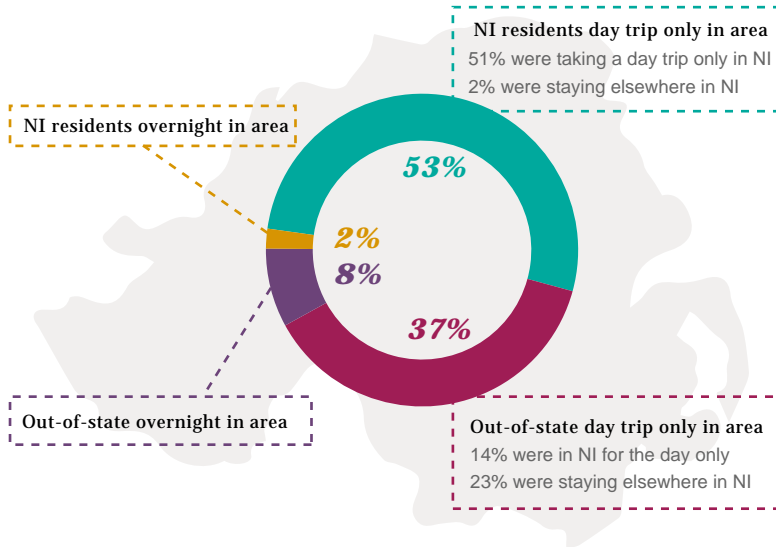


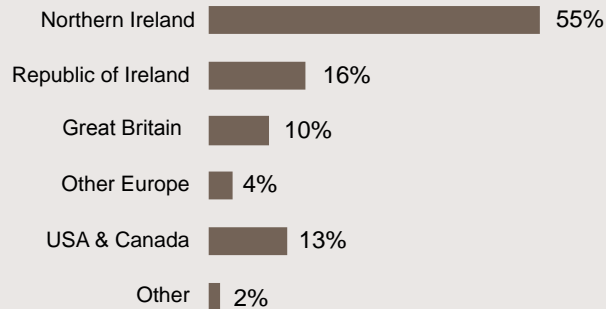
# DESTINATION TYRONE & SPERRINS

Compared to most others the Tyrone & Sperrins region had a lower proportion of leisure visitors staying overnight. It did however attract a relatively large number of out-of-state visitors, most of whom were staying elsewhere in NI or in NI for the day only. Visitors to this region were interested in finding out about NI's history and culture and particularly enjoyed visiting cultural attractions as well as forest parks/gardens

## LEISURE VISITORS

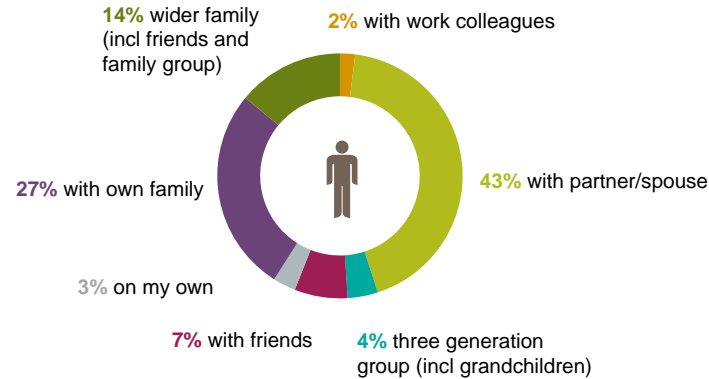


## ORIGIN OF THOSE VISITING DESTINATION



## PARTY TYPE

Party size of 3.36 was one of the smallest average party sizes across all 9 destinations



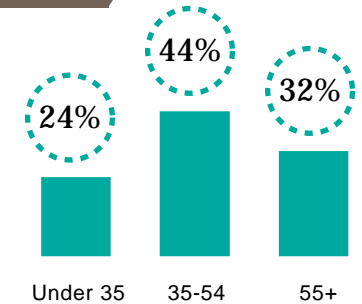
Compared to most other regions, a higher proportion of visitors were travelling with a partner

The proportion of visitors to this region who had children in their party (39%) was close to the average for all destinations. Visitors to Tyrone & Sperrins were more likely than any other region to be travelling with a partner only

