

## Exit Survey Analysis – January to November 2017

For the period January to November 2017 we are pleased to report:

- 5% increase in all trips
  - 699,000 visits
- 17% increase in staying holiday visits
- 52% of holidaymakers were first time visitors to Jersey

For the period October and November 2017

- holiday visits and the number of nights were 17% up on the equivalent months of 2016

## Exit Survey Analysis November 2017

There were an estimated 26,900 visits to Jersey, generating 96,000 visitor nights on the island. The proportion of visits for a Holiday stood at 47%, while 26% of visits were for Business and 21% to visit friends or relatives.

## Exit Survey Analysis – January to November 2017

Provisional estimates suggest the number of visits to Jersey during the first eleven months was 699,000 with visitor nights reaching 2.8 million. Seven-in-ten visits (69%) were made by Holiday visitors, 10% were visiting for Business reasons and 14% to spend time with friends and relatives.

Most visitors (66%) were residents of the UK, making this by far Jersey's largest source market. Very nearly one-in-five visitors were from France while 5% were residents of Guernsey. Differences in the average length of stay by market means that the UK accounted for 78% of all visitor nights whereas France accounted for 6%.

The volume of day visits begins to taper off during the autumn, but across the period January to November around one-in-seven visits were day trips, while among trips that last at least one night the average length of stay was 4.7 nights. Around 15% of visits thus far in 2017 have been seven-night stays.

Across all trip purposes, 44% of visitors were making their first visit to Jersey. When looking just at Holiday visitors this proportion increases to 52%.

Data in the following table should be treated with caution as figures for the first half of 2016 were not compiled on a comparable basis to those for the first half of 2017 and the Exit Survey data cannot readily replicate precisely a measure for those who stay in registered accommodation.

	Jan-Nov 2017	Jan-Nov 2016	change
Proxy for old Staying Leisure Visits Measure	403,726	343,748	17%
Proxy for old Staying Business Visits Measure	53,596	55,518	-3%
Proxy for all other types of visits	241,693	268,788	-10%
Of which:			
'Day Visits'	105,263	137,471	-23%
'Staying Visits'	136,430	131,317	4%
<b>Total Visits - All Trips</b>	<b>699,015</b>	<b>668,054</b>	<b>5%</b>

The following table presents key data from the Exit Survey, but it is recommended to focus more on the data for the rolling three, and twelve months, periods, rather than that for a single month, as this can be influenced by comparatively low sample sizes, especially during the quieter months of the year.

There then follows a series of charts showing visits by month since the commencement of the Exit Survey, with splits by journey purpose, country of residence, duration of stay, mode of travel and whether the visitor is making his or her first visit to the island.

		Month of November 2017	3 months to November 2017	January to November 2017	Rolling 12 Months
Headline Data	Total Visits	26,946	176,512	699,015	720,012
	annual change	41%	22%		
	Total Visitor Nights	96,273	701,273	2,817,240	2,933,723
	annual change	39%	7%		
Nights per visit (all)	3.6	4.0	4.0	4.1	
Nights per visit (overnighters)	4.0	4.7	4.7	4.8	
Trip Purpose	Visiting Yachtsmen	139	1,742	16,273	16,371
	annual change	-3%	-26%		
	Cruise	-	738	3,278	3,278
	annual change		779%		
	Holiday	12,651	121,469	480,557	489,184
	annual change	100%	32%		
	Business	6,918	20,559	68,142	72,156
annual change	8%	12%			
Visiting Friends & Relatives	5,627	23,037	95,096	100,053	
annual change	32%	10%			
Other	1,611	8,967	35,669	38,971	
annual change	-20%	-16%			
Country of Residence	UK	20,652	121,787	458,281	470,907
	annual change	39%	20%		
	France	2,520	30,310	130,066	135,566
	annual change	216%	71%		
	Germany	134	5,289	20,703	20,781
	annual change	-59%	6%		
Guernsey	2,502	8,425	36,242	37,769	
annual change	31%	0%			
Other / Not known	803	8,984	45,372	46,534	
annual change	-31%	-13%			
Mode	Sea (inc Cruise & Yachtsmen)	3,444	51,543	222,329	19,649
	annual change	123%	47%		
Air (inc Private Plane)	23,502	124,970	476,686	700,363	
annual change	34%	14%			
Duration of Stay	Day Visit	2,822	26,181	105,263	109,431
	annual change	16%	39%		
	1-3 nights	15,665	64,727	247,926	258,294
	annual change	73%	18%		
	4-6 nights	5,698	50,346	196,982	201,158
	annual change	15%	24%		
7 nights	1,271	24,835	103,327	103,803	
annual change	-13%	25%			
8+ nights	1,490	10,424	45,517	47,327	
annual change	19%	-2%			

