

NORTHERN IRELAND VISITOR ATTRACTION SURVEY (JANUARY-DECEMBER 2013)

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This report provides the analysis of the most recent (January-December 2013) annual information from the Visitor Attraction Survey in Northern Ireland. The figures for participating visitor attractions show:

- There were approximately 13.4 million visits made to visitor attractions during 2013
- There was a 6.5% increase in the number of visitors to attractions between 2012 and 2013
- Country Parks/Parks/Forests accounted for the highest proportion of visitors in 2013 (21%)



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Visitor Attraction Survey

Introduction

This report is designed to give an overview of visits to various attractions within Northern Ireland. Participation in the Visitor Attraction Survey is voluntary.

The survey was issued to 373 attractions (details obtained from Discover Northern Ireland) and 235 replied; of these 191 provided data for analysis. Unless otherwise stated, the data presented in this report refers to the 191 attractions which provided data.

Statistics presented in this report are given in good faith on the basis of information provided by proprietors of attractions.

It should be noted that respondents to the survey are given the opportunity to revise data supplied in the previous year. Participants are also given the option for their information to remain confidential. Counting methods for individual Attractions may also change from year to year which might impact on results and patterns over time. Further details about the survey methodology are contained in the methodology section.

Executive Summary

Figures for the participating visitor attractions in 2013 show that:

- Approximately 13.4 million visits were made during 2013
- There was a 6.5% increase in the number of visitors to attractions from 2012 to 2013
- Country Parks/Parks/Forests accounted for the highest proportion of visitors in 2013 (21%)
- Almost two-thirds (62%) of all visits in 2013 were made by Northern Ireland residents
- August was the most popular month for visits to the attractions (1.5 million visitors)

Types of Attractions and Counting Methods

In 2013, just under a quarter of the participating attractions were historic properties (23%), while 22% were museums/art galleries. Sixty two percent of the 191 responding attractions provided details on the methods used to calculate visitor numbers. The most frequent method was ticket or group bookings (34%) followed by a manual count (27%).

The majority of participating attractions were owned by either Government Departments/Agencies (27%) or Local Authorities (26%).

Visitor Numbers

In 2013, there were approximately 13.4 million visits to the participating visitor attractions. For participants who provided both 2012 and 2013 data, there was a 6.5 percent increase on the number of visitors.

Country parks/parks/forests attracted the largest numbers of visitors (21%). Workplaces accounted for the lowest proportions of visits, with a combined total of less than 1%.

Visitor Profile

Northern Ireland residents account for 62% of all visits to participating attractions in 2013. There was a ratio of 69% adults to 31% children visiting the attractions in 2013.

Seasonality

August was the most popular month for visits (1.5 million) with the least popular month for visits being January (0.4 million).

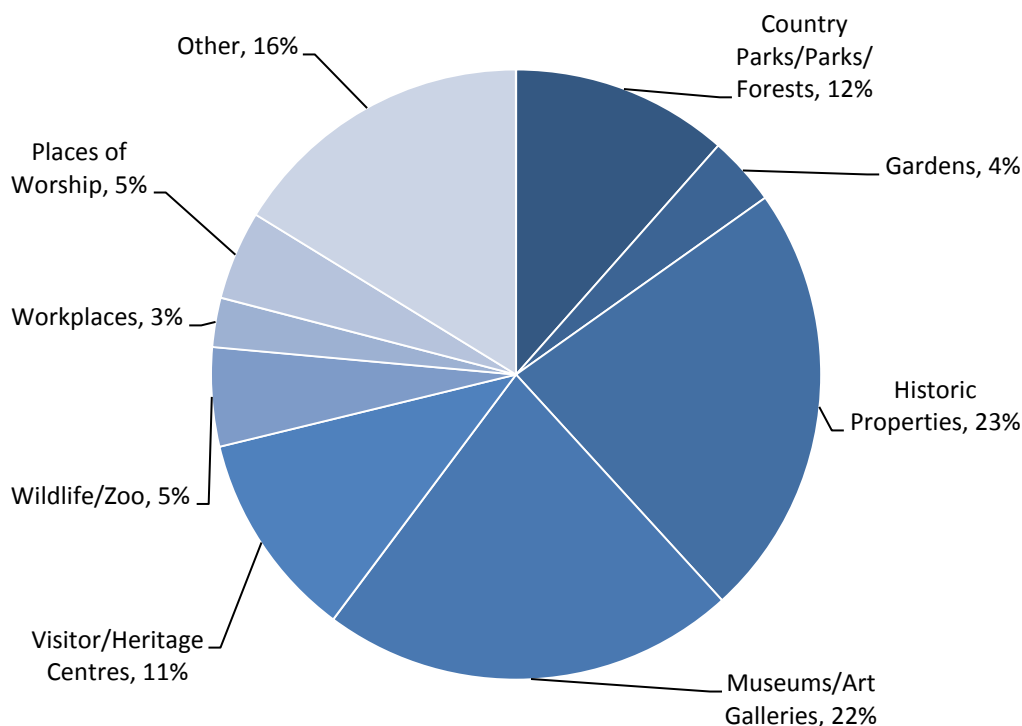
Admission charges

The average admission charge for attractions was £4.75 per adult and £2.54 per child.

Types of Attractions

Figure 1 shows the proportion of responding attractions in each category. In 2013, the largest proportion of the 191 participating attractions were historic properties (23%) followed by museums/art galleries which accounted for 22% of responding attractions.

