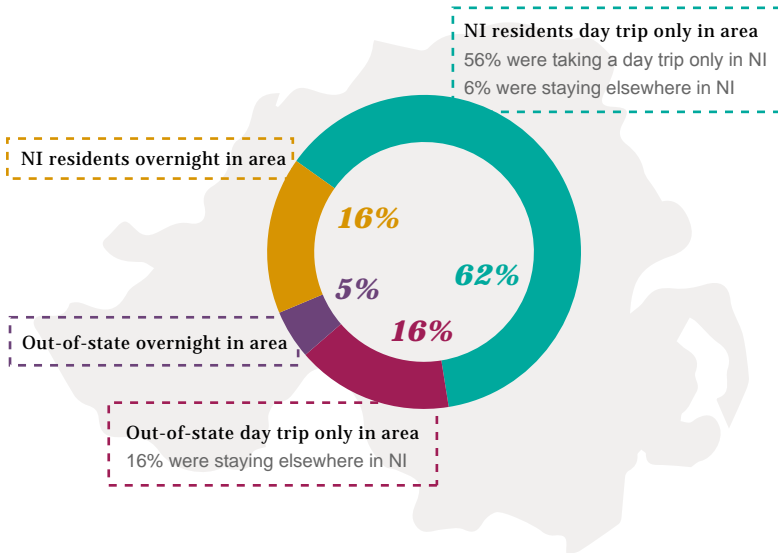


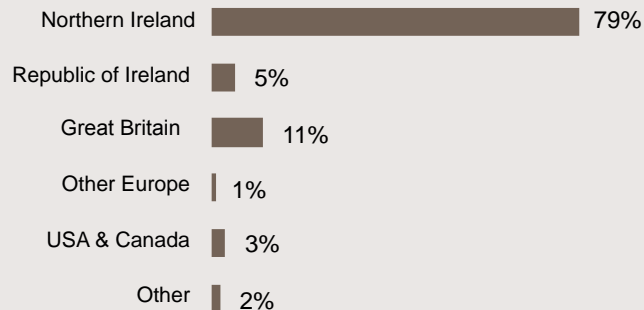
DESTINATION STRANGFORD

The majority (78%) of leisure visitors to the Strangford region were NI residents with around 1 in 5 of all visitors staying overnight in the area. Most of those visiting from out-of-state stayed elsewhere in NI. Visiting a specific attraction was a key motivation for many, as was wanting to make a return visit, reflecting the high proportion of domestic visitors. Visitors were attracted to this region specifically to enjoy the coast/lough and to explore the surrounding towns and villages

