



NI SHORT BREAKS & HOLIDAYS

This month our survey was all about taking short breaks and holidays in Northern Ireland. From frequency of trips to the types of trips and even what you enjoy most about being a tourist in Northern Ireland. Here's a snapshot of what you told us...

LIKELIHOOD TO HOLIDAY AT HOME

50% are likely to holiday/short break in NI than abroad or to parts of the UK & Ireland.

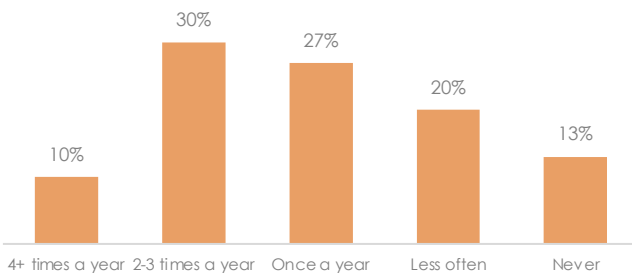
GOOD VALUE ESCAPISM

30% say taking holidays/short breaks in NI helps them feel they've been away without using too much leave!

SAVOURING A SHORT BREAK

64% list food and drink experiences as the favourite activity to do when taking an NI short break.

NI short break & holiday frequency



NI short break statements

43%

say they would like to go on more short breaks & holidays in Northern Ireland but find them too expensive.

32%

say that in an average year, they often take short breaks in Northern Ireland in addition to holidays abroad.

40%

say they use short breaks / holidays in Northern Ireland to celebrate special occasions (e.g. birthdays)

Reasons for holidaying in NI

60%

say **convenience** is the main reason they choose to holiday in NI

57%

say **short travel time** is the main reason they choose to holiday in NI

41%

say **scenic beauty / nature** is the main reason they choose to holiday in NI

30%

say **lower cost** is the main reason they choose to holiday in NI

NI short break duration

50%

take short breaks in NI lasting between 2 and 3 nights making it the most popular duration whilst 24% go away overnight.



Planning & booking NI short breaks

63%

spend between £100-£300 pp for a 2-3 night NI short break

68%

find the planning booking process of an NI short break easy

48%

think there are enough activities to justify taking regular short breaks in NI

Influencing likelihood to holiday in NI

Below are the top 5 things that would make people more likely to take a short break / holiday in Northern Ireland:

