

Northern Ireland Tourism Statistics

Common Terms

Average Length
of Stay



Overnight Trips
(also known as visitors)



These refer to the number of overnight trips taken in Northern Ireland. Users should note that a person may take more than one overnight trip

Average Spend
per Trip

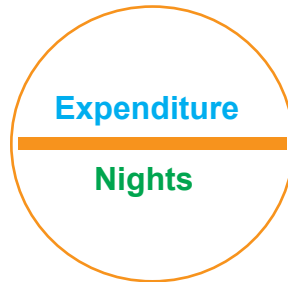


Nights



These refer to the total number of nights spent in NI during the total overnight trips

Average Spend
per Night



Expenditure
(also known as 'spend')



This refers to the total amount of spend/expenditure spent in NI during the total overnight trips
Users should note that the average conversion rate for the reference period is applied if the respondent has not provided their expenditure in sterling

Occupancy Rates



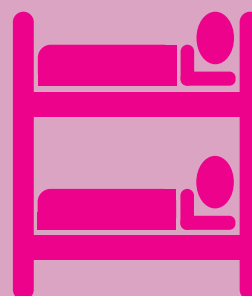
This refers to the proportion of rooms (or other units) occupied (in use) over the referral period
It is important to note the terminology:
Room Occupancy refers to the proportion of rooms occupied
Bed Occupancy refers to the proportions of beds occupied
Unit Occupancy (self-catering) refers to the number of units occupied

Arrivals



This is the number of people who arrived at the establishment over the period (this may be compared to total 'overnight trips')

Guests



This is the total number of people staying at the establishment over the period (this may be compared to total 'number of nights')