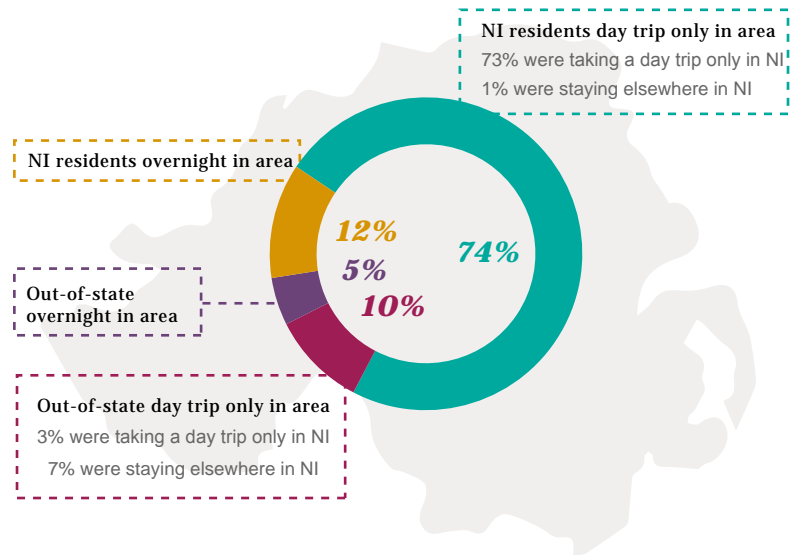


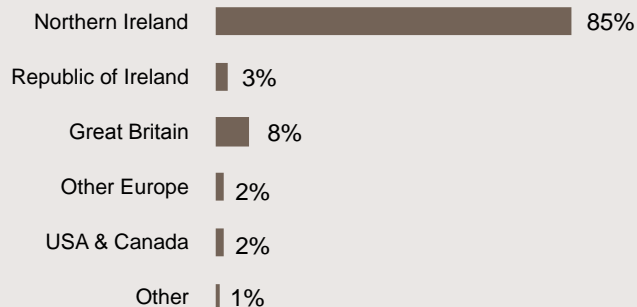
LOUGH NEAGH AND SURROUNDING AREA

Lough Neagh attracts the majority of its leisure visitors from within NI, predominantly day trippers, with less than 1 in 5 of all visitors staying overnight in the area. While many were visiting to see a specific attraction, there was also a high proportion who were making a return visit and in particular to visit a favourite place, reflecting the high proportion of domestic visitors. More so than for any other region, visitors chose this destination specifically to be active and take part in activities outdoors

LEISURE VISITORS

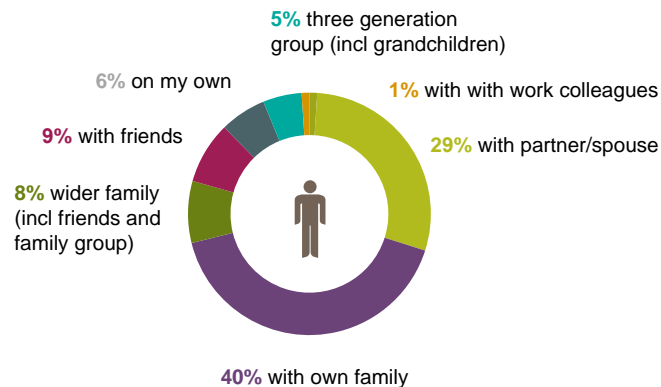


ORIGIN OF THOSE VISITING DESTINATION



PARTY TYPE

Party size of 3.53 was slightly below the average across all 9 destinations



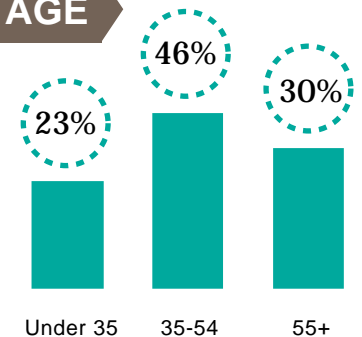
Compared to most other regions, a higher proportion of visitors were travelling with their own family, reflecting the large number of domestic visitors welcomed into the region who are more likely than out-of-state visitors to visit in a family group

Visitors were slightly more likely than most other regions to have children in their party (47%), hence wanting lots for children to do was more of a motivation for taking the trip in the first place, compared to many other regions

