visitor attractions survey 2008
northern ireland

measure
performance during 2008

Northern Ireland Tourist Board

nitb.com/research

Tourism is playing an increasingly important role in the economy of Northern Ireland as the destination becomes increasingly attractive to visitors. Government has recognised tourism as a key driver of the future of the Northern Ireland economy and has allocation significant additional investment.

This report details the performance of those 164 visitor attractions that participated in the 2008 Visitor Attraction Survey. In 2008, nearly 10 million visits to attractions were recorded from those that took part in the survey.

This report details the visits to attractions by type of attraction, visitor profile, seasonality, revenue and employment and makes comparisons with the corresponding 2007 figures.

It should be noted that this survey is a voluntary survey and not all visitor attractions respond to the survey. The data presented in this report are given in good faith on the basis of the information provided by proprietors of the attractions.

contents

summary

- 284 attractions were invited to participate in the 2008 survey, a response rate of 58% was achieved (164 attractions responded).

- The 152 visitor attractions that provided visitor data for both 2007 and 2008 reported a +1% increase in visitor admissions overall in 2008.

- In 2008 there was an increase of 14% in the number of visits to free attractions and a decrease of 1% in the number of visits to attractions with either an admission or parking charge (based on those attractions that provided visitor numbers and admission information for both 2007 and 2008).

- In terms of attraction category all categories experienced a growth in visitor numbers between 2007 and 2008, particular year-on-year growth was observed in places of worship and wildlife/zoo (increases of 42 and 28 percent respectively).

- In 2008, 40 percent of all attractions either charged for entry to the main part of the attraction or charged for parking.

- In 2008 country / forest parks attracted the majority of visitors (35 percent) whereas workplaces accounted for the lowest proportions of visits (less than 1 percent).

- As in the previous seven years, in 2008 the Giant's Causeway Visitor Centre remained Northern Ireland's top attraction (excluding country parks and gardens).

- During 2008 Northern Ireland residents made approximately 60 percent of all visits to tourist attractions, a decrease of 2 percentage points on the level in 2007.

- The average ratio for all attractions in 2007 was 64 percent adults to 36 percent children.

- 27 percent of 101 responding attractions (compared to 14 percent in 2007) indicated that their expenditure on marketing had increased on the previous year, while a further 8 percent (compared to 6 percent in 2007) indicated that it had dropped, and the remaining 65 percent indicated that it was similar.

- Approximately 39 percent (down from 43 percent in 2007) of 83 responding attractions indicated that they had upgraded or made improvements to their attraction in 2008.

- 27 percent of 59 responding attractions mentioned advertising / marketing/special events as a factor which affected visitor numbers positively. 56 percent of 64 responding attractions cited inclement weather as a factor which affected visitor numbers negatively, while 11 percent mentioned the economic downturn.

introduction

This report is designed to give an overview of the number of visits to the various attractions across the whole of Northern Ireland. Participation by attractions is voluntary. Details on 164 attractions were submitted for the 2008 survey and the data presented in this report therefore only refers to the 164 attractions that participated, unless otherwise stated.

Attractions were asked to classify themselves from a given list of categories and the classifications which they provided were used in the analysis of this report, regardless of whether they remained constant with the previous year.

The research method employed, a copy of the questionnaire used, and guidelines issued to attractions regarding completion of the questionnaire are given in Appendices 1, 4 and 5 respectively. A complete list of all participating attractions, excluding those attractions who requested that their visitor numbers remain confidential, is contained in Appendices 2 and 3. 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 the visitors.'

The Northern Ireland Tourist Board wishes to thank all attraction owners / managers for their continued support in compiling this report. Details regarding individual attractions (description, address, contact details etc.) may be obtained by visiting www.discovernorthernireland.com.

type of attraction

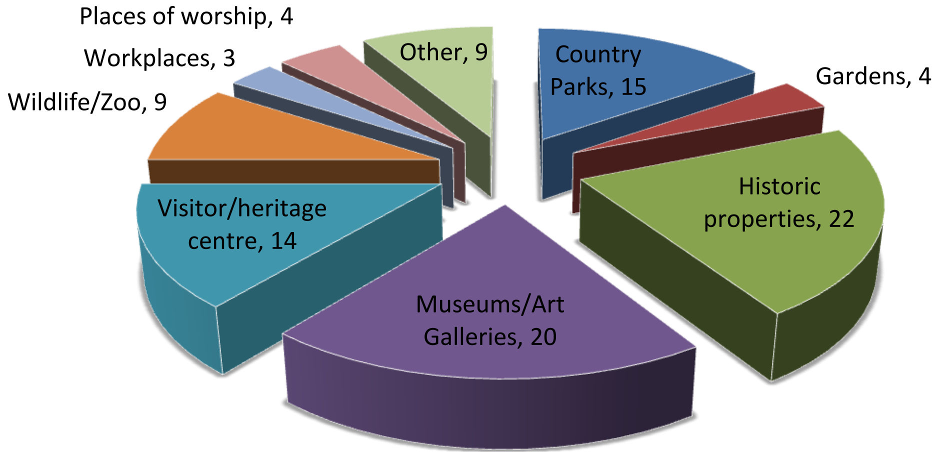
Of the 286 attractions invited to participate in the survey, 164 returned completed questionnaires (58%) which were eligible for inclusion in the analysis. Response rates were highest among country and forest parks (83%) and places of worship (78%). Workplaces (25%) had the lowest response rates.

Table 2.1: Response Rate by Attraction category - 2008

	Number of attractions survyed	Number of attractions that provided data	Effective response rate %
Country / Forest Parks	30	25	83
Gardens	10	6	60
Historic Properties	49	36	73
Museums / Art Galleries	49	33	67
Visitor / Heritage Centres	54	23	43
Wildlife / Zoo / Nature Reserve	24	15	63
Workplaces	20	5	25
Places of Worship	9	7	78
Other	39	14	36
Total	284	164	58

Figure 2.1, below, illustrates the proportion of responding attractions in each category. In 2008, almost a quarter (22%) of all participating attractions were historic properties, a fifth (20%) were musems/art galleries.

Figure 2.1: Attractions by category type – 2008



In 20008, 63% of the 164 attractions provided details on methods used to calculate visitor numbers. The most frequent methods used to record visits data were ticket sales/group bookings (33%) and by a manual count (33%).

