

**Outcome: All People in Newry, Mourne and Down benefit from prosperous communities**

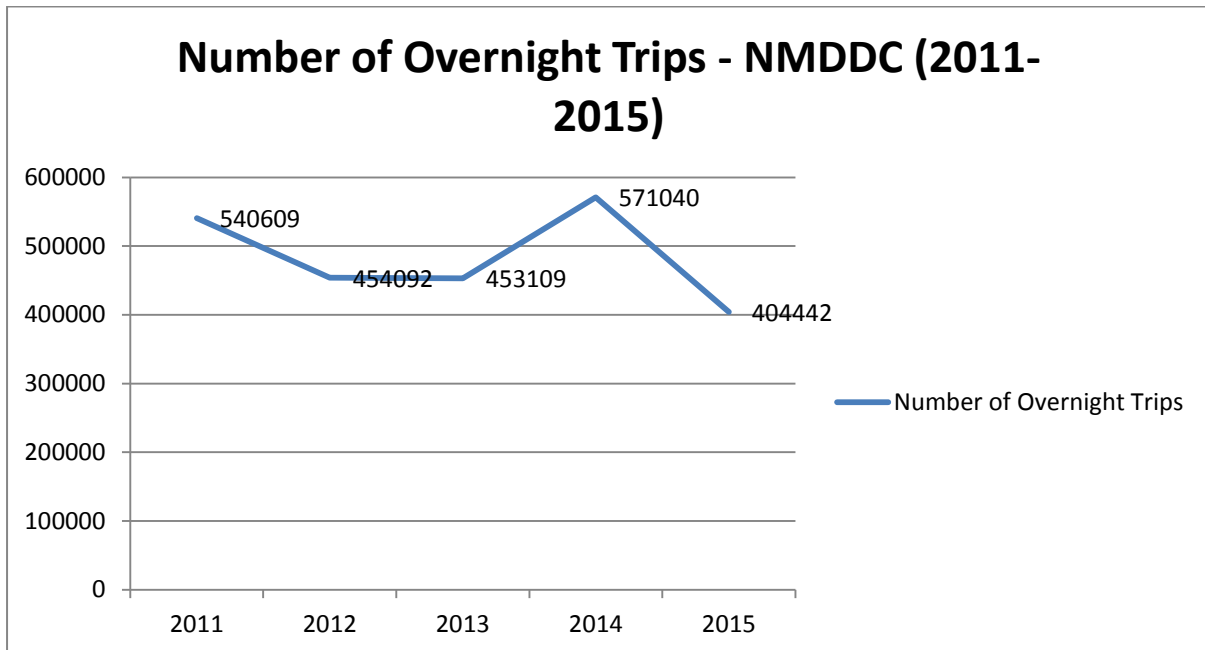
**Indicator: Level of Tourism Revenue**

Through enhancing the adventure tourism product for the District, and marketing the area as an outdoor activity area, supporting and promoting activity businesses, increased visitors and increased spend can be attracted to the area.

- Measures:**
- Level of overnight visitors
  - Average spend per trip by visitors
  - Hotel Occupancy Level

## Level of overnight visitors – Overnight Trips

In 2015 there were 404,442 overnight trips to Newry, Mourne and Down. This was the third highest number of overnight trips behind Belfast (1,361,000) and Causeway, Coast and Glens (911,000) and accounted for 9% of the NI total.

