Statistics Jersey: www.gov.je/statistics

Summary

In February 2020:

- there was a total of 56,320 **departing passengers**[1] from Jersey which was 1.7% lower than in February 2019 but higher than in each of the two previous years

- compared to February 2019, total **tourism visits**[2] decreased by 11.7% to 24,470, but was above the 3-year average of 24,230 for the month of February

- due to an increase in **average stay** from 3.1 nights to 4.0 nights for those visitors staying for at least one night, the total number of **overnight stays** increased by 9.7% to 87,690 nights, which was also higher than in both 2017 and 2018

- breaking the visitor numbers down by main **purpose of visit**:
  - **holiday** visits decreased by 37.9% to 8,940, but this was higher than the figure for February 2018
  - **business** visits increased by 30.7% to 7,370 which was the highest February level for the past 4 years
  - **visits to friends and family** increased by 16.2% to 6,540 which was also the highest February level for the past 4 years
  - **visits for other purposes**[3] decreased by 20.3% to 1,630

- breaking the visitor numbers down by **country of residence**:
  - visits from the **UK** decreased by just 0.2% to 20,080
  - visits from the **other Channel Islands** decreased by 66.0% to 1,830
  - visits from other smaller markets increased by 16.5% to 2,560

- breaking the visitor numbers down by **travel method:**
  - visits on the **scheduled air** routes decreased by 9.7% to 22,030
  - visits on the **scheduled ferry** services decreased by 26.0% to 2,100

Year-to-date, to the end of February 2020:

- total **tourism visits** decreased by 9.2% to 48,000, but was above the Jan/Feb 3-year average of 46,080

- the total number of **overnight stays** increased by 6.3% to 174,780 nights and was also the highest seen over the past 4 years

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[1] Departing passengers include residents travelling off-Island, visitors leaving at the end of their visit, visitors who are already in Jersey but who go on a day or longer trip off-Island during their stay, as well as some transit passengers on certain routes.

[2] Tourism visits include any non-resident visitors to Jersey who may have stayed in Jersey for up to a year. Those visiting for leisure, business, study, sport or visiting friends or family are all classified as tourism visits, but seasonal or longer-term workers are excluded.

[3] "Other" purposes of visit also include participating or spectating at sporting or cultural events and festivals, as well as educational trips.

Passenger departures

Table 1 shows the volumes of departing passengers by air and sea on the main consolidated routes from Jersey. In order to determine the overall breakdown of visitors to Jersey, passenger departure figures on each individual route are used to weight the Passenger Exit Survey sample data.

As in January, 90% of passengers departed through the airport terminal in February, with 90% of these passengers travelling initially to a UK airport. The table below shows the main increase has again been in UK scheduled air passenger departures; up by 7.2% compared to February 2019 and up by 5.6% cumulatively to the end of February.

57% of UK air passengers departed to Gatwick which also saw an increase of 1,210 passengers (4.9%). Most other routes also saw increases in passenger departures, while the Liverpool and Southampton routes showed the largest decreases.

Cumulatively to the end of February, total passenger departures were at the same level as in 2019, with a 3.0% increase in total scheduled air passengers offset by a 9.8% decrease in passengers on the scheduled ferry routes.

### Table 1 – Breakdown of passenger departures, 2019 - 2020

	Volumes			Volumes		
	February 2019	February 2020	Overall change %	Jan-Feb 2019	Jan-Feb 2020	Overall change %
UK scheduled air	42,620	45,690	7.2	81,450	86,020	5.6
Inter-Island scheduled air	5,240	3,760	-28.2	10,940	9,170	-16.1
Foreign scheduled air	960	1,040	8.9	1,840	1,840	0.2
Total scheduled air	**48,830**	**50,490**	**3.4**	**94,220**	**97,030**	**3.0**
UK scheduled sea	1,290	1,000	-22.2	2,290	1,950	-14.7
Inter-Island scheduled sea	1,790	390	-78.1	2,300	830	-63.8
French scheduled sea	4,450	3,740	-16.1	6,680	6,020	2.7
Total scheduled sea	**7,530**	**5,130**	**-31.9**	**3,740**	**3,680**	**-9.8**
Private aircraft	840	690	-17.3	1,570	1,300	-17.1
Visiting yachtsmen	90	*	-98.9	120	60	-46.7
Total departing passengers	**57,290**	**56,320**	**-1.7**	**107,180**	**107,200**	**0.0**

Passenger data forms the basis for calculating the volume of tourism visits, but also includes resident movements, departing seasonal or long-term workers, some transit passengers and also visitors who may be counted twice in departures as they take an off-Island trip during their stay in Jersey. Differing routes have a varying profile of passenger depending upon schedules, the time of year and the availability of onward connections. Gatwick, for example, during the winter months attracts a higher proportion of resident passengers due to its onward connections.

Figure 1 on the next page shows the proportion of departing passengers in February that were classified as tourism visits over the past 4 years.
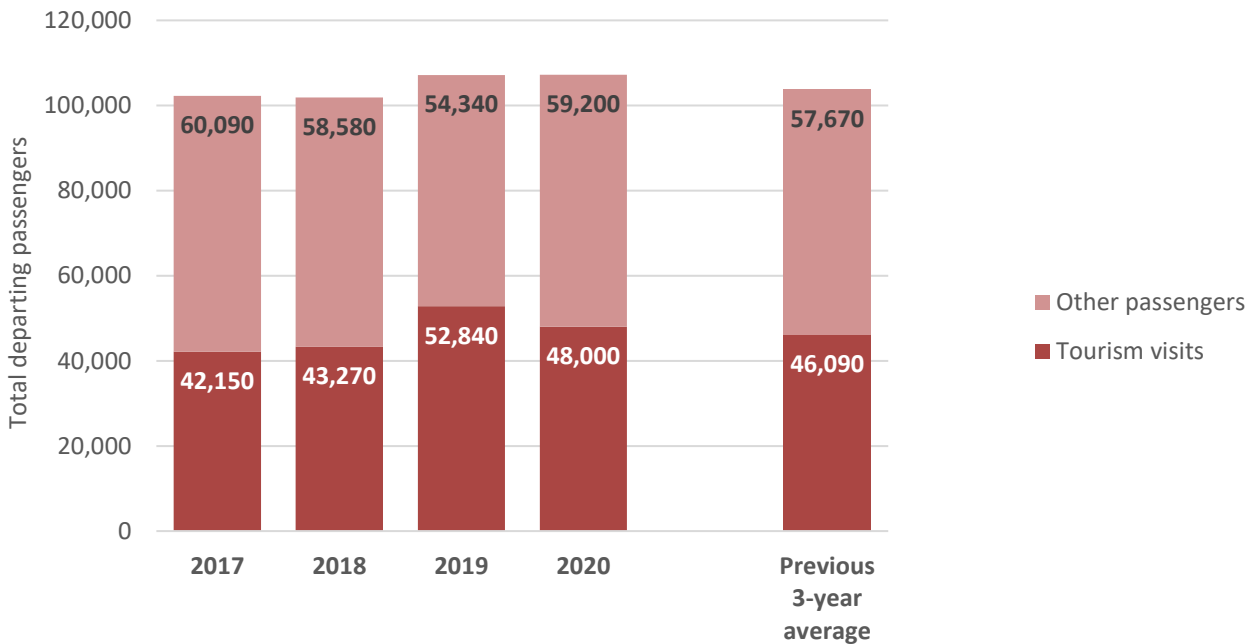
Departing visitors

