Statistics Jersey: www.gov.je/statistics

Context: COVID-19

This report covers March 2020 during which travel restrictions were introduced in response to the COVID-19 pandemic by Jersey, as well as other jurisdictions which have travel routes serving the Island. The airline FlyBE also entered into administration early in the month with a resultant impact on many of Jersey's regional air connections.

Employment guidelines led to a sudden cessation of the Travel Survey fieldwork on Saturday 14th March, meaning that a full month of data has not been applied to the monthly passenger figures for March. However, an analysis of daily scheduled passenger departures shows that 83% of the total monthly passengers departing by air and sea in March were accounted for by the 14th March with passenger numbers declining very quickly over the final two weeks of the month. Nevertheless, the total number of completed surveys over the first two weeks of March were small for some of the individual routes and contained some sampling bias due to the interview shift planning methodology being based upon a full month. Imputed data has been used for routes where sample sizes achieved over the first two weeks of March were insufficiently robust.

The figures within this report should therefore be treated as best estimates based upon the data available due to the early cessation of the fieldwork. Please also refer to the notes within the section on statistical reliability within the appendices when interpreting the data for March.

Summary

In March 2020:

- there was a total of 28,880 **departing passengers**[1] from Jersey which was 59.6% lower than in March 2019

- compared to March 2019, total **tourism visits**[2] decreased by 68.2% to 13,380, which was the lowest monthly total seen over the past 4 years

- although there was an increase in **average stay** from 2.9 nights to 3.6 nights for those visitors staying for at least one night, the total number of **overnight stays** decreased by 59.2% to 43,660 nights

- breaking the visitor numbers down by main **purpose of visit**:
  - **holiday** visits decreased by 81.2% to 4,290
  - **business** visits decreased by 30.4% to 4,140
  - **visits to friends and family** decreased by 47.8% to 3,090
  - **visits for other purposes**[3] decreased by 74.6% to 1,860

---

[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.

- breaking the visitor numbers down by **country of residence**:
    - visits from the **UK** decreased by 64.5% to 10,440
    - visits from the **other Channel Islands** decreased by 74.7% to 1,520
    - visits from other smaller markets decreased by 78.5% to 1,430

- breaking the visitor numbers down by **travel method:**
    - visits on the **scheduled air** routes decreased by 66.7% to 11,430
    - visits on the **scheduled ferry** services decreased by 76.5% to 1,670

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

- there was a total of 136,080 **departing passengers** which was 23.8% lower than over the same period in 2019

- total **tourism visits** decreased by 35.3% to 61,380, which was also lower than the previous 3-year average of 84,080

- the total number of **overnight stays** decreased by 19.5% to 218,440 nights and was also lower than the previous 3-year average of 282,820

- breaking the visitor numbers down by main **purpose of visit**:
    - **holiday** visits decreased by 55.6% to 19,650
    - **business** visits increased by 3.8% to 20,050
    - **visits to friends and family** decreased by 8.4% to 17,090
    - **visits for other purposes** decreased by 63.8% to 4,580

- breaking the visitor numbers down by **country of residence**:
    - visits from the **UK** decreased by 29.1% to 48,510
    - visits from the **other Channel Islands** decreased by 61.1% to 6,020
    - visits from other smaller markets decreased by 38.1% to 6,850

- breaking the visitor numbers down by **travel method:**
    - visits on the **scheduled air** routes decreased by 33.8% to 54,330
    - visits on the **scheduled ferry** services decreased by 47.2% to 6,070

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.

In March, 87% of passengers departed through the airport terminal, with 91% of these passengers travelling initially to a UK airport. Passenger numbers on all consolidated routes below showed decreases, but most notably in percentage terms on the inter-Island and foreign air and sea routes.

63% of UK air passengers departed to Gatwick which saw a decrease of 13,870 passengers (-49%). All other air routes also saw large decreases in passenger departures, most notably the routes formerly operated by FlyBE.

Cumulatively to the end of March, total passenger departures showed a decrease of 23.8% compared to 2019, with a 20.2% decrease in total scheduled air passengers and a larger 47.5% decrease in passengers on the scheduled ferry routes.

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

	Volumes			Volumes		
	March 2019	March 2020	Overall change %	Jan-Mar 2019	Jan-Mar 2020	Overall change %
UK scheduled air	50,970	22,960	-55.0	132,420	108,970	-17.7
Inter-Island scheduled air	6,950	1,990	-71.3	17,890	11,160	-37.6
Foreign scheduled air	930	230	-75.6	2,770	2,070	-25.3
Total scheduled air	**58,850**	**25,170**	**-57.2**	**153,070**	**122,200**	**-20.2**
UK scheduled sea	1,630	910	-44.0	3,920	2,870	-26.9
Inter-Island scheduled sea	2,220	290	-87.1	4,520	1,120	-75.2
French scheduled sea	7,660	1,960	-74.4	14,330	7,980	-44.3
Total scheduled sea	**11,510**	**3,160**	**-72.5**	**22,780**	**11,970**	**-47.5**
Private aircraft	960	520	-45.6	2,530	1,820	-27.9
Visiting yachtsmen	170	30	-84.7	290	90	-69.0
Total departing passengers	**71,490**	**28,880**	**-59.6**	**178,670**	**136,080**	**-23.8**