Figure 1: Responding Attractions by Category Type



In 2013 62% of the responding attractions provided details on the methods used to calculate visitor numbers. The most frequent methods used were ticket or group bookings (34%) and manual count (27%). Table 1 shows the methods of recording visitor numbers.

Table 1: Method of recording visitor numbers, 2013 (Percentage)

Method used to record data	(%) ¹
Ticket or group bookings	34%
Manual count	27%
Mechanical or electronic	22%
Estimate	11%
Sample count	4%
Other	2%
Total (118 responding attractions)	100%

Note (1) Totals may not add to 100% due to rounding

Table 2 shows the breakdown of the 191 participating attractions by ownership. The majority of participating attractions were owned by either Government Department/Agencies (27%) or Local Authorities (26%).

Table 2: Ownership of attractions, 2013 (Percentage)

Ownership	(%)¹
Local Authority	26%
Government Department/ Agency	27%
National Trust	9%
Other Trust/Charity	15%
Other	8%
Private	15%
Total (191 Responding attractions)	100%

Note (1) Totals may not add to 100% due to rounding

Visitor Numbers

Approximately 13.4 million visits were made to participating attractions during 2013. One hundred and forty six participants returned data with comparable figures for 2012 and 2013. These showed that there was a 6.5 percent increase on the visitor numbers observed in 2012.

Table 3 shows visitors during 2013 by attraction category. Country Parks/Parks/Forests attracted the largest proportion of visitors (21%). Workplaces accounted for the lowest proportion of visitors, with a combined total of less than 1%.

Table 3: Number of visits by attraction category 2013

	Number of Visitors (000's) ¹	Percentage (%) ¹
Country Parks/Parks/Forests	2,845	21%
Gardens	70	1%
Historic Properties	1,968	15%
Museums/Art Galleries	1,212	9%
Visitor/Heritage Centres	2,300	17%
Wildlife/Zoo	1,003	7%
Workplaces	21	<1%
Places of Worship	477	4%
Other	3,531	26%
Total (191)	13,427	100%

Note (1) Figures may not add back to totals due to rounding

Attractions owned by Government Department/Agencies had the largest proportion of visitors during 2013 (30%). Next most popular were attractions owned by Local Authorities (27%).

Table 4 shows the number of visitors to attractions by ownership.

Table 4: Number of visits by ownership, 2013

	Number of Visitors (000's) ²	Percentage (%) ¹
Local Authority	3,607	27%
Government Department/Agency	3,969	30%
National Trust	1,931	14%
Other trust/charity	1,497	11%
Other	637	5%
Private	1,786	13%
Total (191)	13,427	100%

Note (1) Figures may not add back to totals due to rounding

Top Attractions

Table 5 presents the top ten participating visitor attractions (excluding Country Parks/Parks/Forests/ Gardens) with corresponding visitor numbers and annual percentage change on the 2012 figure. As can be seen in Table 5 the attraction with the highest number of visitors in 2013 was the Giant's Causeway World Heritage Site, this was followed by Titanic Belfast in second place and the Ulster Museum in third.

Table 5: Top 10 participating visitor attractions 2013 (excluding country/parks/parks/forests/gardens)⁴

	Attraction	Visitor Numbers (000s)			
		2011	2012	2013	% change ¹
1	Giant's Causeway World Heritage Site ^{2,3}	533	524	754	+44
2	Titanic Belfast ⁵	n/a	665	604	-9
3	Ulster Museum	471	595	416	-30
4	Derry Walls	278	281	411	+46
5	Murlough National Nature Reserve	n/a	n/a	358	n/a
6	W5 whowhatwherewhenwhy	251	328	297	-9
7	Pickie Fun Park	n/a	245	275	+12
8	Carrick-a-Rede Rope Bridge	243	276	263	-5
9	Belfast Zoological Gardens	283	259	236	-9
10	Oxford Island National Nature Reserve	319	197	210	+7

Notes (1) Percentage change calculated using unrounded figures

(2) 2013 is the first calendar year that visitor numbers are available for the Giant's Causeway World Heritage Site since the opening of the new visitor centre in July 2012

(3) With the opening of the new visitor centre at the Giant's Causeway World Heritage Site there is now a more accurate reporting mechanism, therefore direct comparisons with previous years are not possible

(4) It should be noted that some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table

(5) Titanic Belfast first opened in March 2012

Table 6 provides the number of visitors to the top ten participating country parks/ parks/ forests and gardens throughout Northern Ireland.

Table 6: Top 10 participating Country Parks/Parks/Forests/Gardens 2013³

Country Parks/Gardens	Visitor Numbers (000s)			
	2011	2012	2013	% change ¹
1 The Peace Bridge	334	915	1,201	+31
2 Lagan Valley Regional Park ²	1,081	1,088	1,132	+4
3 Lurgan Park	n/a	488	443	-9
4 Roe Valley Country Park	280	250	300	+20
5 Sir Thomas and Lady Dixon Park	n/a	280	300	+7
6 Delamont Country Park	231	226	247	+9
7 Dungannon Park	125	142	224	+58
8 Carnfunnock Country Park	231	193	202	+5
9 Scrabo Country Park	200	155	161	+4
10 Tollymore Forest Park	n/a	n/a	135	n/a

Notes (1) Percentage change calculated using unrounded figures
 (2) Lagan Valley Regional Park incorporating the Lagan Towpath
 (3) It should be noted that some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table.

Visitor Profile

Respondents to the Visitor Attraction Survey were also asked to supply information on the country of residence of their visitors. Of the 96 respondents for whom this information was available, it was reported that 62% of visits were made by residents of NI. Of the 38% out of state visitors approximately 11% were from the Republic of Ireland, 12% from Great Britain and 15% from the rest of the world.

