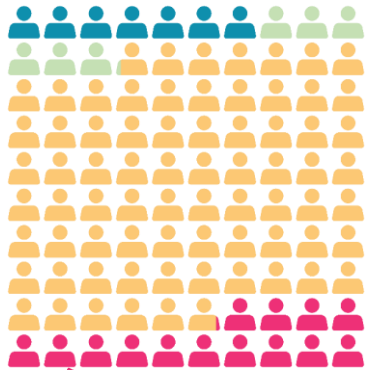
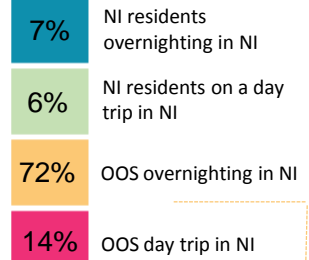


CAUSEWAY COAST & GLENS

TNI's Visitor Attitude Survey (2018)* reports the Causeway Coast & Glens welcomed among the highest proportion of out of state (OOS) overnight visitors of all the Northern Ireland (NI) council areas. The area attracts a younger demographic, relative to other areas, and a higher than average proportion of first time visitors. Causeway Coast & Glens appeals to a wide range of party types, with the area offering key attractions and beautiful scenery, as well as outdoor and screen tourism related activities.



LEISURE VISITORS TO AREA

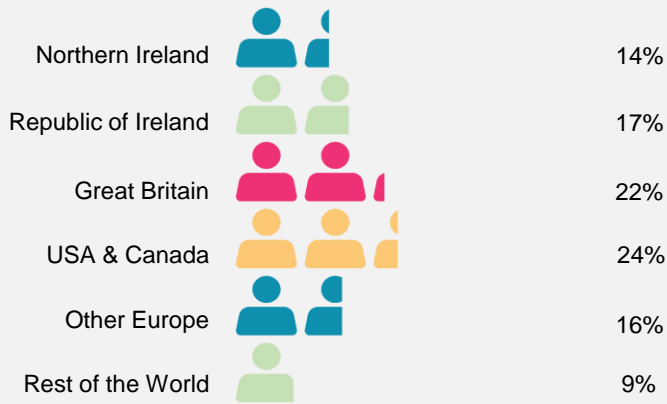


Of which 41% overnighted in the area and 31% overnighted elsewhere in NI

86%

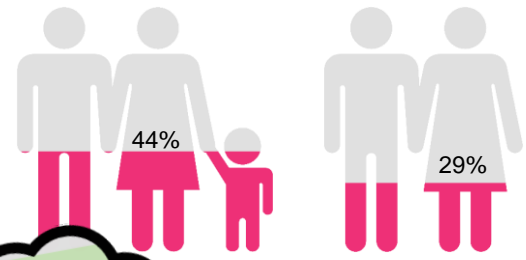
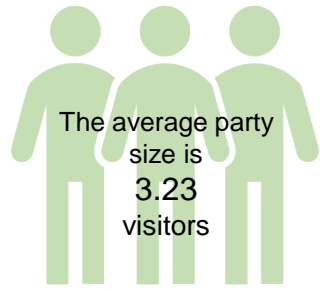
86% of visitors from out of state.

ORIGIN OF THOSE VISITING DESTINATION



PARTY TYPE

This is one of the areas most likely to attract tour groups.



44% of visitors travelled as a family, whilst 29% of visitors travelled in a couple. 15% of visitors travelled in a group of adults and 9% were on a tour. 3% of visitors travelled alone.

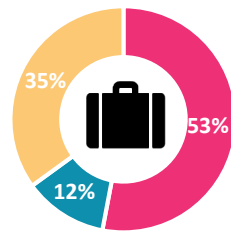
93% of visitors decided to visit the Causeway Coast & Glens before arriving in NI.

The must see status of the Giant's Causeway makes the Causeway Coast & Glens more attractive to first time visitors.