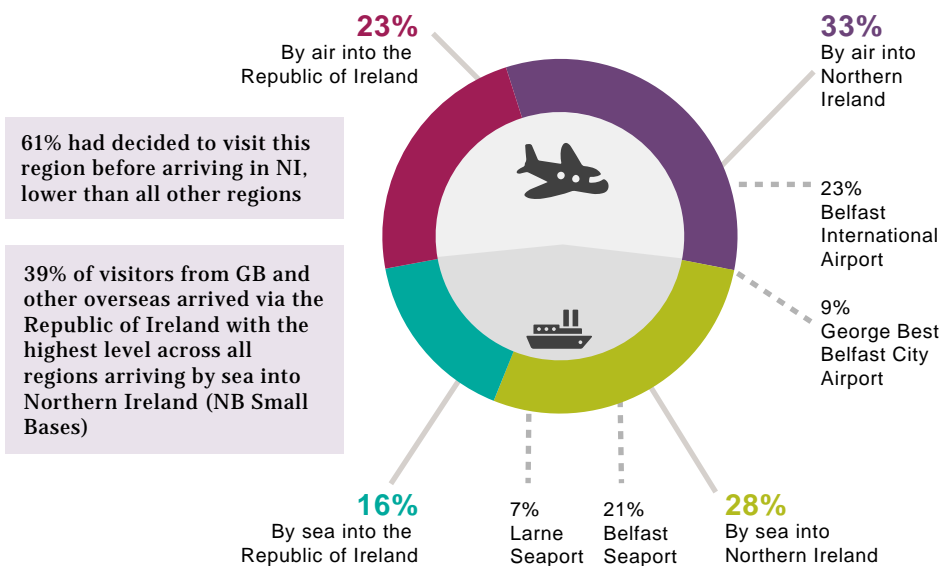
Overnight visitors stayed for **3.83** nights on average.



AGE



MEANS OF TRANSPORT INTO ISLAND OF IRELAND



61% had decided to visit this region before arriving in NI, lower than all other regions

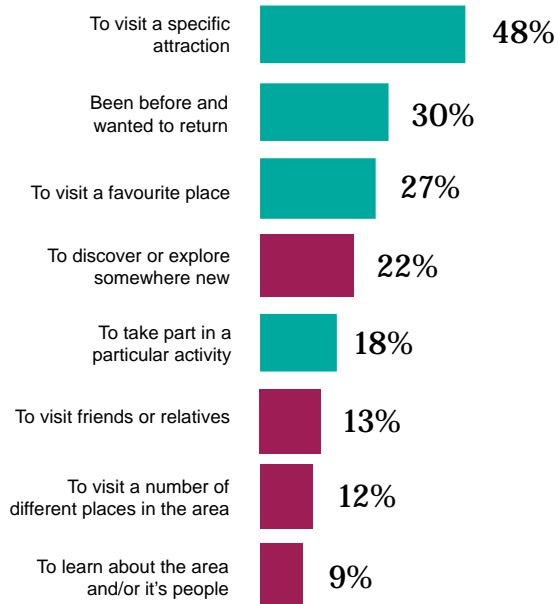
39% of visitors from GB and other overseas arrived via the Republic of Ireland with the highest level across all regions arriving by sea into Northern Ireland (NB Small Bases)

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



LOUGH NEAGH AND SURROUNDING AREA

KEY REASONS TO VISIT



Higher* than average for all destinations
Lower* than average for all destinations

*Not necessarily significantly higher or lower

Visiting a specific attraction was a key reason to visit Lough Neagh with a proportion similar to many other regions citing this. Lough Neagh also had a broad appeal in terms of revisiting the familiar and experiencing the new. Almost one third had been before and wanted to return and a similar number wanted to visit a favourite place, reflecting the high proportion of domestic visitors. Conversely more than a fifth wanted to discover or explore somewhere new

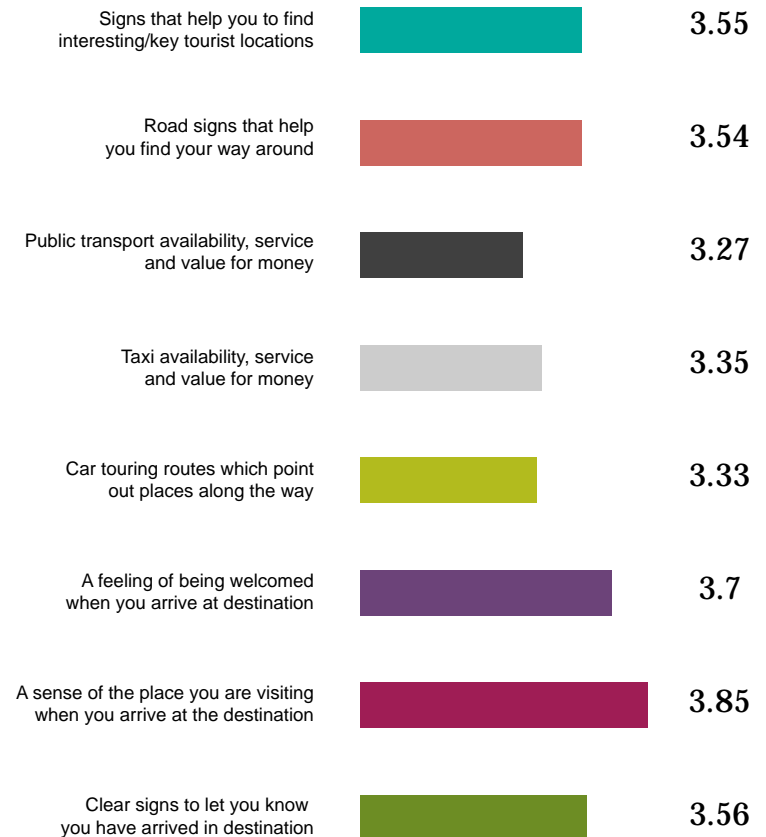
35%

of all visitors chose this destination specifically to be active and take part in activities outdoors. Just over a quarter wanted to enjoy the coast & lakes, exploring the surrounding towns and villages, beaches, eateries and water

