



TOURISM
NORTHERN
IRELAND

2025

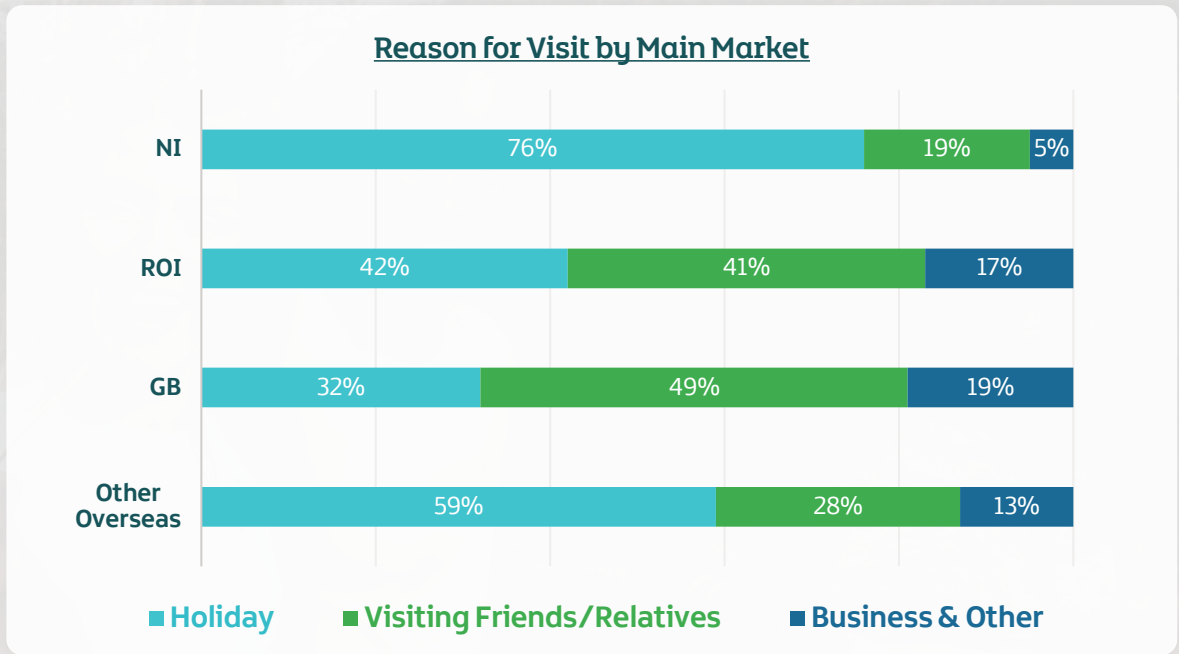
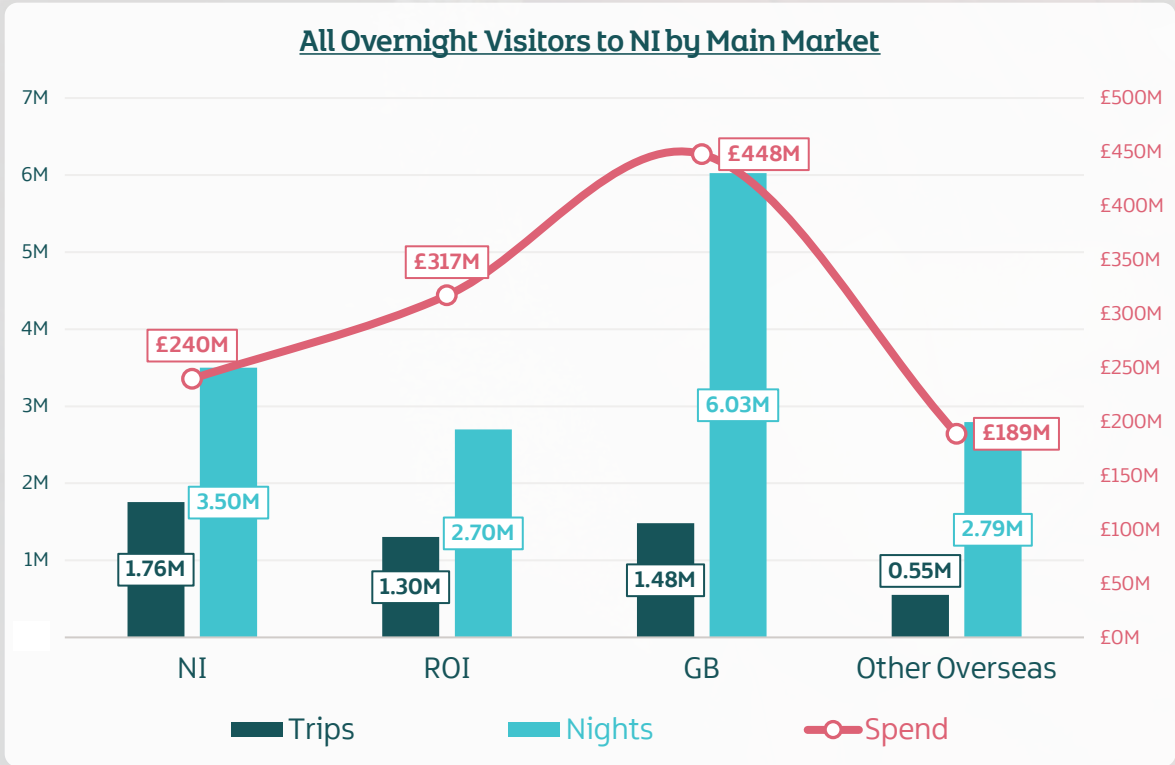
Northern Ireland Tourism Performance