VISITING THE REPUBLIC OF IRELAND

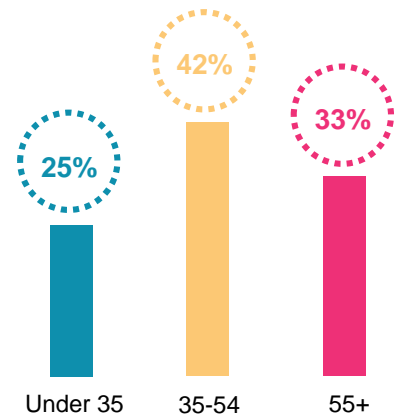
- Overnight Trip to ROI
- Day Trip to ROI
- No Trip to ROI



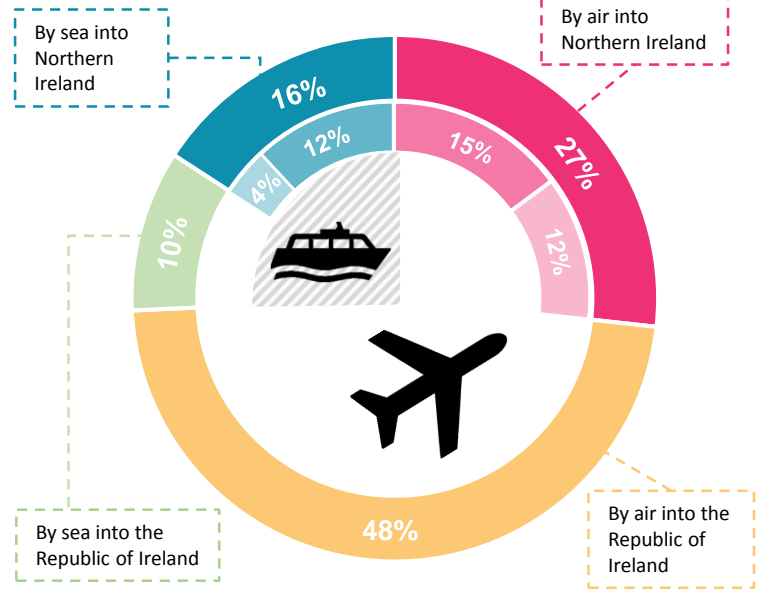
65% of those from outside NI/Republic of Ireland (ROI) who visited this area also visited the ROI.

AGE

This area attracts a younger profile of visitors compared to NI as a whole.



MEANS OF TRANSPORT INTO THE ISLAND OF IRELAND



- George Best Belfast City Airport
- Belfast International Airport
- Larne Seaport
- Belfast Seaport

*SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Total Base: n=355, OOS n=307