Visitors taking in a trip to this region, from GB and other overseas, were more likely than those visiting most other areas to be motivated to visit Northern Ireland by wanting to slow down and relax with their partner and enjoy food and good company and explore the surroundings

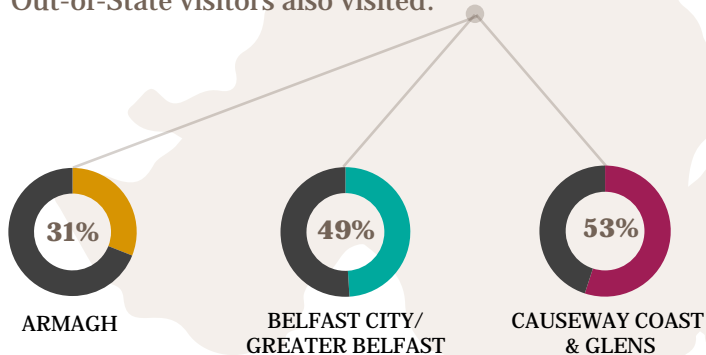
ARRIVAL AND GETTING AROUND

There is room for improvement in terms of measures of welcome, signage and transport provision. Many of these ratings were amongst the lowest compared to others while the remainder fell below average. However views were more positive amongst out-of-state visitors



OTHER KEY DESTINATIONS ALSO VISITED

Out-of-State visitors also visited:



58% of visitors from GB and other overseas also visited the Republic of Ireland on the same trip, lower compared to other regions. Those visiting Lough Neagh were more likely than most to also visit Tipperary and more likely than any other region to visit Mayo (NB Small Base)

