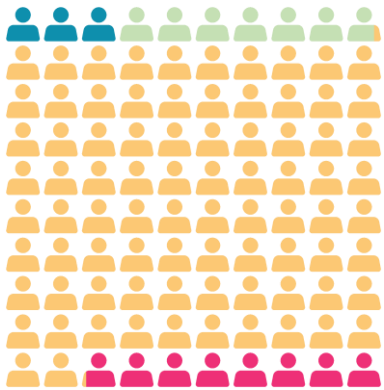


MID & EAST ANTRIM

TNI's Visitor Attitude Survey (2018)* reports a significant proportion of out of state (OOS) leisure visitors to Mid & East Antrim. Consequently, the area attracts a higher than average volume of first time visitors with North America, Great Britain and Other Europe key source markets. The beautiful scenery as well as the attractions are key motivators for visiting.



LEISURE VISITORS TO AREA

- 3% Northern Ireland (NI) residents overnighing in NI
- 7% NI residents on a day trip in NI
- 83% OOS overnighing in NI
- 8% OOS day trip in NI

Of which 31% overnighed in the area and 52% overnighed elsewhere in NI

90%

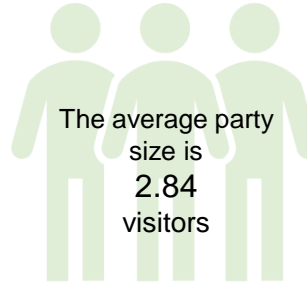
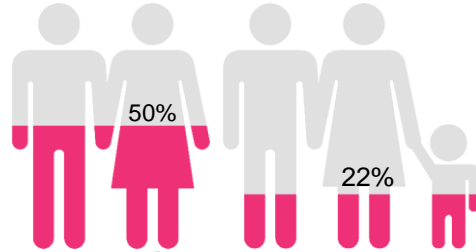
90% of visitors from out of state

ORIGIN OF THOSE VISITING DESTINATION

Northern Ireland	10%
Republic of Ireland	6%
Great Britain	23%
USA & Canada	28%
Other Europe	22%
Rest of the world	11%

PARTY TYPE

22% of those visiting the area were families – below the NI average.



The average party size is 2.84 visitors

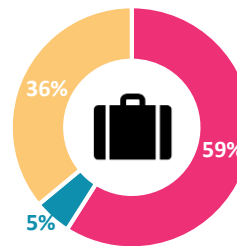
50% of the visitors travelled as a couple, whilst 22% of visitors travelled as a family. 20% said they travelled as a group of adults and 4% were on a tour. 4% of visitors travelled alone.

87% of OOS visitors decided to visit Mid & East Antrim before arriving in NI.

73% of OOS visitors were visiting NI for the first time.

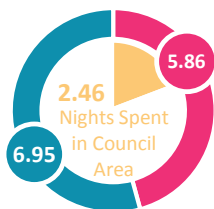
VISITING THE REPUBLIC OF IRELAND

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



64% of those from outside NI/ Republic of Ireland (ROI) who visited this area also visited the ROI.