Figure 1 – Tourism visits as a proportion of total passenger departures, February 2017 – 2020
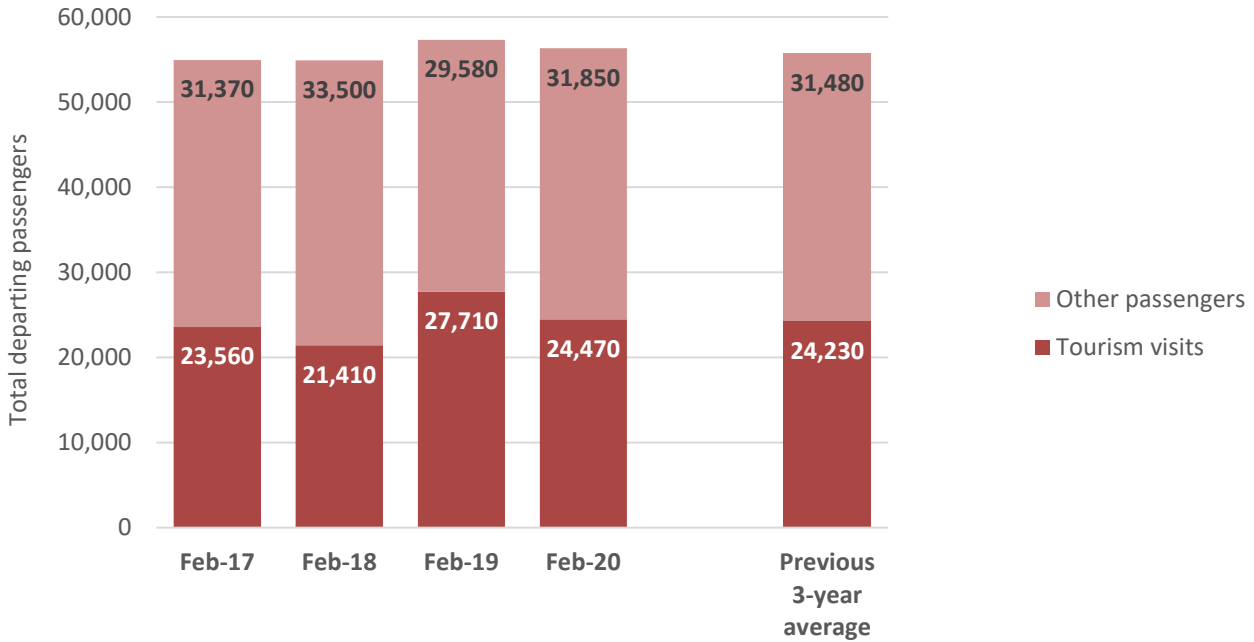
In February 2020, 43.5% of the total departing passengers were visitors at the end of their stay in Jersey. This is lower than the 48.4% seen in 2019 but the same percentage as the previous 3-year average.

Figure 2 – Tourism visits as a proportion of total passenger departures, Jan-Feb 2017 – 2020

To the end of February, 44.8% of the total departing passengers were visitors at the end of their stay in Jersey. This is lower the cumulative 49.3% seen over the same period in 2019, but a very similar percentage to the previous 3-year average.

Table 2 below shows the breakdown of visits by mode of transport. Just less than 90% of visitors departing from Jersey in February 2020 left on scheduled air routes. Of those departing by air, 91.5% were departing to a UK airport, 8.4% were departing to Guernsey and a very small number departed on other foreign air routes. Just over 68% of visitors departing by sea in February were on the French sea routes.

## Table 2 – Breakdown of visits by mode of departure, 2019 - 2020

	Volumes			Volumes		
	February 2019	February 2020	Overall change, %	Jan-Feb 2019	Jan-Feb 2020	Overall change, %
Scheduled air	24,410	22,030	-9.7	47,650	42,900	-10.0
Scheduled ferry	2,840	2,100	-26.0	4,380	4,400	0.5
Private aircraft	370	340	-7.6	700	640	-7.9
Visiting yachtsmen	90	*	-98.9	120	60	-46.7
Cruise passengers	0	0		0	0	
Total visits	**27,710**	**24,470**	**-11.7**	**52,840**	**48,000**	**-9.2**

The largest fall in visitor numbers in February was on the scheduled air routes; a decrease of 2,380 visits (-9.7%), but there were also decreased numbers on all other modes of travel.

Comparing February 2020 with the longer term 3-year average, visitors departing on scheduled air routes have seen a 4.0% increase, whilst visitors departing on the scheduled sea routes have seen a 22.8% decrease.

Cumulatively to the end of February visitors on the scheduled air routes have decreased by 10.0% while visitors departing on scheduled ferries have remained at a similar level (0.5%) to the same period in 2019.

## Figure 3 – Tourism visits by month, 2017 – 2020
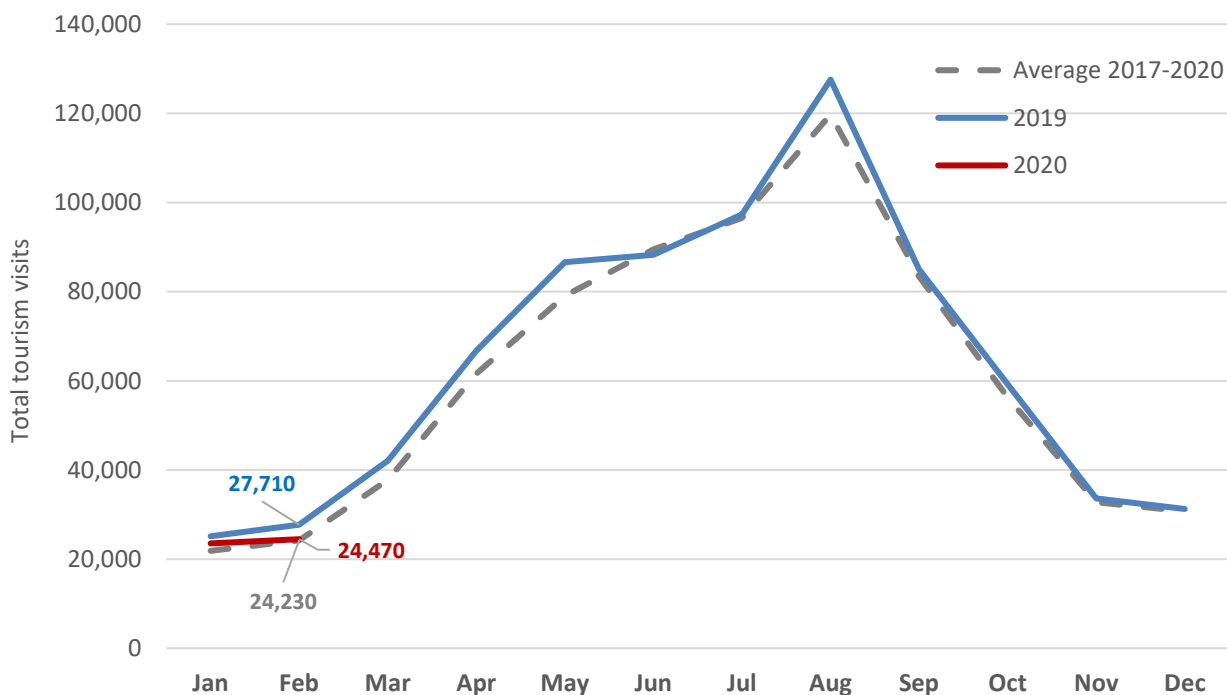
As shown in the above chart, the month of February contributes a relatively small proportion of just over 3% of annual tourism visits to Jersey. Although the percentage fall in visits in February was 11.7%, this was still just above the previous 3-year average.