Table 2.2: Method of recording visitor numbers - 2008

Method used to record data	**Attractions***
Ticket or group bookings	33
Manual count	33
Estimate	10
Mechanical or electronic	12
Sample count	10
Other	3
N= 104	

*percentages do add to 100 due to rounding

Table 2.3, below, shows the breakdown of the 164 participating attractions by ownership. 27 percent of the attractions were owned by local authorities,with a further 26 percent owned by Government Departments / Agencies. Privately owned attractions made up 20% of all attractions. A further 10 percent of attractions were owned by the National Trust. Other Trusts / Charities owned 5 percent of attractions, while the remaining 12 percent were owned by 'other' bodies.

Table 2.3: Ownership of attractions – 2008

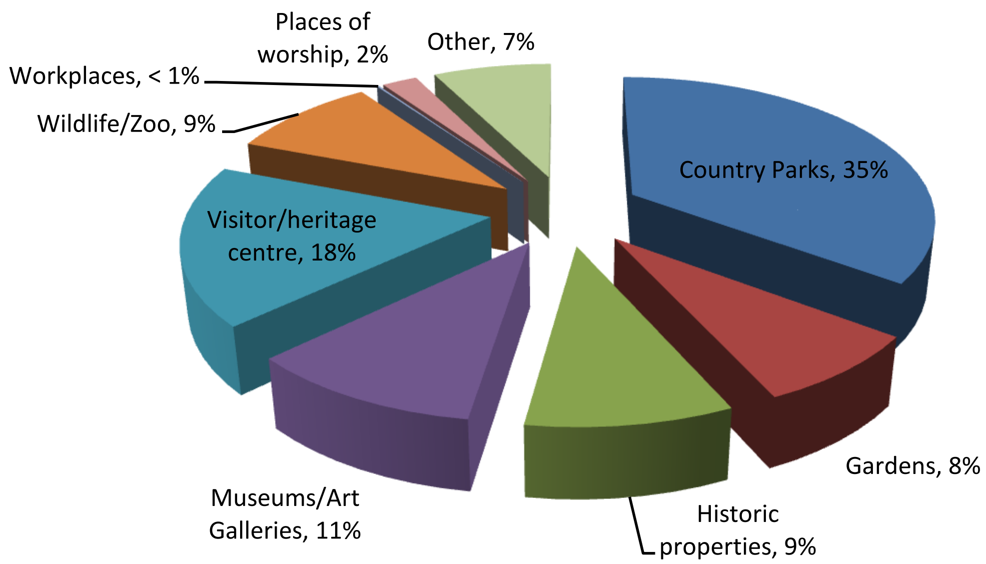
	Number of attractions in survey	Market share %
Local Authority	45	27
Government Department/Agency	43	26
National Trust	16	10
Other Trust/Charity	9	5
Private	32	20
Other	19	12

visitor numbers

Approximately 9.9 million visits were made to participating visitor attractions during 2008. In relation to participants who returned data in both 2007 and 2008, an increase of one percent on the visitor attraction numbers of 2007 was observed.

As illustrated in Figure 3.1 below, country / forest parks attracted the majority of visitors in 2008 (35 percent). Places of worship and workplaces accounted for the lowest proportions of visits, with a combined total less than three percent. As with the previous seven years when cross-referring Figure 3.1 and Figure 2.1, it is apparent that country / forest parks and gardens held a higher percentage of market share of visits (35 and 8 percent respectively) in contrast to the actual market share of number of attractions in each category (15 and 4 percent respectively). In contrast historic properties accounted for only 9 percent of the market share of visits, despite totalling 22 percent of attractions in number.

Figure 3.1: Market share of visitors - 2008



When cross-referring Table 3.1 and Table 2.3 it can be seen that while 27 percent of attractions were owned by local authorities, these accounted for the largest proportion (38 percent) of visits to attractions during 2008. Privately owned attractions, although accounting for 20 percent of attractions in number, received only 7 percent of all visits.

Table 3.1: Number of visits by ownership 2008

	Number of visitors	Market Share %
Local Authority	3,716,624	38
Government Department/Agency	3,172,944	32
National Trust	786,948	8
Other Trust/Charity	581,190	6
Private	689,407	7
Other	958,204	10
Total	9,905,317	100

Table 3.2 below illustrates the number and market share of visits by admission type. Visits to attractions to attractions with free admission accounted for 40 percent of all attractions that participated in the survey. This was an increase of 12 percentage points in the market share of attractions with free admission that was observed in 2007.

Table 3.2: Number of visits by admission type 2008

	Number of visits 2008	Market Share of Visits 2008	Market Share of visits 2007
Attractions with either admission or parking charge	3,999,825	40	52
Free admission	5,905,492	60	48

top attractions

Table 4.1 presents the number of visits made to the top ten participating tourist attractions (excluding country / forest parks and gardens) visited during 2008 with corresponding visitor numbers and annual percentage change on the level in 2007. A comprehensive list of the participating attractions are listed by category in Appendix 2.

Table 4.1 Top 10 participating tourist attractions visited 2008 (excluding Country Parks / Gardens)

Rank	Attraction	Visitor numbers 2007	Visitor numbers 2008	% change on 2007
1	Giants Causeway Visitor Centre	712,714	751,693	+5%
2	Oxford Island National Nature Reserve[F]	216,713	341,025	+57%
3	W5	247,506	282,756	+14%
4	Island Arts Centre[F]	280,000	276,000	-1%
5	Belfast Zoological Gardens	294,935	275,494	-7%
6	Carrick-a-Rede Rope Bridge	222,613	241,291	+8%
7	Derry Walls[F]	213,415	215,015	+1%
8	Ulster Folk & Transport Museum	168,866	190,580	+13%
9	Portstewart Strand[F]	180,312	170,333	-6%
10	Ulster American Folk Park	157,325	152,717	-3%

[F] Denotes no admission or parking charge.

In 2008 the top ten ranked attractions remained similar to 2007, with the Giant's Causeway Visitor Centre remaining Northern Ireland's top attraction. In 2008, six of the top ten attractions experienced an increase in visitor numbers compared with their visitor numbers in 2007. Oxford Island National Nature Reserve experienced the largest percentage increase in the top ten attractions of 57 percent on the level in 2007.

Table 4.2, overleaf, provides the number of visitors to the top ten participating country / forest parks and gardens throughout Northern Ireland. A comprehensive list of all participating country / forest parks and gardens can also be found in Appendix 2.

