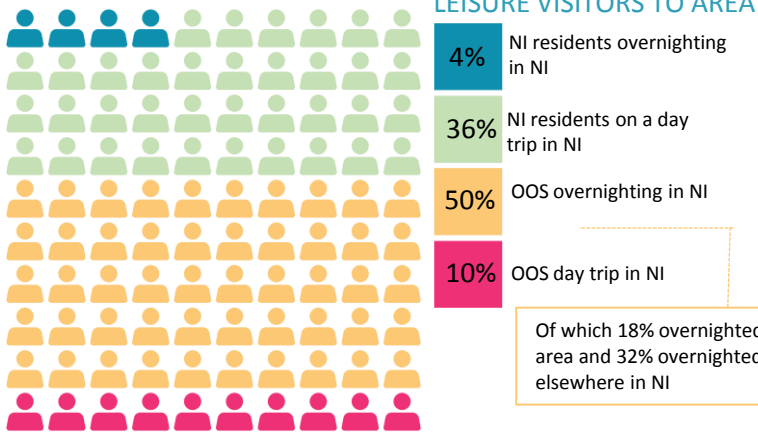


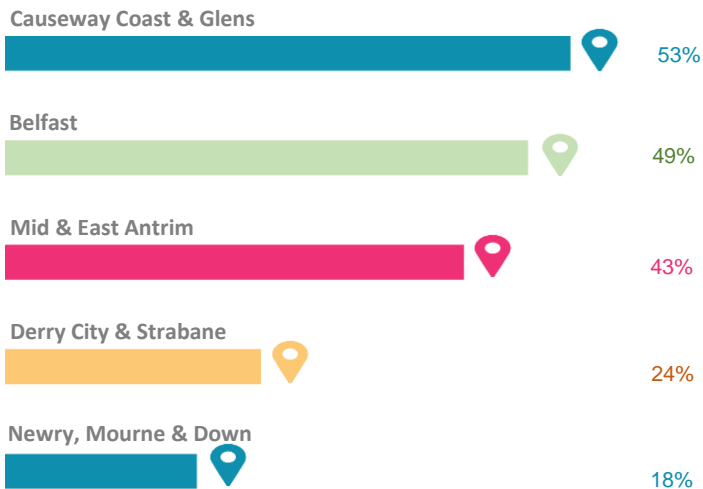
# ANTRIM & NEWTOWNABBEY

TNI's Visitor Attitude Survey (2018)\* reports a higher proportion of local leisure visitors to Antrim & Newtownabbey, in particular day trippers, compared with most other Northern Ireland (NI) areas. Great Britain and North America are key out of state (OOS) markets.

Those visiting the area tend to be in smaller parties and are less likely to have children within their party.



## TOP 5 OTHER AREAS VISITED

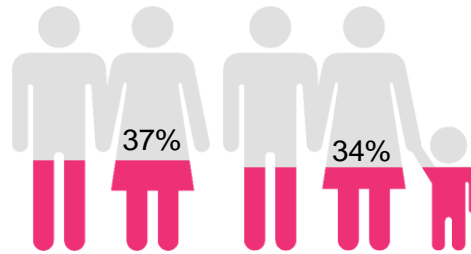


## PARTY TYPE

37% of visitors travelled as a couple.  
34% travelled as a family, whilst 10% of visitors travelled alone.  
Meanwhile 11% travelled as a group of adults and 8% were on a tour.

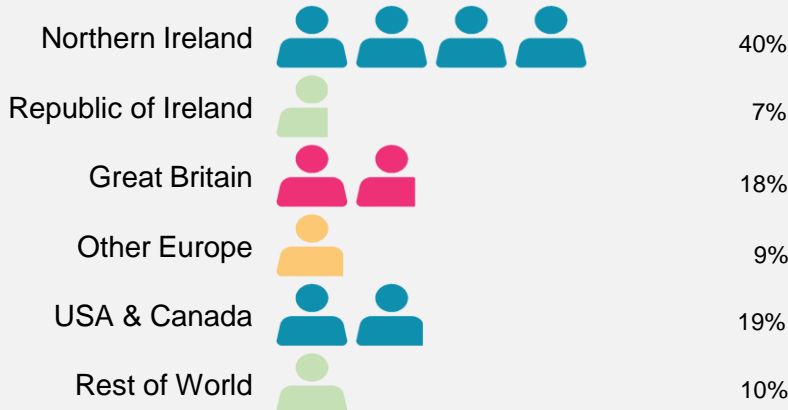
The average party size is 2.66 visitors

Relative to other areas of NI, OOS leisure visitors to Antrim & Newtownabbey are more likely to be travelling in a hire car. It is probable that visits form part of a trip to or from the North Antrim coast, as visitors are more likely to be staying in either Belfast or the Causeway Coast & Glens area.