## Figure 4 – Overnight and day visits, February 2017 – 2020
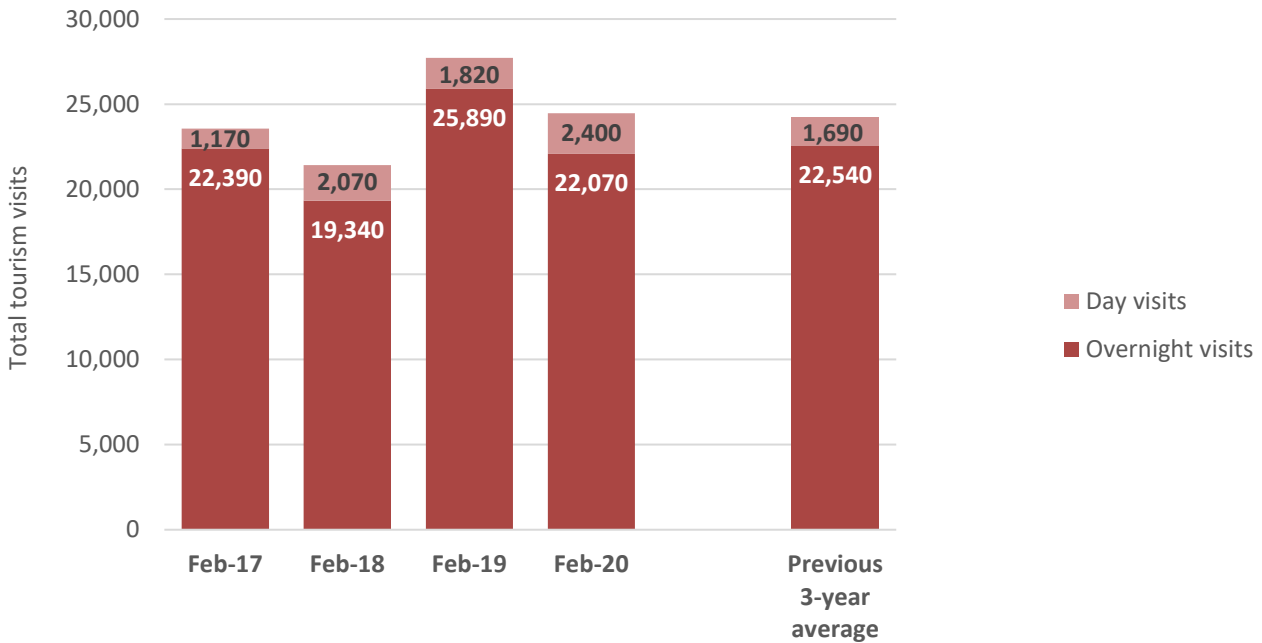
In February 2020, 90.2% of tourism visits involved a stay in Jersey of at least one night. This was lower than the proportion of overnight visits in February 2019 (93.4%). The number of overnight visits has decreased while day visits have increased in February 2020 compared to February 2019. Overnight visits in February this year were lower than the previous 3-year average (-2.1%) and day visits were higher (42.3%).

