

## Exit Survey Analysis – August 2018 and Year-to-Date

		Aug-18		Jun 18-Aug 18			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	118,694	515,685	302,381	1,286,281		515,522	1,971,523		719,160	2,772,400			
	annual change	4%	5%	-2%	2%		-1%	-7%		4%	-4%			
	Overnight Visits	99,299		253,991		5.1	429,780		4.6	603,141		4.6		
	annual change	6%		3%			-3%			3%				
Purpose of Visit	Holiday (Total)	96,274	393,794	228,267	989,684		351,185	1,397,781		484,882	1,907,213			
	annual change	4%	4%	-3%	5%		-6%	-5%		2%	2%			
	Holiday (Day-Trippers)	17,836		33,148			52,094			72,124				
	annual change	-2%		-32%			-13%			-5%				
	Holiday (Overnight Visits)	78,438	393,794	195,119	989,684	5.1	299,091	1,397,781	4.7	412,757	1,907,213	4.6		
	annual change	5%	4%	5%	5%		-5%	-5%		3%	2%			
	Business (Total)	5,970	21,778	16,643	42,885		49,221	113,972		77,762	197,021			
	annual change	28%	24%	-18%	-42%		-3%	-39%		6%	-47%			
	Business (Day-Trippers)	1,239		4,268			13,476			22,719				
	annual change	22%		5%			52%			63%				
	Business (Overnight Visits)	4,731	21,778	12,375	42,885	3.5	35,746	113,972	3.2	55,043	197,021	3.6		
	annual change	29%	24%	-23%	-42%		-14%	-39%		-8%	-47%			
	VFR (Total)	14,824	91,856	36,676	202,607		66,632	343,892		98,310	513,934			
	annual change	14%	10%	-4%	-6%		-7%	-13%		1%	-4%			
	VFR (Day-Trippers)	320		474			963			1,789				
	annual change	252%		222%			340%			171%				
VFR (Overnight Visits)	14,504	91,856	36,201	202,607	5.6	65,669	343,892	5.2	96,521	513,934	5.3			
annual change	12%	10%	-5%	-6%		-8%	-13%		0%	-4%				
Other, including Study (Total)	1,626	8,256	20,795	51,104		48,484	115,877		58,206	154,232				
annual change	-54%	-12%	42%	148%		83%	104%		44%	36%				
Other (Day-Trippers)	-		10,499			19,209			19,388					
annual change	-100%		53%			91%			67%					
Other (Overnight Visits)	1,626	8,256	10,297	51,104	5.0	29,275	115,877	4.0	38,819	154,232	4.0			
annual change	-39%	-12%	32%	148%		78%	104%		35%					

		Aug-18		Jun 18-Aug 18			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	71,180	398,918	187,352	981,503		321,028	1,492,396		461,806	2,133,387			
	annual change	-1%	3%	0%	0%		-4%	-7%		3%	0%			
	France	26,947	44,525	61,872	84,263		106,967	154,820		140,064	196,511			
	annual change	2%	27%	-8%	16%		8%	24%		15%	24%			
	Germany	3,951	21,888	9,769	59,614		14,223	79,042		19,538	113,436			
	annual change	-2%	32%	-5%	29%		-7%	11%		-4%	24%			
Guernsey	6,746	11,077	15,775	24,904		32,725	42,576		43,163	60,892				
annual change	108%	92%	21%	1%		18%	-15%		14%	-9%				
Ireland	2,059	12,386	4,751	28,717		6,397	38,804		8,435	48,335				
annual change	23%	45%	23%	53%		-3%	15%		-3%	2%				
Mode of Departure	Scheduled Ferry	43,510	144,234	99,580	304,567		165,419	466,231		218,656	622,086			
	annual change	15%	32%	-5%	23%		8%	18%		9%	21%			
	Visiting Yachtsmen	5,687	14,774	13,782	36,181		17,344	43,616		19,116	47,167			
	annual change	15%	14%	23%	24%		19%	20%		8%	14%			
	Cruise	2,117	-	2,753	-		3,928	-		4,666	-			
	annual change	57%		104%			54%			70%				
Scheduled Air	66,767	356,064	184,451	943,718		325,268	1,458,114		471,927	2,098,351				
annual change	-4%	-3%	-3%	-4%		-7%	-13%		-5%	-10%				
Private Plane	613	613	1,815	1,815		3,563	3,563		4,795	4,795				
annual change	197%	197%	162%	162%		114%	114%		112%	121%				
Duration of Stay	Day Visit	19,395	-	48,389	-		85,741	-		116,020	-			
	annual change	-4%		-19%			8%			13%				
	1-3 nights	33,213	68,719	91,788	194,951		186,546	407,277		261,770	569,522			
	annual change	15%	7%	10%	3%		2%	-3%		5%	1%			
	4-6 nights	30,061	134,392	73,287	330,172		129,296	574,225		187,897	839,662			
	annual change	0%	-3%	-10%	-13%		-12%	-14%		-2%	-3%			
7 nights	24,205	164,892	59,732	406,614		76,317	520,203		103,367	705,342				
annual change	3%	3%	0%	0%		-3%	-3%		5%	4%				
8+ nights	11,819	147,681	29,185	354,544		37,622	469,818		50,107	657,242				
annual change	3%	15%	27%	27%		7%	-4%		5%	-16%				