

Exit Survey Analysis – January to March 2017

Provisional estimates suggest that the number of visits to Jersey during the first three months of 2017 was 79,200.

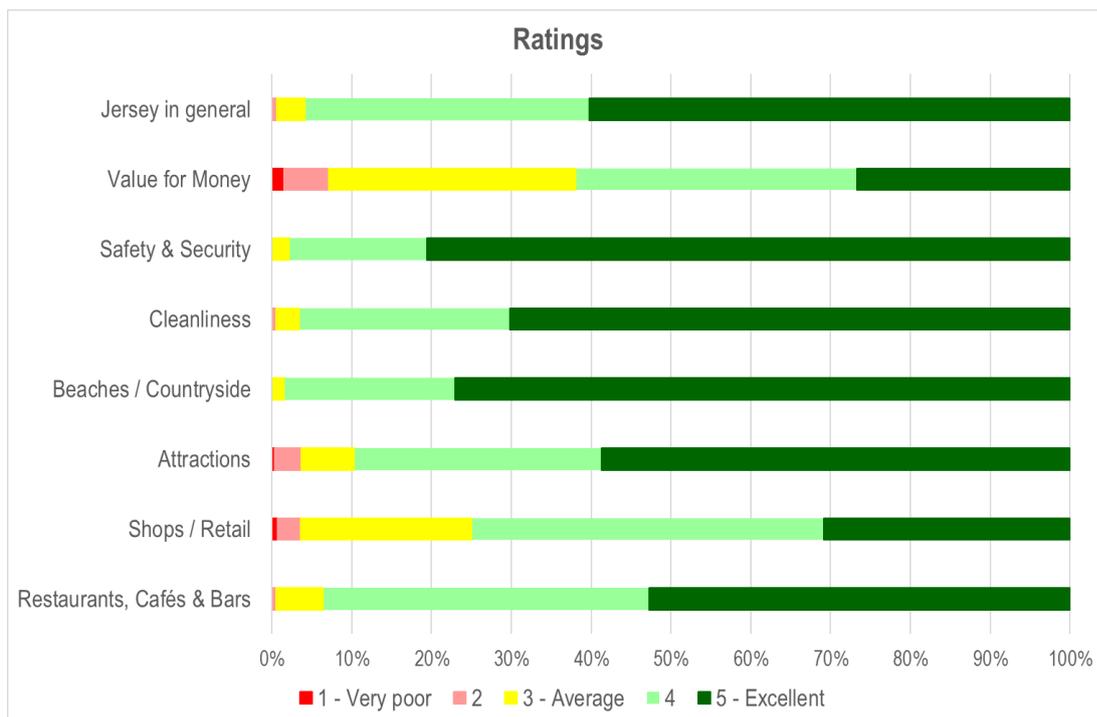
It is estimated that visitors to the island during the first three months of the year spent £17.7m while here. As such the average amount spent per visit was £224, reflecting that, at this time of year, the typical trip is shorter than is the case in the summer, and that there is a larger share of trips whose purpose is to visit friends and relatives.

During the period January to March 2017, just more than half of all visits (51%) were made by Holiday visitors, 22% were visiting for Business reasons and 21% 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-ten visitors were from France during the first three months of the year while 8% were residents of Guernsey.

On average visits to Jersey during the first quarter lasted fractionally more than four nights.

The Net Promoter Score during the first three months of this year stood at 62.2, which is lower than for the period July to December last year, but will probably reflect the greater proportion of non-holiday visitors at this time of year.

When asked to rate different aspects of Jersey's offer the destination performed strongly, as shown by the following chart. Even on those aspects where Jersey performed less well a majority of departing visitors felt that the offer was above average.



Across all trip purposes one-third of visitors were making their first visit to Jersey, but when looking just at Holiday visitors this proportion increases to 47%.

We do not have a meaningful set of comparable data for the January to March 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-Mar 2017	Jan-Mar 2016	Change (%)
Proxy for old Staying Leisure Visits Measure	40,200	35,800	12%
Proxy for old Staying Business Visits Measure	13,300	15,200	-13%
Estimate for all other types of visits	25,700	31,600	-19%
Total	79,200	82,600	-4%

It is very important to recognise that these comparisons are, at best, indicative, as we cannot compare like-for-like, plus they relate to a time of the year that historically accounts for no more than about 10% of all visits, so should not be taken as a strong signal of trends for the rest of the year. Additional complications include the shifting dates of Easter, the absence of a leap day in 2017 and atypical amounts of flight disruption due to fog during February of this year.

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