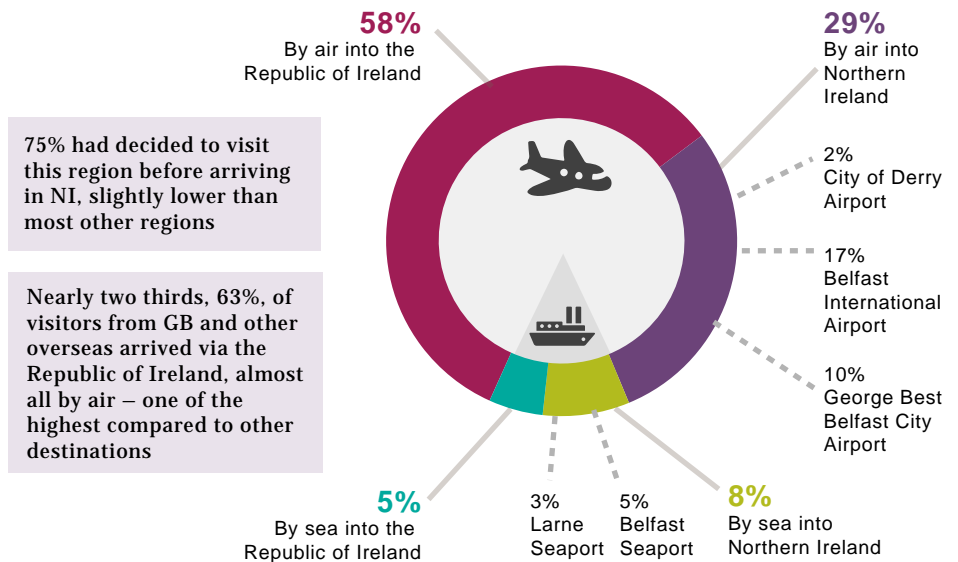
Overnight visitors stayed for **3.13 nights** on average.



## AGE



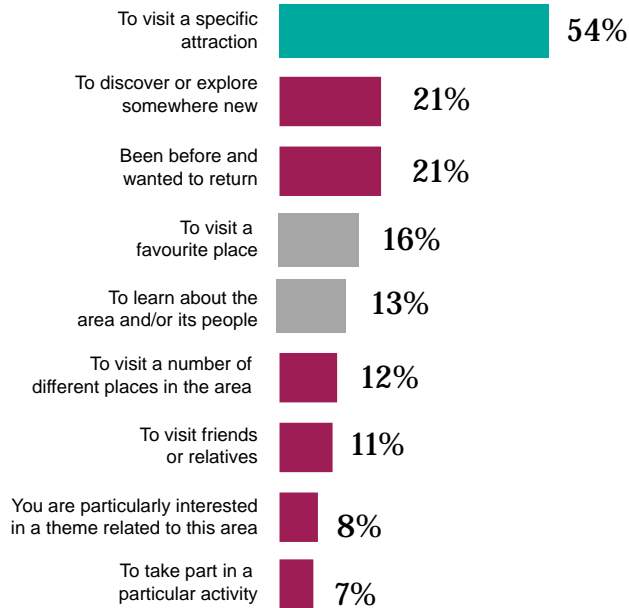
## MEANS OF TRANSPORT INTO ISLAND OF IRELAND



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

# DESTINATION TYRONE & SPERRINS

## KEY REASONS TO VISIT



Tyrone & Sperrins visitors were somewhat more likely than visitors to most other areas to be visiting to see a specific attraction (54%). People visiting this region also wanted to discover or explore somewhere new (21%) or a previous trip had encouraged them to return (21%).

39%

of all visitors chose this destination specifically to visit in order to find out stories, history and legends of Northern Ireland. This is reflected in the fact that the key segment from GB and overseas (based on their motivation for visiting Northern Ireland) was Culturally Curious

