

# NORTHERN IRELAND VISITOR ATTRACTION SURVEY (JANUARY-DECEMBER 2012) REVISED

Published 14/08/13

The Northern Ireland Visitor Attraction Survey (January-December 2012) has been revised to include data which has since become available. This revision was necessary to ensure the official publication 'Northern Ireland Visitor Attraction Survey (January – December 2012)' was consistent with data issued in response to an official ad-hoc enquiry. The main impact of this revision is to increase the overall number of visits to attractions during 2012 from 12.8 million to 13 million and to reduce the increase in the number of visits made in 2012 when compared to 2011 from 6.3% to 6.2%. Further details of the revision are included on page 15 of this report.

**This report provides the analysis of the most recent (January-December 2012) annual information from the Visitor Attraction Survey in Northern Ireland. The figures for participating visitor attractions show:**

- There were approximately 13 million visits made during 2012
- There was a 6.2% increase in the number of visitors to attractions from 2011 to 2012
- Country Parks/Parks/Forests accounted for more than a third of visitors in 2012 (37%)

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# Visitor Attraction Survey

## Introduction

This report is designed to give an overview of visits to various attractions within Northern Ireland. Participation in the Visitor Attraction Survey is voluntary.

The survey was issued to 385 attractions (details obtained from Discover Northern Ireland) and 201 replied; of these 148 provided data for analysis. Unless otherwise stated, the data presented in this report refers to the 148 attractions which provided data.

Statistics presented in this report are given in good faith on the basis of information provided by proprietors of attractions.

It should be noted that respondents to the survey are given the opportunity to revise data supplied in the previous year. Counting methods for individual Attractions may also change from year to year which might impact on results and patterns over time. Further details about the survey methodology are contained in the methodology section.

## Executive Summary

Figures for the participating visitor attractions in 2012 show that:

- Approximately 13 million visits were made during 2012
- There was a 6.2% increase in the number of visitors to attractions from 2011 to 2012
- Country Parks/Parks/Forests accounted for more than a third of visitors in 2012 (37%)
- Almost two-thirds (65%) of all visits in 2012 were made by Northern Ireland residents
- August was the most popular month for visits to the attractions (1.1 million visitors)

## Types of Attractions and Counting Methods

In 2012, around a quarter of the participating attractions were museums/ art galleries (27%), and just under a quarter (23%) were historic properties. Eighty four percent of the 148 responding attractions provided details on the methods used to calculate visitor numbers. The most frequent method was a manual count (36%) followed by ticket or group bookings (26%).

The majority of participating attractions were owned by either Local Authorities (33%) or Government Departments/Agencies (26%).

**Visitor Numbers**

In 2012, there were approximately 13 million visits to the participating visitor attractions. For participants who provided both 2011 and 2012 data, there was a 6.2 percent increase on the number of visitors.

Country parks/parks/forests attracted the largest numbers of visitors (37%). Workplaces accounted for the lowest proportions of visits, with a combined total of less than 1%.

**Visitor Profile**

Northern Ireland residents account for 65% of all visits to participating attractions in 2012. There was a ratio of 70% adults to 30% children visiting the attractions in 2012.

**Seasonality**

August was the most popular month for visits (1.1 million) with the least popular month for visits being January (0.3 million).

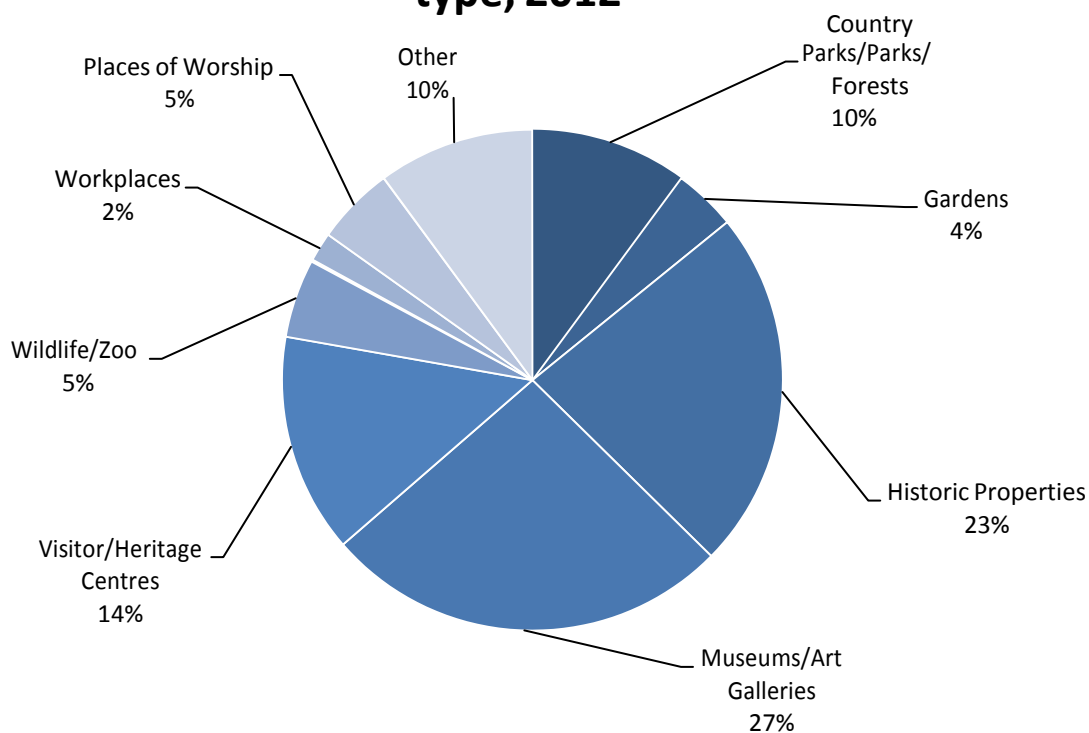
**Admission charges**

The average admission charge for attractions was £5.50 per adult and £2.80 per child.

