WHY is tourism important to JERSEY?

- **£13.4 Million** of GST generated by visitors, around 15% of all GST collected
- Over 60% of passengers passing through our ports are visitors
- Benefits financial and digital sector by offering great transport links, accommodation and restaurants
- Benefits local residents by: Supporting air and sea routes into Jersey, restaurants, retailers, buses, taxis, local attractions

**725,000 visits in 2018**
- 415,000 Holiday visits (staying overnight)
- 108,000 Day trip visits
- 107,000 Visits to friends or relatives
- 77,000 Business visits
- 18,000 Other

**£268M spent on island**
- £137.8M Accommodation
- £73.1M Food and drink
- £11.1M Transportation
- £9.0M Attractions & activities
- £27.3M Retail & shopping
- £2.9M Tours
- £7.1M Other items

6,460 jobs in hospitality in June 2018 (6,740 in June 2001)
- 66.2% of hotel rooms were full in 2018
- 92.1% of hotel rooms were full in August
- 23% of holiday visits take place outside of the main summer season
- 59% of all overnight holiday visits to Jersey in 2018 lasted for between 1 and 4 nights
- 64% of visits to Jersey in 2018 were by residents of the UK

Tourism benefits the whole community - let's support it