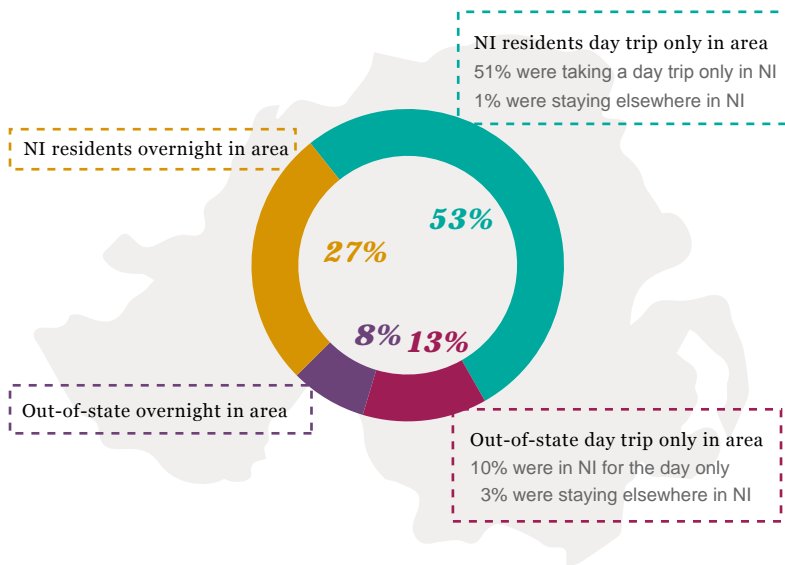


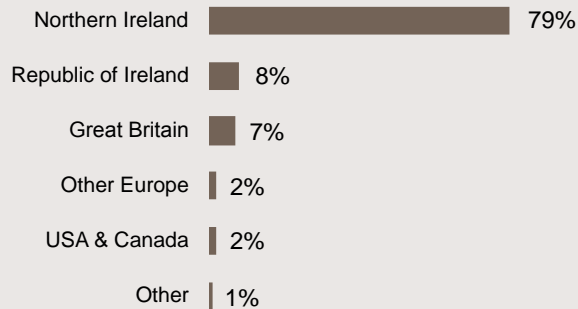
DESTINATION MOURNES

The majority of leisure visitors to the Mournes were NI residents. This destination had the highest proportion of NI visitors staying over compared with other regions. Reflecting the Mournes significant domestic market, revisits to the region and in particular visits to favourite places were key reasons for visiting. Visitors were drawn to the region specifically to enjoy the coast or to be active and take part in outdoor activities