Insights & Intelligence Service

Data Source:



	NI Market	ROI Market	GB Market	Other Overseas
% of all trips	34%	26%	29%	11%
% of all nights	23%	18%	40%	19%
% of all spend	20%	27%	38%	16%



	NI	ROI	GB	Other Overseas
Avg. Spend per Trip	£136.44	£243.22	£302.02	£341.54
Avg. Spend per Night	£68.50	£117.45	£74.33	£67.56
Avg. Length of Stay	2.0 nights	2.1 nights	4.1 nights	5.1 nights

Figures relate to overnight trips only (i.e. exclude day trips).

Percentages may not equal 100% due to rounding.

Total Trips – 2025 vs 2024

All Markets 5.1m +9%

NI

+12%

ROI

+15%

GB

+4%

Other Overseas

-3%

Total Nights – 2025 vs 2024

All Markets 15.0m +1%

NI

-1%

ROI

+9%

GB

+3%

Other Overseas

-9%

Total Spend – 2025 vs 2024

All Markets £1.2bn +9%

NI

+10%

ROI

+31%

GB

+8%

Other Overseas

-14%

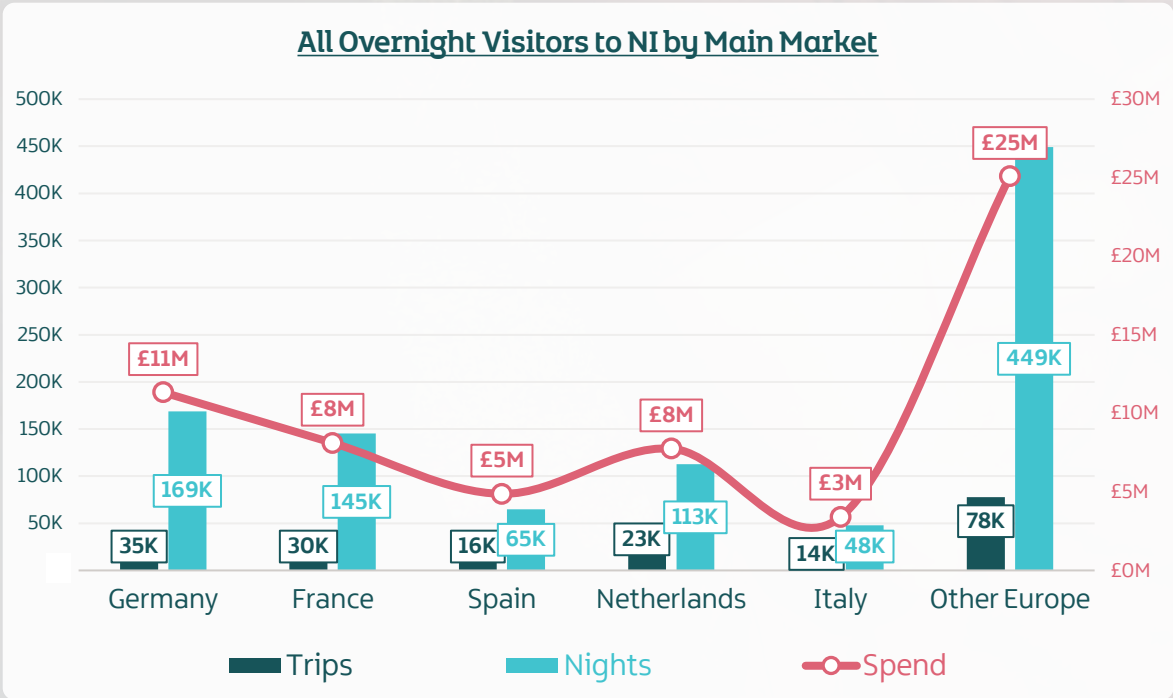
2025 vs 2024	NI	ROI	GB	Other Overseas	Total (all markets)
Avg. Spend per Trip	-2%	+13%	+4%	-12%	+1%
Avg. Spend per Night	+12%	+20%	+5%	-6%	+9%
Avg. Length of Stay	-0.3 Nights	-0.1 Nights	No Change	-0.3 Nights	-0.2 Nights

4% of All NI Trips

7% of All NI Nights

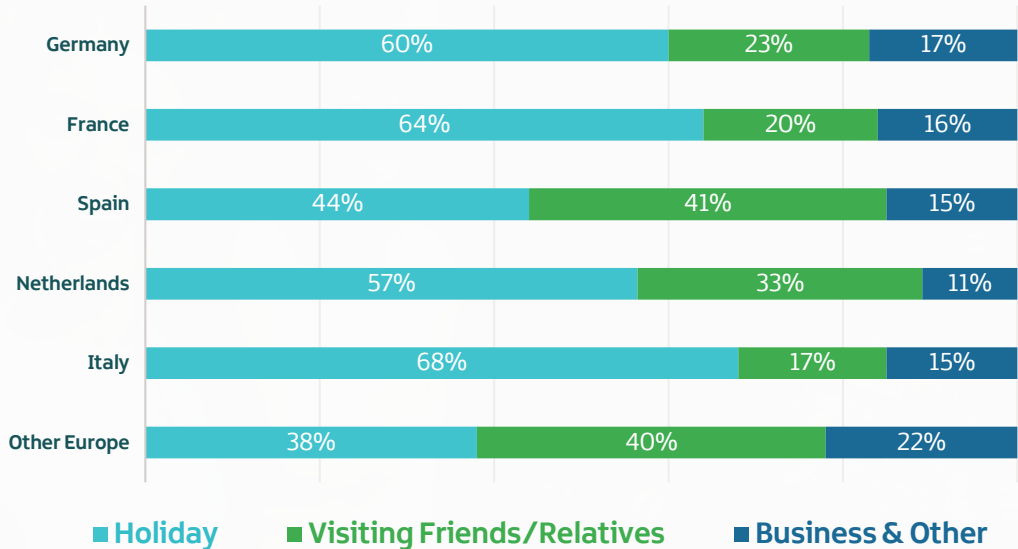
5% of All NI Spend

	Germany	France	Spain	Netherlands	Italy	Other Europe
% of Europe Trips	18%	16%	8%	12%	7%	40%
% of Europe Nights	17%	15%	7%	11%	5%	45%
% of Europe Spend	19%	13%	8%	13%	6%	41%



Figures relate to overnight trips only (i.e. exclude day trips).