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

\*Not necessarily significantly higher or lower

## OTHER KEY DESTINATIONS ALSO VISITED

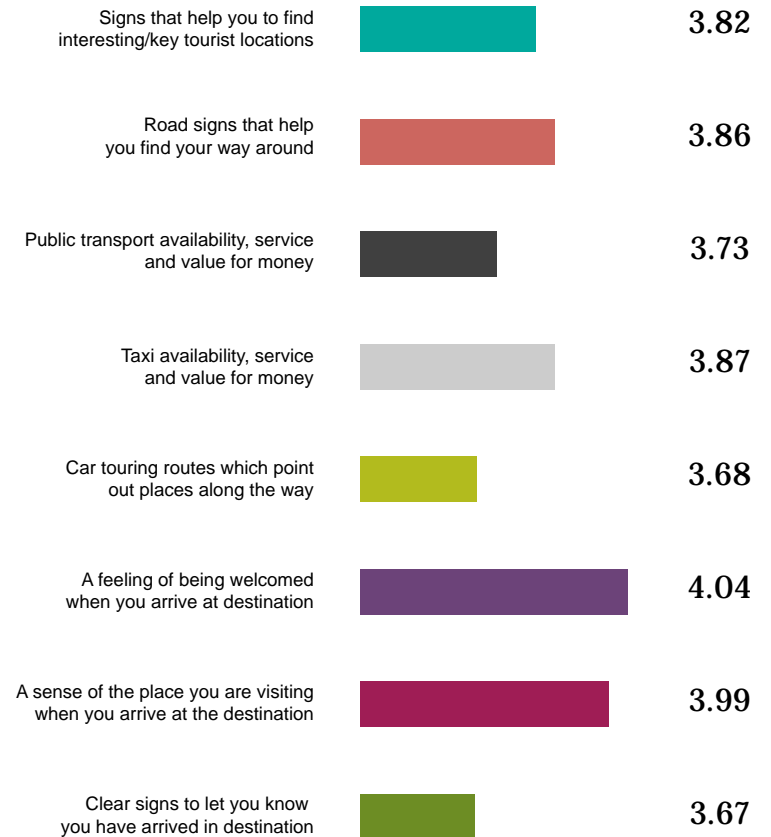
Out-of-State visitors also visited:



81% of visitors from GB and overseas also visited the Republic of Ireland on the same trip and they were more likely than most to visit Donegal, Cork and Limerick

## ARRIVAL AND GETTING AROUND

*Tyrone & Sperrins provided a strong first impression. This region was rated highest in terms of being made to feel welcome when you arrive at your chosen destination and also scored quite highly in terms of having a sense of place. Ratings for arrival and getting around were generally more positive among visitors from outside NI*