AREAS AND ATTRACTIONS ALSO VISITED IN NI

Attractions that influenced leisure visitors to come to Northern Ireland



80%
Giant's Causeway



33%
Game of Thrones locations



61%
Causeway Coastal Route



32%
Titanic Belfast

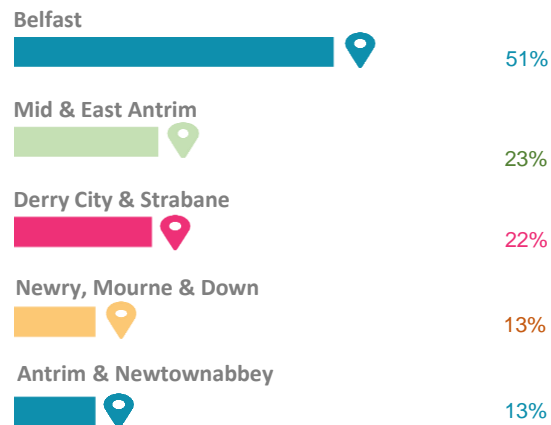


50%
Belfast City



26%
Derry-Londonderry

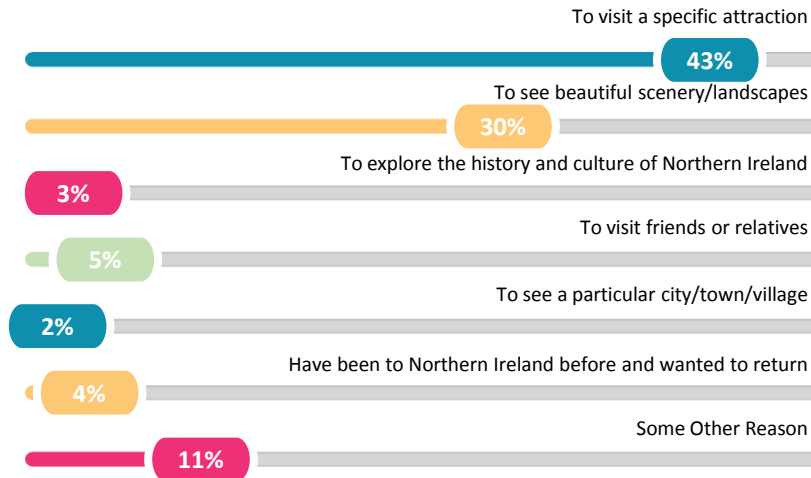
TOP 5 OTHER AREAS VISITED



REASONS FOR VISITING THE AREA

The main reason for visiting the Causeway Coast & Glens was "to visit a specific attraction" (43%). For most, this was the Giant's Causeway

Relative to other areas of NI, leisure visitors to Causeway Coast & Glens also placed more importance on enjoying the scenery/landscape and screen tourism.



GETTING AROUND THE AREA



= Significantly lower than the average for all areas

= Significantly higher than the average for all areas

Leisure visitors to the Causeway Coast & Glens were more satisfied than visitors to most other NI areas with the car touring routes, roadside viewing bays, quality of signposting for roads/directions and the signs that help to find key tourist locations.

7.62

OVERALL SATISFACTION SCORE



(Average score on scale from 0-10)



SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

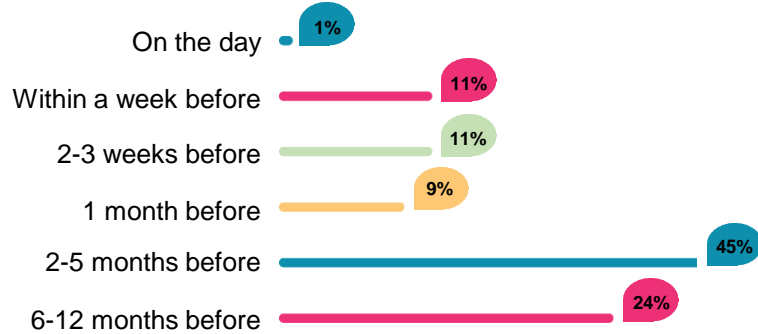
Base: n=355, OOS n=307

PLANNING & INFORMATION

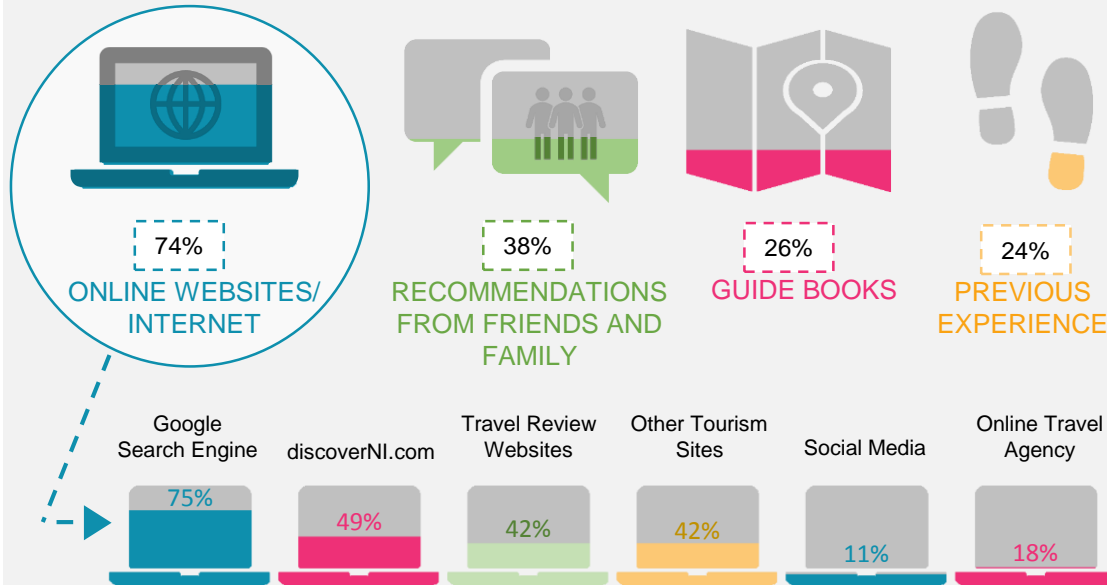
Compared with other NI areas, leisure visitors to the Causeway Coast & Glens found it easier to find information on the area. Almost two fifths used mobile apps while in NI and visitors to the area were most likely to use the Game of Thrones App, reflecting the importance many placed on screen tourism.

