TOURISM NORTHERN IRELAND

Northern Ireland Tourism Performance January-June 2026 At A Glance

2.5m Trips

+7% vs 2025

6.7m Nights

+1% vs 2025

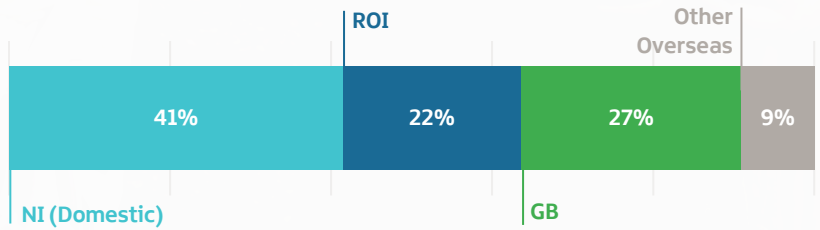
£562m Spend

+9% vs 2025



Number of Trips by Reason for Visit vs Jan-June 2025	Holiday	VFR	Business	Other
	+13%	-5%	-7%	+86%

Proportion of Trips by Market



Number of Trips by Market vs Jan-June 2025	NI	ROI	GB	Other
	+23%	+1%	-4%	+3%

Average Spend per Trip

£224.27

+2% vs 2025

Average Spend per Night

£84.02

+8% vs 2025

Average Length of Stay

2.7 Nights

-0.2 Nights vs 2025

Source: NISRA

Additional Insights & Summary

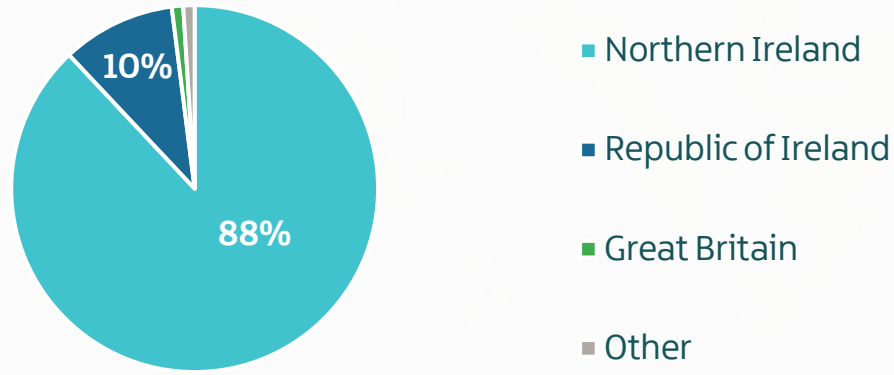
Same Day Trips – July 2025-June 2026

20.1m
Same-Day Trips

£1.3bn
Day Trip Spend

Between July 2025-June 2026, same-day visits and associated spend increased significantly. While driven mainly by the domestic market, ROI residents also took more day trips to NI and spent more over the period, helping to strengthen the wider visitor economy.

Proportion of same-day trips by market



NISRA's January-June 2026 tourism statistics point to an encouraging first half of the year for tourism in Northern Ireland (NI), with growth in both overnight trips, nights and expenditure compared to the same period last year.

The positive performance has been underpinned by a strong domestic market, with additional momentum from international visitors and continued resilience from Republic of Ireland (ROI) and Other Overseas markets (excluding Great Britain).

Much of the growth seen in overall trips and spend has been driven by strong performance by holiday visitors. Holiday trips increased by 13%, with nights up 11% and associated holiday expenditure up by 21% compared to January-June 2025.

12-month rolling data highlights that overnight tourism performance strengthened over the period July 25-June 2026, with increased trips and spend (both +11%) vs the previous 12-month period, and more modest growth (+2%) for nights.

Source: NISRA