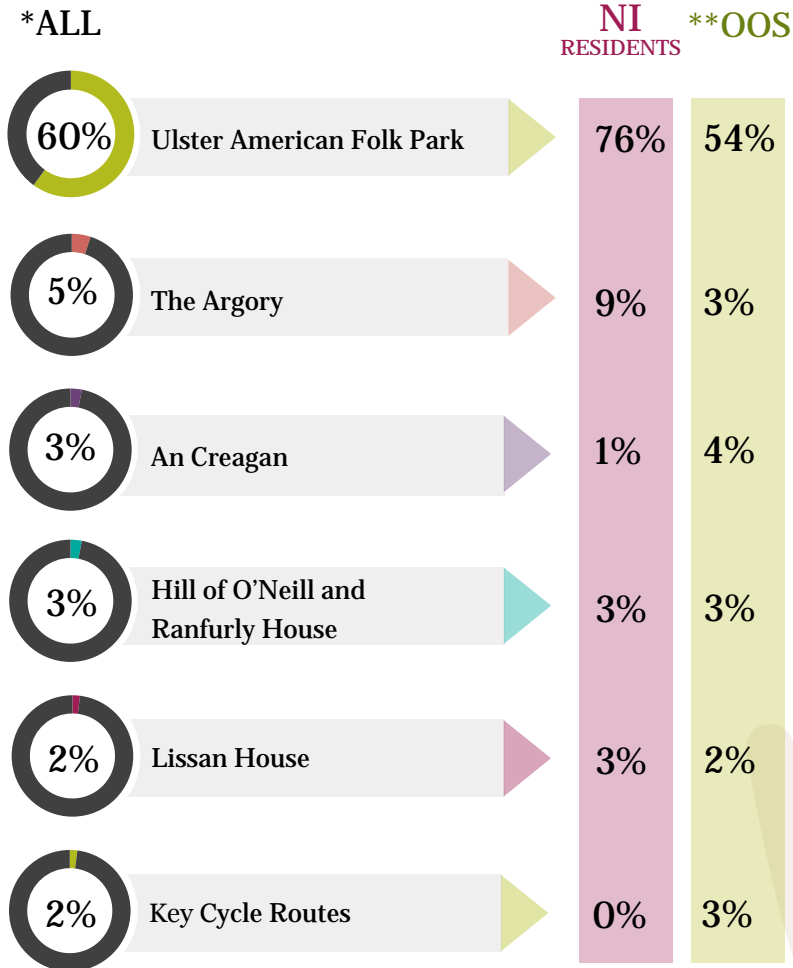
Mean scores 5=Excellent

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



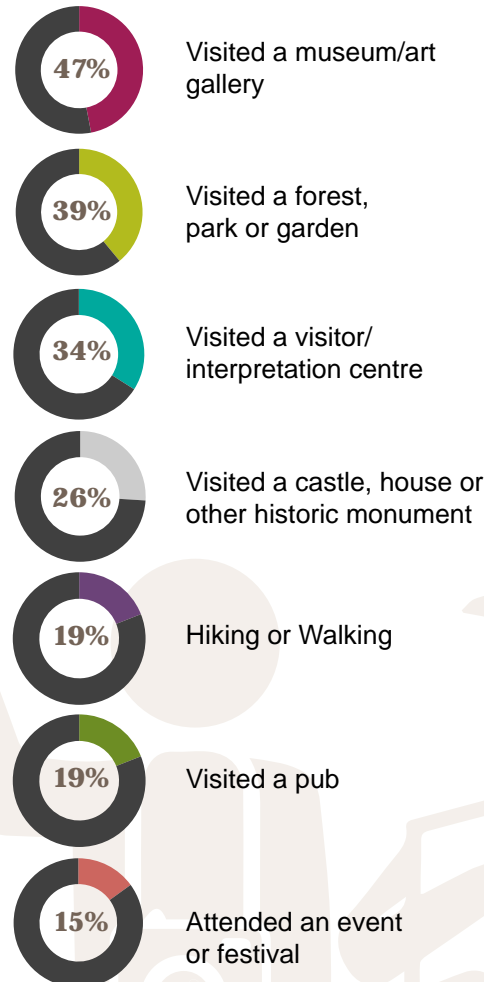
# DESTINATION TYRONE & SPERRINS

## POPULAR PLACES VISITED



Compared to most other destinations, visitors to this region were more likely to visit a museum/art gallery (47%). Visiting a park, forest or garden was also popular among those visiting this area. The Ulster American Folk Park attracted a large number of visitors to the area, particularly from the domestic market

## 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 TYRONE & SPERRINS

## PLACES TO EAT



CAFES  
44%



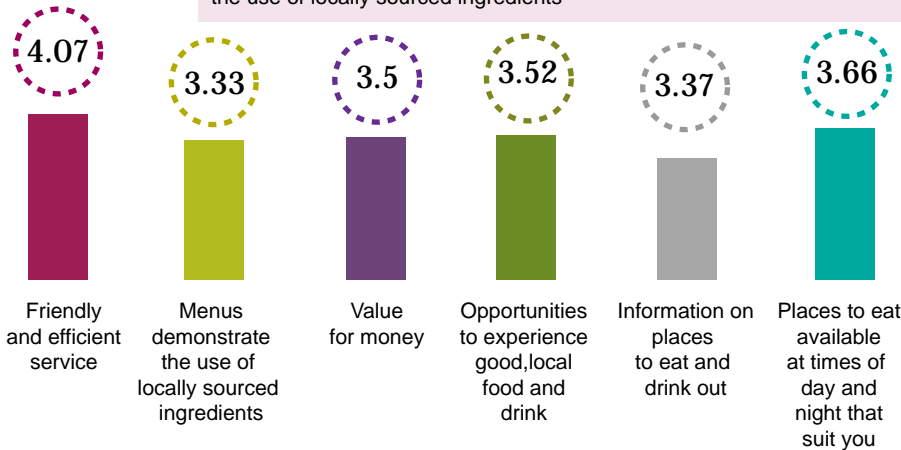
PUBS OR BARS  
25%

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 generally mixed in this area, but compared to other regions Tyrone & Sperrins performed the best for receiving a friendly and efficient service. There is room for improvement in terms of menus that demonstrate the use of locally sourced ingredients

