

A positive story, in part courtesy of the favourable timing of Easter. One milestone to note is that there has been three-quarters of a million visits in the past twelve months (2005 was the last calendar year when this was achieved).

April

- welcome nearly 67,000 visits 14% up on the same period in 2018
- visitor nights just shy of 200,000 12% up
- Overnight Holiday visits were 37,403 20% up
- Holiday visitor nights were 136,274 17% up
- The later Easter boosted Visiting Friends & Relatives (VFR) but not VFR visitor nights
- Business visits declined 9% and Business visitor nights were 14% lower .
- A strong performance for Holiday day trip market but day trips for those undertaking a trip for miscellaneous reasons including 'school trip' were down on last April

January- April

There are seasonal variations as well as 'one-off' factors that impacted April, notably Easter being later in 2019 than in 2018; this bolstered the year-on-year comparison for leisure-related trips, while denting business travel. April's weather was more favourable in 2019 than the case a year before.

- Jersey had almost 162,000 visits generating 471,000 visitor nights, up 19% and 9% respectively (the first four months of the year typically account for 19% of annual visits and 16% of annual visitor nights)
- Overnight Holiday visits is 32% higher than in the equivalent period of last year and the number of Holiday visitor nights is estimated to be up by 18%
- All major source markets, except France and Ireland saw year-on-year growth, with an earlier start to charter routes helping to deliver more Germany visitors
- UK residents accounted for four-in-five visitor nights
- 79% of those visiting Jersey did so by Scheduled Air
- There was growth in most duration of stay categories, except 4-6 nights

Rolling 12 months

- A notable milestone for the rolling twelve months to April 2019 was 751,000 visits. The last calendar year during which there were more than three-quarters of a million visits was 2005.
- The average length of stay of those staying at least one night is 4.3 nights during the past twelve months.

Looking forward, we note a headwind that may be felt; customer sentiment in Europe for travel to sterling denominated destinations (UK and the Channel Islands) may weaken on the back of Brexit worries.

The table below presents a visitor data for April 2019, the past three months, the year-to-date and for the most recent rolling twelve months. As always- the longer the time period reviewed the more reliable are the estimates.

		Apr-19		Feb-Apr 19			Year-to-date			Rolling 12 months				
		Visits	Nights	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits Trend	Nights Trend
Headlines	Total Market	66,712	199,833	136,492	386,750		161,623	471,270		751,471	2,756,722			
	annual change	14%	12%	20%	8%		19%	9%		7%	1%			
	Overnight Visits	53,927		116,777		3.3	138,466		3.4	640,014		4.3		
	annual change	13%		20%			19%			8%				
Purpose of Visit	Holiday (Total)	44,657	136,274	81,928	235,845		88,954	262,675		503,766	1,913,488			
	annual change	27%	17%	35%	16%		35%	18%		7%	2%			
	Holiday (Day-Trippers)	7,254		8,785			9,030			69,599				
	annual change	87%		67%			60%			-5%				
	Holiday (Overnight Visits)	37,403	136,274	73,143	235,845	3.2	79,924	262,675	3.3	434,167	1,913,488	4.4		
	annual change	20%	17%	32%	16%		32%	18%		9%	2%			
	Business (Total)	4,185	10,473	15,770	39,389		23,501	50,833		74,760	169,121			
	annual change	-9%	-14%	-7%	6%		-8%	-7%		-8%	-27%			
	Business (Day-Trippers)	1,454		3,949			6,534			19,075				
	annual change	35%		-9%			-6%			-7%				
	Business (Overnight Visits)	2,731	10,473	11,821	39,389	3.3	16,967	50,833	3.0	55,685	169,121	3.0		
	annual change	-23%	-14%	-6%	6%		-9%	-7%		-8%	-27%			
VFR (Total)	VFR (Total)	9,434	39,657	20,968	85,388		28,088	127,921		110,573	535,217			
	annual change	11%	0%	13%	1%		14%	9%		9%	1%			
	VFR (Day-Trippers)	536		750			1,136			2,626				
	annual change	937%		299%			338%			158%				
	VFR (Overnight Visits)	8,898	39,657	20,218	85,388	4.2	26,952	127,921	4.7	107,946	535,217	5.0		
	annual change	5%	0%	10%	1%		11%	9%		7%	1%			
Other, including Study (Total)	Other, including Study (Total)	8,436	9,724	17,826	26,127		21,080	29,841		62,372	138,896			
	annual change	-17%	44%	2%	-23%		9%	-26%		34%	34%			
	Other (Day-Trippers)	3,540		6,231			6,457			20,157				
annual change	-39%		-2%			-2%			27%					
Other (Overnight Visits)	4,896	9,724	11,595	26,127	2.3	14,623	29,841	2.0	42,215	138,896	3.3			
annual change	13%	44%	5%	-23%		15%	-26%		38%					