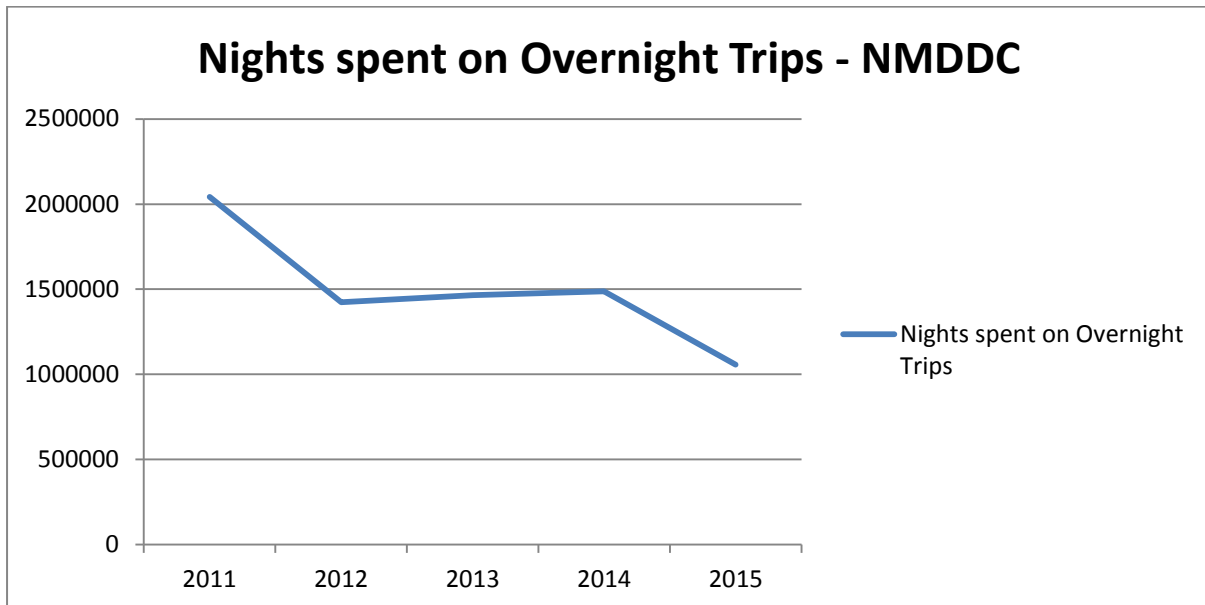


The graph shows the trend in the overnight trips to Newry, Mourne and Down from 2011-2015 and we can see that it has fluctuated greatly during this period with a peak in 2014 followed by a step decline in 2015.

## Level of overnight visitors – Number of Nights

In 2015 there were an estimated 1,056,896 number of nights spent on overnight trips in Newry, Mourne and Down. This was the fifth highest number recorded across the 11 councils and accounted for 7% of the NI total.

The graph below looks at the trend in the number of nights spent on overnight trips in NMDDC 2011-2015.

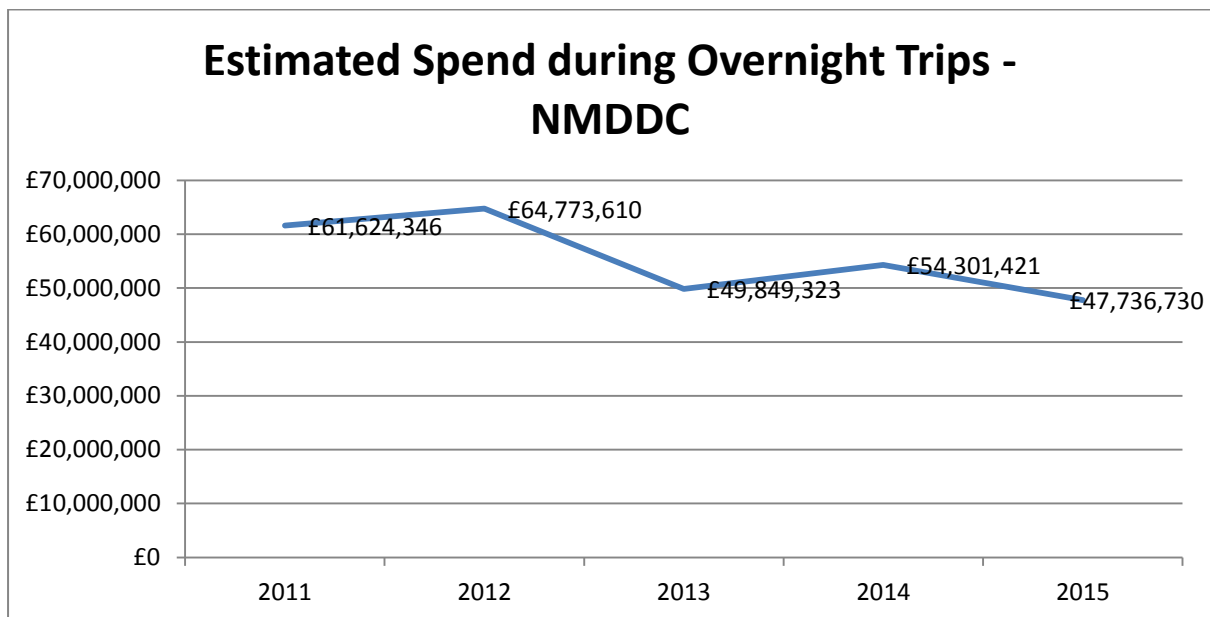


We can see that the number of nights spent on overnight trips in NMDDC has been declining steadily since 2011 and is now at its lowest for this period analysed. The percentage share of the total NI market in relation to the number of nights spent on overnight trips has also decreased during this period from a high of 14% in 2011 to now half that (7%) in 2015.

