



# A broader measure of tourism

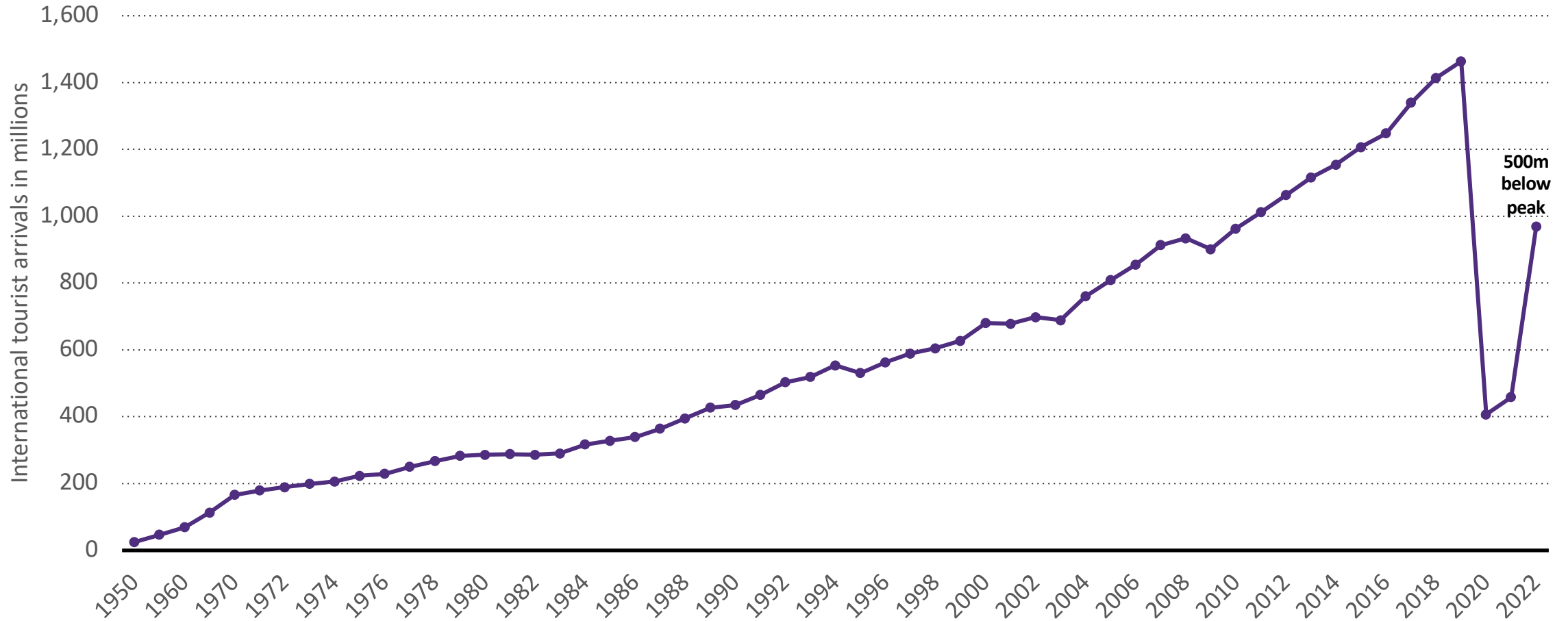
Andrew Webb

# Topics for discussion

- Has tourism recovered?
- Our 'broader measure' of tourism
- Views from the sector
- Conclusion

# Has tourism recovered?

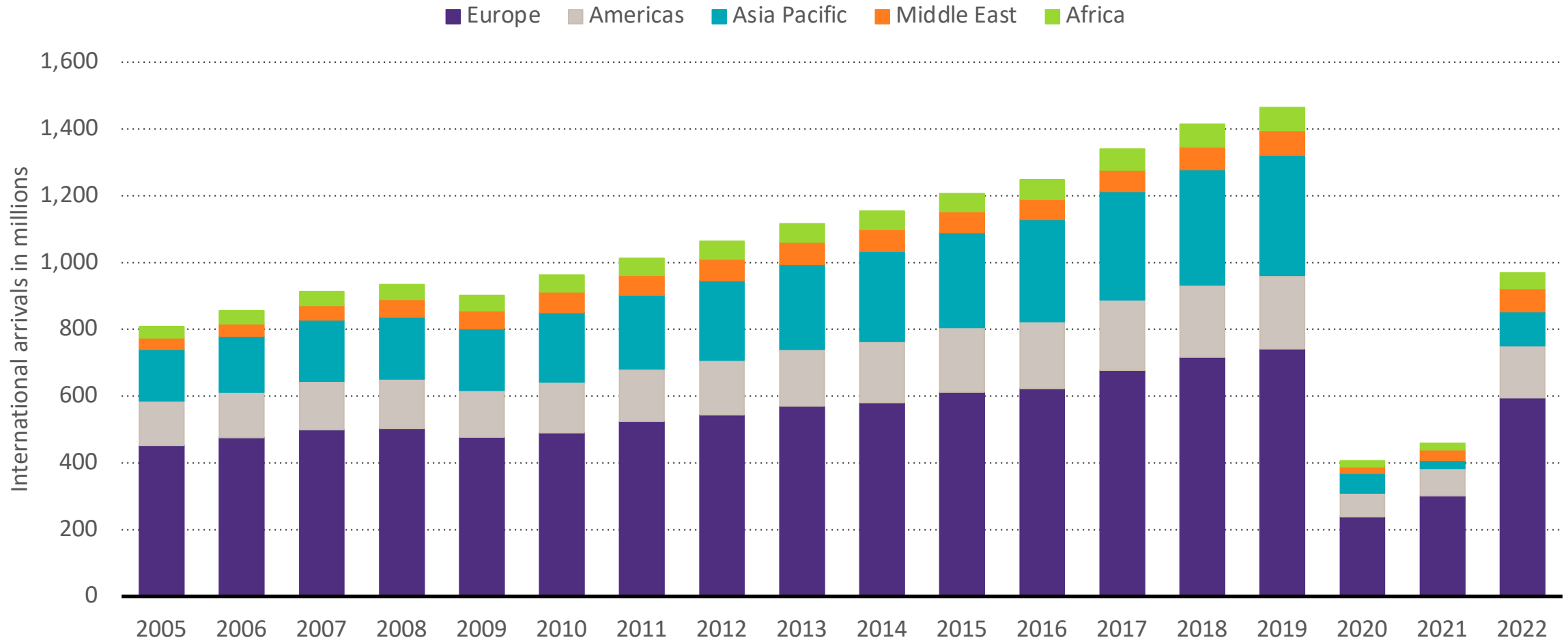
## Number of international tourist arrivals worldwide 1950-2022