Reason for Visit by Main Market



	Germany	France	Spain	Netherlands	Italy	Other Europe
Avg. Spend per Trip	£324.02	£267.66	£304.24	£338.63	£251.79	£323.46
Avg. Spend per Night	£67.16	£55.81	£75.00	£68.81	£71.15	£55.89
Avg. Length of Stay	4.8 nights	4.8 nights	4.1 nights	4.9 nights	3.5 nights	5.8 nights

Percentages may not equal 100% due to rounding.

Total Trips – 2025 vs 2024

All Mainland Europe 195k **-11%**

Germany

-11%

France

-13%

Spain

-46%

Netherlands

-4%

Italy

-12%

Other Europe

+3%

Total Nights – 2025 vs 2024

All Mainland Europe 989k **-10%**

Germany

+2%

France

-19%

Spain

-52%

Netherlands

-24%

Italy

-36%

Other Europe

+15%

Total Spend – 2025 vs 2024

All Mainland Europe 61m **-21%**

Germany

-4%

France

-28%

Spain

-51%

Netherlands

-28%

Italy

-34%

Other Europe

+11%

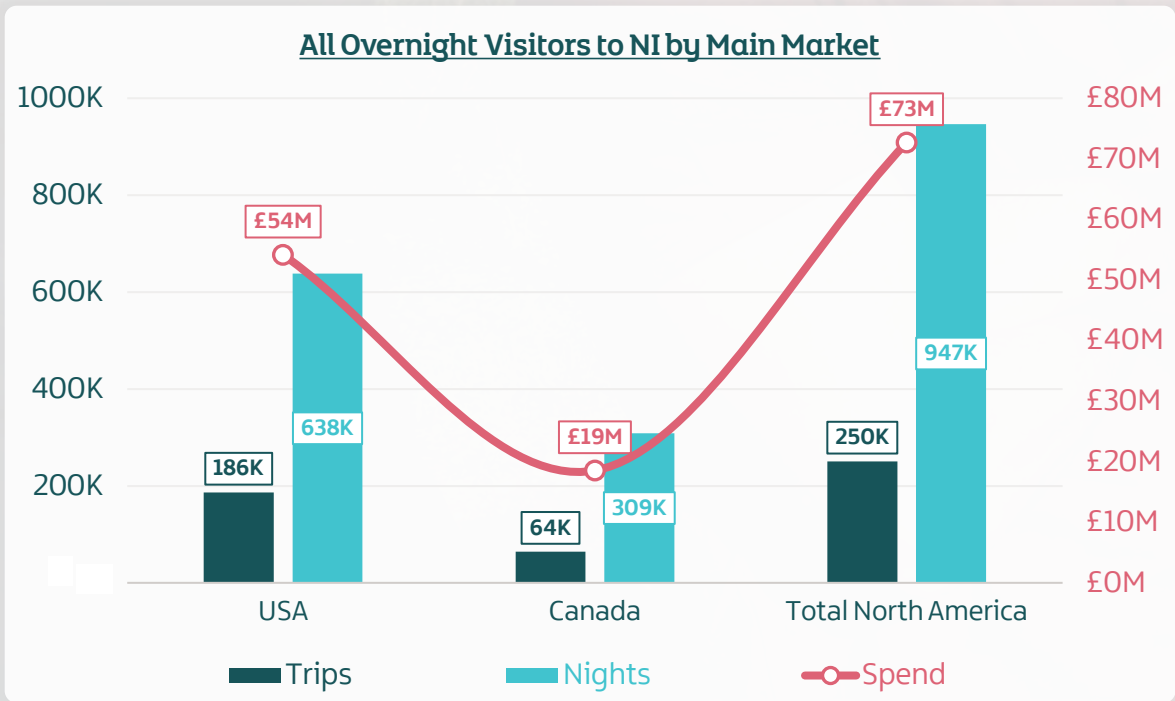
<u>2025 vs 2024</u>	Germany	France	Spain	Netherlands	Italy	Other Europe
Avg. Spend per Trip	+8%	-17%	-8%	-25%	-25%	-14%
Avg. Spend per Night	-5%	-12%	+2%	-4%	-3%	-22%
Avg. Length of Stay	+0.6 Nights	-0.3 Nights	-0.4 Nights	-1.3 Nights	-1.3 Nights	+0.6 Nights