Table 4.2 Top 10 participating Country Parks and Gardens visited 2008

Rank	Country Parks/Gardens	Visitor numbers 2007	Visitor numbers 2008	% change on 2007
1	Crawfordsburn Country Park[F]	760,000	710,000	-7
2	Botanic Gardens[F]	660,000	660,000	0
3	Lagan Valley Regional Park[F]	n/a	500,000	/
4	Roe Valley Country Park[F]	300,000	300,000	0
5	Colin Glen Forest Park[F]	n/a	237,294	/
6	Scrabo Country Park[F]	235,000	230,000	-2
7	Delamont Country Park	227,384	189,937	-16
8	Carnfunnock Country Park	206,433	187,408	-9
9	Castle Archdale Country Park[F]	160,000	175,000	+9
10	Tollymore Forest Park	155,530	146,553	-6

[F] Denotes no admission or parking charge.

visitor profile

Northern Ireland residents made approximately 60 percent of all visits to tourist attractions during 2008, a decrease of two percentage points from the 2007 level.

The proportion of out-of-state visits to attractions was estimated at approximately 40 percent during 2008.

The number and proportion of out-of-state visits by type of attraction are given in Table 5.1, below. In 2008 more over two thirds of all visits to places of worship (72) percent) and visitor / heritage centres (69 percent) were made by out-of-state visitors. Wildlife / zoo / nature reserves, country/forest parks and gardens continue to remain popular with Northern Ireland residents, recording lower proportions of out-of-state visitors (24, 18 and 19 percent respectively).

Table 5.1 Proportion of out-of-state visitors to attractions 2008

Attraction Category	Estimated proportion of out-of-state visitors (%)
Country / Forest Parks	18
Gardens	19
Historic Properties	58
Museums / Art Galleries	25
Visitor / Heritage Centres	69
Wildlife / Zoo / Nature Reserve	24
Workplaces	50
Places of Worship	72
Other	27
All attractions (N=90)	40

Table 5.2 illustrates the overall proportion of adult to child visitors during 2008 broken down by attraction category. The average overall ratio for all attractions in 2008 was 64 percent adults to 36 percent children.

Table 5.3 Adult / Child Ratios

Attraction Category	% Adult	% Child
Country / Forest Parks	58	42
Gardens	76	24
Historic Properties	75	25
Museums / Art Galleries	63	37
Visitor / Heritage Centres	68	32
Wildlife / Zoo / Nature Reserve	57	43
Workplaces	92	8
Places of Worship	83	17
Other	61	39
All attractions (N=79)	64	36

In 2008 workplaces had the highest proportion of adult to child visitors (92 percent adults to 8 percent children). This is in contrast to attractions in the wildlife/zoo/nature reserve category, in which case child visitors represented 43 percent of total visitors.

seasonality

Table 6.1 illustrates the percentage of attractions open by month in 2008. The percentage of attractions opened increased each month from 75 percent in January to July / August when all attractions reported that they had been open.

Table 6.1: Attractions Open by month 2008*

	2007	2008	% change
January	66	75	+14
February	67	77	+15
March	77	91	+18
April	92	93	+1
May	92	95	+3
June	95	97	+2
July	98	100	+2
August	97	100	+3
September	91	95	+4
October	79	86	+9
November	71	78	+1
December	73	78	+7

* Based on figures provided by 101 attractions

The seasonal distribution of visits to tourist attractions is broadly similar for the different types of attraction categories. All the attractions achieved the majority of their visitors between April and September, with more visitors overall in the July to September period in comparison to April to June. Only gardens and historic properties had more visitors in Apr-Jun compared with July – August.

Table 6.2: Seasonality of visits to attractions by category 2008

	Jan-Mar %	Apr-Jun %	Jul-Sep %	Oct-Dec %
Country / Forest Parks	13	30	43	13
Gardens	17	37	31	16
Historic Properties	13	39	38	11
Museums / Art Galleries	20	27	32	21
Visitor / Heritage Centres	14	28	42	16
Wildlife / Zoo / Nature Reserve	14	38	39	10
Workplaces	13	31	35	20
Places of Worship	11	30	45	14
Other	18	27	42	13
All attractions (N=101)	15	30	39	15

revenue

Table 7.1, below, illustrates the changes in admission charges compared with 2008. In 2008, 34 percent (55 in total) of participating attractions charged admission, a decrease of 2 percentage points on the level in 2007.

Table 7.1: Admission charges to charging attractions 2008* (compared with 2007)

	Adult		Child	
Price of admission	2007	2008	2007	2008
Maximum	£8.50	£8.50	£6.50	£6.25
Minimum	£1.50	£1.70	£0.00	£0.00
Mean	£4.48	£4.54	£2.74	£2.70

* Based on replies from 46 attractions which responded in both 2007 and 2008.

In addition to the revenue generated from admissions, revenue was generated from donations, catering, retail, and other means. Table 7.2, below, details the percentage breakdown of admissions revenue for charging attractions. In 2008, just under half (48%) of charging attractions reported taking between 0-25% of their total revenue from admission charges.

Table 7.2: Revenue from admissions, 2008 - percentage breakdowns

Percentage of total revenue generated from admissions	Charging attractions (%)
0-25	48
26-50	9
51-75	27
76-100	16
N= 44	

In 2008, 32 percent of 73 responding attractions indicated that their gross revenue had increased on the previous year (compared with 54 percent in 2007), 30 percent indicated that it had decreased (compared with 13 percent in 2007) and the remaining 38 percent indicated that it was similar.

In 2008, 27 percent of 101 responding attractions (compared with 14 percent in 2007) indicated that their expenditure on marketing had increased on the previous year, while 8 percent (compared with 6 percent in 2007) indicated that it had decreased, and the remaining 65 percent indicated that it was similar.

In 2008, 39 percent of 83 responding attractions indicated that they had upgraded or made improvements to their attraction (compared with 43 in 2007).

employment

A total of 95 responding attractions were able to provide a staff breakdown. Table 8.1 illustrates the numbers of staff employed in attractions by type of employment, based on the information provided by these 95 attractions only. In 2008 just under one third (30%) of all employees were unpaid volunteers.

Table 8.1: Employment at Tourist Attractions 2008

Employee Type	Total	% of all employees
Full-time permanent	568	27
Part-time permanent	298	14
Full-time seasonal	96	5
Part-time seasonal	516	24
Unpaid volunteers	648	30
All Staff (N=95)	2,126	100

appendix 1 - research method

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 the visitors.'