Figure 5 – Overnight and day visits, Jan-Feb 2017 – 2020
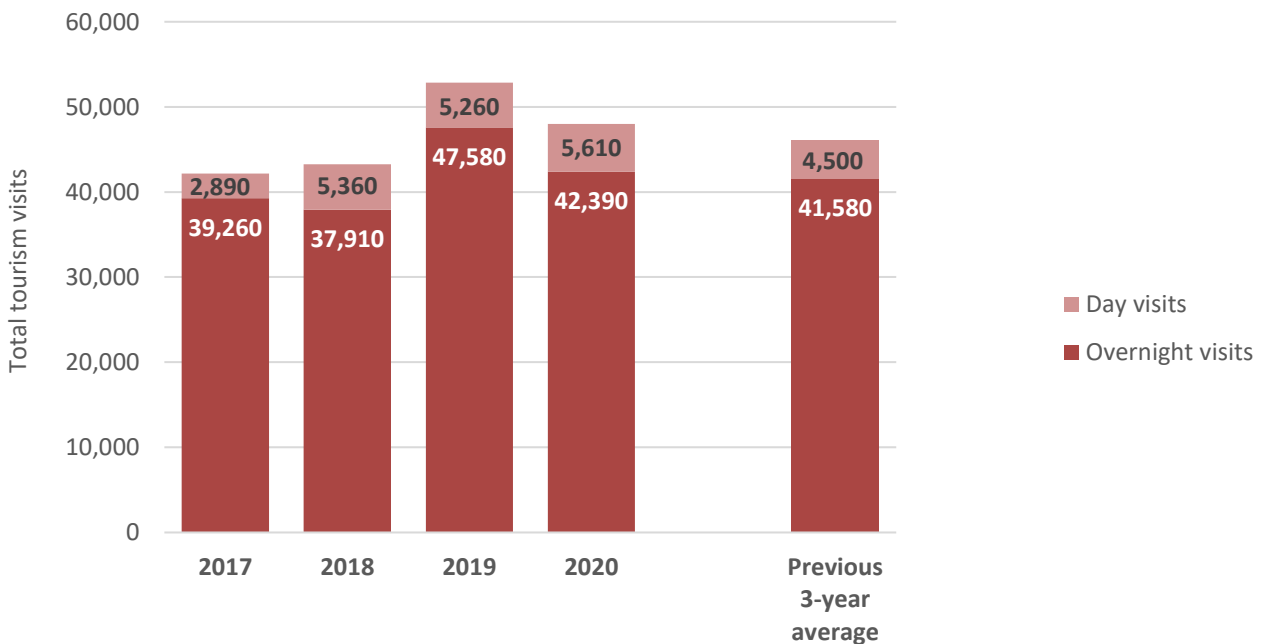
Cumulatively to the end of February 2020, 88.3% of tourism visits have involved a stay in Jersey of at least one night. This is lower than the proportion of overnight visits over the same period in 2019 (90.0%) and also the previous 3-year average (90.2%). Overnight visits in 2020 have decreased by 10.9% while day visits have increased by 6.6%.
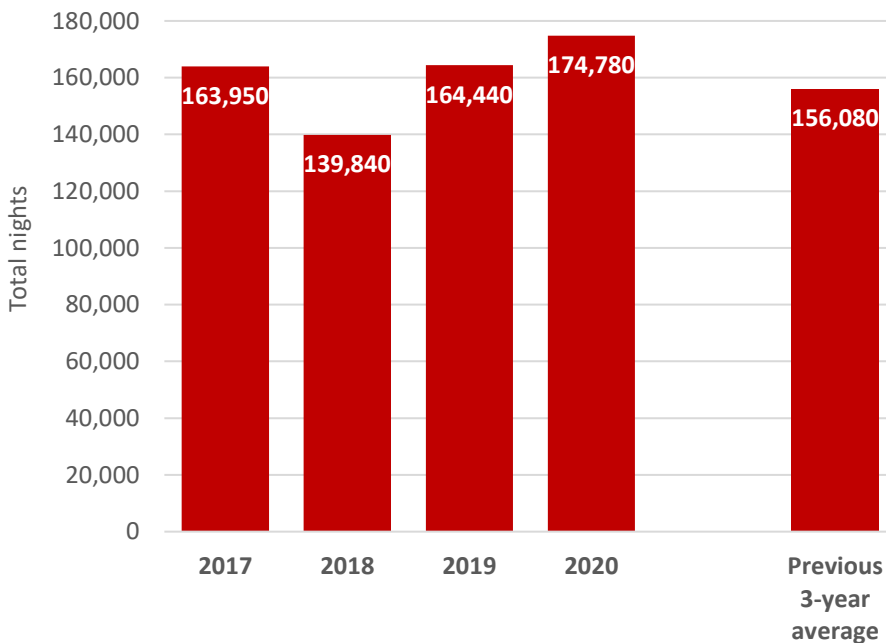
Figure 6 – Tourism nights spent in Jersey, February 2017 – 2020
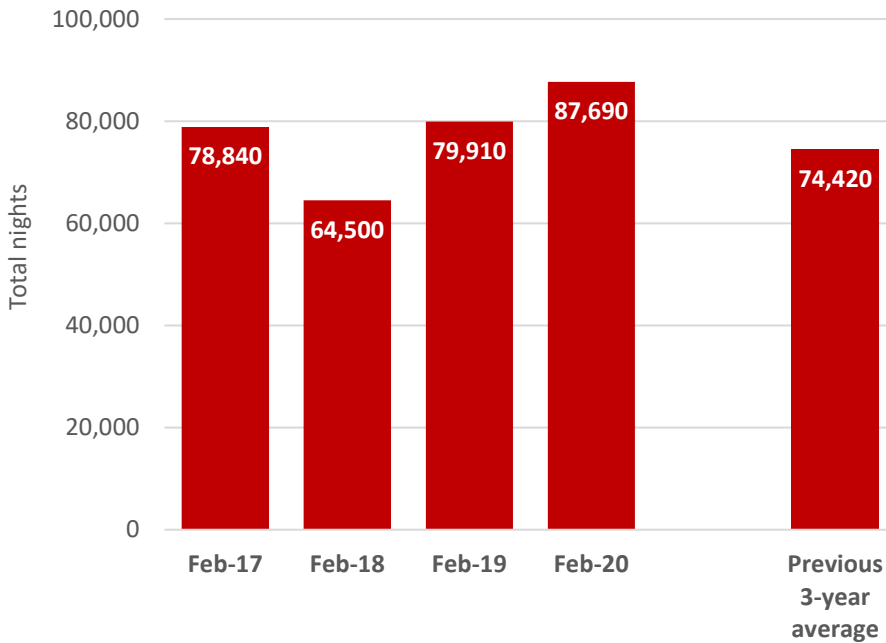
The total number of nights spent in Jersey is calculated by multiplying the number of overnight visits by their average length of stay.

In February 2020, the average stay for visitors staying overnight was 4.0 nights. This shows an increase compared to 3.1 nights in February 2019 and was also higher than the previous 3-year average of 3.3 nights. The increase in average stay has resulted in a 9.7% increase in total nights spent by visitors in Jersey in February 2020 compared to February 2019; the highest February total (87,690) seen over the past 4 years.

Figure 7 – Tourism nights spent in Jersey, Jan-Feb 2017 – 2020

Cumulatively to the end of February, the average length of stay for those staying overnight in 2020 was 4.1 nights, resulting in a 6.3% increase in total visitor nights spent in Jersey; the highest cumulative total seen over the past 4 years.

Figure 8 – Tourism visits by length of stay, February 2020

Legend:
- Day visit
- 1-3 nights
- 4-6 nights
- 7 nights
- 8+ nights

Values shown on chart:
- 2,400 / 10%
- 15,280 / 62%
- 4,590 / 19%
- 860 / 3%
- 1,350 / 6%
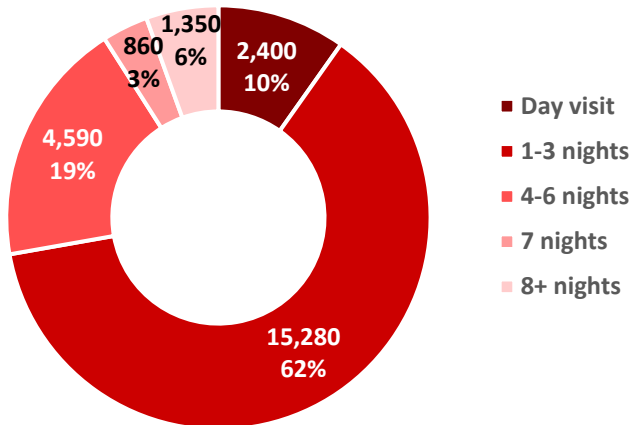
Compared to February 2019:
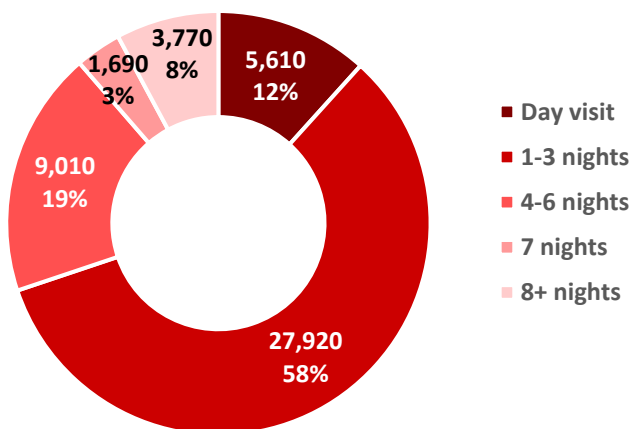
- Day visits have increased by 32.0%
- Visits of 1-3 nights decreased by 19.3%
- Visits of 4-6 nights increased by 1.0%
- Visits of 7 nights decreased by 40.0%
- Visits of 8+ nights increased by 35.8%

As in January, the increase in overnight stays has mainly been driven by an increase in both the number of those staying for at least 8 nights, and also their average stay.

NB: Refer to the appendices for the equivalent figures for previous years.

Over the winter months, the short break market predominates whether for leisure or business purposes. Although the number of visits for 1 to 3 nights decreased in February 2020 compared to February 2019, the figure was higher than for the two preceding years and was similar to the 3-year average for February.

