

Jersey Tourism Annual Report

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Foreword from the Minister for Economic Development

In addition to its valuable contribution to the economy with visitor spend in the order of £234m, the industry makes a valuable contribution to the social and cultural well being of the residents by underpinning the viability and quality of restaurants, entertainment, leisure facilities and transport links to the Island. A Jersey without the vibrancy of the visitor economy would be a far less attractive environment in which to live and work.

In addition the tourism industry has played its part in the overall economic success of Jersey during 2007 by achieving increased visitor numbers for the first time in a number of years, showing that the industry is capable of recovery and making an increased contribution to the economy. Our policies of encouraging closer integration through States departments and particularly the Airport and Harbour within Economic Development are having a positive affect on the route network and through that and successful marketing campaigns are making Jersey more attractive to potential visitors.

The future continues to look bright with positive early year arrivals data in 2008 which when coupled with the enormous investments which have been made in the Jersey product should sustain a continuation of the growth in visitor numbers. The jersey.com website has been completely rebuilt during the past year and now stands proudly at the heart of everything that we do enjoying high levels of customer satisfaction and providing significantly improved channels to market for suppliers throughout the Industry.

The future structure of the tourism and marketing organisation within Economic Development will be decided later this year following consultants reports and discussions with the industry. The concept of a public, private, partnership operating with an independent board is under consideration with the objective of raising additional revenue for marketing from the industry which would then enjoy increased influence over the organisation and its activities. Many examples of organisations successfully operating partnerships for tourism promotion can be found throughout the UK.

I have always strongly supported the promotion of event led tourism, which is capable of attracting increased numbers of visitors to the island as well as adding enjoyment for local residents. The leading high profile events, the Liberation Festival, the Battle of Flowers, the International Air Display and La Fête dé Noué all depend upon the enthusiasm of local people who give their time and energy to ensure the overall success of these important festivals and who deserve a strong vote of thanks.

With continuing high levels of customer satisfaction, and increasing confidence being shown in the industry through private sector investment Jersey is well placed to challenge for further increases to volumes of both business and leisure visitors and I am confident of our future success.

On behalf of the Ministerial team at Economic Development I would like to thank everyone in the industry and particularly the staff within the department for their contribution in 2007 and for helping to make it a turning point for the future success of tourism in Jersey.

nilp 074

Philip Ozouf Minister for Economic Development.

Jersey Tourism Annual Report 2007

Several of the long awaited investment projects were completed in 2007 resulting in the opening of the Royal Yacht at the Weighbridge and the Radisson on the St Helier Waterfront. These fabulous new hotels are now contributing to the quality of the Jersey offering which has significantly improved in the recent past through these and other investments and which will continue to enhance visitor satisfaction and numbers.

The emergence of new products coupled with very successful marketing campaigns has resulted in growth in the visitor economy with an increase of 2.1% in staying leisure visitor numbers, the first growth in this category for a number of years. Business visitors have also grown by a significant 17% to 72,000, the highest level for several years. With a strong Euro the prospects for expanding European markets are good, particularly from the nearby French coast from which we have such strong transport links.

Success in the leisure market is dependent upon direct and affordable transport links as well as good destination marketing. Jersey continues to be well served from an increasing number of UK airports with a large proportion of relatively low cost flights from regional carriers and by tour operator charters. Whilst some of the brand names have changed during the year, the overall range and choice has been maintained and improved with new services to a number of airports including Heathrow which had not been served for some years. By sea the number of links to the nearby French coast has expanded with two new ferry operations complimenting the two previously operated services.

In October the department moved into new offices in Liberation Place at the Western end of the Island site. The new facilities are much improved, particularly the visitor services centre which is bright and modern and uses some of the latest technology to enhance the quality of service to our visitors. It may take some time for visitors to become familiar with the new location but once the remainder of Island site has been completed and opened later in 2008 the visitor experience should be significantly enhanced.

A new Jersey Pass is being introduced for the summer of 2008 and this scheme should benefit participating attraction owners by increasing visitor numbers as well as our customers by providing increased value. The pass will be sold in advance by tour operators and from the Visitor Services Centre providing multiple entries for an inclusive price. The concept has proved to be highly successful in cities such as London, Paris and New York and has been tailored to suit the Jersey market.

The new destination brand featuring the golden bird and 'life enriching' strap-line was introduced with the autumn campaign following an extensive programme of market research which indicated that it would be well received among Jersey's target audience. The new look is also featuring on the jersey.com website which sits at the heart of marketing and communications and which has been totally re-engineered to provide improved navigation for consumers and a significantly enlarged range of selling opportunities for industry partners.

UK Marketing Campaign

Significant changes where made to the advertising in 2007 following the development of a new advertising strategy and campaign with a new agency.

The 2007 "Live the Life" campaign majored with a new 30 second TV commercial which broke mid-January and continued for 3 weeks. The commercials were then off air for a week, reappearing with a mix of 30 and 10 second ads for one week, followed by 10 second commercials until early March. This was the first time, for many years, that Jersey had a significant presence on TV for a 6 week period with a dedicated brand commercial during a key consideration time for holiday decisions. This was reinforced with a heavy-weight national press campaign from January through to March.

Four direct mail and e-mail campaigns were run as part of the integrated mix of activity during the year, with a similar look and feel of the TV, press and pure Jersey magazine, to ensure synergy across the campaign. All activity, where possible, was supported with partner offers to give an immediate and tactical call-to-action. Additional activity complemented the UK campaign, including national and regional press with partners, a tactical press campaign to drive business into jersey.com special offers, online pay per click and search engine optimisation. In addition to this, a direct mail campaign was employed to reconnect with customers that had not been in touch within the last 4 years – this small campaign generated a 7% response and 3% conversion.

The TV advertisement alone was seen by 17 million viewers within Jerseys target audience at least 3 times, buy in from the industry during 2007 was up 30% on 2006, and the awareness of Jersey rose from just 2% to 7% by the year end, a massive increase considering our marketing budget, leading to an increase of 1.5% in total visitors to the island.

Performance is monitored using several key metrics that are detailed within this report, such as web (unique) visits, JerseyLink accommodation bookings and monthly staying leisure visitor volumes and spend per visitor. Each campaign is also measured through response rates and conversion levels.

Advertising Tracking Survey

Advertising tracking took place in three waves, to measure the effectiveness of the campaign in creating awareness of Jersey. The first wave took place in November 2006 and created the benchmark. The second wave ran in March 2007 after the "burst" of advertising activity and the final wave ran in June, to assess how the continued "drip" of the campaign was retaining awareness of Jersey in the marketplace. Key results were:

- Prompted ad recall showed a significant uplift mid-wave, from 2% to 10% with some settling back to 6% in June.
- Only Euro Disney, Centre Parcs and Wales showed similar significant shifts, but with very different expenditure.
- Visually prompted awareness from unbranded ads rose significantly for the TV advertising (from 12% to 18%) and directionally for the press ads (from 17% to 21%)
- Ad recognition was highest mid-wave (41% of those recalling the ad)
- Ad response for those correctly identifying the ad was strongest at the final post-wave (31%)

Brochure Distribution

The target for brochure requests for 2007 was 100,000, and this was exceeded by nearly 23,000. Whilst this is an excellent achievement in terms of consumer interest, care has to be taken to ensure that conversion arises from additional requests. However the new format of pureJersey is being very well received by both consumers and partners.

France & Germany

The French campaign consisted of outdoor posters, press and online. Posters work extremely well in France and are targeted at French Holiday makers in the Brittany and Normandy areas. Joint marketing with the ferry operators is also an effective method of increasing demand from France, particularly for the day excursion market which requires tactical support throughout the summer months.

The Press included "wraps" on the TV magazine for Brittany & Normandy, TV Magazine IDF. The online campaign was targeted at six key websites and was displayed to six million web visitors, which converted into a 6% increase in leisure visitors.

The Germany campaign was targeted around direct departure points, Düsseldorf, Hanover, Frankfurt and Munich. Capacity was increased with bigger aircraft being used to service the Islands from this key market.

The German campaign focused on the trade with trade press ads and exhibitions. The consumer campaign was a mix of Radio and press, usually in conjunction with trade partners.

pureJersey and our main guides and website are translated into both French and German.

Public Relations

Extensive public relations campaigns were undertaken in our three main target markets of the UK, France and Germany. In the UK this activity was conducted nationally and regionally in conjunction with the main tourism advertising campaign, with a particular emphasis on communicating new product areas and messages not easily conveyed through advertising.

In France the Jersey activity was run alongside an online and poster advertising campaign. It was concentrated in the Grand Ouest region, which is where the majority of visitors and travel links originate from. The "Tour de Bretagne" cycling tour ventured out of Brittany for the first time to stage time trials in Jersey. The highly successful event resulted in significant TV and radio coverage.

In Germany public relations is the main tourism promotional activity, being supported only by joint trade advertising and promotions. Activity was conducted nationally and regionally within catchment areas of direct seasonal charter flights to the island.

Subsidiary activities were conducted in the Netherlands, Belgium, Ireland, plus the rest of the world in conjunction with Visitbritain, the national tourism promotion agency for the United Kingdom.

Media visits

A key element of the PR activity is inspiring targeted media to visit Jersey and bring it to life through media exposure. In 2007 visits managed by the team covered;

| Country | Print titles | Television | Radio | Online Media | Totals |
|---------|--------------|-------------|------------|--------------|--------|
| | | productions | programmes | | |
| UK | 106 | 13 | 4 | 17 | 140 |
| France | 12 | 5 | 2 | | 19 |
| Germany | 21 | 3 | 2 | 2 | 28 |
| Benelux | 12 | | | 1 | 13 |
| Other | 16 | | | | 16 |
| Totals | 167 | 21 | 8 | 20 | 216 |

Apart from the organisation and facilitation of the above, including the Tour de Bretagne, other elements of the campaigns covered exhibitions, radio campaigns, route launches, press releases etc.

Media exposure

All tourism media exposure in the UK, France and Germany is measured and evaluated by an independent agency, which produced the following results.

UK - 915 items of coverage were generated including 10 TV programmes several of which were repeated several times. Highlights were;

- BBC Coast Third series
- BBC The Nature of Britain Alan Titchmarsh
- BBC Country file
- BBC Food heroes Rick Steins
- Sky Dream Fishing John Wilson
- BBC Chelsea Flower Show Eric Young Orchid Foundation

The cost per thousand people reached is calculated at £7.51. Bench marked against standard industry indicators this represents a high return on investment.

A limited amount of analysis was undertaken on French and German coverage;

- In France 123 items of coverage were generated, all which were favourable, the highlight being the Tour de France time trials, which generated 17 items of broadcast coverage alone.
- In Germany 238 items of coverage were generated, all with positive coverage, including eight television programmes.

During 2008 the campaigns will continue in the same country markets as in 2007, with additional activity in Switzerland, to support the new Swiss direct air services. Regional media coverage in the UK and Ireland will continue to be focused on catchment areas of scheduled and charter flights, particularly supporting new routes and operators. The same applies in Germany where a new scheduled service will operate from Düsseldorf during the summer months.

A PR forum has been set up between tourism and tourism PR partners, through which the department will seek to deliver more effective PR to the benefit of all.

Product Development and Events

In 2007 over 40 events took place throughout the year. Whilst involved in the majority, of these, 12 were specifically organised by the Tourism events team, including a new event to mark Liberation Day to attract new business to the Island. Highlights included 'Easter at the Elms', 'the spring and autumn walking weeks, a Black Butter event and La Fête dé Noué all of which attracted increased numbers of visitors to Jersey in the shoulder season and which underpinned and supported the Jersey brand.

'High season' activities to provide animation and enhance the visitor experience included the newly developed Jersey Street Theatre Festival, which took place in and around St. Helier, the 'Out of the Blue' maritime festival at the Harbour and the 'Wet & Wild' festival which showcased the island's every growing 'active' product.

The influence of festivals and events was measured in the 2006 Visitor Survey with 8% of UK visitors indicating that the main purpose of their visit was to attend a festival and/or an event. 11% of winter visitors confirmed that they were influenced to some extent by a festival or event.

Grants and Sponsorships

Jersey Tourism granted financial assistance to over 19 external event organisers. This process involves developing relationships, issuing sponsorship contracts and providing assistance during the actual event where necessary before undertaking post event analysis and evaluation. New events included the Jersey Seniors Open golfing event – part of the PGA programme which returns to the island in 2008 and a new food event in February/March called 'Winter Warmers'.

In addition to the specific events programme supported by the department, grants were provided for the Arts Centre and a programme of art and cultural entertainment at Howard Davis Park.

Branding and Distribution

New projects included the branding of the new Connex bus station, the Airport arrivals area (phase I) and the Albert Pier terminal for visiting French passengers. This work will continue in 2008 with Phase II of the Airport branding project and enhanced brochure distribution in the arrivals area. Work continues on improving the visitor experience and improvements were made to areas such as Gorey with new flags and banners and the development of ideas for a public realm strategy.

Product Development

Aside from the festival and event development, the team continued to work closely with other agencies such as 'Art in the Frame', the National Trust for Jersey, Jersey Heritage, Genuine Jersey and the Planning and Environment department on developing arts and heritage tourism, walking and cycling routes, green initiatives and further promotion of local products and services including 'Farmers' Markets and Genuine Jersey food events.

Jersey's entry to the Britain in Bloom competition is managed through Jersey Tourism and national success was achieved in 2007 with the Parish of Grouville winning the 'Best Small Town' and RHS Floral Excellence award.

An Events Manual was also developed for external event organisers which can be found on www.jersey.com.

The Conference Market

The number of staying conference delegates increased to 9,800 from 6,800 in 2006. Corporate delegates continue to make up the bulk of staying delegates contributing 90% of the total number. The overall number of events rose from 251 to 311.

The majority of events are for smaller functions of less than 50 delegates, with the number of 100+ delegates remaining static at 10.

The new meeting and bedroom facilities, particularly in the 4star market were pivotal in securing this success. Of particular note was a major pharmaceutical conference held over 3 separate weeks in February and March bringing in over 1300 delegates to the Island.

The Conference Bureau's marketing was awarded with success at the Meetings Industry Marketing Awards receiving the Silver award for print advertising and the Gold for Destination Brochure beating competition from over 100 other entries. Looking forward the next two years are anticipated to be positive with substantial conferences booked from the Association and Rotary markets.

Financial Report

| | "2007 Actual | "2006 Actual |
|------------------------------|--------------|--------------|
| | £000″ | £000″ |
| Corporate | | |
| Strategy and Policy | 1,794 | 506 |
| Research and Planning | 253 | 182 |
| Communications | | |
| Advertising and Media | 2,247 | 1,717 |
| Distribution | 214 | 307 |
| Marketing Services | 551 | 164 |
| Product Development | 989 | 860 |
| Market Development | | |
| Public Relations | 549 | 557 |
| Trade Relations | 386 | 1,634 |
| Consumer and Media Relations | 885 | 346 |
| Visitor Services | 282 | 303 |
| Net Revenue Expenditure | £ 8,150 | £ 6,576 |
| Net Revenue Expenditure | £ 0,100 | £ 0,370 |

Note: The above figures include direct salaries and an allocation of Economic Development Department (EDD) overheads.

Key Financial Results

Total net revenue expenditure for 2007 increased by £1.6 million (+24%) when compared with 2006.

The majority of this increase can be attributed to the provision and successful implementation of a comprehensive external transport strategy. 2007 saw unprecedented supplier demand for new air and sea routes for which the Department provided seed funds, subsidies and marketing support to capitalise on this demand. Additionally, roll out of the Island Brand and launch of the Jersey.com website also contributed to the increased spend in 2007 as compared to 2006

Corporate expenditure increased by £1.4 million (+198%)

The increase in Corporate Strategy and Policy expenditure relates to air and sea route development (£750,000), which resulted in a 4.5% increase in visitor traffic in 2007. Additionally, relocation to the new Tourism Building at Liberation Place incurred one-off costs of £325,000 and £50,000 was spent on planning and professional fees for relocating the other sections of the Department to Jubilee Wharf. Corporate Research and Planning expenditure increased by £71,000 as a result of the Visitor Exit Survey, which is conducted once every few years.

Communications expenditure increased by £954,000 (+31%)

Advertising & Media spend increased by £530,000 primarily due to incorporation of the Jersey Royals marketing campaign into the main Island Brand marketing campaign. Moreover, reallocation of the joint marketing spend from Trade Relations led to an increase in this area in 2007. The development of the Jersey.com website also contributed to the increase in Marketing Services expenditure.

Market Development expenditure reduced by £739,000 (-26%)

Trade Relations expenditure decreased by \pm 1.2 million, which was offset somewhat by the reallocation of spend to Consumer and Media Relations. However, the decrease is mainly due to the movement of a large proportion of the promotional expenditure to the Marketing Services area.

Notes on Volume and Value Calculations

Visitor volume

In order to calculate total visitor volume estimates, a year-long exit survey is commissioned which covers all air and sea routes departing from Jersey. This was first undertaken between 1997 and 1998 and then repeated in 2003, 2005 and 2007.

Due to the fast-changing nature of routes and passenger profiles, it was decided in 2003 to undertake the passenger exit survey every 2 years, with estimates being made in the intervening year based upon the previous year's results.

