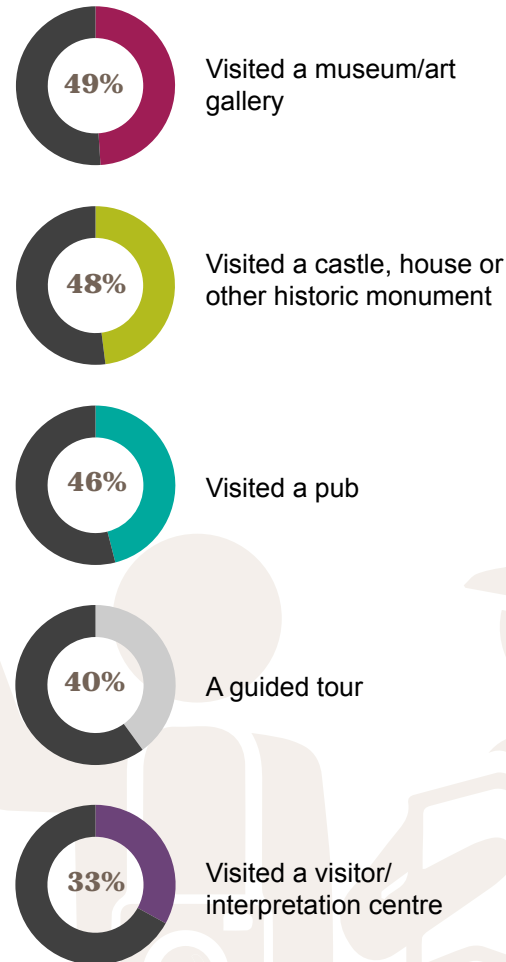
\*ALL

NI RESIDENTS \*\*OOS



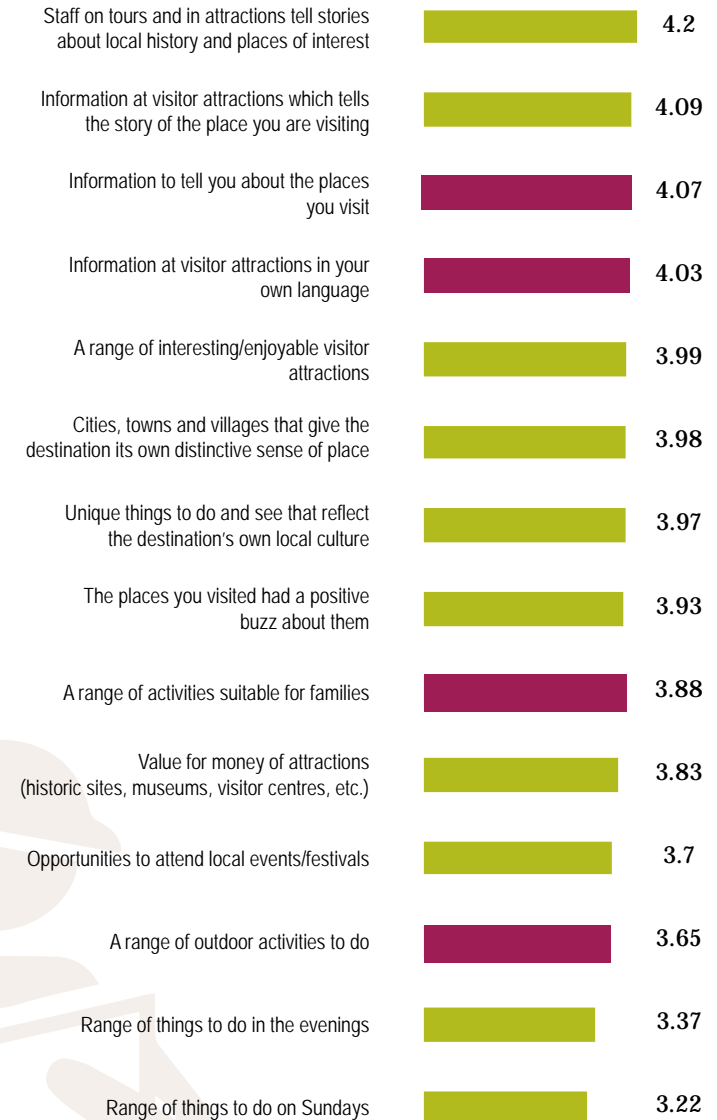
Cultural activities featured highly amongst the types of things visitors participated in. Compared to other regions participation in these activities was high, demonstrating the wide ranging, varied and strong cultural offering in this region. Central to this offer was a broad range of supporting experiences and opportunity to meet local people

