

Exit Survey Analysis – January to April 2017

Provisional estimates suggest that the number of visits to Jersey during the first four months of 2017 was 137,700.

During the period January to April 2017, nearly three-in-five visits (59%) were made by Holiday visitors, 15% were visiting for Business reasons and 18% to spend time with friends and relatives. Most visitors (74%) were residents of the UK, making this by far Jersey's largest source market. One-in-eight visitors were from France during the first four months of the year while 7% were residents of Guernsey.

On average visits to Jersey during the first four months of the year lasted fractionally more than four nights.

Looking just at April, there were an estimated 58,300 visits to Jersey, generating almost 240,000 visitor nights on the island. It is evident that the month brought a continuation of the Quarter 1 trend of good growth in overnight holiday visits, but with day trips, and other types of overnight visits seeing year-on-year declines.

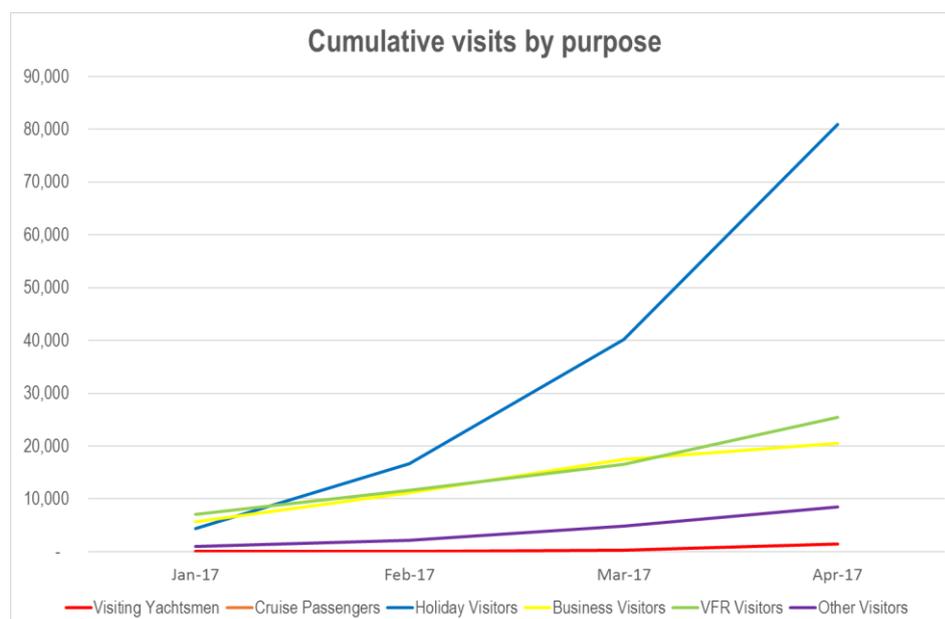
Across all trip purposes during the first four months of 2017 35% of visitors were making their first visit to Jersey, but when looking just at Holiday visitors this proportion increases to 46%.

We do not have a meaningful set of comparable data for the January to April period of 2016. However, if we look at Exit Survey results for those who cited a type of accommodation that would likely have fallen under the 'registered' category, we can endeavour to create approximations of the old metrics, and this is presented in the following table.

	Jan-Apr 2017	Jan-Apr 2016	change
Proxy for old Staying Leisure Visits Measure	78,600	65,800	19%
Proxy for old Staying Business Visits Measure	17,100	21,800	-22%
Estimate for all other types of visits	42,000	59,000	-29%
Total	137,700	146,600	-6%

It is very important to recognise that these comparisons are, at best, indicative, as we cannot compare like-for-like

The following charts show the cumulative number of visits during 2017 by purpose and by country of residence.



Cumulative visits country of residence