284 attractions were initially invited to participate in the 2008 survey by means of a self-completion questionnaire (a copy of which can be found in Appendix 4). An effective response rate of 58 percent was achieved, with 164 attractions that fitted the definition criteria of being primarily a tourist attraction providing visitor numbers. A further number of attractions responded indicating that they were closed; that their numbers were included within another attraction; that they were unable to provide any visitor numbers; or they were unable to provide visitor numbers to the attraction element of their business. Statistics presented in this report are given in good faith on the basis of information provided by proprietors of attractions.

Appendices 2 and 3 list the 164 attractions which provided visitor numbers, with the exception of those who had requested that their visitor numbers remain confidential, although the information provided by confidential attractions has been included in the analysis. The guidelines for completion of the questionnaire which was issued to each attraction invited to participate in the survey can be found in Appendix 5. These guidelines include the definition of a tourist attraction.

Tables in the body of the report are based only on those 164 attractions for which visitor numbers were provided, unless specified otherwise within the table or in a footnote to a table. A proportion of attractions provided estimates, rather than exact counts. These were more likely to be visits to non-charging attractions, country / forest parks and gardens. Year-on-year performance comparisons are based only on those attractions where both 2007 and 2008 data are available.

Where this report refers to 'visits' to attractions, unless specified as 'out-of-state visits' (see Section 5), this refers to all visits made to an attraction, regardless of the country of residence of the visitor, and would therefore include visits made by Northern Ireland residents. 'Out-of-state visits' to attractions refers only to those visits made by visitors whose country of residence is not Northern Ireland. Indicating the proportion of out-of-state visitors proved difficult for many attractions and estimates were provided in some instances.

For the purposes of analysis attractions have been classified by types. 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 the out-of-state visitor.

abbreviations of ownership:

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

visitor figures:

These are recorded in the columns ‘2004’, ‘2005’, ‘2006’, ‘2007, and ‘2008’. Data may not have been available for certain years, in which case:

- ‘Not open’ indicates that the attraction had not yet opened to the public.
- ‘Closed’ indicates that the attraction was temporarily closed.

admission charge:

The standard adult admission charge for the main attraction during 2008 is recorded in the column entitled ‘Entry’.

appendix 2 - visitor attraction tables 2008 (excluding those wishing to remain confidential)

COUNTRY PARKS

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
G	Ballypatrick Forest Park	5,236	3,688	4,435	2,558	3,484	+36	
LA	Carnfunnock Country Park	168,126	176,603	174,346	206,433	187,408	-9	
G	Castle Archdale Country Park	120,000	120,000	165,000	160,000	175,000	+9	
G	Castlewellan Forest Park	132,166	118,302	125,566	133,735	129,445	-3	
O	Colin Glen Forest Park	224,589	242,526	258,340		237,294	/	
G	Crawfordsburn Country Park	840,000	850,921	800,000	760,000	710,000	-7	
LA	Delamont Country Park	137,000	138,280	132,220	239,735	189,937	-21	
G	Drumcairne Forest Park	2,000	2,000	2,000	7,000	7,000	0	
G	Drum Manor	27,023	27,794	26,913	27,093	22,713	-16	
G	Glenariff	43,113	45,255	41,224	47,288	47,343	0	
G	Gortin Glen	9,006	10,362	9,579	12,125	6,018	-50	
G	Gosford	122,274	89,536	87,546	95,610	88,629	-7	
G	Lagan Valley Regional Park	500,000	500,000	500,000	500,000	500,000	0	
LA	Loughgall Country Park	70,000	73,000	84,000	88,000	78,000	-11	£2.00
G	Ness Wood Country Park	25,000	25,000	25,000	25,000	20,000	-20	
G	Peatlands Country Park	83,000	87,000	61,316	89,000	88,000	-1	
G	Portglenone	12,663	13,393	11,368	13,489	13,981	4	
G	Redburn Country Park	50,000	67,330	52,000	57,000	65,000	14	
G	Roe Valley Country Park	260,602	317,431	300,000	300,000	300,000	0	
G	Scrabo Country Park	210,000	225,000	230,000	235,000	230,000	-2	
G	Silent Valley Mountain Park	53,808	49,560	52,000	42,892	46,115	8	£1.50
LA	Sir Thomas And Lady			500,000		100,000	/	
G	Tollymore Forest Park	146,623	152,213	145,436	155,530	146,553	-6	

GARDENS

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
P	Ballyrobert Cottage Garden and Nursery				4,000	4,140	4	£2.00
LA	Botanic Gardens	700,000	700,000	700,000	660,000	660,000	0	
LA	Grovelands				4,600	5,000	9	
LA	Joey Dunlop Memorial Garden	61,000	65,000	72,000	76,500	80,000	5	
P	Macnean Organic Garden	240	196	236	227	48	-79	£2.50
NT	Rowallane Gardens	29,196	35,391	34,484	36,549	40,770	12	£4.80

HISTORIC PROPERTIES

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
NT	Ardress House	4,586	4,140	2,987	4,487	4,652	4	£4.18
LA	Arthur Ancestral Home	1,653	1,186	1,169	765	901	18	
OTC	Ballance House		926	880		858	/	£3.00
G	Ballycopeland Windmill	1,057	1,056	1,926	1,584	100	-94	
P	Ballywalter Park			31,000	30,000	31,700	6	£6.00
P	Benvarden Estate	4,730	5,870	5,070	5,047	3,335	-34	£3.50
G	Carrickfergus Castle	50,080	54,502	55,158	54,683	58,889	8	£3.00
NT	Castle Coole	16,890	11,578	12,653	22,822	14,596	-36	£5.00
NT	Castle Ward House and Demesne	32,734	49,558	58,665	62,301	57,336	-8	£4.80
LA	Cockle Row Cottages	4,128	3,297	8,615	9,156	10,467	14	
P	Dan Winter Ancestral Home		3,191	3,401	3,212	3,251	1	
O	Derry Walls	172,800	190,100	207,200	213,415	215,015	1	
G	Devanish Island Monastic Site	14,000	25,000	21,950	26,600	27,000	2	£2.25
G	Dundrum Castle	12,837	13,119	12,915	11,725	7,096	-39	
G	Dunluce Castle	44,227	57,597	62,583	73,704	63,392	-14	£2.00
G	Enniskillen Castle Museums	20,238	26,037	32,762	40,355	25,739	-36	£2.95
NT	Florencecourt House & Gardens	25,814	26,002	28,047	30,664	30,000	-2	£5.00
P	Glenarm Castle Walled Garden				20,000	20,000	0	£4.00
G	Grey Abbey	8,920	13,396	8,785	11,320	10,400	-8	
LA	Guildhall					10,000	/	
G	Harry Avery's Castle		291	313	327	349	7	
NT	Hezlett House	1,220	1,000	1,460	2,715	2,299	-15	£3.00
G	Hillsborough Court/Markethouse & Fort	29,024	32,276	35,000	27,959	43,447	55	
G	Kilclief Castle	516	562	755	1,076	563	-48	
G	Killykeeghan Cottage	2,000	2,000	896	2,000	2,000	0	
NT	Mount Stewart House and Gardens	107,963	109,000	121,786	128,000	133,452	4	£7.40
G	Narrow Water Castle	321	413	109	170	300	76	
G	Navan Centre		9,500	19,430	15,503	12,816	-17	£5.00