Source(s): UNWTO; Worldwatch Institute

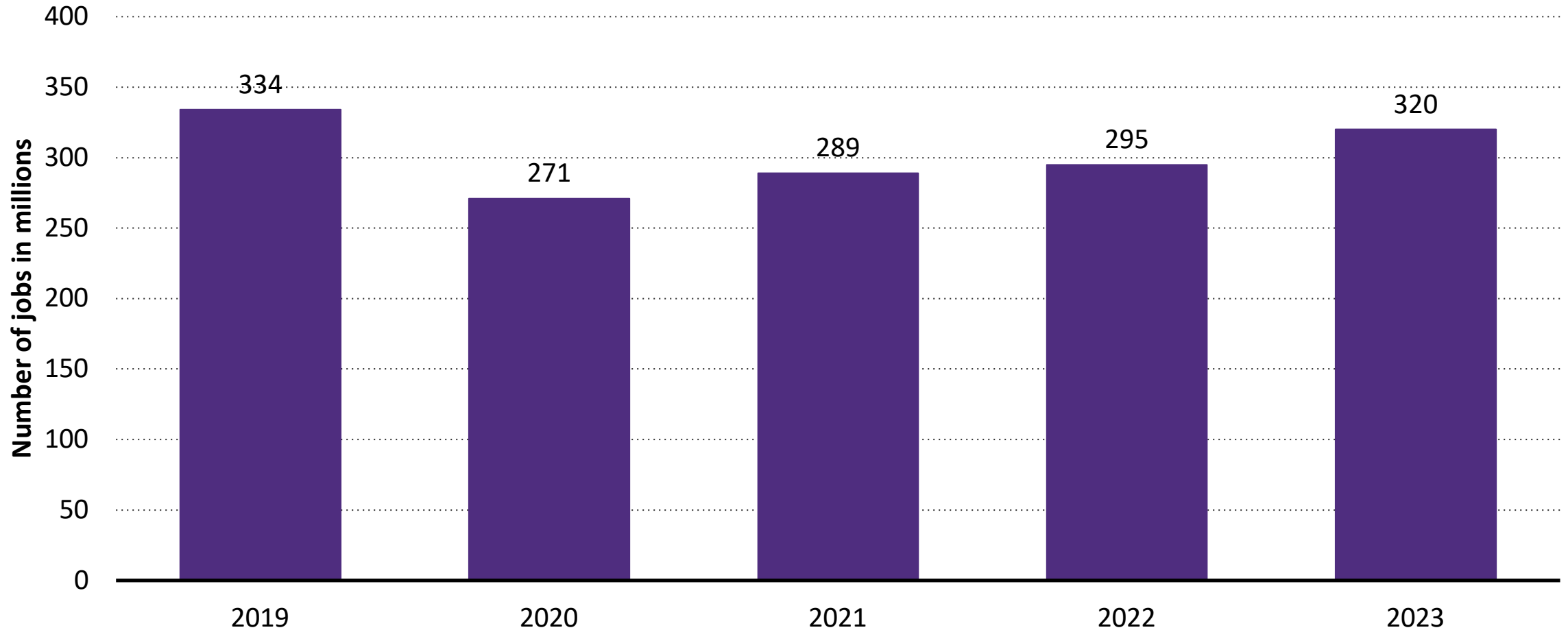
# Has tourism recovered?

Number of international tourist arrivals worldwide 2005-2022, by region



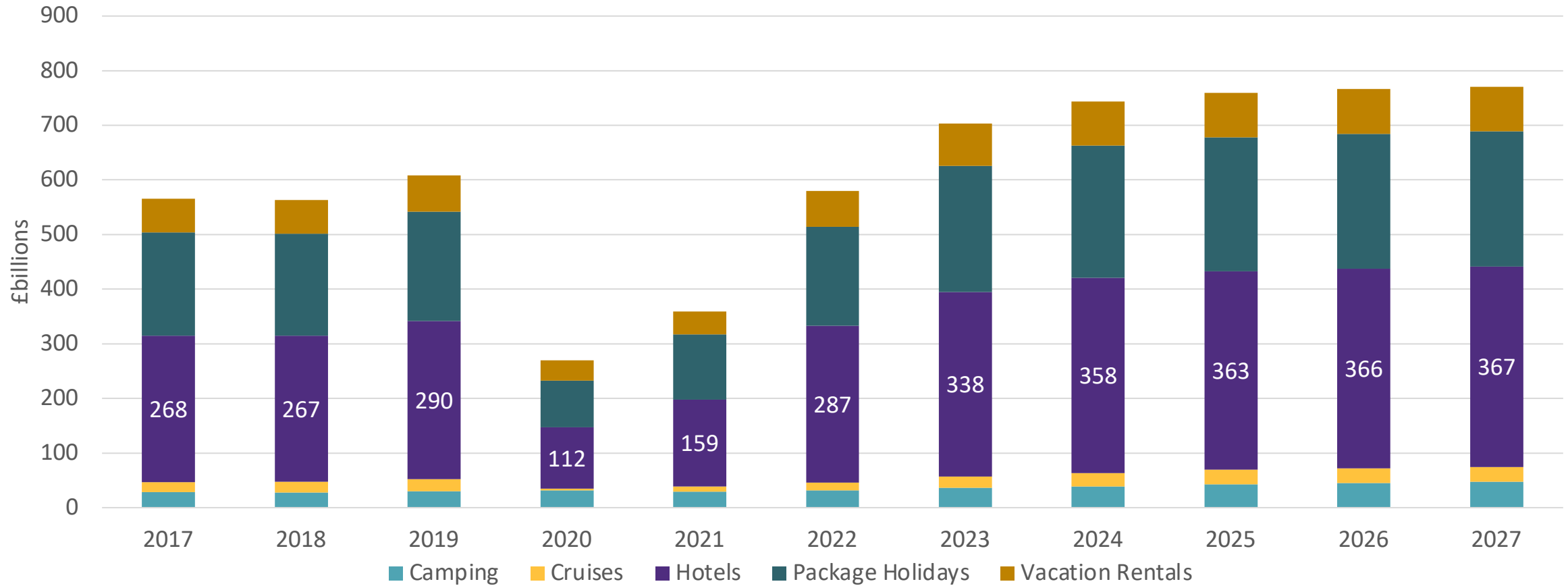
# Has tourism recovered?

Jobs almost back to pre-pandemic levels



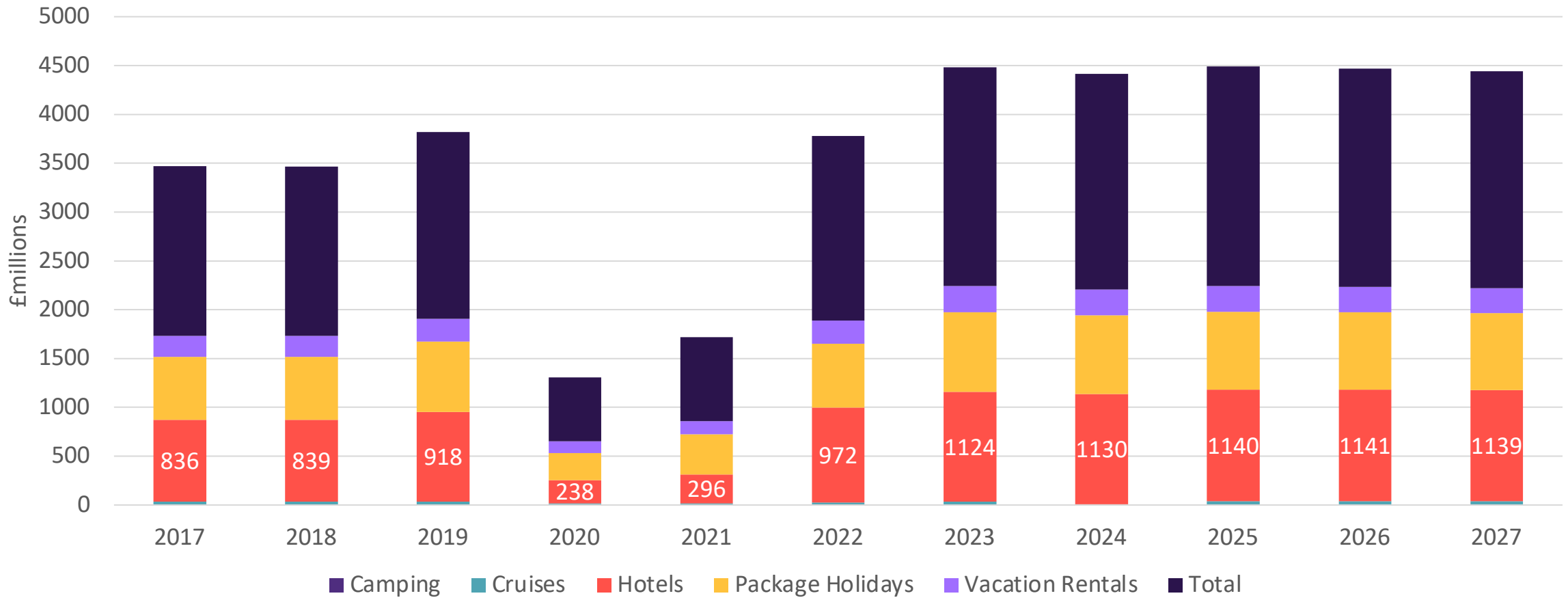
# Has tourism recovered (Global)?