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 March that were classified as tourism visits over the past 4 years.
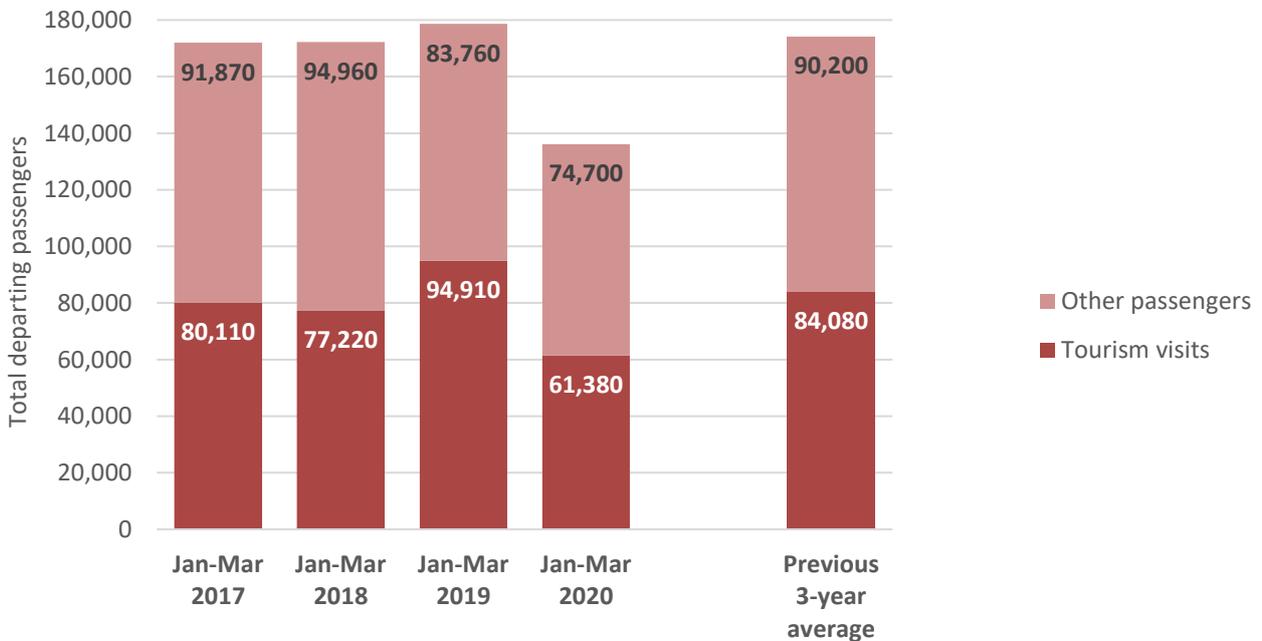
Departing visitors

Figure 1 – Tourism visits as a proportion of total passenger departures, March 2017 – 2020
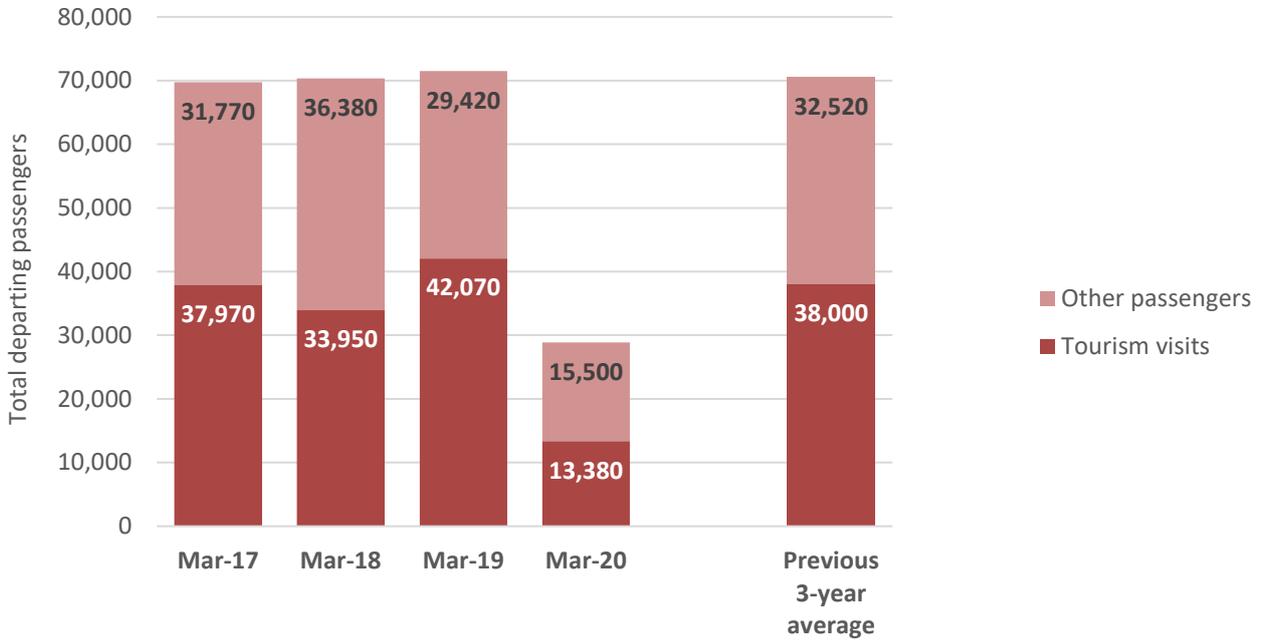
In March 2020, 46.3% of the total departing passengers were visitors at the end of their stay in Jersey. Tourism visits declined to a much greater extent than resident and other departures.

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

To the end of March, 45.1% of the total departing passengers were visitors at the end of their stay in Jersey. This is lower than the cumulative 53.1% seen over the same period in 2019 but similar to the proportions seen in the previous two years.

Table 2 below shows the breakdown of visits by mode of transport. Just over 85% of visitors departing from Jersey in March 2020 left on scheduled air routes. Of those departing by air, 88% were departing to a UK airport and 12% were departing to Guernsey. Just under 60% of visitors departing by sea in March were on the French sea routes and 30% were on the UK sea routes.

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

	Volumes			Volumes		
	March 2019	March 2020	Overall change, %	Jan-Mar 2019	Jan-Mar 2020	Overall change, %
Scheduled air	34,360	11,430	-66.7	82,010	54,330	-33.8
Scheduled ferry	7,120	1,670	-76.5	11,490	6,070	-47.2
Private aircraft	430	260	-39.7	1,120	900	-20.0
Visiting yachtsmen	170	30	-84.7	290	90	-69.0
Cruise passengers	0	0		0	0	
Total visits	**42,070**	**13,380**	**-68.2**	**94,910**	**61,380**	**-35.3**

The largest fall in visitor numbers in March was on the scheduled air routes; a decrease of 22,930 visits (-66.7%), but there were also significantly decreased numbers on all other modes of travel.

Comparing March 2020 with the longer term 3-year average, visitors departing on scheduled air routes have seen a 61% decrease and visitors departing on the scheduled sea routes have seen a 79.5% decrease.

Cumulatively to the end of March visitors on the scheduled air routes have decreased by 33.8% and visitors departing on scheduled ferries have decreased by 47.2% compared to the same period in 2019.