Figure 9 – Tourism visits by length of stay, Jan-Feb 2020

Legend:
- Day visit
- 1-3 nights
- 4-6 nights
- 7 nights
- 8+ nights

Values shown on chart:
- 5,610 / 12%
- 27,920 / 58%
- 9,010 / 19%
- 1,690 / 3%
- 3,770 / 8%

Up to the end of February 2020:

- Day visits have increased by 6.6%
- Visits of 1-3 nights decreased by 11.8%
- Visits of 4-6 nights decreased by 10.5%
- Visits of 7 nights decreased by 37.6%
- Visits of 8+ nights increased by 19.8%

Overall, the number of overnight stays in Jersey to the end of February has increased by 6.3%, which has primarily been driven by those staying in Jersey for an extended period.

NB: Refer to the appendices for the equivalent figures for previous years.

Up to the end of February, the number of short break visits of 1 to 3 nights has fallen compared to the same time period in 2019 but was still higher than the two preceding years as well as the previous 3-year average. There has been an upward trend in those staying for 8 nights or more, but a slight downward trend in those staying between 4 and 7 nights.

Figure 10 – Tourism visits by purpose, February 2020
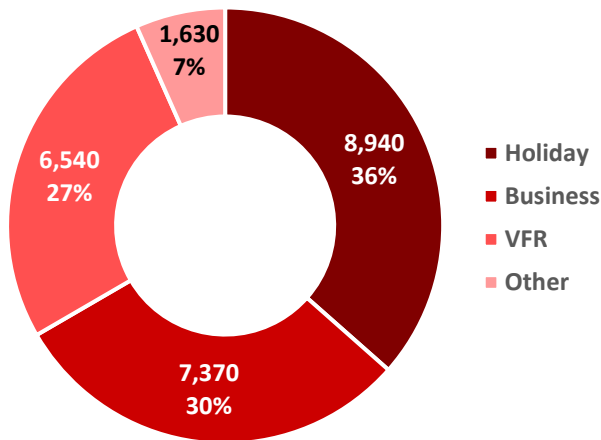
Compared to February 2019:

- Holiday visits have decreased by 37.9%
- Business visits have increased by 30.7%
- Visits to friends and relatives (VFR) have increased by 16.2%
- Other visits have decreased by 20.3%

Average stay for holiday visits has increased from 2.9 nights in 2019 to 3.1 nights in 2020, resulting in a decrease in holiday nights of nearly 35%.

Average stay for business visits has increased from 2.6 nights to 3.1 nights, resulting in an overall increase in business nights of 56.5%.

Average stay for VFR visits has increased from 4.5 nights to 6.1 nights, resulting in an increase in VFR nights of 47.0%.

NB: refer to the appendices for the equivalent figures for previous years. See the footnote on page 1 for visits included within "Other". "Business" visits also include those attending a conference or seminar, trade fair or exhibition. Those visiting friends and family (VFR) do not necessarily stay with friends and family and may stay in commercial accommodation.

The number of holiday visits in February has fluctuated significantly over the past 4 years. Compared to 2019 total holiday visits decreased significantly in February 2020 but was still higher than the total seen in February 2018. The number of holiday visits and nights spent in the Island were lower in 2020 than the 3-year average for February.

The number of business visits and nights both increased significantly compared to February 2019 and were also the highest seen in February over the past 4 years.

The number of VFR visits and nights also increased compared to 2019, and both were also the highest seen in February over the past 4 years.

Table 3 – Purpose of visit, February 2019 - 2020

	Volumes			Nights		
	February 2019	February 2020	Overall change, %	February 2019	February 2020	Overall change, %
Holiday overnight visits	14,060	8,370	-40.5	40,200	26,190	-34.9
Holiday day visits	340	570	68.5			
Business overnight visits	4,380	5,730	30.6	11,460	17,940	56.5
Business day visits	1,250	1,640	31.1			
VFR overnight visits	5,560	6,430	15.7	25,270	37,140	47.0
VFR day visits	60	100	62.5			
Other overnight visits	1,880	1,550	-17.8	2,970	6,420	115.9
Other day visits	160	80	-50.0			
Total visits	27,710	24,470	-11.7	79,910	87,690	9.7

Figure 11 – Tourism visits by purpose, Jan-Feb 2020
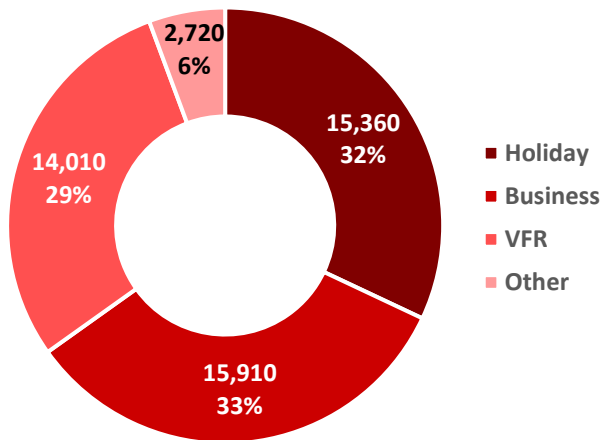
Compared to 2019:

- Holiday visits have decreased by 28.3%
- Business visits have increased by 19.0%
- Visits to friends and relatives (VFR) have increased by 9.9%
- Other visits have decreased by 48.6%

Average stay for holiday visits has increased from 3.2 nights in 2019 to 3.3 nights in 2020, resulting in a decrease in holiday nights of 28.9%.

Average stay for business visits has increased from 2.4 nights to 3.0 nights, resulting in an overall increase in business nights of 56.1%.

Average stay for VFR visits has increased 5.5 nights to 6.1 nights, resulting in an increase in VFR nights of 22.9%.

NB: refer to the appendices for the equivalent figures for previous years. See the footnote on page 1 for visits included within "Other". "Business" visits also include those attending a conference or seminar, trade fair or exhibition. Those visiting friends and family (VFR) do not necessarily stay with friends and family and may stay in commercial accommodation.

The total number of holiday visits to the end of February was significantly lower than in 2019 but higher than the equivalent period in 2018. The number of holiday nights spent in the Island was also much lower than in 2019, but similar to the number of nights seen over the equivalent period in both 2017 and 2018.

To the end of February, the number of business visits and nights have both increased significantly compared to 2019 and were the highest seen over the past 4 years.

Similarly, the number of VFR visits and nights also increased compared to the first 2 months of 2019, and both were at the highest cumulative level seen over the past 4 years .

