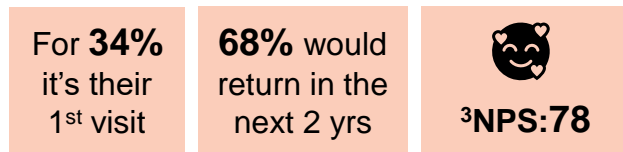
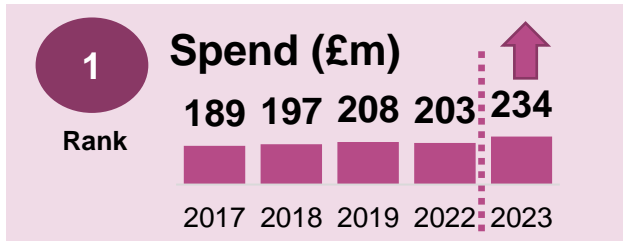
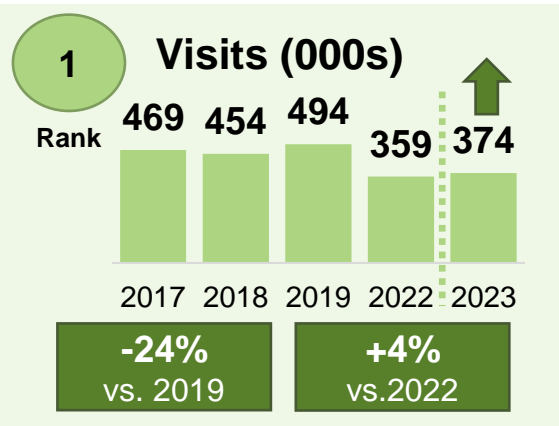


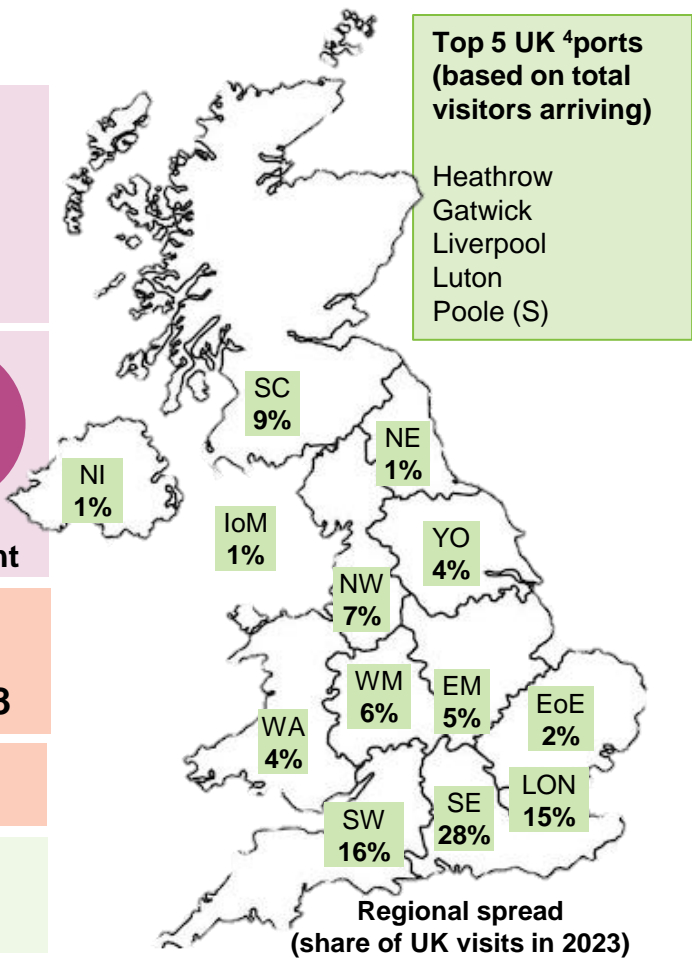
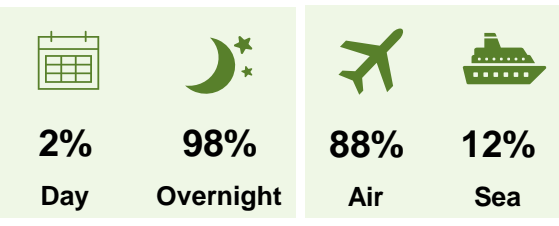
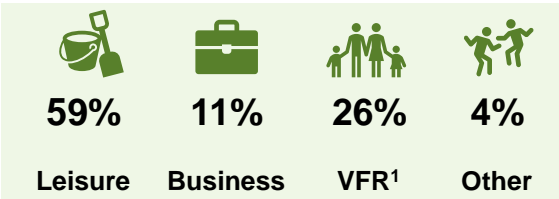
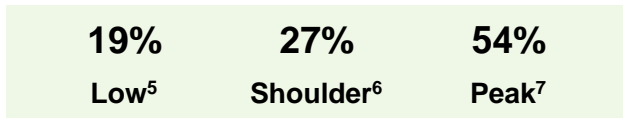


71% of visitors in 2023 were from the UK



76% booked accomm. & travel separately

83% stayed in paid accommodation



Source: Exit Survey by 4insight commissioned by Visit Jersey in 2022-onwards, 2017-2019 by IGR. Spend is stated in nominal terms. Key: green is volume data, pink is spend, orange is experience data. ¹VFR (Visiting friends and relatives). ²Average length of stay excludes day trippers. ³Net Promotor Score (NPS) is leisure only and is impacted by cultural differences, avoid comparing by markets. ⁴Ports based on arriving visitors from all countries.(S) means it is a seaport.