Looking good...



# Has tourism recovered (Ireland)?

Looking good...

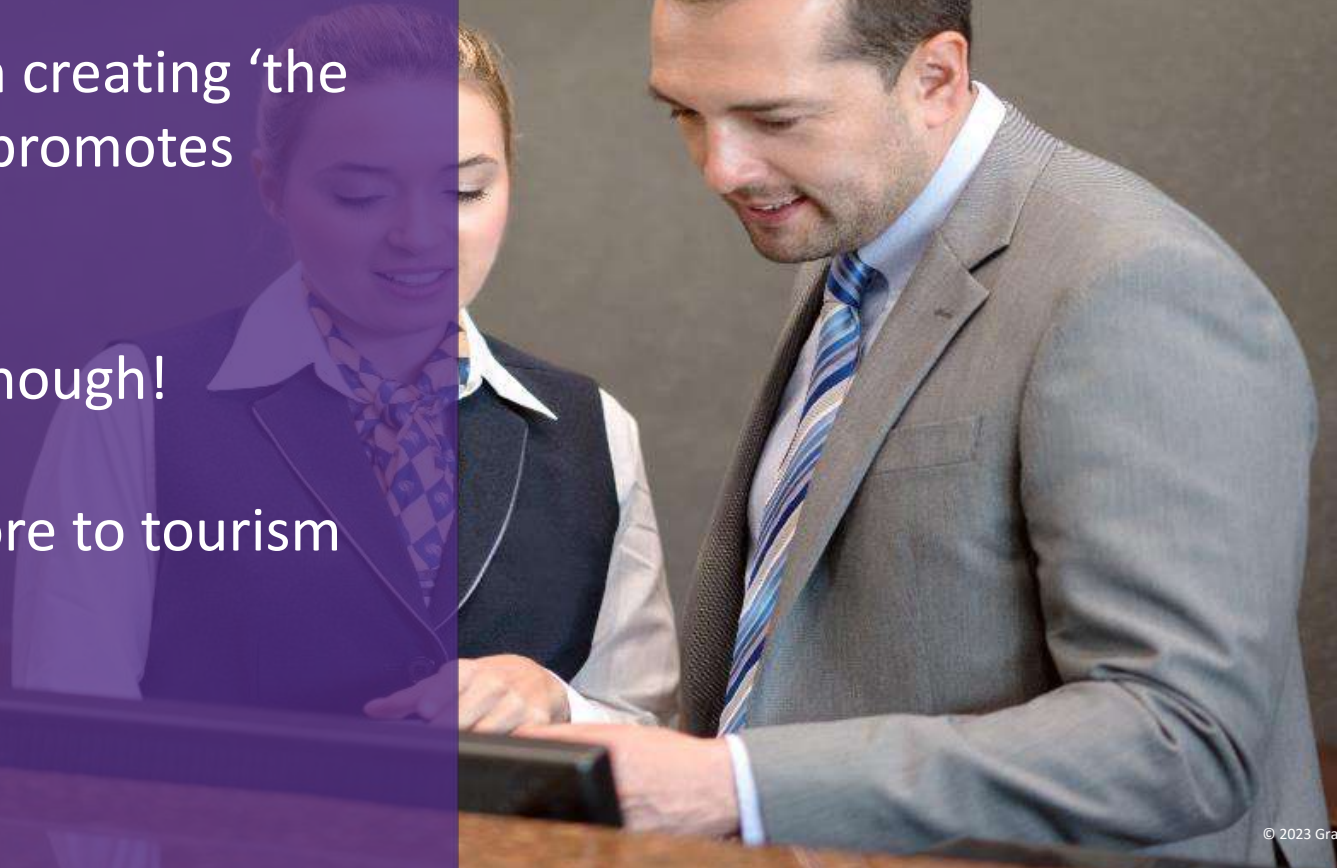


# A broader measure of tourism in NI

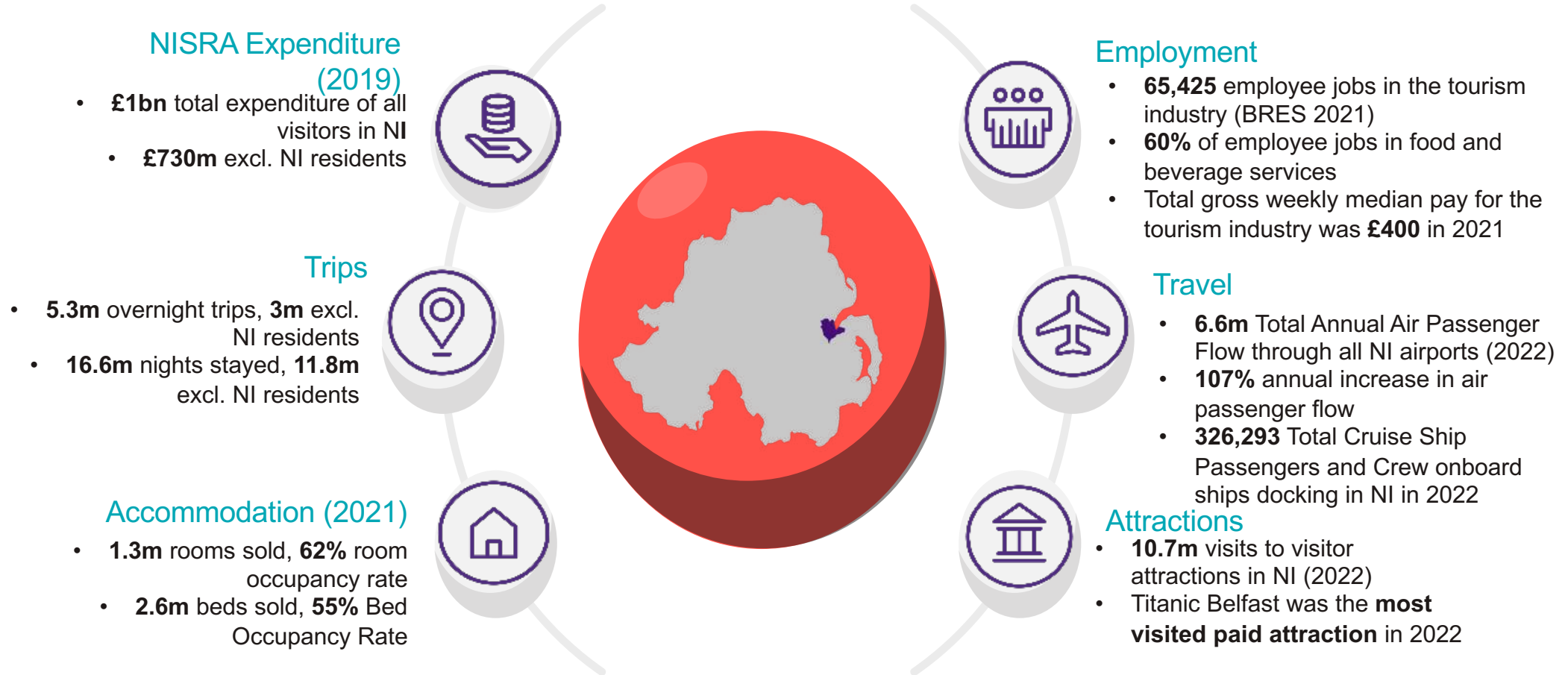


# Valuing tourism

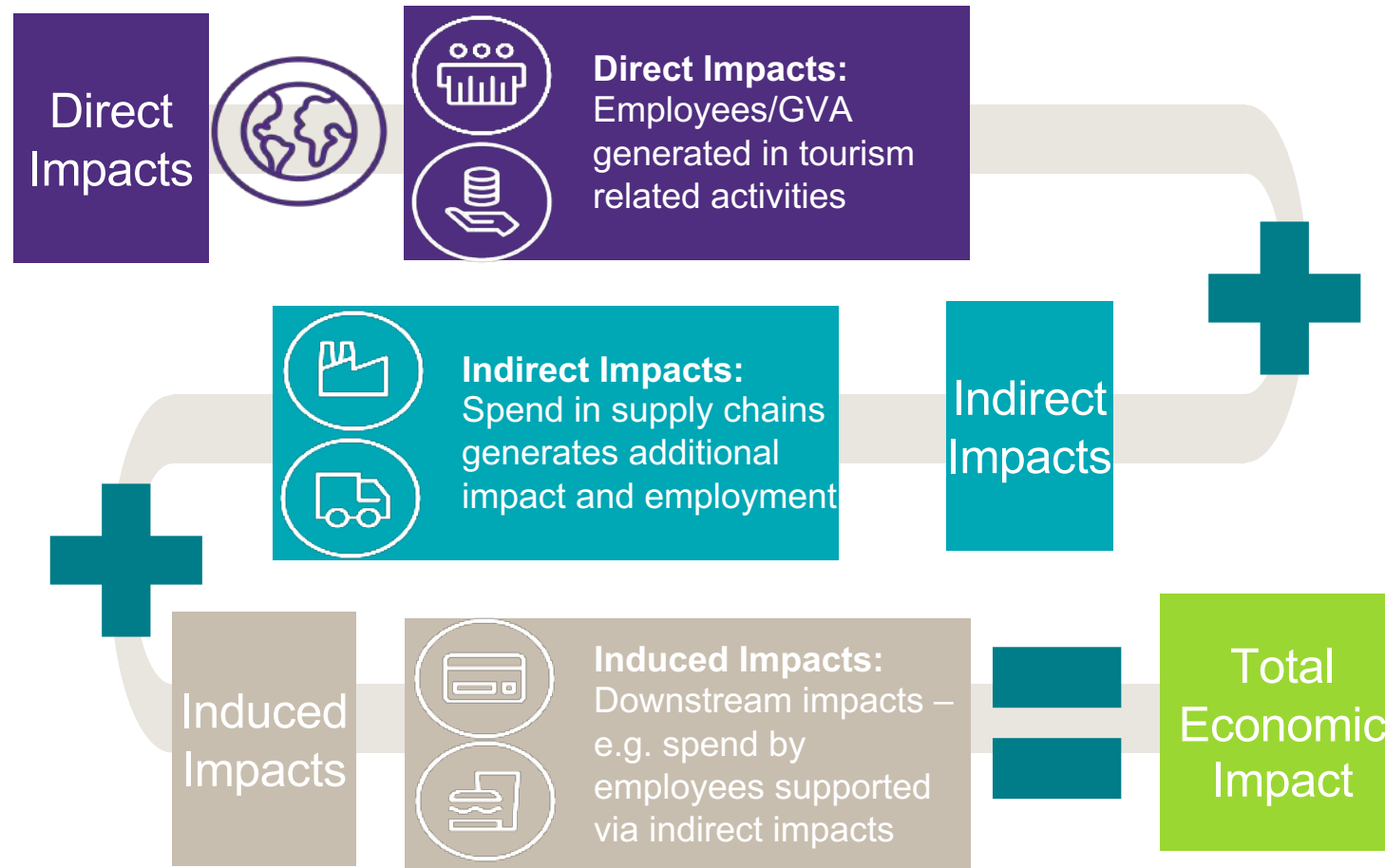
- The Tourism Industry has developed into one of the most important sectors to the Northern Ireland economy