5% of All NI Trips

6% of All NI Nights

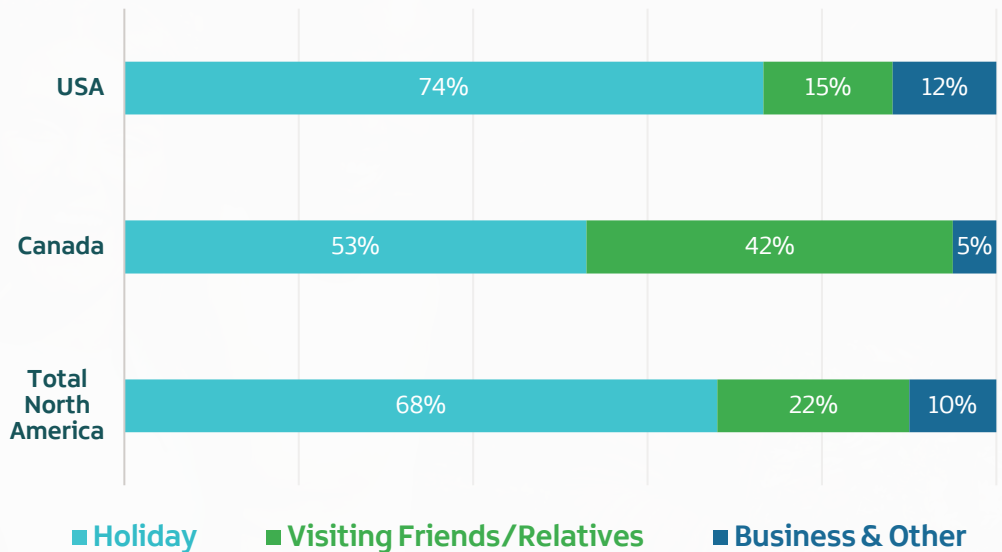
6% of All NI Spend

	USA	Canada
% of North American Trips	74%	26%
% of North American Nights	67%	33%
% of North American Spend	74%	26%



Figures relate to overnight trips only (i.e. exclude day trips).

Reason for Visit by Main Market



	USA	Canada	Total North America
Avg. Spend per Trip	£290.84	£289.42	£290.48
Avg. Spend per Night	£84.88	£60.12	£76.81
Avg. Length of Stay	3.4 nights	4.8 nights	3.8 nights

Percentages may not equal 100% due to rounding.