The proportion of out of state visitors by type of attraction is given in table 7.

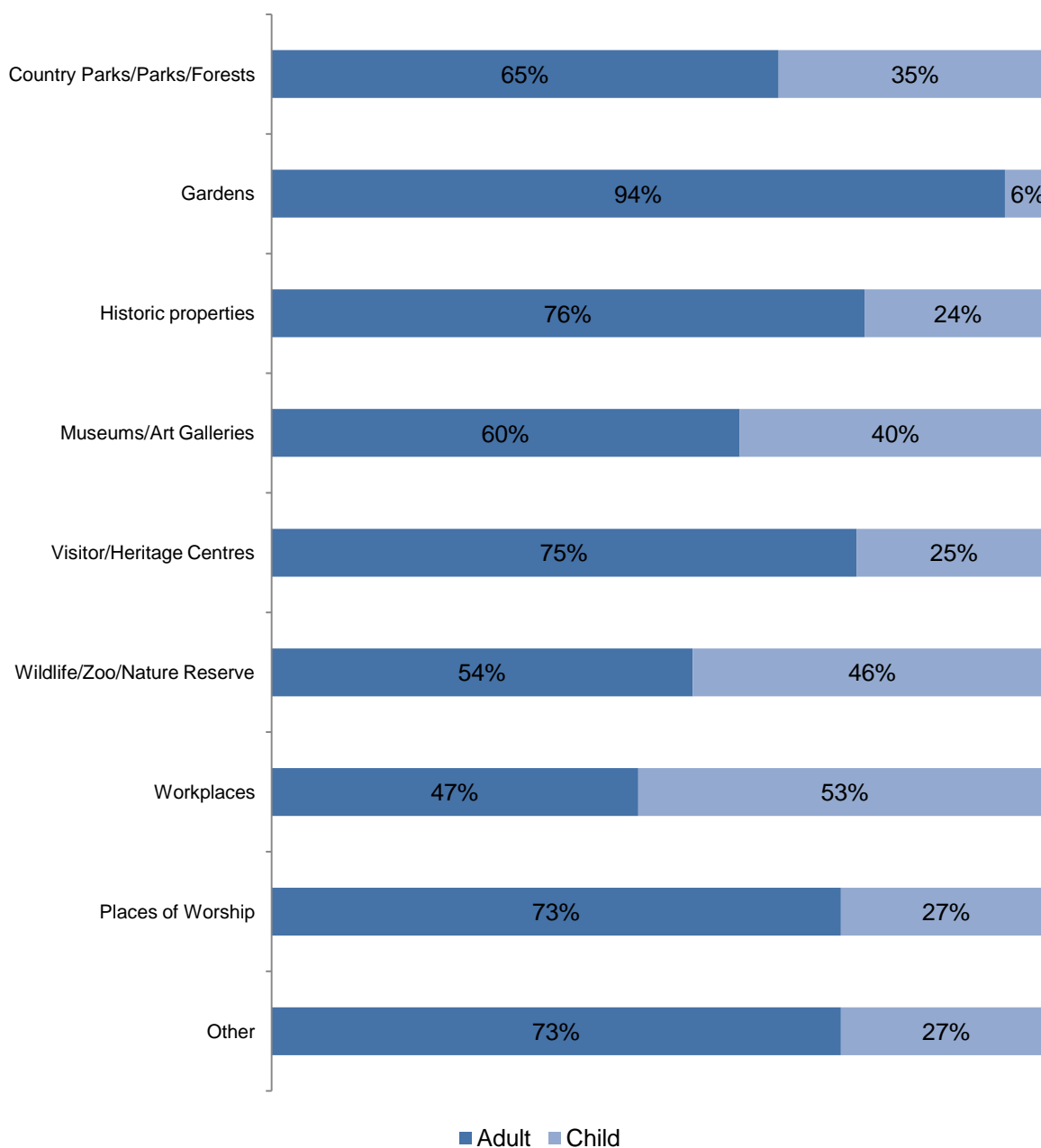
Table 7: Proportion of out of state visitors to responding attractions, 2013

Attraction Category	Estimated proportion of out-of-state visitors (%) ^{1,2}
Country Parks/Parks/Forests	23
Gardens	31
Historic Properties	43
Museums/Art Galleries	30
Visitor/Heritage Centres	73
Wildlife/Zoo/Nature Reserve	34
Workplaces	*2
Places of Worship	37
Other	27
All responding attractions (N=96)	38

Note (1) * Sample size too small to provide a reliable estimate
 (2) Out of state visitors refers to non NI residents

Figure 2 illustrates the proportion of adult to child visitors during 2013 broken down by attraction category. The average overall ratio for responding attractions (106) in 2013 was 69 percent adults to 31 percent children.