## Figure 3 – Tourism visits by month, 2017 – 2020
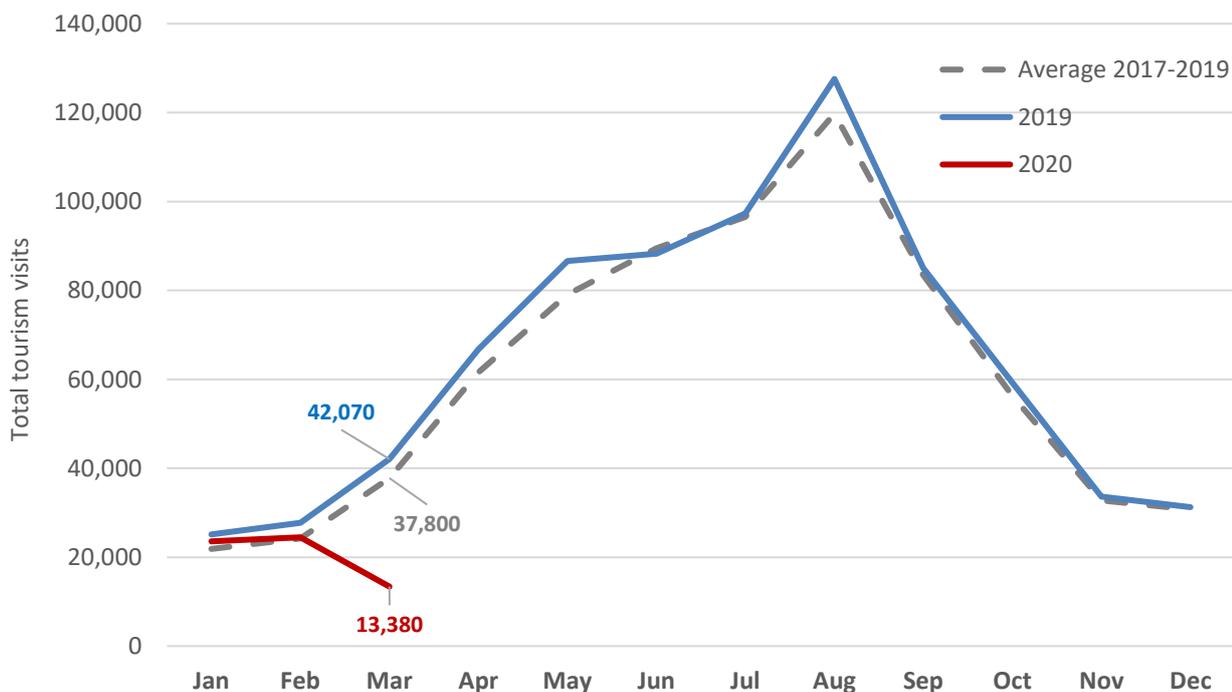
Over the previous 3 years, the month of March has accounted for just over 5% of annual tourism visits to Jersey. The number of tourism visits in March 2020 was lower than both January and February and the lowest monthly total seen over the past 4 years.

## Figure 4 – Overnight and day visits, March 2017 – 2020
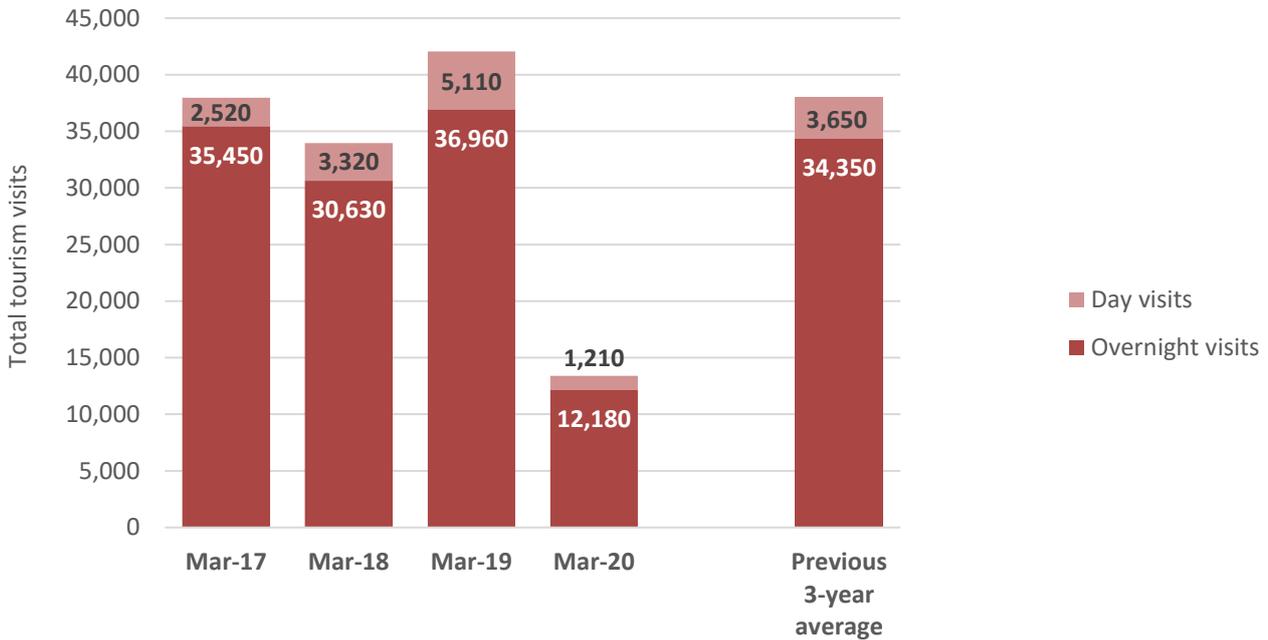
In March 2020, 91% of tourism visits involved a stay in Jersey of at least one night. This was higher than the proportion of overnight visits in March 2019 (87.8%) but similar to the previous 3-year average of 90.4%. The number of overnight visits has decreased by 67.1% and the number of day visits has decreased by 76.4% compared to March 2019.

