

Exit Survey Analysis – January to June 2017

Provisional estimates suggest that the number of all kinds of visits to Jersey during the first half of 2017 was 309,207 with visitor nights reaching 1.2 million. On-island expenditure during the period January to June is estimated at £95m.

During this period, nearly two-thirds of visits (64%) were made by Holiday visitors, 12% were visiting for Business reasons and 16% to spend time with friends and relatives. Most visitors (66%) were residents of the UK, making this by far Jersey's largest source market. One-in-six visitors were from France while 6% were residents of Guernsey.

Around one-in-eight visits are day trips, while among trips that last at least one night the average length of stay was 4.5 nights.

Looking just at June, there were an estimated 94,700 visits to Jersey, generating almost 330,000 visitor nights on the island. As expected, the proportion of visits that saw departure by sea was at its highest so far for any month this year at 38%. Strongly linked to this trend is the increased importance of day visits during June which stood at 22,000, or 23% of all visits.

Across all trip purposes during the first six months of 2017, 43% of visitors were making their first visit to Jersey, but when looking just at Holiday visitors this proportion increases to 52%.

We do not have a 'like-for-like' set of comparable data for the January to June 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 old 'registered' category, we can create approximations of the old metrics, and this is presented in the following table.

	Jan-Jun 2017	Jan-Jun 2016	change
Proxy for old Staying Leisure Visits Measure	173,190	153,352	13%
Proxy for old Staying Business Visits Measure	30,368	33,788	-10%
Proxy for all other types of visits	104,210	128,760	-19%
Total Visits - All Trips	309,207	315,900	-2%
Total Spend - All Trips (£m)	95	101	-6%

The following 4 charts show visits by month since the commencement of the Exit Survey, with splits by 1) journey purpose, 2) country of residence, 3) duration of stay and 4) mode of travel.