The most recent passenger exit survey was undertaken throughout 2007 and covered over 100,000 departing passengers (nearly 9% of total departing passengers by air and sea). The survey data provides a passenger breakdown on each route as follows:

- Resident, visitor or returning visitor (i.e. visited somewhere else during their stay in Jersey and therefore double counted in arrivals data)
- Purpose of visit, length of stay and country of residence

The methodology is very similar to the International Passenger Survey undertaken in the UK and interview shifts are carefully planned to reflect passenger throughput at the harbours and airport. A larger coverage of passengers is achieved in the Jersey survey, thus making the results more statistically reliable.

2007 visitor volume figures are based upon results from the 2007 exit survey. Following advice from the States of Jersey Statistics Unit, 2006 visitor volume estimates were revised based upon a statistical smoothing process using data from the 2007 survey.

Visitor expenditure

Visitor expenditure estimates are based upon the most recent visitor expenditure survey undertaken in 2007.

N.b. The States Statistics Unit are familiar with and supportive of all methodologies used to calculate visitor volume and value.

SUMMARY OF TOP-LINE FIGURES 2003 - 2007

| | | | | | 1 | r |
|--|--|--|--|--|--|---------------------------------|
| | 2003 Jersey Travel Survey | | 2005 Jersey Travel Survey | | 2007 Jersey Travel Survey | |
| | <u>2003</u> | <u>2004</u> | 2005 | <u>2006</u> | <u>2007</u> | 2007 vs. 2006 |
| On-Island Visitor Expenditure | £213 million | £222 million | £220 million | £221 million | £234 million | 5.9% |
| On-Island Visitor Expenditure Reflated to 2007 levels | £247 million | £243 million | £236 million | £230 million | £234 million | 1.9% |
| Total Tourism Visitor Volume | 749,000 | 747,000 | 752,300 | 728,500 | 739,300 | 1.5% |
| Total bed nights sold over year Total room nights sold over year | 2.19 million 1.08 million | 2.19 million 1.06 million | 2.14 million 1.04 million | 2.07 million 1.02 million | 2.08 million 1.03 million | 0.4% 0.8% |
| Staying Leisure Visitor Volume Staying Leisure Visitor Average Stay Staying Leisure Visitor On-Island Expenditure Staying Leisure Visitor On-Island Expenditure Reflated to 2007 levels | 378,900 5.0 £153 million £178 million | 384,500 4.9 £157 million £172 million | 380,900 4.8 £155 million £167 million | 368,200 4.8 £155 million £162 million | 375,900 4.6 £160 million £160 million | 2.1% -4.2% 3.5% -0.4% |
| Staying Business Visitor Volume Staying Business Visitor Average Stay Staying Business Visitor On-Island Expenditure Staying Business Visitor On-Island Expenditure Reflated to 2007 levels | 64,100 2.1 £18 million £21 million | 59,100 2.2 £17 million £20 million | 56,600 2.2 £17 million £18 million | 61,600 2.1 £19 million £19 million | 72,000 2.2 £24 million £24 million | 16.8% 4.8% 27.5% 22.7% |
| Staying Conference Visitor Volume Staying Conference Visitor Average Stay Staying Conference Visitor On-Island Expenditure Staying Conference Visitor On-Island Expenditure Reflated to 2007 levels | 4,200 2.9 £2 million £2 million | 5,500 4.3 £4 million £4 million | 5,900 3.2 £3 million £3 million | 8,800 3.4 £5 million £5 million | 9,700 3.0 £5 million £5 million | 10.2% -11.8% 5.9% 1.9% |
| Day Trip Visitor Volume Day Trip Visitor On-Island Expenditure Day Trip Visitor On-Island Expenditure Reflated to 2007 levels | 160,200 £8 million £8 million | 147,500 £7 million £7 million | 145,700 £7 million £7 million | 139,400 £6 million £6 million | 141,900 £8 million £8 million | 1.8% 19.8% 15.3% |
| Hospitality sector <u>companies</u> tax revenue ¹ | 5.0 million | 5.9 million | 5.9 million | 5.3 million | n/a | |
| Hospitality sector jobs ² | 6,360 | 6,130 | 6,110 | 6,160 | 6,210 | 0.2% |
| Registered accommodation establishments | 178 | 168 | 166 | 161 | 159 | -1.2% |
| Registered tourism bed spaces ³ | 14,347 | 13,710 | 13,400 | 13,100 | 13,100 | 0.0% |
| Total bed nights available over year | 3,416,500 | 3,425,300 | 3,394,400 | 3,395,800 | 3,351,300 | -1.3% |
| Average yearly bed space occupancy | 64% | 64% | 63% | 61% | 62% | +1 % point ⁵ |
| Average yearly room space occupancy | 70% | 70% | 70% | 67% | 70% | +3 % points ⁵ |
| August bed space occupancy | 91% | 91% | 89% | 82% | 84% | +2 % points ⁵ |
| August room space occupancy | 92% | 93% | 92% | 88% | 90% | +2 % points ⁵ |
| Total booking revenue generated by JerseyLink | £1.7 million | £1.5 million | £1.3 million | £1.5 million | £1.6 million | 6.6% |
| www.jersey.com - Total Unique Visitors ⁴ | | | | 1,417,800 | 1,602,000 | 13.0% 4 |
| www.jersey.com - Visitors who visited once - visitors identified by PC IP address and cookies, excluding any repeat visits | 504,000 | 609,000 | 735,000 | 1,145,000 | 1,326,000 | 15.8% |

¹ Tax figures are based on "Income Tax Charged to Companies" and does not represent the whole of the tourism sector, or tourism's overall contribution to Jersey's economy. The Hospitality sector is defined by the Comptroller of Income Tax Hotels and Restaurants. Tax revenue from retail, transport and other service industries, together with indirect tax revenue from those servicing tourism related businesses is not included. Tax paid by individuals working within the industry is also not included.

² The Hospitality sector as defined by the Manpower Survey consists of tourism related accommodation, restaurants and bars. The figures are from the Manpower Survey, June 2007 (Statistics Unit, Policy and Resources Department). Again the hospitality sector alone does not constitute the full impact of tourism upon employment in Jersey.

³ Includes hotels, guest houses, self catering, hostels and campsites registered with Jersey Tourism.

⁴ Total number of visitors identified by PC IP address and cookies, including repeats. Total Visitors stats were not calculated in this way pre 2006.

⁵ % point/s refers to the change in percentage from one time period to another as opposed to a measurement of percentage change e.g. Average yearly bed space occupancy was 61% in 2006 and 62% in 2007 - this means that occupancy was 1% point higher in 2007 than it was in 2006.

For the full report and more detailed information, please visit

www.jersey.com/marketinginfo

Jersey Tourism 2007

This report is designed to give the reader an insight into and understanding of the Tourism Industry in Jersey, focusing on Visitor Volumes, Expenditure and Profile.

This report also covers registered bed stock, accommodation performance, Jersey Link Bookings, Internet Usage and Passenger Arrivals.

More detailed tables and information can be found in the appendices within the web-based version of this report at:

www.jersey.com/marketinginfo under "Annual Report - 2007".

1. Tourism Volume and Expenditure Estimates

1.1 Introduction

This section of the Annual Report outlines the volume and value of tourism to Jersey.

Visitor numbers are best estimates based upon passenger arrivals, completed visitor registration cards, declarations from various sources and the results of the Jersey Travel Survey (see Section 9 – Guide to data sources).

Visitor Expenditure estimates refer to direct visitor spend whilst in Jersey and are based upon results from the 2007 Travel Survey. Expenditure figures do not include passenger landing fees, travel to Jersey or revenue generated into the economy through employment and capital and/or revenue expenditure.

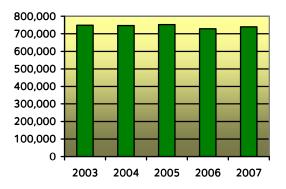
The following summary of 2007 results emphasises the importance and impact of tourism in Jersey.

- 739,300 Visitors.
- 375,900 Visitors staying in paid accommodation for leisure purposes.
- 78% of staying leisure visitors were from the UK representing 85% of total staying leisure visitor bed nights sold.
- 2.1 Million overnight stays (bed nights sold) in paid accommodation (excluding visiting yachts).
- £234 million estimated on-island spend.
- £122 million estimated visitor spend on accommodation.

1.2 Total Visitor estimates

Figure 1 below shows that the number of visitors increased by 1.5% from 728,500 in 2006 to 739,300 in 2007; a reverse of 2006 vs. 2005 which saw a year on year decrease of 3.2%.

Figure 1 Total visitor volume 2003-2007

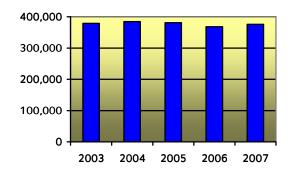


A full breakdown of total visitor numbers can be found in **Appendix 1** in the 2007 Annual Report at <u>www.jersey.com/marketinginfo</u>.

1.3 Staying Leisure Visitors Estimates

Figure 2 below shows how total staying leisure visitor volume increased by 2.1% from 368,200 in 2006 to 375,900 in 2007.

Figure 2 Staying leisure visitor volume 2003-2007



More detailed analysis of the staying leisure visitor market can be found in Section 2 (Profile of Staying Leisure Visitors), later in this report.

1.4 Visitors Staying with Friends and Relatives (VFR)

The number of visitors staying with friends and relatives decreased by 9% from 90,100 in 2006 to 81,700 in 2007. In addition to this, 4% of leisure visitors staying in registered accommodation claimed a visit to friends and relatives was their main purpose of visit, with a further 6% claiming this to be a secondary purpose (Staying Leisure Visitor Survey 2006).

Based upon the 2007 Travel Survey it is estimated that 89% of the VFR market traveled to Jersey by air and the breakdown by country of residence is as follows:

 Table 1
 Visiting friends and relatives (VFR)

 volumes by market 2007

| UK | 64,650 |
|-------------|--------|
| France | 5,120 |
| Ireland | 2,000 |
| Other Cl | 1,500 |
| USA | 860 |
| Poland | 840 |
| Australia | 680 |
| Spain | 640 |
| Portugal | 540 |
| Canada | 490 |
| Switzerland | 460 |
| Germany | 370 |
| Holland | 310 |
| Italy | 260 |
| Sweden | 170 |
| Norway | 130 |
| Other | 2,670 |

Those staying with friends and relatives spend slightly longer in Jersey than visitors in paid accommodation, with an average length of stay in 2007 of 6 nights. The VFR market therefore accounted for 492,000 bed nights in Jersey in 2007.

1.5 Language Students

Visiting language student numbers decreased by 11% from 2,500 in 2006 to 2,200 in 2007.

Language students in 2007 are estimated to have stayed in Jersey for an average of 13 nights, with the total market accounting for 28,900 nights. The majority of students stay with host families which puts a constraint upon the maximum size the language student market can achieve.

1.6 Business Visitors

The business market was estimated to have increased by 19% from 87,300 in 2006 to 104,000. In 2007 The number of staying (one or more nights) business visitors increased by 17% to 71,950, and business day visits increasing by 25% to 32,060.

The increase in staying business visitor volume, coupled with a slight increase in average stay accounted for 158,000 bed nights sold, 20% more than in 2006.

1.7 Visiting Conference Delegates

Residential conference delegate numbers increased by 10% from 8,800 in 2006 to 9,700 in 2007.

The number of conferences increased by 9% from 290 in 2006 to 310 in 2007. The number of Corporate delegates was 8,844 while the number of Association delegates was 848.

Further details can be obtained from Hamish Reid at the Jersey Conference Bureau. www.jerseyconferences.co.uk

1.8 Visiting Yachtsman

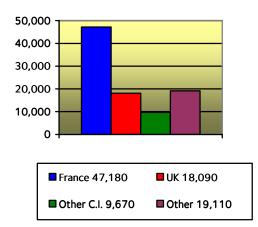
The number of visiting yachtsmen decreased by 13% from 24,000 in 2006 to 21,100 in 2007, staying an average of 2.4 nights, the same as in 2006.

Further details can be obtained from Jersey Harbours. www.jersey-harbours.com

1.9 Leisure Day Trips

Leisure day trip visits decreased by 7% from 100,900 in 2006 to 94,100 in 2007.

Figure 3 Breakdown of leisure day trip visitors by market



1.10 Visitor Expenditure Estimates

Total on-Island expenditure in 2007 is estimated at ± 234 million.

In real terms, if the total 2006 expenditure figures are reflated to 2007 values, tourism expenditure in Jersey in 2007 increased by 2%.

Table 2 shows a breakdown of estimated on-Island visitor expenditure by visitor type 2007 vs. 2006.

Table 2 Total Spend 2007 vs. 2006

| | 2006 Value | 2007 Value | % Change |
|----------------------------|------------|------------|----------|
| | of Market | of Market | Value of |
| | 000's | 000's | Market |
| Staying Leisure Visitors | £154,938 | £160,356 | 3% |
| Visiting friends/relatives | £19,753 | £20,291 | 3% |
| Language students | £1,153 | £1,531 | 33% |
| Leisure Daytrippers | £4,639 | £4,505 | -3% |
| Visiting yachtsmen | £2,278 | £1,929 | -15% |
| Business visitors | £19,703 | £25,530 | 30% |
| Conference delegates | £5,030 | £5,326 | 6% |
| Other visitors | £13,585 | £14,569 | 7% |
| Total Spend | £221,079 | £234,036 | 6% |

N.B. 2006 figures are not reflated.

Table 3 shows a breakdown of estimated on-Island visitor expenditure <u>per visitor</u> by visitor type 2007 vs. 2006.

Table 3 Spend per Visitor 2007 vs. 2006

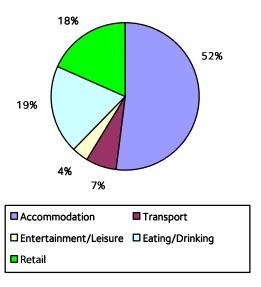
| | 2006 | 2007 | % Change |
|----------------------------|-----------|-----------|----------|
| | Spend per | Spend per | Value of |
| | Visitor | Visitor | Market |
| Staying Leisure Visitors | £421 | £427 | 1% |
| Visiting friends/relatives | £219 | £248 | 13% |
| Language students | £461 | £687 | 49% |
| Leisure Daytrippers | £46 | £48 | 4% |
| Visiting yachtsmen | £95 | £92 | -3% |
| Business visitors | £226 | £245 | 8% |
| Conference delegates | £573 | £550 | -4% |
| Other visitors | £290 | £288 | -1% |
| Average Spend per Visitor | £303 | £317 | 5% |

N.b. 2006 figures are not reflated.

Breakdown of on-Island visitor spend 2007

The 2007 Travel Survey asked respondents how much they had spent on various aspects of their visit. This makes it possible to break down estimated visitor expenditure into the following categories:

Figure 4 Breakdown of on-Island visitor expenditure 2007 - £234m



The above shows that more than half (52%) of visitor expenditure is on the accommodation element of a stay in Jersey, although this percentage is reduced by visitors who do not stay in paid accommodation (VFR, day trips etc.). 19% of visitor expenditure is spent in restaurants, pubs and cafés, 7% on on-Island transport, and 18% on miscellaneous items which are mainly retail.

Visitor expenditure estimates are based upon the most recent visitor expenditure survey undertaken in 2007.

A more detailed breakdown of visitor expenditure can be found in **Appendix 2** of the 2007 Annual Report on <u>www.jersey.com/marketinginfo</u>

1.11 Tax Revenue

The following figures show estimates of the tax contribution of companies in the hospitality sector for the years 1999 to 2006.

Table 4 Tax revenues from companies

| | Companies |
|------|-----------|
| 1999 | £5.9m |
| 2000 | £5.2m |
| 2001 | £4.9m |
| 2002 | £5.0m |
| 2003 | £5.0m |
| 2004 | £5.9m |
| 2005 | £5.9m |
| 2006 | £5.3m |

The hospitality sector represented 2.4% of total company tax returns in 2006.

Tax revenue from individuals who work in the hospitality sector are not included and tax revenue from individuals by sector are not published.

2. Profile of Staying Leisure Visitors

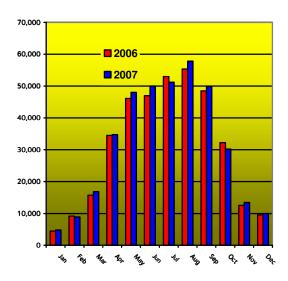
The following tables concentrate on **staying leisure visitor** trends, with the data derived from those visitors staying in registered accommodation that filled in visitor cards and stated that their main purpose of visit was "holiday" or "sport".

2.1 Visitors by Month

As volumes are measured based on the day of arrival some months are affected by changes in the number of weekends falling within the month in a particular year.

Figure 5 shows that apart from February, July and October, all other months showed increased volumes of staying leisure visitors compared to the same month in 2006.

Figure 5 Staying leisure visitor arrivals by month 2006 and 2007.



Source: Visitor registration cards

Different markets have different seasonal visit patterns. The French market shows higher peaks in April, May and June, and the markets reliant upon summer charter services show a relatively smaller season from June to September.

2.2 Party Composition

The table below shows a breakdown of adults and children under 16 by source market.

<u>Table 5 Staying leisure visitors - 2007 party</u> <u>composition.</u>

| | Adults | Children | Total |
|----------|-----------|------------|----------|
| | (over 16) | (under 16) | Visitors |
| UK | 272,950 | 22,100 | 295,060 |
| Ireland | 3,750 | 400 | 4,150 |
| Other Cl | 13,880 | 1,430 | 15,310 |
| France | 29,400 | 3,990 | 33,400 |
| Germany | 9,230 | 410 | 9,640 |
| Benelux | 5,460 | 550 | 6,010 |
| Other | 11,760 | 540 | 12,300 |
| Total | 346,440 | 29,420 | 375,860 |

In 2007, children accounted for over 8% of total staying leisure visitors, the same percentage as in 2005 and 2006.