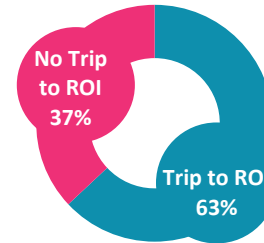
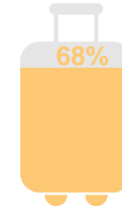


60% of visitors from out of state.

## ORIGIN OF THOSE VISITING DESTINATION



68% of OOS visitors were visiting NI for the first time.

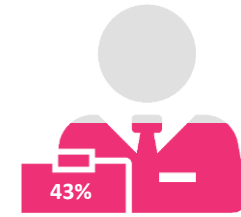


## AGE



Antrim and Newtownabbey attracts a largely mature leisure visitor, with less than 1 in 5 visitors aged under 35.

## VISITOR INFORMATION CENTRES



43%† had visited a Visitor Information Centre on their trip to Northern Ireland. 29% had visited a Visitor Information Centre in the area.

44% received information which encouraged them to visit other areas in Northern Ireland they had not planned to visit.

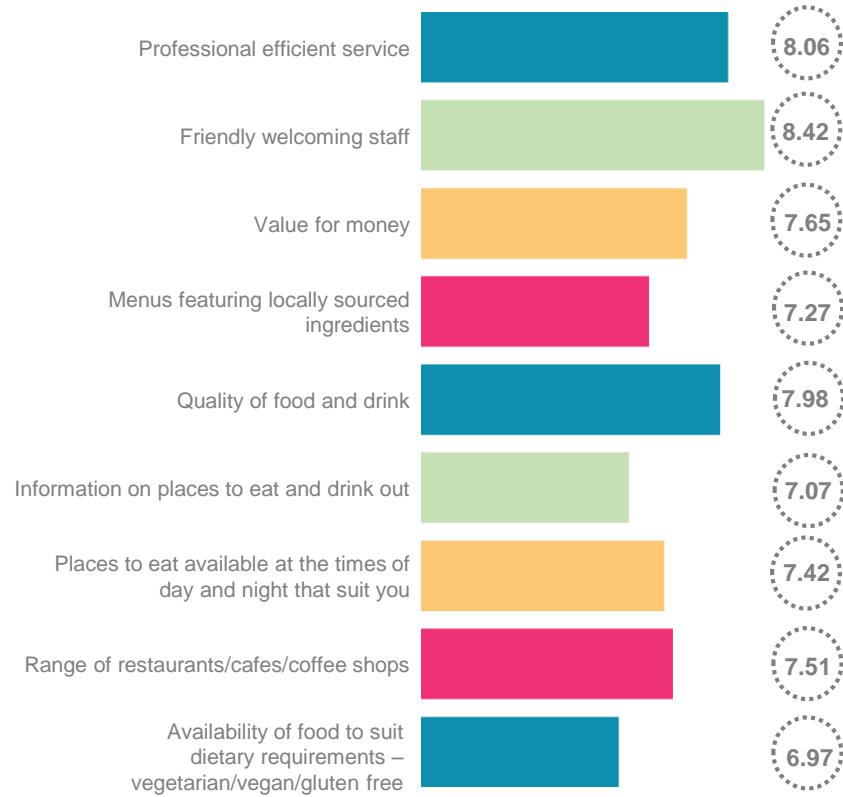
24% received information which encouraged them to stay longer in the area.

†A proportion of emails were collected at Visitor Information Centres

\*SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=199

## PLACES TO EAT



Engagement with staff is a highlight of the eating out experience. Assisting visitors to find out where to eat and providing menus which suit dietary requirements and feature local ingredients are areas that might enhance the visitor experience.