Total Trips – 2025 vs 2024

North America 250k +4%

USA

-2%

Canada

+25%

Total Nights – 2025 vs 2024

North America 947k -7%

USA

-13%

Canada

+7%

Total Spend – 2025 vs 2024

North America £73m -18%

USA

-19%

Canada

-14%

2025 vs 2024

Avg. Spend per Trip

-17%

-31%

-21%

Avg. Spend per Night

-7%

-20%

-11%

Avg. Length of Stay

-0.4 Nights

-0.8 Nights

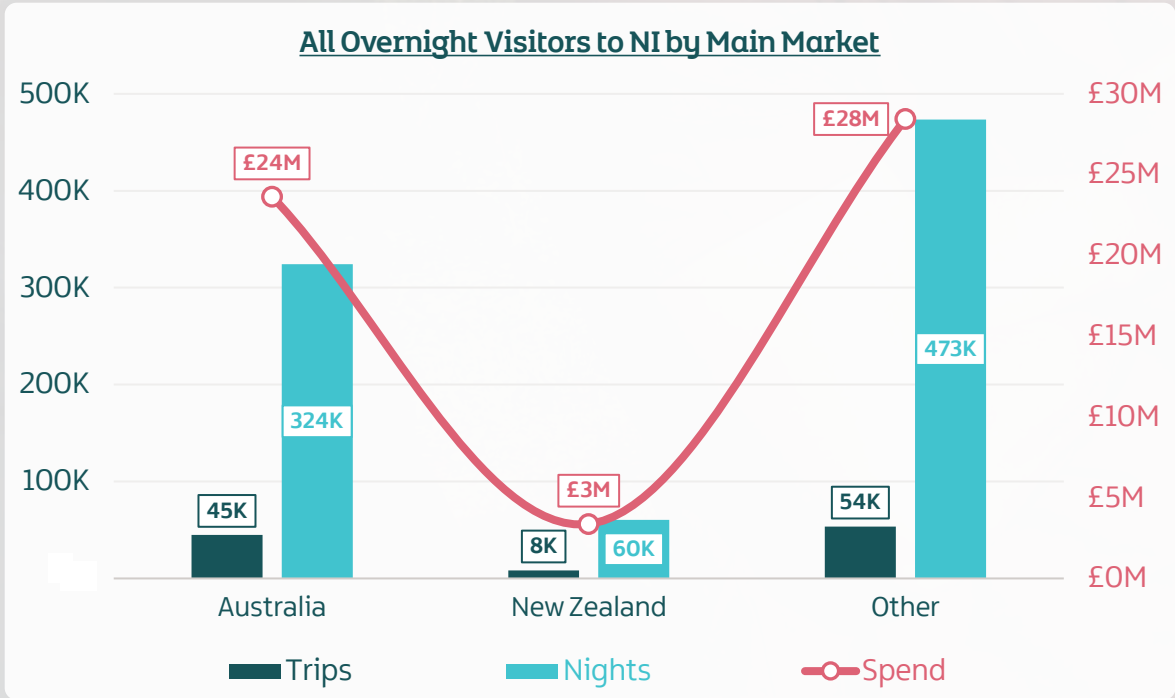
-0.4 Nights

2% of All NI Trips

6% of All NI Nights

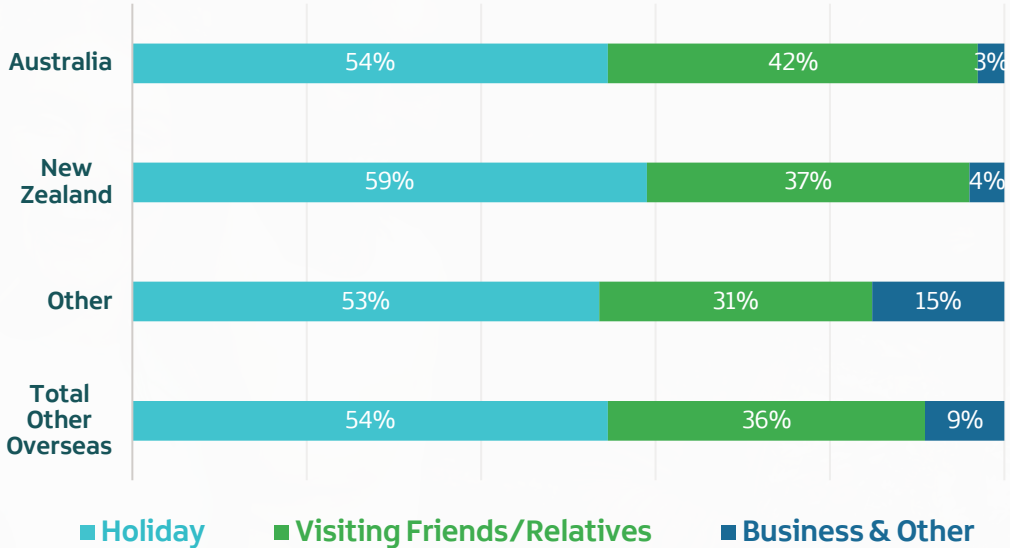
5% of All NI Spend

	Australia	New Zealand	Other
% of Other Overseas Trips	42%	8%	50%
% of Other Overseas Nights	38%	7%	55%
% of Other Overseas Spend	43%	6%	51%



Figures relate to overnight trips only (i.e. exclude day trips).