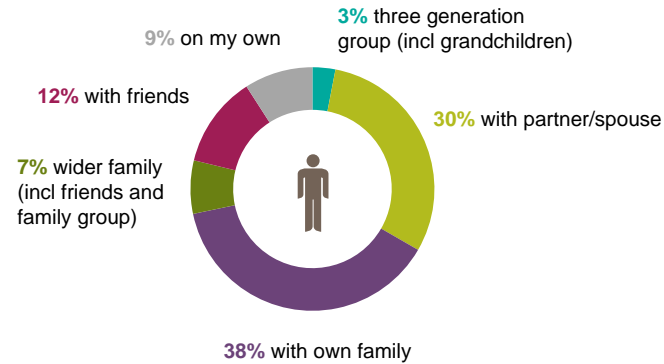
LEISURE VISITORS



ORIGIN OF THOSE VISITING DESTINATION



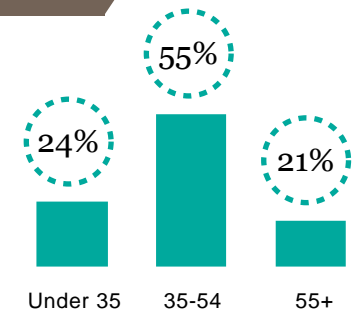
PARTY TYPE



Party size of 3.48 is slightly lower than the average across all 9 destinations



AGE

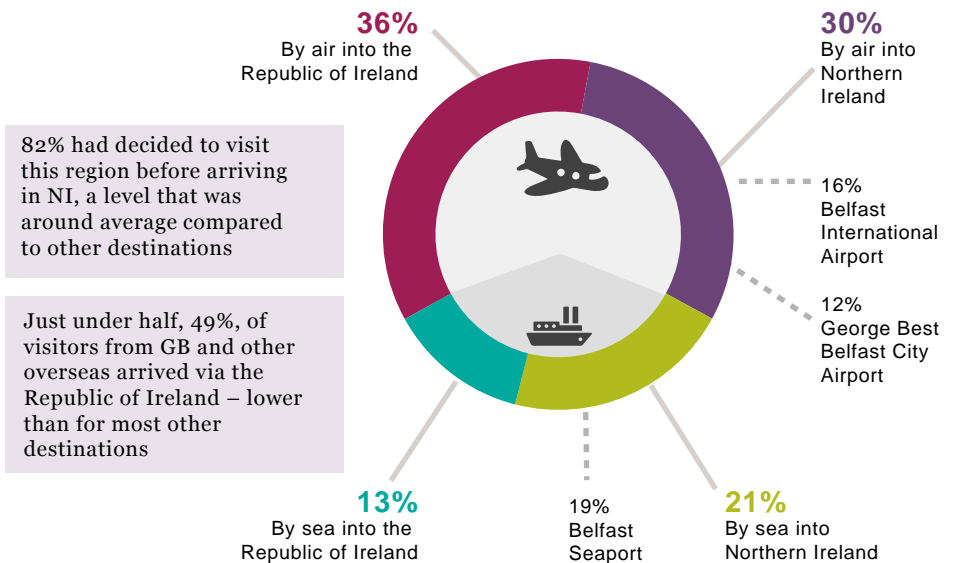


Compared to most other regions, a higher proportion of visitors were travelling with their own family

Around 4 in 10 visitors to this region had children in their party which was slightly above average compared to other destinations, hence wanting lots for children to do was the main motivation for taking the trip in NI in the first place for a significant proportion (35%) of NI & ROI residents

Overnight visitors stayed for **5.85 nights** on average.

MEANS OF TRANSPORT INTO ISLAND OF IRELAND

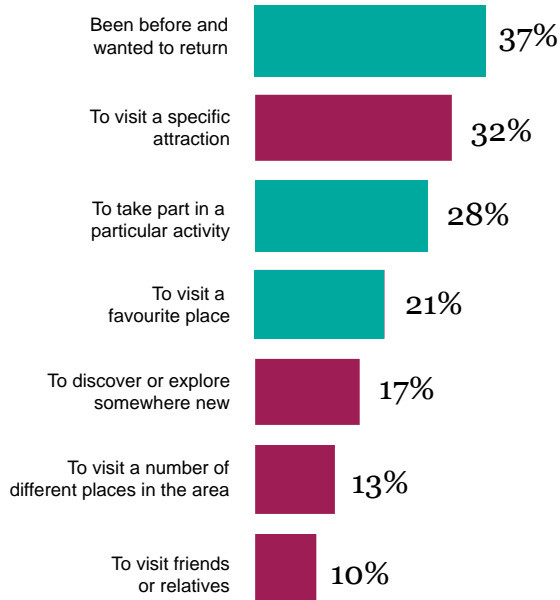


82% had decided to visit this region before arriving in NI, a level that was around average compared to other destinations

Just under half, 49%, of visitors from GB and other overseas arrived via the Republic of Ireland – lower than for most other destinations

DESTINATION MOURNES

KEY REASONS TO VISIT



More so than for any other region, visitors to the Mourne were motivated to visit because they had been before and wanted to return (reflecting the high proportion of domestic visitors) or because they wanted to take part in a particular activity

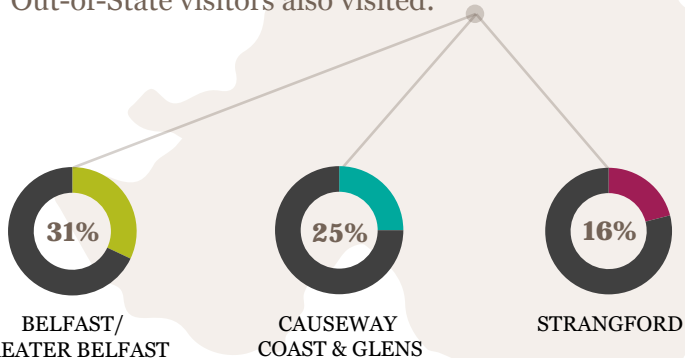
61% of all visitors chose the Mourne specifically to enjoy the coast and lakes, exploring the surrounding towns and villages, beaches, eateries and water. Most of the remainder (31%) chose this region to be active and take part in activities in the outdoors

GB and other overseas visitors were more likely than those visiting most other areas to have been motivated to visit NI by wanting to escape from the normal routine and enjoy exploring the landscape and rural surroundings, local attractions, authentic pubs and cafes