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
G	Nendrum Monastic Site	4,401	4,031	5,163	4,654	10,561	127	
G	Scrabo Tower	16,805	21,317	22,661	25,142	24,664	-2	
LA	Sentry Hill		2,918	4,304	5,199	5,520	6	£3.50
NT	Springhill House	18,065		17,859	16,296	14,761	-9	£3.00
NT	The Argory	29,177	27,198	24,162	22,700	32,085	41	£5.80
OTC	Titanic's Dock & Pump-House	Not Open	Not Open	Not Open	11,500	20,000	74	£3.50
G	Tully Castle	3,000	10,000	14,800	5,600	7,000	25	
G	White Island	6,500	5,000	9,100		1,500	/	

MUSEUMS/ART GALLERIES

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
LA	Andrew Jackson Centre & US Ranger's Centre	768	1,246	985		725	/	
P	Apprentice Boys Memorial Hall				7,700	8,000	4	
LA	Ards Art Centre		24,395	26,103	28,513	28,838	1	
G	Armagh County Museum	15,094	15,090	13,333	12,790	10,539	-18	
P	Armagh Planetarium	Closed	Closed	29,566	38,924	37,818	-3	£6.00
LA	Ballycastle Museum	2,100	3,500			2,820	/	
LA	Ballymoney Museum	1,554	3,358	5,316	6,271	4,705	-25	
LA	Barn Museum		5,500	6,000	150	658	339	
LA	Carrickfergus Museum		13,494	27,991		26,909	/	
LA	Coleraine Museum	2,500	3,050	3,339	3,049	3,558	17	
LA	Craigavon Museum Services			2,000	2,253	1,366	-39	
LA	Down County Museum	44,796		35,000	35,284	34,716	-2	
O	Downpatrick & County Down Railway Museum	5,549	7,793	8,586	9,841	9,046	-8	£5.00
O	Flame - The Gasworks Museum of Ireland	885	1,503	1,069	1,415	1,965	39	
LA	Foyle Valley Railway Centre			Closed	960	3,598	39	
LA	Green Lane Museum	9,500	9,000	6,234	8,470	8,640	2	
LA	Harbour Museum		20,000	4,413	3,018	4,084	35	
LA	Island Arts Centre				280,000	276,000	0.014285714	
LA	Larne Museum		693	2,387		3,000	/	
LA	Mid-Antrim Museum	11,631	10,874	9,057	5,873	22,349	281	
P	Millennium Court Arts Centre			15,557	18,293	19,862	9	
OTC	Museum of Free Derry	Not Open	Not Open	10,304	14,301	15,138	6	£3.00
G	Naughton Gallery at Queen’s			13,000	14,000	14,400	3	
LA	Newry and Mourne Museum				28,554	41,933	47	

MUSEUMS/ART GALLERIES (continued)								
Owner	**Attraction**	**2004**	**2005**	**2006**	**2007**	**2008**	**% Diff 07/08**	**Entry**
LA	North Down Museum	44,093	43,148	47,740	47,658	44,908	-6	
O	Place	512			247	1,417	474	
OTC	Royal Irish Fusiliers Museum	4,693	7,601	8,021	8,813	9,209	4	
P	Somme Heritage Centre	18,773	21,707	26,927	19,700	27,194	38	£4.25
P	The Bog Museum			10,000	12,000	12,800	7	
LA	Tower Museum	Closed	4,975	14,002	27,039	25,536	-6	£4.00
O	Ulster American Folk Park	124,879	134,003	146,078	157,325	152,717	-3	£5.50
G	Ulster Folk & Transport Museum	181,813	197,673	170,950	168,866	190,580	13	£5.50
O	Workhouse Museum			4,433	3,349	4,111	23	

VISITOR/HERITAGE CENTRES

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
O	An Creagan Visitor Centre	20,000	20000	21,500	22,500	24,050	7	£2.50
LA	Armagh Ancestry	683		300	600	670	12	
G	Bellaghy Bawn	3,175	3909	6,049	6,795	6,450	-5	£2.00
P	Belleek Pottery	133,157	132699	117,188	171,569	148,225	-14	£4.00
OTC	Carrick-a-Rede Rope Bridge	157,000	165000	184,904	222,613	241,291	8	£3.63
LA	Castlederg Visitor Centre	1,840	1711	1,616	802	809	1	£1.60
NT	Cavehill Visitor Centre (including Belfast Castle)	37,500	39375	39,375	45,000	51,500	14	
LA	Crom Estate	15,422	14917	18,500	20,000	18,000	-10	
LA	Culturlann Mac Adam		50000	50,000	30,000	76,900	156	£8.00
NT	Dunluce Centre	94,020	96850	55,839	58,560	57,660	-2	£8.50
LA	Giant's Causeway Visitor Centre	445,327	464,243	553,063	712,714	751,693	5	
OTC	Higher Bridges Gallery at the Clinton Centre			20,000	20,183	5,125	-75	
LA	Keady Heritage Centre		Closed	Closed	60	81	35	£3.00
P	Lough Neagh Discovery Centre	37,390	40002	66,241	58,533	79,455	36	
O	Palace Stables Heritage Centre	29,755	3134	12,744	23,567	25,400	8	£5.00
LA	Portaferry Tourist Information & Visitor Centre			9,402	9,678	6,631	-31	
LA	Portrush Countryside Centre	66,167	44,031	44,130	40,000	20,038	-50	
LA	Queen's Visitor Centre	37,530	36,438	42,150	54,948	72,420	32	
G	Quoile Countryside Centre	9,055	9,247	9,583	9,350	9,328	/	

VISITOR/HERITAGE CENTRES (continued)