## ACTIVITIES



## RATING OF OFFERING

Score higher\* than average of all destinations



\*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 DERRY~LONDONDERRY

## PLACES TO EAT



CAFES  
49%



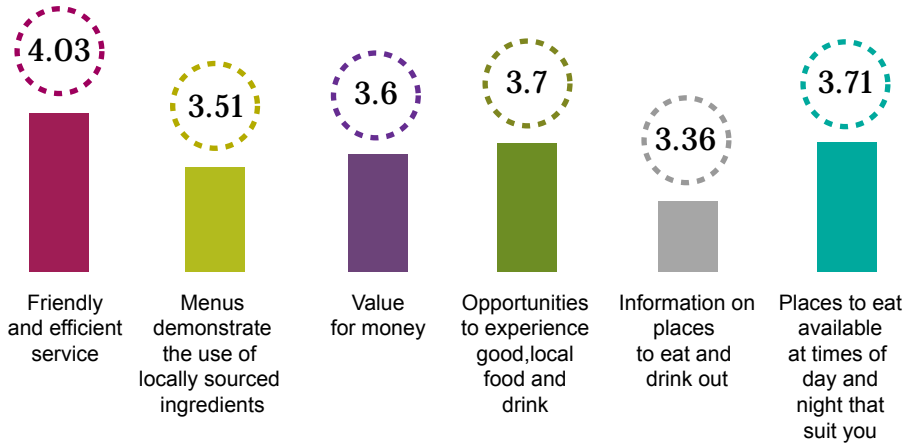
PUBS OR BARS  
43%

Most popular types  
of places to eat

Domestic visitors tended to rate this region better in terms of eating out than Out-of-State visitors

Mean scores  
5=Excellent

All ratings are close to average of all destinations

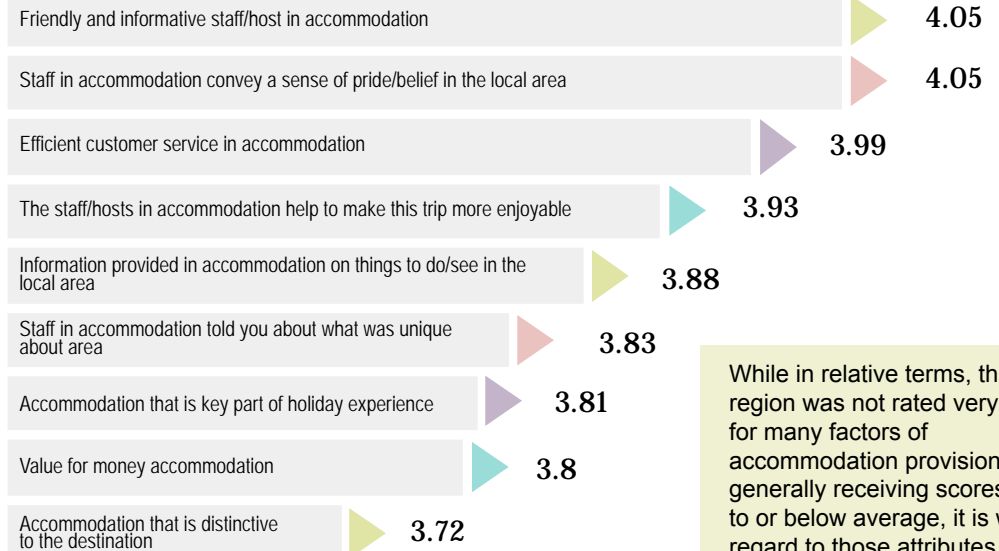
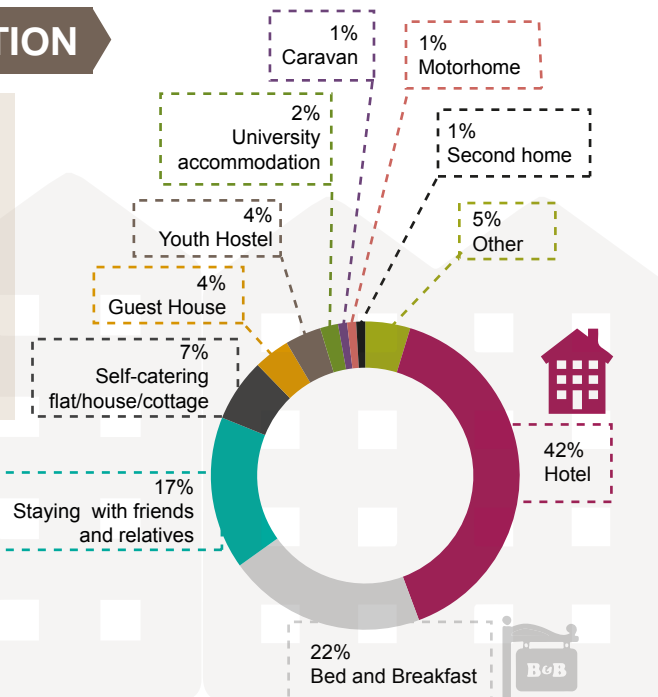


## VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all measures, especially for having friendly and efficient service and staff that convey a sense of pride or belief in their local area. The rating of the centre in this area was similarly very positive and highly comparable with other regions

## ACCOMMODATION

Hotels followed by B&Bs were the most popular choices for those overnighting in Derry~Londonderry, reflecting accommodation favoured by out-of-state visitors

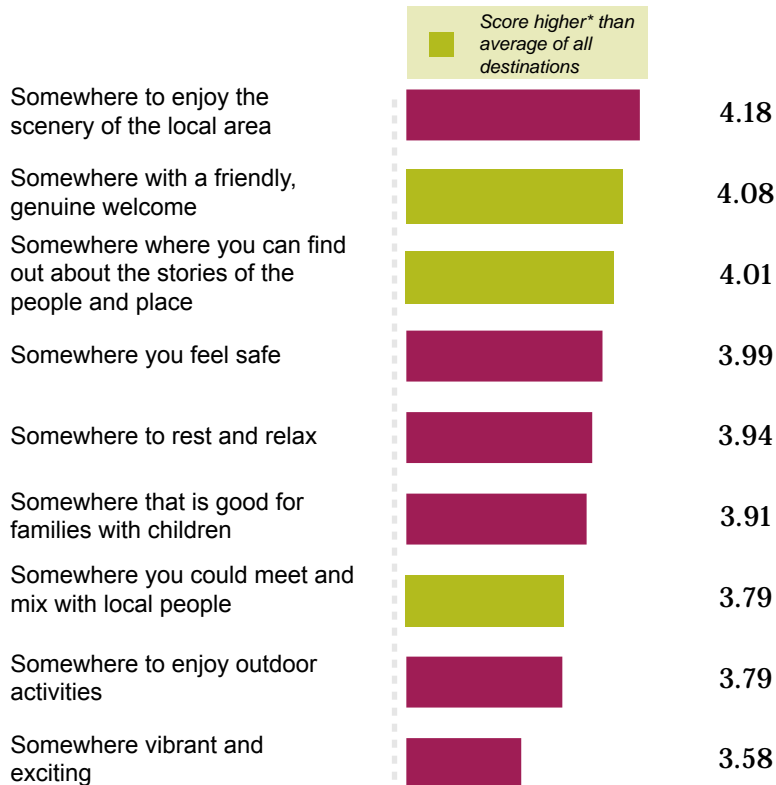


Mean scores  
5=Excellent

While in relative terms, this region was not rated very highly for many factors of accommodation provision, generally receiving scores close to or below average, it is with regard to those attributes with a 'people' aspect that it does score better, again emphasizing the friendly image of this region