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

OTHER KEY DESTINATIONS ALSO VISITED

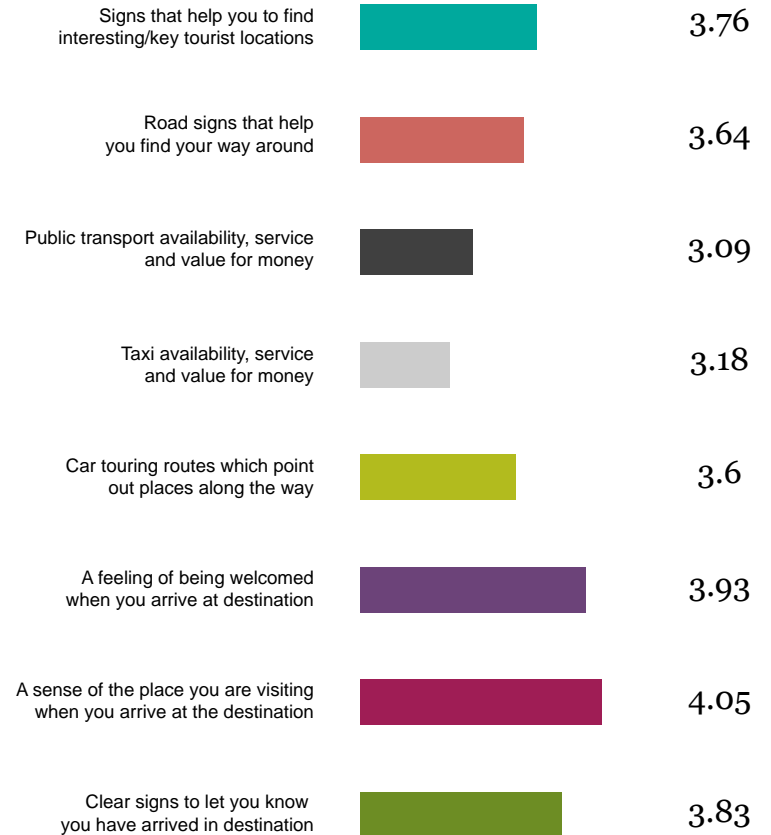
Out-of-State visitors also visited:



60% of visitors from GB and other overseas (one of the lowest levels recorded) also visited the Republic of Ireland on the same trip and while most likely to visit Dublin they were more likely than any other destination to also visit Meath

ARRIVAL AND GETTING AROUND

While there may be room for improvement in terms of taxi and public transport provision and service, the Mourne has a strong welcome and sense of place, with out-of-state visitors in particular rating these aspects highly