Figure 2: Adult/Child Ratios of Responding Attractions 2013¹



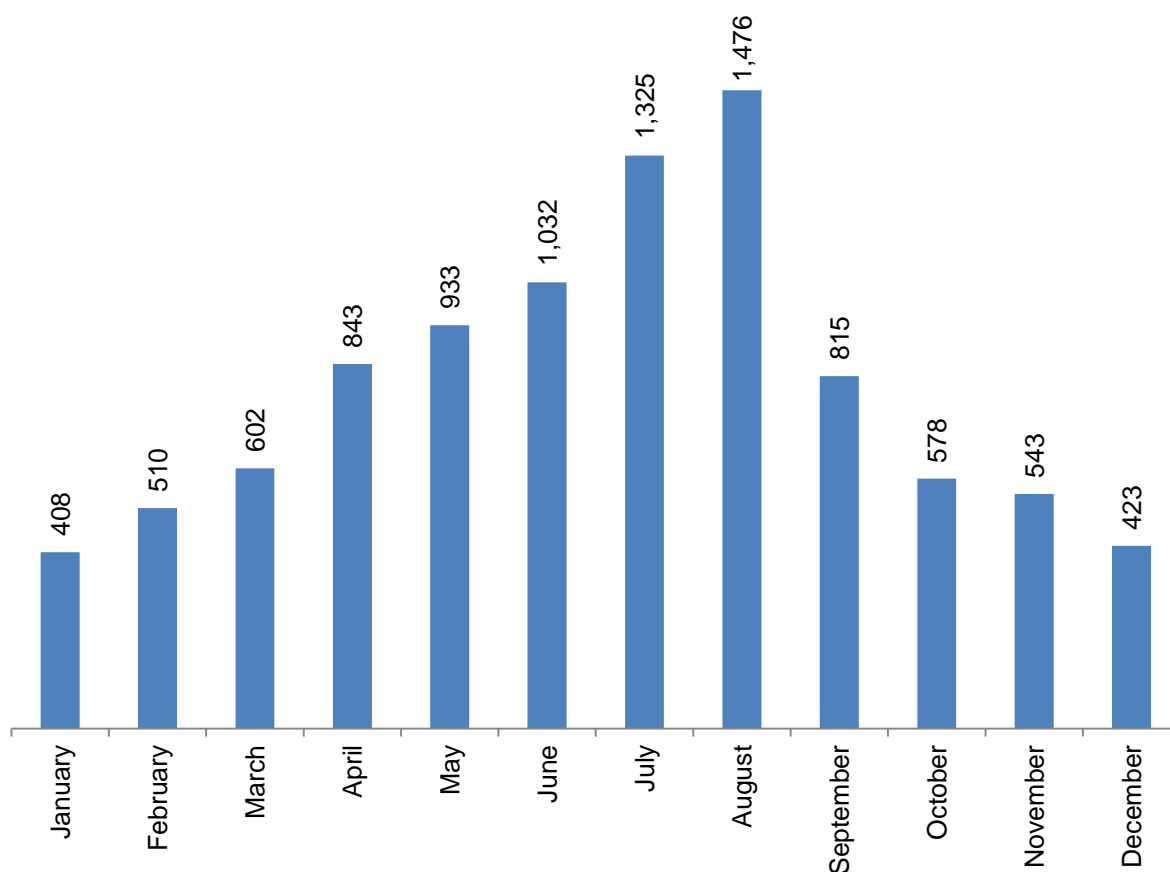
Note: (1) All responding attractions (N=106)

Seasonality

When completing the visitor attraction survey respondents were asked to supply visitor numbers for each individual month. A total of 105 respondents supplied monthly information. Out of the responding attractions August was the most popular month for visitors to attractions with a total of 1,475,917 visits recorded. The least popular month for visits was January with a total of 408,101 visits made during the month.

Figure 3 shows the number of visits to responding attractions for individual months.

Figure 3: Number of Visitors to Attractions by Month, 2013 (Thousands)¹

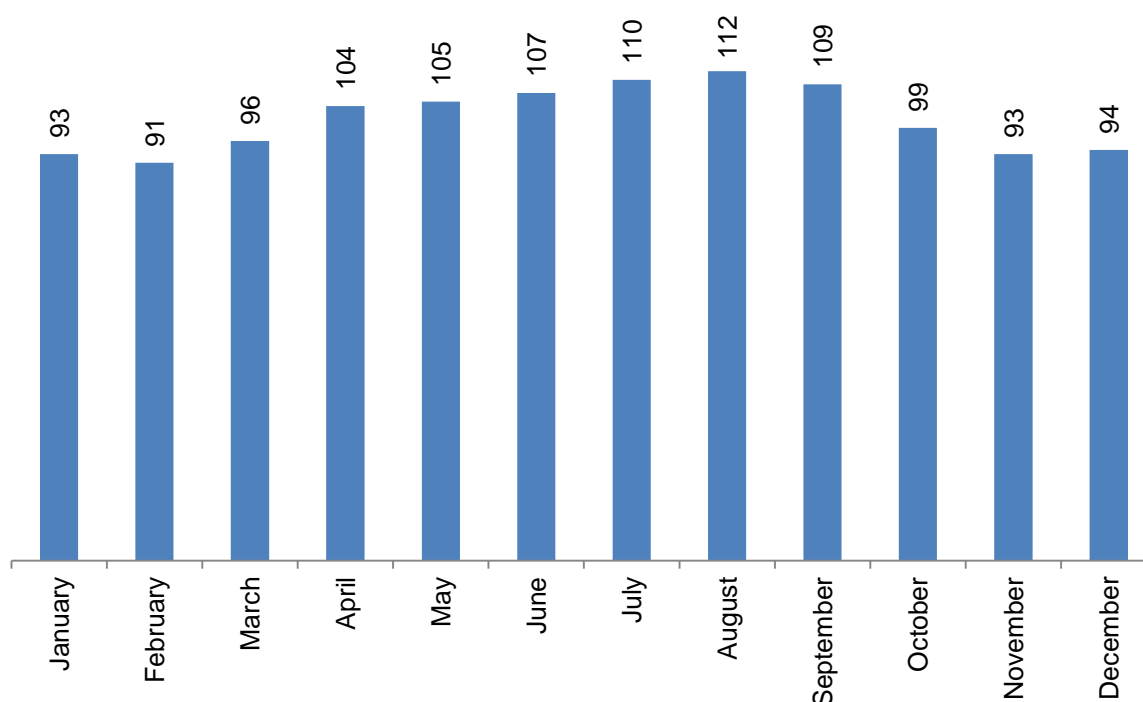


Note (1) Total number of attractions supplying information (N=105)

The number of responding visitor attractions that indicated they were open (partially or fully) each month of 2013 varied slightly over the year with the lowest number of open attractions in February (91) and the highest number open in August (112).