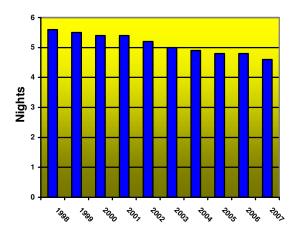
2.3 Average Length of Stay

Like the majority of destinations, Jersey has experienced a general consumer trend towards shorter stay breaks and multiple holiday taking.

For a more detailed breakdown of lengths of stay by market please refer to **Appendix 6** of the 2007 Annual report on: <u>www.jersey.com/marketinginfo</u>

The following graph illustrates the overall trend from 1998 to 2007.

<u>Figure 6 Staying leisure visitors – average stay</u> 1998–2007

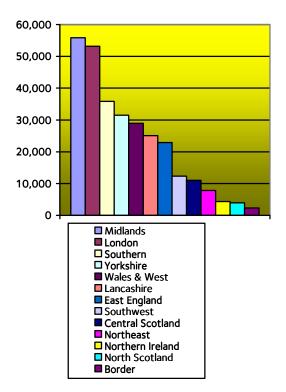


2.4 Region of Residence

2.4.1 UK

UK postcodes have been data inputted from completed visitor registration cards. From the postcode it has been possible to continuously measure changes in the regionality of UK visitors.

Figure 7 Volumes of staying leisure visitors from the UK by ISBA region in 2007.



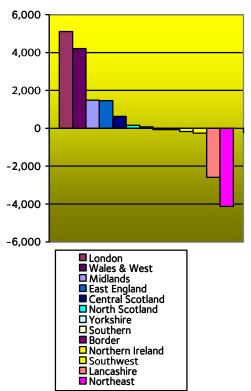
There have been some significant changes in the regional distribution of visitors by ISBA region between 2004 and 2007. These changes are partly reflective of the changes to capacity on certain routes and to some new routes being introduced, as well as being lost.

Table 6 and Figure 8 opposite show the changes in volumes of visitors by ISBA region between 2007 and 2006.

Table 6 Visitor volume changes 2007 vs. 2006

| 5.110 |
|--------|
| 4,210 |
| 1,480 |
| • |
| 1,460 |
| 630 |
| 160 |
| 70 |
| -70 |
| -70 |
| -170 |
| -250 |
| -2,600 |
| -4,120 |
| |

Figure 8 Visitor volume changes 2007 vs. 2006



Compared to the UK's population distribution, Jersey had highest penetration in the Southwest, Southern and Wales & West regions, followed by the Midlands, East England and Yorkshire regions.

In 2007, 49% of Jersey's visitors came from the London, Midlands, and Southern regions.

For more detailed analysis of the ISBA region profiles, please refer to the **Appendix 3** of the 2007 Annual Report on

www.jersey.com/marketinginfo

2.4.2 France

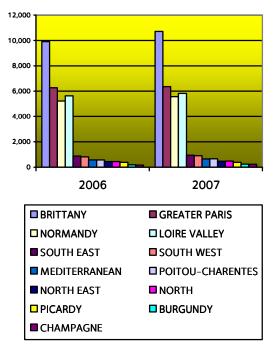
The first two digits of French postcodes from returned visitor registration cards have also been captured so that a continuous monitor of visitors from French Départements has been possible. Départements are grouped into French regions.

Table 7 and Figure 9 show the distribution of French staying leisure visitors between 2006 and 2007. There was an increase in visitors from all of the main staying leisure visitor generating regions.

Table 7 French visitors by region 2007 vs. 2006

| | <u>2006</u> | <u>2007</u> | Change 07/06 | Change 07/06 |
|---------------|-------------|-------------|-----------------|-----------------|
| Brittany | 9,910 | 10,710 | 8% | 800 |
| Greater Paris | 6,260 | 6,350 | 1% | 90 |
| Normandy | 5,220 | 5,560 | 7% | 340 |
| Loire Valley | 5,630 | 5,810 | 3% | 180 |
| South East | 880 | 940 | 7% | 60 |
| South West | 820 | 910 | 11% | 90 |
| Other | 2,750 | 3,120 | 14% | 370 |
| Total | 31,470 | 33,400 | 6% | 1,930 |

Figure 9 French visitors by region 2006 vs. 2007



For more detailed analysis of the French regional profiles, please refer to the **Appendix 4** of the 2007 Annual Report on www.jersey.com/marketinginfo

2.5 ACORN Profile of UK Staying Leisure Visitors

ACORN profiling is a system based upon UK postcodes to classify the types of UK visitor to Jersey.

The "A" group represent wealthier neighborhoods, going down to the "E" group which represent predominantly low income areas.

| Table 8 Acorn of | groups of visi | tors 2003-2007 |
|------------------|----------------|----------------|
| | | |

| Acorn Group | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------|-------|-------|-------|-------|-------|
| Α | 38.9% | 39.1% | 39.8% | 40.0% | 41.1% |
| В | 8.7% | 8.3% | 8.0% | 8.1% | 9.0% |
| с | 31.8% | 32.1% | 31.9% | 32.6% | 31.8% |
| D | 10.6% | 10.6% | 10.2% | 9.5% | 8.7% |
| E | 9.7% | 9.6% | 9.9% | 9.6% | 9.1% |
| Unclassified | 0.3% | 0.3% | 0.3% | 0.3% | 0.3% |

The overall proportion of visitors from the "A" group has seen a slight increase over the past few years, and represented over 40% of staying leisure visitors from the UK to Jersey in 2007.

For more detailed analysis of the Acorn profiles please refer to **Appendix 5** and for definitions of ACORN groups and broad classifications into socioeconomic groupings **Appendix 20** in the 2007 Annual Report on

www.jersey.com/marketinginfo

2.6 Additional Visitor Profiling

The most notable points from the tables are that:

- In 2007 average length of stay fell from 4.8 nights in 2005 and 2006 to 4.6 nights in 2007. Average stay for UK visitors fell from 5.2 nights in 2006 to 4.9 nights in 2007.
- After several years of decline in the percentage of people booking their holiday through a tour operator, both 2006 and 2007 saw increases in the percentage choosing this method of booking. In 2007 53% of staying leisure visitors booked through a tour operator.
- After many years of decline, the percentage of first time visitors increased in 2004 to 44% and since then has remained at the 44-45% mark.
- In 2007 there was a significant increase in the proportion of visitors booking at shorter notice. 36% of visitors booked less than one month before arrival compared to 31% in 2006.
- Between 2002 and 2005 the percentage of staying leisure visitors travelling by air to Jersey consistently hovered around the 70-71% mark; but in 2006 this rose to 73% and remained at 73% in 2007.
- There had been a gradual increase in the average age or age profile of staying leisure visitors in previous years. This trend slowed in 2003 with the overall average adult age dropping to 52 years compared to 54 years in 2002. Since 2003 the average adult age has remained at 53 to 54 years. It is also noteworthy that UK visitors are generally older than most European visitors.

For more detailed analysis of visitor profiles by market, please refer to **Appendices 6, 7 and 8** in the 2007 Annual Report on www.jersey.com/marketinginfo

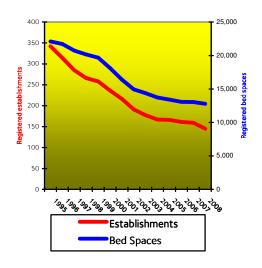
3. Registered Bed Stock

In recent years, Jersey's registered tourist bed stock has undergone some major changes. Total bed space capacity reached a peak of over 27,000 in the mid 1970's, with guest houses accounting for over a third of this total. A total capacity of over 27,000 bed spaces was maintained until the late 1980's.

The increasingly competitive climate in the tourism market and on-Island pressures for housing led to a sharp decline in registered tourist establishments and bed spaces throughout the 1990's.

However, in recent years the decline has slowed and there are signs that the industry is willing and able to invest in the future. There have been a variety of investments both in new and existing establishments over the last few years, with more in the planning process for the future.

Figure 10 Registered establishments and bed spaces 1995 - 2008



In 2007, Jersey had 159 registered establishments, representing over 13,000 tourist bed spaces. Hotels accounted for 75% of the total bed stock in 2007.

Figures 11 and 12 demonstrate that the largest fall in bed spaces has occurred in the hotel sector and that the largest fall in establishment numbers has been in the guest house sector. This has inevitably resulted in an increase in the average number of bed spaces per establishment from 64 in 1993 to 82 in 2007.

Figure 11 Distribution of bed spaces 1995-2008

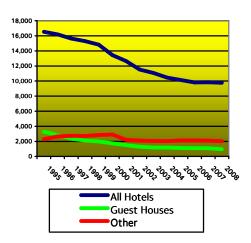
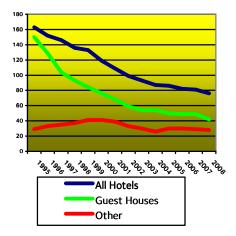


Figure 12 Distribution of establishments 1995-2008



More detailed data with regard to registered bed stock and establishments can be found in **Appendix 9** of the 2007 Annual Report on <u>www.jersey.com/marketinginfo</u>

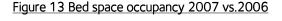
4. Accommodation Performance Indicators

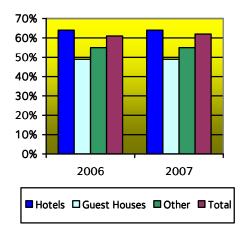
This section endeavours to measure the performance in terms of bed and room nights sold, and occupancy levels achieved in the accommodation sector.

Bed and room nights available are a measure of the number of registered bed spaces and rooms multiplied by the number of days an establishment is effectively trading for "tourism" purposes. A number of establishments are effectively trading as residential lodging houses for part of the year and are therefore excluded from the figures during those periods. Bed space and room occupancy is a measure of bed spaces and rooms occupied versus bed spaces and rooms available.

4.1 Bed Occupancy

By taking into account Jersey's total beds available (open), and comparing the estimated numbers of staying visitors and their respective lengths of stay, Jersey Tourism has made the following estimates for total bed space occupancy 2007 vs. 2006.





In 2007, total bed space occupancy averaged 62%, compared to 61% in 2006. Bed nights sold in all accommodation increased slightly to 2,076,000 and total bed night availability fell slightly to 3,350,000.

4.1.1 Monthly Occupancy

Figure 14 illustrates the seasonality of tourism in terms of registered beds, the number of beds that are available (open) for tourism purposes and number of bed nights sold across the year.

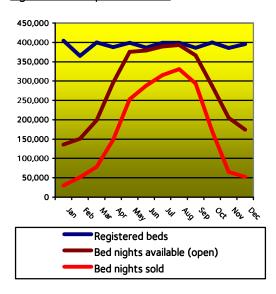


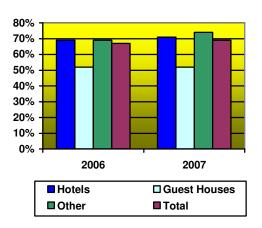
Figure 14 Bed spaces - 2007

4.2 Room Occupancy

Since 2001 Jersey Tourism has also measured room occupancy. Many operators prefer to use room occupancy data as opposed to bed occupancy data and many like to use both. Jersey Tourism will continue to provide both room and bed data in its Annual Report as well as in its monthly reports.

By taking into account Jersey's total room capacity, and comparing the estimated numbers of staying visitors and their respective lengths of stay, Jersey Tourism has made the following estimates for total room occupancy 2007 vs. 2006.

Figure 15 Room space occupancy 2007 vs. 2006



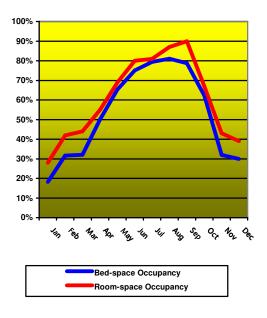
Between 2003 and 2005, room occupancy averaged 70%, but fell to 67% in 2006. In 2007 total room occupancy was 70%. Rooms sold in all accommodation increased slightly to 1,027,000 while total rooms available fell slightly to 1,481,000.

For more detailed data with regard to bed and room space occupancy please refer to Appendices 10 and 11 of the 2007 Annual Report on www.jersey.com/marketinginfo

4.3 Room vs. Bed Occupancy

Figure 16 shows how room occupancy is approximately between five and ten percentage points higher in most months outside the main summer season. This illustrates the <u>importance of</u> <u>business and conference tourism</u>, where the majority of overnight stays are based on single rooms or single-occupied rooms; and represents a higher proportion of sales compared to staying leisure visitors.

Figure 16 Bed and room occupancy 2007



5.1 Jersey Link Bookings

Jersey Link is a computerised accommodation central reservations system set up by Jersey Tourism to enable industry partners to sell any spare room capacity they might have.

In 2007, 117 establishments, managing over 10,000 bed spaces, or 89% of the total registered bed stock, had computer access to the system.

| Number of bookings | 2006 | 2007 | 07 vs, 06 |
|---------------------|------------|------------|-----------|
| Hotels | 3,575 | 3,332 | -7% |
| Guest Accommodation | 2,239 | 2,467 | 10% |
| Self Catering | 121 | 148 | 22% |
| Camping | 4 | 13 | 225% |
| TOTAL | 5,939 | 5,960 | 0% |
| | | | - |
| Number of visitors | 2006 | 2007 | 07 vs, 06 |
| Hotels | 7,549 | 7,110 | -6% |
| Guest/Acc | 4,775 | 5,215 | 9% |
| S/C | 341 | 429 | 26% |
| Camping | 10 | 48 | 380% |
| TOTAL | 12,675 | 12,802 | 1% |
| | | | |
| Number of bednights | 2006 | 2007 | 07 vs, 06 |
| Hotels | 24,795 | 22,798 | -8% |
| Guest/Acc | 14,869 | 16,506 | 11% |
| S/C | 2,230 | 2,542 | 14% |
| Camping | 26 | 221 | 750% |
| TOTAL | 41,920 | 42,067 | 0% |
| - | | | |
| Revenue | 2006 | 2007 | 07 vs, 06 |
| Hotels | £991,813 | £973,418 | -2% |
| Guest/Acc | £395,675 | £489,390 | 24% |
| S/C | £50,626 | £66,777 | 32% |
| Camping | £402 | £2,726 | 578% |
| TOTAL | £1,438,516 | £1,532,311 | 7% |

Table 9 Jersey Link bookings 2007 vs. 2006

The above tables show similar levels in bookings and number of bednights, a 1% increase in people and an 7% increase in revenue. Revenue in 2007 increased 7% to £1,532,311 compared to 2006, producing an average per person per night rate of £36.40, an increase on 2006 of £2.13. Average party size remained at 2.1 people, and average stay remained at 3.3 nights in 2007. Average length of stay is significantly less for Jersey Link bookings than the overall staying leisure visitor average of 4.6 nights.

Jersey Link bookings accounted for over 2% of total bed nights sold in 2007, a similar level to that achieved in 2006.

The above table also demonstrates the importance of Jersey Link to the guest house sector, where the number of bookings is disproportionate to the number of beds represented within the sector.

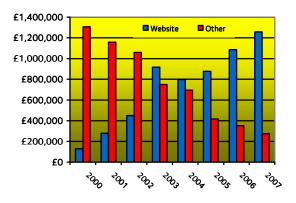
5.2 Jersey Link Bookings on the Internet

As in 2005 and 2006, 2007 saw a <u>notable increase</u> in the proportion of bookings and their value made on the Internet.

- Over 76% of all Jersey Link bookings were made on the Internet in 2007 compared to 70% in 2006, 60% in 2005, 45% in 2004, 48% in 2003, 26% in 2002, 15% in 2001 and 7% in 2000.
- 82% of all Jersey Link booking value was made on the Internet in 2007 compared to 75% in 2006, 68% in 2005, 53% in 2004, 55% in 2003, 30% in 2002, 19% in 2001 and 9% in 2000.

The average revenue per internet booking was ± 276 compared to ± 196 for other bookings made through Jersey Link. This further highlights the importance of the internet.

Figure 17 Jersey Link Bookings Revenue 2000 – 2007



More detailed data can be found in Appendices 12 and 13 of the 2007 Annual Report on www.jersey.com/marketinginfo

6. Internet Usage

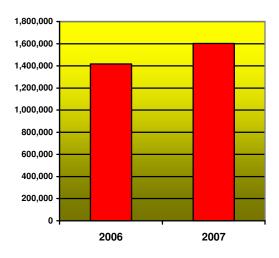
The internet has become a very successful tool in enhancing the way people plan and book their holidays and it will continue to rapidly change the structure of the travel trade as more consumers get access to this channel of communication.

6.1 www.jersey.com

Jersey Tourism has its own website, <u>www.jersey.com</u>, which went live in March 1999. A new version of the site will be launched in early 2008.

In 2007, there were over 1.6 million <u>"Total Unique</u> <u>Visitors"</u> (visitors identified by PC IP address and cookies, excluding any repeat visits) to the site compared 1.4 million in 2006, an increase of 13%.