Mean scores 5=Excellent

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

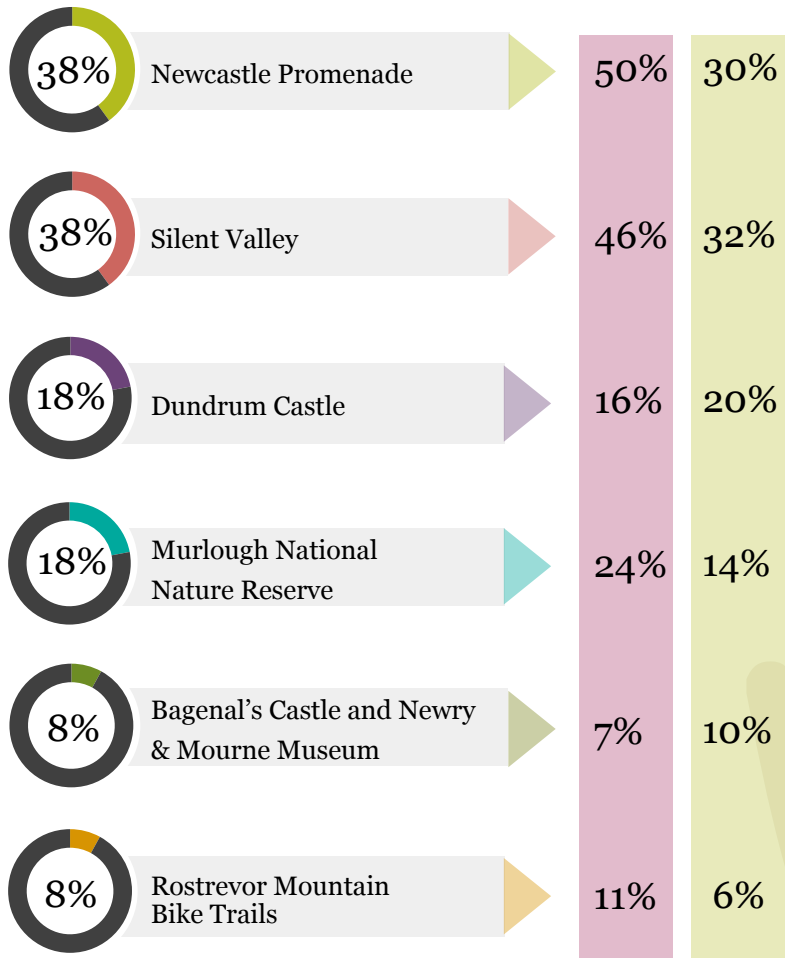


DESTINATION MOURNES

POPULAR PLACES VISITED

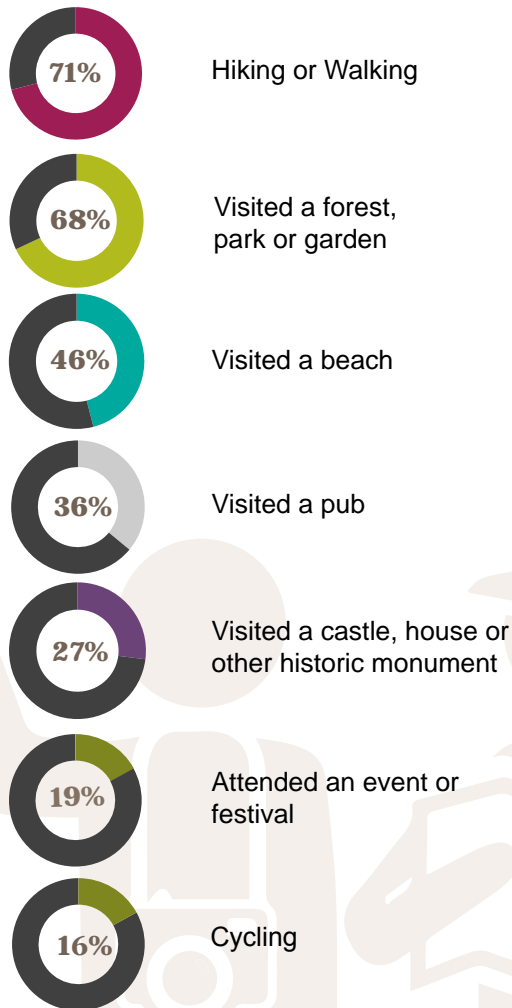
*ALL

NI RESIDENTS **OOS



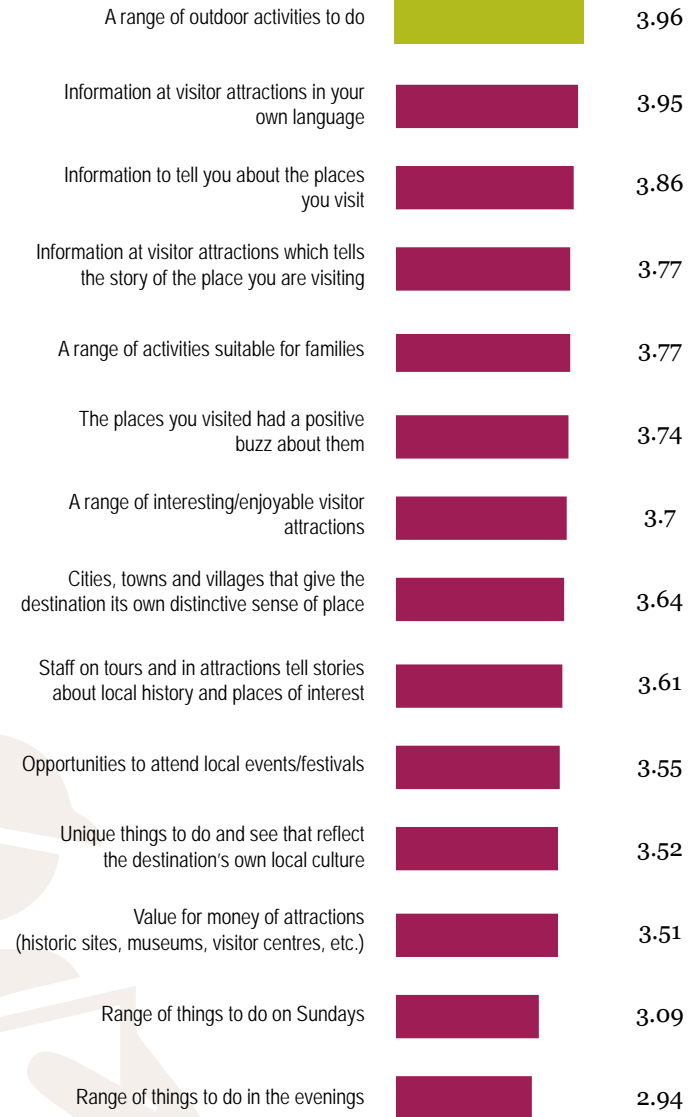
Compared to other destinations, visitors to this region were most likely to be hiking or walking. Visiting a forest, park or garden, cycling and visiting a beach also feature strongly, demonstrating the access in the region to a wide range of outdoor things to do. In terms of offering however, while the region scored highly for outdoor activities, other aspects were not rated particularly favourably compared to other destinations