- It plays a fundamental role in creating 'the offer' that Northern Ireland promotes around the world.
- We don't shout this loudly enough!
- Size matters, and there is more to tourism than we think.



# What we are told...



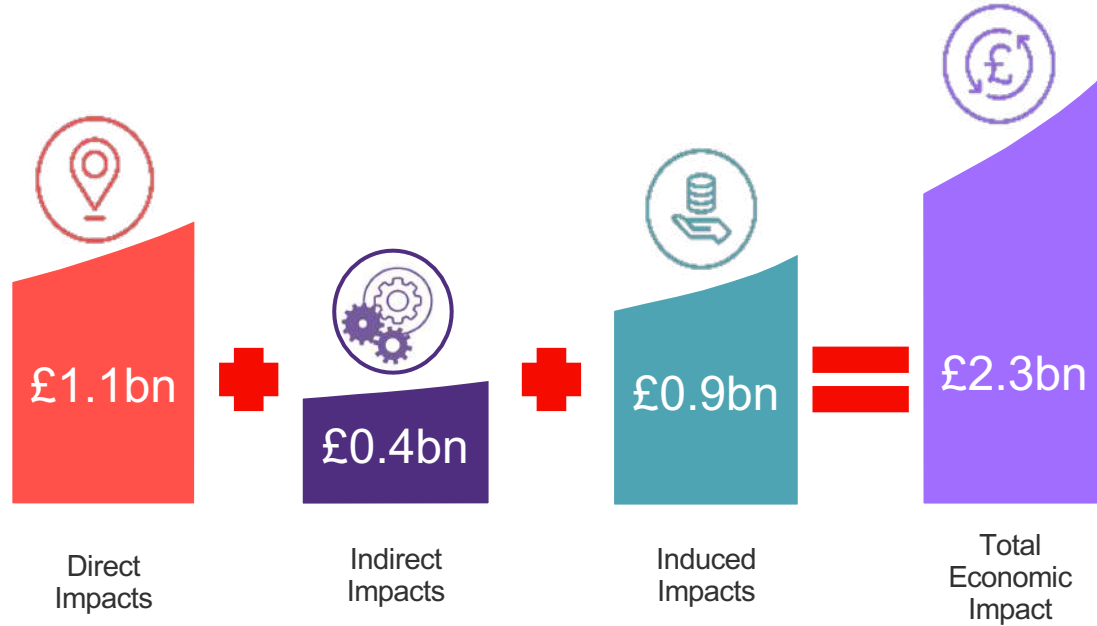
# A broader measure of tourism in Northern Ireland