The overall accommodation experience scored strongly, with staff again making a very positive contribution. However, staff could be encouraged to pass on information on what to see and do in the local area

## ACCOMMODATION RATINGS



42%  
Hotel



36%  
Guest House/B&B



15%  
Self-Catering



13%  
Staying with Family/Friends

7.59

OVERALL SATISFACTION SCORE

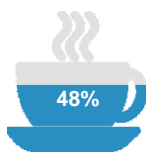


8.51

OVERALL SATISFACTION SCORE



Most popular types of places to eat



48%

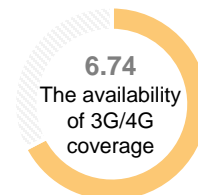
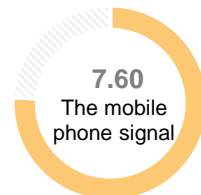
Cafes



51%

Pubs/Bars

## DIGITAL CONNECTIVITY



OVERALL SATISFACTION SCORE

7.13

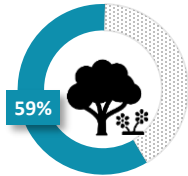
94%

of visitors said that the quality of the accommodation they stayed in exceeded or met their expectations. Expectations were greatly exceeded for 18%.

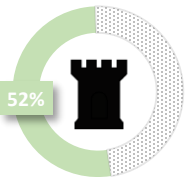
Hotels were the most popular accommodation choice for overnight leisure visitors to Antrim & Newtownabbey. Guest houses/B&Bs were used by over one third.

## THINGS SEEN AND DONE

Visited a forest, park or garden



Visited a castle /other historic monument



Visited a pub



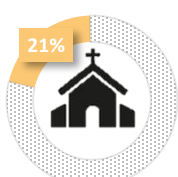
Visited a beach



Went shopping



Visited a cathedral or church



Visited a museum or art gallery



Visited a food market/brewery/distillery



## ATTRACTIONS VISITED IN THE AREA



Antrim Castle Gardens & Clotworthy House



Junction One shopping centre



Shanes Castle



Museum at The Mill



Richardson's Walled Garden at Greenmount

## RATINGS OF ATTRACTIONS IN THE AREA

Friendly staff at the attractions



Professional and efficient staff at attractions



A range of interesting/enjoyable visitor attractions



Value for money of attractions (historic sites, museums, visitor centres etc.)



Quality of interpretation and storytelling at museums/visitor centres in area



7.99

OVERALL SATISFACTION SCORE



## GETTING AROUND THE AREA

A feeling of being welcomed when you arrived in the area



Signs that help you find interesting /key tourist locations



Quality of signposting for roads/directions



Quality of the roads



7.26

OVERALL SATISFACTION SCORE

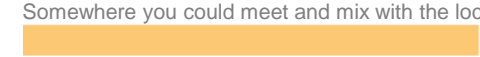


## RATINGS OF THINGS TO SEE & DO IN THE AREA

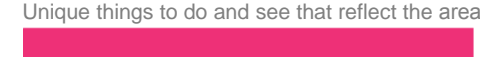
Range of interesting/enjoyable things to see/do in the area



Somewhere you could meet and mix with the local people



Unique things to do and see that reflect the area's local culture



The range of outdoor activities



Shopping opportunities



Opportunities to attend local events/festivals



7.37

OVERALL SATISFACTION SCORE



= Significantly lower than the average for all areas

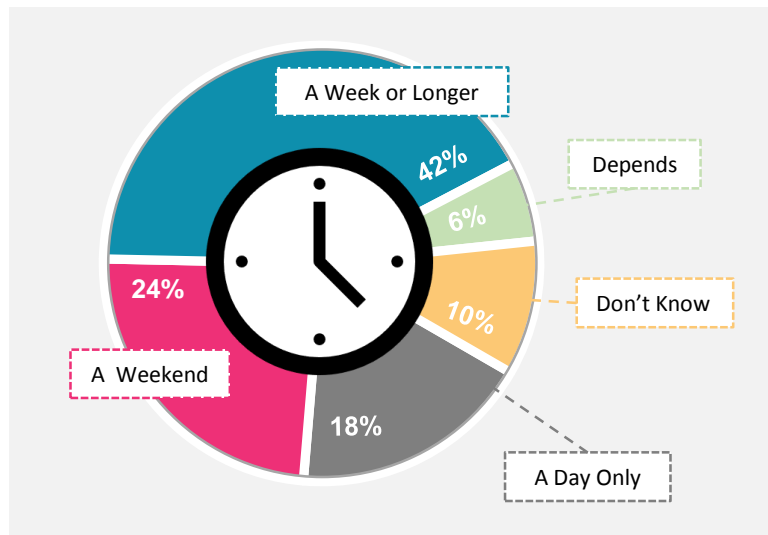
= Significantly higher than the average for all areas

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=199

# IS THERE ENOUGH TO DO IN THE AREA

Leisure visitors think there is enough to do in the area for...