ACTIVITIES



RATING OF OFFERING

Score higher* than average of all destinations



*Not necessarily significantly higher

Mean scores 5=Excellent

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

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

DESTINATION MOURNES

PLACES TO EAT



CAFES
49%

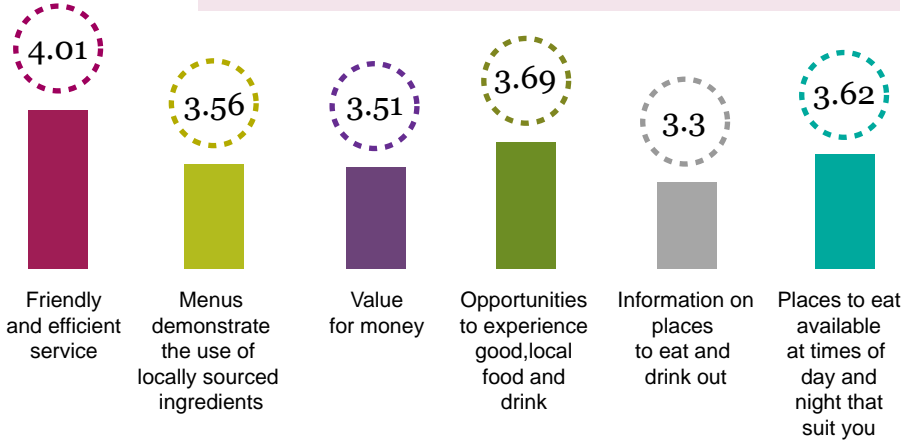


PUBS OR BARS
30%

Most popular types
of places to eat

Mean scores
5=Excellent

Ratings in this region performed higher than all other destinations for having menus that demonstrate the use of locally sourced ingredients. The Mournes also performed close to or above average for all other measures, most notably so among those from out-of-state



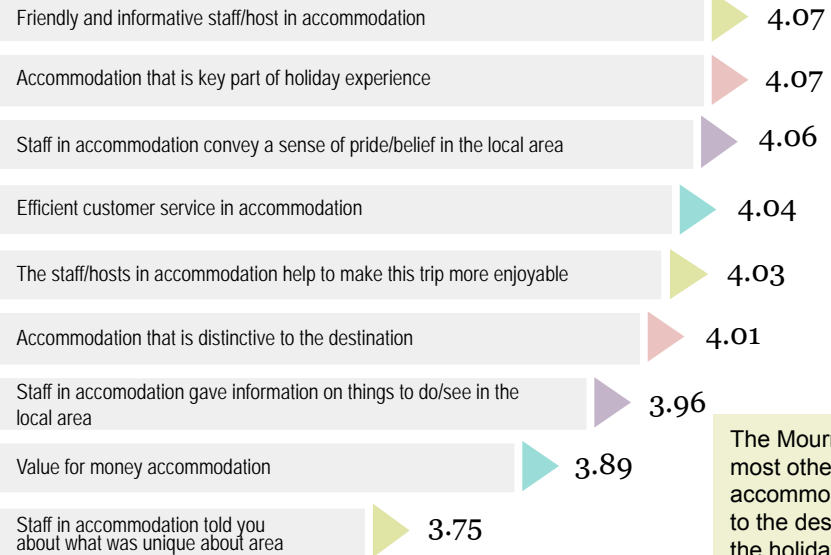
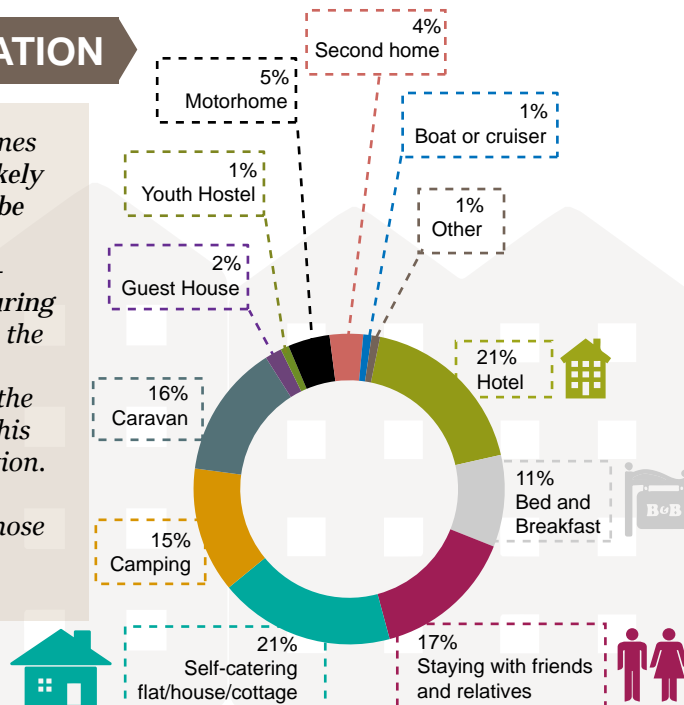
As a rule NI in general is not particularly well rated across most aspects of the eating out experience