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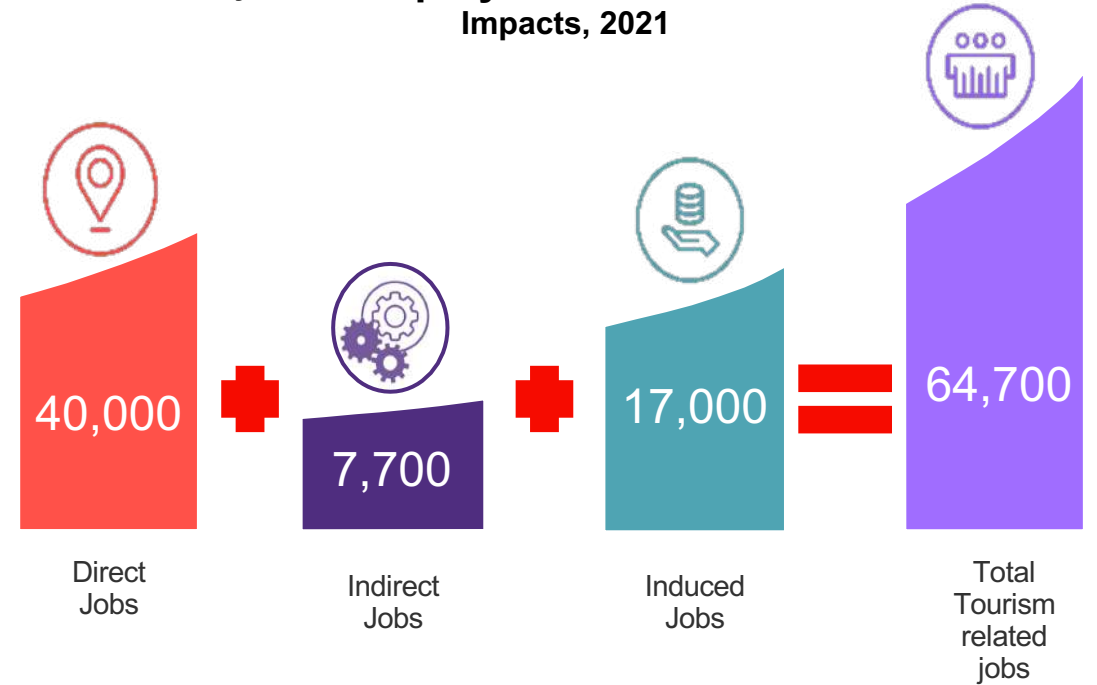
2021 performance...

**Economy-Wide Gross Value Added – Direct, Indirect + Induced Impacts, 2021**



**Total Economic Impact**  
**£2.3 billion**  
 5% of the NI Economy

**Economy-Wide Employment – Direct, Indirect + Induced Impacts, 2021**

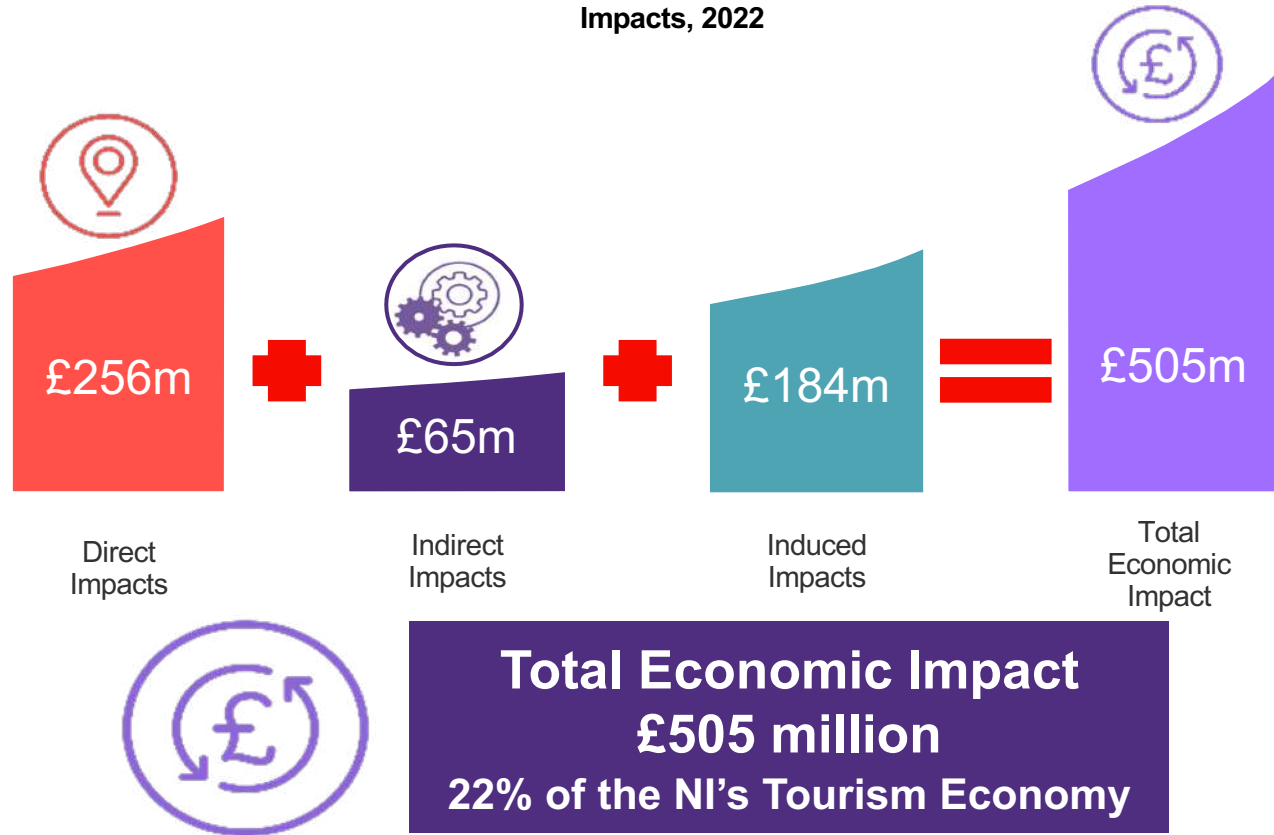


**Total Jobs related to Tourism**  
**64,700**  
 7% of NI's total jobs

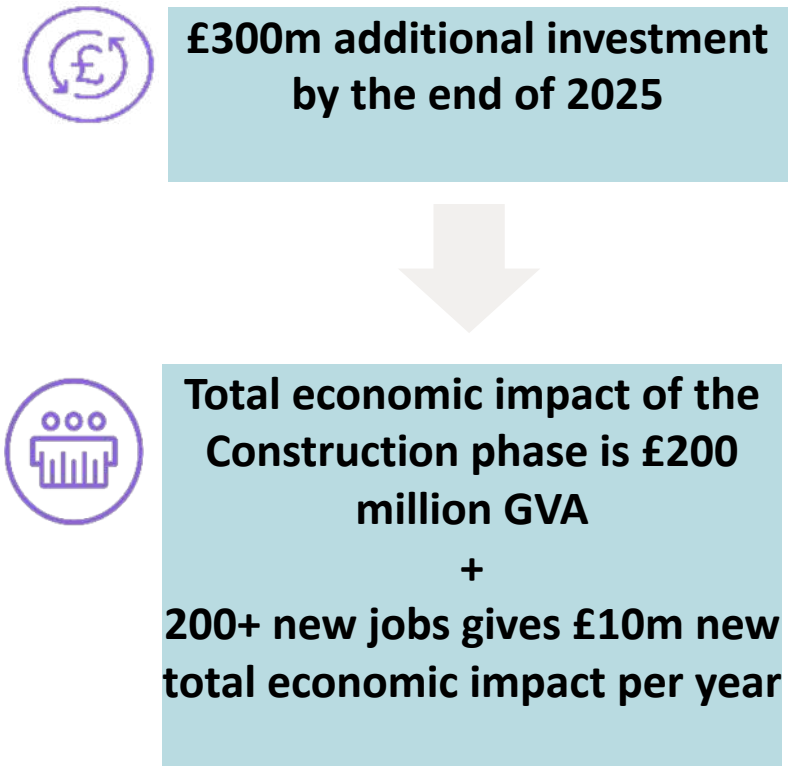
# A broader measure of tourism in Northern Ireland

Hotels are a key part of equation...