## Types of Attractions

Figure 1 shows the proportion of responding attractions in each category. In 2012, the largest proportion of the 148 participating attractions were museums/art galleries (27%) followed by historic properties which accounted for 23% of responding attractions.

**Figure 1: Responding attractions by category type, 2012**



In 2012 84% of the responding attractions provided details on the methods used to calculate visitor numbers. The most frequent methods used were manual count (36%) and ticket or group bookings (26%). Table 1 shows the methods of recording visitor numbers.

**Table 1: Method of recording visitor numbers, 2012 (Percentage)**

Method used to record data	(%) <sup>1</sup>
Manual count	36
Ticket or group bookings	26
Mechanical or electronic	16
Estimate	14
Sample count	6
Other	2
<b>Total (123 responding attractions)</b>	<b>100</b>

*Note (1) Percentages calculated using unrounded figures*

Table 2 shows the breakdown of the 148 participating attractions by ownership. The majority of participating attractions were owned by either Local Authorities (33%) or Government Department/Agencies (26%)

**Table 2: Ownership of attractions, 2012 (Percentage)**

<b>Ownership</b>	<b>(%)<sup>1</sup></b>
Local Authority	33
Government Department/ Agency	26
National Trust	8
Other Trust/Charity	8
Other	10
Private	16
<b>Total (148 Responding attractions)</b>	<b>100</b>

*Note (1) Percentages calculated using unrounded figures*

### **Visitor Numbers**

Approximately 13 million visits were made to participating attractions during 2012. One hundred and thirty seven participants returned data with comparable figures for 2011 and 2012. These showed that there was a 6.2 percent increase on the visitor numbers observed in 2011.

Table 3 shows visitors during 2012 by attraction category. Country Parks/Parks/Forests attracted the largest number of visitors (37%). Workplaces accounted for the lowest proportion of visitors, with a combined total of less than 1%.

**Table 3: Number of visits by attraction category 2012**

	Number of Visitors (000's)	Percentage (%)
Country Parks/Parks/Forests	4,691	36%
Gardens	714	6%
Historic Properties	1,354	10%
Museums/Art Galleries	2,061	16%
Visitor/Heritage Centres	1,616	12%
Wildlife/Zoo	686	5%
Workplaces	*	*
Places of Worship	322	2%
Other	1,503	12%
<b>Total (148)</b>	<b>12,953</b>	<b>100</b>

*Note (1) Percentages calculated using unrounded figures*

*(2) Figures may not add to totals due to rounding*

*(3) Sample size too small to provide a reliable estimate*

Attractions owned by Local Authorities had the largest proportion of visitors during 2012 (32%). Next most popular were attractions owned by Government Departments and Agencies (29%).

Table 4 shows the number of visitors to attractions by ownership.

**Table 4: Number of visits by ownership**

	Number of Visitors (000's)	Percentage (%)
Local Authority	4,044	32
Government department/Agency	3,745	29
National Trust	1,615	11
Other trust/charity	603	5
Private	2,449	19
Other	497	4
<b>Total (148)</b>	<b>12,953</b>	<b>100</b>

Note (1) Percentages calculated using unrounded figures

(2) Figures may not add to totals due to rounding

### Top Attractions

Table 5 presents the top ten participating visitor attractions (excluding Country Parks/Parks/Parks/Forests/ Gardens) with corresponding visitor numbers and annual percentage change on the 2011 figure. As can be seen in Table 5 the attraction with the highest number of visitors in 2012 was the Titanic Belfast, this was followed by the Ulster Museum in second place and the Giants Causeway Visitor Centre in third.

**Table 5: Top 10 participating visitor attractions 2012 (excluding country/parks/parks/forests/gardens) <sup>5</sup>**

	Attraction	Visitor Numbers (000s)		% change <sup>1</sup>
		2011	2012	
1	Titanic Belfast <sup>2</sup>	n/a	665	n/a
2	Ulster Museum	471	595	+26
3	Giants Causeway V. Centre <sup>4</sup>	533	531	-2
4	Dundonald Ice Bowl	601	459	-24
5	W5	251	328	31
6	Oxford Island Nature Reserve	319	297	-7
7	Derry Walls	278	281	+1
8	Carrick-A-Rede Rope Bridge	243	276	+14
9	Belfast Zoo	283	259	-8
10	Pickie Fun Park <sup>3</sup>	n/a	245	n/a

Notes (1) Percentage change calculated using unrounded figures

(2) Opened for the first time March 2012

(3) Re-opened in 2012 after refurbishment

(4) New visitor centre opened for the first time July 2012

(5) It should be noted that some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table

Table 6 provides the number of visitors to the top ten participating country/forest parks and gardens throughout Northern Ireland.