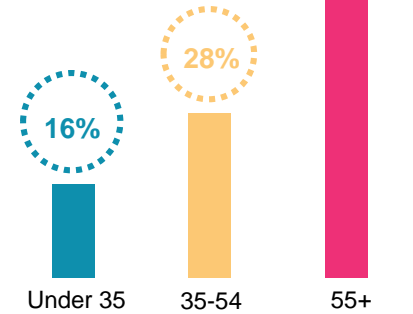
Nights Spent in ROI



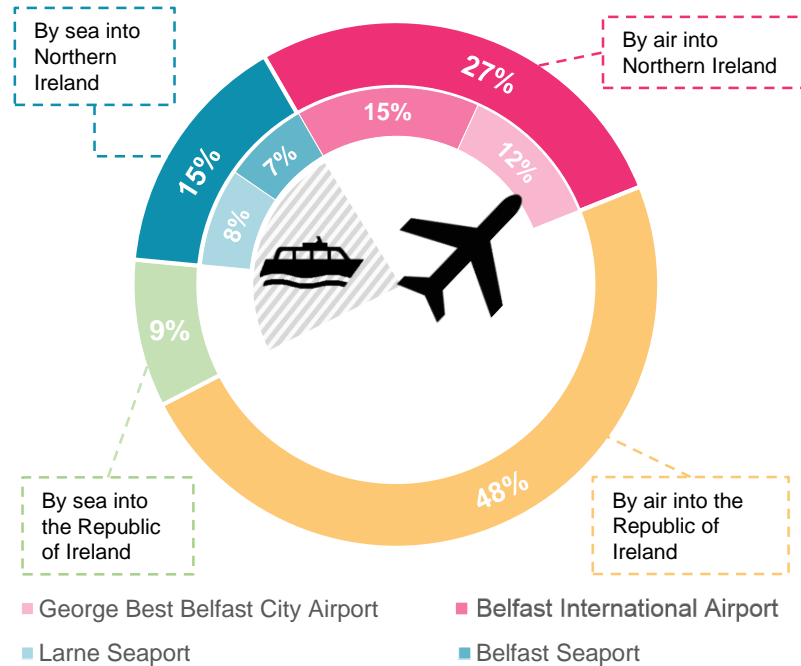
Nights Spent in NI

AGE

More than half of visitors to Mid & East Antrim were aged 55 years or older.



MEANS OF TRANSPORT INTO THE ISLAND OF IRELAND



*SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd. Total Base: n=251

AREAS AND ATTRACTIONS ALSO VISITED IN NI

Attractions that influenced leisure visitors to come to Northern Ireland



77%
Causeway Coastal Route



33%
Titanic Belfast



74%
Giant's Causeway



23%
Derry-Londonderry

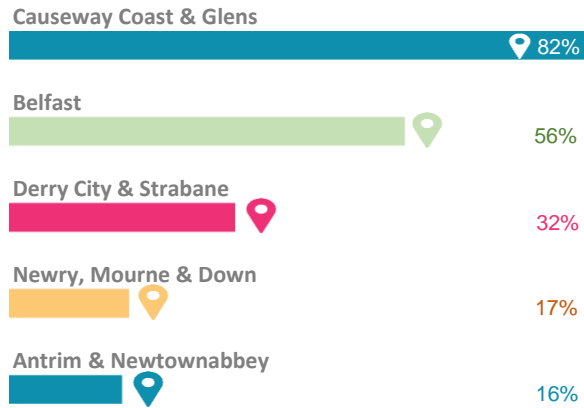


46%
Belfast City



23%
Game of Thrones locations

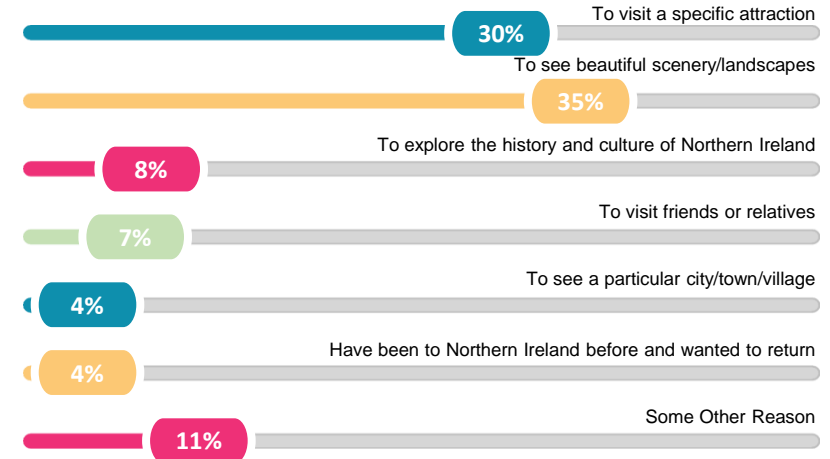
TOP 5 OTHER AREAS VISITED



MOST IMPORTANT REASON FOR VISITING THE AREA

The main reason for visiting Mid & East Antrim was "To see beautiful scenery/landscapes" (35%).

Visiting a specific attraction was another key motivator for visiting the area. Those visiting Mid & East Antrim are more likely than most to also stay over in the Causeway Coast & Glens area and Belfast.



GETTING AROUND THE AREA



= Significantly lower than the average for all areas

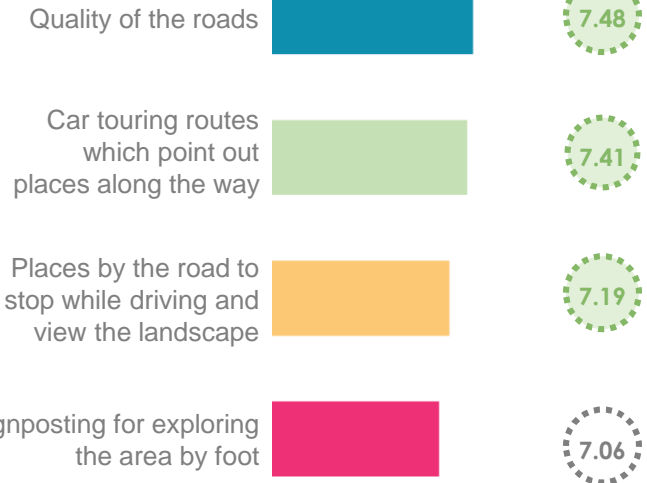
= Significantly higher than the average for all areas

7.56
OVERALL SATISFACTION SCORE



Visitors were more positive about their experiences of travelling around, and rated the sense of welcome, the quality of the roads and availability of roadside viewing bays more highly.