Mean scores 5=Excellent

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

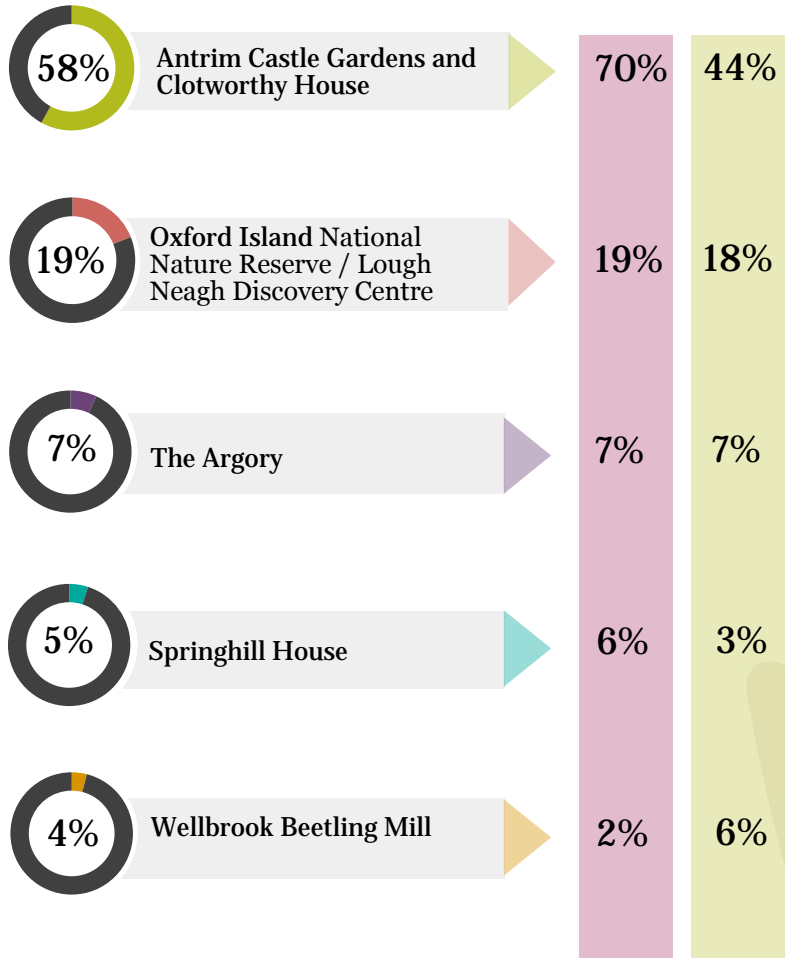


LOUGH NEAGH AND SURROUNDING AREA

POPULAR PLACES VISITED

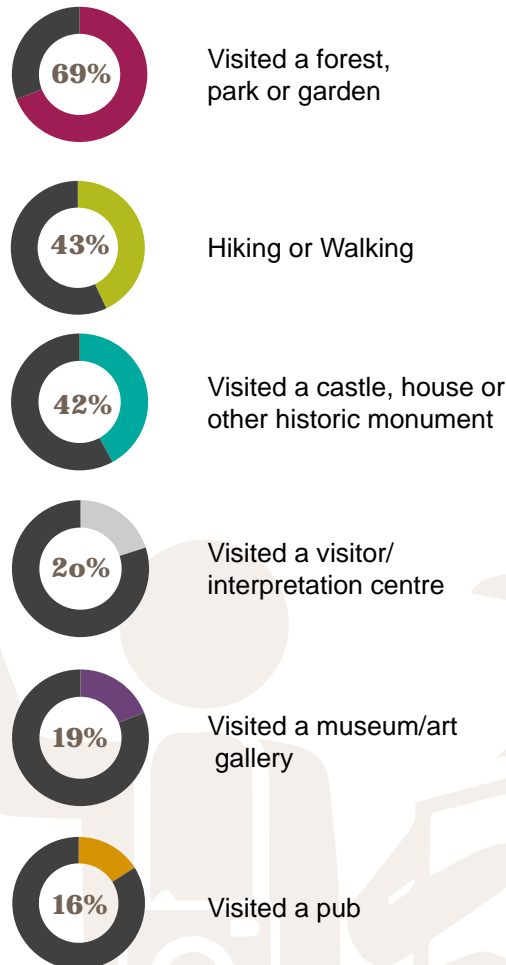
*ALL

NI RESIDENTS **OOS



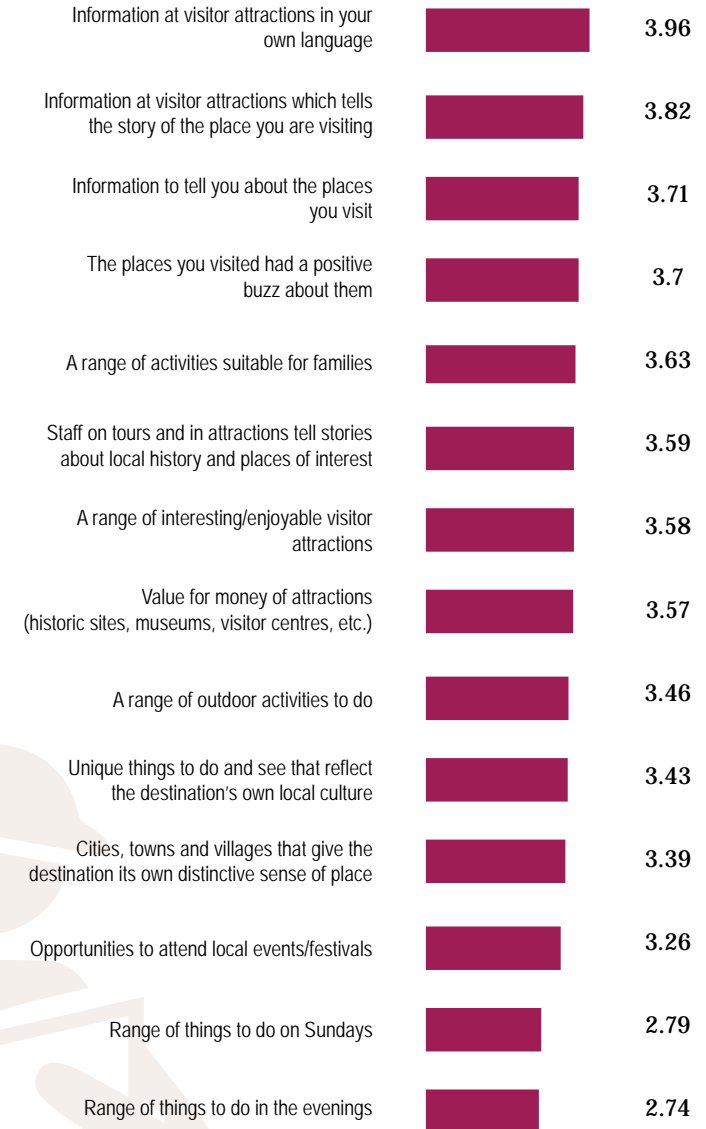
Compared to other destinations, visitors to Lough Neagh were more likely than all other regions to visit a forest, park or garden. Hiking, walking and cycling were also relatively popular in Lough Neagh. There is scope for improving the tourism offering as scores in relation to this area are consistently below average

ACTIVITIES



RATING OF OFFERING

Score higher* than average of all destinations



*Not necessarily significantly higher

Mean scores 5=Excellent

*Based on all visitors to the region
**OOS refers to visitors from outside of NI

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)



LOUGH NEAGH AND SURROUNDING AREA

PLACES TO EAT

Mean scores
5=Excellent

Visitors to this region were more likely than others to frequent Cafes for food. Ratings for eating out were not particularly high in this region, generally scoring lower than all or most other regions. Out-of-state visitors were however more likely to rate the eating out factors positively than NI residents



