**Tourism**

The number of overnight trips to the borough have varied over the last six years. 2014 saw the highest number of estimated overnight trips to Armagh City, Banbridge and Craigavon Borough (231,852). The estimated number of overnight trips to the borough in 2018 was 188,551.

The number of nights spent in the borough in 2018 was 704,130. Across the last six years 2013 saw the highest number of nights spent with 817,881.

Expenditure was highest in 2017 with an estimated £32.4 million spent by visitors to the borough. In 2018 estimated expenditure was £26.4 million.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Overnight Trips** | | **Nights** | | **Expenditure** | |
| **Number** | **% of NI** | **Number** | **% of NI** | **£** | **% of NI** |
| **2013** | 201,161 | 5% | 817,881 | 6% | 21,894,975 | 3% |
| **2014** | 231,852 | 5% | 769,693 | 5% | 28,120,012 | 4% |
| **2015** | 149,782 | 3% | 563,238 | 4% | 22,539,092 | 3% |
| **2016** | 144,952 | 3% | 726,296 | 5% | 25,548,339 | 3% |
| **2017** | 228,595 | 5% | 780,583 | 5% | 32,384,669 | 3% |
| **2018** | 188,551 | 4% | 704,130 | 4% | 26,404,319 | 3% |

*Table 1: Estimated overnight trips, nights and expenditure in Armagh City, Banbridge and Craigavon Borough 2013 to 2018. Source: Tourism Statistics, NISRA.*

*Figure 1: Estimated overnight trips, nights and expenditure in Armagh City, Banbridge and Craigavon Borough 2013 to 2018. Source: Tourism Statistics, NISRA.*

During the three-year period 2016-2018, the majority of overnight trips to the borough were to visit friends and relatives (71%). Around one in five overnight trips to the borough were for holiday / pleasure / leisure purposes (19%). The remainder came to the borough for business (8%) or other reasons (2%). In Northern Ireland, more overnight trips are for holiday / pleasure / leisure (50%) than the borough (19%), while a lower proportion are for visiting friends and relatives, 38% in Northern Ireland compared to 71% in the borough.

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| --- | --- | --- | --- | --- |
|  | **Armagh City, Banbridge and Craigavon** | | **Northern Ireland** | |
| **Number** | **%** | **Number** | **%** |
| **Holiday / Pleasure / Leisure** | 35,083 | 19% | 2,498,040 | 50% |
| **Visiting Friends and Relatives** | 133,491 | 71% | 1,896,706 | 38% |
| **Business** | 14,427 | 8% | 426,279 | 9% |
| **Other** | 4,365 | 2% | 127,428 | 3% |
| **All** | 187,366 | 100% | 4,948,453 | 100% |

*Table 2: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by reason for visit, 3-year average 2016-2018. Source: Tourism Statistics, NISRA.*

*Figure 2: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by reason for visit, 3-year average 2016-2018. Source: Tourism Statistics, NISRA.*

During the three-year period 2016-2018, the majority of overnight trips to the borough were from Great Britain (38%) and Northern Ireland (34%). Around one in ten overnight trips were from Other European countries (10%) and 12% from Other countries (including Republic of Ireland). The remaining 6% were from North America. The proportions for visitors to Northern Ireland overall differed slightly with Great Britain making up 30% of the origin of overnight trips while Northern Ireland origin was higher at 43%.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Armagh City, Banbridge and Craigavon** | | **Northern Ireland** | |
| **Number** | **%** | **Number** | **%** |
| **Northern Ireland** | 63,336 | 34% | 2,121,779 | 43% |
| **Great Britain** | 71,822 | 38% | 1,482,987 | 30% |
| **Other European** | 18,494 | 10% | 380,714 | 8% |
| **North America** | 12,146 | 6% | 290,301 | 6% |
| **Other (Including ROI)** | 21,568 | 12% | 672,671 | 14% |
| **All** | 187,366 | 100% | 4,948,452 | 100% |

*Table 3: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by place of origin, 3-year average 2016-2018. Source: Tourism Statistics, NISRA. Please note percentages may not sum due to rounding.*

*Figure 3: Estimated average overnight trips in Armagh City, Banbridge and Craigavon Borough and Northern Ireland by place of origin, 3-year average 2016-2018. Source: Tourism Statistics, NISRA.*

Further information on tourism statistics can be found via the following link:

<https://www.nisra.gov.uk/statistics/tourism/local-government-district-tourism-statistics>