Figure 19 "Total Unique Visitors" 2006-2007 www.jersey.com



More detailed data can be found in **Appendix 14** of the 2007 Annual Report on <u>www.jersey.com/marketinginfo</u>

6.2 Internet usage by Jersey visitors

Table 10 Internet usage by Jersey staying leisure visitors, 2000 - 2006

| | Have interne | t access and h holiday info. | nave used fo |
|-------------|--------------|---------------------------------|--------------|
| | 2000 | 2004 | 2006 |
| UK | 32% | 51% | 64% |
| Ireland | 41% | 67% | |
| Guernsey | 38% | 75% | |
| France | 33% | 72% | 84% |
| Germany | 39% | 66% | 77% |
| Netherlands | 45% | 81% | |
| Belgium | 49% | 67% | |
| Switzerland | 54% | 73% | |

| | | t access but h or holiday info | |
|-------------|------|-----------------------------------|------|
| | 2000 | 2004 | 2006 |
| UK | 15% | 6% | 4% |
| Ireland | 18% | 7% | |
| Guernsey | 21% | 2% | |
| France | 14% | 6% | 3% |
| Germany | 13% | 6% | 5% |
| Netherlands | 21% | 6% | |
| Belgium | 12% | 6% | |
| Switzerland | 12% | 6% | |

| | No interne | t access. Nev holiday info. | er used for |
|-------------|------------|--------------------------------|-------------|
| | 2000 | 2004 | 2006 |
| UK | 53% | 43% | 32% |
| Ireland | 41% | 26% | |
| Guernsey | 41% | 23% | |
| France | 53% | 22% | 13% |
| Germany | 48% | 28% | 18% |
| Netherlands | 34% | 13% | |
| Belgium | 39% | 27% | |
| Switzerland | 34% | 21% | |

Source: Staying Leisure Visitor Surveys 2000, 2004 & 2006

NB. The survey is being repeated in 2008.

It is evident that Jersey's European visitors have a higher level of internet access than their UK counterparts. Significant increases between 2000 and 2006 in access and use for holiday information have been recorded in all countries. It is notable that there has been a greater level of growth in access and use for holiday information by European than by UK visitors. The overall increase in use of the internet as a holiday planner and source of information can be partly attributable to the improved quality of specialised travel, low cost travel and destination websites.

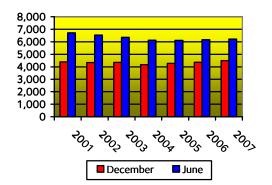
7. Employment in the Hospitality Sector

The figures within this section are provided by the Policy and Resources quarterly Manpower Survey, in which almost all businesses in Jersey report the number of staff employed in their undertaking. For a number of reasons it is not possible to accurately determine the total number of jobs in Jersey that are dependent upon the tourism industry, but employment in hotels, restaurants and bars will give a broad approximation to the employment directly generated by tourism.

Manpower Returns

Figure 20 below shows the number of employees in the hospitality sector between 2001 and 2007. From 2001 to 2004 the underlying trend in employment had been downward, but the rate of decline slowed, and in both 2006 and 2007 increased slightly.

Figure 20 Total staff employed in the hospitality sector 2001 - 2007



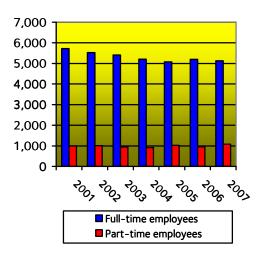
The difference between the number of staff employed in June 2007 and December 2006, some 1,850, would indicate the seasonal nature of tourism employment. The equivalent figure in 2006 was 1,870. These figures would appear to reflect the decrease in the rate of fall in the number of tourism establishments and beds.

Measured against staff employed in all sectors, the percentage attributable to the hospitality sector has fallen from 17% in June 1997 to 14% in June 2007. The total number of staff employed in the hospitality sector increased by 50 between June 2006 and June 2007. The last three years have seen a steadying in the numbers of staff employed since numbers began to fall in 1990's and compares to a decrease of 260 staff employed between June 2004 and June 2003.

Figure 21 below shows how the decline in hospitality sector employment was in full-time employment rather than in part-time employment. In 2006 this trend changed with an increase in full-time employment to 5,200, but fell back slightly to 5,130 in 2007.

In 2001 full-time employees accounted for 85% of all those employed in hotels, restaurants and bars, compared to 83% in 2007.

Figure 21 Full-time vs. part-time posts (June) 2001 - 2007



Source: Statistics Unit, Policy and Resources Department

For more detailed information please visit The Statistics Unit's website at <u>www.gov.je/statistics</u>

8. Passenger Arrivals

In 2007, passenger arrivals through Jersey's airport and harbour terminals increased by just over 50,000 (+4.5%) compared to 2006 to a total of 1,165,000.

Figure 22 details a breakdown of arrivals by air and sea against the total for each year. 2007 saw an increase in arrivals by air of 4.3% (+32,300), and an increase in arrivals by sea of 4.9% (+17,700).

Figure 22 Total passenger arrivals 2001 – 2007

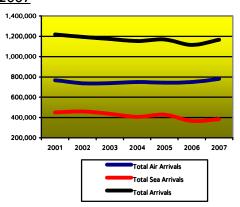
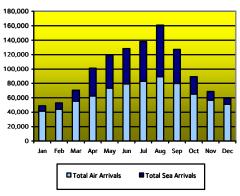


Figure 23 shows arrivals by month during 2007. The pattern of higher arrivals during the summer months reflects the seasonality of the "tourist" season.

Figure 23 Total air & sea arrivals by month for 2007.

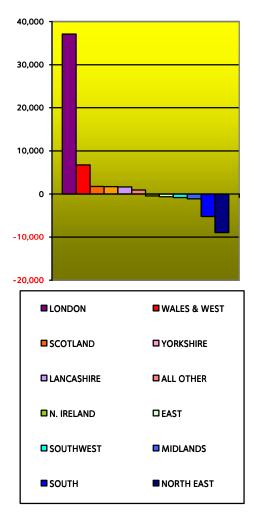


As in recent years, 2007 again saw some significant changes in arrivals patterns.

There was also a significant change in arrivals by air from the UK <u>by region</u>. The re-introduction of the Heathrow service and increased services on the Luton route led to an increase in arrivals from London airports of 37,000 despite falls in passenger arrivals from Gatwick and Stansted.

Figure 24 illustrates the impact of operators in 2007 vs. 2006 by region.

Figure 24 Changes in arrivals by region 20067 vs. 2006



For more detailed arrivals data please refer to **Appendices 15 to 18** in the 2007 Annual Report on <u>www.jersey.com/marketinginfo</u>

9. Guide to Data Sources and Notes

Figures

Where it is felt to be appropriate, figures within the text and tables have been rounded. This may mean that some totals and percentages may not totally agree or, in the case of percentages, add up to 100%.

Seasons

Where seasons are referred to, the following is applied: Spring = April, May and June Summer = July and August Autumn = September and October Winter = November, December, January, February and March

Passenger arrivals

Detailed monthly passenger arrivals figures by route are provided by Jersey Airport and the Jersey Harbours Department. Passenger arrivals figures include returning Jersey residents, returning visitors (who may have taken a day trip or other trip away from Jersey during their stay and are therefore counted twice) and arriving visitors. The tables, graphs and figures have been produced by Jersey Tourism.

Visitor volume, value and profiles

The sources used in estimating visitor volume are declared beneath the relevant tables in the appendices.

Visitor Registration Scheme

The basis of staying leisure and business visitors is the Visitor Registration database. All guests who stay in registered accommodation in Jersey are required by law to complete details of their stay on a standard Visitor Registration Card . These cards are returned to Jersey Tourism at regular intervals and the details are data inputted. Despite the legal requirement to declare all guests, the results are still affected by the non-return or late return of some cards and the partial or non-completion of cards by some visitors. Over the years the true extent of visitors not declared on visitor registration cards has been determined by the 1997/98, 2003, 2005 and 2007 Jersey Travel Surveys, and multipliers have been applied accordingly to the database results to compensate for this in the staying visitor estimates.

The Jersey Travel Surveys

Realising the limitations of the Visitor Registration Scheme in determining total visitor volume, as well as changing trends in the profile of visitors, Jersey Tourism commissioned a year-long exit survey in 2007 to measure visitor volume in order to update data gathered from the most recent previous survey undertaken in 2005. Similar in methodology to the UK International Passenger Survey and many other exit surveys carried out internationally, throughout 2007, over 100,000 departing passengers, representing 8.8% of total departing passengers, were asked whether they were a resident or visitor to Jersey, whether they were departing at the end of their stay, their purpose of visit and country of residence. The results were calibrated against total passenger numbers on individual routes and consolidated to determine total visitor volumes.

In 2007, a smaller sample of 18,620 departing visitors, with adequate sub-sample sizes to measure individual markets, were asked detailed questions about their expenditure whilst in Jersey. Results from this survey determined the on-island expenditure figures for 2007. Changes in visitor profile, such as length of stay, and Jersey's RPI figures have been used to update some elements of expenditure estimates as accurately as possible.

Prior to these exit surveys, Jersey Tourism had no accurate way of measuring total visitor volume and concentrated rather on the staying leisure market, estimates of which came from returned Visitor Registration Cards. Visitor expenditure estimates were previously derived from a 4-yearly postal survey of staying leisure visitors, with other markets being excluded. As the methodology for the measurement of visitor volume and visitor expenditure has completely changed, Jersey does not, unfortunately, have historical data that can be readily compared prior to 1997.

Staying Leisure Visitor Survey 2006

Several references are made to the Staying Leisure Visitor Survey within the report. A sample of 6,000 visiting parties who stayed in registered accommodation for leisure purposes throughout 2006 was sent an eight-page, self-completion questionnaire. An excellent response rate of 55% (returned questionnaires) was achieved, with adequate sub-samples for Jersey's main generating markets.

The data provides a rich source of additional information on Jersey's main source leisure markets and results for specific questions within the survey are available upon request. A summary report of the main findings is available on Jersey Tourism's website www.jersey.com/marketinginfo.

Employment figures

As mentioned within the report, employment figures are provided by the States of Jersey Statistics Unit. The figures come from the twice yearly Manpower Survey. The tables, graphs and interpretation from the figures have been produced by Jersey Tourism.

Registered bed stock

All tourism establishments that take five or more guests for reward are required to register with Jersey Tourism. Figures for establishments, rooms and bed spaces are therefore provided by the Jersey Tourism Inspectorate. Due to the continuously changing numbers of registered properties and rooms, the figures within this report may not be equivalent to previously released figures as they depend upon the exact date that they were recorded.

2006 heralded a change in the system used for grading registered establishments. Although the Economic Development Department remains responsible for the Registration standards, grading is no longer mandatory. Establishments can choose to be graded or remain as registered only. Jersey Tourism only publishes the grades achieved under the harmonised schemes operated by either the AA or VisitBritain (Jersey Quality Assured).

Accommodation occupancy, bed/room nights available and bed/room nights sold

Bed and room nights available take into account registered bed spaces and rooms, and opening and closing dates for each establishment. Bed and room nights sold are a measure of the number of persons multiplied by their length of stay. By comparing bed and room nights sold against bed and room nights available it is possible to determine bed and room space occupancy levels.

Other Sources used within the 2007 Annual Report.

Jersey Conference Bureau www.jerseyconferences.co.uk

Jersey Met Office www.jerseymet.gov.je

Jersey Harbours www.jersey-harbours.com

Statistics Unit www.gov.je/ChiefMinister/Statistics

For other statistics and research please visit <u>www.jersey.com/marketinginfo</u>

10. Appendices

2007 Jersey Tourism Annual Report Appendices on <u>www.jersey.com/marketinginfo</u>

Section 1 – Tourism Volume and Expenditure Estimates

Appendix 1 – Visitor Volumes 1992 - 2007

Appendix 2 – Breakdown of on-Island visitor expenditure estimates by source market for 2006 and 2007

Section 2 – Profile of Staying Leisure Visitors

Appendix 3 – UK staying leisure visitors by ISBA region 2003-2007

- Appendix 4 French staying leisure visitors by region 2003-2007
- Appendix 5 Acorn profile of UK staying leisure visitors 2003-2007
- Appendix 6 Length of stay Profile by market 2003-2007
- Appendix 7 Percentage of visitors using tour operators Profile by market 2003-2007
- Appendix 7 Percentage of first time visitors Profile by market 2003-2007
- Appendix 7 When booked Profile by market 2003-2007
- Appendix 7 Percentage travelling by air Profile by market 2003-2007
- Appendix 8 Age groups and average age Profile by market 2003-2007

Section 3 – Registered Bed Stock

Appendix 9 – Accommodation establishments and bed spaces registered by category 1992-2008

Section 3 – Accommodation Performance Indicators

- Appendix 10 Bed space occupancy 2007 vs. 2006
- Appendix 11 Room space occupancy 2007 vs. 2006

Section 5 – Jersey Link Bookings

Appendix 12 – Jersey Link data 2003-2007

Appendix 13 – Jersey Link charts 2001-2007

Section 6 - Internet Usage

Appendix 14.1 – Unique visitors 2006-2007 Appendix 14.2 – Average time spent on site 2001-2007

Section 8 – Passenger Arrivals

- Appendix 15 Total passenger arrivals 2000-2007
- Appendix 16 Passenger arrivals from the UK 2000-2007
- Appendix 17 Inter-Island passenger arrivals 2000-2007
- Appendix 18 Continental passenger arrivals 2000-2007

Other Appendices

Appendix 19 – Exchange rate comparisons against sterling 1997-2007

- Appendix 20 Acorn definitions
- Appendix 21 Weather statistics
- Appendix 22 Example of a Visitor Registration Card