(Average score on scale from 0 – 10)



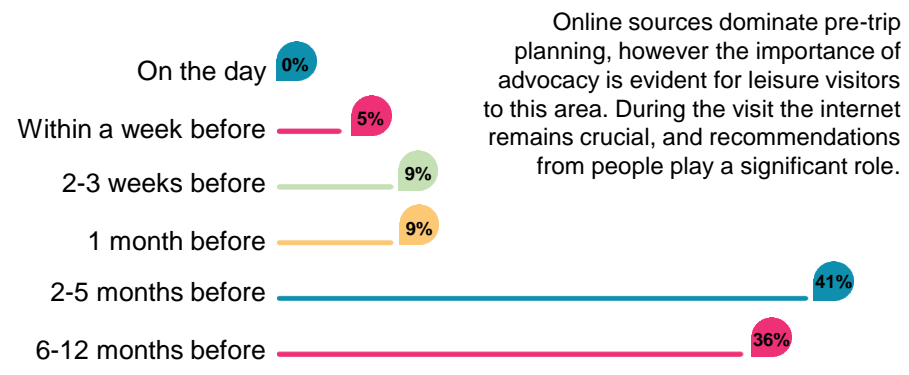
SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=251

PLANNING & INFORMATION

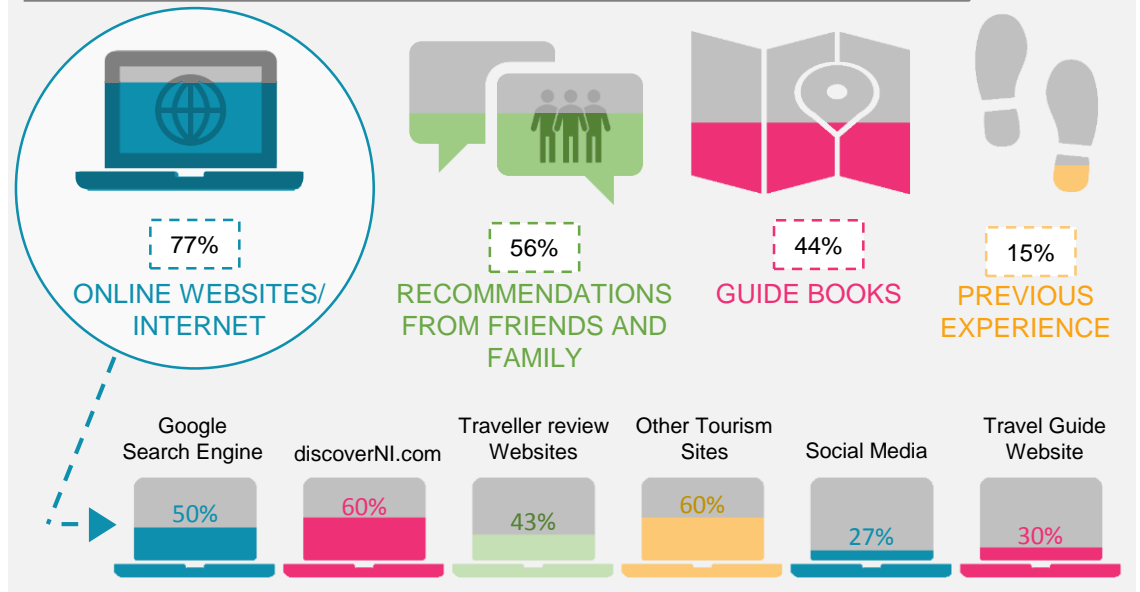
PLANNING TIMESCALE FOR NI

OOS visitors began booking and planning their trip...

