

PSA 5 Technical Notes

Develop our tourism sector and promote Northern Ireland as a must-visit destination to facilitate growth in business and leisure visitors.

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| Target Increase tourism revenue from out-of-state visitors to £520 million by 2011 from a baseline of £370 million in 2006. |
| Baseline Baseline year is 2006. The total tourism revenue from out-of-state visitors generated during 2006 was £370 million. |
| Definitions The target relates to tourism revenue generated by out-of-state visitors who have stayed at least one night in Northern Ireland, regardless of their entry route to Northern Ireland or exit route from Northern Ireland. Out-of-state visitors refer to non-Northern Ireland residents. |
| Technical Notes To calculate the tourism revenue generated from out-of-state visitors, data is collected from 3 surveys. <ol style="list-style-type: none">1. The Northern Ireland Passenger Survey (NIPS) – implemented by the Northern Ireland Tourist Board. This survey provides data on tourism revenue generated from out-of-state visitors who have stayed at least one night in Northern Ireland and leave via one of the air or sea ports in Northern Ireland. In 2006, the baseline year, the tourism revenue recorded via this survey accounted for 76% of the total £370m tourism revenue generated by out-of-state visitors.2. The Household Travel Survey (HTS) – implemented by the Central Statistics Office. This survey provides data on tourism revenue generated from Republic of Ireland residents visiting Northern Ireland who stayed in Northern Ireland at least one night. In 2006, the baseline year, the tourism revenue recorded via this survey accounted for 9% of the total £370m tourism revenue generated by out-of-state visitors.3. The Survey of Overseas Travellers (SOT) – implemented by Failte Ireland. This survey provides tourism revenue generated by out-of-state visitors who have stayed at least one night in Northern Ireland and leave via one of the air or sea ports in Republic of Ireland. In 2006, the baseline year, the tourism revenue recorded via this survey accounted for 15% of the total £370m tourism revenue generated by out-of-state visitors. |

The total tourism revenue generated by out-of-state visitors is a combination of the data detailed in the above 3 surveys.

Data Source

Data is sourced from a combination of 3 surveys;

1. The Northern Ireland Passenger Survey (NIPS) – implemented by the Northern Ireland Tourist Board.
2. The Household Travel Survey (HTS) – implemented by the Central Statistics Office.
3. The Survey of Overseas Travellers (SOT) – implemented by Failte Ireland.

95% Confidence Interval

The tourism revenue, generated by out-of-state visitors, as recorded in the NIPS accounted for £283m (76%) of the total tourism revenue generated from out-state-visitors for the baseline year (2006). The 95% confidence interval for this value is $\pm 3.5\%$.

The CSO does not have a confidence interval for the element of tourism revenue generated by Republic of Ireland residents who stayed at least one night in Northern Ireland as recorded in their HTS. In the baseline year (2006), the tourism revenue generated by Republic of Ireland residents as recorded in the HTS accounted for 9% (£32m) of the £370m.

Failte Ireland does not have a confidence interval for the element of tourism revenue generated by out-of-state visitors who stayed at least one night in Northern Ireland as recorded in their SOT. In the baseline year (2006), the tourism revenue generated by out-of-state visitors as recorded in the SOT accounted for 15% (£55m) of the £370m.

Reporting Timescale and frequency

This target will be reported on annually. Outcomes for each year will be available at the end of the first quarter (March) of the following year.
Final reporting against this measure will be available in Spring 2012.

Revisions

A new methodology for the NI Passenger survey will be introduced in 2010 and this may result in revisions to the estimated spend.

Target

Increase the number of out-of-state tourists visiting each year to 2.5 million from a baseline of 1.98 million in 2006.

Baseline

Baseline year is 2006.

The total number of out-of-state visitors during 2006 was 1.98 million.

Definitions

The target relates to out-of-state visitors who have stayed at least one night in Northern Ireland, regardless of their entry route to Northern Ireland or exit route from Northern Ireland. Out-of-state visitors refer to non-Northern Ireland residents.

Technical Notes

To calculate the number of out-of-state visitors, data is collected from 3 surveys.

1. The Northern Ireland Passenger Survey (NIPS) – implemented by the Northern Ireland Tourist Board. This survey provides data on numbers of out-of-state visitors who have stayed at least one night in Northern Ireland and leave via one of the air or sea ports in Northern Ireland. In the baseline year, 2006, the total number of out-of-state visitors recorded via this survey accounted for 68% of the 1.98 million out-of-state visitors.
2. The Household Travel Survey (HTS) – implemented by the Central Statistics Office. This survey provides data on the number of Republic of Ireland residents visiting Northern Ireland who stayed in Northern Ireland at least one night. In the baseline year, 2006, the total number of Republic of Ireland visitors who stayed overnight recorded via this survey accounted for 14% of the 1.98 million out-of-state visitors.
3. The Survey of Overseas Travellers (SOT) – implemented by Failte Ireland. This survey provides data on the number of out-of-state visitors who have stayed at least one night in Northern Ireland and leave via one of the air or sea ports in Republic of Ireland. In the baseline year, 2006, the total number of out-of-state visitors recorded via this survey accounted for 18% of the 1.98 million out-of-state visitors.

The total number of out-of-state visitors is a combination of the data detailed in the above 3 surveys.