| - 2007 | |
|-----------|--|
| ES 1992 - | |
| VOLUMI | |
| VISITOR | |

| 193 194 196 190 190 190 200 <th></th> <th>STAYING HOLIDAY/LEISURE VISITORS</th> <th> .</th> <th></th> <th>Change</th> <th>Average</th> | | STAYING HOLIDAY/LEISURE VISITORS | . | | | | | | | | | | | | | | | | Change | Average |
|---|--|------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 | $ \begin{array}{cccccccccccccccccccccccccccccccccccc$ | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 02/06 | 03-107 |
| 0 | $ \ \ \ \ \ \ \ \ \ \ \ \ \ $ | UK | 474,020 | 474,950 | 449,960 | 444,040 | 451,190 | 462,000 | 425,290 | 404,010 | 379,420 | 359,240 | 320,270 | 302,420 | 306,760 | 300,900 | 289,200 | 295,040 | 2.0% | 298,864 |
| C00.000.100 <th></th> <th>IRELAND</th> <th>9,150</th> <th>9,580</th> <th>006'6</th> <th>11,500</th> <th>14,250</th> <th>15,470</th> <th>12,710</th> <th>12,890</th> <th>11,460</th> <th>9,010</th> <th>6,860</th> <th>6,950</th> <th>5,140</th> <th>5,600</th> <th>4,990</th> <th>4,160</th> <th>- 16.6%</th> <th>5,368</th> | | IRELAND | 9,150 | 9,580 | 006'6 | 11,500 | 14,250 | 15,470 | 12,710 | 12,890 | 11,460 | 9,010 | 6,860 | 6,950 | 5,140 | 5,600 | 4,990 | 4,160 | - 16.6% | 5,368 |
| 1445111 | (*)(4,50)(5,20)(5,30) </th <th>OTHER CI</th> <th>8,020</th> <th>8,160</th> <th>9,120</th> <th>10,080</th> <th>13,000</th> <th>13,350</th> <th>12,710</th> <th>13,440</th> <th>13,190</th> <th>14,120</th> <th>15,130</th> <th>15,380</th> <th>15,180</th> <th>16,770</th> <th>15,260</th> <th>15,320</th> <th>0.4%</th> <th>15,582</th> | OTHER CI | 8,020 | 8,160 | 9,120 | 10,080 | 13,000 | 13,350 | 12,710 | 13,440 | 13,190 | 14,120 | 15,130 | 15,380 | 15,180 | 16,770 | 15,260 | 15,320 | 0.4% | 15,582 |
| W (10.40) (3.51) (3.66) (3.50) (3.60) | W 10,210 1530 | FRANCE | 44,520 | 45,070 | 39,380 | 41,430 | 41,770 | 39,060 | 32,930 | 31,520 | 30,680 | 27,490 | 28,210 | 29,300 | 29,960 | 31,370 | 31,450 | 33,400 | 6.2% | 31,096 |
| (1,0) $(1,0)$ $(2,0)$ < | N $4,000$ $6,300$ $6,300$ $6,700$ $5,$ | GERMANY | 10,420 | 15,210 | 16,880 | 17,350 | 17,260 | 16,630 | 15,600 | 16,840 | 15,330 | 10,480 | 9,700 | 8,960 | 10,240 | 9,460 | 10,680 | 9,640 | -9.7% | 9,796 |
| Num 1330 1310 1120 120 540< | N 15.360 116.0 5.400 5 | NORWAY | 4,090 | 6,490 | 6,260 | 6,850 | 9,700 | 9,700 | 5,240 | 3,960 | 3,710 | 2,080 | 1,270 | 810 | 790 | 650 | 470 | 460 | -2.1% | 636 |
| Mux1006.2005.4006.4005.405 | | SWEDEN | 15,380 | 13,810 | 11,620 | 7,900 | 5,870 | 6,100 | 5,040 | 2,480 | 1,800 | 1,380 | 1,200 | 560 | 960 | 006 | 1,210 | 1,140 | -5.8% | 954 |
| M2.2203.3003.8003.1003.8003.1003.8003.1003.8003.1003.7004.302.0002.4602.1002.0004.4601.9004.464.401.9004.461.9004.461.9004.461.9004.461.9004.464.464. | M 2.20 3.00 3.10 3 | NETHERLANDS | 4,060 | 6,020 | 5,430 | 4,890 | 6,180 | 5,520 | 5,130 | 5,440 | 5,160 | 3,650 | 3,520 | 3,520 | 3,660 | 3,450 | 3,420 | 3,940 | 15.2% | 3,598 |
| UNIC 2560 370 </th <th>Lund 2500 310 3.700 3500 310 3.700 2.000 2.400 2.000 2.000 3.000</th> <th>BELGIUM</th> <th>2,220</th> <th>3,030</th> <th>3,880</th> <th>3,180</th> <th>3,530</th> <th>4,180</th> <th>3,790</th> <th>4,320</th> <th>3,050</th> <th>2,520</th> <th>2,240</th> <th>2,280</th> <th>2,760</th> <th>2,730</th> <th>2,100</th> <th>2,070</th> <th>-1.4%</th> <th>2,388</th> | Lund 2500 310 3.700 3500 310 3.700 2.000 2.400 2.000 2.000 3.000 | BELGIUM | 2,220 | 3,030 | 3,880 | 3,180 | 3,530 | 4,180 | 3,790 | 4,320 | 3,050 | 2,520 | 2,240 | 2,280 | 2,760 | 2,730 | 2,100 | 2,070 | -1.4% | 2,388 |
| D1671671701230 <th>D 510 200 2340 2350 2550 2330 150 100 90 130 100<!--</th--><th>SWITZERLAND</th><th>2,580</th><th>3,310</th><th>3,760</th><th>3,600</th><th>3,810</th><th>3,200</th><th>3,570</th><th>3,270</th><th>2,900</th><th>2,450</th><th>2,270</th><th>1,830</th><th>2,020</th><th>2,030</th><th>1,820</th><th>1,900</th><th>4.4%</th><th>1,920</th></th> | D 510 200 2340 2350 2550 2330 150 100 90 130 100 </th <th>SWITZERLAND</th> <th>2,580</th> <th>3,310</th> <th>3,760</th> <th>3,600</th> <th>3,810</th> <th>3,200</th> <th>3,570</th> <th>3,270</th> <th>2,900</th> <th>2,450</th> <th>2,270</th> <th>1,830</th> <th>2,020</th> <th>2,030</th> <th>1,820</th> <th>1,900</th> <th>4.4%</th> <th>1,920</th> | SWITZERLAND | 2,580 | 3,310 | 3,760 | 3,600 | 3,810 | 3,200 | 3,570 | 3,270 | 2,900 | 2,450 | 2,270 | 1,830 | 2,020 | 2,030 | 1,820 | 1,900 | 4.4% | 1,920 |
| K 10^{0} 150^{0} 130^{0} 130^{0} 130^{0} 130^{0} 130^{0} 130^{0} 130^{0} 130^{0} 130^{0} 300^{0} $300^{$ | K 1670 1560 1320 1120 | FINLAND | 510 | 200 | 2,340 | 2,370 | 2,560 | 2,530 | 2,590 | 380 | 520 | 260 | 190 | 06 | 130 | 100 | 440 | 180 | -59.1% | 188 |
| A 170 550 840 720 170 550 520 571 520 571 571 571 520 571 | Λ 170 550 840 790 1370 150 170 560 560 550 380 380 380 380 380 380 380 380 380 380 380 380 380 380 380 380 390 370 390 <th< th=""><th>DENMARK</th><th>1,670</th><th>1,560</th><th>1,530</th><th>1,350</th><th>1,890</th><th>1,710</th><th>1,410</th><th>1,290</th><th>1,040</th><th>680</th><th>600</th><th>380</th><th>410</th><th>440</th><th>490</th><th>430</th><th>-12.2%</th><th>430</th></th<> | DENMARK | 1,670 | 1,560 | 1,530 | 1,350 | 1,890 | 1,710 | 1,410 | 1,290 | 1,040 | 680 | 600 | 380 | 410 | 440 | 490 | 430 | -12.2% | 430 |
| 1 | M 280 340 300 300 340 450 320 270 330 710 280 380 280 380 380 380 380 380 380 380 380 370 | AUSTRIA | 170 | 550 | 840 | 790 | 870 | 1,370 | 1,550 | 1,780 | 1,010 | 890 | 700 | 560 | 550 | 380 | 530 | 950 | 79.2% | 594 |
| ML 130 220 330 310 270 356 h 300 170 260 700 735 h 756 h M 130 130 140 130 140 130 210 210 210 230 230 230 230 230 230 236 230 236 230 230 236 230 230 230 230 230 230 230 230 230 230 230 230 236 230 230 236 230 <th>M 130 220 320 340 170 280 390 770 360 770 260 240 380 290 240 280 230 230 240 280 230 230 720 230 720 230 720</th> <th>SPAIN</th> <th>280</th> <th>340</th> <th>300</th> <th>300</th> <th>340</th> <th>450</th> <th>320</th> <th>260</th> <th>320</th> <th>320</th> <th>420</th> <th>340</th> <th>290</th> <th>380</th> <th>370</th> <th>390</th> <th>5.4%</th> <th>354</th> | M 130 220 320 340 170 280 390 770 360 770 260 240 380 290 240 280 230 230 240 280 230 230 720 230 720 230 720 | SPAIN | 280 | 340 | 300 | 300 | 340 | 450 | 320 | 260 | 320 | 320 | 420 | 340 | 290 | 380 | 370 | 390 | 5.4% | 354 |
| 350 480 420 500 310 130 170 130 1310 2350 260.00 263.00 263.00 263.00 263.00 263.00 263.00 2.37.0 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 2.44.30 | 360 480 420 500 310 420 330 240 380 290 240 230 240 230 240 230 240 230 240 230 240 230 240 230 240 230 240 230 240 230 170 <th>PORTUGAL</th> <td>130</td> <td>220</td> <td>320</td> <td>340</td> <td>310</td> <td>270</td> <td>290</td> <td>270</td> <td>360</td> <td>280</td> <td>350</td> <td>300</td> <td>170</td> <td>260</td> <td>06</td> <td>230</td> <td>155.6%</td> <td>210</td> | PORTUGAL | 130 | 220 | 320 | 340 | 310 | 270 | 290 | 270 | 360 | 280 | 350 | 300 | 170 | 260 | 06 | 230 | 155.6% | 210 |
| 4 1/320 1/380 1/430 1/320 1/380 1/430 1/300 1/160 1/170 1/300 1/160 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/170 1/300 1/3 | 4 1,320 1,330 1,320 1,330 1,330 1,300 2,410 2,910 2,710 2,310 2,470 2,610 Lit 3,280 355,40 563,000 563,500 590,490 535,790 509,170 41,360 39,8710 2740 2470 26610 Strince 583,570 595,440 563,050 563,790 509,170 41,360 39,8710 2740 29,010 2740 2740 26610 2730 2730 2740 2740 2740 2760 2730 2730 | ITALY | 360 | 480 | 420 | 500 | 310 | 420 | 390 | 380 | 330 | 240 | 380 | 290 | 240 | 230 | 210 | 330 | 57.1% | 260 |
| I.390 1.770 1.380 1.450 1.450 1.450 1.400 1.300 1.100 <th< th=""><th>1,390 1,770 1,380 1,450 1,800 1,810 1,700 1,400 1,300 1,160 1,120 1,170 1,300 1,160 1,120 1,170 890 890 970 890 890 720 970 890 930 720 2,470 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,310 2,310 2,470 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,610 1,930 2,610 1,930 2,610 1,930 2,610 1,930 2,610 1,930 2,430 2,510 2,510 2,710 2,930 2,510 2,710 2,930 2,510 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,710 1,930 2,710 2,930 2,710 2,720</th><th>CANADA</th><th>1,320</th><th>1,380</th><th>1,430</th><th>1,820</th><th>1,910</th><th>1,740</th><th>1,590</th><th>1,220</th><th>1,330</th><th>970</th><th>780</th><th>069</th><th>720</th><th>610</th><th>680</th><th>730</th><th>7.4%</th><th>686</th></th<> | 1,390 1,770 1,380 1,450 1,800 1,810 1,700 1,400 1,300 1,160 1,120 1,170 1,300 1,160 1,120 1,170 890 890 970 890 890 720 970 890 930 720 2,470 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,310 2,310 2,470 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,510 2,610 1,930 2,610 1,930 2,610 1,930 2,610 1,930 2,610 1,930 2,430 2,510 2,510 2,710 2,930 2,510 2,710 2,930 2,510 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,610 2,710 1,930 2,710 2,930 2,710 2,720 | CANADA | 1,320 | 1,380 | 1,430 | 1,820 | 1,910 | 1,740 | 1,590 | 1,220 | 1,330 | 970 | 780 | 069 | 720 | 610 | 680 | 730 | 7.4% | 686 |
| LIA ¹ 3.280 3.310 3.250 3.520 4.140 4.890 3.830 2.740 2.940 2.710 2.390 2.310 2.470 2.610 2.780 3400 2.786 1.02 7.58 1.53 3.579 3.5790 3.5790 3.5790 3.5790 2.910 2.910 2.790 3.5790 3.5790 2.239 2.710 2.390 2.710 2.390 2.710 2.390 2.710 2.290 2.710 2.290 2.710 2.290 2.710 2.290 2.710 2.290 2.710 2.290 2.710 2.290 2.710 2.290 2.718 1.20 2.720 2.230 2.718 1.20 2.720 2.230 2.718 1.20 2.720 2.230 2.718 1.20 2.720 2.230 2.718 1.20 2.720 2.230 2.718 1.20 2.720 2.230 2.2 | LIA ¹ 3.280 3.310 3.250 3.520 4,140 4,890 3.83 7,90 2,94 2,94 2,94 2,94 2,94 2,94 2,94 2,94 | NSA | 1,390 | 1,770 | 1,380 | 1,450 | 1,860 | 1,900 | 1,810 | 1,870 | 1,700 | 1,490 | 1,300 | 1,160 | 1,120 | 1,170 | 1,090 | 1,130 | 3.7% | 1,134 |
| 3.280 3.310 3.250 3,710 3,830 2,710 2,390 2,710 2,390 2,710 2,390 2,710 2,900 3,600 3,560 3,400 2,35,790 2,310 3,98,710 3,86,70 3,66,70 2,738 2,16 2,1 | 3,280 3,310 3,250 4,140 4,890 3,830 2,740 2,390 2,310 2,470 2,610 2,610 STAVING LEISURE ¹ 583,570 595,440 563,260 580,750 590,490 535,790 509,170 47,530 41,360 398,710 378,850 384,540 300,930 3 SFINING LEISURE ¹ 583,570 595,440 563,260 590,490 535,790 509,170 47,530 41,360 398,710 378,850 384,540 300,930 3 SFINING LEISURE ¹ 583,570 593,440 563,260 590,490 535,790 509,170 47,530 41,360 398,710 378,60 300,590 3 3 300,590 3 3 300,590 3 </th <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>810</th> <th>1,280</th> <th>1,100</th> <th>930</th> <th>720</th> <th>970</th> <th>890</th> <th>880</th> <th>1,020</th> <th>15.9%</th> <th>896</th> | | | | | | | | | 810 | 1,280 | 1,100 | 930 | 720 | 970 | 890 | 880 | 1,020 | 15.9% | 896 |
| 2 583,570 563,000 563,260 580,750 590,770 477,530 411,360 398,710 378,850 384,540 386,160 375,860 2.7.% 3 Ex 2 <th2< th=""></th2<> | ² 583,570 563,040 563,260 580,450 535,790 509,170 471,360 398,710 378,850 384,540 380,930 3 ES ³ 533,570 563,000 563,260 580,490 535,790 509,170 471,360 398,710 378,850 384,540 380,930 3 <th>OTHER</th> <th>3,280</th> <th>3,310</th> <th>3,250</th> <th>3,520</th> <th>4,140</th> <th>4,890</th> <th>3,830</th> <th>2,740</th> <th>2,940</th> <th>2,710</th> <th>2,390</th> <th>2,310</th> <th>2,470</th> <th>2,610</th> <th>2,780</th> <th>3,400</th> <th>22.3%</th> <th>2,714</th> | OTHER | 3,280 | 3,310 | 3,250 | 3,520 | 4,140 | 4,890 | 3,830 | 2,740 | 2,940 | 2,710 | 2,390 | 2,310 | 2,470 | 2,610 | 2,780 | 3,400 | 22.3% | 2,714 |
| Chance | 1 62,440 68,320 74,860 78,540 81,780 86,470 89,380 95,220 100,550 4,370 4,370 4,260 3,020 2,560 2,230 2,300 2,070 1,930 9 13,200 16,300 95,400 16,310 16,520 107,400 13,920 76,330 2,300 2,300 2,070 1,930 9 18,420 17,410 12,300 8,320 15,130 16,330 13,220 13,020 13,300 4,350 5,480 5,580 5,580 5,430 24,350 24,360 | TOTAL STAVING LEISURE ² | 583,570 | 595,440 | 568,000 | 563,260 | 580,750 | 590,490 | 535,790 | 509,170 | 477,530 | 441,360 | 398,710 | 378,850 | 384,540 | 380,930 | 368,160 | 375,860 | 2.1% | 377,668 |
| 97.00 0.702 0.702 0.702 0.715 0.716 0.5140 0.8130 74,860 78,540 81,780 86,470 89,380 95,220 100,550 90,110 81,710 -9.38 84,370 4,370 4,260 3,020 2,560 2,530 2,300 2,500 2,530 2,300 2,500 2,320 -10,698 89,430 96,940 105,720 10,7940 100,500 10,4,500 31,900 76,390 87,290 10,4,010 72,30 -10,88 0.18,430 16,330 13,220 16,050 10,4,500 24,300 87,390 10,4,010 72,30 72,48 72,90 10,4,010 72,39 76,39 74,300 21,350 21 | exp 3 62,440 68,320 74,860 78,540 81,780 86,470 89,380 95,220 100,550 4,370 4,370 4,260 3,020 2,560 2,330 2,300 2,070 1,930 89,430 17,410 12,300 89,430 96,940 105,720 107,940 106,500 14,450 3,190 76,390 9 18,420 17,410 12,300 8,320 15,330 13,220 16,030 13,890 4,250 5,480 5,920 18,420 27,620 29,740 27,630 27,630 27,480 25,190 25,830 24,380 24,390 5,920 1930 5,920 1930 5,920 10,590 1930 2,920 20,390 2,920 2,930 2,920 2,920 2,920 2,920 2,930 2,920 2,930 2,920 2,930 2,930 2,930 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 2,920 | | | | | | | | | | | | | | | | | | Change | Average |
| Image: Control of the conttrol of the control of the control of the control of t | ************************************ | | | | | | | | | | | | | | | | | | 90//0 | 1050 |
| 4,370 4,260 3,020 2,560 2,230 2,000 1,930 2,500 2,300 2,000 1,930 2,500 2,300 104,010 12,2% 8 18,420 17,410 12,300 8,320 15,130 16,330 13,020 13,020 14,1550 93,140 87,390 9,690 104,010 72,3% 27,620 27,430 27,430 15,130 16,330 13,020 13,020 24,330 24,030 9,690 104,010 72,3% 27,620 27,430 27,470 27,470 26,550 25,190 25,190 23,5600 24,330 24,030 9,100 9,100 72,3% 16,000 165,290 155,590 135,590 117,370 110,980 110,580 94,050 6,666 6,5390 55,190 17,110 115,590 10,010,80 94,050 6,666 6,5390 135,310 117,310 110,980 10,010,80 94,050 6,666 6,5390 15,540 10,010,80 6,650 6,548 6,650 6,548 6,650 6,648 6,650 6,650 | 4,370 4,260 3,020 2,560 2,230 2,300 2,070 1,930 6 18,420 17,410 12,300 8,320 15,130 16,330 13,020 13,220 13,190 76,330 76,330 7,650 17,410 12,300 8,320 15,130 16,330 13,020 13,020 14,550 93,140 83,190 76,330 7,7620 29,740 27,430 25,190 25,180 25,180 25,180 25,180 24,350 24,350 24,350 7,7620 29,740 27,450 15,190 15,590 17,710 13,550 24,350 24,350 24,350 7,860 160,000 165,290 153,530 155,530 31,350 11,730 110,980 115,690 1 35,380 36,330 35,330 34,810 37,480 41,360 41,360 41,360 41,360 41,360 41,360 45,360 15,560 15,560 15,560 15,560 15,560 15,36 | | | | | | | 62,440 | 68,320 | 74,860 | 78,540 | 81,780 | 86,470 | 89,380 | 95,220 | 100,550 | 90,110 | 81,710 | -9.3% | 91,394 |
| • 18,420 17,410 12,300 16,310 105,720 107,940 100,500 104,550 93,140 83,190 76,390 87,290 104,010 79,2% • 18,420 17,410 12,300 15,330 13,220 13,020 13,890 4,560 5,920 8,780 9,660 70,4 % 27,620 29,740 27,430 26,650 27,480 25,650 23,600 23,600 24,330 24,030 21,070 72,3% 160,000 165,290 155,300 153,530 141,110 135,500 117,370 117,560 59,660 59,660 66,59 66,510 66,510 66,510 66,510 74,370 110,980 110,980 94,050 66,500 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,510 66,500 66,500 66,500 66,510 66,510 66,510 66,500 | 6 18,420 17,410 12,300 89,430 96,940 105,720 107,940 104,550 93,140 83,190 76,390 6 18,420 17,410 12,300 8,320 15,130 16,330 13,220 16,030 13,020 4,250 5,480 5,920 7,620 29,740 27,620 27,430 26,560 27,480 25,850 25,850 24,820 24,820 24,820 5,920 7,620 29,740 27,620 27,430 25,190 25,550 23,560 17,730 10,980 115,590 155,590 155,590 155,590 155,590 155,590 156,590 156,590 156,590 156,590 155,590 1 | LANGUAGE STUDENTS ⁴ | | | | | | 4,370 | 4,260 | 3,020 | 2,680 | 2,560 | 2,230 | 2,300 | 2,070 | 1,930 | 2,500 | 2,230 | - 10.8% | 2,206 |
| 0 18,420 17,410 12,300 8,320 15,130 15,130 15,130 15,120 13,020 13,020 13,020 13,020 4,250 5,480 5,920 8,780 9,690 70.4% 27,620 29,740 27,430 27,650 29,740 27,650 27,650 27,630 27,650 27,650 27,630 27,630 27,630 27,630 21,070 -7,234 21,070 -7,234 21,070 -6,646 15,590 15,590 117,370 117,690 117,690 46,510 46,510 46,510 50,660 -6,648 13,660 13,650 12,650 46,510 46,510 50,660 2,3,8 13,810 31,360 37,560 37,560 37,560 50,560 46,510 50,660 50,660 8,3,8 36,87 13,550 17,07 75,277 72,854 73,280 1,5,6 46,510 50,660 3,5,8 13,550 17,07 75,277 73,540 73,280 15,5 73,7 73,540 73,280 15,5 7 7 | 6 18,420 14,870 17,410 12,300 8,320 15,130 16,330 13,220 16,030 13,020 13,890 4,250 5,480 5,920 27,620 29,740 27,430 27,650 27,430 25,530 25,530 25,530 25,530 24,360 27,650 17,310 17,310 24,320 24,350 27,620 29,740 27,430 27,650 27,480 25,530 25,530 25,530 25,530 24,710 17,310 37,530 117,310 37,800 115,590 115,590 115,590 115,590 117,310 37,480 41,360 | BUSINESS VISITORS 5 | | | | | | 89,430 | 96,940 | 105,720 | 107,940 | 100,500 | 104,550 | 93,140 | 83,190 | 76,390 | 87,290 | 104,010 | 19.2% | 88,804 |
| 7 23,600 25,850 23,600 25,850 23,600 25,850 23,600 25,830 24,230 24,350 24,030 21,070 - 7.2.3% 160,000 165,290 153,690 135,330 141,110 135,500 117,370 110,980 115,690 100,880 94,050 -6.8% 35,380 36,330 34,870 36,870 37,510 37,480 41,360 46,510 46,790 50,660 8.3% 984,910 949,910 922,490 878,110 843,050 802,460 748,600 732,270 728,540 739,280 1,5% 7 | 7 27,620 29,740 27,670 26,650 27,480 25,190 25,850 24,230 24,350 160,000 165,290 155,390 135,330 141,110 135,500 117,370 110,980 115,690 74,6590 26,330 34,870 37,510 37,480 46,510 76,500 15,590 15,590 115,690 115,690 16,000 16,330 36,330 34,870 37,510 37,480 41,360 46,510 26,510 16,510 10,920 10,52,270 7 72,270 < | | 18,420 | 14,870 | 17,410 | 12,300 | 8,320 | 15,130 | 16,330 | 13,220 | 16,030 | 13,020 | 13,890 | 4,250 | 5,480 | 5,920 | 8,780 | 9,690 | 10.4% | 6,824 |
| PPERS ⁸ 160,000 165,290 153,330 141,110 135,500 117,370 110,980 10,680 94,050 -6.8% · 35,380 36,330 35,330 34,870 36,870 37,510 37,480 41,360 46,790 50,660 8.3% 984,910 940,910 922,490 878,110 843,050 802,460 747,070 752,270 729,580 7.5% 7 | PPERS ⁸ 160,000 165,290 153,690 135,300 117,370 110,980 115,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 15,690 16,870 37,510 37,540 41,360 46,510 26,510 26,510 36,870 37,510 37,360 41,360 46,510 36,510 37,510 37,540 41,360 45,510 36,520 78,050 78,020 74,0,00 75,220 7 984,910 949,910 922,490 878,110 843,050 747,070 75,220 7 | VISITING YACHTSMEN 7 | | | 27,620 | 29,740 | 27,430 | 27,670 | 26,650 | 27,480 | 25,190 | 25,850 | 23,600 | 25,830 | 24,230 | 24,350 | 24,030 | 21,070 | -12.3% | 23,902 |
| 35,380 35,330 35,330 35,330 34,870 36,870 37,510 37,480 41,360 46,510 46,790 50,660 8,3% 984,910 949,910 922,490 878,110 843,050 802,460 748,600 747,070 752,270 728,540 739,280 7,5% | 35,330 35,330 35,330 35,330 37,510 37,510 37,480 41,360 46,510 984,910 949,910 922,490 878,110 843,050 802,460 748,600 747,070 752,270 7 | LEISURE DAYTRIPPERS ⁸ | | | | | | 160,000 | 165,290 | 153,690 | 135,330 | 141,110 | 135,500 | 117,370 | 110,980 | 115,690 | 100,880 | 94,050 | -6.8% | 107,794 |
| 984,910 922,490 873,050 802,460 748,600 747,070 752,270 738,540 739,280 1,5% | 984,910 949,910 922,490 878,110 843,050 802,460 748,600 747,070 752,270 | OTHER ⁹ | | | | | | 35,380 | 36,330 | 35,330 | 34,870 | 36,870 | 37,510 | 37,480 | 41,360 | 46,510 | 46,790 | 50,660 | 8.3% | 44,560 |
| | | TOTAL VISITORS | | | | | | 984,910 | 949,910 | 922,490 | 878,110 | 843,050 | 802,460 | 748,600 | 747,070 | 752,270 | 728,540 | 739,280 | 1.5% | 743,152 |