		Apr-19		Feb-Apr 19			Year-to-date			Rolling 12 months				
		Visits	Nights	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits Trend	Nights Trend
Country of Residence	UK	42,605	158,749	92,152	307,746	3.3	110,993	376,323	3.4	482,552	2,095,016	4.3		
	annual change	13%	11%	23%	11%		21%	12%		5%	-2%			
	France	14,966	11,176	21,018	16,622	0.8	21,563	18,134	0.8	128,071	160,920	1.3		
	annual change	16%	-1%	-4%	-52%		-8%	-55%		1%	2%			
	Germany	1,178	4,540	1,292	4,905	3.8	1,322	5,124	3.9	20,119	115,733	5.8		
	annual change	170%	92%	53%	14%		49%	16%		8%	18%			
Guernsey	3,796	6,899	15,190	26,107	1.7	19,253	29,794	1.5	63,065	100,230	1.6			
annual change	-13%	80%	55%	144%		70%	141%		58%	55%				
Ireland	719	3,621	1,215	5,332	4.4	1,272	5,543	4.4	10,084	54,536	5.4			
annual change	4%	-19%	1%	-20%		-3%	-29%		31%	41%				
Mode of Departure	Scheduled Ferry	19,075	27,183	29,030	45,737	1.6	30,563	51,825	1.7	205,094	548,480	2.7		
	annual change	13%	-11%	0%	-32%		-5%	-38%		3%	1%			
	Visiting Yachtsmen	1,001	2,002	1,264	2,489	2.0	1,291	2,534	2.0	19,938	40,484	2.0		
	annual change	11%	44%	11%	43%		13%	45%		25%	5%			
	Cruise	318	-	318	-		318	-		4,821	-			
annual change									97%					
Scheduled Air	45,859	170,189	104,624	337,268	3.2	127,869	415,329	3.2	515,742	2,161,882	4.2			
annual change	14%	17%	27%	17%		26%	20%		7%	0%				
Private Plane	458	458	1,255	1,255	1.0	1,582	1,582	1.0	5,876	5,876	1.0			
annual change	7%	7%	21%	21%		35%	35%		76%	76%				
Duration of Stay	Day Visit	12,784	-	19,715	-		23,157	-		111,457	-			
	annual change	19%		22%			19%			0%				
	1-3 nights	30,743	73,976	78,319	169,592	2.2	91,038	192,664	2.1	312,216	670,352	2.1		
	annual change	5%	8%	36%	28%		32%	25%		25%	19%			
	4-6 nights	17,274	76,012	27,739	121,898	4.4	33,276	147,003	4.4	175,532	783,401	4.5		
annual change	36%	34%	-7%	-6%		-5%	-2%		-10%	-12%				
7 nights	3,993	27,759	6,651	46,190		7,929	55,163		101,207	689,201				
annual change	11%	11%	6%	7%		18%	19%		1%	0%				
8+ nights	1,917	22,085	4,068	49,069	12.1	6,223	76,440	12.3	51,059	613,768	12.0			
annual change	-6%	-20%	5%	-8%		10%	-8%		15%	4%				