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
LA	Rathlin Island Boathouse Centre	7,700	8,138	9,226	9,000	7,846	-13	
OTC	Saint Patrick Centre	134,572	133,629	137,058	143,363	117,079	-18	£4.95
LA	Saint Patrick's Trian Visitor Complex	37,764	41,920	23,000	41,808	43,000	3	£5.00
NT	Srangford Lough Wildlife Centre			5,492	6,239	7,842	26	

WILDLIFE, ZOO and NATURE RESERVES

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
P	Annaginny Farm				6,000	5,000	/	£4.00
P	Arkhill Open Farm			2,100	2,250	2,000	-11	£4.00
O	Belfast Lough RSPB Reserve			210,000	210,000	10,000	-95	
LA	Belfast Zoological Gardens	202,651	210,830	257,713	294,935	275,494	-7	£8.10
P	Bog Meadows Nature Reserve			96,000	123,600	60,000	-51	
OTC	Castle Espie Wildfowl & Wetlands Trust	71,000	73,000	64,000	63,000	56,050	-11	£4.70
P	Clementsmount Fun Farm				7,433	8,000	8	£4.00
LA	Exploris Aquarium	219,700	129,100	136,372		94,674	/	£7.00
P	Leslie Hill Open Farm	13,219	13,845	12,707	11,415	8,706	-24	£4.00
NT	Murlough Nature Reserve	10,569	12,599	12,357	100,000	14,576	-85	
LA	Oxford Island National Nature Reserve	216,454	234,925	260,000	216,713	341,025	57	
OTC	Portmore Lough Reserve			3,000	3,000	3,200	7	
P	Rathlin Island West Light View Point	8,907	10,998	11,200	10,200	11,708	15	
P	Seaforde Butterfly House, Gardens & Maze	32,822	31,915	32,332	32,755	30,100	-8	£3.00
P	Watertop Open Farm	8,500	8,600	9,500	10,000	10,000	0	£2.50

WORKPLACES

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
NT	Patterson's Spade Mill	3,912	3,457	2,903	3,182	2,633	-17	£4.50
P	The Steensons Jewellery Workshop	4,260	4,750	5,050	4,600	4,670	2	
P	Thomas Ferguson Irish Linen Centre		1,383	1,383	1,363	1,965	44	£4.75
NT	Wellbrook Beetling Mill	2,970	2,807	2,539	2,842	2,322	-18	£4.00

PLACES OF WORSHIP

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
O	Armagh Roman Catholic Cathedral	8,500	10,000	8,500	10,000	10,000	0	
P	Down Cathedral	31,193	28,798	29,788	35,266	49,858	41	
O	St Anne's Cathedral	32,045	31,894	32,999	40,610	45,492	12	
O	St Columb's Cathedral	36,912	44,245	51,762	63,645	77,094	21	
O	St Nicholas Church					1,200	/	
O	St Patrick's Church, Saul	5,000	5,000	5,000	5,000	5,600	12	

OTHER

Owner	Attraction	2004	2005	2006	2007	2008	% Diff 07/08	Entry
P	Armagh Observatory &	12,000	15,000	20,000	30,000	40,000	33	
P	Armagh Public Library	1,506	1,932	2,130	1,862	4,433	138	
P	Funny Farm Maize Maze			6,208	6,145	5,260	-14	£4.50
LA	Marble Arch Caves	44,920	49,053	70,000	53,280	54,072	1	£8.00
P	Old Bushmills Distillery	125,425	128,425	134,298	123,000	101,589	-17	£6.00
G	Pomeroy Forest	4,200	4,200	4,200		10,000	/	
NT	Portstewart Strand	144,248	140,000	177,135		170,333	/	
G	Public Record Office	13,762	14,250	15,872	15,811	16,512	4	
P	The Lagan Boat Company		18,000	17,500	18,500	15,060	-19	£8.00
O	The Peoples Gallery					24,735	/	
OTC	W5	246,282	216,331	235,946	247,506	282,756	14	£6.80

appendix 3 – responding visitor attractions listed by county (excluding those wishing to remain confidential)

County Antrim

Andrew Jackson Centre & US Ranger’s Centre
Arthur Ancestral Home
Balance House
Ballypatrick Forest Park
Ballyrobert Cottage Garden & Nursery
Belfast Zoological Gardens
Benvarden Estate
Botanic Gardens
Carnfunnock Country Park
Carrick-a-Rede Rope Bridge
Carrickfergus Castle
Carrickfergus Museum
Cave Hill Visitor Centre (including Belfast Castle)
Clementsmount Fun Farm
Colin Glen Forest Park
Culturlann Mac Adam
Dunluce Castle
Dunluce Centre
Exploris Aquarium
Flame - The Gasworks Museum of Ireland
Giant's Causeway Visitor Centre
Glenarm Castle Walled Garden
Grovelands, Stockman's Lane
Island Arts Centre
Joey Dunlop Memorial Garden
Lagan Valley Regional Park
Larne Museum
Leslie Hill Open Farm

County Antrim (continued)

Mid-Antrim Museum

Naughton Gallery At Queens
Old Bushmills Distillery
Place
Pomeroy Forest
Portmore Lough Reserve
Portrush Countryside Centre
Portstewart Strand
Public Record Office
Queen's Welcome Centre
Rathlin Island West Light View Point
Redburn Country Park
Sentry Hill
Silent Valley Mountain Park
Sir Thomas And Lady Dixon Park
St Anne's Cathedral
St Nicholas Church
The Lagan Boat Company
The Steensons Jewellery Workshop
Titanic’s Dock & Pump-House
W5
Watertop Open Farm
White Island

County Armagh

Ardress House
Armagh Ancestry
Armagh County Museum
Armagh Observatory & Astro Park
Armagh Planetarium
Armagh Public Library
Armagh Roman Catholic Cathedral
Ballydougan Pottery
Barn Museum
Craigavon Museum Services
Dan Winter Ancestral Home
Gosford
Keady Heritage Centre
Loughgall Country Park
Millennium Court Arts Centre
Navan Centre
Oxford Island National Nature Reserve
Palace Stables Heritage Centre
Royal Irish Fusiliers Museum
St Patrick’s Cathedral
St Patrick's Train
The Argory