**Table 6: Top 10 participating Country Parks/Parks/Forests/Gardens 2012<sup>4</sup>**

	Country Parks/Gardens	Visitor Numbers (000s)		% change <sup>1</sup>
		2011	2012	
1	Lagan Valley Regional Park <sup>2</sup>	1,081	1,088	+1
2	Peace Bridge <sup>3</sup>	334	917	n/a
3	Crawfordsburn Country Park	770	800	+4
4	Botanic Gardens	650	650	0
5	Delamont Country Park	577	577	0
6	Roe Valley Country Park	280	250	-11
7	Castle Archdale Country Park	180	200	+11
8	Carnfunnock Country Park	231	194	-16
9	Scrabo Country Park	200	180	-10
10	Dungannon Park	125	142	+14

Notes (1) Percentage change calculated using unrounded figures

(2) Lagan Valley Regional Park incorporating the Lagan Towpath

(3) The Peace Bridge has been re-categorised for the purposes of the 2012 Visitor Attraction Survey. No percentage change has been given as the Peace Bridge first opened in June 2011 and therefore the 2011/2012 figures are not comparable

(4) Some respondents wished their visitor numbers to remain confidential and these attractions have been excluded from this table

### Visitor Profile

Respondents to the Visitor Attraction Survey were also asked to supply information on the country of residence of their visitors. Of the 100 respondents for whom this information was available, it was reported that 65% of visits were made by residents of NI. Of the 35% out of state visitors approximately 12% were from the Republic of Ireland, 10% from Great Britain and 13% from the rest of the world.

The proportion of out of state visitors by type of attraction is given in table 7.

**Table 7: Proportion of out of state visitors to responding attractions, 2012**

Attraction Category	Estimated proportion of out-of-state visitors (%) <sup>1</sup>
Country Parks/Parks/Forests	24
Gardens	32
Historic Properties	54
Museums/Art Galleries	36
Visitor/Heritage Centres	61
Wildlife/Zoo/Nature Reserve	18
Workplaces	*2
Places of Worship	30
Other	28
<b>All responding attractions (N=100)</b>	<b>35</b>

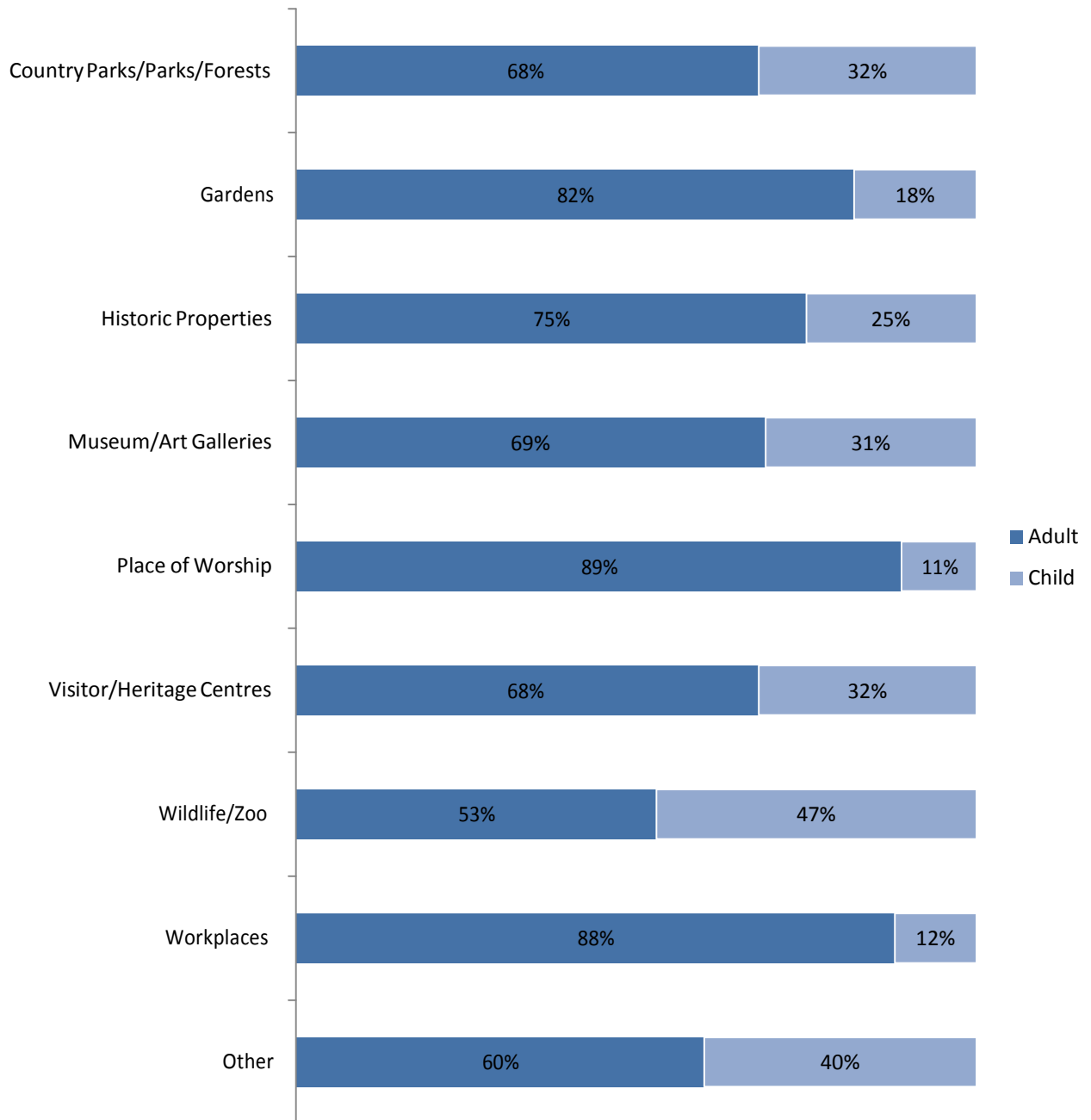
Note (1) Percentage change calculated using unrounded figures

(2) \* Sample size too small to provide a reliable estimate



Figure 2 illustrates the proportion of adult to child visitors during 2012 broken down by attraction category. The average overall ratio for responding attractions (98) in 2012 was 70 percent adults to 30 percent children.