Prior to 1999, Australia was classified within "Other".

² Staying leisure visitors are based upon returns of visitor registration cards and the 1997, 2003/4, 2005 and 2007 Travel Surveys and refer to those staying in paid accommodation.

⁵ Business visitor estimates are based upon returns of visitor registration cards and the 1997, 2003/4, 2005 and 2007 Travel Surveys. ⁶ Conference figures are supplied by the Jersey Conference Bureau. ⁷ Visiting yacht figures are supplied by the Jersey Harbours. ⁴Language student numbers are based upon declarations from language schools.

^a leisure day trips are estimated from the results of the 1997, 2003/4, 2005 and 2007 Travel Surveys. ⁹ Other' may refer to business or leisure visits (e.g. stag/hen parties, specific events, concerts, deliveries, visiting bands, weddings, school parties etc.).

BREAKDOWN OF ON-ISLAND VISITOR EXPENDITURE ESTIMATES BY SOURCE MARKET FOR 2006 AND 2007

| | <u>20</u> | <u>06</u> | 20 | <u>07</u> | <u>2007 v</u> | <u>s. 2006</u> |
|---|-------------------|-----------------|-------------------|-----------------|--------------------|-------------------|
| | | Value of Market | | Value of Market | % Change Spend per | % Change Value of |
| | Spend per Visitor | £000's | Spend per Visitor | £000's | Visitor | Market |
| Staying Holiday/Leisure Visitors | | | | | | |
| UK | £450 | £130,091 | £455 | £134,182 | 1% | 3% |
| Ireland | £570 | £2,845 | £537 | £2,235 | -6% | -21% |
| Other C.I. | £303 | £4,619 | £259 | £3,975 | -14% | -14% |
| France | £176 | £5,522 | £216 | £7,212 | 23% | 31% |
| Germany | £480 | £5,128 | £497 | £4,794 | 4% | -7% |
| Benelux | £392 | £2,358 | £414 | £2,491 | 6% | 6% |
| Other | £414 | £4,375 | £445 | £5,467 | 7% | 25% |
| Staying Leisure Total 1 | £421 | £154,938 | £427 | £160,356 | 1% | 3% |
| Visiting friends/relatives ¹ | £219 | £19,753 | £248 | £20,291 | 13% | 3% |
| Language students ² | £461 | £1,153 | £687 | £1,531 | 49% | 33% |
| Daytrippers - French | £42 | £2,303 | £47 | £2,202 | 12% | -4% |
| Daytrippers - UK | £41 | £820 | £39 | £706 | -4% | -14% |
| Daytrippers - Other C.I. | £106 | £1,122 | £94 | £911 | -11% | -19% |
| Daytrippers - Other | £27 | £394 | £36 | £686 | 33% | 74% |
| Daytrippers - Total ¹ | £46 | £4,639 | £48 | £4,504 | 4% | -3% |
| Visiting yachtsmen ³ | £95 | £2,278 | £92 | £1,929 | -3% | -15% |
| Business - Day visitors | £44 | £1,143 | £58 | £1,859 | 31% | 63% |
| Business - Staying visitors | £301 | £18,560 | £329 | £23,671 | 9% | 28% |
| Business visitors - Total ¹ | £226 | £19,703 | £245 | £25,530 | 9% | 30% |
| Conference - Association | £407 | £1,349 | £351 | £298 | -14% | -78% |
| Conference - Corporate | £673 | £3,681 | £569 | £5,027 | -16% | 37% |
| Conference delegates - Total ⁴ | £573 | £5,030 | £550 | £5,326 | -4% | 6% |
| Other - Day visitors | £39 | £500 | £74 | £1,164 | 88% | 133% |
| Other - Staying visitors | £384 | £13,084 | £384 | £13,405 | 0% | 2% |
| Other visitors - Total | £290 | £13,585 | £288 | £14,569 | -1% | 7% |
| Total Visitors | £303 | £221,079 | £317 | £234,036 | 4% | 6% |

¹ Expenditure is calculated by using results from the 2007 Jersey Travel Survey.

² Expenditure is calculated from a study carried out amongst language students to the UK.

³ Expenditure is calculated by using results from the 2007 Visiting Yachts Survey.

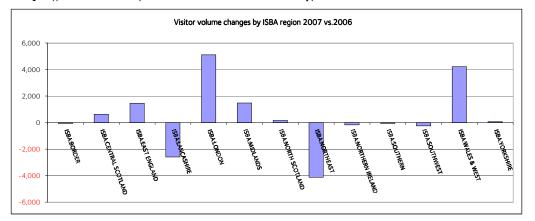
⁴ Expenditure is calculated by using results from the 2007 Jersey Travel Survey and research into conference delegate rates.

N.B. 2006 figures are at 2006 prices.

| REGION | UK Households | 2003 | <u>Market</u> | <u>2004</u> | <u>Market</u> | 2005 | <u>Market</u> | 2006 | <u>Market</u> | 2007 | <u>Market</u> | <u>% Change</u> | Vol. Change | <u>2007</u> |
|-----------------------|---------------|---------|---------------|-------------|---------------|---------|---------------|---------|---------------|---------|---------------|-----------------|-------------|--------------|
| | | | <u>Share</u> | | <u>Share</u> | | <u>Share</u> | | <u>Share</u> | | <u>Share</u> | 07/06 | 07/06 | <u>Index</u> |
| ISBA:BORDER | 1.2% | 2,960 | 1% | 2,761 | 1% | 2,500 | 1% | 2,400 | 1% | 2,330 | 1% | -2.9% | -70 | 0.66 |
| ISBA:CENTRAL SCOTLAND | 6.3% | 12,940 | 4% | 10,737 | 4% | 10,770 | 4% | 10,353 | 4% | 10,980 | 4% | 6.1% | 627 | 0.59 |
| ISBA:EAST ENGLAND | 6.7% | 20,320 | 7% | 20,553 | 7% | 22,330 | 7% | 21,459 | 7% | 22,920 | 8% | 6.8% | 1,461 | 1.16 |
| ISBA:LANCASHIRE | 11.6% | 26,010 | 9% | 29,449 | 10% | 28,800 | 10% | 27,676 | 10% | 25,080 | 9% | -9.4% | -2,596 | 0.73 |
| ISBA:LONDON | 19.4% | 60,540 | 20% | 57,057 | 19% | 50,040 | 17% | 48,094 | 17% | 53,200 | 18% | 10.6% | 5,106 | 0.93 |
| ISBA:MIDLANDS | 15.4% | 48,240 | 16% | 57,671 | 19% | 56,570 | 19% | 54,370 | 19% | 55,850 | 19% | 2.7% | 1,480 | 1.23 |
| ISBA:NORTH SCOTLAND | 2.1% | 4,200 | 1% | 3,988 | 1% | 3,910 | 1% | 3,760 | 1% | 3,920 | 1% | 4.3% | 160 | 0.63 |
| ISBA:NORTHEAST | 5.1% | 8,980 | 3% | 9,510 | 3% | 12,430 | 4% | 11,944 | 4% | 7,820 | 3% | -34.5% | -4,124 | 0.52 |
| ISBA:NORTHERN IRELAND | 2.4% | 6,380 | 2% | 4,908 | 2% | 4,690 | 2% | 4,512 | 2% | 4,340 | 1% | -3.8% | -172 | 0.61 |
| ISBA:SOUTHERN | 9.2% | 44,940 | 15% | 41,413 | 14% | 37,340 | 12% | 35,890 | 12% | 35,820 | 12% | -0.2% | -70 | 1.32 |
| ISBA:SOUTHWEST | 3.0% | 12,370 | 4% | 13,497 | 4% | 13,060 | 4% | 12,551 | 4% | 12,300 | 4% | -2.0% | -251 | 1.39 |
| ISBA:WALES & WEST | 7.7% | 31,330 | 10% | 29,142 | 10% | 25,760 | 9% | 24,756 | 9% | 28,970 | 10% | 17.0% | 4,214 | 1.28 |
| ISBA:YORKSHIRE | 9.9% | 23,200 | 8% | 25,768 | 8% | 32,710 | 11% | 31,436 | 11% | 31,510 | 11% | 0.2% | 74 | 1.08 |
| | | | | | | | | | | | | | | |
| TOTAL | | 302,420 | | 306,760 | | 300,900 | | 289,200 | | 295,040 | | 2.0% | 5,840 | |

Appendix 3 UK Staying Leisure Visitors by ISBA Region 2003 - 2007

ISBA regions approximate to the non-overlap UK ITV areas before consolidation and are determined by postcodes.



| 2007 |
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| | 2003 | % market share | 2004 | <u>% market</u> <u>share</u> | 2005 | <u>% market</u> <u>share</u> | 2006 | % market share | 2007 | % market share | Change 07/06 | Average 2003- 2007 |
|------------------|--------|-------------------|--------|---------------------------------|--------|---------------------------------|--------|-------------------|--------|-------------------|--------------|-----------------------|
| BRITTANY | 8,980 | 31% | 9,310 | 31% | 10,660 | 34% | 9,910 | 32% | 10,710 | 32% | 8% | 9 ,91 0 |
| GREATER PARIS | 7,120 | 24% | 6,480 | 22% | 6,590 | 21% | 6,260 | 20% | 6,350 | 19% | 1% | 6,560 |
| NORMANDY | 3,100 | 11% | 4,310 | 14% | 4,390 | 14% | 5,220 | 1 7% | 5,560 | 17% | 7% | 4,520 |
| LOIRE VALLEY | 5,380 | 18% | 5,210 | 1 7% | 5,650 | 18% | 5,630 | 18% | 5,810 | 17% | 3% | 5,540 |
| SOUTH EAST | 930 | 3% | 950 | 3% | 940 | 3% | 880 | 3% | 940 | 3% | 7% | 930 |
| SOUTH WEST | 860 | 3% | 006 | 3% | 940 | 3% | 820 | 3% | 910 | 3% | 11% | 890 |
| MEDITERRANEAN | 590 | 2% | 640 | 2% | 630 | 2% | 570 | 2% | 650 | 2% | 14% | 620 |
| POITOU-CHARENTES | 660 | 2% | 490 | 2% | 630 | 2% | 570 | 2% | 660 | 2% | 16% | 600 |
| NORTH EAST | 370 | 1% | 460 | 2% | 630 | 2% | 440 | 1% | 470 | 1% | 7% | 470 |
| NORTH | 470 | 2% | 480 | 2% | 630 | 2% | 440 | 1% | 490 | 1% | 11% | 500 |
| PICARDY | 380 | 1% | 290 | 1% | 310 | 1% | 380 | 1% | 380 | 1% | %0 | 350 |
| BURGUNDY | 250 | 1% | 200 | 1% | 160 | 1% | 190 | 1% | 240 | 1% | 26% | 210 |
| CHAMPAGNE | 200 | 1% | 230 | 1% | 160 | 1% | 160 | 1% | 230 | 1% | 44% | 200 |
| TOTAL | 29,300 | | 29,960 | | 31,370 | | 31,450 | | 33,400 | | 6% | 31,300 |

French regions represent grouped d épartements, which are determined by the first two digits of French postcodes.

