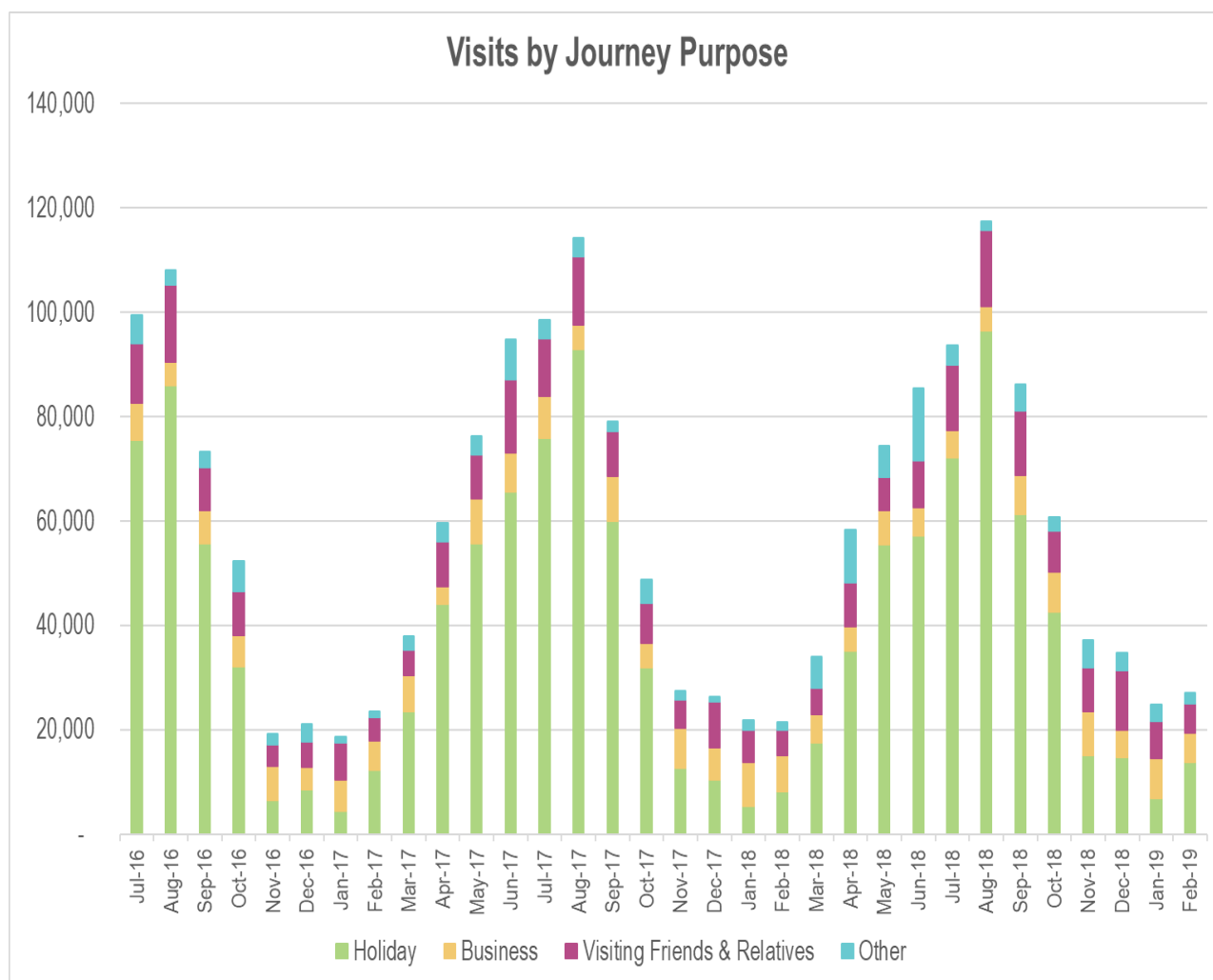


Exit Survey Headlines – December 2018 to February 2019

In the three months to February

- Jersey welcomed more than 86,000 visits which generated 272,000 visitor nights on the island
- Year-on-year increases of 24% and 14% respectively
- Typical overnight visit lasted 3.6 nights, down from 4.0 nights in the equivalent period a year before
- Overnight Holiday visits were 32,000 representing an impressive 50% increase
 - But this is a quiet time of year so percentages can look particularly high or low and early 2018 was impacted by a greater degree of weather disruption than was the early part of 2019
- More than seven-in-ten visits were by residents of the UK
- Some of the strongest growth was by residents of France and Guernsey
- By duration of stay the fastest growth was in the 1-3 nights segment
- The number of visits lasting exactly seven nights also enjoyed a healthy year-on-year improvement
- 27% of visits were by those experiencing the island for the very first time, and for Holiday visits this increases to 38%

The table overleaf summarises key metrics, while the chart below presents visits by month and trip purpose.