**Figure 2: Adult/Child Ratios of Responding Attractions 2012<sup>1</sup>**



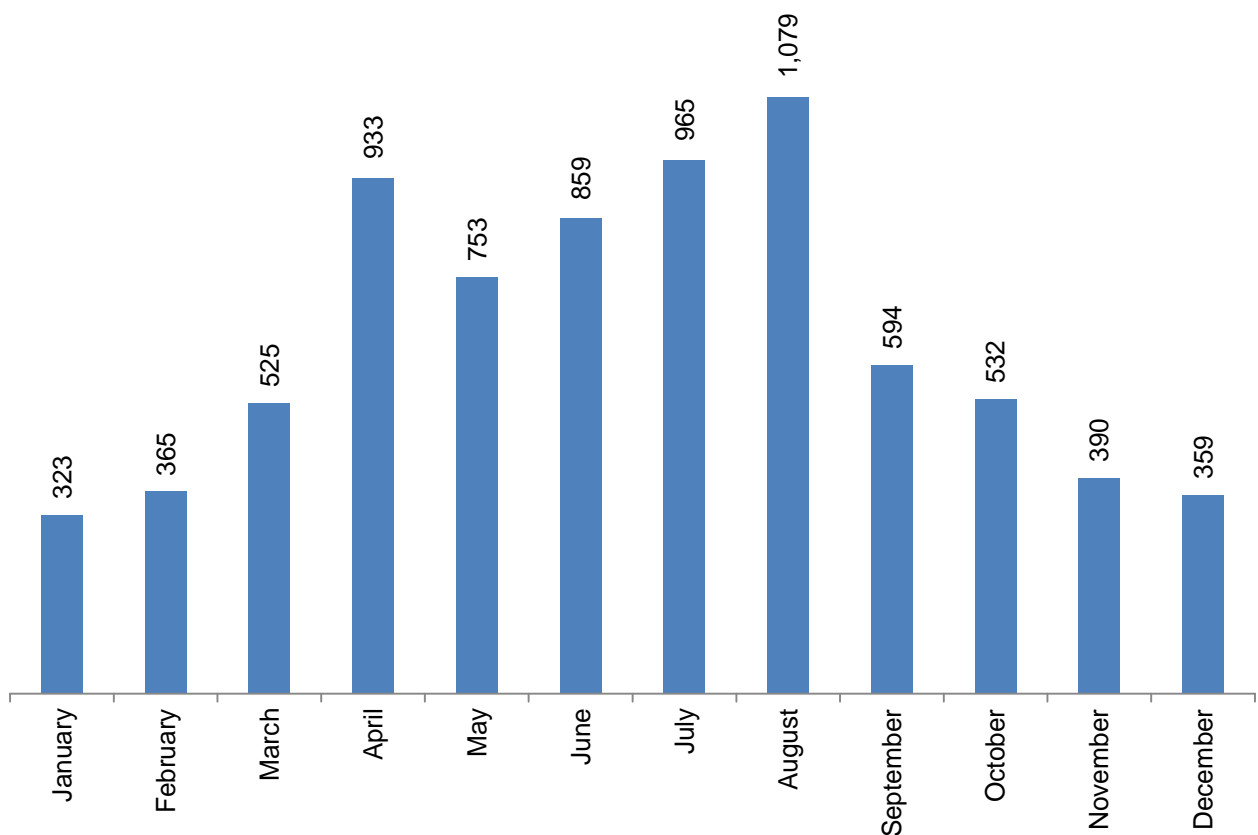
Note: (1) All responding attractions (N=98)

## Seasonality

When completing the visitor attraction survey respondents were asked to supply visitor numbers for each individual month. A total of 108 respondents supplied monthly information. Out of the responding attractions August was the most popular month for visitors to attractions with a total of 1,079,103 visits recorded. The least popular month for visits was January with a total of 322,765 visits made during the month.

Figure 3 shows the number of visits to responding attractions for individual months.