VISITOR INFORMATION

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

ACCOMMODATION

Visitors to the Mournes region were more likely than most others to be utilising camping/ caravanning or self-catering facilities during their stay, reflecting the high proportion of domestic visitors to the region who favour this type of accommodation. Hotels were also a popular choice for those overnighing in the Mournes

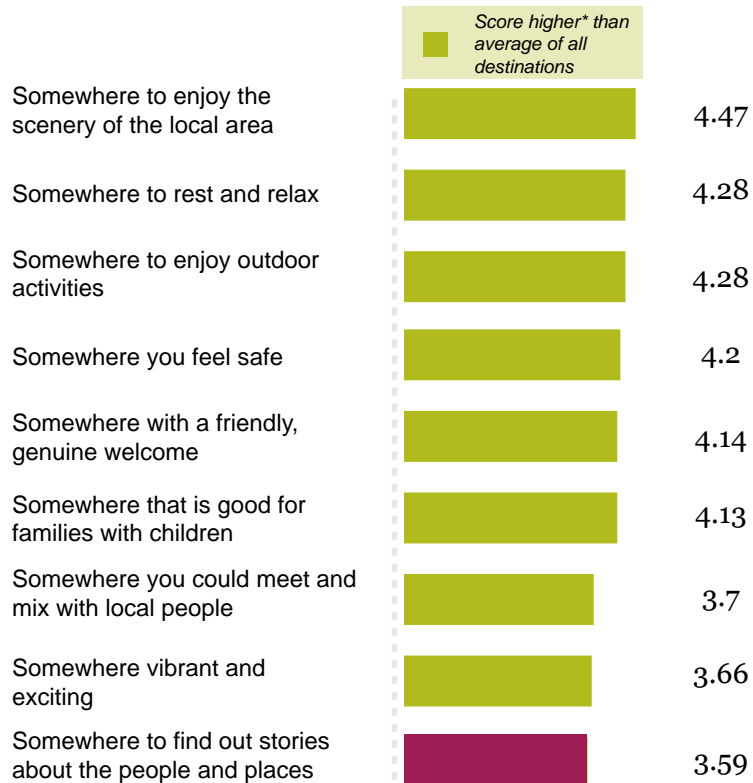


Mean scores
5=Excellent

The Mournes did rate higher than most other areas in relation to accommodation that is distinctive to the destination and a key part of the holiday experience. In general this region performed close to or above average in terms of aspects of the accommodation offering.

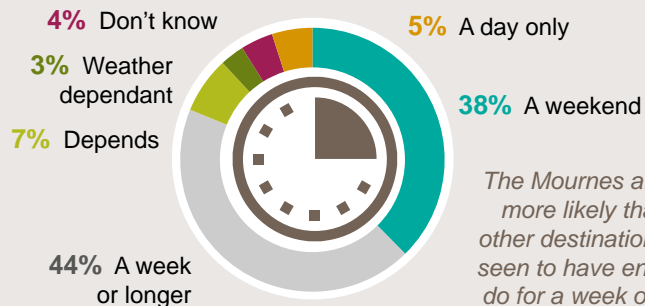
DESTINATION MOURNES

DESTINATION EXPERIENCE



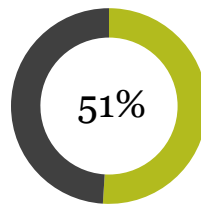
Mean scores 5=Excellent

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



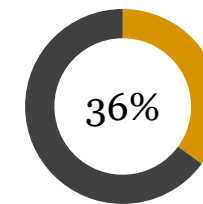
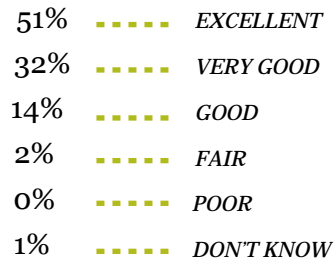
DESTINATION RATINGS