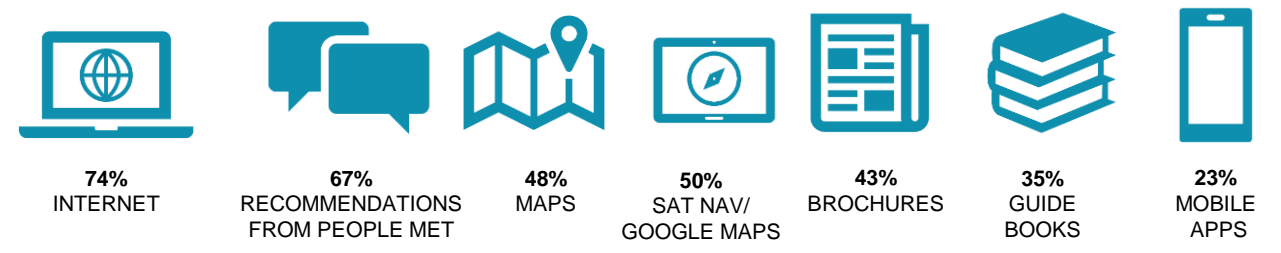


Online sources dominate pre-trip planning, however the importance of advocacy is evident for leisure visitors to this area. During the visit the internet remains crucial, and recommendations from people play a significant role.

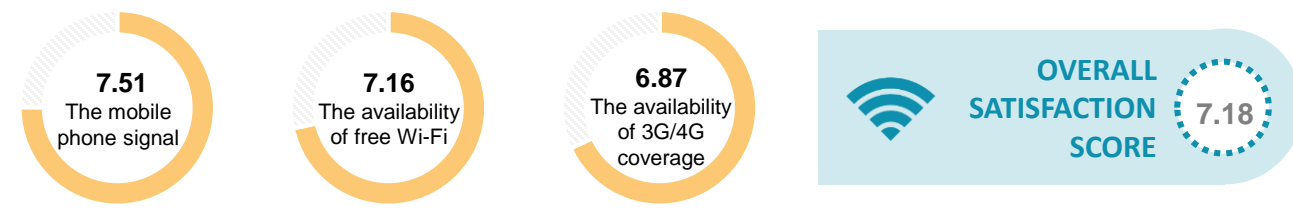
PRE-TRIP PLANNING RESOURCES



INFORMATION RESOURCES USED WHILST IN NI



DIGITAL CONNECTIVITY

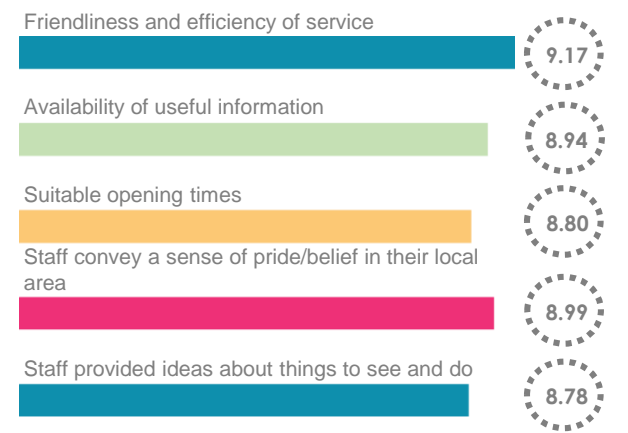


VISITOR INFORMATION CENTRES



43% received information which encouraged them to visit other areas in Northern Ireland they had not planned to visit.

17% received information which encouraged them to stay longer in the area.



†A proportion of emails were collected at Visitor Information Centres

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.
Base: n=251

ACCOMMODATION



35%
Hotel



23%
Self-Catering



31%
Guest House/
B&B



3%
Camping/Static
Caravan



5%
Motorhome/
Touring
Caravan



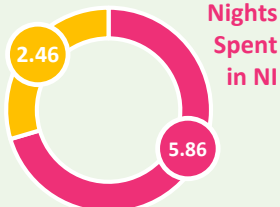
12%
Staying with
Family/Friends

Relative to other areas of NI, leisure visitors to Mid & East Antrim were more likely to stay in guesthouses/B&Bs. They were also more likely to eat out in pubs and were more positive about their experiences of the professional and efficient service they received when they ate out.

32% of all guest houses, B&Bs and self-catering accommodation was booked through Airbnb.