# DESTINATION DERRY~LONDONDERRY

## DESTINATION EXPERIENCE



\*Not necessarily significantly higher

Mean scores 5=Excellent

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

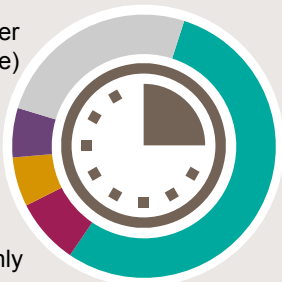
25% A week or longer (Below average)

54% A weekend (Above average)

6% Depends

6% Don't know

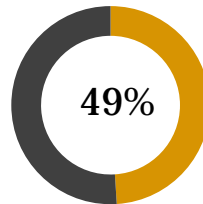
8% A day only



Derry ~ Londonderry is very much considered a weekend destination

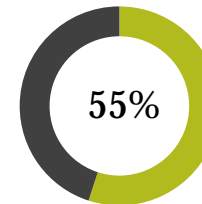
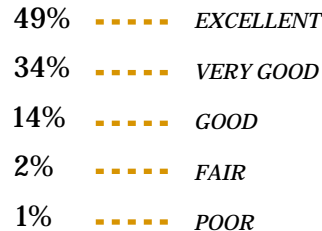
## DESTINATION RATINGS

Overall visitors had a good time in this region, often much better than expected, and as such they are highly likely to recommend the area to friends and family. In terms of its competitiveness with other destinations outside NI, it was rated close to the average of all NI regions, more likely to be perceived as the same rather than better. Unlike most other regions, this area was generally more highly rated by NI residents



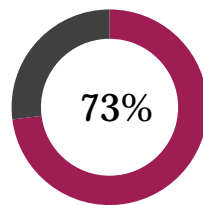
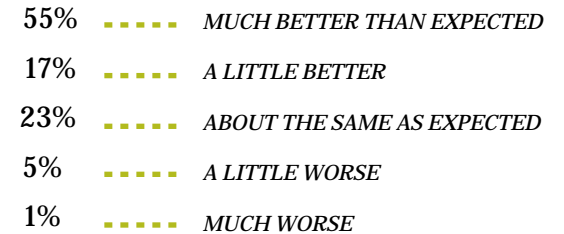
### OVERALL DESTINATION RATING AS "EXCELLENT"

This region was rated very similarly to the average of all destinations. NI residents rated this region slightly better than out-of-state visitors



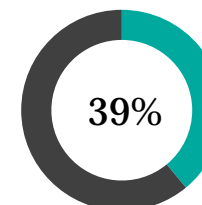
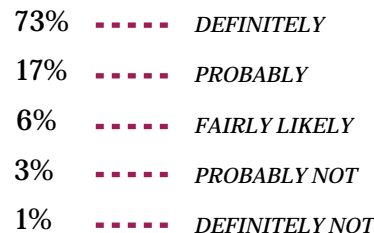
### DERRY~LONDONDERRY - "MUCH BETTER THAN EXPECTED"

This was the highest scoring region. Out-of-state visitors rated this region slightly better than NI residents



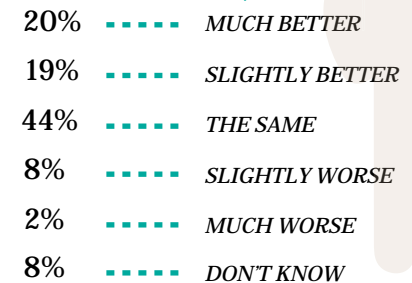
### "WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

In terms of recommendation, this region was rated very similarly to the average of all others. NI residents rated more positively than out-of-state visitors



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

Compared to the average of all other destinations, this region was rated very similarly. NI residents rated more positively than out-of-state visitors, which as in the case of most of these ratings, was the reverse of the pattern seen for most destinations

