

Growth in Overnight Holiday visitors in July makes up for fewer Business and Holiday Day-Trippers.

We are pleased to share visitor data to the end of July 2018.

July Headlines

- Figures at the aggregate level were impacted by the withdrawal from service of one of the Manche Iles Express vessels resulting in a sharp decline in day trip visits and one less Saturday compared to July 2017
- The number of Holiday visitors to Jersey spending at least one night on the island increased by 7% compared to a year before, with the number of Holiday visitor nights up 2%
- Across all journey purposes the number of visits was 3% down, but visitor nights were 2% higher
- There were healthy increases in visits from Ireland, Netherlands and Switzerland in July, whereas visits from France declined, primarily due to the lower number of crossings
- July was another strong month for visiting yachtsmen, with more than 5,000 such visitors
- The proportion of Holiday visits that were made by those coming to the island for the first time stood at 49%, a little lower than the 52% seen in July of last year

January to July Headlines

- During the first seven months of 2018 the number of visits to Jersey stood at 397,000, some 3% lower than for the same period of last year
- Recent growth has started to reduce the year-on-year decline in the number of overnight Holiday visits, which now stands at -8% (-13% at end year to June)
- Despite the weak performance from France in July (contributed from vessel technical issues with Manche Iles Express), so far this year visits are up 11%
- It is encouraging that the number of visits from Guernsey has seen a 7% upturn during the first seven months of 2018
- The average length of stay among Holiday visits for the period January to July stood at 4.6 nights, which is unchanged on the same period of 2017

Rolling twelve-month headlines

- In the year to July there were 715,000 visits, 5% higher than in the previous twelve-month period
- The number of nights spent on the island was 4% lower in the year ending July 2018
- A key market segment, the number of overnight Holiday visits, stood at 409,000 in the year to July 2018, up by 5% compared with the year before
- Visits from Jersey's primary market, the UK, were 5% up in the year to July at 462,000, with residents of the UK constituting almost two-thirds of all visits
- Despite month-to-month fluctuations, across the past twelve months the number of day visits remains 9% up on a year earlier while the number of overnight visits has risen by 4%

The tables below provide more detail, covering the month of July, the three months ending July, the year-to-date situation and finally the tally for the rolling twelve-month period to July 2018.

		Jul-18		May 18-Jul 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	95,545	445,365	259,287	1,017,652		396,828	1,455,838		714,580	2,747,456			
	annual change	-3%	2%	-4%	-4%		-3%	-10%		5%	-4%			
	Overnight Visits	84,970		213,037		4.8	330,481		4.4	597,826		4.6		
	annual change	5%		-3%			-6%			4%				
Purpose of Visit	Holiday (Total)	73,725	332,659	187,551	776,201		254,911	1,003,987		481,531	1,893,769			
	annual change	-3%	2%	-5%	-3%		-9%	-8%		2%	4%			
		Holiday (Day-Trippers)	9,090		28,431			34,258			72,437			
		annual change	-41%		-25%			-18%			-10%			
		Holiday (Overnight Visits)	64,635	332,659	159,120	776,201	4.9	220,653	1,003,987	4.6	409,095	1,893,769	4.6	
		annual change	7%	2%	0%	-3%		-8%	-8%		5%	4%		
		Business (Total)	5,390	13,376	17,145	37,900		43,251	92,194		76,459	192,873		
		annual change	-34%	-64%	-29%	-52%		-6%	-46%		4%	-47%		
		Business (Day-Trippers)	1,314		5,205			12,237			22,493			
		annual change	-6%		24%			56%			60%			
		Business (Overnight Visits)	4,076	13,376	11,940	37,900	3.2	31,015	92,194	3.0	53,966	192,873	3.6	
		annual change	-39%	-64%	-40%	-52%		-18%	-46%		-9%	-47%		
		VFR (Total)	12,607	66,176	28,250	139,169		51,808	252,036		96,485	505,430		
		annual change	14%	2%	-16%	-19%		-12%	-19%		-3%	-10%		
	VFR (Day-Trippers)	81		393			643			1,560				
	annual change			596%			403%			64%				
	VFR (Overnight Visits)	12,526	66,176	27,857	139,169	5.0	51,165	252,036	4.9	94,926	505,430	5.3		
	annual change	13%	2%	-17%	-19%		-13%	-19%		-3%	-10%			
	Other, including Study (Total)	3,823	33,154	26,342	64,381		46,858	107,621		60,105	155,384			
	annual change	12%	375%	79%	298%		103%	127%		52%	22%			
	Other (Day-Trippers)	89		12,221			19,209			20,265				
	annual change	-86%		50%			109%			75%				
	Other (Overnight Visits)	3,733	33,154	14,120	64,381	4.6	27,649	107,621	3.9	39,839	155,384	3.9		
	annual change	34%	375%	116%	298%		100%	127%		42%				

		Jul-18		May 18-Jul 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	61,046	317,610	156,743	752,985		249,848	1,093,477		462,268	2,121,256			
	annual change	0%	-6%	-2%	-5%		-5%	-10%		5%	1%			
		France	13,067	21,231	55,347	68,055		80,020	110,295		139,604	187,019		
	annual change	-33%	-12%	0%	37%		11%	23%		23%	31%			
		Germany	3,561	23,351	9,393	52,836		10,272	57,154		19,623	108,186		
	annual change	-4%	21%	-3%	10%		-8%	5%		-19%	-1%			
	Guernsey	5,157	8,402	14,302	19,042		25,979	31,499		39,666	55,588			
annual change	12%	9%	-5%	-34%		7%	-29%		3%	-20%				
	Ireland	1,876	12,441	3,131	18,828		4,338	26,418		8,053	44,505			
annual change	67%	126%	15%	48%		-12%	5%		-3%	-4%				
Mode of Departure	Scheduled Ferry	26,664	106,665	88,079	233,073		121,909	321,997		212,980	586,745			
	annual change	-21%	30%	-3%	9%		5%	12%		5%	19%			
		Visiting Yachtsmen	5,349	13,982	10,511	26,796		11,657	28,842		18,383	45,373		
	annual change	39%	33%	29%	33%		22%	24%		2%	9%			
		Cruise	374	-	1,811	-		1,811	-		3,900	-		
annual change			413%			52%			192%					
	Scheduled Air	62,523	324,083	157,105	756,001		258,501	1,102,050		474,928	2,110,949			
annual change	3%	-6%	-7%	-9%		-8%	-16%		-3%	-9%				
	Private Plane	636	636	1,781	1,781		2,950	2,950		4,389	4,389			
annual change	145%	145%	145%	145%		102%	102%		101%	111%				
Duration of Stay	Day Visit	10,575	-	46,251	-		66,346	-		116,755	-			
	annual change	-39%		-8%			12%			9%				
		1-3 nights	30,854	65,252	83,746	183,768		153,332	338,558		257,551	565,166		
	annual change	26%	27%	1%	-5%		-1%	-5%		5%	2%			
		4-6 nights	21,977	98,989	63,882	287,888		99,235	439,833		187,968	843,482		
	annual change	-14%	-14%	-15%	-17%		-15%	-17%		0%	-1%			
	7 nights	19,727	132,726	45,329	308,368		52,112	355,310		102,583	700,078			
annual change	-11%	-12%	1%	0%		-6%	-6%		9%	9%				
	8+ nights	12,412	148,398	20,080	237,628		25,802	322,137		49,723	638,097			
annual change	39%	26%	19%	11%		9%	-11%		2%	-23%				