Nights Spent in Council Area



Nights Spent in NI

PLACES TO EAT



OVERALL SATISFACTION SCORE

7.82

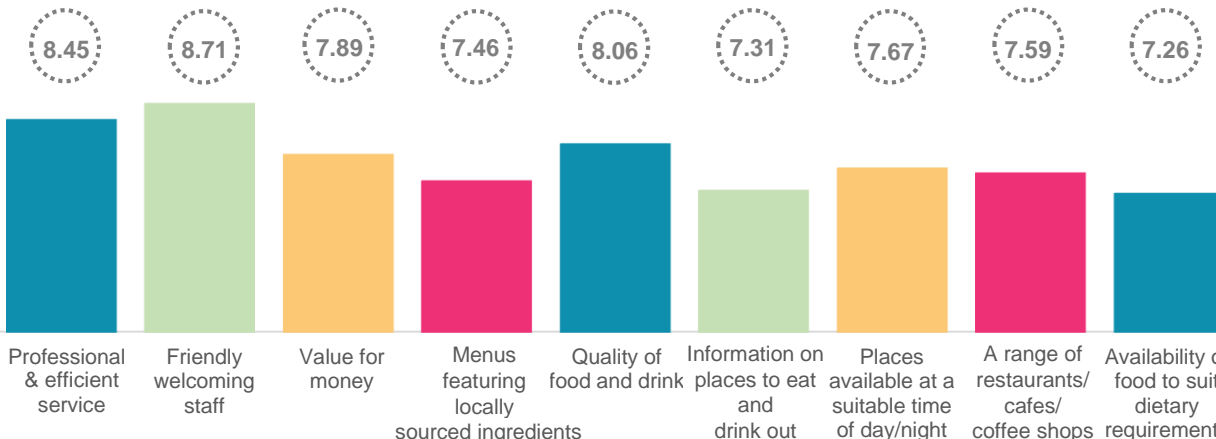


58%
Cafes



63%
Pubs / Bars

Most Popular types of places to eat



ACCOMMODATION RATINGS

81% of visitors with children described the accommodation available as "family friendly for children of all ages".



8.31

OVERALL SATISFACTION SCORE



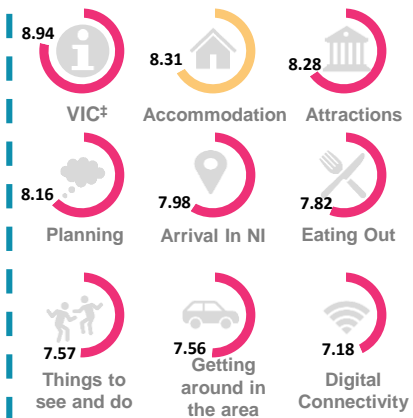
100% of visitors with children said that the places to eat are "family friendly for children of all ages."



96% of visitors said that the quality of the accommodation they stayed in exceeded or met their expectations. For 15% expectations were greatly exceeded.

91% of visitors agreed that they were able to stay in their preferred type of accommodation. Only 2% were not.

Visitor Information Centres are rated strongly, as is the accommodation product. Connectivity is the area where visitors in Mid & East Antrim are least satisfied, and there is scope for improving the things to see and do in the area.



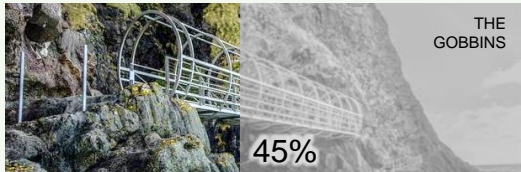
*Visitor Information Centre

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

Base: n=251

ATTRACTIONS & ACTIVITIES

TOP ATTRACTIONS VISITED IN THE AREA



Those visiting the area for leisure are most likely to have gone to see the Gobbins and Carrickfergus Castle. While in the area they were likely to be involved in a range of activities (including visiting historic buildings, forests/gardens, beaches, taking guided tours, food & drink related activities and screen tourism). Visitors in this area were more likely to have felt safe and perceived the area to be clean.

80% of visitors with children said that the attractions are “family friendly for children of all ages”



RATINGS OF ATTRACTIONS IN THE AREA

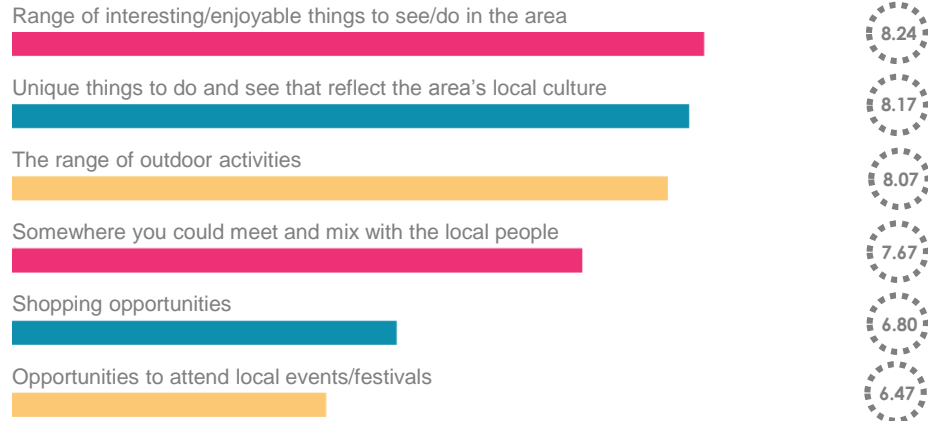


8.28

OVERALL SATISFACTION SCORE



RATINGS OF THINGS TO SEE & DO IN THE AREA



OVERALL SATISFACTION SCORE

7.57



8.18
Satisfaction with cleanliness in the area

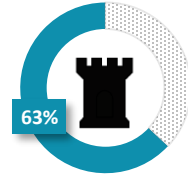
7.38
Cleanliness and availability of public toilets in the area