Table 4 – Purpose of visit, Jan-Feb 2019 - 2020

	Volumes			Nights		
	Jan-Feb 2019	Jan-Feb 2020	Overall change, %	Jan-Feb 2019	Jan-Feb 2020	Overall change, %
Holiday overnight visits	20,850	14,630	-29.8	67,040	47,680	-28.9
Holiday day visits	590	730	24.4			
Business overnight visits	9,530	11,960	25.5	22,910	35,750	56.1
Business day visits	3,840	3,950	2.9			
VFR overnight visits	12,300	13,750	11.8	67,800	83,300	22.9
VFR day visits	450	260	-43.3			
Other overnight visits	4,910	2,050	-58.3	6,690	8,050	20.4
Other day visits	390	670	73.5			
Total visits	**52,840**	**48,000**	**-9.2**	**164,440**	**174,780**	**6.3**

Figure 12 – Tourism visits by country of residence, February 2020
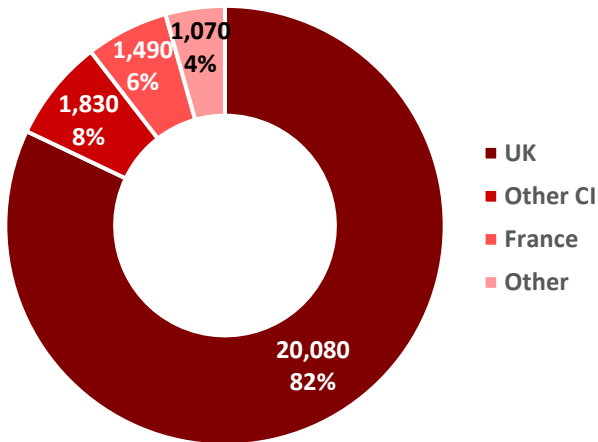
Compared to February 2019:

- UK visits have decreased by 0.2%
- Other CI visits have decreased by 66.0%
- Visits from other countries have increased by 16.5%, due to an increase in visitors from France

- UK visitor nights have increased by 4.2%
- CI visitor nights have decreased by 65.7%
- Other visitor nights have more than doubled, again mainly due to the French market but also due to an increased average stay

NB: refer to the appendices for the equivalent figures for previous years. Due to the small size of some of the foreign markets, they have been amalgamated into "Other" in this February report. Some of the larger markets will be separated out in the months where tourism volumes increase.

82% of the total visits and over three-quarters of visitor nights in Jersey in February were from the UK. The number of UK visits was very similar in February 2020 compared to 2019 and was 11.2% higher than the 3-year average. The number of holiday nights spent in the Island was also 11.4% higher than the 3-year average for February. The majority (95%) of UK visits to Jersey in February travelled on scheduled air routes.

Jersey's second market in February was from the other Channel Islands. Following a significant rise in visits in February 2019, this February has seen an equivalent decrease; back to a similar level seen in February 2017.

The number of visits from France in February increased significantly in percentage terms compared to 2019, but the numbers for February have fluctuated significantly over the previous 3 years.

Table 5 – Country of residence, February 2019 - 2020

	Volumes			Nights		
	February 2019	**February 2020**	**Overall change, %**	**February 2019**	**February 2020**	**Overall change, %**
UK	20,120	20,080	-0.2	63,570	66,260	4.2
Guernsey and Other CI	5,400	1,830	-66.0	9,520	3,270	-65.7
Ireland	160	130	-17.3	610	550	-10.1
France	960	1,490	55.3	1,870	4,540	142.9
Germany	50	30	-40.0	40	130	197.7
Other countries	1,040	910	-11.9	4,300	12,940	200.8
Total visits	**27,710**	**24,470**	**-11.7**	**79,910**	**87,690**	**9.7**

Figure 13 – Tourism visits by country of residence, Jan-Feb 2020
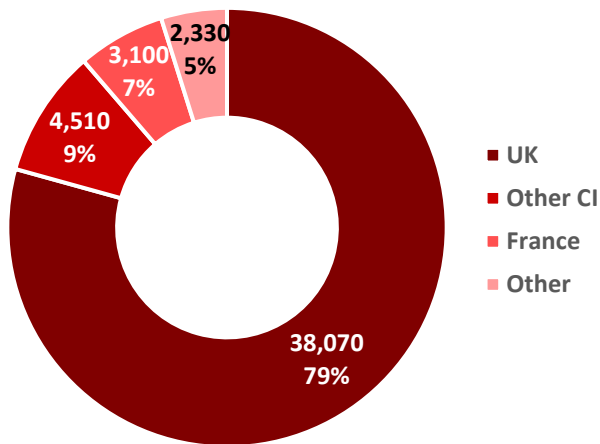
Compared to 2019:

- UK visits have decreased by 2.3%
- Other CI visits have decreased by 52.4%
- Visits from other countries have increased by 22.7%, due to an increase in visitors from France in both January and February

- UK visitor nights have increased by 0.1%
- CI visitor nights have decreased by 50.3%
- Other visitor nights have increased by 88.4%, again mainly due to the French market and an increased average stay

NB: refer to the appendices for the equivalent figures for previous years. Due to the small size of some of the foreign markets, they have been amalgamated into "Other" in this February report. Some of the larger markets will be separated out in the months where tourism volumes increase.

To the end of February, over three-quarters of the total visits and visitor nights in Jersey were from the UK. The number of UK visits has decreased compared to 2019 but the number of visits was 8.9% higher than the 3-year average, with the number of holiday nights spent in the Island also 8.3% higher.

The total volume of visits and visitor nights from the other Channel Islands have decreased significantly over the period compared to 2019. However, this was mainly due to the large increases seen in 2019, with the cumulative figures for 2020 being higher than in both 2017 and 2018.

Although based upon relatively small volumes, the number of visits from France has doubled compared to 2019; back to a similar number of visits as seen in January 2017. France has no regular direct air connections with Jersey over the winter period so a large majority of visits were on the scheduled ferry routes which can be impacted by weather conditions.

Table 6 – Country of residence, Jan-Feb 2019 - 2020

	Volumes			Nights		
	Jan-Feb 2019	Jan-Feb 2020	Overall change, %	Jan-Feb 2019	Jan-Feb 2020	Overall change, %
UK	38,960	38,070	-2.3	132,150	132,250	0.1
Guernsey and Other CI	9,460	4,510	-52.4	13,210	6,570	-50.3
Ireland	210	270	28.2	820	1,230	50.0
France	1,500	3,100	106.4	3,380	12,150	259.3
Germany	80	50	-38.7	260	230	-13.3
Other countries	2,630	2,010	-23.7	14,620	22,350	52.9
Total visits	**52,840**	**48,000**	**-9.2**	**164,440**	**174,780**	**6.3**

Appendix - notes

Methodology

Background

Prior to 2016, Jersey used alternative ongoing data sources, including a compulsory visitor registration scheme, to estimate the volume and value of tourism to Jersey. Periodic exit surveys were also undertaken to check and recalibrate the estimates and ongoing methodology. From July 2016, Visit Jersey implemented a continuous exit survey with a new methodology and definitions to align Jersey's figures more closely with established tourism data produced by other countries and destinations. The fieldwork was outsourced, with the analyses and reporting were undertaken in-house.

From 2020, Statistics Jersey has been contracted to undertake both the exit survey fieldwork and the analyses and reporting. The questionnaires and methodology from January 2020 have been modified, which may have some impact upon the direct comparably of figures with recent years.

Data sources

1. Passenger exit survey

A detailed breakdown of passengers by route of departure is provided by the Ports of Jersey as well as Condor Ferries for their own sea routes. However, these figures include resident movements, departing visitors, as well as some transit passengers, longer-term or seasonal workers and 'returning visitors' i.e. those who travel off-Island during their stay in Jersey and are therefore counted twice within the passenger data.

