

Exit Survey Analysis – January to July 2017

Provisional estimates suggest that the number of visits to Jersey during the first seven months of 2017 was 307,500 with visitor nights reaching 1.6 million. On-island expenditure is estimated on a quarterly basis, and during the period January to June it stood at £94.5m.

During the period January to July 2017, two-thirds of visits (66%) were made by Holiday visitors, 11% were visiting for Business reasons and 15% to spend time with friends and relatives. Most visitors (66%) were residents of the UK, making this by far Jersey's largest source market. One-in-six visitors were from France during the first seven months of the year while 6% were residents of Guernsey.

Around one-in-seven visits are day trips, while among trips that last at least one night the average length of stay was 4.7 nights. Around 13% of visits so far this year have been seven-night stays.

Looking just at July, there were an estimated 98,300 visits to Jersey, generating 436,000 visitor nights on the island. Mirroring the June picture, 38% of visitors left the island by sea and 62% by air

Across all trip purposes during the first seven months of 2017 43% of visitors were making their first visit to Jersey, but when looking just at Holiday visitors this proportion increases to 52%.

Although it is necessary to be very cautious about comparing just a single month with that month the year before, we are now able to do this, and this reveals that the number of visits in July of this year was 1% lower than in July 2016. This decline is largely due to fewer Visiting Yachtsmen and there being no Cruise Ship passenger visits in July 2017.

The number of visitor nights in July is lower than a year before due to a decline in the number of 8+ night stays captured by the Exit Survey, which may reflect the presence of the Dance World Cup during July 2016 which generated many visits that lasted for longer than one week.

The number choosing to have a Holiday in Jersey during July 2017 was up 4% compared with a year before.

Overleaf is a summary table of key metrics.

The following table attempts to create a set of proxy variables for the 'old' definitions in order to facilitate year-on-year comparisons, but this comes with a hefty health warning.

	Jan-Jul 2017	Jan-Jul 2016	change
Proxy for old Staying Leisure Visits Measure	229,986	203,893	13%
Proxy for old Staying Business Visits Measure	35,914	36,917	-3%
Proxy for all other types of visits	141,631	174,604	-19%
Total Visits - All Trips	407,531	415,414	-2%

The charts that follow the table paint a picture of visits by month since the commencement of the Exit Survey, with splits by journey purpose, country of residence, duration of stay and mode of travel.

	Month of July 2017	3 months to July 2017	January to July 2017	Rolling 12 Months
Headline Data				
Total Visits	98,324	269,261	407,531	681,168
annual change	-1%			
Total Visitor Nights	436,027	1,064,520	1,627,703	2,871,159
annual change	-13%			
Nights per visit (all)	4.4	4.0	4.0	4.2
Nights per visit for overnights	5.4	4.9	4.7	5.0
Trip Purpose				
Visiting Yachtsmen	3,845	8,127	9,574	17,169
annual change	-19%			
Cruise	-	353	1,189	1,273
annual change	-100%			
Holiday	71,374	187,339	268,627	448,572
annual change	4%			
Business	7,952	23,468	44,142	71,248
annual change	8%			
Visiting Friends & Relatives	11,578	34,773	60,301	102,145
annual change	-3%			
Other	3,574	15,201	23,697	40,760
annual change	-39%			
Country of Residence				
UK	62,473	165,365	266,993	449,416
annual change	-7%			
France	18,619	53,863	69,928	107,114
annual change	27%			
Germany	3,808	10,009	11,517	25,126
annual change	-35%			
Guernsey	4,425	14,756	23,812	37,288
annual change	-3%			
Other / Not known	7,825	22,429	30,189	53,693
annual change	23%			
Mode of Travel				
Sea (inc Cruise & Yachtsmen)	37,558	100,074	126,590	212,166
annual change	4%			
Air	60,766	169,187	280,941	469,002
annual change	-4%			
Duration of Stay				
Day Visit	17,377	50,480	59,071	107,420
annual change	-9%			
1-3 nights	24,503	82,552	153,926	244,066
annual change	3%			
4-6 nights	25,485	74,925	116,144	187,825
annual change	10%			
7 nights	22,054	44,492	54,759	93,291
annual change	33%			
8+ nights	8,904	16,812	23,632	48,565
annual change	-47%			