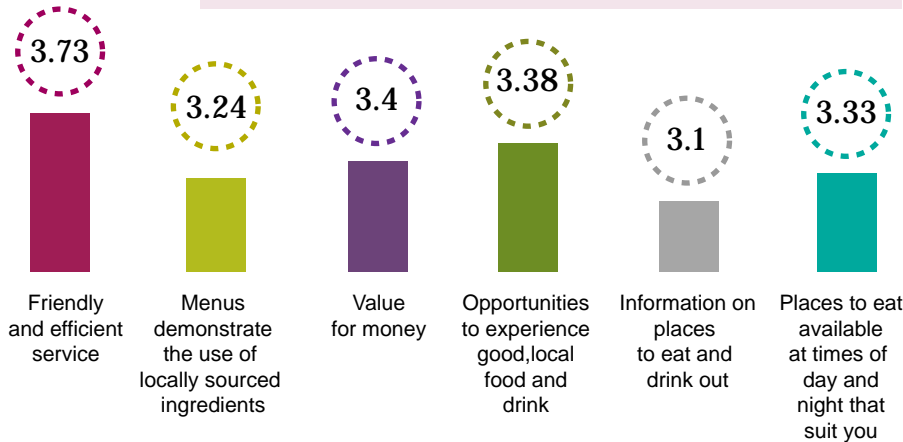
CAFES
58%



PUBS OR BARS
22%

Most popular types
of places to eat

As a rule NI in general is not particularly well rated across most aspects of the eating out experience

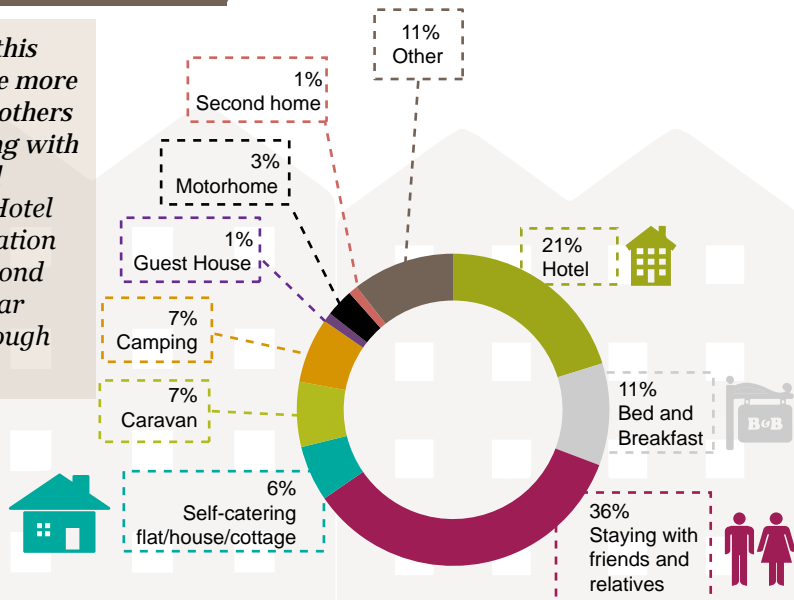


VISITOR INFORMATION

Visitor Information Centres were rated very highly across Northern Ireland for all measures, especially seen as having a friendly and efficient service and staff that convey a sense of pride or belief in their local area. While the ratings of the centres in this area were generally marginally below average, scores were still high (NB Small Base)

ACCOMMODATION

Visitors to this region were more likely than others to be staying with friends and relatives. Hotel accommodation was the second most popular choice in Lough Neagh