PLANNING TIMESCALE FOR NI

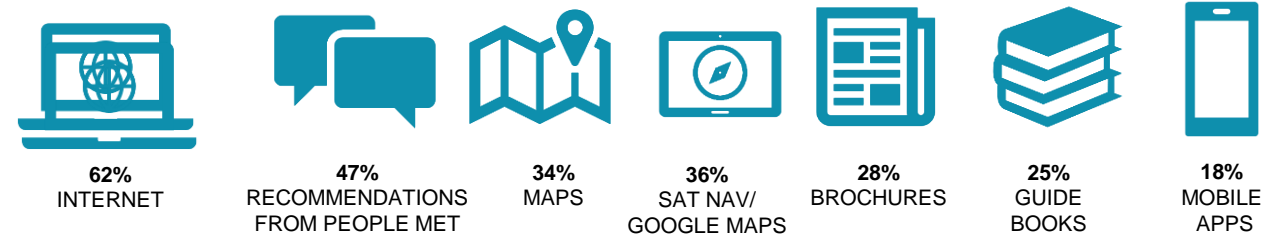
OOS visitors began booking and planning their trip...



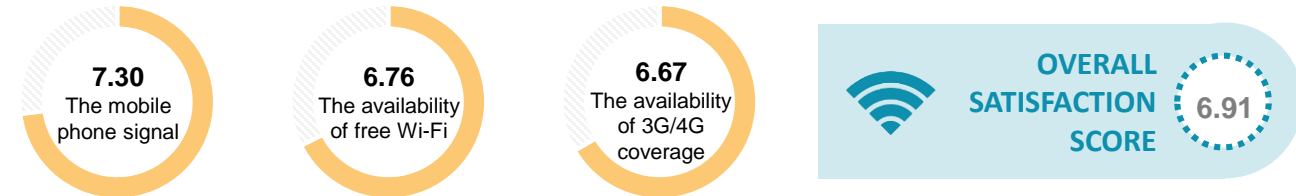
PRE-TRIP PLANNING RESOURCES



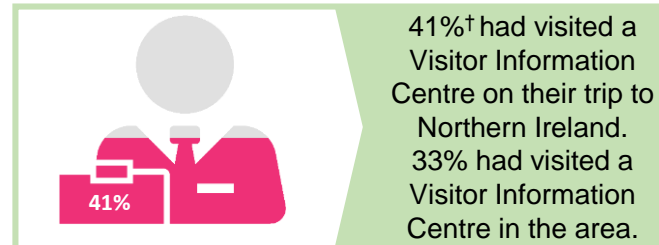
INFORMATION RESOURCES USED WHILST IN NI



DIGITAL CONNECTIVITY

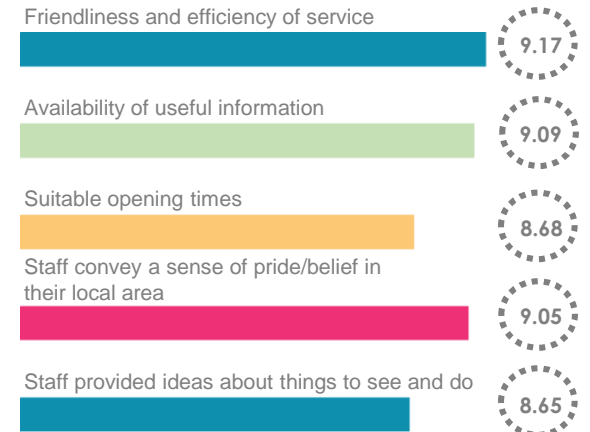


VISITOR INFORMATION CENTRES



42% received information which encouraged them to visit other areas in Northern Ireland they had not planned to visit.

16% received information which encouraged them to stay longer in the area.



SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=355, OOS n=307

†A proportion of emails were collected at Visitor Information Centres.