| Acorn Group | UK Population | 2003 | 2004 | 2005 | 2006 | 2007 | Index 2007 |
|-------------|---------------|------|------|------|------|------|------------|
| A1 1 | 1.7% | 3.2% | 3.2% | 3.0% | 3.8% | 4.5% | 2.6 |
| 1 2 | 1.5% | 2.0% | 2.0% | 1.9% | 2.5% | 3.3% | 2.2 |
| 13 | 2.7% | 5.1% | 5.2% | 5.3% | 4.5% | 3.9% | 1.4 |
| 1 4 | 2.6% | 4.5% | 4.6% | 4.5% | 4.4% | 4.1% | 1.6 |
| 2 5 | 1.8% | 3.2% | 3.1% | 3.3% | 3.4% | 3.9% | 2.2 |
| 26 | 2.0% | 2.2% | 2.3% | 2.4% | 2.2% | 2.4% | 1.2 |
| 27 | 1.9% | 3.2% | 3.2% | 3.3% | 3.5% | 3.2% | 1.7 |
| 28 | 2.0% | 3.3% | 3.3% | 3.5% | 3.6% | 3.8% | 1.9 |
| 39 | 2.1% | 3.3% | 3.1% | 3.0% | 2.9% | 3.3% | 1.6 |
| 3 10 | 2.3% | 3.1% | 3.1% | 3.2% | 3.2% | 3.4% | 1.5 |
| 3 11 | 3.7% | 5.8% | 6.1% | 6.3% | 5.8% | 5.3% | 1.4 |
| 3 12 | 0.6% | 0.1% | 0.1% | 0.1% | 0.2% | 0.1% | 0.2 |
| 4 13 | 0.9% | 0.8% | 0.8% | 0.8% | 0.8% | 0.9% | 0.9 |
| 4 14 | 1.4% | 2.1% | 2.0% | 1.9% | 1.8% | 1.8% | 1.3 |
| 5 15 | 1.4% | 0.9% | 0.8% | 0.8% | 0.9% | 1.8% | |
| | | | | | | | 1.0 |
| 5 16 | 0.9% | 0.7% | 0.7% | 0.7% | 0.7% | 1.0% | 1.1 |
| 5 17 | 0.6% | 0.3% | 0.3% | 0.3% | 0.3% | 0.4% | 0.6 |
| 5 18 | 1.1% | 0.6% | 0.5% | 0.5% | 0.5% | 0.6% | 0.6 |
| 5 19 | 0.9% | 1.0% | 1.0% | 1.0% | 1.1% | 1.5% | 1.7 |
| 6 20 | 0.6% | 0.4% | 0.4% | 0.3% | 0.3% | 0.3% | 0.5 |
| 6 21 | 1.6% | 0.8% | 0.7% | 0.6% | 0.6% | 0.6% | 0.4 |
| 6 22 | 1.2% | 0.9% | 0.9% | 0.9% | 0.9% | 0.8% | 0.6 |
| 6 23 | 0.4% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.3 |
| 7 24 | 1.0% | 1.0% | 0.9% | 0.9% | 0.9% | 0.9% | 0.9 |
| 7 25 | 1.4% | 1.3% | 1.3% | 1.2% | 1.6% | 2.2% | 1.6 |
| 8 26 | 1.9% | 2.3% | 2.1% | 2.1% | 2.6% | 2.7% | 1.4 |
| 8 27 | 2.9% | 4.8% | 5.0% | 4.8% | 4.3% | 3.3% | 1.1 |
| 8 28 | 2.6% | 2.3% | 2.4% | 2.4% | 2.5% | 2.4% | 0.9 |
| 8 29 | 3.3% | 4.4% | 4.4% | 4.3% | 4.2% | 4.3% | 1.3 |
| 8 30 | 3.6% | 3.5% | 3.7% | 3.7% | 3.8% | 3.7% | 1.0 |
| 8 31 | 1.1% | 0.6% | 0.6% | 0.5% | 0.4% | 0.5% | 0.4 |
| 9 32 | 0.9% | 1.5% | 1.4% | 1.5% | 1.6% | 1.8% | 2.0 |
| 9 33 | 3.0% | 4.3% | 4.5% | 4.5% | 4.6% | 4.2% | 1.4 |
| 9 34 | 2.1% | 2.4% | 2.5% | 2.7% | 2.6% | 2.5% | 1.2 |
| 10 35 | 0.7% | 0.8% | 0.9% | 0.9% | 0.9% | 1.0% | 1.4 |
| 10 36 | 1.9% | 2.6% | 2.6% | 2.4% | 2.5% | 2.2% | 1.2 |
| 11 37 | 0.5% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.1 |
|) 11 38 | 1.1% | 0.2% | 0.2% | 0.1% | 0.1% | 0.1% | 0.1 |
|) 12 39 | 2.8% | 3.1% | 2.9% | 2.7% | 2.5% | 2.5% | 0.9 |
|) 12 39 | 2.1% | 1.2% | 1.1% | 1.1% | 1.1% | 1.0% | 0.5 |
|) 12 40 | | | | | | | |
| | 3.3% | 3.5% | 3.7% | 3.5% | 3.2% | 2.2% | 0.7 |
| 0 13 42 | 2.8% | 1.6% | 1.6% | 1.6% | 1.5% | 1.8% | 0.6 |
| 13 43 | 1.8% | 1.0% | 1.0% | 1.1% | 1.0% | 1.0% | 0.6 |
| 14 44 | 3.3% | 1.9% | 2.1% | 2.0% | 2.1% | 1.9% | 0.6 |
| 14 45 | 3.0% | 2.0% | 1.9% | 2.0% | 1.9% | 1.8% | 0.6 |
| 14 46 | 1.4% | 0.7% | 0.7% | 0.6% | 0.6% | 0.5% | 0.4 |
| 14 47 | 2.6% | 1.1% | 1.1% | 1.1% | 1.1% | 0.9% | 0.3 |
| 14 48 | 2.1% | 0.5% | 0.5% | 0.6% | 0.6% | 0.5% | 0.2 |
| 14 49 | 1.7% | 0.3% | 0.4% | 0.4% | 0.3% | 0.4% | 0.2 |
| 15 50 | 1.8% | 1.0% | 1.0% | 1.1% | 1.1% | 1.0% | 0.5 |
| 15 51 | 1.9% | 0.5% | 0.5% | 0.6% | 0.6% | 0.5% | 0.3 |
| 15 52 | 0.8% | 0.3% | 0.2% | 0.2% | 0.2% | 0.3% | 0.4 |
| 16 53 | 0.8% | 0.4% | 0.4% | 0.4% | 0.4% | 0.4% | 0.5 |
| 16 54 | 0.9% | 0.3% | 0.3% | 0.3% | 0.3% | 0.3% | 0.3 |
| 17 55 | 1.1% | 0.4% | 0.3% | 0.3% | 0.3% | 0.3% | 0.3 |
| 17 56 | 1.1% | 0.3% | 0.2% | 0.2% | 0.2% | 0.2% | 0.2 |

ACORN profile of UK Staying Leisure Visitors 2003 - 2007

ACORN is a geodemographic profiling system based upon UK postcodes. See appendix 20. ACORN DEFINITIONS.

This table shows the geo-demographic profile of visitors to Jersey between 2003 and 2007. The higher the index figure (this is the proportion of Jersey visitors compared to the UK population for each Acorn Group), the more likely Jersey is to attract visitors from a particular ACORN group.

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|----------------------|-------|--------------|---------|-------------|---------|--------------|--------|------------|------|------------|----------|--------------|------|------------|------|--------------|-----------|--------------|-------------|--------|--------|------------------------|-----------|
| 1 | 2004 | 20 05 | 2006 | 2007 | 2003 | 20 04 | 2005 | 2006 | 2007 | 2003 | 2004 | 2005 | 2006 | 2007 | 2003 | 2004 | 2005 | 2006 | 2007 | 2003 2 | 2004 2 | | 2006 2007 |
| | 33% | 33% | 34% | 36% | 21% | 22% | 24% | 26% | 26% | 38% | 36% | 35% | 32% | 30% | %6 | % 6 | 8% | 8% | 8% | 5.4 | 5.3 | 5.2 | 5.2 4.9 |
| | 29% | 31% | 29% | 30% | 25% | 25% | 28% | 28% | 26% | 39% | 39% | 33% | 35% | 37% | 8% | 8% | 8% | 7% | 7% | 5.3 | 5.4 | 5.2 | 5.1 5.2 |
| | 93% | % 86 | 94% | 92% | 6% | 2% | 5% | 5% | 7% | 2% | 7 | 2 | 1% | 2% | 7% | 7 | % | % 0 | %0 | 1.9 | 1.9 | 1.8 | 2.0 1.9 |
| % 06 | %06 | % 06 | %68 | % 68 | 7% | % 8 | 7% | % 8 | 8% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 7% | 1% | 1% | 2.1 | 2.1 | 2.0 | 2.1 2.1 |
| 29 % | 25% | 25% | 21% | 21% | 19% | 25% | 23% | 25% | 27% | 31% | 32% | 34% | 36% | 35% | 20% | 18% | 18% | 18% | 17% | 6.2 | 6.1 | 6.1 | 6.3 6.1 |
| 21% | 19% | 36% | 31% | 34% | 19% | 22% | 21% | 43% | 44% | 46% | 48% | 22% | 12% | 10% | 14% | 11% | 18% | 13% | 12% | 6.3 | 6.1 | 5.1 | 5.0 4.7 |
| 45% | 29% | 27% | 25% | 25% | 29% | 59% | 59% | 66% | 62% | 16% | 7% | %6 | 7% | %6 | 10% | 5% | 4% | 3% | 4% | 4.6 | 4.0 | 4.1 | 4.1 4.1 |
| 31% | 33% | 29% | 31% | 34% | 30% | 27% | 25% | 28% | 28% | 30% | 30% | 35% | 30% | 29% | 10% | 10% | 12% | 11% | 10% | 5.2 | 5.1 | 5.5 | 5.1 5.1 |
| 49 % | 51% | 48% | 44% | 57% | 25% | 27% | 31% | 36% | 27% | 21% | 17% | 16% | 12% | 10% | 5% | 5% | 5% | 8% | 6% | 4.0 | 3.9 | 4.0 | 4.0 3.7 |
| 50% | 43% | 41% | 36% | 41% | 23% | 25% | 30% | 29% | 23% | 16% | 22% | 22% | 25% | 26% | 12% | 10% | 7% | 10% | %6 | 4.5 | 4.8 | 4.7 | 5.1 4.8 |
| 44% | 70% | 40 % | 80% | 47% | 31% | 19% | 39% | 15% | 27% | 6% | 2% | 8% | 2% | %6 | 19% | %6 | 12% | 3% | 16% | 4.5 | 3.7 | 4.6 | 3.4 4.5 |
| 37% | 42% | 36% | 22% | 45% | 37% | 41% | 39% | 29% | 16% | 10% | 8% | 16% | 40% | 31% | 15% | 10% | 8% | % 6 | 8% | 4.9 | 4.3 | 4.6 | 5.5 4.7 |
| 34% | 52% | 33% | 53% | 45% | 25% | 17% | 26% | 24% | 32% | 18% | 17% | 18% | 12% | 17% | 23% | 14% | 23% | 11% | 7% | 5.5 | 4.6 | 5.9 | 4.7 4.5 |
| 56% | 809 | 52% | 49% | % 09 | 25% | 23% | 29% | 33% | 25% | % 6 | 7% | 8% | %6 | 5% | 11% | 10% | 11% | %6 | 10% | 4.2 | 3.9 | 4.1 | 4.2 4.0 |
| 47% | 43% | 55% | 47% | 57% | 29% | 31% | 17% | 18% | 13% | 16% | 13% | 18% | 22% | 16% | 7% | 13% | 10% | 13% | 14% | 4.3 | 5.0 | 4.9 | 4.5 4.4 |
| 60 % | 54% | % 09 | 55% | 48% | 26% | 32% | 19% | 28% | 32% | % 6 | 89 | 13% | 7% | % 6 | 5% | 7% | 7% | 10% | 2% | 3.5 | 3.7 | 3.7 | 4.1 4.2 |
| 39% | 38% | 36% | 41% | 46% | 26% | 32% | 37% | 36% | 27% | 14% | 15% | 11% | 13% | 10% | 22% | 15% | 17% | 10% | 17% | 5.5 | 5.3 | 5.2 | 5.0 5.1 |
| 62% | 61% | 63% | 59% | % 09 | 27% | 23% | 24% | 26% | 28% | 7% | 11% | 8% | 8% | 7% | 4% | 4% | 6% | 7% | 5% | 3.5 | 3.5 | 3.5 | 3.9 3.5 |
| 29% | 55% | 56% | 56% | 61% | 20% | 30% | 30% | 29% | 26% | 13% | 8% | %6 | %6 | 8% | 7% | 7% | 5% | 5% | 5% | 4.1 | 3.9 | 3.7 | 4.2 3.6 |
| 60 % | 55% | 57% | 51% | 56% | 24% | 27% | 25% | 26% | 24% | % 6 | 10% | 1% | 12% | 10% | 7% | 7% | 7% | 7 | 10 % | 3.8 | 3.8 | 5.9 | 4.6 4.1 |
| 38% | 40% | 40 % | 43% | 45% | 20% | 21% | 22% | 23% | 23% | 33% | 32% | 30% | 27% | 26% | %6 | 8% | 8% | 7% | 7% | 5.0 | 4.9 | 4.8 | 4.8 4.6 |