Economy-Wide **Gross Value Added** – Direct, Indirect + Induced Impacts, 2022



And there is more to come...



Source: Grant Thornton





# Views from the sector

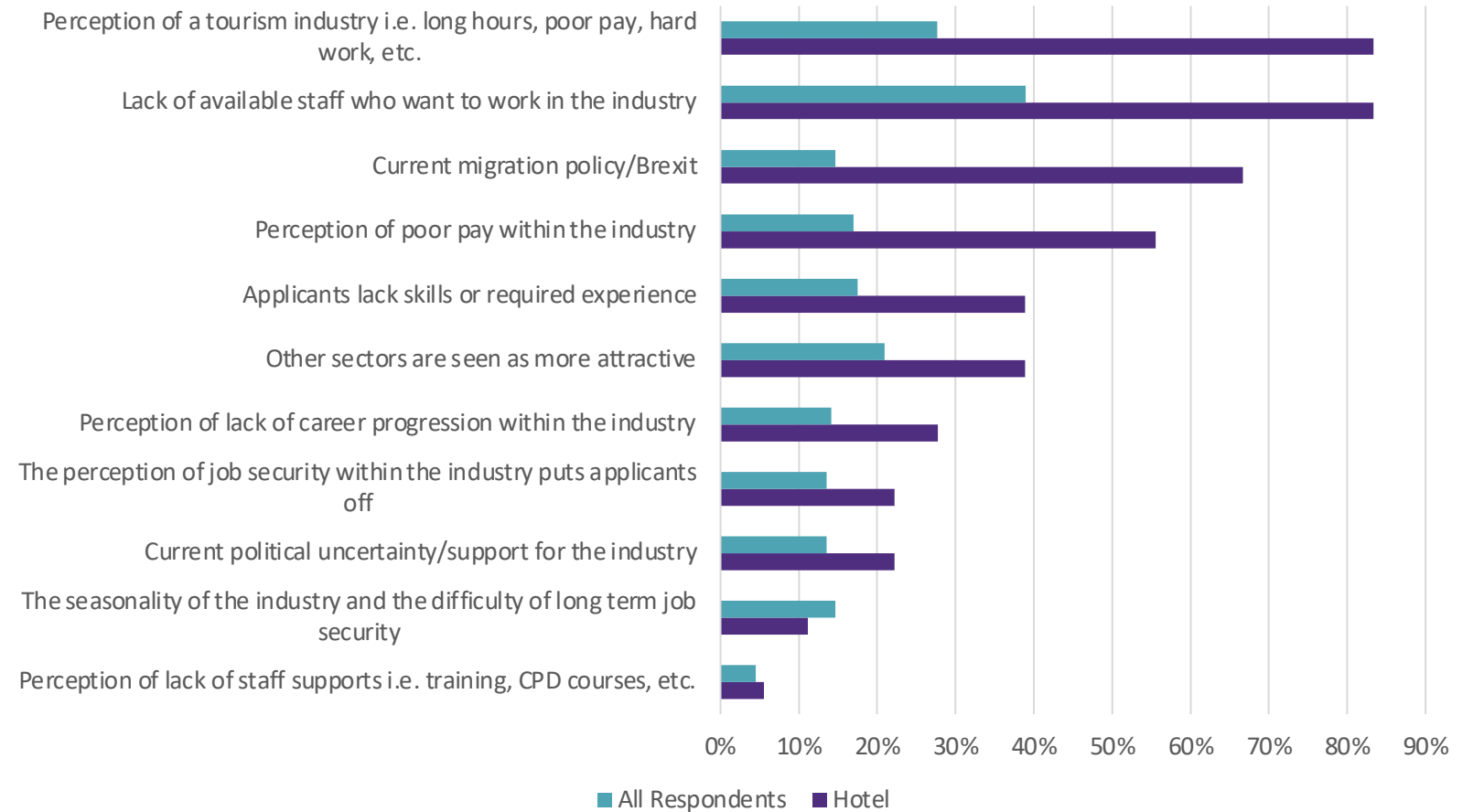
# Views from the sector

## Staff matters



**60% have the required staff levels**

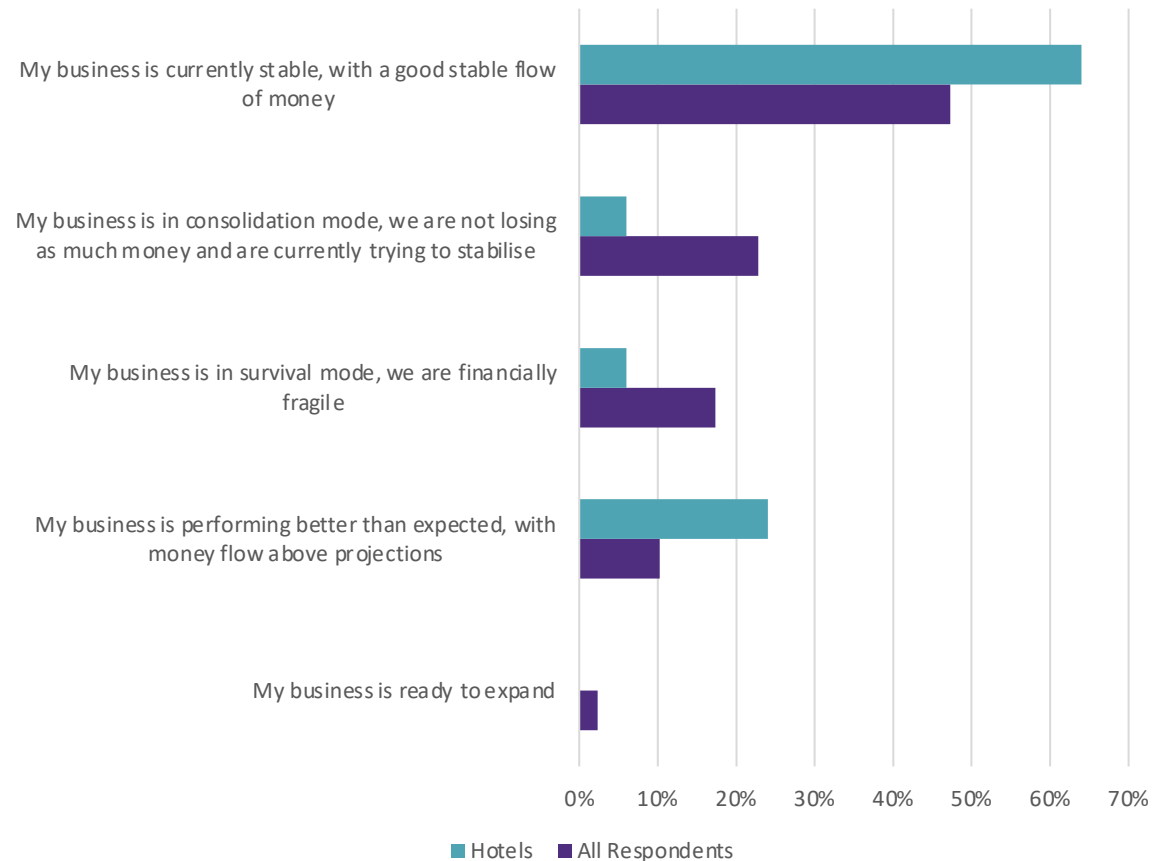
### Barriers to staffing, recruitment and retention