ACCOMMODATION



31%
Hotel



25%
Self-Catering



27%
Guest House/B&B



3%
Camping/Static Caravan



4%
Motorhome/Touring Caravan



11% Staying with Family/Friends

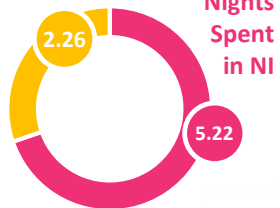
While hotels and guest houses/B&Bs were the most popular choice for leisure visitors to the Causeway Coast & Glens, self-catering also featured strongly.

The welcoming, professional staff were the highlight of the eating out experience. The lowest scoring elements for eating out related to servicing dietary requirements, the availability of information on places to eat out and menus referencing local ingredients.

34%

of all guest houses, B&Bs and self-catering accommodation was booked through Airbnb.

Nights Spent in Council Area



PLACES TO EAT



OVERALL SATISFACTION SCORE

7.72



Pubs/Bars



Cafes

Most Popular types of places to eat



ACCOMMODATION RATINGS

88% of visitors with children described the accommodation available as "family friendly for children of all ages".

Quality of accommodation



Value for money



Professional and efficient customer service



Friendly and welcoming staff/host



Accommodation that is a key part of the holiday experience itself



Staff knowledgeable about interesting things to see and do in local area



Availability of free Wi-Fi



8.33

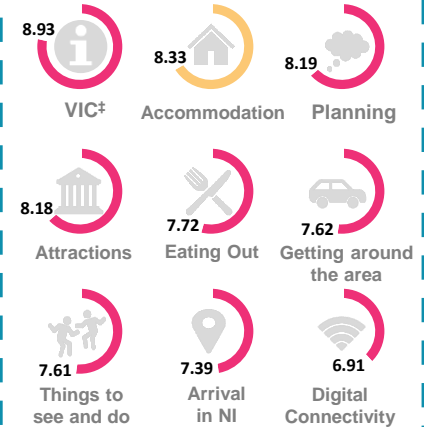
OVERALL SATISFACTION SCORE



93% of visitors said that the quality of the accommodation they stayed in exceeded or met their expectations. For 12% expectations were greatly exceeded.

89% of visitors agreed that they were able to stay in their preferred type of accommodation. Only 3% were not.

Satisfaction with Visitor Information Centres and accommodation were the elements of the visitor experience awarded the highest scores. Planning and attractions also scored highly. There is scope for improving digital connectivity in Causeway Coast & Glens.



*Visitor Information Centre

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=355, OOS n=307

ATTRACTIONS & ACTIVITIES

The attractions visited and the activities participated in by visitors to the Causeway Coast & Glens demonstrate the wide appeal of the tourism offer. As well as visiting key attractions and Game of Thrones related locations, many visited a beach and/or a pub. Both the range of interesting attractions and outdoor activities scored higher than most other NI areas. Value for money attractions and shopping opportunities scored lower than most other areas.

94% of visitors with children said that the attractions are "family friendly for children of all ages".



ATTRACTIONS VISITED IN THE AREA



Portrush Coastal Zone, Mussenden Temple and Downhill Demense were each visited by 14% of leisure tourists.

RATINGS OF ATTRACTIONS IN THE AREA

Friendly staff at the attractions

A range of interesting/enjoyable visitor attractions

Professional and efficient staff at attractions

Quality of interpretation and storytelling at museums/visitor centres in area

Value for money of attractions (historic sites, museums, visitor centres etc.)

Information at visitor attractions in your own language (Mainland European Rest Of World Visitors)

8.18

OVERALL SATISFACTION SCORE



RATINGS OF THINGS TO SEE & DO IN THE AREA

Range of interesting/enjoyable things to see/do in the area

Unique things to do and see that reflect the area's local culture

The range of outdoor activities

Somewhere you could meet and mix with the local people

Opportunities to attend local events/festivals

Shopping opportunities

OVERALL SATISFACTION SCORE

7.61



8.20

Satisfaction with cleanliness in the area

7.36

Cleanliness and availability of public toilets in the area

8.93

Cleanliness of Beaches

8.62

Satisfaction with safety in the area

8.62

8.51

8.45

8.04

7.70

6.03

8.55

8.18

8.17

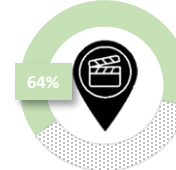
7.35

6.74

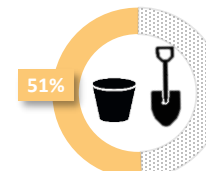
6.65

THINGS SEEN AND DONE

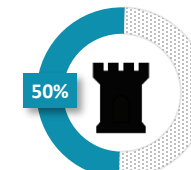
Visited a TV show or film location/exhibition