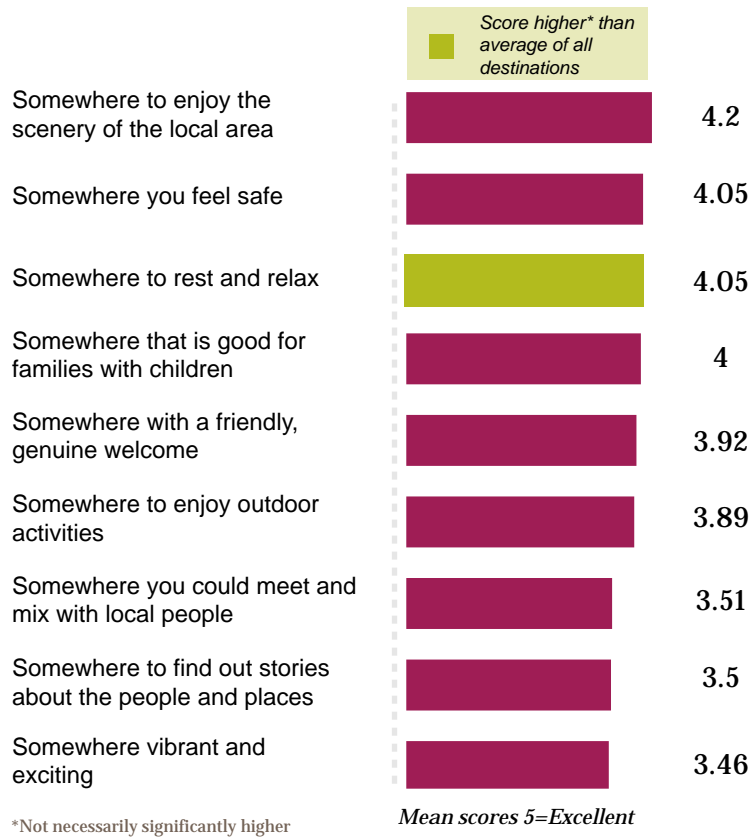


Mean scores
5=Excellent

In general this region performed close to average in terms of most aspects of the accommodation offering, and slightly above average when it came to accommodation that was distinctive to the region

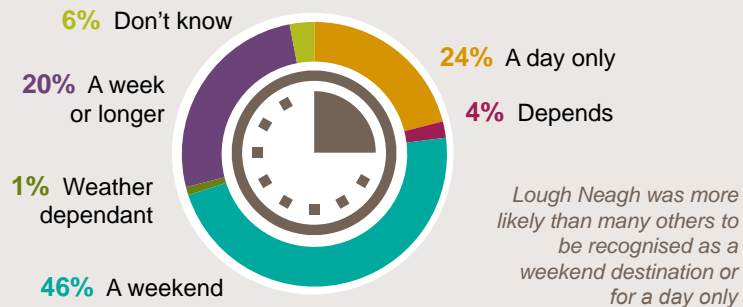
LOUGH NEAGH AND SURROUNDING AREA

DESTINATION EXPERIENCE



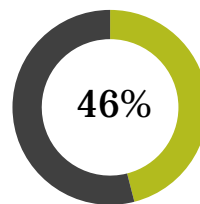
*Not necessarily significantly higher

VISITORS THOUGHT THERE WOULD BE ENOUGH TO DO IN THIS DESTINATION FOR:



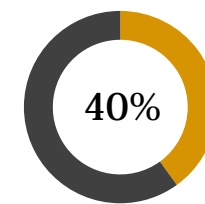
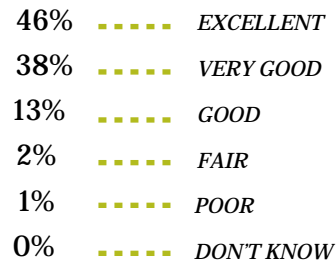
DESTINATION RATINGS

Overall leisure visitors had a very good time in this region, exceeding expectations for most and as such visitors are highly likely to recommend the region to their friends and family. Lough Neagh is close to average in terms of its competitiveness with other places outside NI for a short break or holiday, slightly more likely to be seen as the same rather than better



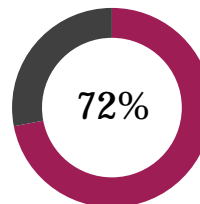
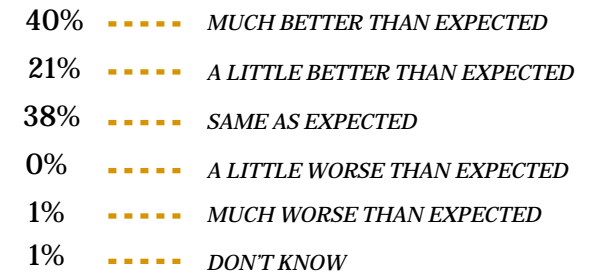
RATING OF TIME SPENT IN DESTINATION AS "EXCELLENT"

The Lough Neagh region was close to average for an 'excellent' rating. Out-of-state visitors and those staying overnight in Lough Neagh rated the region slightly better than others



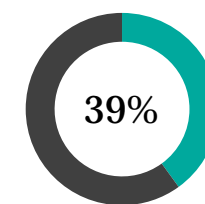
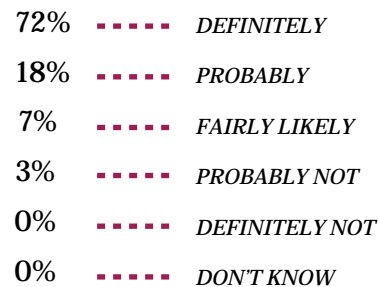
LOUGH NEAGH IS "MUCH BETTER THAN EXPECTED"

Rating of this region in terms of exceeding expectations was close to the average seen across all regions and was rated slightly better by those staying over as well as those from out-of-state



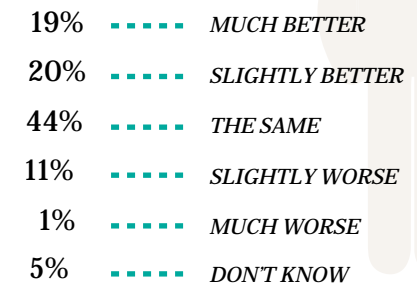
"WOULD DEFINITELY RECOMMEND AREA TO FRIENDS AND FAMILY"