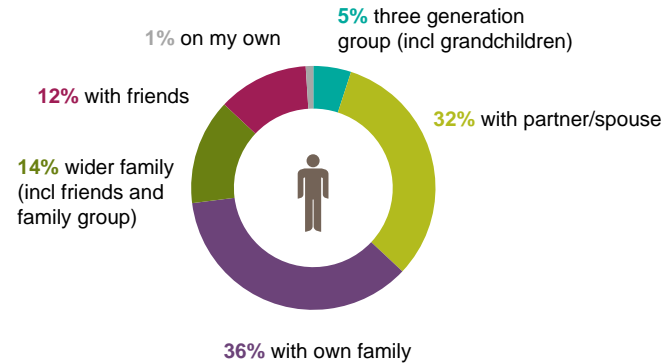
LEISURE VISITORS



ORIGIN OF THOSE VISITING DESTINATION



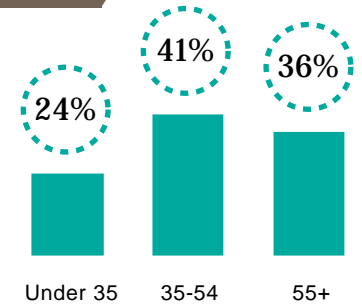
PARTY TYPE



Party size of 3.85 was higher than that for most other destinations



AGE

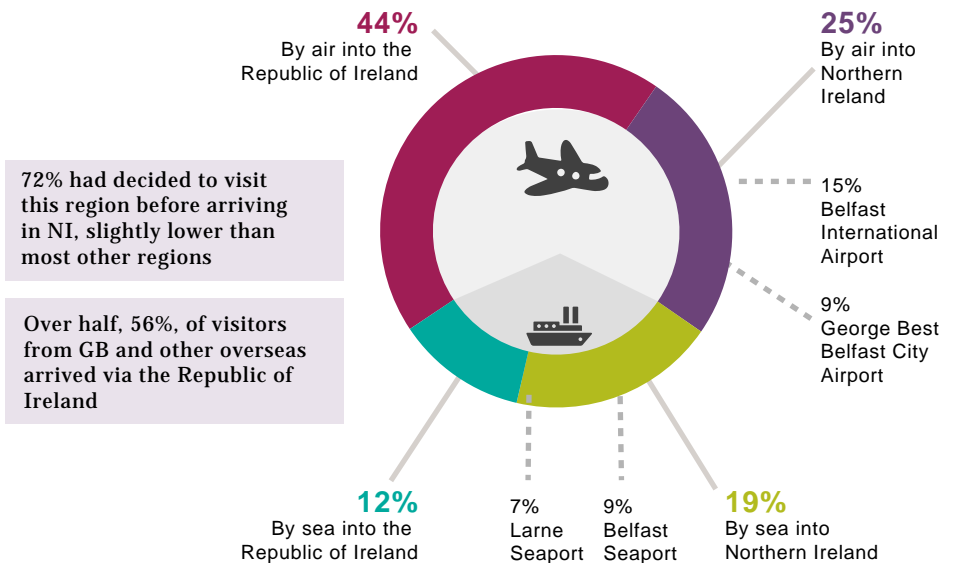


Those visiting the Strangford area were more likely than most others to be visiting with their own family, reflecting the large number of domestic visitors welcomed into the region who are more likely than out-of-state visitors to visit in a family group

Visitors to this region were slightly more likely than most other regions to have children in their party, hence they were also more likely to want lots to do for children/keep them entertained

Overnight visitors stayed for **5.3 nights** on average.

MEANS OF TRANSPORT INTO ISLAND OF IRELAND



72% had decided to visit this region before arriving in NI, slightly lower than most other regions

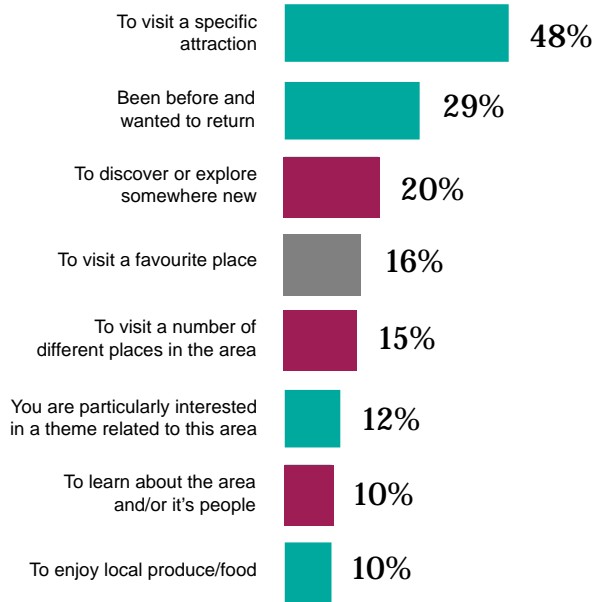
Over half, 56%, of visitors from GB and other overseas arrived via the Republic of Ireland

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



DESTINATION STRANGFORD

KEY REASONS TO VISIT



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

*Not necessarily significantly higher or lower

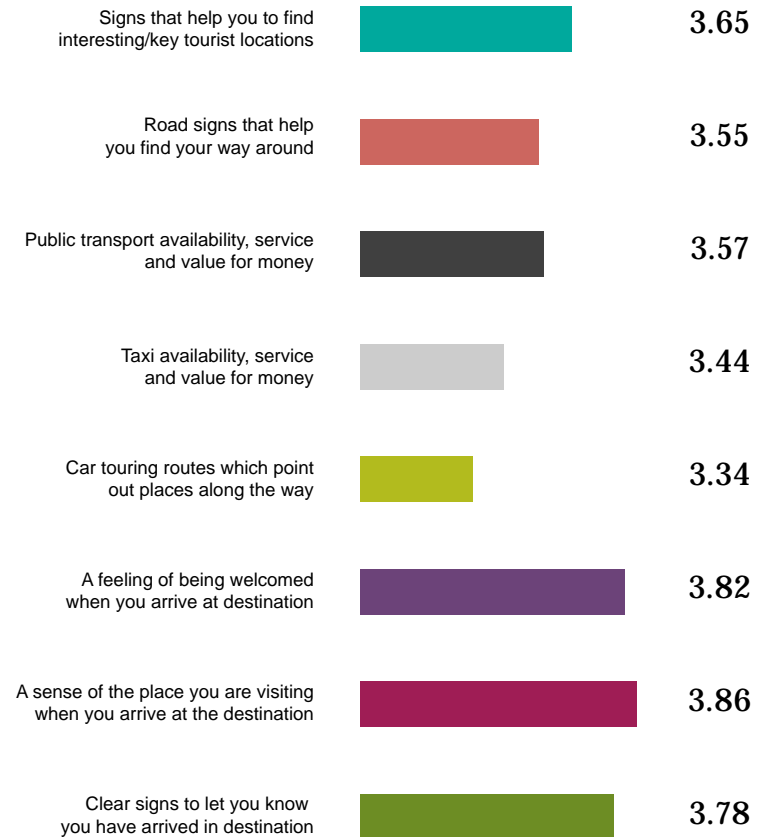
Visitors in this area were somewhat more likely than those to most other areas to be visiting because they had been before and wanted to return (29%) reflecting the high proportion of domestic visitors, or because they wanted to enjoy local produce or food (10%)

47% of all visitors chose this destination specifically to enjoy the coast/lough, exploring the surrounding towns and villages. Finding out about NI's stories, history and legends was a key motivator for over a quarter of visitors to Strangford

Visitors to this region from GB and other overseas were more motivated than all other visitors to take a trip in Northern Ireland by wanting an escape from normal routine to enjoy exploring the landscapes, rural surroundings, local attractions and authentic pubs and cafes (NB Small base)

ARRIVAL AND GETTING AROUND

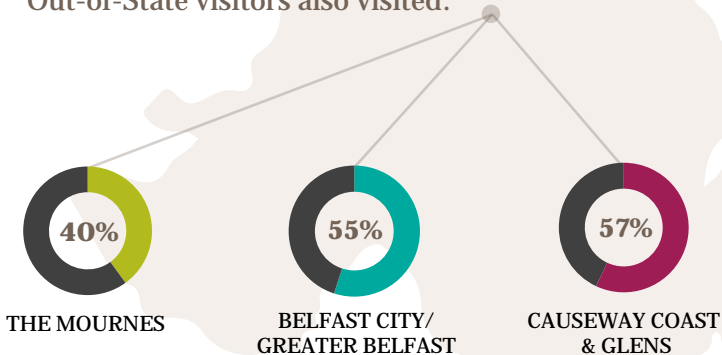
Ratings across most measures for arriving and transport in this area demonstrated some room for improvement across the board, with many falling a little below average, particularly in relation to car touring routes. Public transport scored very slightly above average. Ratings were however generally more positive among out-of-state visitors



Mean scores 5=Excellent

OTHER KEY DESTINATIONS ALSO VISITED

Out-of-State visitors also visited:



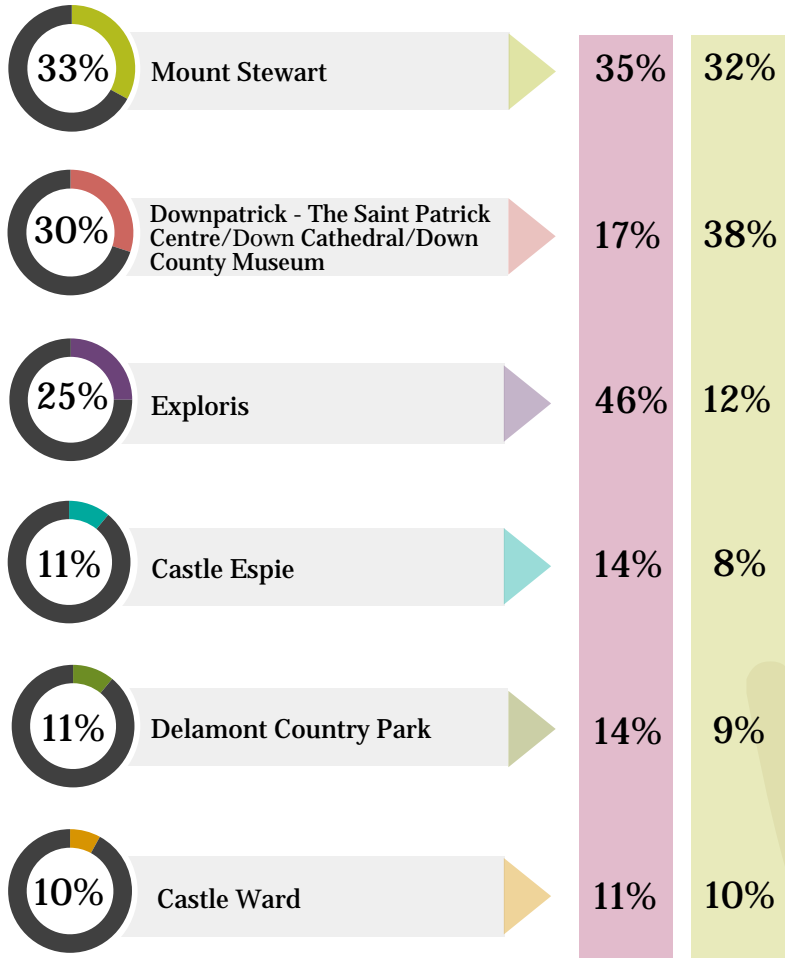
71% of visitors from GB and other overseas also visited the Republic of Ireland on the same trip, slightly lower than many others. Those visiting this region were more likely than most to also visit Dublin, Clare, Kildare and Tipperary

