

Exit Survey Analysis – January to October 2017

Provisional estimates suggest that the number of visits to Jersey during the first ten months of 2017 was 672,200 with visitor nights reaching 2.7 million.

During the period January to October 2017 seven-in-ten visits (70%) were made by Holiday visitors, 9% were visiting for Business reasons and 13% to spend time with friends and relatives.

Most visitors year-to-date (65%) 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 in Jersey, whereas France accounted for 6%.

The volume of day visits begins to taper off during the autumn, but across the period January to October around one-in-seven visits were day trips, while among trips that last at least one night the average length of stay was 4.8 nights. Around 15% of visits this year have been seven-night stays.

Across all trip purposes during the first ten months of 2017, 44% of visitors were making their first visit to Jersey, but when looking just at Holiday visitors this proportion increases to 52%.

In October, there were an estimated 48,700 visits to Jersey, generating 205,000 visitor nights on the island. Although still representing the majority (65%) of trips, the share of visits that are for a Holiday has reduced from the peak summer months while the share of visits to see friends and relatives increased to 16%.

October's figures are influenced by a 'calendar effect'; there were five Saturdays in October last year but only four this year. There was disruption to ferry services late in October and some periods of fog impacting flight operations early in the month. It is not surprising therefore, that the number of visits in October is estimated to be 7% lower than was the case a year before.

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-Oct 2017	Jan-Oct 2016	change
Proxy for old Staying Leisure Visits Measure	390,528	336,648	16%
Proxy for old Staying Business Visits Measure	49,553	51,024	-3%
Proxy for all other types of visits	231,988	261,249	-11%
Of which:			
'Day Visits'	102,442	135,033	-24%
'Staying Visits'	129,546	126,216	3%
Total Visits - All Trips	672,069	648,921	4%

The following summary table presents key data from the Exit Survey. There then follows a series of charts that show 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 October 2017	3 months to October 2017	January to October 2017	Rolling 12 Months
Headline Data	Total Visits	48,654	263,598	672,069	712,199
	annual change	-7%	13%		
	Total Visitor Nights	204,997	1,095,659	2,720,967	2,906,669
	annual change	-23%	4%		
	Nights per visit (all)	4.2	4.2	4.0	4.1
	Nights per visit (overnighters)	4.5	5.0	4.8	4.8
Trip Purpose	Visiting Yachtsmen	586	6,560	16,134	16,375
	annual change	-30%	-11%		
	Cruise	-	2,089	3,278	3,278
	annual change		2387%		
	Holiday	31,515	195,694	467,906	482,863
	annual change	0%	17%		
	Business	4,313	17,917	61,225	71,633
annual change	-26%	11%			
	Visiting Friends & Relatives	7,601	30,449	89,469	98,685
	annual change	-9%	-3%		
	Other	4,639	10,890	34,057	39,365
	annual change	-19%	-5%		
Country of Residence	UK	37,788	173,111	437,629	465,103
	annual change	0%	15%		
	France	5,192	54,420	127,545	133,845
	annual change	-11%	54%		
	Germany	949	9,213	20,569	20,974
	annual change	-7%	-28%		
	Guernsey	2,307	9,175	33,739	37,182
	annual change	-39%	-13%		
	Other / Not known	1,954	14,618	44,569	46,893
	annual change	-31%	-30%		
Mode	Sea (inc Cruise & Yachtsmen)	10,887	92,284	218,885	19,653
	annual change	-3%	18%		
	Air (inc Private Plane)	37,767	171,315	453,184	692,546
	annual change	-8%	11%		
Duration of Stay	Day Visit	3,519	43,475	102,442	109,047
	annual change	-34%	4%		
	1-3 nights	21,501	78,035	232,261	251,663
	annual change	-5%	10%		
	4-6 nights	16,100	74,758	191,283	200,404
	annual change	-1%	19%		
	7 nights	5,607	46,969	102,056	103,997
	annual change	12%	28%		
	8+ nights	1,927	20,362	44,027	47,088
	annual change	-33%	-7%		