Figure 5 – Overnight and day visits, Jan-Mar 2017 – 2020
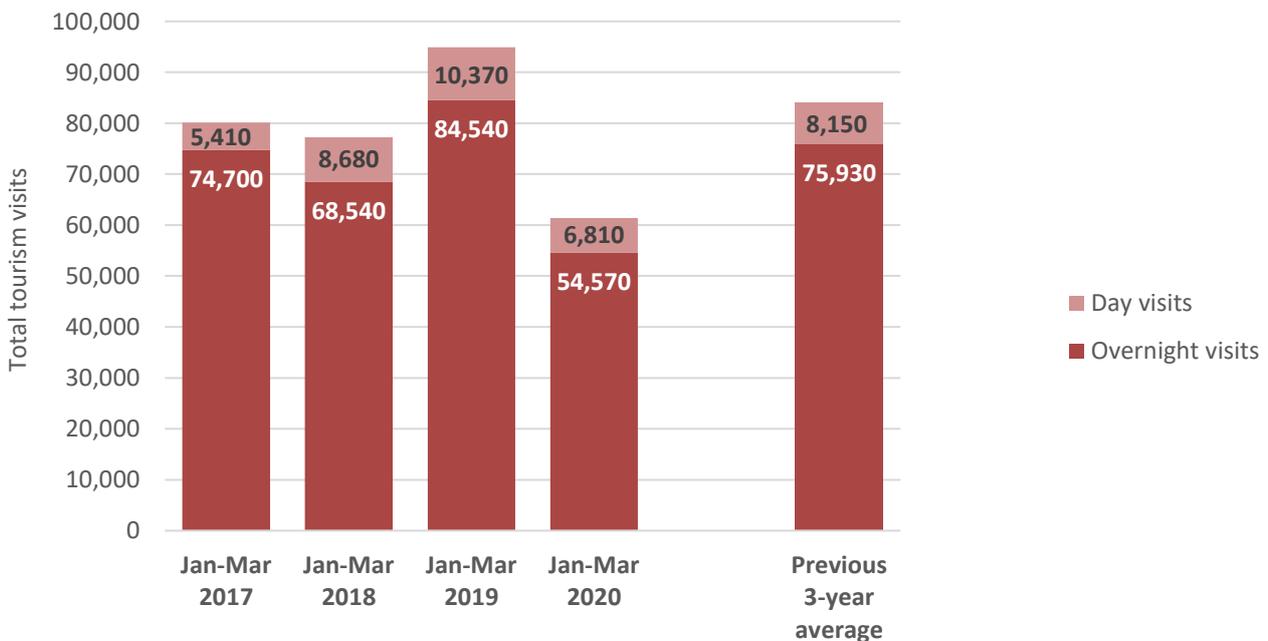
Cumulatively to the end of March 2020, 89% of tourism visits involved a stay in Jersey of at least one night. This is very similar to the proportion of overnight visits over the same period in 2019 and also the previous 3-year average (90%). Cumulative overnight visits in 2020 have decreased by 35.5% and day visits have decreased by 34.3% compared to 2019.

Figure 6 – Tourism nights spent in Jersey, March 2017 – 2020
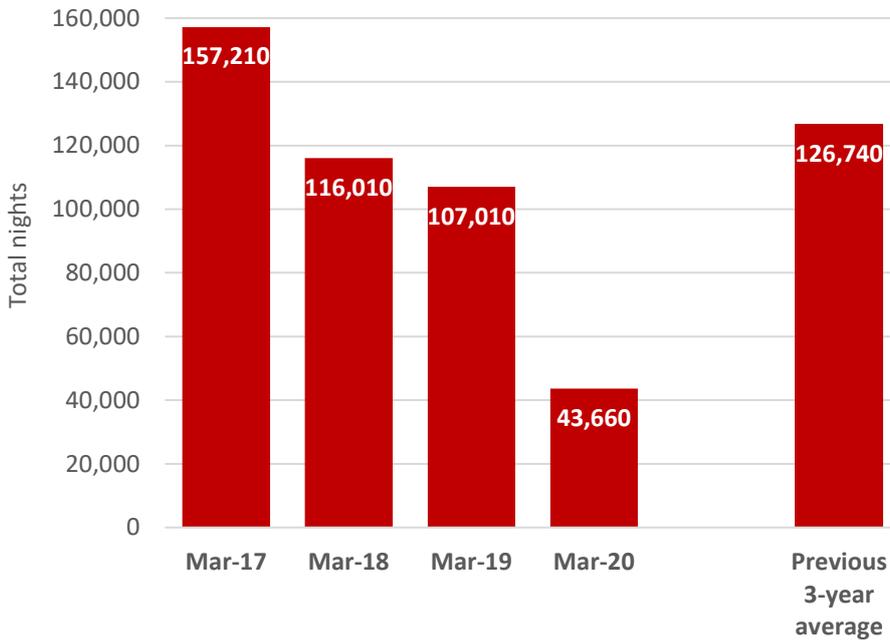
The total number of nights spent in Jersey is calculated by multiplying the number of overnight visits by their average length of stay.

In March 2020, the average stay for visitors staying overnight was 3.6 nights. This shows an increase compared to 2.9 nights in March 2019 but was similar to the previous 3-year average of 3.7 nights. The number of nights spent by visitors in Jersey decreased in March 2020 by 59.2% compared to March 2019.