DESTINATION STRANGFORD

POPULAR PLACES VISITED

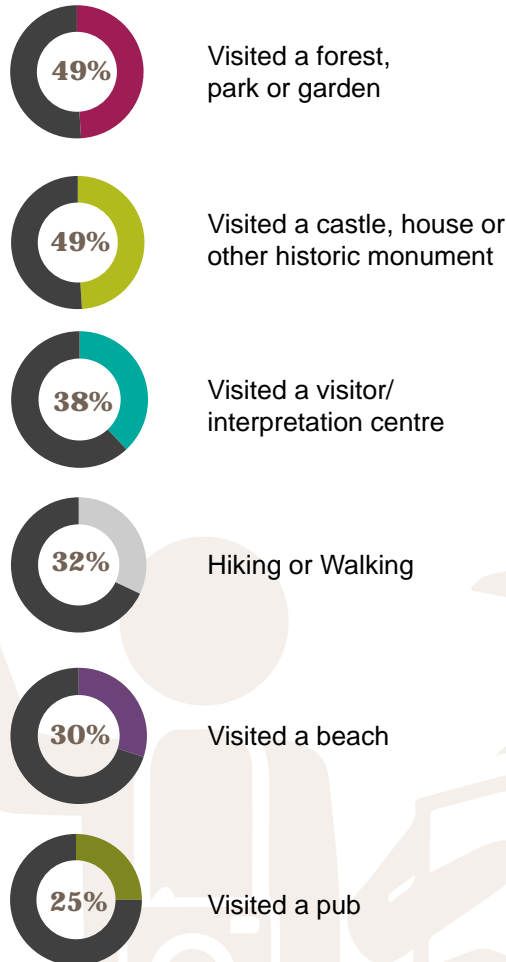
*ALL

NI RESIDENTS **OOS



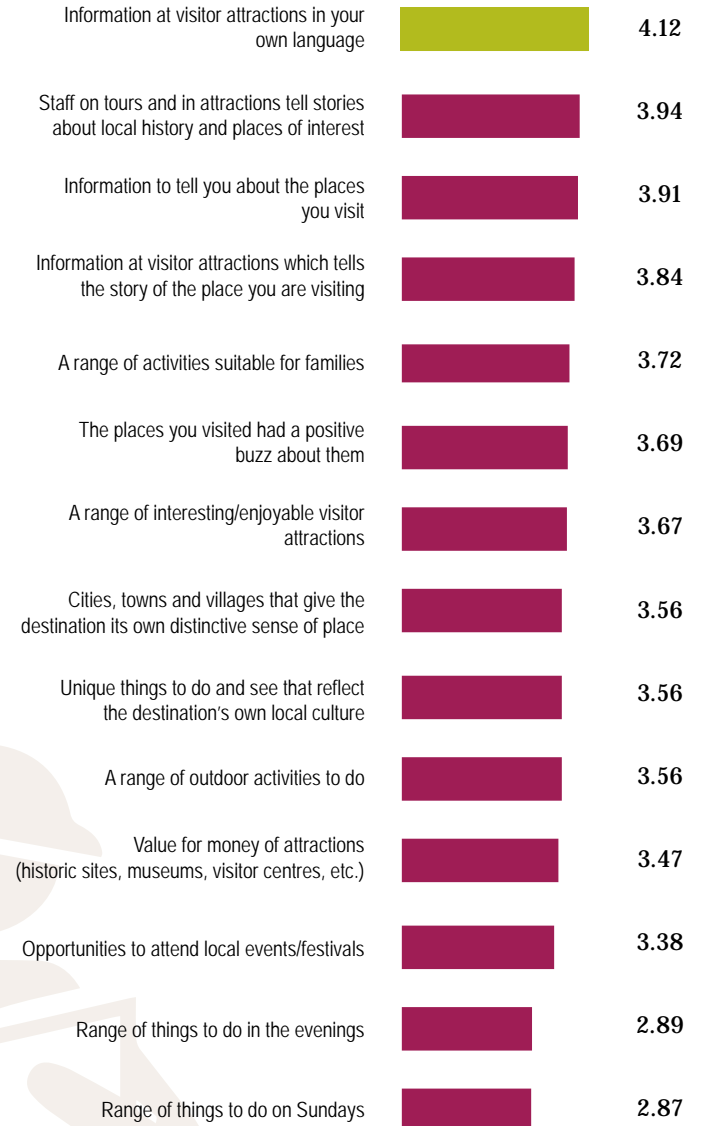
Compared to most other destinations, visitors to the Strangford area were more likely to visit a castle, house or other historic monument (49%) or a forest, park or garden. Visiting a visitor/interpretation centre or a beach was also relatively popular in this area. There is scope to improve the tourism offering as scores in relation to this are consistently below average

ACTIVITIES



RATING OF OFFERING

Score higher* than average of all destinations



Mean scores 5=Excellent

*Not necessarily significantly higher

*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)