8.62
Satisfaction with safety in the area

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd. Base: n=251

THINGS SEEN AND DONE

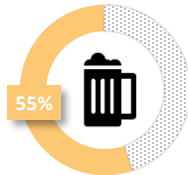
Visited a castle /other historic monument



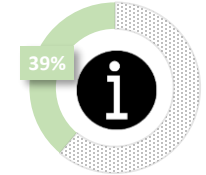
Took a guided tour



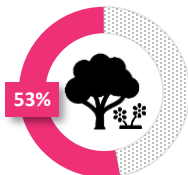
Visited a pub



Visited a visitor/ interpretation centre



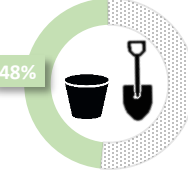
Visited a forest, park or garden



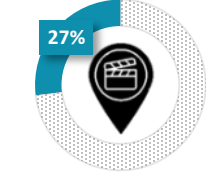
Visited a food market /brewery/distillery



Visited a beach



Visited a location or exhibition associated with a TV show or Film



80% 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

Carrickfergus Castle, for its interesting history and the knowledgeable and passionate guide who conducted our tour.

Really enjoyed the Gobbins, the staff and guide were very friendly. Met some lovely local people in the local pub in Carrickfergus.

We all thoroughly enjoyed every part of our trip. The scenery was absolutely stunning and we would highly recommend anyone to visit the area.

Wonderful experience! Would highly recommended to everyone. Beautiful scenery, people and the cleanliness of everywhere is exceptional.

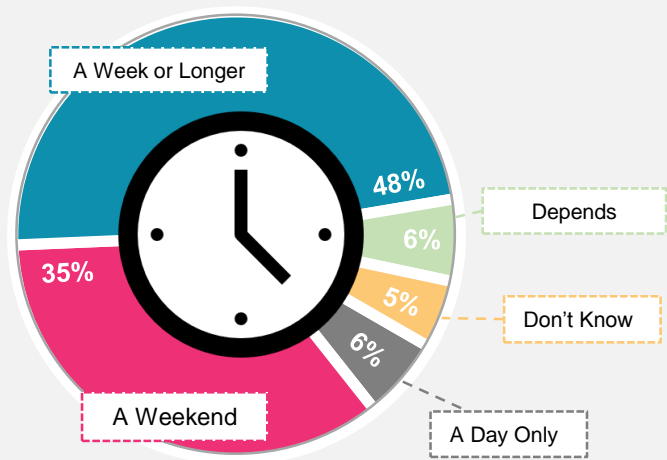
The staff at the Gobbins Visitor Centre couldn't have been more welcoming. The guide was very knowledgeable with the interesting additional information provided making the walk much more interesting. All done at a suitable pace for the whole group. The cafe at the visitor centre was great and now with better opening hours. The food was lovely and very reasonably priced.

Meeting the local people...to hear how passionate they are about your beautiful country. We were told about their favourite places and probably would not have found them otherwise.

Everyone was very accommodating. Very friendly people and absolutely breath-taking scenery.

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

7.59

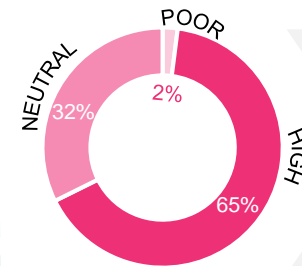
There was enough to do in the evenings

7.12

There was enough to do on Sundays

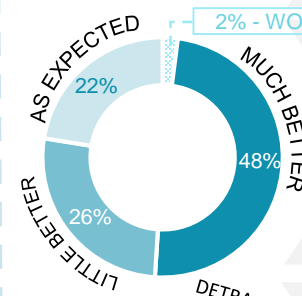
7.20

DESTINATION EXPERIENCE



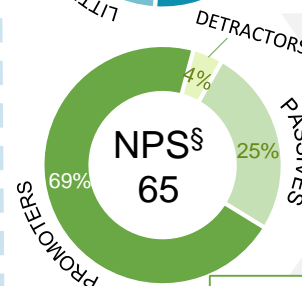
OVERALL EXPERIENCE

65% of visitors rate their experience in this area highly. 32% are more neutral about their experience and only 2% would regard their experience in the area as poor.