Figure 7 – Tourism nights spent in Jersey, Jan-Mar 2017 – 2020
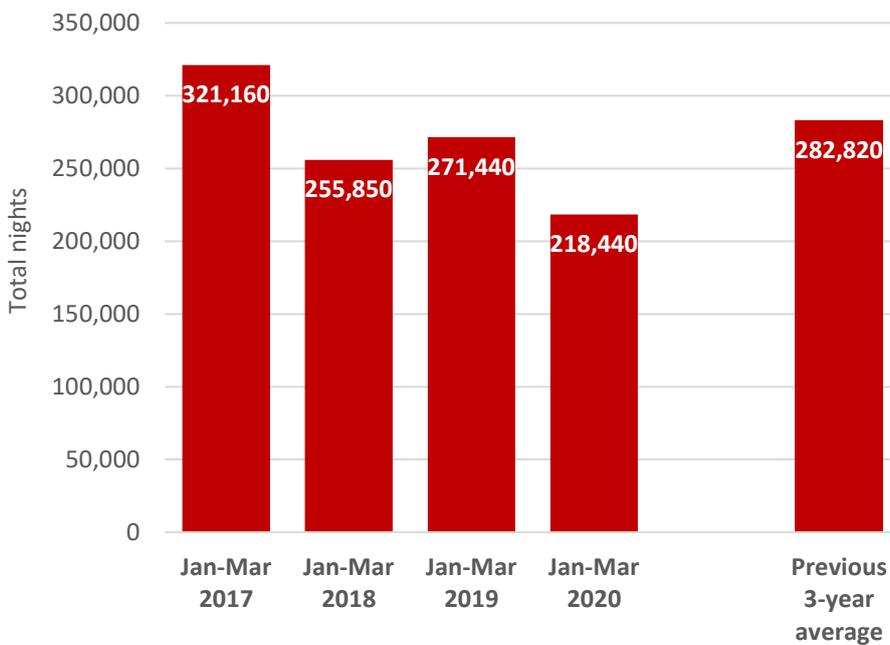
Cumulatively to the end of March, the average length of stay for those staying overnight in 2020 was 4.0 nights, resulting in a 19.5% decrease in total visitor nights spent in Jersey; the lowest cumulative total seen over the past 4 years.

Figure 8 – Tourism visits by length of stay, March 2020
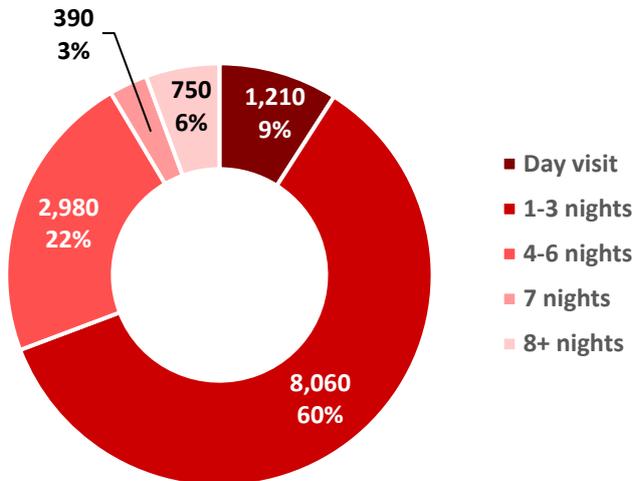
Compared to March 2019:

- Day visits have decreased by 76.4%
- Visits of 1-3 nights decreased by 71.9%
- Visits of 4-6 nights decreased by 49.8%
- Visits of 7 nights decreased by 68.3%
- Visits of 8+ nights decreased by 34.9%

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

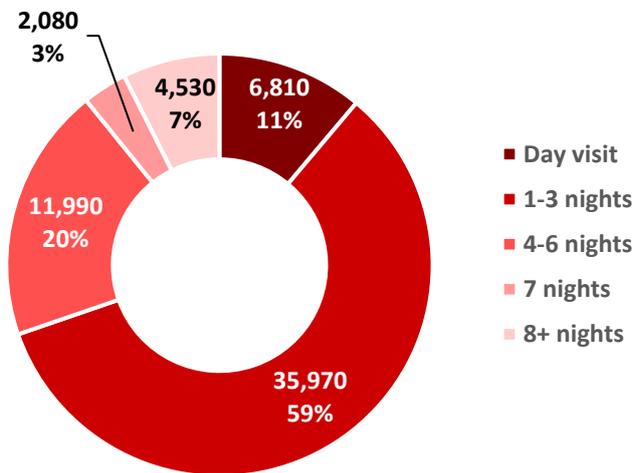Over the winter and early spring months, the short break market predominates whether for leisure or business purposes. The proportion staying for 1 to 3 nights in March 2020 (60.2%) was similar to the previous 3-year average of 58.0% for March.

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

Compared to January to March 2019:

- Day visits have decreased by 34.3%
- Visits of 1-3 nights decreased by 40.3%
- Visits of 4-6 nights decreased by 25.1%
- Visits of 7 nights decreased by 47.1%
- Visits of 8+ nights increased by 5.1%

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

Up to the end of March, the reduced number of visitors in March alone has led to decreases in visitor numbers in all stay categories above apart from those staying for 8 nights or more. Compared to 2019, longer stay visits have increased by 5.1%, which combined with an increase in their average stay has resulted in an increase of 40.2% in overnight stays for those staying 8 nights or more.

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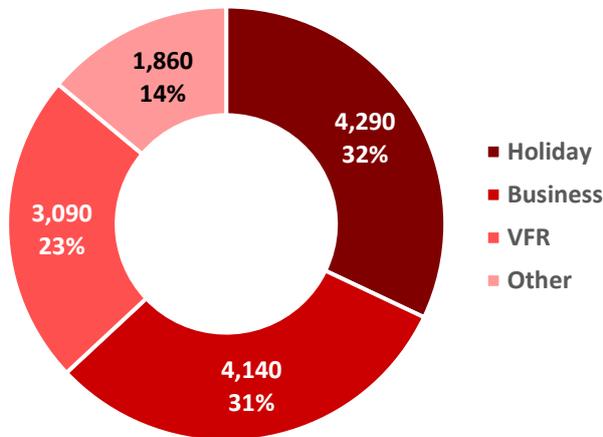
Compared to March 2019:

- Holiday visits have decreased by 81.2%
- Business visits have decreased by 30.4%
- Visits to friends and relatives (VFR) have decreased by 47.8%
- Other visits have decreased by 74.6%

Average stay for holiday visits has increased from 2.7 nights in 2019 to 2.9 nights in March 2020, resulting in a decrease in holiday nights of 78.2%.

Average stay for business visits has decreased from 3.7 nights to 2.9 nights, resulting in an overall decrease in business nights of 44.6%.

Average stay for VFR visits has increased from 3.6 nights to 4.9 nights, resulting in a decrease in VFR nights of 27.7%.

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 March showed the most significant decline compared to 2019; a decrease of 18,580 in March alone equating to a decrease of 46,450 holiday nights spent in Jersey.

The number of business visits decreased by 1,810 resulting in a decrease in nights spent by business visitors in March of 7,770.