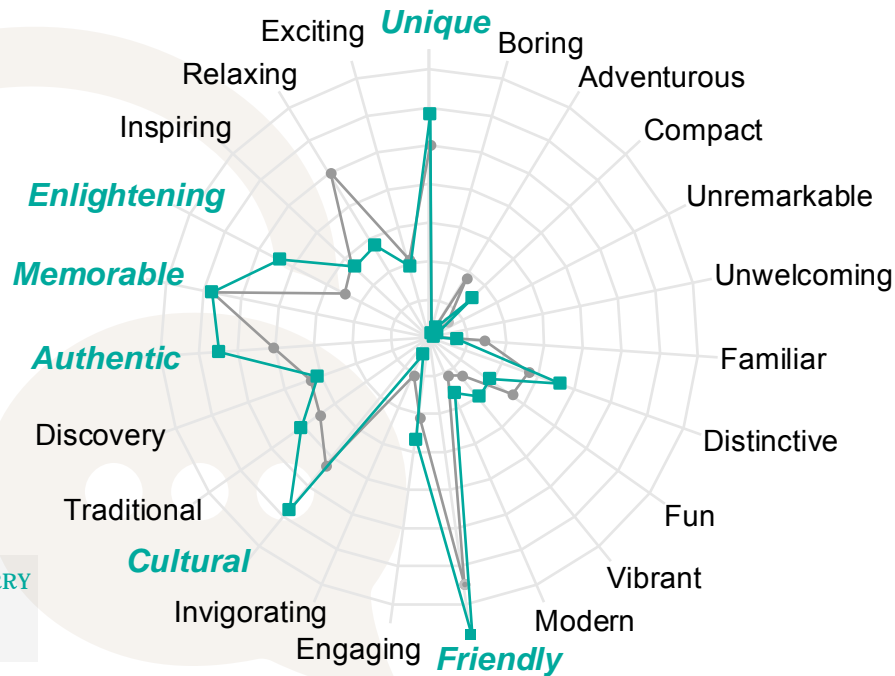


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

# DESTINATION DERRY~LONDONDERRY

## WORDS CHOSEN TO DESCRIBE DESTINATION

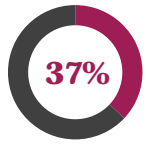
Most likely to be seen as:



■ DERRY-LONDONDERRY  
● AVERAGE OF ALL DESTINATIONS

Compared to all other regions, this destination was more likely to be seen as Friendly (79%), Cultural (58%), Authentic (55%) and Enlightening (44%) and more likely than most other areas to be described as Unique (58%) and Memorable (58%)

Visitors to this area were more likely than others to share their experience by leaving online reviews and overall one of least likely to have done nothing following their trip. Half (close to average) of those staying over rated online reviews as at least very important. Official grading was rated less important (37%)

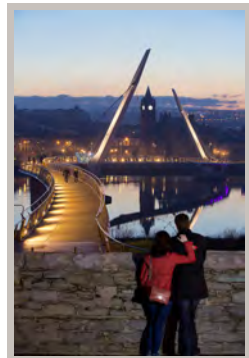


Uploaded trip photos

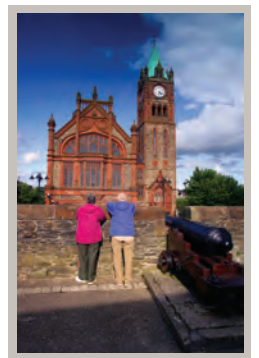
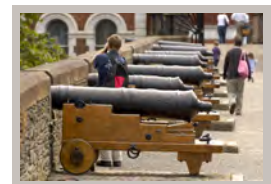


Left online reviews

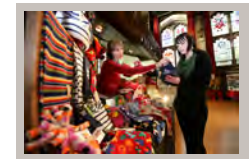
## MEMORABLE EXPERIENCES



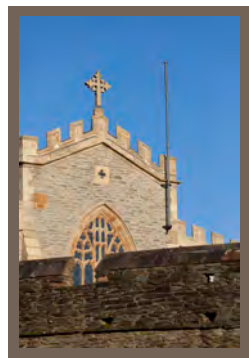
'The tour guide for the Walking Tour through the city was able to bring the walls alive and made our walk through Derry incredibly enlightening and historical while also keeping it relaxed and fun.'