EXCEEDING EXPECTATIONS

48% of visitors said the trip to the area was "much better than expected". 48% said it was around the same or slightly better and only 2% said it was "worse than expected".



RECOMMEND AREA TO FAMILY AND FRIENDS

69% of visitors would definitely recommend this area. 25% are more neutral and 4% would not recommend the area.

Average NPS for all NI council areas was 58

Compared to other areas of NI, visitors were more likely to rate Mid & East Antrim as warranting a week or longer to explore. It is an area that is much appreciated for its scenery and the warmth of the staff/locals. Almost three-quarters of visitors to this area stated that their expectations had been surpassed, and Mid & East Antrim scored amongst the highest of all the NI areas on willingness to recommend to friends and family.

§(NPS) = Net Promoter Score®

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

Base: n=251

MID & EAST ANTRIM

		MEASURE	MID & EAST ANTRIM	NORTHERN IRELAND
PLANNING & BOOKING	8.16	The availability of useful information to help you to plan your trip	---	8.14
		The availability/ease of finding information about the different regions within Northern Ireland	---	8.11
		Ease of finding information on the area	8.39	8.27
		Ease of finding information on things to see and do in Northern Ireland	---	8.43
		Ease of finding suitable accommodation in Northern Ireland	---	8.14
		Ease of finding suitable accommodation in the area	---	7.96
		Ease of booking activities and attractions online	---	7.75
		Ease of booking accommodation online	---	8.49
ARRIVAL	7.98	Ease of booking transport within Northern Ireland	---	7.19
		A feeling of being welcomed when you arrived in Northern Ireland	---	8.11
		Clear signs to let you know when you have arrived in Northern Ireland	---	7.48
GETTING AROUND IN THE AREA	7.56	The availability of tourist information at the air or sea port you arrived at	---	7.45
		Signs that help you find interesting/key tourist locations	7.68	7.69
		Quality of signposting for roads/directions	7.55	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	7.41	7.09
		A feeling of being welcomed when you arrived in the area	8.36	8.08
		Places by the road to stop while driving and view the landscape	7.19	6.74
		Availability and cost of parking	7.60	7.14
VISITOR INFORMATION	8.94	Signposting for exploring the area by foot	7.06	7.08
		Quality of the roads	7.48	7.15
		Friendliness and efficiency of service	9.17	9.08
		Availability of useful information	8.94	8.95
		Suitable opening times	8.80	8.66
		Staff convey a sense of pride/belief in their local area	8.99	8.93
		Staff provided ideas about things to see and do	8.78	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=251



SIGNIFICANTLY HIGHER THAN THE AVERAGE FOR NI
SIGNIFICANTLY LOWER THAN THE AVERAGE FOR NI

EXPERIENCE OF MID & EAST ANTRIM

	MEASURE	MID & EAST ANTRIM	NORTHERN IRELAND
DIGITAL CONNECTIVITY	7.18 The mobile phone signal	7.51	7.47
	The availability of free Wi-Fi	7.16	6.97
	The availability of 3G/4G coverage	6.87	6.82
EATING OUT	7.82 Professional, efficient service	8.45	8.22
	Friendly, welcoming staff	8.71	8.54
	Value for money of eateries	7.89	7.73
	Menus featuring locally sourced ingredients	7.46	7.34
	Quality of food and drink	8.06	7.98
	Information on places to eat and drink out	7.31	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	7.59	7.74
ACCOMMODATION	8.31 Availability of food to suit dietary requirements – vegetarian/vegan/gluten free	7.26	7.08
	Quality of accommodation	8.28	8.46
	Value for money of accommodation	8.14	8.22
	Professional and efficient customer service	8.54	8.57
	Friendly and welcoming staff/host	8.96	8.87
	Accommodation that is a key part of the holiday experience itself	8.05	8.12
ATTRactions	8.28 Staff knowledgeable about interesting things to see and do in local area	8.05	8.07
	Availability of free Wi-Fi	8.15	8.12
	Value for money of attractions (historic sites, museums, visitor centres etc.)	7.88	7.95
	Information at visitor attractions in your own language	5.45	5.80
	A range of interesting/enjoyable visitor attractions	8.36	8.34
	Quality of interpretation and storytelling at museums/visitor centres in area	8.33	8.27
THINGS TO SEE AND DO	7.57 Professional and efficient staff at attractions	8.61	8.56
	Friendly staff at the attractions	8.94	8.80
	Unique things to do and see that reflect the area's local culture	8.17	8.12
	The range of outdoor activities	8.07	7.80
	Opportunities to attend local events/festivals	6.47	6.91
	Range of interesting/enjoyable things to see/do in the area	8.24	8.20
Shopping opportunities	6.80	7.16	
Somewhere you could meet and mix with the local people	7.67	7.59	