There was enough to do in all weather conditions

7.18

There was enough to do in the evenings

6.66

There was enough to do on Sundays

6.45

6.95

Satisfaction with cleanliness and availability of public toilets

7.92

Satisfaction with cleanliness in the area

8.37

Satisfaction with safety in the area

Satisfaction with Visitor Information Centres was the element of the visitor experience awarded the highest score, with accommodation coming in second. Antrim & Newtownabbey attractions were the next highest rated element.



\*Visitor Information Centre

The Antrim & Newtownabbey experience exceeded expectations for two thirds of leisure visitors. Over two fifths of visitors felt the area warranted a week's stay.

Relative to other areas in NI, visitors to Antrim & Newtownabbey were more likely to be visiting a forest park/garden and historic properties. Visitors to this area were also more likely to visit the Causeway Coast and Glens and Mid & East Antrim, again suggesting a trip to the area whilst navigating the North Antrim Coastal route.

Antrim & Newtownabbey scores below the NI average for the range of interesting things to do and see and unique things that reflect the local culture.

## BEST EXPERIENCES IN THE AREA

We drove through this area en route to Giant's Causeway. We chose this particular excursion because it went up the coast and we wanted to see the scenery. Wow, it was spectacular. We would have loved to be able to explore more of the area...

Fantastic trip. Continuous surprise at how very lovely and interesting NI is, how friendly and helpful people were - great roads, wide pavements. Have been singing NI's praises to everyone. One friend says she will visit next year, and heard report that another visitor had also raved about it. And there is so much to see. What a revelation!

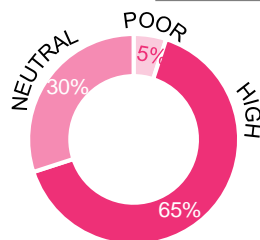
We just enjoyed everything we saw and cannot wait to return. The air is clean and scenery beautiful.

Meeting very friendly local people, it is the people that make the visit worth while.

## VISITOR EXPERIENCE

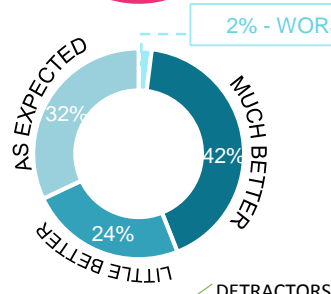
### OVERALL EXPERIENCE

65% of leisure visitors would rate their experience in this area as "Excellent". 30% are passive about their experience and only 5% would regard their experience as poor.



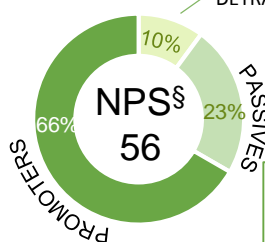
### EXCEEDING EXPECTATIONS

42% of visitors said the trip to the area was "much better than expected". 56% said it was around the same or slightly better and only 2% said it was "worse than expected".



### RECOMMEND AREA TO FAMILY AND FRIENDS

66% of visitors would definitely recommend this area. 23% are fairly likely to recommend the area and 10% would not recommend.