In order to break down (or calibrate) Jersey's passenger departure figures, a comprehensive exit survey is undertaken with a representative and sufficiently robust sample of passengers as they depart through Jersey's passenger terminals at the airport and harbours. Interview shifts are planned to reflect passenger throughput and to cover all routes, all days of the week and all times of the day. It is particularly important in planning interview schedules that bias is not introduced by over-sampling morning or evening departures, or specific days of the week.
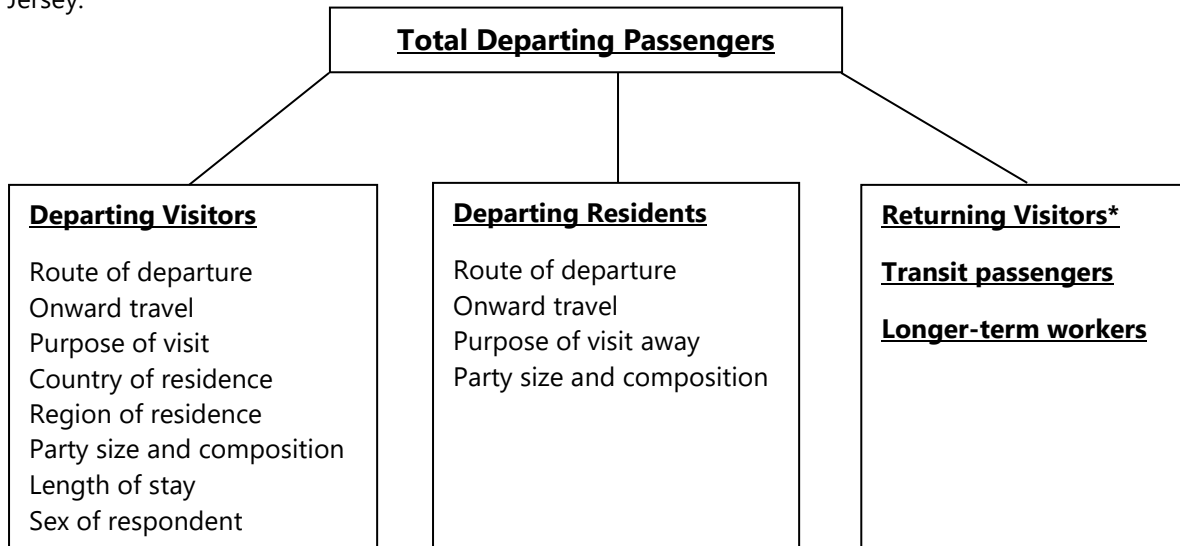
Within each interview shift, fieldworkers are instructed to adopt a randomised approach to interviewee selection so that any departing passenger, whether a resident or a visitor, has an equal likelihood to participate. At the airport and within the ferry terminals, interviews are conducted face-to-face as far as possible using electronic tablets for data collection. Within the car-holding area at Elizabeth Terminal, passengers in vehicles are given a self-completion version of the questionnaire to complete, with the interviewer returning to collect the questionnaire later, or the respondent dropping the completed questionnaire in the collection boxes.

The passenger exit survey questionnaire is very short to establish: the outward and onward route, number of persons travelling within the party, whether they are a resident or visitor to Jersey, purpose of visit, country and region of residence, length of stay and gender. Interviewers with relevant language skills are allocated as far as possible to appropriate shifts and the questionnaires are also translated into French, German, Polish and Portuguese if required.

Sample data from the passenger exit survey is weighted by passenger figures to form the basis of the monthly reports on the number of visits and overnight stays in Jersey. Where sample sizes on individual routes for an individual month are considered to be insufficiently robust, particularly when broken down further for departing visitors only, percentage breakdowns on these routes are induced using a larger sample size collated on that particular route over a longer time period, provided that the time period can be considered to be broadly similar in terms of passenger profile.