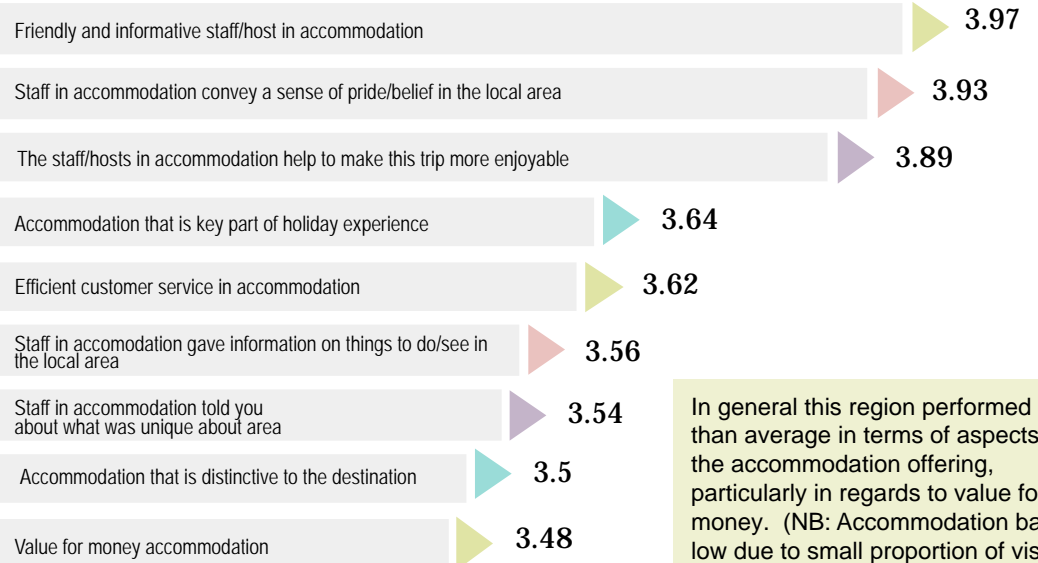
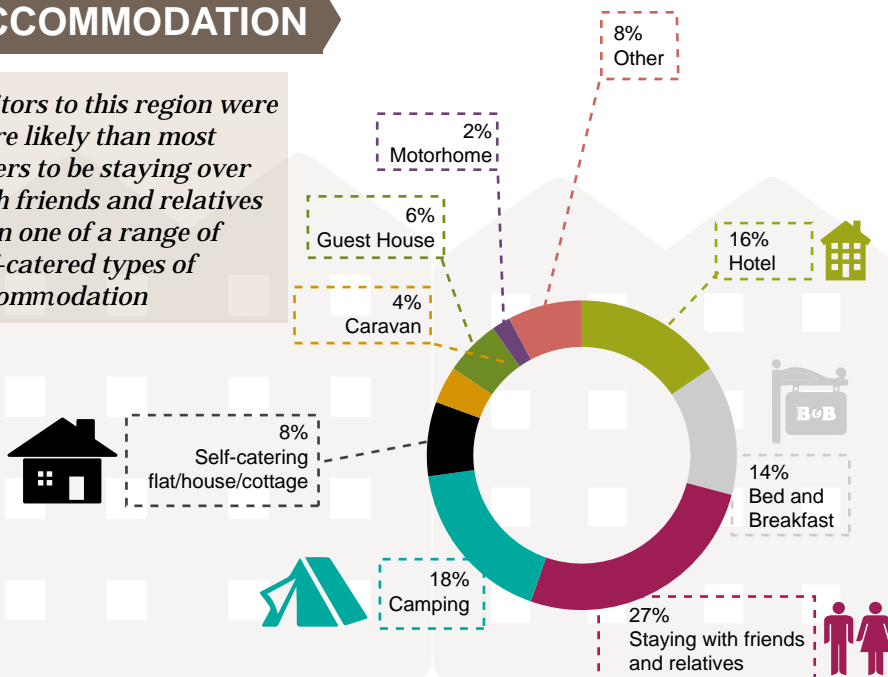


## VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all metrics. The ratings of the centres in this area were generally close to average on all measures. (NB. Bases are very low)

## ACCOMMODATION

Visitors to this region were more likely than most others to be staying over with friends and relatives or in one of a range of self-catered types of accommodation