**Figure 3: Number of visitors to attractions by month (Thousands)<sup>1</sup>**

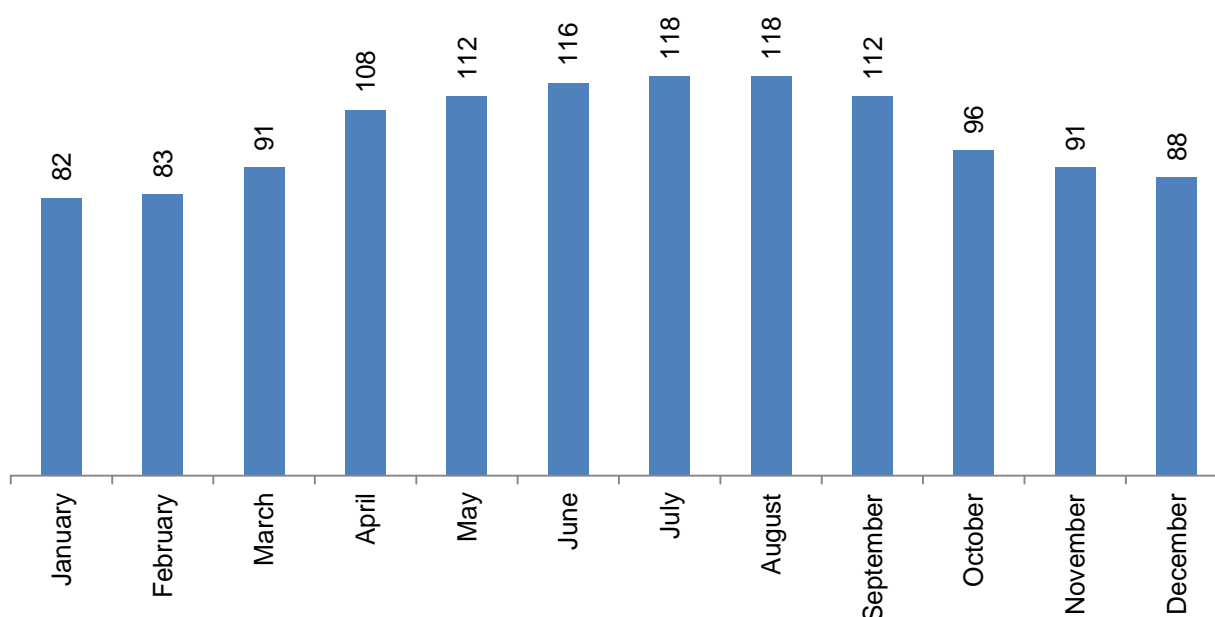


*Note (1) Total number of attractions supplying information (N=108)*

The number of responding visitor attractions that indicated they were open (partially or fully) each month of 2012 varied slightly over the year with the lowest number of open attractions in January (82) and the highest number open in July and August (both with 118).

Figure 4 shows the number of attractions open by month throughout the year.

**Figure 4: Number of open attractions 2012<sup>1</sup>**



Note: (1) Total number of attractions supplying information (N=121)

### Revenue and Employment

In 2012, 84 of the participating attractions provided figures on the number of paying visitors they had.

Table 8 shows the admission charges to charging attractions 2011 and 2012.

**Table 8: Admission charges to charging attractions 2011 and 2012<sup>1</sup>**

Price of Admission	Adult		Child	
	2011	2012	2011	2012
Maximum	£11.20	£17.50	£7.00	£7.00
Minimum	£2.00	£1.00	£0.00	£0.00
Mean	£5.30	£5.50	£3.50	£2.80

Note: (1) Total Number of attractions supplying information (N=84)

In addition to the revenue generated from admissions, revenue was also generated from donations, catering, retail and other means. The number of visitor attractions for which information on source of revenue was provided was too small to permit analysis.

Attractions were also asked if their gross revenue had changed over the year. Of the 99 who provided an answer, 78% reported no change while 9% reported an increase and 13% reported a decrease when compared to 2011.

In 2012, 30 attractions indicated they upgraded or made improvements to their attraction. The median spend was £10,000 with attractions spending from under £2,000 to over £2 million.

A total of 112 attractions provided a staff breakdown in 2012. Table 9 illustrates the numbers of staff employed in attractions by type of employment.

**Table 9: Employment at responding visitor attractions 2012<sup>1</sup>**

Employment	% of all employees
Full-time permanent	30
Part-time permanent	23
Full-time seasonal	10
Part-time seasonal	15
Unpaid volunteers	22

*Note: (1) Total number of attractions supplying information (N=112)*

## Methodology

385 attractions across Northern Ireland were invited to participate in the 2012 Visitor Attraction Survey by means of a self-completion questionnaire. The list of attractions was obtained from the Northern Ireland Tourist Board (NITB)

In 2012 there was a 52% response rate with 148 respondents providing visitor numbers. A further 53 attractions responded indicating they were closed; that their numbers were included with another attraction; their visitor numbers were not recorded; or they were unable to provide visitor numbers to the attraction element of their business.

Respondents to the survey were asked to classify the attractions from a given list of categories and the classifications which they provided were used in the analysis of this report.

A list of participating attractions, excluding those who requested that their visitor numbers remain confidential, is contained in the appendix.

For the purpose of this research a visitor attraction is defined as:

**‘... an attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc. and must be receiving revenue directly from visitors’.**

Details regarding individual attractions (description, address, contact details etc.) may be obtained by visiting [www.discovernorthernireland.com](http://www.discovernorthernireland.com).

Where this report refers to ‘visits’ to attractions, unless specified as ‘out-of-state visits’ this refers to all visits made to an attraction, regardless of the country of residence of the visitor, therefore including Northern Ireland residents.

For the purpose of analysis, the attractions have been classified by types (e.g. country parks/parks/forests, gardens, historic properties, museums/art galleries, visitor/heritage centres, wildlife/zoo, workplaces and places of worship). The procedure excluded establishments whose main component is a retail or leisure facility. It is, however, recognised that these facilities do offer a significant service to both the home market and out-of-state visitors.

**Abbreviations:**

LA	Local Authority
G	Government Department/ Agency
NT	National Trust
OTC	Other Trust/Charity
O	Other
P	Private

**Visitor figures:**

Statistics presented in this report are given in good faith on the basis of information provided by proprietors of attractions.

It should be noted that respondents to the survey are given the opportunity to revise data supplied in the previous year. Counting methods for individual Attractions may also change from year to year which might impact on results and patterns over time. In the appendix the visitor numbers are recorded in the columns '2008', '2009', '2010', '2011', '2012'. Data may not be available for certain years. 'N/A' has been used to indicate that visitor numbers for that attraction are not available for that year. Numbers may not be available due to closure; renovation, or non-response for certain years.