The number of VFR visits decreased by 2,820 resulting in a decrease in nights spent in Jersey in March of 5,670.

Table 3 – Purpose of visit, March 2019 - 2020

	Volumes			**Nights**		
	March 2019	**March 2020**	**Overall change, %**	**March 2019**	**March 2020**	**Overall change, %**
Holiday overnight visits	21,680	4,080	-81.2	59,370	12,920	-78.2
Holiday day visits	1,190	210	-82.0			
Business overnight visits	4,710	3,340	-29.1	17,450	9,680	-44.6
Business day visits	1,240	810	-35.2			
VFR overnight visits	5,760	3,030	-47.4	20,460	14,790	-27.7
VFR day visits	150	60	-60.0			
Other overnight visits	4,820	1,740	-64.0	9,720	6,280	-35.5
Other day visits	2,530	130	-95.0			
Total visits	**42,070**	**13,380**	**-68.2**	**107,010**	**43,660**	**-59.2**

Figure 11 – Tourism visits by purpose, Jan-Mar 2020
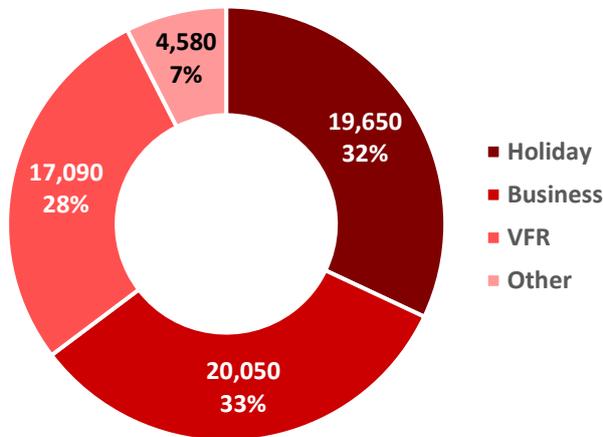
Compared to January to March 2019:

- Holiday visits have decreased by 55.6%
- Business visits have increased by 3.8%
- Visits to friends and relatives (VFR) have decreased by 8.4%
- Other visits have decreased by 63.8%

Average stay for holiday visits has increased from 3.0 nights in 2019 to 3.2 nights in 2020, resulting in a decrease in holiday nights of 52.1%.

Average stay for business visits has increased from 2.8 nights to 3.0 nights, resulting in an overall increase in business nights of 12.6%.

Average stay for VFR visits has increased from 4.9 nights to 5.8 nights, resulting in an increase in VFR nights of 11.1%.

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 March was significantly lower than in 2019 primarily due to the large fall in March, but also due to falls in previous months. The number of holiday nights spent in the Island over the first 3 months of 2020 also decreased by more than 50%.

Despite the decline in business visits in March, the number of business visits and nights have both increased over the first 3 months compared to 2019.

Due to the fall in March, the number of VFR visits decreased compared to the first 3 months of 2019, but the number of VFR nights spent in the Island increased by 11.1% because of the increased length of stay.

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

	Volumes			Nights		
	Jan-Mar 2019	Jan-Mar 2020	Overall change, %	Jan-Mar 2019	Jan-Mar 2020	Overall change, %
Holiday overnight visits	42,520	18,710	-56.0	126,410	60,600	-52.1
Holiday day visits	1,780	940	-46.9			
Business overnight visits	14,240	15,300	7.5	40,360	45,430	12.6
Business day visits	5,080	4,760	-6.4			
VFR overnight visits	18,060	16,780	-7.1	88,270	98,090	11.1
VFR day visits	600	320	-47.5			
Other overnight visits	9,730	3,780	-61.1	16,410	14,320	-12.7
Other day visits	2,920	800	-72.6			
Total visits	**94,910**	**61,380**	**-35.3**	**271,440**	**218,440**	**-19.5**

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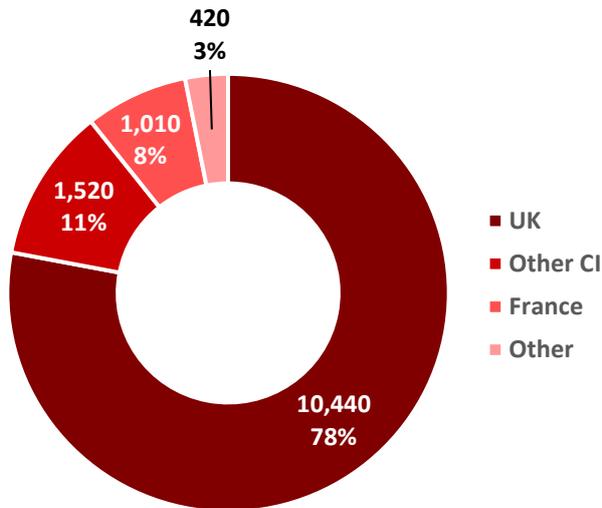
Compared to March 2019:

- UK visits have decreased by 64.5%
- Other CI visits have decreased by 74.7%
- Visits from other countries, primarily France, have decreased by 78.5%

- UK visitor nights have decreased by 59.7%
- CI visitor nights have decreased by 67.8%
- Other visitor nights have decreased by 48.7%, although nights spent by French visitors to Jersey in March only decreased by 2.2%

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 report. Some of the larger markets will be separated out in the months where tourism volumes increase.

78% of the total visits and 79% of visitor nights in Jersey in March were from UK visitors but both have shown significant decreases compared to previous years. 88% of UK visits to Jersey in March travelled on scheduled air routes.

Jersey's second market in March was from the other Channel Islands, accounting for 11.3% of visits. Three-quarters of these travelled on the inter-Island air route.

The number of visits from France in March decreased significantly compared to 2019, and 86% of these travelled on the St. Malo sea route.