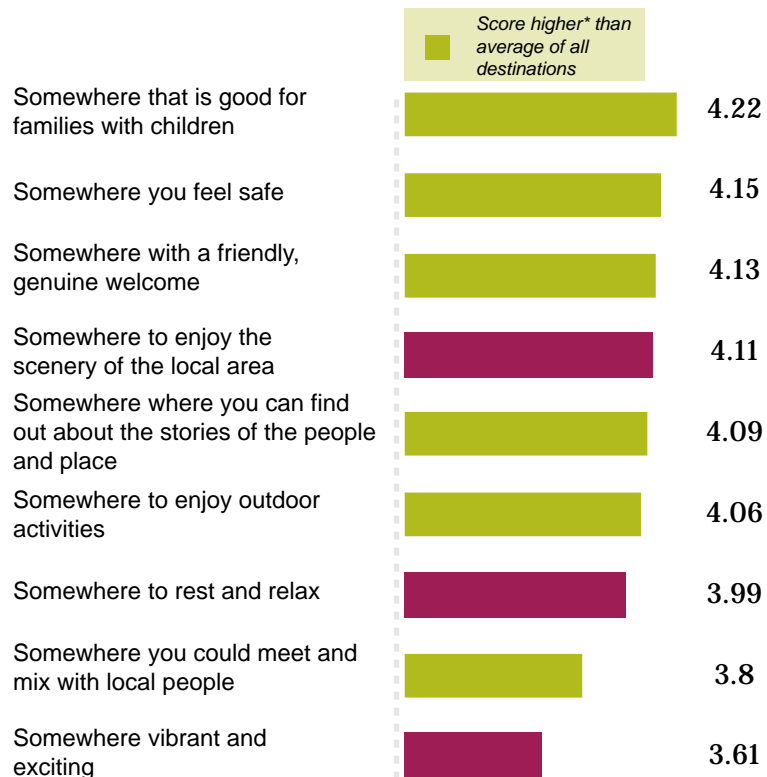


Mean scores  
5=Excellent

In general this region performed lower than average in terms of aspects of the accommodation offering, particularly in regards to value for money. (NB: Accommodation base is low due to small proportion of visitors overnighing in the region)

# DESTINATION TYRONE & SPERRINS

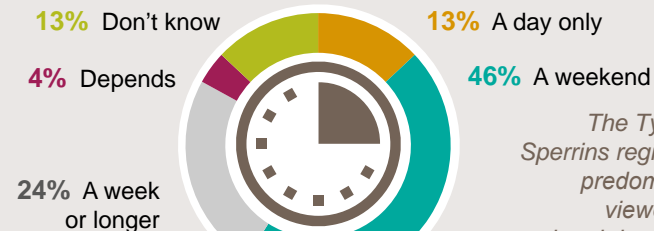
## DESTINATION EXPERIENCE



\*Not necessarily significantly higher

Mean scores 5=Excellent

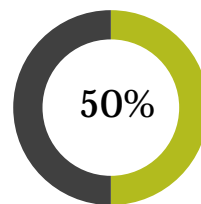
### VISITORS THOUGHT THERE WOULD BE ENOUGH TO DO IN THIS DESTINATION FOR:



The Tyrone & Sperrins region was predominantly viewed as a weekend destination, similar to many other regions

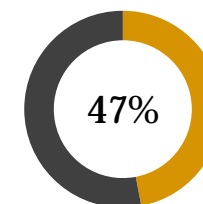
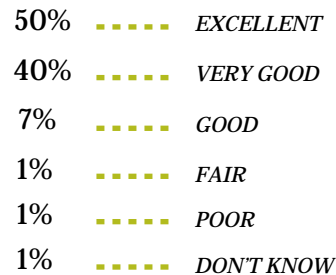
## DESTINATION RATINGS

Overall leisure visitors enjoyed their time in this region, with a clear majority saying their experience was very good or excellent, largely matching or exceeding their expectations and as such they are highly likely to recommend the destination to their friends and relatives. As for some other destinations in NI, Tyrone & Sperrins is seen as less competitive compared to other places outside NI for a holiday or short break