Figure 4 shows the number of attractions open by month throughout the year.

Figure 4: Number of Open Attractions by Month, 2013¹



Note: (1) Total number of attractions supplying information (N=113)

Revenue and Employment

In 2013, 46 of the participating attractions provided figures on the number of paying visitors they had.

Table 8 shows the admission charges to charging attractions 2012 and 2013.

Table 8: Admission charges to charging attractions 2011, 2013¹

Price of Admission	Adult			Child		
	2011	2012	2013	2011	2012	2013
Maximum	£11.20	£17.50	£14.75	£5.70	£7.00	£7.25
Minimum	£2.00	£1.00	£1.00	£1.50	£0.00	£0.00
Mean	£4.60	£5.50	£4.75	£3.50	£2.80	£2.54

Note: (1) Total Number of attractions supplying information (N=46)

In addition to the revenue generated from admissions, revenue was also generated from donations, catering, retail and other means. The number of visitor attractions for which information on source of revenue was provided was too small to permit analysis.

Attractions were also asked if their gross revenue had changed over the year. Of the 85 who provided an answer, 45% reported no change while 29% reported an increase and 26% reported a decrease when compared to 2012.

In 2013, 30 attractions indicated they upgraded or made improvements to their attraction. The median spend was £35,000 with attractions spending from under £1,000 to over £2 million.

A total of 89 attractions provided a staff breakdown in 2013. Table 9 illustrates the numbers of staff employed in attractions by type of employment.

Table 9: Employment at responding visitor attractions 2013¹

Employment	% of all employees
Full-time permanent	28%
Part-time permanent	16%
Full-time seasonal	4%
Part-time seasonal	26%
Unpaid volunteers	26%

Note: (1) Total number of attractions supplying information (N=89)

Methodology

373 attractions across Northern Ireland were invited to participate in the 2013 Visitor Attraction Survey by means of a self-completion questionnaire. The list of attractions was obtained from the Northern Ireland Tourist Board (NITB).

In 2013 there was a 63% response rate with 191 respondents providing visitor numbers. A further 44 attractions responded indicating they were closed; that their numbers were included with another attraction; their visitor numbers were not recorded; or they were unable to provide visitor numbers to the attraction element of their business.

Respondents to the survey were asked to classify the attractions from a given list of categories and the classifications which they provided were used in the analysis of this report.

Participants were also given the option for their figures to remain confidential. A list of participating attractions, excluding those who requested that their visitor numbers remain confidential, is contained in the appendix.

For the purpose of this research a visitor attraction is defined as:

‘... an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc. and must be receiving revenue directly from visitors’.

Details regarding individual attractions (description, address, contact details etc.) may be obtained by visiting www.discovernorthernireland.com.

Where this report refers to ‘visits’ to attractions, unless specified as ‘out-of-state visits’ this refers to all visits made to an attraction, regardless of the country of residence of the visitor, therefore including Northern Ireland residents.

For the purpose of analysis, the attractions have been classified by types (e.g. country parks/parks/forests, gardens, historic properties, museums/art galleries, visitor/heritage centres, wildlife/zoo, workplaces and places of worship). The procedure excluded establishments whose main component is a retail or leisure facility. It is, however, recognised that these facilities do offer a significant service to both the home market and out-of-state visitors.

Abbreviations:

LA	Local Authority
G	Government Department/ Agency
NT	National Trust
OTC	Other Trust/Charity
O	Other
P	Private

Visitor figures:

Statistics presented in this report are given in good faith on the basis of information provided by proprietors of attractions.

It should be noted that respondents to the survey are given the opportunity to revise data supplied in the previous year. Counting methods for individual Attractions may also change from year to year which might impact on results and patterns over time. In the appendix the visitor numbers are recorded in the columns '2009', '2010', '2011', '2012', '2013'. Data may not be available for certain years. 'N/A' has been used to indicate that visitor numbers for that attraction are not available for that year. Numbers may not be available due to closure; renovation, or non-response for certain years.

Data for years 2007-2009 are sourced from the Northern Ireland Tourist Board.

Full information on visitors to Northern Ireland during 2013 can be found at [Northern Ireland Annual Tourism Statistics 2013 publication](#)

Data Revisions

The information here-in may be subject to revision due to improvements to the survey/analysis methodology or the inclusion of data returned after the publication date. The figures presented in this bulletin are the most up-to-date available at the time of publication. Full information on the revision of tourism statistics can be found at [Tourism Statistics Branch Revisions Policy](#)

Appendix – Visitor Attraction tables for returned 2013 forms

(Excluding those who wished their information to remain confidential)