Data for years 2007-2009 are sourced from the Northern Ireland Tourist Board.

## **Visitor Attractions Survey – Revisions**

Tourism statistics comprise information produced by NISRA in line with the Code of Practice for Official Statistics and those, required for completeness, which are supplied by external organisations such as Failte Ireland and the Central Statistics Office. NISRA's tourism statistics are experimental statistics and subject to ongoing development. The revisions policy refers to those elements produced or reported by NISRA, and the statistics are produced in accordance with Principle 2 of the Code of Practice for Official Statistics:

<http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>

and in line with the National Statistics revisions protocol:

<http://www.ons.gov.uk/ons/guide-method/revisions/index.html>.

The estimates in this publication may be subject to revision due to improvements to the survey / analysis / methodology or inclusion of data returned after the publication date. The figures in this document are the most up-to-date available at the time of publication. Further information on Tourism Statistics revisions policy can be found at [Tourism Statistics Branch Statistics Revisions Policy](#)

### **Revision 26/07/2013**

Please note that a correction has been made to the original version of this document in line with the revisions policy stated above. This bulletin was first published on 4 July 2013. However, due to receipt of a late return a revision was made to Table 12 and the document re-published on 26<sup>th</sup> July. This revision was necessary to ensure the official publication 'Northern Ireland Visitor Attraction Survey (January – December 2012)' was consistent with data issued in response to an official ad-hoc enquiry.

### **Revision 14/08/2013**

Please note that a correction has been made to this document.

These corrections were necessary because more recent data has since become available. This revision was necessary to ensure the official publication 'Northern Ireland Visitor Attraction Survey (January – December 2012)' was consistent with data issued in response to an official ad-hoc enquiry.

- The original report stated that there were approximately 12.8 million visits made to attractions during 2012 this has subsequently been revised to approximately 13 million
- The original report stated that there had been an increase of 6.3% in the number of visits made in 2012 when compared to 2011 this has subsequently been revised to 6.2%
- There has been a revision to "Table 3: Number of visits by attraction category" where the number of visitors to Historic Properties increased from approximately 1,195,000 to 1,354,000. This change has subsequently altered some of the percentages in the table.
- There has been a revision to "Table 4: Number of visits by ownership" where the number of visits to National Trust owned attractions has increased from approximately 1,456,000 to 1,615,000

## Appendix – Visitor Attraction tables for returned 2012 forms

(Excluding those who wished their information to remain confidential)

**Table 10: Visitor numbers for Country Parks/Parks/Forests**

Owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
LA	Carnfunnock Country Park	187,408	211,143	246,241	230,615	194,361	-16
G	Castle Archdale Country Park	175,000	187,000	184,000	180,000	200,000	+ 11
G	Crawfordsburn Country Park	800,000	950,000	750,000	770,000	800,000	+ 4
LA	Delamont Country Park	189,937	203,608	216,195	577,165	577,320	0
LA	Dungannon Park	59,994	85,000	120,000	125,000	142,425	+ 14
G	Gortin Glen Forest Park	n/a	3,116	n/a	6,713	6,240	-7
P	Lagan Towpath	n/a	n/a	67,000	1,080,520	1,088,240	+ 1
LA	Loughgall Country Park and Golf Course	n/a	90,000	85,000	90,000	100,000	+ 11
G	Ness Country Park	n/a	20,000	25,000	20,000	25,000	+ 25
G	Peatlands Park	n/a	90,000	95,000	95,000	100,000	+ 5
G	Roe Valley Country Park	n/a	300,000	300,000	280,000	250,000	-11
G	Scrabo Country Park	230,000	229,500	233,000	200,000	180,000	-10
G	The Peace Bridge <sup>2</sup>	n/a	n/a	n/a	333,598	917,028	n/a

Note (1) Percentage change calculated using unrounded figures

(2) No percentage change has been given as the Peace Bridge first opened in June 2011 and therefore the 2011/2012 figures are not comparable

**Table 11: Visitor Numbers for Workplaces**

owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
P	Fergusons Irish linen centre	1,965	2,164	1,999	1,844	1,833	+1
P	The Steensons Jewellery Workshop	4,670	5,100	n/a	4,860	4,000	-18