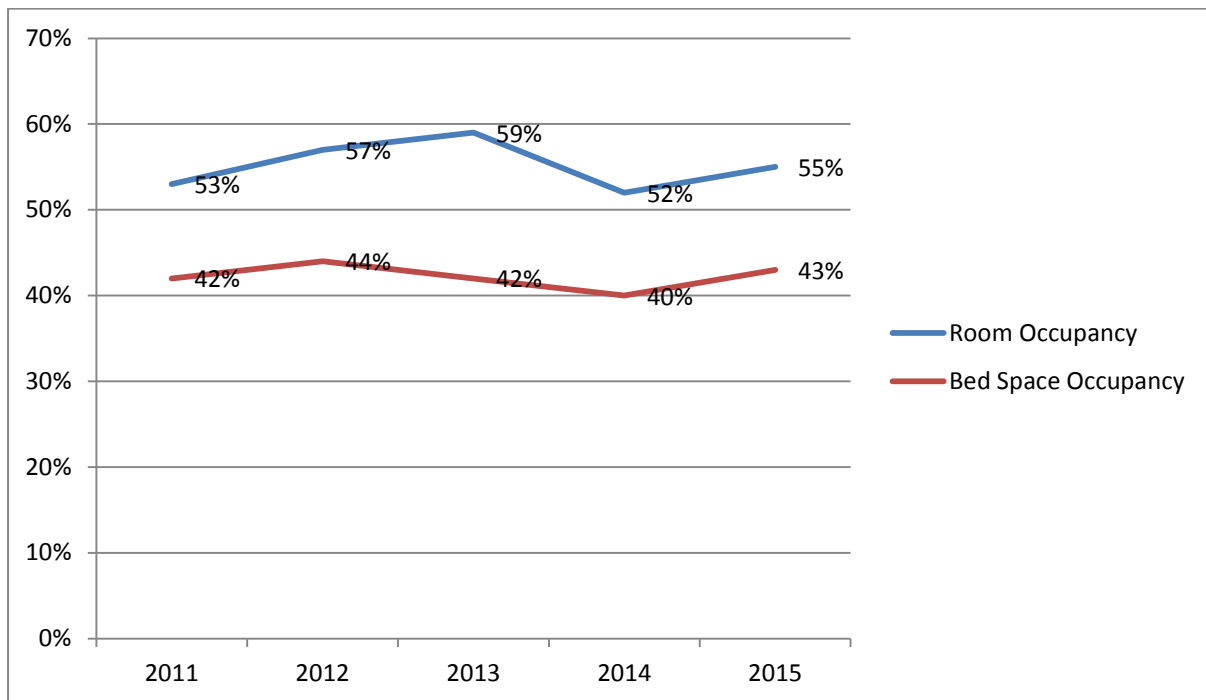
## Average spend per trip by visitors – Estimated Spend during Overnight Trips

In 2015 there was £47,736,730 spent in Newry, Mourne and Down on overnight trips accounting for 6% of the NI total. This was the fifth highest figure across all the 11 council areas.

We can see from the graph below however that this is the lowest revenue figure recorded during the period analysed and has been decreasing steadily since 2012.



## Hotel Occupancy Level – Hotel Occupancy Rates 2011-2015



From the graphs we can see that room and bed space occupancy has fluctuated between 2011 and 2015 although both have increased in the past year analysed 2014-2015.

## Hotel Occupancy Level – Accommodation Stock, NMDDC

The table and chart below looks at the number of bed spaces across NMDDC at DEA level. These bed spaces include hotels, bed & breakfasts, guest houses, self-catering and hostels.

We can see that The Mournes has the highest number of bed spaces across the district with Rowallane having the lowest.

DEA	Number of Bed Spaces
Crotlieve	535
Downpatrick	359
Newry	434
Rowallane	110
Slieve Croob	572
Slieve Gullion	140
The Mournes	2128