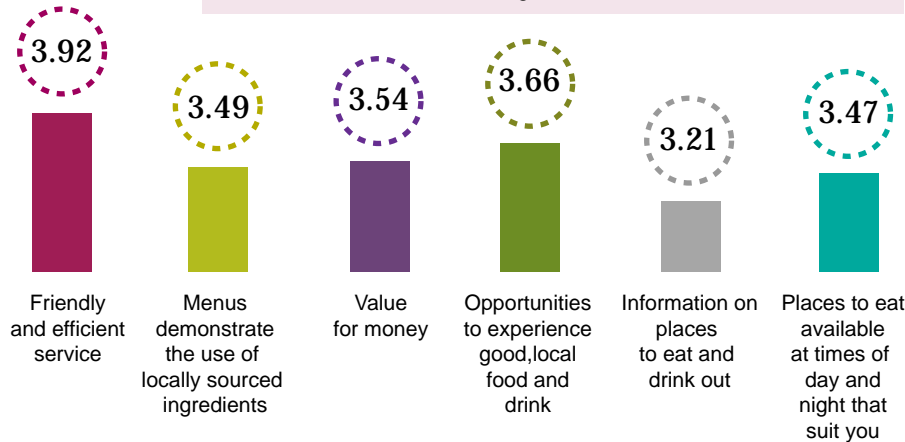
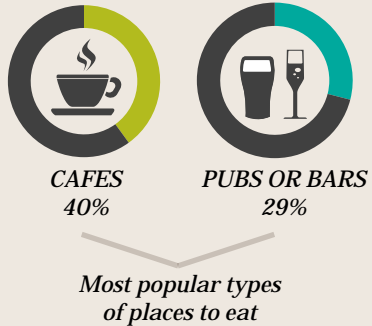


DESTINATION STRANGFORD

PLACES TO EAT

Mean scores
5=Excellent

While availability of places to eat at suitable times of day and night could be improved, ratings regarding eating out were generally close to average. Out-of-state visitors were more likely to score higher than those from NI in relation to eating out



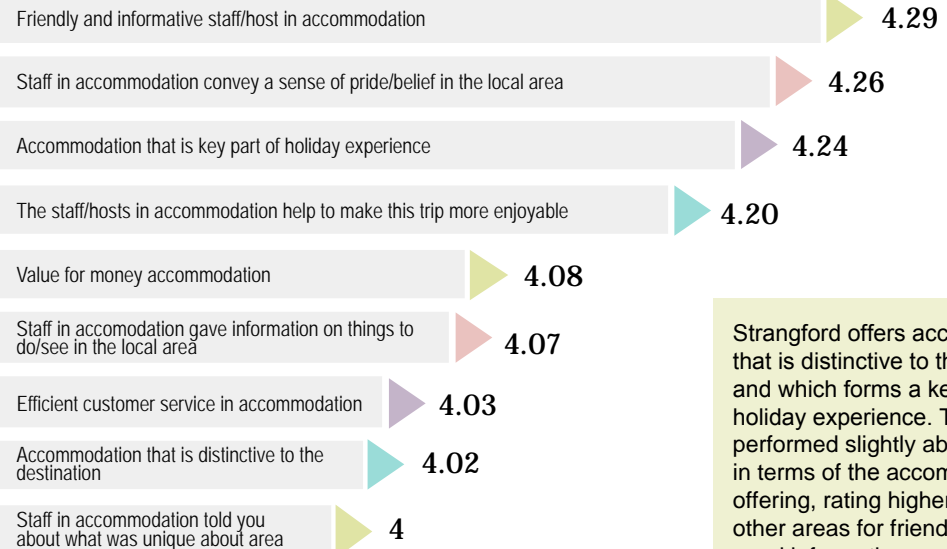
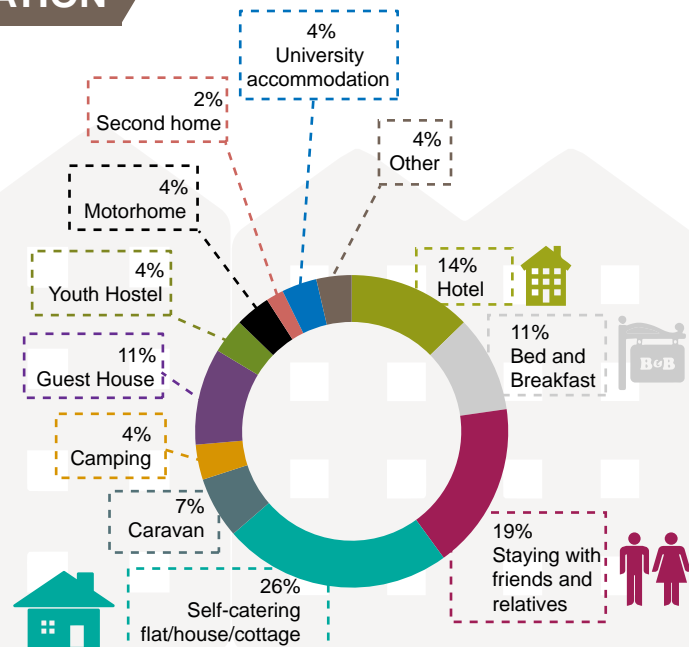
As a rule NI in general is not particularly well rated across most aspects of the eating out experience

VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all metrics, and in particular in this area. The ratings of the centres in Strangford were higher than all others on a number of measures including friendliness and efficiency of service and staff conveying a sense of pride in the local area (NB Small base)

ACCOMMODATION

Visitors to the Strangford area were more likely than all other regions to be staying in self-catering accommodation or in a guest house

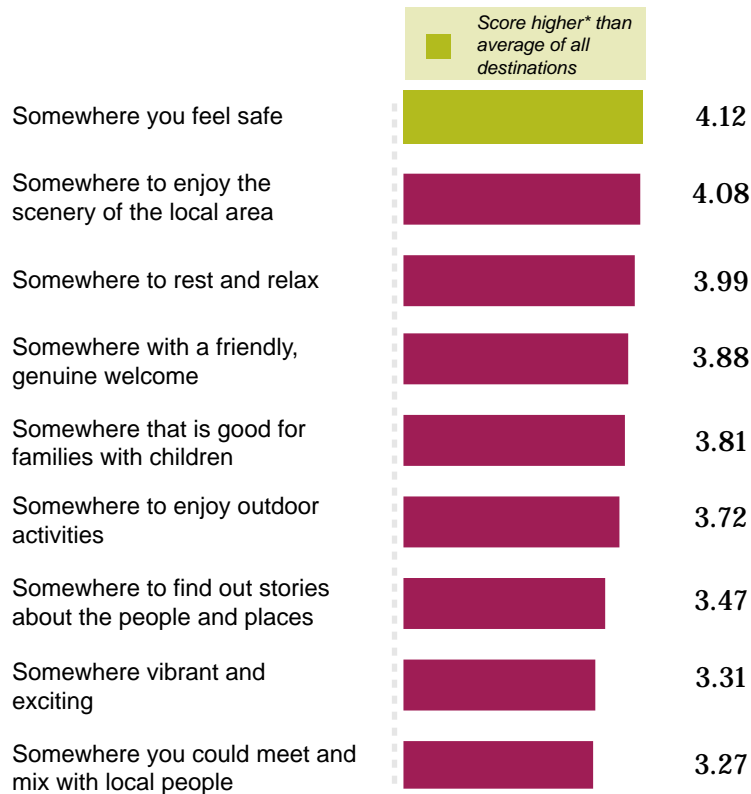


Mean scores
5=Excellent

Strangford offers accommodation that is distinctive to the destination and which forms a key part of the holiday experience. This region performed slightly above average in terms of the accommodation offering, rating higher than all other areas for friendly staff and good information provided on what to do in the local area

DESTINATION STRANGFORD

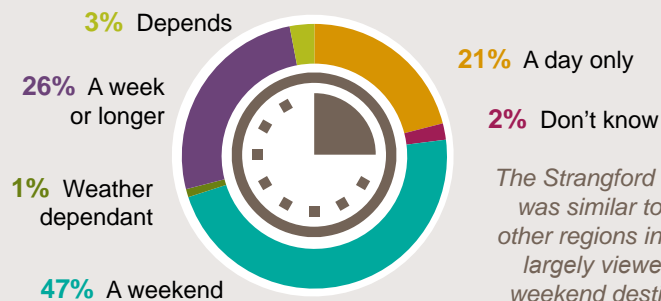
DESTINATION EXPERIENCE



*Not necessarily significantly higher

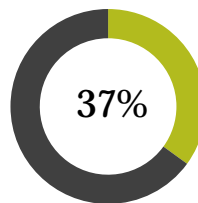
Mean scores 5=Excellent

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



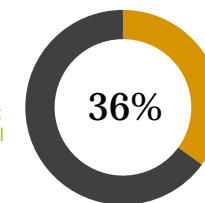
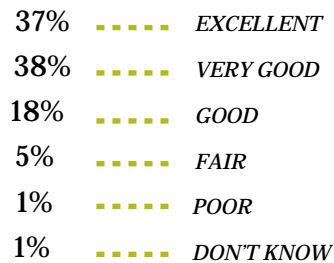
DESTINATION RATINGS

Overall leisure visitors had a good time in this region however while more than half are very highly likely to recommend Strangford to others, this was lower than other regions. As with some other destinations in NI, Strangford is seen as less competitive compared to other places outside NI for a short break or holiday