Table 5 – Country of residence, March 2019 - 2020

	Volumes			Nights		
	March 2019	March 2020	Overall change, %	March 2019	March 2020	Overall change, %
UK	29,430	10,440	-64.5	85,430	34,440	-59.7
Guernsey and Other CI	6,000	1,520	-74.7	9,690	3,120	-67.8
Ireland	340	70	-80.3	1,100	170	-84.8
France	5,090	1,010	-80.3	3,580	3,500	-2.2
Germany	70	40	-42.0	320	310	-1.9
Other countries	1,140	310	-72.5	6,890	2,120	-69.2
Total visits	**42,070**	**13,380**	**-68.2**	**107,010**	**43,660**	**-59.2**

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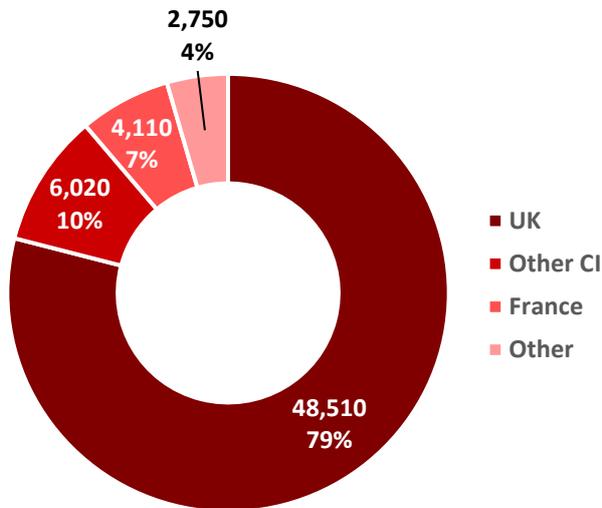
Compared to January to March 2019:

- UK visits have decreased by 29.1%
- Other CI visits have decreased by 61.1%
- Visits from other countries have decreased by 38.1%, with all main markets showing decreases due to the falls in March

- UK visitor nights have decreased by 23.4%
- CI visitor nights have decreased by 57.7%
- Other visitor nights have increased by 35.8% 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 report. Some of the larger markets will be separated out in the months where tourism volumes increase.

To the end of March, 79% of total visits and 76% of visitor nights in Jersey were from UK visitors. The cumulative number of UK visits and nights have both decreased by over 20% compared to 2019 as well as the previous 3-year average.

The total volume of visits and visitor nights from the other Channel Islands have decreased to the greatest extent compared to the same period in 2019 with both declining by around 60%. However, this was mainly due to the large increases seen in 2019, with the cumulative figures for 2020 being more in line with 2017 and 2018.

Following a good start to the year, the number of visits from France has decreased by 37.8% compared to 2019. However, an increase in overnight visits and their length of stay has more than doubled the number of nights spent by French visitors in Jersey over the first 3 months.

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

	Volumes			**Nights**		
	Jan-Mar 2019	**Jan-Mar 2020**	**Overall change, %**	**Jan-Mar 2019**	**Jan-Mar 2020**	**Overall change, %**
UK	68,390	48,510	-29.1	217,580	166,690	-23.4
Guernsey and Other CI	15,460	6,020	-61.1	22,900	9,690	-57.7
Ireland	550	340	-38.5	1,920	1,400	-27.1
France	6,600	4,110	-37.8	6,960	15,650	124.9
Germany	140	90	-40.3	580	540	-7.0
Other countries	3,770	2,320	-38.5	21,510	24,470	13.8
Total visits	**94,910**	**61,380**	**-35.3**	**271,440**	**218,430**	**-19.5**

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 comparability 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.
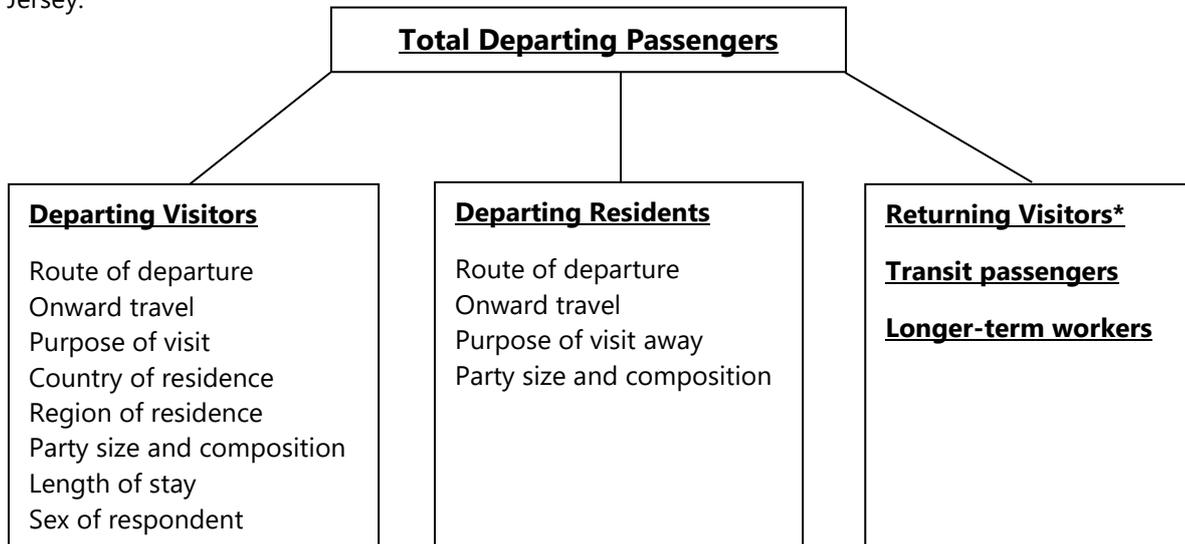
Within each interview shift, fieldworkers are instructed to adopt a randomised approach to interviewee selection so that any departing passenger, whether a resident or a visitor, has an equal likelihood to participate. At the airport and within the ferry terminals, interviews are conducted face-to-face 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		
Departing Visitors Route of departure Onward travel Purpose of visit Country of residence Region of residence Party size and composition Length of stay Sex of respondent	**Departing Residents** Route of departure Onward travel Purpose of visit away Party size and composition	**Returning Visitors*** **Transit passengers** **Longer-term workers**

*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

Please note: Due to the fieldwork finishing earlier in March than initially planned, many of the smaller route breakdowns have been imputed for March based upon survey data over a cumulative basis. While this methodology provides more statistically reliable sample sizes for the individual routes, it also introduces some assumptions about the similarity of passenger profiles over the early months of the year. It should also be noted that the final 2 weeks of March were not covered at all by the survey fieldwork and the profile of departing passengers over that period may have differed from the sample data used.