Data Source

Data is sourced from a combination of 3 surveys:

1. The Northern Ireland Passenger Survey (NIPS) – implemented by the Northern Ireland Tourist Board.
2. The Household Travel Survey (HTS) – implemented by the Central Statistics Office.
3. The Survey of Overseas Travellers (SOT) – implemented by Failte Ireland.

95% Confidence Interval

The number by out-of-state visitors, as recorded in the NIPS, accounted for 1.34m (68%) of the total number of out-state-visitors for the baseline year (2006). The 95% confidence interval for this value is $\pm 2.2\%$.

The CSO does not have a confidence interval for the number of Republic of Ireland residents who stayed at least one night in Northern Ireland as recorded in their HTS. In the baseline year (2006) the number by Republic of Ireland residents who stayed at least one night in Northern Ireland as recorded in the HTS accounted for 14% (0.28m) of the 1.98m out-of-state visitors.

Failte Ireland does not have a confidence interval for the element of out-of-state visitors who stayed at least one night in Northern Ireland as recorded in their SOT. In the baseline year (2006) the number out-of-state visitors as recorded in the SOT accounted for 18% (0.36m) of the 1.98m out-of-state visitors.

Reporting Timescale and frequency

This target will be reported on annually. Outcomes for each year will be available at the end of the first quarter (March) of the following year. Final reporting against this measure will be available in Spring 2012.

Revisions

A new methodology for the NI Passenger survey will be introduced in 2010 and this may result in revisions to the tourism numbers

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| <p>Target</p> <p>By 31 December 2009, increase the number of visitors from the Republic of Ireland by 15%, from 367,000 (baseline end 2008)</p> |
| <p>Baseline</p> <p>Baseline year is 2008. The total number of visitors from the Republic of Ireland during 2008 was 367,000.</p> |
| <p>Definitions</p> <p>The target relates to Republic of Ireland residents who have stayed at least one night in Northern Ireland.</p> |
| <p>Technical Notes</p> <p>To calculate the number of Republic of Ireland residents, who have visited Northern Ireland and stayed at least one night, data is taken from the following survey.</p> <ul style="list-style-type: none"> • The Household Travel Survey (HTS) – implemented by the Central Statistics Office. This survey provides data on the number of Republic of Ireland residents visiting Northern Ireland who stayed in Northern Ireland at least one night. |
| <p>Data Source</p> <p>Data is sourced from The Household Travel Survey (HTS) – implemented by the Central Statistics Office.</p> |
| <p>95% Confidence Interval</p> <p>The CSO does not have a confidence interval for the number of Republic of Ireland residents who stayed at least one night in Northern Ireland as recorded in the HTS.</p> |
| <p>Reporting Timescale and frequency</p> <p>This target will be reported end March 2010</p> |
| <p>Revisions</p> <p>Figures will not be revised.</p> |

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| <p>Target</p> <p>By 31 December 2009, increase the tourism revenue generated from the Republic of Ireland market by 17%, from £49.7m (baseline end 2008)</p> |
| <p>Baseline</p> <p>Baseline year is 2008. The total tourism revenue from Republic of Ireland residents who have stayed at least one night in Northern Ireland during 2008 was £49.7 million.</p> |
| <p>Definitions</p> <p>The target relates to tourism revenue generated by Republic of Ireland residents who have stayed at least one night in Northern Ireland.</p> |
| <p>Technical Notes</p> <p>To calculate the tourism revenue generated by Republic of Ireland residents, who have visited Northern Ireland and stayed at least one night, data is taken from the following survey</p> <ul style="list-style-type: none"> • The Household Travel Survey (HTS) – implemented by the Central Statistics Office. This survey provides data on tourism revenue generated from Republic of Ireland residents visiting Northern Ireland who stayed in Northern Ireland at least one night. |
| <p>Data Source</p> <p>Data is sourced from The Household Travel Survey (HTS) – implemented by the Central Statistics Office.</p> |
| <p>95% Confidence Interval</p> <p>The CSO does not have a confidence interval for the element of tourism revenue generated by Republic of Ireland residents who stayed at least one night in Northern Ireland as recorded in the HTS.</p> |
| <p>Reporting Timescale and frequency</p> <p>This target will be reported end March 2010</p> |
| <p>Revisions</p> <p>Figures will not be revised.</p> |

Target

Brand Strategy By 30 June 2009, complete 17 pilot projects.

Baseline

Baseline year is 2008. The total number of NI Tourism Branded projects was zero in 2008.

Definitions

The implementation of the brand strategy will underpin all activities from a NITB corporate and NI tourism development perspective if Northern Ireland is to develop a long term sustainable proposition.

Technical Notes

NITB is leading the rollout and is acting as custodian of a brand strategy for Northern Ireland tourism. In 2009/10 this consists of 3 key targets:

- The implementation of an initial 6 month brand rollout plan of which the 17 pilot projects is part.
- A communication plan and stakeholder engagement plan developed and implemented by the end of the financial year.
- Development of a medium term brand roll out plan by Q2 and key milestones implemented by Q4.

Data Source

Information and reporting on brand roll out and delivery of the 17 pilot projects is the responsibility of the corporate development division of NITB.

95% Confidence Interval

The CSO does not have a confidence interval for the brand strategy 17 pilot projects.

Reporting Timescale and frequency

Reporting on progress is monitored quarterly through DETI PSA 5 and NITB quarterly performance management.

Revisions

Some of the projects included capital development where project promoters required statutory and planning approvals leading to delays in delivery. These projects – 3 in number - are now likely to commence or be completed in the 2010/11 financial year.