The proportion who would definitely recommend this area to others was on a par with the overall average, with NI residents and those staying overnight in the destination most likely to say they would do so



"MUCH/SLIGHTLY BETTER THAN OTHER REGIONS OUTSIDE OF NI FOR HOLIDAY"

The Lough Neagh area was again close to average when favourably compared to other destinations outside of NI, more so amongst those from out-of-state and those who stayed overnight in the destination

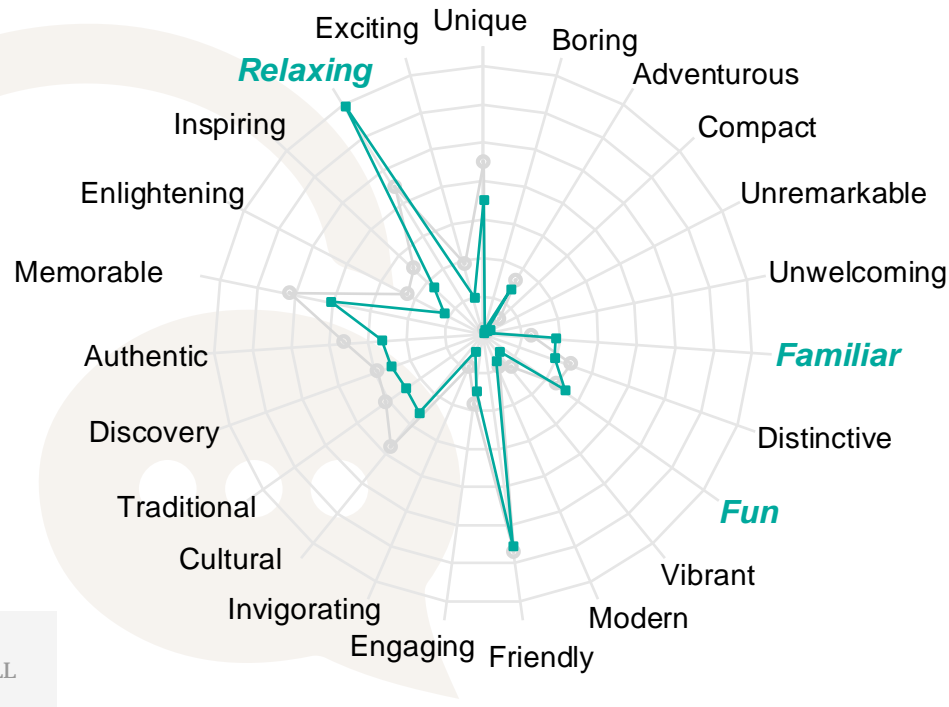


Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

LOUGH NEAGH AND SURROUNDING AREA

WORDS CHOSEN TO DESCRIBE DESTINATION

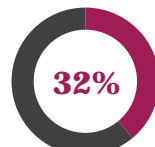
Most likely to be seen as:



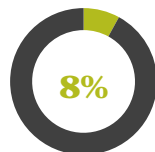
■ LOUGH NEAGH
● AVERAGE OF ALL DESTINATIONS

Compared to all other regions, Lough Neagh was more likely to be seen as Relaxing (78%) and more likely than most other regions to be described as Fun (29%) and Familiar (21%)

Visitors to this region were close to average when it came to sharing their experience after their trip using social media. However, they were less likely than most to leave online reviews



Uploaded trip photos



Left online reviews

MEMORABLE EXPERIENCES



'All around the Castle grounds...were bits of information...about it's history. I found it created a connection and made us think about what it was like before our time, and found it fascinating to imagine what it was like hundreds of years ago...'



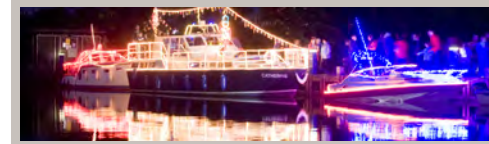
'Magherafelt-found church of our ancestors. Local people were extremely helpful. Local genealogist spent time with us impromptu.'

'My birthday weekend, with 12 of my friends of both genders, enjoying time away from city and relaxing at Lough Neagh... Sleeping in teepees...was an experience in itself'

'The canoe trail at Lough Neagh is fabulous with lots of wild life.'



Pogue's Entry Historical Cottage – A really excellent guide spent at least half an hour or more going through this small cottage with us. He told us interesting and funny stories related to the cottage and Alexander Irvine.'



'Taking a guided tour round the Seamus Heaney places of interest.'

'...kids learning about birds and interactive boards at Lough Neagh'

'Walks around the Antrim Castle Gardens...one of the most beautiful places in the country...'