Average NPS for all NI council areas was 58

§(NPS) = Net Promoter Score®

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=199

# ANTRIM & NEWTOWNABBEY

		MEASURE	ANTRIM & NEWTOWNABBEY	NORTHERN IRELAND
PLANNING & BOOKING	7.46	The availability of useful information to help you to plan your trip	---	8.14
		The availability/ease of finding information about the different regions within Northern Ireland	---	8.11
		Ease of finding information on the area	7.85	8.27
		Ease of finding information on things to see and do in Northern Ireland	---	8.43
		Ease of finding suitable accommodation in Northern Ireland	---	8.14
		Ease of finding suitable accommodation in the area	---	7.96
		Ease of booking activities and attractions online	---	7.75
		Ease of booking accommodation online	---	8.49
ARRIVAL	7.50	Ease of booking transport within Northern Ireland	---	7.19
		A feeling of being welcomed when you arrived in Northern Ireland	---	8.11
		Clear signs to let you know when you have arrived in Northern Ireland	---	7.48
GETTING AROUND IN THE AREA	7.26	The availability of tourist information at the air or sea port you arrived at	---	7.45
		Signs that help you find interesting/key tourist locations	7.40	7.69
		Quality of signposting for roads/directions	7.31	7.58
		Availability of trains	---	7.88
		Value for money of trains	---	7.52
		Availability of buses	---	7.93
		Value for money of buses	---	7.75
		Availability of taxis	---	8.02
		Value for money of taxis	---	7.86
		Friendliness and professionalism of taxi drivers	---	8.68
		Friendliness and professionalism of bus drivers	---	8.49
		Car touring routes which point out places along the way	6.96	7.09
		A feeling of being welcomed when you arrived in the area	8.01	8.08
		Places by the road to stop while driving and view the landscape	6.73	6.74
		Availability and cost of parking	7.05	7.14
VISITOR INFORMATION IN THE AREA	8.51	Signposting for exploring the area by foot	6.71	7.08
		Quality of the roads	7.35	7.15
		Friendliness and efficiency of service	---	9.08
		Availability of useful information	---	8.95
		Suitable opening times	---	8.66
		Staff convey a sense of pride/belief in their local area	---	8.93
		Staff provided ideas about things to see and do	---	8.75

**SIGNIFICANTLY HIGHER THAN THE AVERAGE FOR NI**

**SIGNIFICANTLY LOWER THAN THE AVERAGE FOR NI**

--- = INSUFFICIENT BASE

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=199





SIGNIFICANTLY HIGHER THAN THE AVERAGE FOR NI  
SIGNIFICANTLY LOWER THAN THE AVERAGE FOR NI

# EXPERIENCE OF ANTRIM & NEWTOWNABBEY

---- = INSUFFICIENT BASE

		MEASURE	ANTRIM & NEWTOWNABBEY	NI
DIGITAL CONNECTIVITY	7.13	The mobile phone signal	7.60	7.47
		The availability of free Wi-Fi	7.06	6.97
		The availability of 3G/4G coverage	6.74	6.82
EATING OUT	7.59	Professional, efficient service	8.06	8.22
		Friendly, welcoming staff	8.42	8.54
		Value for money of eateries	7.65	7.73
		Menus featuring locally sourced ingredients	7.27	7.34
		Quality of food and drink	7.98	7.98
		Information on places to eat and drink out	7.07	7.17
		Places to eat available at the times of day and night that suit you	7.42	7.75
		Range of restaurants/cafes/coffee shops	7.51	7.74
		Availability of food to suit dietary requirements – vegetarian/vegan/gluten free	6.97	7.08
		ACCOMMODATION	8.51	Quality of accommodation
Value for money of accommodation	8.36			8.22
Professional and efficient customer service	8.60			8.57
Friendly and welcoming staff/host	9.09			8.87
Accommodation that is a key part of the holiday experience itself	8.42			8.12
Staff knowledgeable about interesting things to see and do in local area	8.14			8.07
Availability of free Wi-Fi	8.39			8.12
ATTRACTIONS	7.99	Value for money of attractions (historic sites, museums, visitor centres etc.)	7.81	7.95
		Information at visitor attractions in your own language	---	5.80
		A range of interesting/enjoyable visitor attractions	8.03	8.34
		Quality of interpretation and storytelling at museums/visitor centres in area	7.75	8.27
		Professional and efficient staff at attractions	8.26	8.56
THINGS TO SEE AND DO	7.37	Friendly staff at the attractions	8.48	8.80
		Unique things to do and see that reflect the area's local culture	7.68	8.12
		The range of outdoor activities	7.55	7.80
		Opportunities to attend local events/festivals	6.55	6.91
		Range of interesting/enjoyable things to see/do in the area	7.81	8.20
		Shopping opportunities	6.91	7.16
		Somewhere you could meet and mix with the local people	7.71	7.59