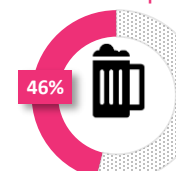
Visited a beach



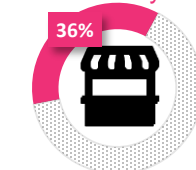
Visited a castle /other historic monument



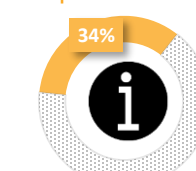
Visited a pub



Visited a food market/brewery/distillery



Visited a visitor/interpretation/centre



Visited a forest, park or garden



Took a guided tour



89% of visitors with children said that the things to do and see in the area are "family friendly for children of all ages".



BEST EXPERIENCES IN THE AREA

The fabulous weather, beautiful beaches, spectacular scenery and sunsets. The sense of peace and calm that we felt driving in this wonderful part of Ireland.

I also loved seeing the Game of Thrones set locations and hearing the backstories about the production of the show.

We walked from Dunluce Castle to the Giant's Causeway... amazing scenery and history which made the visit an outstanding holiday.

Giant's Causeway was our favourite stop. The Visitor Centre was great and the staff were very helpful. One staff member recommended other activities and sites in Northern Ireland and provided us with maps to find them.

Great experience. Nice places that you will not forget and nice people. Thanks for the warm welcome, the kindness and the hospitality, very special hosts at [the] B&B.

Just the overall friendliness of the people and the scenery was magnificent. We had the most wonderful holiday and will definitely be returning in the future.

The tour guide at the Giant's Causeway was excellent. He gave us geology, history and legends and made the tour very interesting.

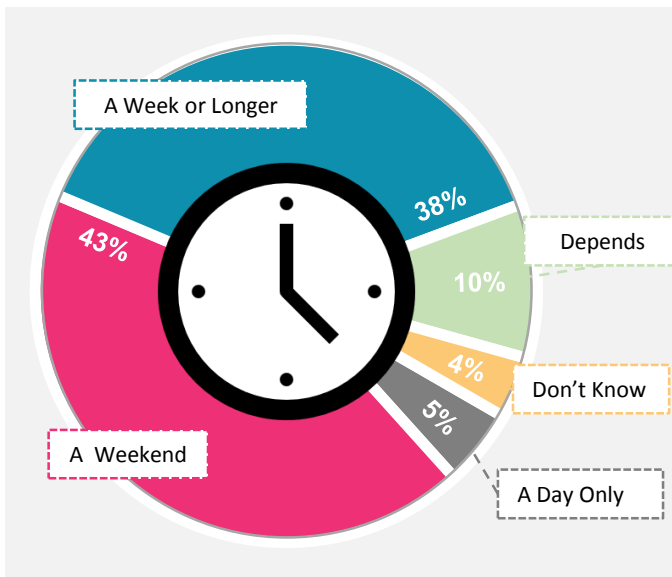
It was one of the best 'scenic' experiences that we have had. Comparable to the southern island of New Zealand. The weather was absolutely perfect and driving was easy. Most people we met were friendly and we always felt satisfied after meals and breakfast.

Hard to choose. Carrick-a-Rede Rope Bridge was great, since we started the walk in the rain, so there were very few people when we got to the bridge, no waiting. Cushendun was also absolutely gorgeous.

The people were all incredibly friendly and helpful at the Giant's Causeway Visitor Centre. They offered us great help in finding different spots of potential interest in the area, as well as offering great suggestions for two travellers who had no itinerary. Everywhere offered beautiful sweeping views, and scenery which was exactly what we were looking for. We were travelling on a whim, so we didn't know what we were looking for, but Northern Ireland blew us away and exceeded our expectations!

IS THERE ENOUGH TO DO IN THE AREA

Leisure visitors think there is enough to do in the area for...