Table 10: Visitor numbers for Country Parks/Parks/Forests

Owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
G	Ballypatrick Forest Park	n/a	n/a	n/a	n/a	2,606	n/a
LA	Carnfunnock Country Park	211,143	246,241	230,615	193,389	202,427	+5
G	Castlewellan Forest Park	n/a	n/a	122,590	n/a	119,974	n/a
OTC	Creggan Country Park	n/a	15,000	15,000	20,000	22,000	+10
LA	Delamont Country Park	203,608	216,195	577,165	226,331	246,823	+9
G	Drum Manor Forest Park	21,000	15,500	n/a	14,649	10,285	-30
LA	Dungannon Park	85,000	120,000	125,000	142,426	224,060	+57
G	Glenariff Forest Park	n/a	n/a	36,237	36,287	28,356	-22
G	Gortin Glen Forest Park	3,166	n/a	6,713	6,240	4,232	-32
G	Gosford Forest Park	n/a	n/a	n/a	n/a	51,606	n/a
P	Lagan Valley Regional Park (Incorporating the Lagan Towpath)	n/a	67,000	1,080,520	1,088,240	1,131,821	+4
LA	Loughgall Country Park	n/a	85,000	n/a	100,000	105,000	+5
LA	Lurgan Park	n/a	750,000	750,000	487,853	442,874	-9
G	Ness Country Park	20,000	25,000	20,000	25,000	30,000	+20
G	Peatlands Park	90,000	95,000	95,000	100,000	90,000	-10
G	Portglenone Forest Park	n/a	n/a	n/a	n/a	9,222	n/a
G	Roe Valley country Park	300,000	300,000	280,000	250,000	300,000	+20*
G	Scrabo Country Park	229,500	233,000	200,000	155,193	161,412	+4
G	Silent Valley Mountain Park	n/a	n/a	n/a	58,977	44,090	-25
G	The Peace Bridge	n/a	n/a	333,598	914,739	1,200,947	+31
G	Tollymore Forest Park	n/a	n/a	n/a	n/a	134,707	n/a

*A minor correction has been made to this table. The change between years for Roe Valley Country Park was incorrectly listed as -20 this has been amended to the correct figure of +20

Table 11: Visitor Numbers for Workplaces

Owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
P	Fergusons Irish Linen Centre	2,164	1,999	1,844	1,833	1,873	+2
G	Movanagher Fish Farm	n/a	n/a	n/a	n/a	200	n/a

Table 12: Visitor Numbers for Historic Properties

Owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
NT	Ardress House	n/a	n/a	n/a	n/a	7,000	n/a
G	Ballycopeland Windmill	1,218	1,294	1,294	1,376	934	-32
G	Bangor Castle (Town Hall)	n/a	n/a	n/a	n/a	80,034	n/a
LA	Belfast Castle (Including Cavehill Visitor Centre and Belfast Castle Estate) ¹	105,000	90,000	87,000	90,000	100,000	+11
LA	Belfast City Hall	n/a	72,418	68,302	73,668	59,465	-19
P	Benvardeen Garden	3,835	4,600	2,650	3,600	2,700	-25
G	Carrickfergus Castle	71,961	69,792	67,501	58,422	66,559	+14
NT	Castle Coole	18,362	36,512	36,512	36,002	41,428	+15
NT	Castle Ward House and Demesne	80,000	103,322	126,006	161,339	136,065	-16
LA	Cockle Row Cottages	11,365	11,739	11,366	11,000	18,587	+69
G	Crumlin Road Gaol	n/a	n/a	n/a	n/a	136,500	n/a
P	Dan Winter's House	4,921	n/a	n/a	3,400	3,925	+15
LA	Davies Bawn/Castlederg Castle	n/a	n/a	450	450	1,200	+>100
NT	Derrymore House	n/a	n/a	n/a	n/a	1,772	n/a
O	Derry Walls	225,765	248,340	278,141	280,922	410,870	+46
G	Devenish Island Monastic Site	30,000	35,000	45,000	40,000	40,000	0
G	Dundrum castle	12,903	10,526	10,526	12,177	38,100	+>100
G	Dunluce Castle	80,890	73,636	59,388	48,105	44,317	-8
NT	Florence Court	32,813	38,505	40,314	35,964	33,911	-6
O	Grant Ancestral House	n/a	n/a	n/a	n/a	4,000	n/a
NT	Gray's Printing Press	n/a	n/a	n/a	n/a	120	n/a
G	Greencastle Royal Castle	2,730	3,689	3,257	3,642	3,642	0
G	Hillsborough Courthouse	43,829	34,085	48,453	68,942	54,436	-21
G	Kilclief Castle	636	n/a	809	653	629	-4
LA	Malone House	76,000	80,000	75,000	80,000	85,000	+6
OTC	Milford House Museum	n/a	n/a	n/a	2,000	1,500	-25
LA	Moneypenny's Lock	n/a	n/a	n/a	1,268	1,017	-20
NT	Mussenden Temple and Downhill Demesne	n/a	23,494	25,587	n/a	28,151	n/a
G	Narrow Water Castle	294	778	n/a	n/a	3,011	n/a
G	Nendrum Monastic Site	6,407	5,889	5,889	6,834	7,506	+10
OTC	Parkanour Manor House	10,000	10,000	n/a	n/a	200	n/a
G	Scrabo Tower	n/a	18,114	14,786	14,192	12,115	-15
P	Shanes Castle	n/a	45,000	40,000	35,000	35,000	0
LA	Sir Thomas and Lady Dixon Park	200,000	n/a	n/a	280,000	300,000	+7
NT	Springhill House	n/a	n/a	n/a	14,000	23,450	+68
NT	The Argory	n/a	n/a	n/a	n/a	35,096	n/a
O	The Ballance House	n/a	n/a	n/a	n/a	1,140	n/a
G	The Wilson Ancestral Home	n/a	n/a	105	84	269	+>100
G	Tullaghoe Fort	n/a	10,000	n/a	n/a	11,000	n/a