Survey outputs

The primary aim of the survey is to determine the breakdown of passengers on each route in order to determine the overall number of visits to Jersey by purpose of visit, country of residence and length of stay. Some additional profiling questions are asked of visitors, and residents are also asked their purpose of visit away from Jersey.

```
                        ┌─────────────────────────────────────┐
                        │    Total Departing Passengers        │
                        └─────────────────────────────────────┘
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Departing Visitors	**Departing Residents**	**Returning Visitors***
		Transit passengers
Route of departure	Route of departure	
Onward travel	Onward travel	**Longer-term workers**
Purpose of visit	Purpose of visit away	
Country of residence	Party size and composition	
Region of residence		
Party size and composition		
Length of stay		
Sex of respondent		

*Returning visitors are those who are counted twice in passenger numbers because they visit elsewhere during their stay in Jersey (e.g. visitor day trips to Sark, Herm or Jersey).

2.   Visitor survey

The monthly reports showing the breakdown of passengers and visits to Jersey are based upon results from the passenger exit survey. In additional to this and running alongside the passenger exit survey, separate interview shifts are allocated to a longer and more detailed survey of visitors departing from Jersey at the end of their stay. While the exit survey shifts are planned to be randomly representative of all departing passengers, the exit survey shifts are scheduled to more accurately reflect the movements of departing visitors only and can be upweighted in order to achieve adequate sample sizes of specific visit types (e.g. by purpose of visit or country of residence).

Within each interview shift, fieldworkers are again instructed to adopt a randomised approach to interviewee selection but need to establish whether the respondent is a visitor departing from Jersey at the end of their stay before continuing to complete the questionnaire. As with the exit survey, face-to-face interviews are conducted inside the passenger terminals, with self-completion questionnaires being distributed to passengers in non-resident vehicles in the car-holding area at Elizabeth ferry terminal.

The primary purpose of the visitor survey is to establish visitor expenditure in Jersey, but the questionnaire also provides the following additional data:

- a more detailed profile of visitors, such as age, party composition and previous visit experience
- type of accommodation stayed in
- booking method (inclusive/package tour or independent)
- where booking was made (online, travel agent etc.)
- activities undertaken during their visit
- ratings for various aspects of their stay in Jersey
- likelihood to visit Jersey again in the future
- likelihood to recommend Jersey (Net Promoter Score)

Data from the visitor survey is weighted by visitor data established by the exit survey and is reported on a quarterly basis.

3. Private aircraft, visiting yachts and cruise passengers

Monthly data on the number of passengers departing from Jersey on private aircraft by destination airport is provided by the Ports of Jersey. Consistent with the methodology established by Visit Jersey, sensible percentages are applied to each route to estimate the proportion of passengers that are departing visitors. In the absence of any further information or sampling data, an average length of stay of 1 night is applied and all are assumed to have stayed in Jersey for business purposes. The country of residence for these visitors is determined by the route the aircraft is recorded as flying to.

The marine leisure section within Ports of Jersey provides a monthly breakdown of visiting vessels that have paid to stay overnight in the marinas. The nationality and length of stay is also provided on a monthly basis and an online survey is conducted during the main summer months by the marine leisure section to determine the expenditure of visiting yachtsmen in Jersey. Within the monthly reports produced by Statistics Jersey, all visiting yachtsmen are classified as staying holiday visits.

Ports of Jersey also provides monthly data on the number of cruise passengers visiting Jersey. Within the monthly reports, these are classified as holiday day visits.

Statistical reliability

Sample surveys are always subject to statistical error and the larger the sample size, the lower the statistical variation. This passenger exit survey report for February is based upon 2,890 interviews representing 5,140 departing passengers. Hence, the overall figures for the number of departing visitors on the scheduled air and sea routes should be considered as estimates with a 95% confidence interval of approximately ±1.4%.

For departing visitors only, based upon 1,250 interviews representing 2,240 visitors, the figures should be considered as estimates with a 95% confidence interval of approximately ±2.1%.

It should be noted that when breaking down the results by individual or amalgamated routes, the sample sizes become much smaller with a resultant increase in the statistical error. The sampling methodology requires that interview shifts are planned to be representative overall of departing passengers. However, it is possible to either over-sample or under-sample certain smaller groups who may just depart on a single or several flights or sailings in a month. This is particularly relevant in the winter months when overall volumes of passengers are smaller, with a correspondingly smaller sample of passengers. This should be considered when interpreting the estimates for some of the smaller sub-samples of visitors (e.g. by country of residence).

Response rate and coverage

- The sample size above represents 9.2% of total departing passengers on the scheduled air and sea routes in February.
- Interviewers record the number of refusals as well as the number of self-completion questionnaires handed out in order to determine the response rate; this was 79% in February for the Passenger Exit Survey.

Statistics Jersey
17 April 2020

Appendix – data tables

Table A1: February 2017 to 2020

February	2017		2018		2019		2020		Annual change	
Total passengers	54,930		54,910		57,290		56,320		-2%	
Total visits	23,560		21,410		27,710		24,470		-12%	
	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Topline Overnight visits	22,390	78,840	19,340	64,500	25,890	79,910	22,070	87,690	-15%	10%
Day visits	1,170		2,070		1,820		2,400		32%	

		3-year average 2017 to 2019		2019		2020		Annual change	
		Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Purpose of visit	**Total Holiday visits**	**11,590**		**14,400**		**8,940**		**-38%**	
	- Overnight visits	11,380	35,540	14,060	40,200	8,370	26,190	-41%	-35%
	- Day visits	220		340		570		69%	
	Total Business visits	**6,100**		**5,640**		**7,370**		**31%**	
	- Overnight visits	4,730	13,310	4,380	11,460	5,730	17,940	31%	57%
	- Day visits	1,370		1,250		1,640		31%	
	Total VFR visits	**5,000**		**5,630**		**6,540**		**16%**	
	- Overnight visits	4,970	22,510	5,560	25,270	6,430	37,140	16%	47%
	- Day visits	30		60		100		63%	
	Total Other visits	**1,530**		**2,040**		**1,630**		**-20%**	
	- Overnight visits	1,460	2,910	1,880	2,970	1,550	6,420	-18%	116%
	- Day visits	70		160		80		-50%	
Country of residence	UK	18,050	59,470	20,120	63,570	20,080	66,260	0%	4%
	Other CI	3,270	5,170	5,400	9,520	1,830	3,270	-66%	-66%
	Ireland	250	1,490	160	610	130	550	-17%	-10%
	France	1,400	3,170	960	1,870	1,490	4,540	55%	143%
	Germany	50	190	50	40	30	130	-40%	198%
	Other	1,200	4,920	1,040	4,300	910	12,940	-12%	201%
Mode of departure	Scheduled air	21,190	65,700	24,410	70,960	22,030	77,850	-10%	10%
	Scheduled ferry	2,720	8,370	2,840	8,410	2,100	9,500	-26%	13%
	Private plane	260	260	370	370	340	340	-8%	-8%
	Visiting yachtsmen	50	80	90	170	0	0	-99%	-99%
	Cruise passengers	0	0	0	0	0	0		
Duration of stay	Day visits	1,690		1,820		2,400		32%	
	1-3 nights	15,560	33,190	18,930	38,430	15,280	32,310	-19%	-16%
	4 - 6 nights	5,090	22,270	4,540	20,520	4,590	20,400	1%	-1%
	7 nights	1,030	7,110	1,430	9,990	860	6,020	-40%	-40%
	8+ nights	870	11,850	990	10,970	1,350	28,960	36%	164%

Table A2: January to February 2017 to 2020

Jan - Feb	2017		2018		2019		2020		Annual change	
Total passengers	**102,240**		**101,850**		**107,180**		**107,200**		**0%**	
Total visits	**42,150**		**43,270**		**52,840**		**48,000**		**-9%**	
	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Topline Overnight visits	39,260	163,950	37,910	139,840	47,580	164,440	42,390	174,780	-11%	6%
Day visits	2,890		5,360		5,260		5,610		7%	

	3-year average 2017 to 2019		2019		2020		Annual change	
	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Total Holiday visits	**17,200**		**21,430**		**15,360**		**-28%**	
- Overnight visits	16,700	54,920	20,850	67,040	14,630	47,680	-30%	-29%
- Day visits	490		590		730		24%	
Total Business visits	**13,510**		**13,370**		**15,910**		**19%**	
- Overnight visits	9,930	28,150	9,530	22,910	11,960	35,750	26%	56%
- Day visits	3,580		3,840		3,950		3%	
Total VFR visits	**11,790**		**12,750**		**14,010**		**10%**	
- Overnight visits	11,600	65,760	12,300	67,800	13,750	83,300	12%	23%
- Day visits	180		450		260		-43%	
Total Other visits	**3,600**		**5,300**		**2,720**		**-49%**	
- Overnight visits	3,350	7,110	4,910	6,690	2,050	8,050	-58%	20%
- Day visits	250		390		670		73%	
Country of residence UK	34,950	122,140	38,960	132,150	38,070	132,250	-2%	0%
Other CI	5,720	7,660	9,460	13,210	4,510	6,570	-52%	-50%
Ireland	430	3,010	210	820	270	1,230	28%	50%
France	2,340	6,590	1,500	3,380	3,100	12,150	106%	259%
Germany	100	560	80	260	50	230	-39%	-13%
Other	2,550	16,110	2,630	14,620	2,010	22,350	-24%	53%
Mode of departure Scheduled air	40,940	136,680	47,650	149,020	42,900	151,690	-10%	2%
Scheduled ferry	4,600	18,810	4,380	14,500	4,400	22,360	0%	54%
Private plane	460	460	700	700	640	640	-8%	-8%
Visiting yachtsmen	80	120	120	220	60	80	-47%	-63%
Cruise passengers	0	0	0	0	0	0		
Duration of stay Day visits	4,500		5,260		5,610		7%	
1-3 nights	26,710	54,140	31,650	61,510	27,920	57,500	-12%	-7%
4 - 6 nights	10,070	44,750	10,080	45,620	9,010	40,560	-11%	-11%
7 nights	1,800	12,500	2,710	18,960	1,690	11,850	-38%	-38%
8+ nights	3,010	44,690	3,150	38,350	3,770	64,870	20%	69%