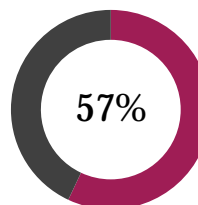
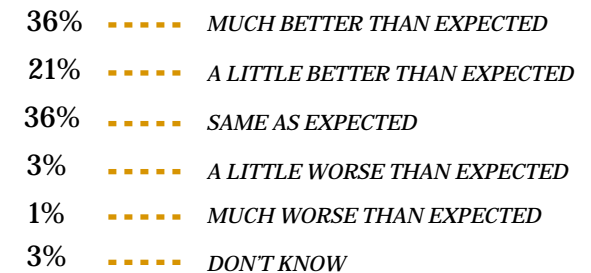
RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

The Strangford region was less likely than most other regions to be rated as 'excellent' in overall terms. Out-of-state visitors were much more likely than NI residents to rate the region better as were those who stayed overnight



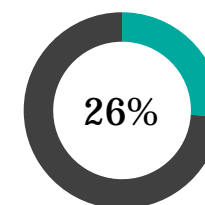
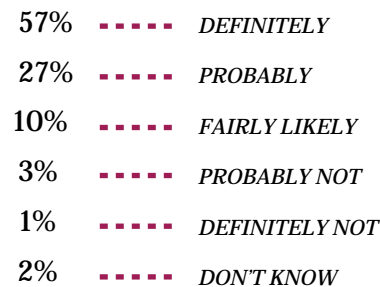
STRANGFORD IS "MUCH BETTER THAN EXPECTED"

Again, rating of this region in terms of exceeding expectations wasn't as high as most other areas. Out-of-state visitors and those staying over tended to award higher scores



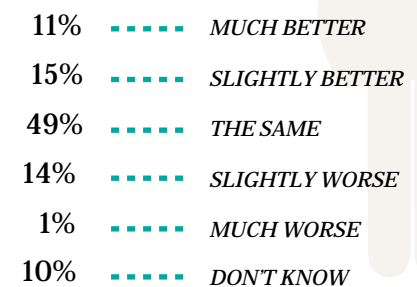
"WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

At nearly 6 in 10, the proportion who would definitely recommend this area was somewhat lower than other regions, with only a little difference between NI residents and out-of-state visitors



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

The Strangford area fell well below average when compared to other destinations outside NI for a holiday or short break. Out-of-state visitors were more likely to positively rate this measure

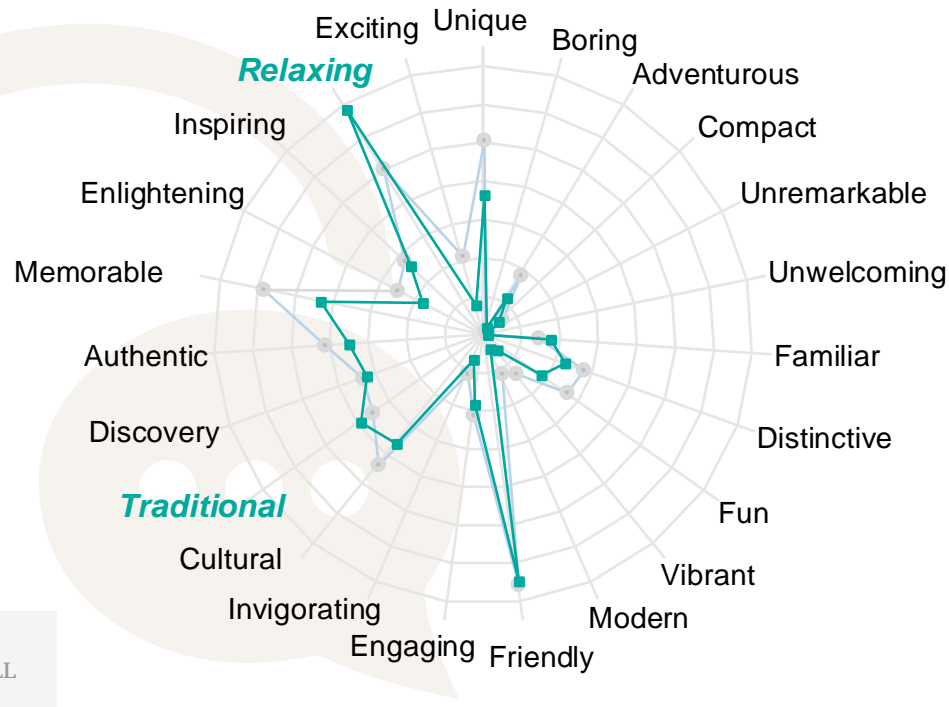


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

DESTINATION STRANGFORD

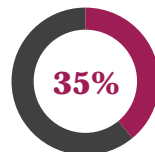
WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:

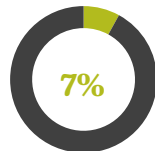


Of all the regions the Strangford area was more likely than most others to be seen as Relaxing (68%), Traditional (39%) and Familiar (17%)