LOUGH NEAGH AND SURROUNDING AREA

- Higher than average of all
- Equal to average of all
- Lower than average of all

MEASURE	LOUGH NEAGH	AVERAGE FOR ALL DESTINATIONS
Visitor Information Centre - Friendliness and efficiency of service	4.35	4.49
Visitor Information Centre - Availability of useful information	4.34	4.42
Visitor Information Centre - Staff convey a sense of pride / belief in their local area	4.26	4.4
Visitor Information Centre - Staff provided ideas about things to see and do	4.21	4.38
Somewhere to enjoy the scenery of the local area	4.2	4.22
Visitor Information Centre - Suitable opening times	4.03	4.16
Friendly and informative staff (accommodation)	4.11	4.14
Information at visitor attractions in your own language	3.96	4.1
Transport connections to and from the air or sea port (e.g. buses/car hire/taxis)	3.88	4.09
The availability of useful information to help you to plan your trip	3.87	4.08
That it is somewhere you feel safe	4.05	4.07
Staff convey a sense of pride/belief in the local area (accommodation)	3.95	4.05
The staff / hosts help make this trip a more enjoyable experience (accommodation)	4	4.05
That it is somewhere friendly, genuine, welcome	3.92	4.04
Staff on tours and in attractions tell stories about the local history and places of interest	3.59	4.04
That it is somewhere that is good for families with children	4	4.03
Ease of finding suitable accommodation	3.85	4.02
That it is somewhere to rest and relax	4.05	4.02
Information to tell you about the places you visit	3.71	4.01
Information at visitor attractions which tells the story of the place you are visiting	3.82	4
Sense of the place when you arrive in NI	3.83	4
Efficient customer service in accommodation	3.92	3.99
A sense of the place you are visiting when you arrive at your destination	3.85	3.99
Feeling of being welcomed when you arrive in NI	3.89	3.97
Friendly and efficient service in places to eat out	3.73	3.96
Availability/ease of finding information about the different regions within NI	3.77	3.95
Somewhere to enjoy outdoor activities	3.89	3.95
The places you visit have a positive buzz about them	3.7	3.92
A feeling of being welcomed when you arrive in chosen destination	3.7	3.9
Range of interesting/enjoyable visitor attractions	3.58	3.9
A range of activities suitable for families	3.63	3.89
Information on things to do / see in local area (accommodation)	3.84	3.89

The table above and on the next page provides a summary of all ratings used in the survey, presented in order according to the average rating given across all 9 destinations. Scores are based on the scale where 5=excellent, 4=very good, 3=good, 2=fair and 1=poor. Differences between scores for the destination and the average of all 9 destinations are not necessarily significant

LOUGH NEAGH AND SURROUNDING AREA

- Higher than average of all
- Equal to average of all
- Lower than average of all

MEASURE	LOUGH NEAGH	AVERAGE FOR ALL DESTINATIONS
Clear signs to let you know when you have arrived in your destination	3.56	3.88
Accommodation that is a key part of the holiday experience itself	3.86	3.88
Value for money of accommodation	3.76	3.82
Signs that help you find interesting /key tourist locations	3.55	3.8
The availability of tourist information at the air or sea port you arrive at (Excludes NI & ROI residents)	3.71	3.78
Staff tell you about what is unique about the local area (accommodation)	3.56	3.75
That you are able to find out about the stories of the people and place you are visiting	3.5	3.74
A range of outdoor activities to do	3.46	3.73
Unique things to do and see that reflect the destination's own local culture	3.43	3.72
Accommodation that is distinctive to the destination	3.88	3.71
Clear signs to let you know when you have arrived in NI	3.71	3.71
Road signs that help you to find your way around	3.54	3.69
Cities, towns and villages that give the destination its own distinctive sense of place	3.39	3.69
Opportunities to experience good local food and drink	3.38	3.64
That you are able to meet and mix with local people	3.51	3.61
Car touring routes which point out places to visit along the way	3.33	3.61
Taxi availability service and value for money	3.35	3.61
That it is somewhere vibrant and exciting	3.46	3.61
Places to eat available at the times of day and night that suit you	3.33	3.59
Value for money of attractions (historic sites/museums/visitor centres)	3.57	3.58
Opportunities to attend local events/ festivals	3.26	3.55
Public transport availability service and value for money	3.27	3.54
Value for money of places to eat out	3.4	3.51
Menus demonstrate the use of locally sourced ingredients	3.24	3.45
Information on places to eat and drink out	3.1	3.33
Range of things to do in the evenings	2.74	3.16
Range of things to do on Sundays	2.79	3.14

Further information is available on www.tourismni.com

For a full report and to access Tourism NI's fact cards for the other key tourism destinations click the arrow

The table above and on the previous page provides a summary of all ratings used in the survey, presented in order according to the average rating given across all 9 destinations. Scores are based on the scale where 5=excellent, 4=very good, 3=good, 2=fair and 1=poor. Differences between scores for the destination and the average of all 9 destinations are not necessarily significant

For Tourism NI's fact cards on the value and volume of tourism in each of the 9 key tourism destinations and 11 council areas (based on data released by NISRA) click the arrow

For further information please contact Anne-Marie Montgomery at Tourism NI (a.montgomery@tourismni.com)

Source: Tourism Northern Ireland Visitor Attitude Survey 2014 (Millward Brown)