Overall leisure visitors had a very good time in the Mournes and as such a clear majority are highly likely to recommend the region to others. In terms of overall experience this region scored higher than average on nearly all measures. For most their experience in the Mournes matched or exceeded their expectations with the majority comparing it similarly or even more favourably than other destinations outside of NI for a holiday or short break



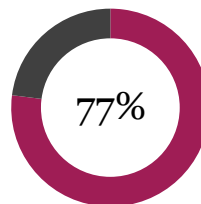
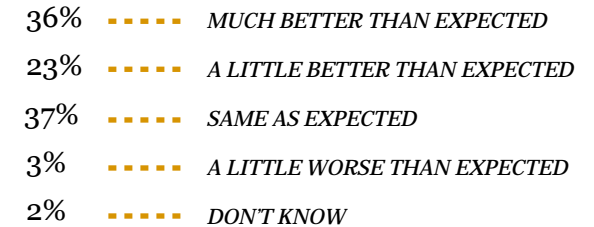
RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

The Mournes region was more likely than most other areas to be rated as 'excellent' in overall terms. Out-of-state visitors and those staying overnight in the region rated the region notably higher than others



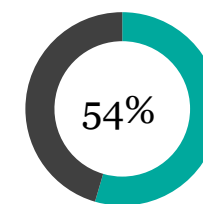
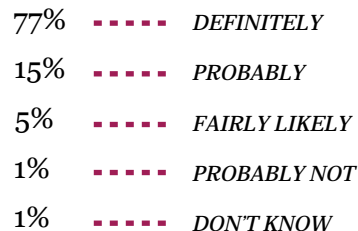
THE MOURNES IS "MUCH BETTER THAN EXPECTED"

Rating of this region in terms of matching or exceeding expectations overall was slightly lower than many others but those staying over or from out-of-state tended to award the area better scores



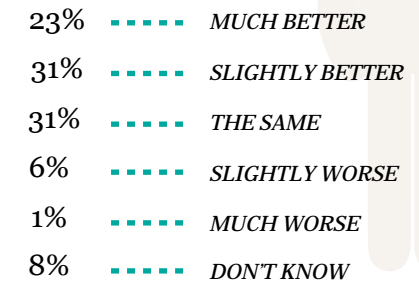
"WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

The proportion who would definitely recommend this area to others was greater than for most other regions and higher than all others amongst out-of-state visitors and those who stayed overnight



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

The number of visitors who would rate the Mournes favourably compared to other destinations outside NI was greater than for any other region

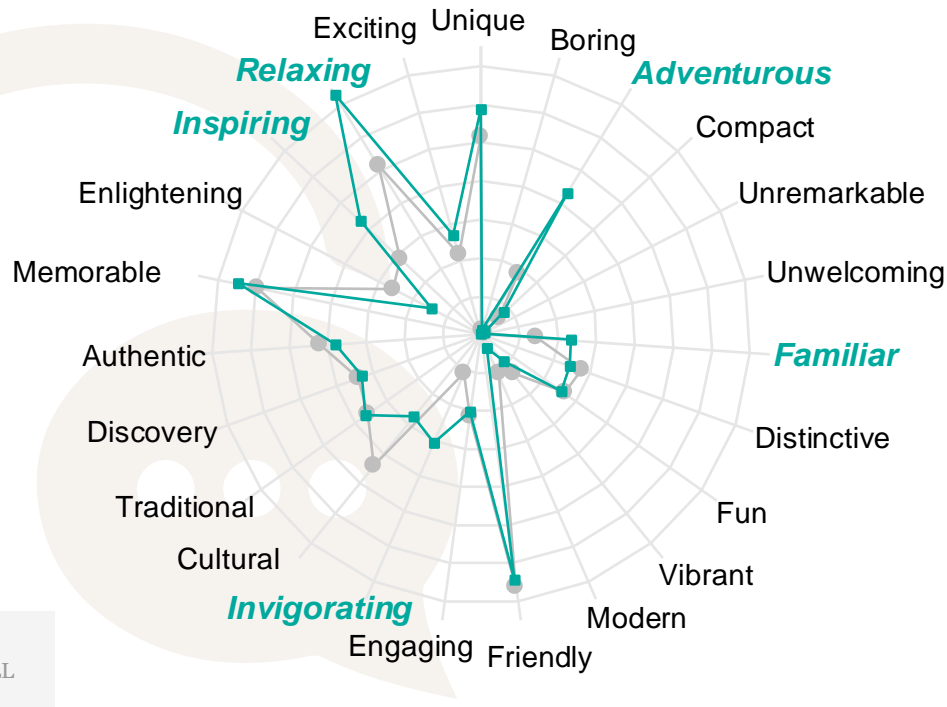


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

DESTINATION MOURNES

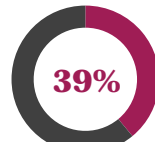
WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:



Compared to all other regions the Mournes was more likely to be described as Adventurous (42%), Inspiring (42%), Involving (30%) and Familiar (23%) and more likely than most other regions to be seen as Relaxing (71%), Memorable (63%) and Unique (57%)

Visitors to this region were more likely than average to share their experiences by uploading trip photos to the internet on sites such as Flickr and Facebook



Uploaded trip photos



Left online reviews

MEMORABLE EXPERIENCES



'...To be on the beach at Newcastle looking at the mountains sweeping down to the sea...was like falling back into happier carefree days, like travelling a long way to unknown parts and finding out it's always been home. Amazing place.'



'I climbed The Devil's Bite in the Mournes and had a picnic at the top. Breathtaking view!'

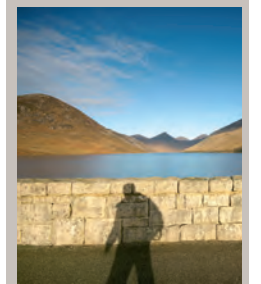


'Rostrevor bike trails are first class, I have ridden all over Europe and North America and it is comparable.'



'A really lovely meal with local produce and a sea side walk afterwards'

'Silent Valley. Beautiful beyond belief. Stunning walks with stunning views.'



'Great outdoor adventures, very good food.'

'Always have magical experiences in the Mournes...where the air is fresh and clean and lovely.'

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



DESTINATION MOURNES

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

MEASURE	THE MOURNES	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.54	4.49
Visitor Information Centre - Availability of useful information	4.46	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	4.35	4.38
Somewhere to enjoy the scenery of the local area	4.47	4.22
Visitor Information Centre - Suitable opening times	4.17	4.16
Friendly and informative staff (accommodation)	4.07	4.14
Information at visitor attractions in your own language	3.95	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.09	4.09
The availability of useful information to help you to plan your trip	3.99	4.08
That it is somewhere you feel safe	4.2	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.06	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	4.03	4.05
That it is somewhere friendly, genuine, welcome	4.14	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	3.61	4.04
That it is somewhere that is good for families with children	4.13	4.03
Ease of finding suitable accommodation	4.05	4.02
That it is somewhere to rest and relax	4.28	4.02
Information to tell you about the places you visit	3.86	4.01
Information at visitor attractions which tells the story of the place you are visiting	3.77	4
Sense of the place when you arrive in NI	4.04	4
Efficient customer service in accommodation	4.04	3.99
A sense of the place you are visiting when you arrive at your destination	4.05	3.99
Feeling of being welcomed when you arrive in NI	4.06	3.97
Friendly and efficient service in places to eat out	4.01	3.96
Availability/ease of finding information about the different regions within NI	3.89	3.95
Somewhere to enjoy outdoor activities	4.28	3.95
The places you visit have a positive buzz about them	3.74	3.92
A feeling of being welcomed when you arrive in chosen destination	3.93	3.9
Range of interesting/enjoyable visitor attractions	3.7	3.9
A range of activities suitable for families	3.77	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 MOURNES

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

MEASURE	THE MOURNES	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	3.83	3.88
Accommodation that is a key part of the holiday experience itself	4.07	3.88
Value for money of accommodation	3.89	3.82
Signs that help you find interesting /key tourist locations	3.76	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.93	3.78
Staff tell you about what is unique about the local area (accommodation)	3.75	3.75
That you are able to find out about the stories of the people and place you are visiting	3.59	3.74
A range of outdoor activities to do	3.96	3.73
Unique things to do and see that reflect the destination's own local culture	3.52	3.72
Accommodation that is distinctive to the destination	4.01	3.71
Clear signs to let you know when you have arrived in NI	3.86	3.71
Road signs that help you to find your way around	3.64	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.64	3.69
Opportunities to experience good local food and drink	3.69	3.64
That you are able to meet and mix with local people	3.7	3.61
Car touring routes which point out places to visit along the way	3.6	3.61
Taxi availability service and value for money	3.18	3.61
That it is somewhere vibrant and exciting	3.66	3.61
Places to eat available at the times of day and night that suit you	3.62	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.51	3.58
Opportunities to attend local events/ festivals	3.55	3.55
Public transport availability service and value for money	3.09	3.54
Value for money of places to eat out	3.51	3.51
Menus demonstrate the use of locally sourced ingredients	3.56	3.45
Information on places to eat and drink out	3.3	3.33
Range of things to do in the evenings	2.94	3.16
Range of things to do on Sundays	3.09	3.14

Further information is available on 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)

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