There was enough to do in all weather conditions

7.41

There was enough to do in the evenings

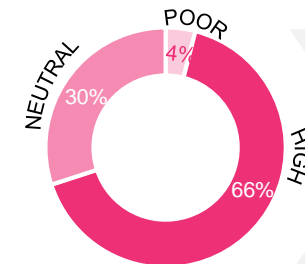
7.07

There was enough to do on Sundays

7.19

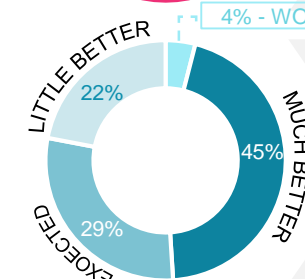
There to scope to enhance the evening and Sunday offering.

DESTINATION EXPERIENCE



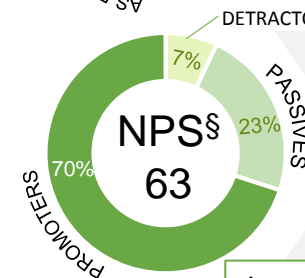
OVERALL EXPERIENCE

66% of visitors would rate their experience in this area as "Excellent". 30% are passive about their experience and only 4% would regard their experience as poor.



EXCEEDING EXPECTATIONS

45% of visitors said the trip to the area was "much better than expected". 51% said it was around the same or slightly better and only 4% rated it "worse than expected".



RECOMMEND AREA TO FAMILY AND FRIENDS

70% of visitors would definitely recommend this area. 23% are fairly likely to recommend the area and 7% would not recommend it to others.

Average NPS for all NI council areas was **58**

The Causeway Coast & Glens achieved the second highest satisfaction score for overall experience. Leisure visitors to the area rated it highly on delivering a range of interesting attractions and things to do and see, as well as a range of outdoor activities. The Causeway Coast & Glens offered a visitor experience that was better than had been expected.

[§](NPS) = Net Promoter Score®

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=355, OOS n=307

CAUSEWAY COAST & GLENS

	MEASURE	CAUSEWAY COAST & GLENS	NORTHERN IRELAND	
PLANNING & BOOKING	8.19	The availability of useful information to help you to plan your trip	8.23	8.14
		The availability/ease of finding information about the different regions within Northern Ireland	8.00	8.11
		Ease of finding information on the area	8.52	8.27
		Ease of finding information on things to see and do in Northern Ireland	8.38	8.43
		Ease of finding suitable accommodation in Northern Ireland	7.94	8.14
		Ease of finding suitable accommodation in the area	----	7.96
		Ease of booking activities and attractions online	7.87	7.75
		Ease of booking accommodation online	8.64	8.49
		Ease of booking transport within Northern Ireland	7.58	7.19
ARRIVAL	7.39	A feeling of being welcomed when you arrived in Northern Ireland	7.70	8.11
		Clear signs to let you know when you have arrived in Northern Ireland	7.21	7.48
		The availability of tourist information at the air or sea port you arrived at	----	7.45
GETTING AROUND IN THE AREA	7.62	Signs that help you find interesting/key tourist locations	8.00	7.69
		Quality of signposting for roads/directions	7.71	7.58
		Availability of trains	----	7.88
		Value for money of trains	----	7.52
		Availability of buses	----	7.93
		Value for money of buses	----	7.75
		Availability of taxis	----	8.02
		Value for money of taxis	----	7.86
		Friendliness and professionalism of taxi drivers	----	8.68
		Friendliness and professionalism of bus drivers	----	8.49
		Car touring routes which point out places along the way	7.37	7.09
		A feeling of being welcomed when you arrived in the area	8.19	8.08
		Places by the road to stop while driving and view the landscape	7.16	6.74
		Availability and cost of parking	7.17	7.14
		Signposting for exploring the area by foot	7.31	7.08
Quality of the roads	7.51	7.15		
VISITOR INFORMATION IN THE AREA	8.93	Friendliness and efficiency of service	9.17	9.08
		Availability of useful information	9.09	8.95
		Suitable opening times	8.68	8.66
		Staff convey a sense of pride/belief in their local area	9.05	8.93
		Staff provided ideas about things to see and do	8.65	8.75