Visitors to this region were slightly less likely than average to share their experiences of their trip by using social media and were least likely to leave online reviews, reflecting the high proportion of domestic visitors



Uploaded trip photos



Left online reviews

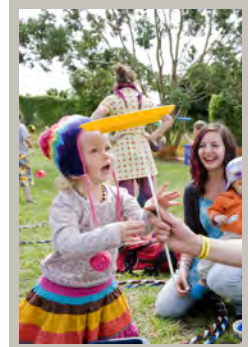
MEMORABLE EXPERIENCES



'We had an awesome meal at The Cuan in Strangford. Waiter brought us...samples of Guinness. Whole experience was one we will never forget. Even the locals at the other table engaged in a great conversation.'



'Visit to Mount Stewart gave insight into the history of NI and the important political role played by some of its former owners, and into social history.'



'We had an amazing day at Mount Stewart House. Walked all through the grounds and really enjoyed all there was to see there...'

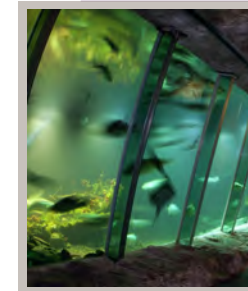
'Exploris aquarium...was memorable...'



'The information given by staff at the touch tank in the aquarium about sea life and the coast around Strangford.'

'Inch Abbey was my favourite part of this trip. You could feel history come alive.'

'Finding cool animals on the seashore like..worms..crabs...crinoids.'



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

DESTINATION STRANGFORD

● Higher than average of all
● Lower than average of all

MEASURE	STRANGFORD	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.81	4.49
Visitor Information Centre - Availability of useful information	4.76	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.64	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.63	4.38
Somewhere to enjoy the scenery of the local area	4.08	4.22
Visitor Information Centre - Suitable opening times	4.58	4.16
Friendly and informative staff (accommodation)	4.29	4.14
Information at visitor attractions in your own language	4.12	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.12	4.09
The availability of useful information to help you to plan your trip	4.06	4.08
That it is somewhere you feel safe	4.12	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	4.26	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	4.2	4.05
That it is somewhere friendly, genuine, welcome	3.88	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	3.94	4.04
That it is somewhere that is good for families with children	3.81	4.03
Ease of finding suitable accommodation	4	4.02
That it is somewhere to rest and relax	3.99	4.02
Information to tell you about the places you visit	3.91	4.01
Information at visitor attractions which tells the story of the place you are visiting	3.84	4
Sense of the place when you arrive in NI	4.08	4
Efficient customer service in accommodation	4.03	3.99
A sense of the place you are visiting when you arrive at your destination	3.86	3.99
Feeling of being welcomed when you arrive in NI	3.96	3.97
Friendly and efficient service in places to eat out	3.92	3.96
Availability/ease of finding information about the different regions within NI	3.96	3.95
Somewhere to enjoy outdoor activities	3.72	3.95
The places you visit have a positive buzz about them	3.69	3.92
A feeling of being welcomed when you arrive in chosen destination	3.82	3.9
Range of interesting/enjoyable visitor attractions	3.67	3.9
A range of activities suitable for families	3.72	3.89
Information on things to do / see in local area (accommodation)	4.07	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 STRANGFORD

● Higher than average of all
● Lower than average of all

MEASURE	STRANGFORD	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	3.78	3.88
Accommodation that is a key part of the holiday experience itself	4.24	3.88
Value for money of accommodation	4.08	3.82
Signs that help you find interesting /key tourist locations	3.65	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.58	3.78
Staff tell you about what is unique about the local area (accommodation)	4	3.75
That you are able to find out about the stories of the people and place you are visiting	3.47	3.74
A range of outdoor activities to do	3.56	3.73
Unique things to do and see that reflect the destination's own local culture	3.56	3.72
Accommodation that is distinctive to the destination	4.02	3.71
Clear signs to let you know when you have arrived in NI	3.45	3.71
Road signs that help you to find your way around	3.55	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.56	3.69
Opportunities to experience good local food and drink	3.66	3.64
That you are able to meet and mix with local people	3.27	3.61
Car touring routes which point out places to visit along the way	3.34	3.61
Taxi availability service and value for money	3.44	3.61
That it is somewhere vibrant and exciting	3.31	3.61
Places to eat available at the times of day and night that suit you	3.47	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.47	3.58
Opportunities to attend local events/ festivals	3.38	3.55
Public transport availability service and value for money	3.57	3.54
Value for money of places to eat out	3.54	3.51
Menus demonstrate the use of locally sourced ingredients	3.49	3.45
Information on places to eat and drink out	3.21	3.33
Range of things to do in the evenings	2.89	3.16
Range of things to do on Sundays	2.87	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

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)

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

