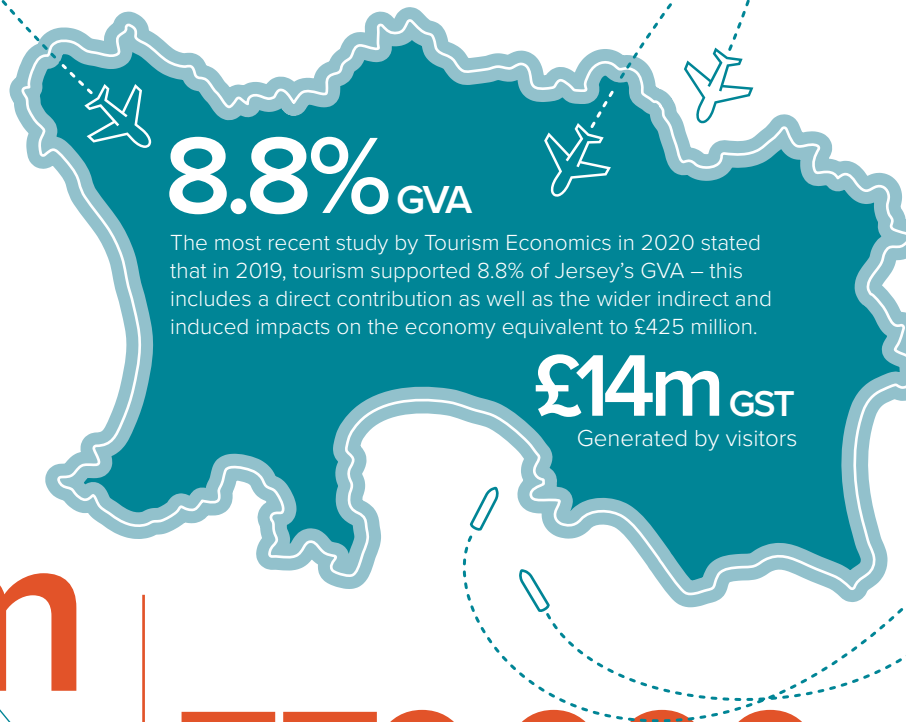


Tourism's Contribution to Jersey.

Tourism's role in Jersey extends way beyond its financial contribution. The halo effect created by our visitors creates jobs, feeds businesses, provides essential connectivity to our wider community and enhances the quality of life for all.



£280m

Over a quarter of a billion pounds
Spent on Island in 2019

How visitor spend breaks down:

Accommodation	£142m
Food and drink	£82m
Transportation	£12m
Attractions and activities	£11m
Retail and shopping	£27m
Tours	£4m
Other	£2m



Over 65% of passengers passing through our ports are visitors

770,000

Visitors to Jersey (2019 figure)

How visitor numbers break down:

Holiday visits (staying overnight)	439,200
Day trip visits	125,100
Visits to friends or relatives	112,900
Business visits	66,100
Other	77,000

Types of Accommodation



9,522

Registered tourism bed spaces
Hotels, guest houses, self catering and 779 on campsites.



1,300

Self catering bed spaces



152

Airbnb bed spaces

Tourism supports a varied range of visitor accommodation



49 Hotels



5 Campsites



27 Guesthouses



110+ Self-catering



160+ Airbnb



2 Youth Hostels



Supporting Island Life

Tourism's wider contribution to our community

Jobs:

11.6%

Tourism directly and indirectly supported 11.6% of jobs (7,100 jobs).

Sport and the Environment:



Jersey attracts world class sports teams, from the British & Irish Lions, the England Rugby team and the Super League Triathlon.

Jersey is an aspiring UNESCO Geopark.

Connectivity:

20+



Year-round connectivity for visiting friends/relatives and taking holidays abroad.

In 2019 there were 40 departure points for Jersey Airport across the UK and Europe with around 44,000 flights. Connectivity helps make Jersey attractive as a business location and supports locals with travel for leisure, business, sports and education.

Business:

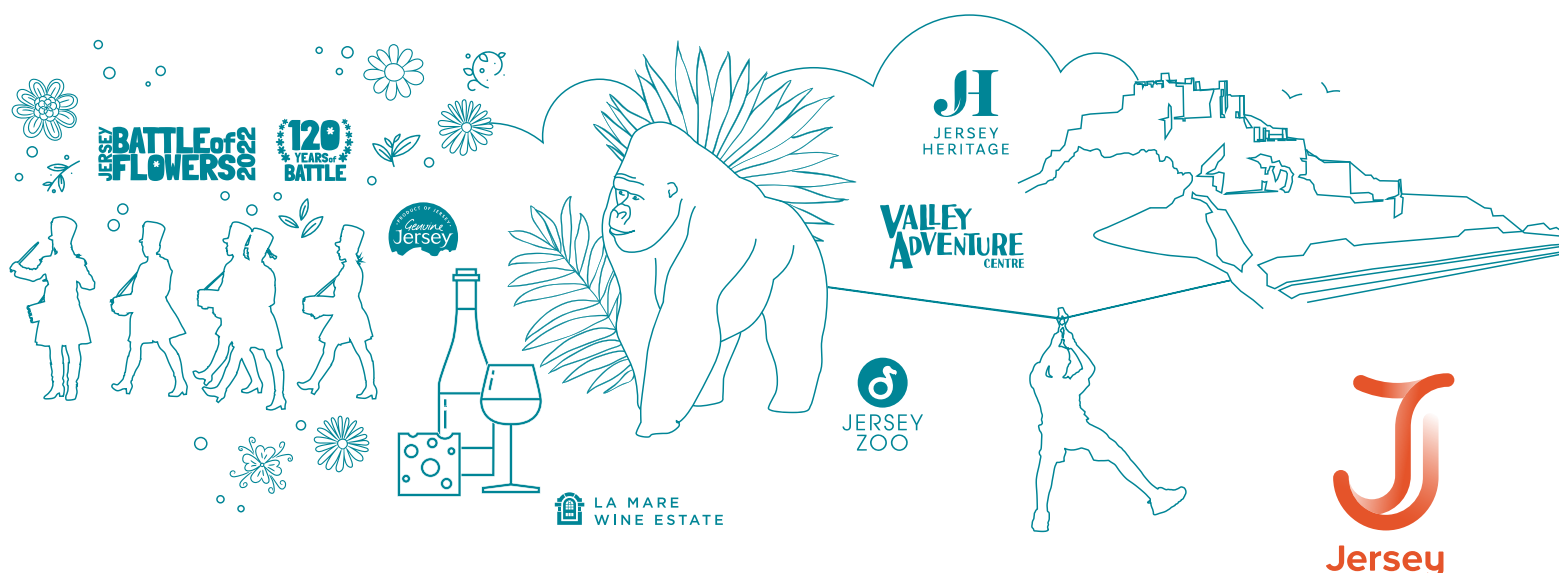
850+

There are over 850+ tourism businesses in Jersey.

Tourism - making Jersey better for visitors and locals by supporting:

-  333 Restaurants
-  29 Transport companies
-  184 Travel Trade
-  54 Attractions
-  54 Activity Providers
-  111 Events

Tourism supports attractions and events that locals enjoy:



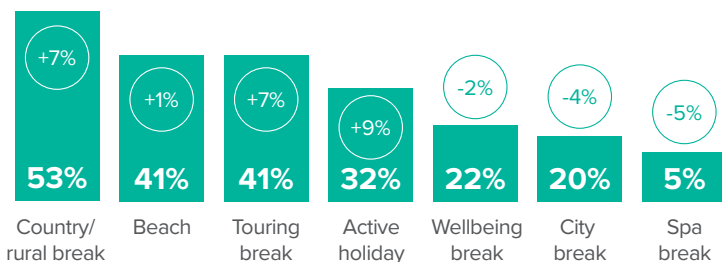
Who are our visitors and when do they visit?

Visitor segmentation

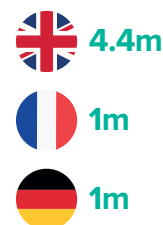
Based on an audience pool of 25m people.

Visit Jersey undertook significant evidence base research in 2022, demonstrating appeal of island and larger pool of prospective visitors.

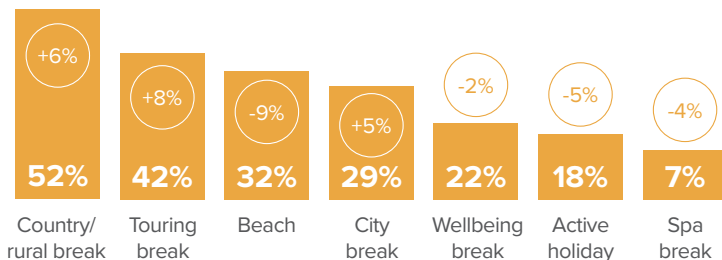
Authentic Adventurers



Market segmentation



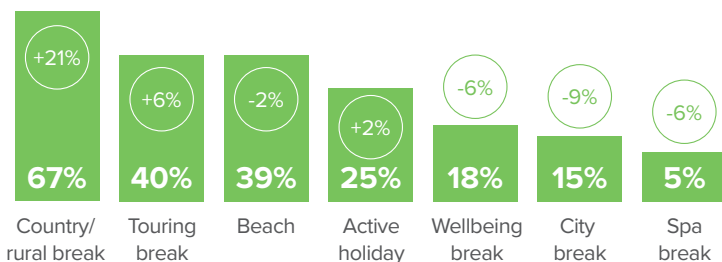
Cultural Chasers



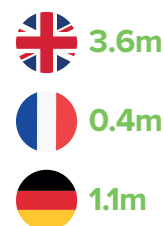
Market segmentation



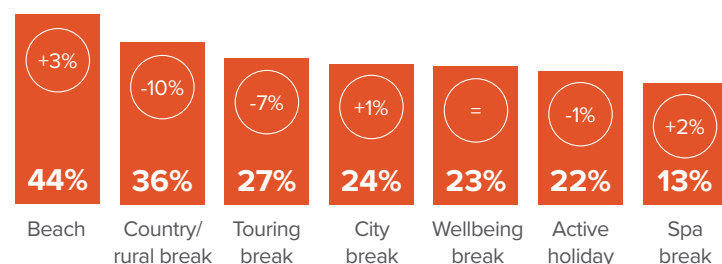
Easy Explorers



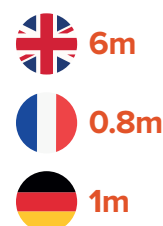
Market segmentation



Moment Makers



Market segmentation



Produced: March 2022.

In 2021, Jersey was endorsed as a must-visit destination by National Geographic, The Sunday Times, The Telegraph, The Daily Mail, Good Morning Britain. And in 2022 by Condé Nast Traveller and GEO Saison.

Seasonality

Peak season



85%+

June, July, August & September.
Average room occupancy higher than 85%.

Shoulder season:

65% —
80%

April, May, October.
Average room occupancy 65% - 80%.

Off season:



-50%

January, February, March, November, December. Average room occupancy below 50%.

'The largest of the Channel Islands offers a packed weekend escape, with coastal walks, colourful festivals and a thriving food scene.'

National Geographic