		Feb-19		Dec 18-Feb 19			Year-to-date			Rolling 12 months					
		Visits	Nights	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits	Spend (£m) 2018	Nights	Nights per Visit	Visits Trend	Nights Trend
Headlines	Total Market	26,973	78,374	86,470	272,150		51,815	162,042		733,962	£268.3	2,741,490			
	annual change	26%	22%	24%	14%		20%	16%		4%	10%	-4%			
	Overnight Visits	25,263		76,586		3.6	46,708		3.5	626,462			4.4		
	annual change	31%		27%			23%			4%					
Purpose of Visit	Holiday (Total)	13,845	39,018	35,319	102,879		20,689	65,215		488,137	£206.6	1,892,000			
	annual change	69%	44%	48%	29%		54%	42%		0%	3%	-3%			
	Holiday (Day-Trippers)	292		2,951			507			66,165					
	annual change	64%		28%			-9%			-8%					
	Holiday (Overnight Visits)	13,553	39,018	32,368	102,879	3.2	20,182	65,215	3.2	421,972		1,892,000	4.5		
	annual change	70%	44%	50%	29%		57%	42%		2%		-3%			
	Business (Total)	5,628	11,482	18,717	36,022		13,321	22,806		74,672	£20.9	165,520			
	annual change	-18%	-9%	-13%	-23%		-14%	-24%		-8%	44%	-38%			
	Business (Day-Trippers)	1,205		5,447			3,776			18,795					
	annual change	-35%		-17%			-15%			-3%					
	Business (Overnight Visits)	4,423	11,482	13,269	36,022	2.7	9,545	22,806	2.4	55,877		165,520	3.0		
	annual change	-12%	-9%	-12%	-23%		-13%	-24%		-10%		-38%			
VFR (Total)	5,543	24,962	24,014	119,325		12,602	67,374		108,680	£23.4	538,042				
annual change	13%	19%	21%	21%		14%	25%		7%	22%	1%				
VFR (Day-Trippers)	62		642			447			2,126						
annual change			261%			526%			142%						
VFR (Overnight Visits)	5,480	24,962	23,372	119,325	5.1	12,155	67,374	5.5	106,554		538,042	5.0			
annual change	12%	19%	19%	21%		11%	25%		6%		1%				
Other, including Study (Total)	1,957	2,912	8,421	13,924		5,203	6,646		62,473	£17.5	145,928				
annual change	35%	-22%	101%	6%		54%	-34%		70%	74%	45%				
Other (Day-Trippers)	150		844			376			20,413						
annual change	375%		181%			39%			95%						
Other (Overnight Visits)	1,807	2,912	7,577	13,924	1.8	4,827	6,646	1.4	42,060		145,928	3.5			
annual change	27%	-22%	94%	6%		55%	-34%		60%						

		Feb-19		Dec 18-Feb 19			Year-to-date			Rolling 12 months					
		Visits	Nights	Visits	Nights	Nights per Visit	Visits	Nights	Nights per Visit	Visits	Spend (£m) 2018	Nights	Nights per Visit	Visits Trend	Nights Trend
Country of Residence	UK	20,089	63,620	61,703	215,086		38,822	131,576		468,814	£196.8	2,076,487			
	annual change	22%	20%	17%	12%		16%	18%		0%	4%	-6%			
	France	792	1,533	6,734	8,678		1,348	3,080		129,017	£21.6	179,535			
	annual change	17%	43%	27%	-21%		-42%	-55%		8%	33%	16%			
	Germany	41	32	104	355		70	262		19,633	£12.9	115,062			
annual change	-47%	-88%	-45%	-73%		-44%	-34%		2%	29%	15%				
Guernsey	4,945	8,551	12,779	20,071		8,820	11,957		59,756	£13.5	89,604				
annual change	84%	141%	113%	178%		111%	130%		55%	76%	30%				
Ireland	156	611	301	1,654		207	822		9,990	£4.7	55,471				
annual change	-34%	-41%	-53%	-57%		-39%	-62%		21%	21%	41%				
Mode of Departure	Scheduled Ferry	2,103	6,858	10,001	25,339		3,343	12,072		204,949		568,405			
	annual change	1%	-8%	8%	-36%		-33%	-51%		3%		6%			
	Visiting Yachtsmen	93	171	204	628		120	216		19,875		39,864			
	annual change	232%	370%	204%	314%		224%	347%		18%		0%			
	Cruise	-	-	-	-		-	-		4,503		-			
annual change									32%						
Scheduled Air	24,408	70,976	75,201	245,119		47,656	149,058		498,842		2,127,428				
annual change	28%	25%	26%	24%		26%	30%		-3%		-6%				
Private Plane	369	369	1,065	1,065		696	696		5,793		5,793				
annual change	59%	59%	68%	68%		88%	88%		88%		97%				
Duration of Stay	Day Visit	1,710	-	9,884	-		5,107	-		107,500		-			
	annual change	-17%		6%			-5%			5%					
	1-3 nights	18,383	37,446	50,847	102,420		30,896	60,064		296,846		642,135			
	annual change	44%	35%	49%	46%		28%	22%		17%		12%			
	4-6 nights	4,480	20,252	15,368	69,574		10,020	45,366		177,193		789,970			
annual change	-10%	-5%	-15%	-11%		0%	7%		-12%		-14%				
7 nights	1,425	9,922	4,856	33,803		2,704	18,899		101,289		689,794				
annual change	52%	53%	37%	41%		94%	97%		-3%		-4%				
8+ nights	975	10,753	5,515	66,353		3,089	37,714		51,135		619,591				
annual change	49%	20%	24%	1%		27%	-2%		15%		-3%				