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 March is based upon 2,880 interviews representing 5,180 departing passengers. Subject to the note above, 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 1,410 interviews representing 2,580 visitors, the figures should be considered as estimates with a 95% confidence interval of approximately ±1.9%.

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 18.3% of total departing passengers on the scheduled air and sea routes in March, subject to the imputation of.

- 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 77% in March for the Passenger Exit Survey.

Statistics Jersey
3 June 2020

Appendix – data tables

Table A1: March 2017 to 2020

March	2017		2018		2019		2020		Annual change	
Total passengers	**69,740**		**70,330**		**71,490**		**28,880**		**-60%**	
Total visits	**37,970**		**33,950**		**42,070**		**13,380**		**-68%**	
	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Topline Overnight visits	35,450	157,210	30,630	116,010	36,960	107,010	12,180	43,660	-67%	-59%
Day visits	2,520		3,320		5,110		1,210		-76%	

	3-year average 2017 to 2019		2019		2020		Annual change	
	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Total Holiday visits	**21,330**		**22,870**		**4,290**		**-81%**	
- Overnight visits	20,390	64,140	21,680	59,370	4,080	12,920	-81%	-78%
- Day visits	940		1,190		210		-82%	
Total Business visits	**6,070**		**5,950**		**4,140**		**-30%**	
- Overnight visits	4,820	24,070	4,710	17,450	3,340	9,680	-29%	-45%
- Day visits	1,250		1,240		810		-35%	
Total VFR visits	**5,280**		**5,910**		**3,090**		**-48%**	
- Overnight visits	5,170	23,820	5,760	20,460	3,030	14,790	-47%	-28%
- Day visits	110		150		60		-60%	
Total Other visits	**5,310**		**7,350**		**1,860**		**-75%**	
- Overnight visits	3,970	14,710	4,820	9,720	1,740	6,280	-64%	-35%
- Day visits	1,350		2,530		130		-95%	

Purpose of visit

Country of residence	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
UK	25,570	93,440	29,430	85,430	10,440	34,440	-65%	-60%
Other CI	4,000	5,980	6,000	9,690	1,520	3,120	-75%	-68%
Ireland	210	750	340	1,100	70	170	-80%	-85%
France	6,210	14,020	5,090	3,580	1,010	3,500	-80%	-2%
Germany	320	1,250	70	320	40	320	-42%	-2%
Other	1,690	11,320	1,140	6,890	310	2,120	-72%	-69%

Mode of departure	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Scheduled air	29,320	105,450	34,360	96,120	11,430	35,400	-67%	-63%
Scheduled ferry	8,140	20,660	7,120	10,150	1,670	7,930	-76%	-22%
Private plane	350	350	430	430	260	260	-40%	-40%
Visiting yachtsmen	190	290	170	320	30	70	-85%	-78%
Cruise passengers	0	0	0	0	0	0		

Duration of stay	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Day visits	3,650		5,110		1,210		-76%	
1-3 nights	22,040	47,840	28,650	57,180	8,060	16,610	-72%	-71%
4 - 6 nights	9,320	39,320	5,930	25,370	2,980	13,020	-50%	-49%
7 nights	1,670	11,490	1,220	8,450	390	2,720	-68%	-68%
8+ nights	1,330	28,090	1,160	16,010	760	11,320	-35%	-29%

Table A2: January to March 2017 to 2020

Jan - Mar	2017	2018	2019	2020	Annual change
Total passengers	171,980	172,180	178,670	136,080	-24%
Total visits	80,110	77,220	94,910	61,380	-35%

		2017		2018		2019		2020		Annual change	
		Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Topline	Overnight visits	74,700	321,160	68,540	255,850	84,540	271,440	54,570	218,440	-35%	-20%
	Day visits	5,410		8,680		10,370		6,810		-34%	

		3-year average 2017 to 2019		2019		2020		Annual change	
		Visits	Nights	Visits	Nights	Visits	Nights	Visits	Nights
Purpose of visit	Total Holiday visits	38,530		44,300		19,650		-56%	
	- Overnight visits	37,100	119,050	42,520	126,410	18,710	60,600	-56%	-52%
	- Day visits	1,430		1,780		940		-47%	
	Total Business visits	19,580		19,320		20,050		4%	
	- Overnight visits	14,740	52,220	14,240	40,360	15,300	45,430	7%	13%
	- Day visits	4,830		5,080		4,760		-6%	
	Total VFR visits	17,060		18,660		17,090		-8%	
	- Overnight visits	16,770	89,580	18,060	88,270	16,780	98,090	-7%	11%
	- Day visits	290		600		320		-48%	
	Total Other visits	8,910		12,640		4,580		-64%	
	- Overnight visits	7,310	21,810	9,730	16,410	3,780	14,320	-61%	-13%
	- Day visits	1,600		2,920		800		-73%	
Country of residence	UK	60,520	215,570	68,390	217,580	48,510	166,690	-29%	-23%
	Other CI	9,720	13,640	15,460	22,900	6,020	9,690	-61%	-58%
	Ireland	640	3,760	550	1,920	340	1,400	-39%	-27%
	France	8,550	20,610	6,600	6,960	4,110	15,650	-38%	125%
	Germany	420	1,810	140	580	90	540	-40%	-7%
	Other	4,230	27,430	3,770	21,510	2,320	24,470	-38%	14%
Mode of departure	Scheduled air	70,270	242,130	82,010	245,140	54,330	187,100	-34%	-24%
	Scheduled ferry	12,740	39,740	11,490	24,650	6,070	30,300	-47%	23%
	Private plane	810	810	1,120	1,120	900	900	-20%	-20%
	Visiting yachtsmen	270	410	290	530	90	150	-69%	-72%
	Cruise passengers	0	0	0	0	0	0	0%	0%
Duration of stay	Day visits	8,150		10,370		6,810		-34%	
	1-3 nights	48,740	101,970	60,300	118,690	35,970	74,110	-40%	-38%
	4 - 6 nights	19,380	84,070	16,000	70,990	11,990	53,580	-25%	-25%
	7 nights	3,470	23,990	3,940	27,400	2,080	14,570	-47%	-47%
	8+ nights	4,330	72,780	4,310	54,360	4,530	76,180	5%	40%