Reason for Visit by Main Market



	Australia	New Zealand	Other	Total Other Overseas
Avg. Spend per Trip	£524.82	£405.44	£530.40	£518.33
Avg. Spend per Night	£72.88	£55.86	£60.08	£64.62
Avg. Length of Stay	7.2 nights	7.3 nights	8.8 nights	8.0 nights

Percentages may not equal 100% due to rounding.

Total Trips – 2025 vs 2024

Other Overseas 107k -2%

Australia

+11%

New Zealand

+21%

Other

-13%

Total Nights – 2025 vs 2024

Other Overseas 858k -9%

Australia

+1%

New Zealand

+23%

Other

-17%

Total Spend – 2025 vs 2024

Other Overseas £55m +2%

Australia

+12%

New Zealand

+36%

Other

-7%

2025 vs 2024

Avg. Spend per Trip

+1%

+12%

+7%

Avg. Spend per Night

+10%

+11%

+12%

Avg. Length of Stay

-0.7 Nights

+0.1 Nights

-0.4 Nights

Overnight Trips to NI in 2025

Place of Origin	Trips (000s)	Change vs 2024	Nights (000s)	Change vs 2024	Spend (£m)	Change vs 2024	Avg. Length of Stay	Avg. Spend per Trip	Avg. Spend per Night
Northern Ireland	1,757	+12%	3,499	-1%	240	-10%	2.0	£136.44	£68.50
Great Britain	1,483	+4%	6,026	+3%	448	+8%	4.1	£302.02	£74.33
Republic of Ireland	1,303	+15%	2,700	+9%	317	+31%	2.1	£243.22	£117.45
Mainland Europe	195	-11%	989	-10%	61	-21%	5.1	£310.14	£61.27
- Germany	35	-11%	169	+2%	11	-4%	4.8	£324.02	£67.16
- France	30	-13%	145	-19%	8	-28%	4.8	£267.66	£55.81
- Spain	16	-46%	65	-52%	5	-51%	4.1	£304.24	£75.00
- Netherlands	23	-4%	113	-24%	8	-28%	4.9	£338.63	£68.81
- Italy	14	-12%	48	-36%	3	-34%	3.5	£251.79	£71.15
- Poland	13	+17%	119	+122%	5	+52%	9.3	£354.29	£38.24
- Switzerland	8	-23%	36	-23%	3	-36%	4.7	£349.74	£74.58
- Belgium	7	+81%	31	+101%	2	+132%	4.5	£323.33	£71.91
- Other Europe	50	-1%	262	-5%	16	-22%	5.2	£311.53	£59.44
North America	250	4%	947	-7%	73	-18%	3.8	£290.48	£76.81
- United States	186	-2%	638	-13%	54	-19%	3.4	£290.84	£84.88
- Canada	64	+25%	309	+7%	19	-14%	4.8	£289.42	£60.12
Other Overseas	107	-2%	858	-9%	55	+2%	8.0	£518.33	£64.62
- Australia	45	+11%	324	+1%	24	+12%	7.2	£524.82	£72.88
- New Zealand	8	+21%	60	+23%	3	+36%	7.3	£405.44	£55.86
- Other Overseas	54	-13%	473	-17%	28	-7%	8.8	£530.40	£60.08
TOTAL	5.096	+9%	15,019	+1%	1,193	+9%	2.9	£234.18	£79.46

Notes:

- NISRA advise that due to changes in methodology, users should err caution in comparing 2024 data to previous years.
- Tourism performance estimates presented are based on overnight trips made by Northern Ireland residents and visitors from outside Northern Ireland. Estimates relate to overnight trips only, i.e. exclude day trips.
- External visitors include all visitors from outside Northern Ireland.
- Percentages may not equal 100% due to rounding.
- The full NISRA Report (including background notes) and associated tables relating to 2025 tourism performance statistics (including local government district statistics) can be found at [this link](#).



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