SIGNIFICANTLY HIGHER THAN THE AVERAGE FOR NI

SIGNIFICANTLY LOWER THAN THE AVERAGE FOR NI

---- = INSUFFICIENT BASE

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=355, OOS n=307



SIGNIFICANTLY HIGHER THAN THE AVERAGE FOR NI

SIGNIFICANTLY LOWER THAN THE AVERAGE FOR NI

EXPERIENCE OF CAUSEWAY COAST & GLENS

	MEASURE	CAUSEWAY COAST & GLENS	NI
DIGITAL CONNECTIVITY	6.91 The mobile phone signal	7.30	7.47
	The availability of free Wi-Fi	6.76	6.97
	The availability of 3G/4G coverage	6.67	6.82
EATING OUT	7.72 Professional, efficient service	8.18	8.22
	Friendly, welcoming staff	8.42	8.54
	Value for money of eateries	7.71	7.73
	Menus featuring locally sourced ingredients	7.49	7.34
	Quality of food and drink	8.06	7.98
	Information on places to eat and drink out	7.18	7.17
	Places to eat available at the times of day and night that suit you	7.67	7.75
	Range of restaurants/cafes/coffee shops	7.63	7.74
	Availability of food to suit dietary requirements – vegetarian/vegan/gluten free	7.12	7.08
ACCOMMODATION	8.33 Quality of accommodation	8.41	8.46
	Value for money of accommodation	8.29	8.22
	Professional and efficient customer service	8.53	8.57
	Friendly and welcoming staff/host	8.74	8.87
	Accommodation that is a key part of the holiday experience itself	8.07	8.12
	Staff knowledgeable about interesting things to see and do in local area	8.18	8.07
ATTRactions	8.18 Value for money of attractions (historic sites, museums, visitor centres etc.)	7.70	7.95
	Information at visitor attractions in your own language	6.03	5.8
	A range of interesting/enjoyable visitor attractions	8.51	8.34
	Quality of interpretation and storytelling at museums/visitor centres in area	8.04	8.27
	Professional and efficient staff at attractions	8.45	8.56
THINGS TO SEE AND DO	7.61 Unique things to do and see that reflect the area's local culture	8.18	8.12
	The range of outdoor activities	8.17	7.8
	Opportunities to attend local events/festivals	6.74	6.91
	Range of interesting/enjoyable things to see/do in the area	8.55	8.2
	Shopping opportunities	6.65	7.16
	Somewhere you could meet and mix with the local people	7.35	7.59

	MEASURE	CAUSEWAY COAST & GLENS	NI
EXPERIENCE	8.05 Cities, towns & villages	8.05	8.15
	7.92 Activities	7.92	7.83
	9.36 Beautiful scenery/landscapes	9.36	8.90
	8.34 Friendly local people	8.34	8.47
	8.63 Rich history and culture of area/NI	8.63	8.61
	6.00 Ability to trace ancestral links	6.00	6.05
	5.33 Availability of special offers e.g. Groupon deal/good deal on accommodation	5.33	5.58
	7.86 Screen tourism	7.86	7.14
	8.90 How would you rate your overall experience during this visit, based on the time you spent in area	8.90	8.77
	ENOUGH TO DO	7.41 There was enough to do in all weather conditions	7.41
7.07 There was enough to do in the evenings		7.07	7.16
7.19 There was enough to do on Sundays		7.19	6.9
CLEANLINESS/ SAFETY	7.36 Cleanliness and availability of public toilets	7.36	7.21
	8.20 Cleanliness of area/litter free	8.20	7.93
	8.93 Cleanliness of the beaches	8.93	8.41
	8.62 Sense of safety and security while walking around the area	8.62	8.43

With a greater interest in scenery and the outdoors than visitors to many other NI areas, those visiting the Causeway Coast & Glens area rated the beautiful landscapes and the cleanliness of the area and its beaches strongly. It is seen as a particularly safe area and delivers strongly on food & drink related activities and screen tourism.

The car touring experience was also rated positively. Relative to other areas of NI, the Causeway Coast & Glens performs less strongly on value for money of its attractions, local events and the opportunity to shop.

For further information please contact the **Insights and Intelligence Service** (insights@tourismni.com)

For access to Tourism NI's Visitor Attitude Survey fact cards for Northern Ireland and for each council area, click [HERE](#).

For Tourism NI's fact cards on the value and volume of tourism in each of the 11 council areas (based on data released by NISRA), click [HERE](#).

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=355, OOS n=307