

The Role of Mid and East Antrim

Current Performance -
considerations and challenges
Headline Acts for the
International Marketplace
Other Opportunities



**Mid & East
Antrim**
Borough Council

Visitor Numbers

- 382,000 overnight trips taken in LGD in 2015 - 8% of total NI trips

Visitor Spend

- £45.6m in 2015 - 6% of total NI spend

Jobs

- 3,678 tourism jobs in Mid & East Antrim in 2013 - 9% of total employee jobs
- Tourism jobs in LGD increased by 6% between 2011-2013 while non-tourism jobs remained the same

Accommodation

Mid & East Antrim has:

- 6% of available hotel beds in NI
- 5% of available guest house/guest accommodation/B&B beds in NI
- 3% of available self-catering beds in NI
- Second highest hotel room and bed occupancy rates of all the LGDs in 2015



How is Mid and East Antrim doing?

	Trips	Rank
Belfast	1,361,193	1
Causeway Coast & Glens	911,388	2
Newry, Mourne & Down	404,442	3
Mid & East Antrim	382,224	4
Ards & North Down	376,755	5
Fermanagh & Omagh	341,051	6
Derry City & Strabane	223,172	7
Antrim & Newtownabbey	204,290	8
Mid Ulster	155,708	9
Armagh City, Banbridge & Craigavon	149,449	10
Lisburn & Castlereagh City	130,924	11



**Mid & East
Antrim**
Borough Council

How is Mid and East Antrim doing?

	Spend (£m)	Rank
Belfast	278	1
Causeway Coast & Glens	136.8	2
Fermanagh & Omagh	54.6	3
Ards & North Down	51	4
Newry, Mourne & Down	47.7	5
Mid & East Antrim	45.6	6
Derry City & Strabane	42.5	7
Antrim & Newtownabbey	34.2	8
Lisburn & Castlereagh City	24.9	9
Armagh City, Banbridge & Craigavon	22.5	10
Mid Ulster	22.3	11



**Mid & East
Antrim**
Borough Council

Key Considerations for Mid and East Antrim:

Reliant on domestic visitors (accounted for 52% of all overnight trips taken in LGD in 2015)

High % of VFR trips (Half of all trips taken in LGD in 2015)

Avg. length of stay (2.6) and avg. spend per trip (£119.38) are among the lowest of all LGDs

Visitor attractions in Mid & East Antrim welcomed 551,000 visitors in 2015, third lowest of all LGDs



**Mid & East
Antrim**
Borough Council

Issues mirror the NI picture.

So What?

Need a higher proportion of international visitors, staying longer and spending more

How?



By integrating with TI and TNI's big picture in the international marketplace

www.midandeantrim.gov.uk



**Mid & East
Antrim**
Borough Council

What integration does Mid and East Antrim have with the big picture?

- The Causeway Coastal Route
- St Patrick



**Mid & East
Antrim**
Borough Council

So ...

the direction of travel is to
concentrate our financial and staff
resources where growth will occur ...

International Visitors



Is this the correct approach?

Have we missed any 'international' products?

How can we work together to deliver?