County Down

Ards Art Centre
Ballycopeland Windmill
Ballywalter Park
Bog Meadows Nature Reserve
Castle Espie Wildfowl & Wetlands Trust
Castle Ward House & Demesne
Castlewellan Forest Park
Cockle Row Cottages
Crawfordsburn Country Park
Delamont Country Park
Down Cathedral
Down County Museum
Downpatrick & County Down Railway Museum
Dundrum Castle
Fergusons Irish Linen Centre
Funny Farm Maize Maze
Grey Abbey
Hillsborough Court/Markethouse & Fort
Kilclief Castle
Mount Stewart House and Gardens
Murlough Nature Reserve
Narrow Water Castle
Nendrum Monastic Site
Ness Wood Country Park
Newry & Mourne Museum
North Down Muesum
Portaferry Tourist Information & Visitor Centre
Rowallane Garden
Saint Patrick Centre
Scrabo Country Park
Scrabo Tower
Seaforde Butterfly House, Gardens & Maze
Somme Heritage Centre

County Down (continued)

St Patrick's Church, Saul
Strangford Lough Wildlife Centre
The Lodge Studio
Thomas Ferguson Irish Linen Centre
Tollymore Forest Park
Ulster Folk & Transport Museum

County Fermanagh

Belleek Pottery
Castle Archdale Country Park
Devenish Island Monastic Site
Drum Manor
Enniskillen Castle Museums
Florencecourt House & Gardens
Killykeeghan Cottage
Macnean Organic Garden
Marble Arch Caves
The Higher Bridges Gallery
Tully Castle

County Londonderry

Apprentice Boys Memorial Hall
Arkhill Open Farm
Ballycastle Museum
Coleraine Museum
Derry Walls
Foyle Valley Railway Centre
Glenariff
Green Lane Museum
Guildhall
Harbour Museum
Hezlett House
Museum of Free Derry
Portglenone
Roe Valley Country Park
St Columb's Cathedral
The Peoples Gallery
Tower Museum
Workhouse Museum

County Tyrone

Altmore Fisheries and Open Farm
An Creagan Visitor Centre
Annaginny Farm
Castlederg Visitor Centre
Drumcairne Forest Park
Gortin Glen
Harry Avery's Castle
Peatlands Country Park
Springhill House
The Bog Museum
Ulster American Folk Park
Wellbrook Beetling Mill

appendix 4 - questionnaire

SURVEY OF VISITS TO VISITOR ATTRACTIONS 2008

Please help the Northern Ireland Tourist Board establish performance in the attractions' sector in 2008 by taking part in our annual survey. Please complete the questions by ticking the relevant box ☑ or by writing on the line provided.

If any of the information printed below is incorrect or missing, please write in correct details.

Contact Name:
Position:
Address:
Name of Attraction:
Ref:

N.B.: If the questionnaire should be sent to a different address, please supply separate details.

SECTION ONE - ATTRACTION DETAILS

1.1 In our last survey, your Attraction Category was given as:
Is this category correct? Yes ☐ No ☐
If No, missing, or not included last year, please tick only one category below:

Castle / Fort	☐	Museum and / or Art Gallery	☐
Country Park	☐	Farm / Rare Breeds / Farm Animals	☐
Distillery / Brewery	☐	Nature Reserve / Wetlands / Wildlife trips	☐
Garden	☐	Safari Park / Zoo / Aquarium / Aviary	☐
Heritage / Visitor Centre	☐	Steam / Heritage Railways	☐
Historic House / House and Garden	☐	Other Historic / Scenic transport operator	☐
Historic Monument / Archaeological Site	☐	Industrial or Craft Workplace	☐
Place of Worship (still in use)	☐	Science / Technology Centre	☐
Other Historic Property	☐	Other *(Please specify.........................)*	☐
Leisure / Theme Park	☐		

1.2 In our last survey, your attraction owner was given as:
Is this owner correct? Yes ☐ No ☐
If No, missing, or not included last year, please tick only one category below:

Government Department / Agency	☐	Public Company / plc	☐
The National Trust	☐	Educational Institution	☐
Other Trust / Charity	☐	Religious Organisation	☐
Local Authority	☐	Other *(Please specify...........................)*	☐
Privately Owned	☐		

SECTION TWO - VISITOR NUMBERS

2.1 In our last survey, your total Visitor Numbers 2007 (Paid and Free) was given as:
Is this number correct? Yes ☐ No ☐
If 0, missing, or not included last year, please write in the 2007 visitor numbers:

2.2 Visitor Numbers during 2008 (Calendar Year). Please exclude special events outside normal opening hours or any private hire.

Total visitor numbers (paid and free)	....	Are these numbers:	Exact? ☐	An Estimate? ☐
Total number of paying visitors	....	Are these numbers:	Exact? ☐	An Estimate? ☐

2.3 Please write below the total number of visitors (paid and free) by month in 2008 and whether attraction was open or closed.

	Total Number	*Please tick if* Open Part/All Month	Closed		Total Number	*Please tick if* Open Part/All Month	Closed
January	....	☐	☐	July	....	☐	☐
February	....	☐	☐	August	....	☐	☐
March	....	☐	☐	September	....	☐	☐
April	....	☐	☐	October	....	☐	☐
May	....	☐	☐	November	....	☐	☐
June	....	☐	☐	December	....	☐	☐

2.4 What method(s) is/are used for recording/estimating visitor numbers?

From ticket sales and / or group booking sales	☐	Estimate made on the basis of a sample count	☐
Mechanical or electronic method of counting (e.g. turnstile)	☐	Estimate only	☐
Manual method of counting numbers	☐	Other *(please describe.............................)*	☐

2.5 What percentage of visitors in 2008 (paid and free) fell into each category?
Adults.........% Children.........% **(TOTAL 100%)** Are these percentages: Exact? ☐ Estimate? ☐

2.6 Did you charge for parking? Yes ☐ (Please provide details below) No ☐ (Go to question 2.7)
Please provide the following information regarding 2008 visits:
Total number of vehicles using car park in 2008 ....
Charge per vehicle £........................