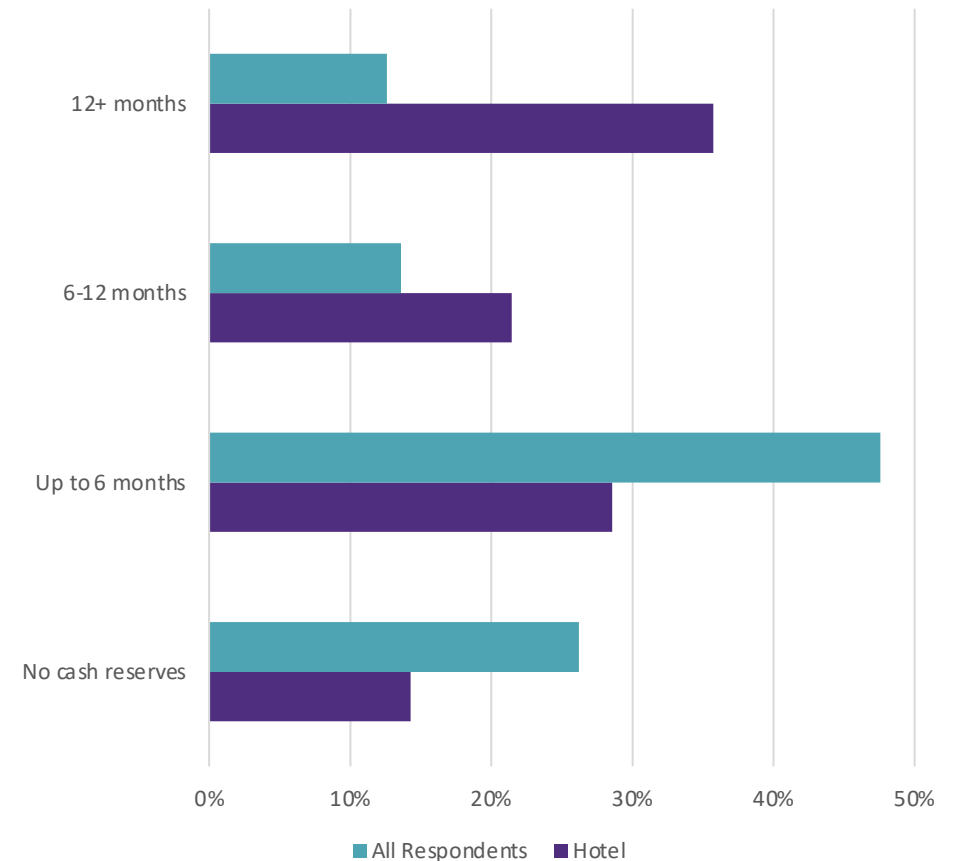
# Views from the sector

## Financial situation

**% of Respondents Current Financial Situation by Sub-Sector**



**% of Respondents Cash Reserves by Sub-Sector**

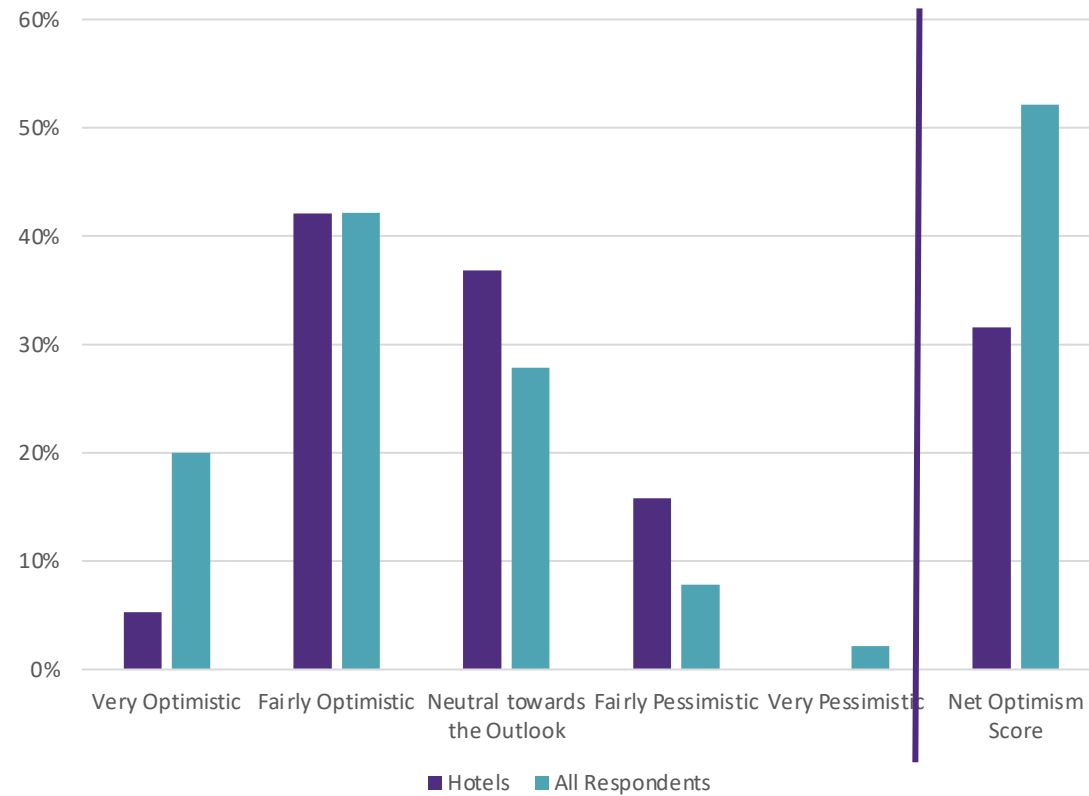




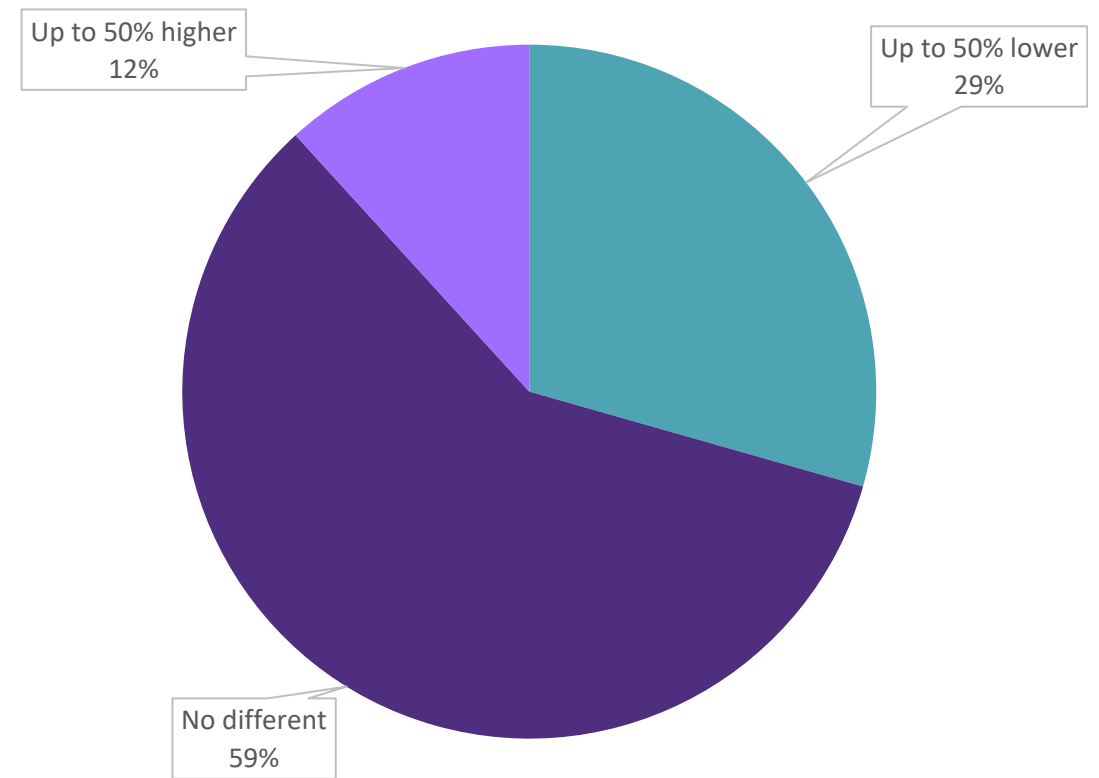
# Views from the sector

## The outlook

- Feelings regarding the outlook for your business over the next 12 months



- % of Bookings compared to 12 months ago

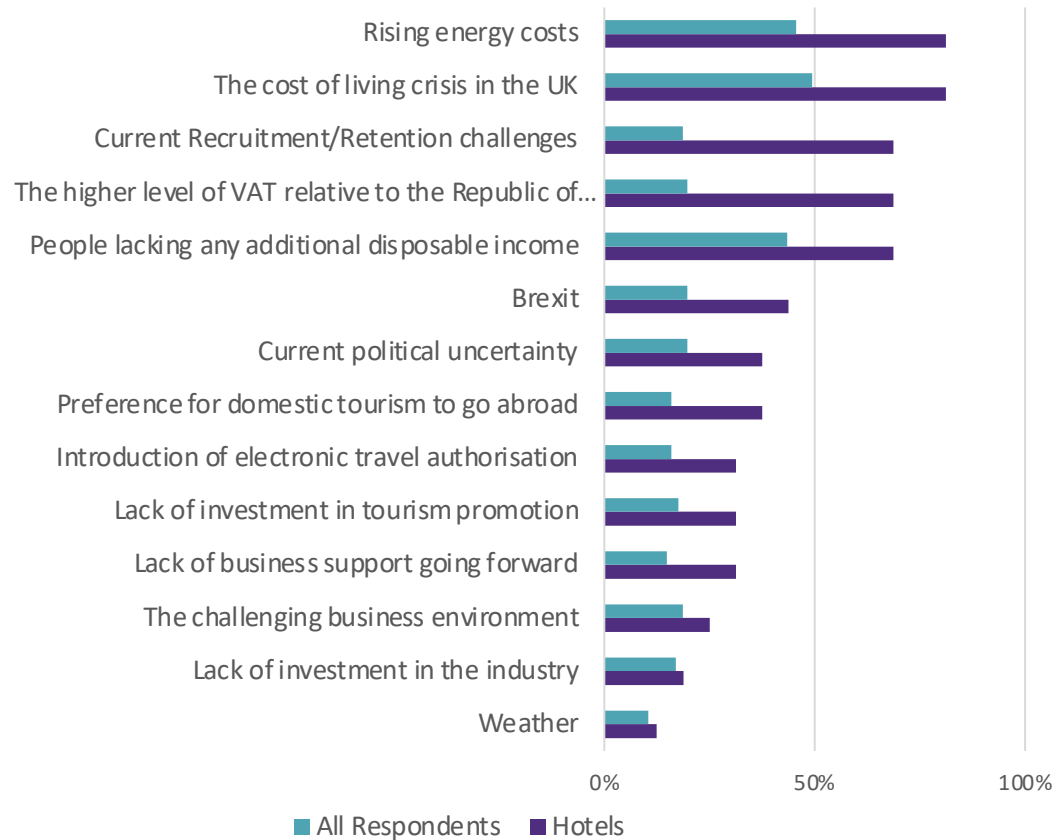


Source: Grant Thornton & NITA Survey

# Views from the sector

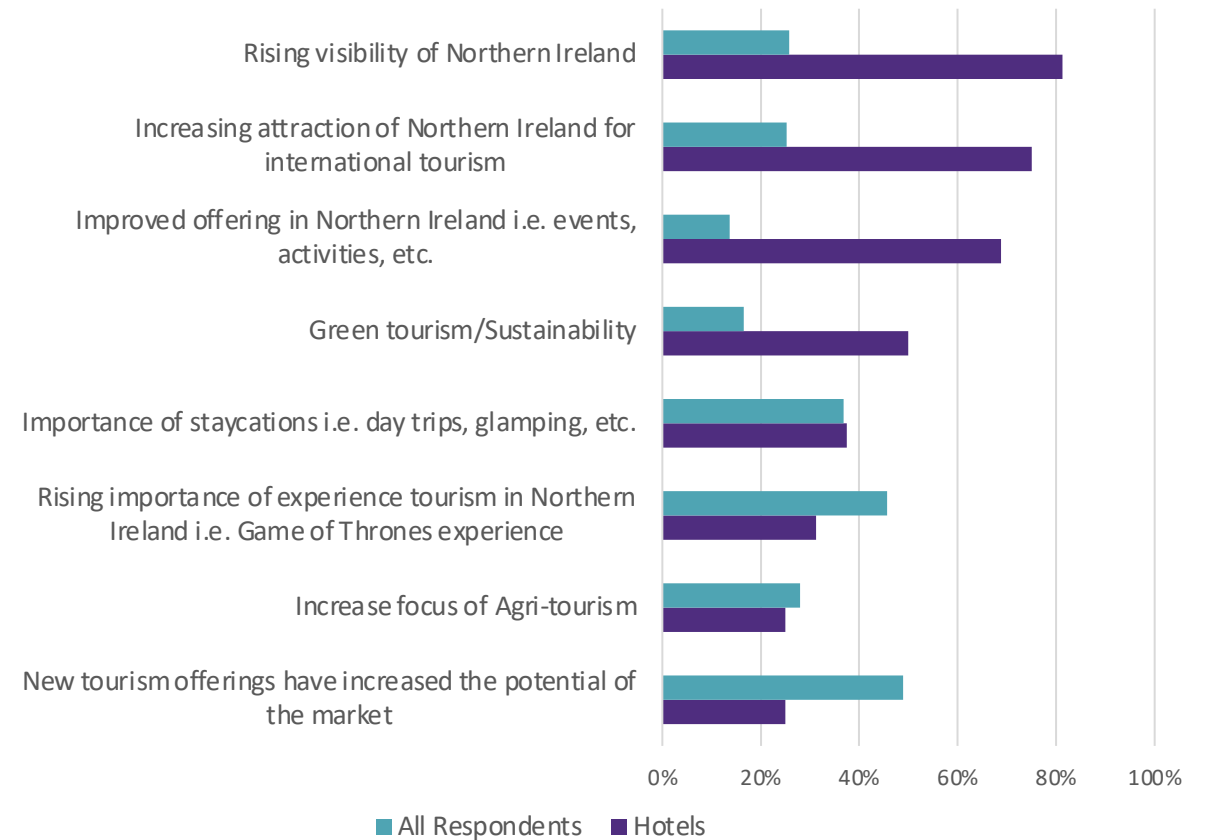
## Challenges and Opportunities

### • Industry Challenges



Source: Grant Thornton & NITA Survey

### • Industry Opportunities



Source: Grant Thornton & NITA Survey

# Summary

- Tourism is well on the way to recovery after a horrendous few years.
- Locally, the importance of tourism is greater than has been counted up to now – the billion pound industry? Triple it.
- Hotels plays a highly significant role in this – an economic impact of half a billion per year, with more to come
- Beneath these numbers, there are significant challenges - rising operating costs, skills and labour availability, a near neighbour with a more competitive VAT rate, etc.