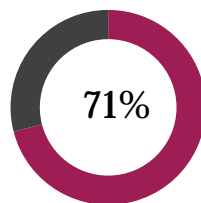
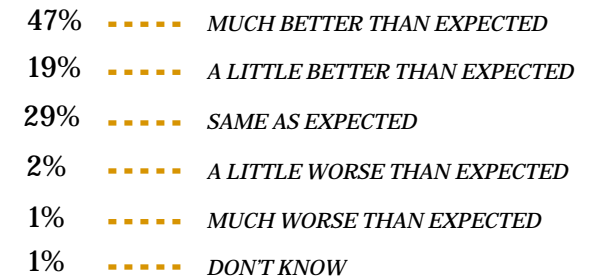
### RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

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



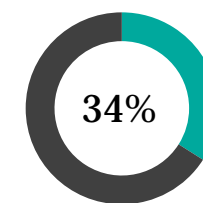
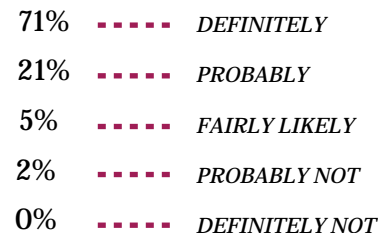
### TYRONE & SPERRINS IS "MUCH BETTER THAN EXPECTED"

Rating of this region in terms of matching expectations was better than, or on par with, most other areas. It was rated better by out-of-state visitors and those staying over



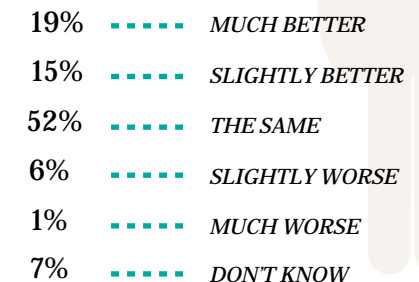
### "WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

The proportion who would definitely recommend this area was close to average and greater among those who stayed overnight in the destination or came from out-of-state



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

The Tyrone & Sperrins area was slightly below average when compared to other destinations outside NI for a holiday or short break. Those who stayed overnight in the destination were more likely to positively rate this measure

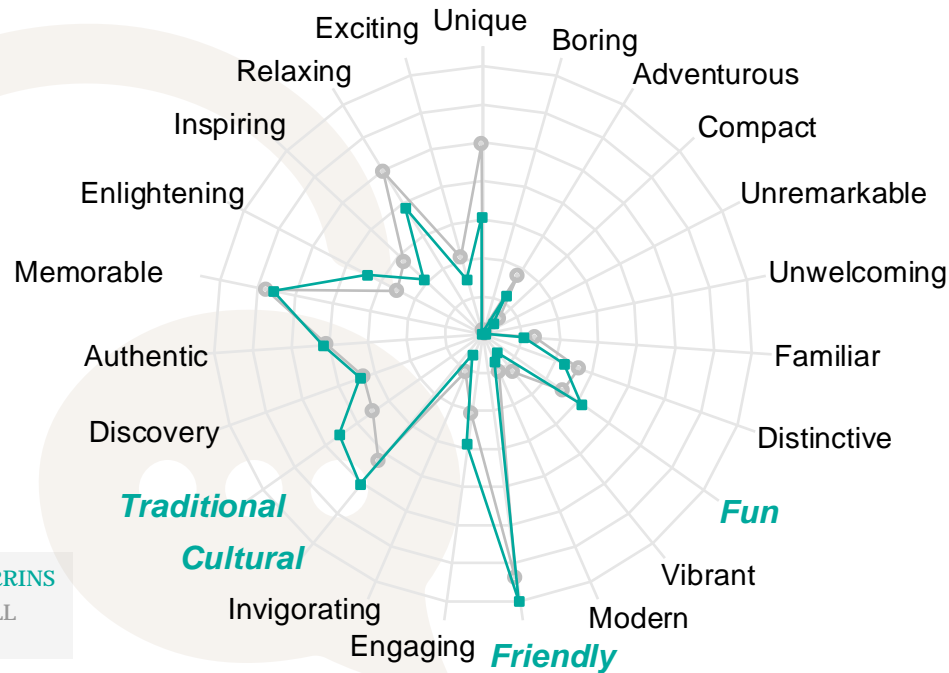


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

# DESTINATION TYRONE & SPERRINS

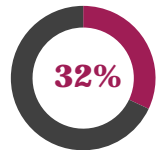
## WORDS CHOSEN TO DESCRIBE DESTINATION

Most likely to be seen as:



Of all destinations Tyrone & Sperrins was one of the most likely to be described as Friendly (71%), Memorable (56%) and Cultural (51%), and more likely than all other areas others to be seen as Traditional (46%), Fun (32%) and Engaging (29%). Like some other destinations Tyrone & Sperrins was not viewed as particularly unique

Visitors to this region were very close to average in relation to sharing their experiences of the trip by using social media. They were slightly more likely than visitors to most other regions to leave online reviews



Uploaded trip photos



Left online reviews

## MEMORABLE EXPERIENCES



'Going to the Ulster American Folk Park was truly amazing and gave a real sense of the history of the town and the people who lived their lives like that back in the day'

'I visited the Ulster American Folk Park as a child. I loved it then and still do now...It's the folk park that draws me back to the area.'



'..the interactive experiences were great - talking to the ladies baking soda and corn bread and the man about the furs used...it was fun to get dressed up and have our photo taken one we 'arrived' in America.'

'Saw standing stones near Dunnamore at sunset. Very beautiful.'



'People at the local pubs are always friendly and willing to share stories'



'The scenery is very beautiful'

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



# DESTINATION TYRONE & SPERRINS

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

MEASURE	TYRONE & SPERRINS	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.3	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	4.42	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.47	4.38
Somewhere to enjoy the scenery of the local area	4.11	4.22
Visitor Information Centre - Suitable opening times	4.11	4.16
Friendly and informative staff (accommodation)	3.97	4.14
Information at visitor attractions in your own language	4.44	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	4.18	4.09
The availability of useful information to help you to plan your trip	4.34	4.08
That it is somewhere you feel safe	4.15	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	3.93	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	3.89	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	4.47	4.04
That it is somewhere that is good for families with children	4.22	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	4.3	4.01
Information at visitor attractions which tells the story of the place you are visiting	4.32	4
Sense of the place when you arrive in NI	4.2	4
Efficient customer service in accommodation	3.62	3.99
A sense of the place you are visiting when you arrive at your destination	3.99	3.99
Feeling of being welcomed when you arrive in NI	4.21	3.97
Friendly and efficient service in places to eat out	4.07	3.96
Availability/ease of finding information about the different regions within NI	4.1	3.95
Somewhere to enjoy outdoor activities	4.06	3.95
The places you visit have a positive buzz about them	4.33	3.92
A feeling of being welcomed when you arrive in chosen destination	4.04	3.9
Range of interesting/enjoyable visitor attractions	4.2	3.9
A range of activities suitable for families	4.23	3.89
Information on things to do / see in local area (accommodation)	3.56	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 TYRONE & SPERRINS

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

MEASURE	TYRONE & SPERRINS	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	3.67	3.88
Accommodation that is a key part of the holiday experience itself	3.64	3.88
Value for money of accommodation	3.48	3.82
Signs that help you find interesting /key tourist locations	3.82	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	4.21	3.78
Staff tell you about what is unique about the local area (accommodation)	3.54	3.75
That you are able to find out about the stories of the people and place you are visiting	4.09	3.74
A range of outdoor activities to do	3.82	3.73
Unique things to do and see that reflect the destination's own local culture	3.84	3.72
Accommodation that is distinctive to the destination	3.5	3.71
Clear signs to let you know when you have arrived in NI	3.88	3.71
Road signs that help you to find your way around	3.86	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.73	3.69
Opportunities to experience good local food and drink	3.52	3.64
That you are able to meet and mix with local people	3.8	3.61
Car touring routes which point out places to visit along the way	3.68	3.61
Taxi availability service and value for money	3.87	3.61
That it is somewhere vibrant and exciting	3.61	3.61
Places to eat available at the times of day and night that suit you	3.66	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.89	3.58
Opportunities to attend local events/ festivals	3.8	3.55
Public transport availability service and value for money	3.73	3.54
Value for money of places to eat out	3.5	3.51
Menus demonstrate the use of locally sourced ingredients	3.33	3.45
Information on places to eat and drink out	3.37	3.33
Range of things to do in the evenings	3.46	3.16
Range of things to do on Sundays	3.45	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)