Note (1) Please note prior to 2012 figures for Belfast Castle and Cavehill Visitor Centre were provided separately

Table 13: Visitor Numbers for Museums and Art Galleries

Owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
LA	Andrew Jackson Cottage and US Rangers Centre	705	1,042	1,153	1,379	1,373	0
P	Apprentice Boys of Derry Association/ Siege Heroes Museum	19,500	14,000	9,000	7,000	8,000	+14
LA	Ards Arts Centre	28,978	36,533	n/a	33,332	32,653	-2
G	Armagh County Museum	12,229	15,336	12,851	13,099	9,452	-28
P	Armagh Planetarium	42,565	34,872	35,700	41,011	47,706	+16
LA	Ballycastle Museum	2,865	2,510	2,678	3,018	2,379	-21
LA	Barn Museum	n/a	n/a	n/a	3,198	1,117	-65
OTC	Belfast Music Exhibition, Oh Yeah Music Centre	n/a	n/a	n/a	n/a	5,200	n/a
LA	Carrickfergus Museum	23,883	20,066	13,856	11,803	19,333	+64
LA	Coleraine Museum	3,152	n/a	1,833	2,420	2,771	+15
LA	Enniskillen Castle Museum (inc Fermanagh County Museum and Inniskillings Museum)	n/a	n/a	27,461	31,995	34,595	+8
O	Flame! The Gasworks Museum of Ireland	1,511	1,969	1,969	1,421	2,106	+48
LA	Foyle Valley Railway Museum	4,400	n/a	2,655	2,906	4,492	+55
LA	Green Lane Museum	8,816	n/a	5,003	5,078	5,529	+9
LA	Larne Museum and Arts Centre	4,500	4,920	5,063	4,489	3,725	-17
G	Limavady Museum	n/a	n/a	n/a	n/a	5,902	n/a
LA	Mid-Antrim Museum at the Braid	25,248	28,602	29,348	34,766	24,729	-29
OTC	Millenium Court Arts Centre	11,776	n/a	12,072	15,302	16,552	+8
LA	Museum at the Mill	n/a	n/a	n/a	12,447	9,941	-20
OTC	Museum of Free Derry	15,447	17,148	16,760	18,658	21,313	+14
G	Naughton Gallery at Queens	n/a	n/a	n/a	4,570	10,653	+>100
LA	Newry and Mourne Museum (inc Bengal's Castle)	37,610	34,323	35,591	34,719	34,251	-1
P	No.5 Vicars Hill	n/a	n/a	n/a	3,829	3,428	-10
LA	North Down Museum	54,723	54,257	59,378	69,148	80,034	+16
OTC	Northern Ireland War Museum	n/a	6,608	6,722	9,052	12,656	+40
G	Police Museum	n/a	n/a	2,412	1,868	1,519	-19
G	Power House Museum	n/a	n/a	n/a	n/a	300	n/a
G	Royal Irish Fusiliers Museum	10,759	10,979	10,218	10,847	11,269	+4
OTC	Somme Heritage Centre	n/a	n/a	n/a	31,921	30,000	-6
OTC	The Downpatrick & Co Down Railway Society	10,133	n/a	7,245	9,033	8,507	-6
OTC	The Royal Ulster Rifles Museum	n/a	889	889	883	1,567	+77
G	Ulster American Folk Park	154,471	145,548	138,418	145,051	134,924	-7
G	Ulster Folk and Transport Museum	169,628	167,105	201,138	176,551	150,852	-15
G	Ulster Museum	152,380	542,171	471,451	594,897	416,028	-30
NT	Wellbrook Beetling Mill	n/a	n/a	n/a	n/a	2,000	n/a

Table 14: Visitor Numbers for Visitor/Heritage Centres

owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
O	An Creagan Visitor Centre	23,000	22,500	26,450	31,850	35,470	+11
LA	Armagh Ancestry	686	720	700	n/a	145	n/a
P	Belleek Pottery Visitor Centre	152,573	161,196	165,297	165,509	187,025	+13
NT	Carrick-A-Rede-Rope Bridge	241,856	238,227	242,919	276,381	263,000	-5
G	Donaghmore Heritage Centre	n/a	n/a	n/a	n/a	89	n/a
LA	Down County Museum	n/a	n/a	n/a	31,331	32,715	+4
LA	Dunluce Centre	58,700	60,000	58,000	55,000	42,610	-23
OTC	Dún Uladh Heritage Centre	n/a	n/a	n/a	n/a	26,188	n/a
NT	Giant's Causeway World Heritage Site ^{1,2}	714,612	579,180	533,448	523,605	753,929	+44
G	Hill of the O'Neill and Ranfurly House Arts and Visitor Centre	n/a	n/a	n/a	n/a	97,873	n/a
G	Hillsborough Castle and Gardens	12,000	2,500	5,541	4,287	4,592	+7
LA	Portaferry Tourist Information and Visitor Centre	9,066	6,832	6,791	8,350	8,931	+7
G	Portrush Coastal Zone	n/a	73,491	36,445	65,400	63,545	-3
G	Quoile Countryside Centre	10,056	10,650	18,000	15,940	18,267	+15
LA	Rathlin Island Boathouse Visitor's Centre	12,422	n/a	13,892	10,967	12,170	+11
OTC	Saint Patrick Centre	120,755	89,000	89,483	91,780	97,043	+6
OTC	Titanic Belfast ³	n/a	n/a	n/a	665,000	604,385	-9
LA	The Navan Centre and Fort	n/a	45,000	45,000	45,200	50,792	+12
OTC	The Whitehouse Heritage Centre	n/a	n/a	n/a	1,650	892	-46