	MEASURE	MID & EAST ANTRIM	NORTHERN IRELAND
EXPERIENCE	8.12 Cities, towns & villages	8.12	8.15
	7.91 Activities	7.91	7.83
	9.14 Beautiful scenery/landscapes	9.14	8.90
	8.73 Friendly local people	8.73	8.47
	8.49 Rich history and culture of area/NI	8.49	8.61
	6.33 Ability to trace ancestral links	6.33	6.05
	5.51 Availability of special offers e.g. Groupon deal/good deal on accommodation	5.51	5.58
	7.38 Screen tourism	7.38	7.14
	8.89 Overall experience during this visit, based on the time you spent in area	8.89	8.77
	ENOUGH TO DO	7.59 There was enough to do in all weather conditions	7.59
7.12 There was enough to do in the evenings		7.12	7.16
6.90 There was enough to do on Sundays		7.20	6.90
CLEANLINESS /SAFETY	7.38 Cleanliness and availability of public toilets	7.38	7.21
	8.18 Cleanliness of area/litter free	8.18	7.93
	8.58 Cleanliness of the beaches	8.58	8.41
	8.62 Sense of safety and security while walking around the area	8.62	8.43

The scenery and staff/locals that visitors encountered in Mid & East Antrim, the sense of welcome they experienced and the quality of the car touring experience in the area were all highlights. Improving digital connectivity and the evening economy could enhance the visitor experience.

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=251

INTERPRETING TNI'S 2018 VISITOR ATTITUDE SURVEY



SURVEY BACKGROUND & RATING SCALE

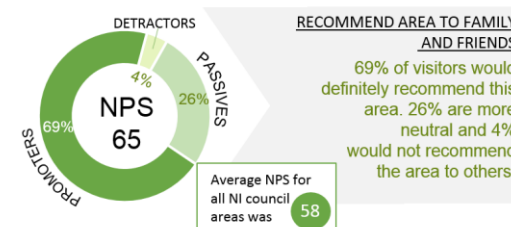
- Tourism Northern Ireland's (TNI) 2018 Visitor Attitude Survey (VAS) was carried out by Cognisense, an experienced market research company. The research was conducted in compliance with the International Standard ISO 20252:2012
- The VAS collected information on a wide range of areas to help TNI better understand visitor profiles, behaviours and attitudes towards tourism products and services
- The **VAS supplements national and local government level data** on tourism which is collected throughout the year by a number of agencies, and is published by the Northern Ireland Statistics and Research Agency (NISRA) – click [HERE](#) for NISRA's Northern Ireland (NI) tourism statistics
- The VAS is undertaken during **high season only** and therefore the findings reflect the views of those taking a trip in NI between June-October 2018 only
- **Participants of the VAS were approached in key tourism locations/attractions** across NI's 11 council areas and invited to take part in a short face-to-face survey, followed by an on-line survey on completion of their trip
- The sample comprised **leisure overnight and day trip visitors** (e.g. visitors on a trip to NI for purely business purposes were excluded)
- **NI and out-of-state (from outside NI) visitors** on a day or overnight leisure trip in NI were eligible to participate

Respondents were asked to rate various experiences on a scale of 0-10.

Generally, satisfaction scores over 8 are excellent, between 7-8 are adequate and less than 7 require attention.

NET PROMOTER SCORES

Net Promoter Scores (NPS®) are presented in the survey findings.



The NPS is determined by subtracting the percentage who are detractors from the percentage who are promoters.

- What is generated is a score between -100 and 100
- At one end of the spectrum, if everyone gave a score lower or equal to 6, this would lead to a NPS of -100
- On the other end of the spectrum, if everyone answered with a 9 or 10, then the total NPS would be 100



$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 }$$

- Each council fact card contains the council level NPS (based on the number who would recommend the area), together with the average NPS score for all NI council areas
- The NI fact card contains a NI level NPS score, based on those who would recommend NI
- The council level and NI level NPS scores are not directly comparable as the former relates to the area, while the latter relates to NI. The NI NPS is based only on responses from out of state visitors, while the council level NPS is based on scores from both domestic and out of state visitors

NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.