2.7 Did you charge admission? Yes ☐ (Please provide details below) No ☐ (Go to question 2.8)

Please provide the standard admission charge (in high season/summer) per person for the <u>main</u> attraction in 2008 (including VAT): Adult £……………… Child £………………

2.8 Origin of visitors:

What percentage of total visitors to your attraction (in 2008) do you estimate were from each of the following:
Northern Ireland? ……………%
Republic of Ireland? ……………%
UK (Excluding Northern Ireland)? ……………%
Overseas? ……………%
(TOTAL 100 %)

2.9 Please indicate which positive and negative factors you believe affected your total visitor numbers in 2008 compared to 2007:

<u>Positive Factors</u>
Most important factor: ……………………………………………………………………………………………………

Other positive factors: ……………………………………………………………………………………………………

<u>Negative Factors</u>
Most important factor: ……………………………………………………………………………………………………

Other negative factors: ……………………………………………………………………………………………………

SECTION THREE - OPERATIONS

3.1 Gross revenue

How did the attraction's gross revenue in 2008 compare with 2007? Up ☐ Down ☐ Similar ☐
If up/down, what was the percentage increase/decrease? …….%

3.2 Please estimate your gross total revenue for 2008 (Please include revenue from admissions, donations, catering, retail and other revenue): £………………………………………

3.3 What was the distribution of the attraction's gross revenue from visitors in 2008 between:

Admissions ………% ☐ Not relevant
Donations …………% ☐ Not relevant
Catering ………% ☐ Not relevant
Retail ………% ☐ Not relevant
Other ……….% *(Please specify:……………………………………………)* ☐ Not relevant
(TOTAL 100 %)

3.4 Did you make any kind of upgrade or improvements to your attraction in 2008? (*excluding normal repairs and upkeep*) Yes ☐ No ☐

If Yes, how much money was spent (including VAT)? £ ………………………
Please describe the main type of upgrade or improvements made: ……………………………………………………………

SECTION FOUR – HUMAN RESOURCES

4.1 How many people were employed in any tourism related activities in the attraction in 2008, including yourself, working owners and self employed? *(Please enter numbers)*

Full-time permanent ………….
Part-time permanent ………….
Full-time seasonal ………….
Part-time seasonal ………….
Unpaid Volunteers ………….

SECTION FIVE– MARKETING

5.1 Compared with 2006, was your expenditure on marketing activities in 2008:

Up ☐ Down ☐ Similar ☐

The information from this survey will be used to assess trends in the attraction sector and to inform tourist board economic impact models, regional development and planning work. Information about your attraction (except visitor numbers) will be held in strictest confidence. Apart from visitor numbers, it will only be used summed with data from other attractions. If you also wish your visitor numbers not to be published, please tick here ☐

Data protection: The information on this form will be processed in accordance with the Market Research Society Code of Conduct and the Data Protection Act 1998.

I declare that the information provided on this form is true and accurate to the best of my knowledge.

Signed: ... . **Date:**

Name: (BLOCK CAPITALS).. **Job Title:** ....

Email address (*see note below): .... **Telephone:** ....

***** Please do **not** provide your **internet site** address, we only require your email address if applicable. We shall distribute the final report to attractions by email where a correct email address is provided here. If you would prefer to receive a hard copy **by post only**, please tick this box ☐

Thank you for participating in this survey. Please return the completed questionnaire by in the Freepost envelope provided. No stamp is needed. **Should you require an extension on this deadline please let us know by email to d.ruddy@NITB.Com prior to the closing date.**

appendix 5 - guidelines

GUIDELINES TO HELP YOU COMPLETE THE QUESTIONNAIRE

VISITOR ATTRACTION DEFINITION
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 the visitors.

NB* Organisations that are primarily retail outlets, but which have an attraction element, should not take part unless <u>separate</u> figures can be provided for the attraction element alone.

SECTION ONE

1.1 In order to compare different types of attraction, we have to categorize each attraction under a specific category, even though the attraction may include more than one type of attraction on site. Below are the major category groupings on the questionnaire. Please tick the **<u>main</u>** attraction category that you wish to be coded under for analysis purposes - **do not tick two or more**. Some examples are provided below to help guide your choice of category:

Survey Category	Examples of other types of attraction in the category
Castle / Fort	Fort, Citadel, Defence Tower
Country Park	Forest Park
Distillery/ Brewery	Alcohol Centred Attraction.
Garden	Arboretum, Botanical Garden.
Heritage / Visitor Centre	Information/Orientation Centre, Park Ranger Centre, Heritage/Cultural Interpretation Centre
Historic House/House and Garden	House and Garden, Royal Residence
Historic Monument/Archaeological Site	Ancient Monument, Standing Stones
Place of Worship	Attractions, regardless of religion, that are still in use
Other Historic Property	Historic Ship, Lighthouse, Windmill, Watermill
Leisure / Theme Park	Entertainment Park, permanent funfair
Museum and/or Art Gallery	*Including Industrial, Mining, Science, Transport Museums, and Galleries of Modern Art
Farm/ Rare Breeds/ Shire Horse Centre	Attractions involving enclosed farm animals
Nature Reserve / Wetlands / Wildlife trips	Attractions that contain natural habitat environments for fauna, birds and wildlife, including wildlife trips i.e. seal/dolphin watching
Safari Park / Zoo/ Aquarium / Aviary	Attractions involving enclosed wild animals/birds/reptiles/insects etc
Steam/ Heritage Railway	Steam or heritage railways in working condition (*not* museum)
Other Historic/Scenic transport operator	Sightseeing boat, chair lift, cable car
Industrial or Craft Workplace	Operating Industrial or craft attraction
Science / Technology Centre	Science, Technology or Environmental Centres that are not museums
Other	Cave, model village, pier, sports stadium tour, waxworks
Survey excludes contemporary art centres, galleries and antiques centres whose primary purpose is retailing.	

SECTION TWO

2.1 Please verify the visitor numbers provided by your attraction for 2006. If none were provided, please write or type them in.

2.2 This survey aims to measure trends in the visitor attraction market. In order to reflect the real trends, it is important that visitor figures provided are as accurate as possible.

If you are responsible for more than one attraction, please complete a separate questionnaire for each if possible. House and garden attractions/estates with free entry to the garden/grounds, but a charge for entry to the house, should provide separate visitor figures for each if unable to complete a separate questionnaire.

IMPORTANT
The figures you provide for year 2007 should preferably be for the calendar year, i.e. January to December. Please also tick the appropriate box to indicate whether the figures you provide are exact or an estimate.

2.3 If you are unable to provide monthly visitor figures, please indicate monthly opening/closure so that seasonality can be identified.

2.5 Please provide **percentage** breakdown of adults and children for 2007, **not the number of individuals**. Please also indicate whether figures provided are exact or an estimate.

SECTION THREE

3.1 Please remember to write in the percentage increase or decrease.

3.2 Please indicate total revenue, even if you do not charge for admission. Remember this information will be treated as **strictly confidential.**

Northern Ireland
Tourist Board

For further information or guidance visit www.nitb.com or contact:

Donna Ruddy at the Northern Ireland Tourist Board
Tel: 028 9044 1565
Email: D.Ruddy @nitb.com

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