Note (1) Percentage change calculated using unrounded figures



**Table 12: Visitor Numbers for Historic Properties**

owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
G	Ballycopeland windmill	100	1,218	1,294	1,294	1,376	+6
LA	Belfast Castle - Includes Cavehill Visitor Centre <sup>3</sup>	51,500	105,000	90,000	87,000	100,500	+15
LA	Belfast City Hall	n/a	0	72,418	68,302	73,668	+8
G	Carrickfergus Castle	63,283	71,961	69,792	67,501	58,422	-13
G	Castle Balfour	n/a	n/a	n/a	15,000	20,000	+33
NT	Castle Coole	14,596	18,362	36,512	36,512	36,002	-1
NT	Castle Ward House & Demesne	57,336	80,000	103,322	126,006	161,339	+28
LA	Castlederg Castle	n/a	n/a	n/a	450	450	0
P	Dan Winter's Cottage And Ancestral Home	3,251	4,921	n/a	n/a	3,400	n/a
O	Derry Walls	215,015	225,765	248,340	278,141	280,922	+1
OTC	Devenish Island Monastic Site	27,000	30,000	35,000	45,000	40,000	+11
G	Dundrum Castle	7,096	12,903	10,526	10,526	12,177	+16
G	Dunluce Castle	76,721	80,890	73,636	59,388	48,105	-19
NT	Florence Court, County Fermanagh	30,000	32,813	38,505	40,314	35,897	-11
P	Glenarm Castle Estate and Walled Gardens	n/a	20,000	5,000	5,000	24,500	19,500
G	Greencastle Royal Castle	1,412	2,730	3,689	3,257	3,642	+12
O	Grey Abbey House	10,400	13,204	10,134	n/a	601	n/a
G	Harry Averys Castle, Tyrone	349	618	579	579	612	+6
G	Hillsborough Courthouse	43,447	43,829	34,085	48,453	54,376	+12
NT	Kearney Village	n/a	n/a	n/a	n/a	30,865	n/a
G	Kilclief Castle	563	636	n/a	809	653	-19
LA	Malone House	n/a	76,000	80,000	75,000	80,000	+7
NT	Mount Stewart House and Gardens <sup>2</sup>	133,452	122,884	150,000	150,517	158,500	+5
G	Nendrum Monastic Site	10,561	6,407	5,889	5,889	6,834	+16
G	Scrabo Tower	24,664	n/a	18,114	14,786	14,191	-4
P	Shanes Castle	n/a	n/a	45,000	40,000	35,000	-13
O	St Patrick's Well & Magherakeel Monastic Site	n/a	n/a	n/a	330	342	+4
G	Stewart Castle	n/a	n/a	n/a	n/a	600	n/a
G	The Wilson Ancestral Home	n/a	n/a	n/a	105	84	-20
G	Tully Castle, Fermanagh	7,000	8,500	8,800	8,800	12,000	+ 36
G	White Island	1,500	7,500	n/a	20,000	20,000	0

Note (1) Percentage change calculated using unrounded figures

(2) This information has been included on the 26<sup>th</sup> of July 2013 as a late return in this table.

(3) 2012 figure amended due to late information provided. Please note prior to 2012 figures for Belfast Castle and Cavehill Visitor Centre were provided separately.

**Table 13: Visitor Numbers for Museums and Art Galleries**

Owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
LA	Ards Art Centre	28838	28978	36533	29308	33332	+14
G	Armagh County Museum	10539	12229	15336	12851	13099	+2
P	Armagh Planetarium	37818	42565	34872	35700	41011	+15
LA	Ballycastle Museum	2820	2865	2510	2678	3018	+13
LA	Ballymoney Museum	4705	14023	13150	11212	14639	+31
LA	Benvarden Garden	3,335	3,835	4,600	2,650	3,600	+36
LA	Carrickfergus Museum	26,909	23,883	23,883	13,856	11,803	-15
LA	Coleraine Museum	3,558	3,152	n/a	1,833	2,420	+32
LA	Craigavon Museum	n/a	4,500	12,000	12,000	19,000	+58
LA	Derry Genealogy Centre	n/a	387	558	433	307	-29
OTC	Downpatrick and County Down Railway	9,046	10,133	n/a	7,245	9,033	+25
LA	FE McWilliam Gallery/Studio (inc TIC)	n/a	17,046	38,835	43,069	50,466	+17
LA	Fermanagh County Museum	n/a	n/a	n/a	27,461	31,981	+16
O	Flame! The Gasworks Museum Of Ireland	1,965	1,511	1,969	1,969	1,421	-28
LA	Foyle Valley Railway Museum	3,748	4,400	n/a	2,655	2,906	+9
LA	Green Lane Museum, Londonderry	8,640	8,816	n/a	5,003	5,078	+1
LA	Larne Museum	3,000	4,500	4,920	5,063	4,247	-16
LA	Mid-Antrim Museum at the Braid	22,349	25,248	28,602	29,348	34,766	+18
O	Millenium Courts Arts Centre	19,862	11,776		12,072	15,302	+27
LA	Newry and Mourne Museum	41,933	37,610	34,323	35,591	34,719	-2
OTC	No 5 Vicars Hill	n/a	n/a	n/a	n/a	3,829	n/a
LA	North Down Museum	44,908	54,723	54,257	59,378	69,148	+16
OTC	Northern Ireland War Memorial	n/a	n/a	n/a	2,907	3,904	+34
G	Police Museum	n/a	n/a	n/a	2,412	1,868	-23
G	Royal Irish Fusiliers Museum	9,209	10,759	10,979	10,218	10,847	+6
O	Royal Irish Regiment Museum	n/a	n/a	n/a	5,000	2,600	-48
G	Royal Ulster Rifles Museum	n/a	n/a	889	889	883	-1
LA	The Higher Bridges Gallery	n/a	n/a	n/a	5,750	9,450	+64
P	Titanic Belfast	n/a	n/a	n/a	n/a	665,000	n/a
LA	Tower Museum, Londonderry	25,536	23,860	24,613	23,000	20,500	-11
G	Ulster American Folk Park	152,717	154,471	145,548	138,418	145,051	+5
G	Ulster Folk and Transport Museum	190,580	169,628	167,105	201,138	176,551	-12
G	Ulster Museum	n/a	152,380	542,171	471,451	594,897	+26
LA	Workhouse Museum, Londonderry	4,111	n/a	n/a	3,976	6,621	+67