Note (1) 2013 is the first calendar year that visitor numbers are available for the Giant's Causeway World Heritage Site since the opening of the new visitor centre in July 2012

(2) With the opening of the new visitor centre there is now a more accurate reporting mechanism therefore direct comparisons with previous years are not possible

(3) Titanic Belfast first opened March 2012

Table 15: Visitor Numbers for Wildlife/Zoo/Nature Reserves

owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
LA	Belfast Zoological Gardens	304,085	297,680	282,857	259,359	235,986	-9
OTC	Castle Espie Wetland Centre	55,146	64,397	56,565	56,245	54,484	-3
P	Clementsmtown Fun Farm	8,999	12,387	14,897	15,000	15,300	+2
LA	Exploris Aquarium	123,100	106,600	96,500	n/a	75,103	n/a
NT	Murlough National Nature Reserve	n/a	n/a	n/a	n/a	358,425	n/a
LA	Oxford Island National Nature Reserve	324,947	n/a	319,079	196,606	210,397	+7
OTC	Portmore Lough Nature Reserve	3,100	n/a	4,560	4,500	10,000	+>100
G	Riverwatch Visitor Centre and Aquarium	n/a	n/a	n/a	18,295	19,229	+5
NT	The Lookout, Mount Stewart	n/a	n/a	n/a	n/a	18,111	n/a

Table 16: Visitor Numbers for Places of Worship

owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
OTC	Bangor Abbey	n/a	1,500	368	368	757	+>100
OTC	Belfast Cathedral	44,669	40,159	42,593	50,841	55,169	+9
OTC	Clonard Monastery	2,000	2,500	2,500	3,000	3,500	+17
OTC	Saint Augustines Church	n/a	12,500	12,500	17,834	32,987	+85
O	Saint Columb's Cathedral	81,346	73,564	n/a	51,698	95,407	+85
OTC	St Columba's Church, Long Tower	n/a	n/a	n/a	n/a	500	n/a
O	Saint Patricks Cathedral	n/a	n/a	35,190	35,822	36,270	+1

Table 17: Visitor Numbers for Gardens

Owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
P	Ballyrobert Cottage garden	4,100	4,500	4,500	4,975	4,900	-2
G	Greenmount Nature Trail	3,643	3,500	3,485	3,000	2,359	-21
P	Irvinestown Centenary Sculpture Garden	n/a	n/a	n/a	n/a	2,000	n/a
LA	Joey and Robert Dunlop Memorial Garden	80,000	12,000	12,000	6,217	6,500	+5
O	Old Barrack House Garden	n/a	n/a	n/a	n/a	900	n/a
P	Orchard Acre Farm	200	1,000	n/a	n/a	284	n/a
NT	Rowallane Garden	40,929	n/a	43,365	51,615	52,920	+3

Table 18: Visitor Numbers for 'Other'

owner	Attraction	2009	2010	2011	2012	2013	% change 12/13
P	Armagh Public Library	4,262	4,403	4,403	6,094	6,907	+13
O	Aughakillymaude Mummers Centre	n/a	n/a	n/a	n/a	1,200	n/a
P	Campsie Karting Centre	n/a	n/a	n/a	9,000	9,000	0
OTC	Cardinal Tomas Ó Fiaich Memorial Library and Archive	n/a	n/a	n/a	n/a	10,972	n/a
LA	Down Arts Civic Centre	n/a	n/a	n/a	n/a	41,724	n/a
LA	Flowerfield Arts Centre	n/a	40,000	40,000	n/a	41,700	n/a
LA	Forthill Park and Cole's Monument	n/a	1,000	n/a	1,500	1,500	0
OTC	Free Derry Tours	n/a	10,455	11,300	n/a	16,000	n/a
P	Funny Farm Adventures Maize Maze	6,326	6,572	8,521	7,920	8,243	+4
P	Irish Landmark Trust Ballyealy Cottage Shanes Castle Estate	n/a	n/a	n/a	n/a	205	n/a
LA	Island Arts Centre	n/a	n/a	n/a	72,984	72,838	0
NT	Kearney Village	n/a	n/a	n/a	30,865	29,842	-3
OTC	Linen Hall Library	n/a	n/a	n/a	n/a	118,784	n/a
LA	Pickie Fun Park	n/a	n/a	n/a	244,879	274,513	+12
G	Public Records Office	16,711	8,243	10,098	15,275	20,000	+31
P	Rathlin Island	n/a	n/a	39,812	37,213	39,850	+7
P	Spruce Meadows Activity Farm	n/a	n/a	n/a	n/a	10,000	n/a
G	Stormont Parliament Buildings	n/a	n/a	n/a	n/a	70,328	n/a
P	Streamvale Open Farm	n/a	n/a	n/a	n/a	40,000	n/a
LA	Tower House and Tourist Information Centre	31,214	28,302	26,841	30,184	30,441	+1
OTC	W5 whowhatwherewhenwhy	251,268	235,524	250,634	327,606	296,937	-9

Further Information

For further information, please contact:
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Northern Ireland Statistics and Research Agency
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For information On Visitor Attraction Survey please contact:

Sarah McAuley
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Or alternatively:

Email: tourismstatistics@dfp.gov.uk

http://www.detini.gov.uk/deti-stats-index/tourism-statistics/visitor_attraction_survey-2.htm

Enquiries by the media should be directed to:

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