		MEASURE	ANTRIM & NEWTOWNABBEY	NI
EXPERIENCE		Cities, towns & villages	8.28	8.15
		Activities	7.62	7.83
		Beautiful scenery/landscapes	9.10	8.90
		Friendly local people	8.61	8.47
		Rich history and culture of area/NI	8.73	8.61
		Ability to trace ancestral links	6.75	6.05
		Availability of special offers e.g. Groupon deal/good deal on accommodation	5.67	5.58
		Screen tourism	7.74	7.14
		Local food or drink related activities such as tours, cookery classes, or visiting distilleries, breweries or markets	7.42	7.39
		Overall experience during this visit, based on the time you spent in area	8.83	8.77
ENOUGH TO DO		There was enough to do in all weather conditions	7.18	7.50
		There was enough to do in the evenings	6.66	7.16
		There was enough to do on Sundays	6.45	6.90
CLEANLINESS /SAFETY		Cleanliness and availability of public toilets	6.95	7.21
		Cleanliness of area/litter free	7.92	7.93
		Cleanliness of the beaches	----	8.41
		Sense of safety and security while walking around the area	8.37	8.43

Leisure visitors to Antrim & Newtownabbey scored the scenery & beauty of the landscapes highly. Screen tourism was also rated higher than most other areas in NI - reflecting key Game of Thrones locations situated in the area.

to visitors at attractions in the Antrim & Newtownabbey area is lower than in other areas.

Quality of interpretation and story telling available

Improving the overall range of things to see and do, along with the evening product, and addressing the cleanliness of the local environment would enhance the visitor experience.

For further information please contact the **Insights and Intelligence Service** ([insights@tourismni.com](mailto:insights@tourismni.com))

For access to Tourism NI's Visitor Attitude Survey fact cards for Northern Ireland and for each council area, click [HERE](#).

For Tourism NI's fact cards on the value and volume of tourism in each of the 11 council areas (based on data released by NISRA), click [HERE](#).

SOURCE: Tourism Northern Ireland: Visitor Attitude Survey 2018, Cognisense Ltd.

Base: n=199

# INTERPRETING TNI'S 2018 VISITOR ATTITUDE SURVEY



## SURVEY BACKGROUND & RATING SCALE

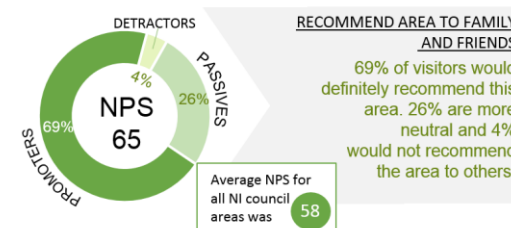
- Tourism Northern Ireland's (TNI) 2018 Visitor Attitude Survey (VAS) was carried out by Cognisense, an experienced market research company. The research was conducted in compliance with the International Standard ISO 20252:2012
- The VAS collected information on a wide range of areas to help TNI better understand visitor profiles, behaviours and attitudes towards tourism products and services
- The **VAS supplements national and local government level data** on tourism which is collected throughout the year by a number of agencies, and is published by the Northern Ireland Statistics and Research Agency (NISRA) – click [HERE](#) for NISRA's Northern Ireland (NI) tourism statistics
- The VAS is undertaken during **high season only** and therefore the findings reflect the views of those taking a trip in NI between June-October 2018 only
- **Participants of the VAS were approached in key tourism locations/attractions** across NI's 11 council areas and invited to take part in a short face-to-face survey, followed by an on-line survey on completion of their trip
- The sample comprised **leisure overnight and day trip visitors** (e.g. visitors on a trip to NI for purely business purposes were excluded)
- **NI and out-of-state (from outside NI) visitors** on a day or overnight leisure trip in NI were eligible to participate

Respondents were asked to rate various experiences on a scale of 0-10.

Generally, satisfaction scores over 8 are excellent, between 7-8 are adequate and less than 7 require attention.

## NET PROMOTER SCORES

Net Promoter Scores (NPS®) are presented in the survey findings.



The NPS is determined by subtracting the percentage who are detractors from the percentage who are promoters.

- What is generated is a score between -100 and 100
- At one end of the spectrum, if everyone gave a score lower or equal to 6, this would lead to a NPS of -100
- On the other end of the spectrum, if everyone answered with a 9 or 10, then the total NPS would be 100



$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 }$$

- Each council fact card contains the council level NPS (based on the number who would recommend the area), together with the average NPS score for all NI council areas
- The NI fact card contains a NI level NPS score, based on those who would recommend NI
- The council level and NI level NPS scores are not directly comparable as the former relates to the area, while the latter relates to NI. The NI NPS is based only on responses from out of state visitors, while the council level NPS is based on scores from both domestic and out of state visitors

NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.