*Note (1) Percentage change calculated using unrounded figures*

**Table 14: Visitor Numbers for Visitor Heritage Centres**

owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
O	An Creagan Visitor Centre	24,050	23,000	22,500	26,450	31,850	+20
G	Bellaghy Bawn	6,450	3,252	2,240	500	477	-5
P	Belleek Pottery Visitor Centre	148,225	152,573	161,196	165,297	165,509	0
P	Bushmills Distillery	n/a	n/a	n/a	110,000	130,000	+18
NT	Carrick-a-Rede Rope Bridge	241,291	241,856	238,227	242,919	276,381	+14
LA	Cave Hill Visitor Centre – Includes Belfast Castle <sup>2</sup>	n/a	105,000	n/a	100,000	100,500	+1
LA	Cockle Row Cottages	10,467	11,365	11,739	11,366	11,000	-3
OTC	Culturlann McAdam O Fiaich	76,900	65,000	75,600	89,000	101,000	+13
LA	Dunluce centre, Portrush	57,660	58,700	60,000	58,000	55,000	-5
NT	Giants Causeway	751,693	714,612	579,180	533,448	531,500	-1
G	Hillsborough Castle and Gardens	n/a	12,000	2,500	5,541	3,760	-32
P	Keady Heritage Centre	80	n/a	n/a	n/a	150	n/a
OTC	Museum of Free Derry	15,138	15,447	17,148	16,760	18,658	+11
LA	Portaferry Tourist Information and visitor centre	6,631	9,066	6,832	6,791	8,350	+23
G	Quoile Countryside Centre	9,328	10,056	10,650	18,000	15,940	+11
LA	Rathlin Island Boathouse Visitors Centre	7,846	12,422	n/a	13,892	10,967	-21
P	The Bog Museum, Tyrone	12,800	10,000	n/a	n/a	5,800	n/a
LA	The Navan Centre	n/a	n/a	45,000	45,000	45,200	0
OTC	The Saint Patrick Centre	117,079	120,755	89,000	89,483	91,780	+3

Note (1) Percentage change calculated using unrounded figures

(2) Please note prior to 2012 figures for Belfast Castle and Cavehill Visitor Centre were provided separately.

**Table 15: Visitor Numbers for Wildlife/Zoo/Nature Reserves**

	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
OTC	Belfast Lough RSPB Reserve	n/a	10,000	11,000	5,460	5,433	+1
LA	Belfast Zoo	275,494	304,085	297,680	282,857	259,359	-8
LA	Oxford Island National Nature Reserve	341,025	324,947	n/a	319,079	296,606	-7
O	Portmore Lough Nature Reserve	3,200	3,100	n/a	4,560	4,500	-1
P	Rathlin Island	n/a	n/a	n/a	39,812	37,213	-7
LA	The Coastal Zone Portrush National Nature Reserve	n/a	n/a	73,491	36,445	65,400	+79

Note (1) Percentage change calculated using unrounded figures

**Table 16: Visitor Numbers for Places of Worship**

owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
O	Armagh Roman Catholic Cathedral	10,000	10,000	10,000	9,000	9,000	0
OTC	Bangor Abbey	n/a	n/a	1,500	368	368	0
O	Clonard Monastery	n/a	2,000	2,500	2,500	3,000	+20
P	First Derry Presbyterian Church <sup>2</sup>	n/a	n/a	n/a	2,000	5,650	n/a
P	Newry Cathedral	n/a	n/a	250,000	200,000	200,000	0
O	Saint Augustines Church	n/a	n/a	12,500	12,500	17,834	+42
O	St Anne's Cathedral/ Belfast Cathedral	45,492	44,669	40,159	42,593	50,841	+19
O	St Patricks Cathedral	n/a	n/a	n/a	35,190	35,822	+2

Note (1) Percentage change calculated using unrounded figures

(2) No percentage change has been given for First Derry Presbyterian Church as it was unofficially open in 2011 with no services officially re-opened for services 2012 therefore the 2011/2012 figures are not comparable

**Table 17: Visitor Numbers for Gardens**

Owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
LA	Botanic Gardens	660,000	700,000	679,000	650,000	650,000	0
LA	Joey Dunlop Memorial Garden	80,000	80,000	12,000	12,000	6,217	-48
NT	Rowallane Garden	n/a	40,929	n/a	43,365	51,615	+19

Note (1) Percentage change calculated using unrounded figures

**Table 18: Visitor Numbers for 'Other'**

owner	Attraction	2008	2009	2010	2011	2012	% change 11/12 <sup>1</sup>
O	Armagh Observatory	44,500	54,600	73,500	42,000	43,000	+2
P	Armagh Public Library	4,433	4,262	4,403	4,403	5,924	+5
P	Clementsmtown Fun Farm	8,000	8,999	12,387	14,897	15,000	+1
LA	Dundonald International Ice Bowl	n/a	630,000	617,568	601,347	459,308	-23
P	Funny Farm Adventures Maize Maze	5,260	6,326	6,572	8,521	7,920	-7
G	Greenmount Nature Trail	n/a	3,643	3,500	3,485	3,000	-14
LA	Marble Arch Caves, Global Geopark	54,072	55,519	n/a	n/a	54,000	n/a
LA	Pickie Fun Park	n/a	n/a	n/a	n/a	244,879	n/a
G	Public Record Office, Belfast	16,512	16,711	8,243	10,098	15,275	+51
LA	Tower House and Tourist Information Centre	n/a	31,214	28,302	26,841	23,188	-14
OTC	W5 whowhatwherewhenwhy	282,765	251,268	235,524	250,634	327,606	+31

Note (1) Percentage change calculated using unrounded figures

## Further Information

For further information, please contact:  
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[http://www.detini.gov.uk/deti-stats-index/tourism-statistics/visitor\\_attraction\\_survey-2.htm](http://www.detini.gov.uk/deti-stats-index/tourism-statistics/visitor_attraction_survey-2.htm)

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