'We took our time walking around Derry's walls and soaked in the sense of history and time. Loved it.'



'Derry - Tower Museum gave us a sense of history. Walking around town gave a sense of the community & friendliness.'



'Chatting to some of the locals in Peader O'Donnell's pub. They immediately knew us as visitors and were very curious about us and were very welcoming and were prepared to instigate conversations which were always fun.'



'Visited Londonderry - better than expected... We found that everywhere we went everyone said hello and were so friendly and welcoming without being pushy. Wish we had more time to spend in Londonderry as one day was not long enough.'

'Derry. Amazing town with an incredible history.'

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



# DESTINATION DERRY~LONDONDERRY

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

MEASURE	DERRY - LONDONDERRY	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.49	4.49
Visitor Information Centre - Availability of useful information	4.35	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.47	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.37	4.38
Somewhere to enjoy the scenery of the local area	4.18	4.22
Visitor Information Centre - Suitable opening times	4.18	4.16
Friendly and informative staff (accommodation)	4.05	4.14
Information at visitor attractions in your own language	4.03	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.07	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	3.99	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.05	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	3.93	4.05
That it is somewhere friendly, genuine, welcome	4.08	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	4.2	4.04
That it is somewhere that is good for families with children	3.91	4.03
Ease of finding suitable accommodation	3.97	4.02
That it is somewhere to rest and relax	3.94	4.02
Information to tell you about the places you visit	4.07	4.01
Information at visitor attractions which tells the story of the place you are visiting	4.09	4
Sense of the place when you arrive in NI	4	4
Efficient customer service in accommodation	3.99	3.99
A sense of the place you are visiting when you arrive at your destination	4.03	3.99
Feeling of being welcomed when you arrive in NI	3.99	3.97
Friendly and efficient service in places to eat out	4.03	3.96
Availability/ease of finding information about the different regions within NI	4.01	3.95
Somewhere to enjoy outdoor activities	3.79	3.95
The places you visit have a positive buzz about them	3.93	3.92
A feeling of being welcomed when you arrive in chosen destination	3.99	3.9
Range of interesting/enjoyable visitor attractions	3.99	3.9
A range of activities suitable for families	3.88	3.89
Information on things to do / see in local area (accommodation)	3.88	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

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



# DESTINATION DERRY~LONDONDERRY

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

MEASURE	DERRY - LONDONDERRY	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	4	3.88
Accommodation that is a key part of the holiday experience itself	3.81	3.88
Value for money of accommodation	3.8	3.82
Signs that help you find interesting /key tourist locations	3.83	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.74	3.78
Staff tell you about what is unique about the local area (accommodation)	3.83	3.75
That you are able to find out about the stories of the people and place you are visiting	4.01	3.74
A range of outdoor activities to do	3.65	3.73
Unique things to do and see that reflect the destination's own local culture	3.97	3.72
Accommodation that is distinctive to the destination	3.72	3.71
Clear signs to let you know when you have arrived in NI	3.71	3.71
Road signs that help you to find your way around	3.67	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.98	3.69
Opportunities to experience good local food and drink	3.7	3.64
That you are able to meet and mix with local people	3.79	3.61
Car touring routes which point out places to visit along the way	3.69	3.61
Taxi availability service and value for money	3.99	3.61
That it is somewhere vibrant and exciting	3.58	3.61
Places to eat available at the times of day and night that suit you	3.71	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.83	3.58
Opportunities to attend local events/ festivals	3.7	3.55
Public transport availability service and value for money	3.77	3.54
Value for money of places to eat out	3.6	3.51
Menus demonstrate the use of locally sourced ingredients	3.51	3.45
Information on places to eat and drink out	3.36	3.33
Range of things to do in the evenings	3.37	3.16
Range of things to do on Sundays	3.22	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

The table above and on the previous 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

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)