Travel & Booking Patterns - Profile of Staying Leisure Visitors 2003 - 2007

| x Tow Operator x Fray: Time Valuery x Fray: Time Valuery x Tow Operator x Tow Tow Doperator x Tow Tow Doperator <th>COUNTRY</th> <th></th> <th>Whe</th> <th>When booked</th> <th>P</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>Ĥ</th> <th>Travel</th> <th></th> | COUNTRY | | | | | | | | | | | | | | | | | Whe | When booked | P | | | | | | | | Ĥ | Travel | |
|---|-------------|------|------|----------|-------|-----|-----------|-------|-----------|----------|-----|------|------|------------|------|------|------|-----|-------------|-----|-----|------------|-------|--------|-------|-------|---------|---------|---------|-----------|
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| 55% 51% 40% 41% 51% <th></th> <th>2003</th> <th>2004</th> <th>2005</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>2003</th> <th>2004</th> <th>2005</th> <th>2006</th> <th>2007</th> <th>2003</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>2003 2(</th> <th>2005 2(</th> <th>2005 20</th> <th>2006 2007</th> | | 2003 | 2004 | 2005 | | | | | | | | 2003 | 2004 | 2005 | 2006 | 2007 | 2003 | | | | | | | | | | 2003 2(| 2005 2(| 2005 20 | 2006 2007 |
| 306. 208. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 318. 308. 328. 308. 328. 308. <td< td=""><td>ĸ</td><td>53%</td><td>51%</td><td>49%</td><td>49%</td><td></td><td></td><td>41%</td><td>41%</td><td>41%</td><td>40%</td><td>31%</td><td>27%</td><td>28%</td><td>26%</td><td>31%</td><td>35%</td><td>36%</td><td>37%</td><td>38%</td><td>34%</td><td></td><td></td><td></td><td></td><td></td><td>78% 7</td><td>78% 7</td><td>78% 8</td><td>82% 82%</td></td<> | ĸ | 53% | 51% | 49% | 49% | | | 41% | 41% | 41% | 40% | 31% | 27% | 28% | 26% | 31% | 35% | 36% | 37% | 38% | 34% | | | | | | 78% 7 | 78% 7 | 78% 8 | 82% 82% |
| 518 448 638 598 588 658 <td>IRELAND</td> <td>36%</td> <td>29%</td> <td></td> <td>34%</td> <td></td> <td>51%</td> <td></td> <td>47%</td> <td>44%</td> <td>40%</td> <td>46%</td> <td>32%</td> <td>366</td> <td>34%</td> <td>35%</td> <td>35%</td> <td>37%</td> <td>40%</td> <td>44%</td> <td>30%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>97% 9</td> <td>6 %96</td> <td>6 %96</td> <td>91% 96%</td> | IRELAND | 36% | 29% | | 34% | | 51% | | 47% | 44% | 40% | 46% | 32% | 366 | 34% | 35% | 35% | 37% | 40% | 44% | 30% | | | | | | 97% 9 | 6 %96 | 6 %96 | 91% 96% |
| 1 1 2 0 | OTHER CI | 51% | 44% | | 53% | | 4% | 2% | 6% | %∠ | 8% | 64% | 68% | 899 | 56% | 67% | 27% | 25% | 27% | 36% | 23% | % 6 | | | | | 49% 4 | 49% 4 | 42% 5 | 50% 50% |
| 1 1 65 65 66 65 <td></td> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (1 63% | FRANCE | 71% | 65% | 62% | 66% | | %69 | 67% | 65% | 899 | 66% | 65% | 65% | 68% | 61% | 62% | 28% | 28% | 26% | 31% | 28% | %2 | | | | | 5% | 4% | 4% | 6% 5% |
| 43% 33% 66% 65% 61% 60% 65% 61% 60% 65% 61% 60% 55% 61% 26% 25% 15% 36% 41% 36% 26% 15% <td>GERMANY</td> <td>63%</td> <td>65%</td> <td>59%</td> <td>59%</td> <td></td> <td></td> <td>86%</td> <td>85%</td> <td>85%</td> <td>84%</td> <td>31%</td> <td>26%</td> <td>25%</td> <td>27%</td> <td>27%</td> <td>34%</td> <td>35%</td> <td>36%</td> <td>34%</td> <td>33%</td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td>56% 5</td> <td>54% 5</td> <td>56% 5</td> <td>56% 52%</td> | GERMANY | 63% | 65% | 59% | 59% | | | 86% | 85% | 85% | 84% | 31% | 26% | 25% | 27% | 27% | 34% | 35% | 36% | 34% | 33% | | | | - | | 56% 5 | 54% 5 | 56% 5 | 56% 52% |
| 44% 43% 59% 64% 63% 63% 53% 40% 33% 40% 23% <td>NORWAY</td> <td>43%</td> <td>33%</td> <td>56%</td> <td>36%</td> <td>63%</td> <td>70%</td> <td>60%</td> <td>65%</td> <td>61%</td> <td>66%</td> <td>48%</td> <td>39%</td> <td>46%</td> <td>33%</td> <td>28%</td> <td>27%</td> <td>36%</td> <td>42%</td> <td>38%</td> <td>40%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>82% 9</td> <td>8 %06</td> <td>80% 7</td> <td>78% 49%</td> | NORWAY | 43% | 33% | 56% | 36% | 63% | 70% | 60% | 65% | 61% | 66% | 48% | 39% | 46% | 33% | 28% | 27% | 36% | 42% | 38% | 40% | | | | | | 82% 9 | 8 %06 | 80% 7 | 78% 49% |
| 0 6 5 5 7 6 6 5 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6 6 8 7 6 8 7 6 8 7 6 7 6 7 | SWEDEN | 44% | 43% | 39% | 64% | | %69 | 62% | %69 | 75% | 76% | 56% | 42% | 52% | 62% | 61% | 23% | 41% | 38% | 22% | 18% | 21% | | | | | 8 %69 | 84% 6 | 68% 4 | 48% 53% |
| AND 58% 58% 58% 58% 78 77% 80% 87% 41% 41% 41% 41% 41% 41% 41% 41% 14% 13% 14% 14% 13% 17% 14% 18% 21% 21% 21% 21% 21% 21% 21% 21% 13% | HOLLAND | 60% | 58% | 56% | 57% | | 26% | 84% | 82% | 79% | 83% | 42% | 37% | 40% | 35% | 29% | 37% | 40% | 38% | 38% | 40% | | | | | | 54% 5 | 54% 5 | 51% 5 | 55% 51% |
| AND 52% 55% 48% 71% 73% 73% 73% 73% 73% 47% 45% 44% 45% 44% 45% 44% 33% 21% 13% <td>BELGIUM</td> <td>58%</td> <td>57%</td> <td>53%</td> <td>58%</td> <td></td> <td>¥17%</td> <td>80%</td> <td>85%</td> <td>82%</td> <td>78%</td> <td>50%</td> <td>42%</td> <td>45%</td> <td>42%</td> <td>49%</td> <td>38%</td> <td>41%</td> <td>41%</td> <td>41%</td> <td>29%</td> <td>12%</td> <td></td> <td>·</td> <td></td> <td>_</td> <td>47% 4</td> <td>43% 5</td> <td>54% 3</td> <td>32% 24%</td> | BELGIUM | 58% | 57% | 53% | 58% | | ¥17% | 80% | 85% | 82% | 78% | 50% | 42% | 45% | 42% | 49% | 38% | 41% | 41% | 41% | 29% | 12% | | · | | _ | 47% 4 | 43% 5 | 54% 3 | 32% 24% |
| 29% 42% 34% 13% 56% 40% 75% 56% 40% 14% 33% 21% 4% 14% 33% 21% 4% 14% 33% 21% 4% 14% 33% 21% 4% 14% 34% 21% 4% 53% 28% 4% 14% 33% 21% 4% 21% 4% 21% 4% 21% 4% 21% 4% 21% 4% 21% 4% 21% 4% 21% | SWITZERLAND | 52% | 52% | | 48% | | 71% | 78% | 75% | 75% | 72% | 47% | 46% | 44% | 45% | 45% | 32% | 41% | 44% | 38% | 34% | 21% | | | | | 61% 6 | 67% 6 | 64% 6 | 69% 73% |
| NR 50% 47% 35% 38% 48% 60% 71% 72% 64% 68% 45% 34% 53% 37% 36% 28% 23% 30% 23% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% 28% 21% | FINLAND | 29% | 42% | | 81% | | %69 | 80% | 72% | 87% | 75% | 58% | 40% | 21% | 51% | 38% | 28% | 28% | 57% | 45% | 48% | | | | | | 64% 6 | 8 %69 | 86% | 93% 81% |
| A 54% 52% 56% 81% 81% 35% 35% 31% 41% 30% 36% 36% 36% 36% 36% 36% 33% 21% 20% 34% 23% 55% | DENMARK | 50% | 47% | 35% | 38% | | 809 | 71% | 72% | 64% | 68% | 45% | 34% | 42% | 44% | 53% | 32% | 37% | 36% | 28% | 25% | | | | | | 74% 7 | 74% 6 | 67% 6 | 68% 75% |
| 34% 23% 56% 53% 55% 56% 55% 56% 57% 56% 57% 56% 57% 56% 57% 56% 57% 56% 57% 56% 57% <td>AUSTRIA</td> <td>54%</td> <td>52%</td> <td>58%</td> <td>55%</td> <td></td> <td>81%</td> <td>81%</td> <td>85%</td> <td>84%</td> <td>81%</td> <td>34%</td> <td>35%</td> <td>31%</td> <td>41%</td> <td>26%</td> <td>44%</td> <td>39%</td> <td>36%</td> <td>38%</td> <td>46%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>71% 7</td> <td>71% 7</td> <td>74% 6</td> <td>62% 64%</td> | AUSTRIA | 54% | 52% | 58% | 55% | | 81% | 81% | 85% | 84% | 81% | 34% | 35% | 31% | 41% | 26% | 44% | 39% | 36% | 38% | 46% | | | | | | 71% 7 | 71% 7 | 74% 6 | 62% 64% |
| GAL 17% 20% 14% 14% 25% 36% 46% 74% 63% 66% 21% 26% 15% 36% 19% 7% 36% 11% 0% 15% 41% 30% 24% 23% 43% 7% 66% 66% 73% 51% 46% 26% 56% 66% 7% 36% 31% 25% 31% 44% 1% 6% 7% 9% A 49% 39% 41% 66% 63% 70% 63% 71% 37% 31% 26% 31% 7% 31% 44% 1% 7% 37% 9% A 49% 35% 41% 37% 31% 46% 36% 41% 37% 31% 40% 37% 31% 40% 37% 32% 44% 17% 7% 30% 55% 24% 30% 13% 30% 30% 30% 30% 30% | SPAIN | 34% | 23% | | 29% | | 41% | 35% | 53% | 55% | 47% | 63% | 55% | 59% | 55% | 80% | 31% | 28% | 21% | 25% | 25% | 89 | | | • | | 62% 7 | 7 % 7 | 77% 6 | 64% 73% |
| 41% 30% 24% 33% 43% 71% 68% 71% 68% 71% 62% 58% 61% 46% 28% 31% 28% 31% 44% 1% 8% 16% 7% 9% A 49% 39% 41% 32% 41% 32% 42% 38% 37% 29% 7% 9% 30% A 49% 39% 41% 32% 41% 32% 42% 38% 37% 29% 26% 2% 24% 30% A 49% 39% 41% 32% 46% 36% 34% 37% 29% 47% 30% 26% 24% 30% 30% 40% 36% 25% 24% 30% 13% 40% 36% 37% 31% 30% 21% 24% 30% 30% 41% 30% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% | PORTUGAL | 17% | 20% | 14% | 14% | | 21% | 41% | 59% | 36% | 46% | 72% | 71% | 74% | 63% | 899 | 21% | 26% | 15% | 38% | 19% | 2% | | | | | 85% 8 | 82% 8 | 83% 8 | 82% 88% |
| A 49% 39% 41% 32% 42% 38% 37% 29% 24% 30% 37% 29% 25% 22% 32% 24% 30% 14 49% 39% 41% 37% 31% 39% 41% 37% 29% 25% 22% 32% 24% 30% 14 49% 36% 34% 13% 55% 54% 31% 41% 37% 39% 40% 34% 13% 25% 24% 30% All 49% 55% 41% 37% 31% 46% 36% 34% 13% 26% 24% 21% 30% All 49% 52% 41% 37% 36% 34% 13% 13% 26% 24% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% 21% <t< td=""><td>ITALY</td><td>41%</td><td>30%</td><td></td><td>23%</td><td></td><td>77%</td><td>78%</td><td>72%</td><td>%69</td><td>68%</td><td>71%</td><td>62%</td><td>58%</td><td>61%</td><td>46%</td><td>28%</td><td>31%</td><td>25%</td><td>31%</td><td>44%</td><td><u>%</u></td><td></td><td></td><td></td><td></td><td>48% 5</td><td>59% 5</td><td>58% 6</td><td>61% 61%</td></t<> | ITALY | 41% | 30% | | 23% | | 77% | 78% | 72% | %69 | 68% | 71% | 62% | 58% | 61% | 46% | 28% | 31% | 25% | 31% | 44% | <u>%</u> | | | | | 48% 5 | 59% 5 | 58% 6 | 61% 61% |
| A 49% 39% 41% 32% 41% 32% 42% 38% 37% 31% 39% 41% 32% 29% 25% 22% 22% 24% 30% 34% 40% 33% 36% 42% 66% 65% 63% 30% 41% 37% 31% 46% 36% 34% 39% 40% 34% 13% 25% 24% 21% All 49% 52% 41% 37% 31% 46% 36% 34% 39% 40% 34% 23% 24% 24% 21% All 49% 52% 41% 37% 31% 46% 36% 34% 39% 40% 34% 29% 24% 27% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 24% 23% 23% 23% 24% | _ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 34% 40% 33% 36% 42% 53% 50% 41% 37% 31% 46% 36% 34% 13% 25% 24% 24% 21% 1 ALIA 49% 52% 41% 36% 55% 55% 52% 42% 47% 38% 54% 28% 31% 36% 23% 27% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 26% 23% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25% 21% 25 | CANADA | 49% | 368 | | 48% | | 66% | 64% | 63% | 70% | %69 | 43% | 37% | 31% | 39% | 41% | 32% | 42% | 38% | 37% | 29% | | | | | | 77% 8 | 81% 6 | 8 %69 | 81% 77% |
| ALIA 49% 52% 41% 55% 55% 52% 42% 47% 38% 54% 28% 35% 31% 36% 23% | USA | 34% | 40% | 33% | 36% | | 66% | 65% | 63% | 30% | 63% | 50% | 41% | 37% | 31% | 46% | 36% | 34% | 39% | 40% | 34% | | | | | - | 73% 7 | 76% 7 | 7 % 7 | 78% 82% |
| 41% 30% 32% 37% 59% 67% 63% 65% 60% 58% 25% 31% 23% 25% 13% 11% 15% | AUSTRALIA | 49% | 52% | | | | 70% | 73% | 65% | 64% | 55% | 52% | 42% | 47% | 38% | 54% | 28% | 35% | 31% | 36% | 23% | | | | | | 76% 7 | 76% 7 | 70% 8 | 80% 66% |
| | OTHER | 41% | 30% | 32% | 37% | | 57% | 59% | 67% | 62% | 63% | 65% | 56% | 60% | 58% | 62% | 25% | 32% | 27% | 31% | 23% | | | | | | 71% 7 | 7 % 7 | 76% 7 | 75% 75% |
| 54% 52% 50% 51% 53% 43% 44% 45% 45% 44% 36% 32% 36% 31% 36% 34% 35% 33% 37% 33% 31% 33% 32% 32% 31% | TOTAL | 54% | 52% | 50% | 51% | 23% | 43% | 44% | 45% | 45% | 44% | 36% | 32% | 36% | 31% | 36% | 34% | 35% | 33% | 37% | 33% | 31% | 33% 3 | | 32% 3 | 31% 7 | 71% 7 | 71% 7 | 7 0% 7 | 73% 73% |

Percentages are derived from all those completing relevant sections of Visitor Registration Cards.

Percentages may not add up to 100% due to rounding.

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|-------------|----------|-----------|----------|-------------|----------------------|------------|-----------|---------|-------|------------|-------------|------|----------------|---------|-----------|---------------|----------|--------------------|------|---------|--------|---------|---------|-----------|--------------|------|--------|---------|-----------|---------|--------|-----------|------|-----------|--------|---------------------|-------------------|----------|---------|--|
| | | 16 - 24 | 4 | | | 25 - 29 | 29 | | | ." | 30 - 34 | | | | 35 - 44 | 4 | | | 4 | 45 - 54 | | - | | 55 - 64 | Ţ | | | ŝ | -74 | | | | 75+ | | | | Years | | | |
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| ž | н Же | 3KE %E | 8 | 3% | 3% | * | 3% | 3% 4% | 89 | 5% | 85 | 4% | 4 84 | 17% | 15% | 36 15% | % 15% | 21% | 20% | 20% | 20% | 21% 2 | 23% 23 | 23% 23% | K 24% | 24% | 18% | 19% | 20% 20 | 20% 19% | * | 3 10% | 11% | 11% | 11% | 2 | 55 5 | 55 56 | 55 | |
| IRELAND | 14% | 8% 7% | % * | 6% | 8 | 36 | 88 | 7% 8% | 36 | 10% 10% | 366 | 86 | 8 | 17% 1 | 18% 18% | 36 20% | % 18% | 21% | 20% | 20% | 22% | 21% 2 | 20% 2(| 20% 20% | K 21% | 20% | 11% | 11% | 12% 12 | 2% 14% | 86 | 48 | 58 | 4% | 5% | 46 | 47 4 | 48 49 | 64 | |
| OTHER CI | 16% 18 | 8% 17% | × 16% | 17% | 18 | 11% 11 | 11% 12% | % 12% | 6 12% | 12% | 12% | 11% | 12% | 24% 2 | 23% 24% | 1% 22% | 8 21% | 6 18% | 17% | 17% | 18% | 18% | 1% | 11% 11% | K 12% | 13% | 28 | 6% | 6% 6 | 88 | 5% | 2% | 2% | 2% | 2% | 4 | 4 | चे स् | 42 | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRANCE | 85 | 6% 6% | × | 89 | 3% | 368 868 | 88 | 8% 8% | 138 | 8 | 1 0% | 8 | 8 | 21% 2 | 22% 22% | 22% | 8 22% | 55% | 25% | 26% | 26% | 70% | 10% | 18% | K 18% | 20% | 86 | 8 | 88 | 88 88 | × * | \$4 84 | æ | 3% | ж Ж | 4 | 46 4 | 46 47 | 4 | |
| GERMANY | 82 | 2% 2% | % % | 2% | 3% | ž | 2% | 2% 3% | * | 6% | 2% | 4% | å | 19% | 7% 19 | 19% 19% | % 19% | 5 22% | 22% | 23% | 25% | 25% 2 | 22% 23 | 23% 23% | K 23% | 22% | 18% | 23% 2 | 20% 20 | 20% 21% | * | 89 | 89 | 89 | 5% | 23 | 55 5 | 54 54 | 53 | |
| NORWAY | , 89 | 4% 29 | 8 4% | 58 | 89 | \$ | 8% 2 | 2% 1% | * | * | 366 | 4% | ۰ ۴ | 13% 1 | 15% 23% | %6 %3 | % 15% | 6 26% | 23% | 21% | 27% | 23% 2 | 21% 28 | 28% 25% | 6 34% | 32% | 14% | 16% | 9% 13 | 19% | * | 54% | 3% | 2% | 3% | 5 | 51 4 | 7 54 | 4 54 | |
| SWEDEN | ¥8 | 3% 49 | 8 2% | ЗК | 3% | % | 4% 3 | 3% 4% | 5% | 3% | 3% | 2% | 4 % | 13% 1 | 10 | 12% | % % | 33% | 32% | 28% | 18% | 28% 2 | 27% 2 | 22% 26% | 80% | 35% | 86 | 10% | 2% 23 | 23% 12% | * | 3 11% | 11% | 8% | 5% | 84 | 53 | 54 56 | 53 | |
| HOLLAND | 7 %E | 4% 3% | 8 2% | 2% | 89 | 89 | 4% | 3% 4% | 11% | 86 | 10% | ř | 48 | 24% 2 | 26% 23% | 1% 23% | % 19% | 25% | 24% | 26% | 30% | 32% 2 | 21% 2' | 1% 215 | K 24% | 24% | £ | 89 | 6 %6 | 9% 10% | * | 3% | ЖE | 2% | 88 | 47 | 47 4 | 49 50 | 51 | |
| BELGIUM | 85 | 3% 3% | 3% | 5% | 89 | % | 6% | 4% 4% | 8 | * | % 6 | × | 8 4 | 20% | 9% 25% | 84 17% | % 20% | 25% | 26% | 27% | 29% | 29% | 36 | 17% 17% | K 21% | 21% | 13% | 15% | 9% 15 | 5% 12% | 8 | 89 | 4% | 5% | 4% | 64 | 52 4 | 48 52 | 2 49 | |
| SWITZERLAND | 4¥ | 2% 3% | 8 2% | ж | 2% | × | 88 | 7% 7% | 8 | 13% | 36 | * | × | 21% 1 | 19% 21% | 36 18% | 8 27% | 6 19% | 22% | 20% | 24% | 21% 2 | 52% 20 | 20% 23% | K 23% | 20% | 13% | 12% | 14 | 4% 11% | * | 58 | 89 | 4% | 4% | 5 | 5 | 51 51 | 148 | |
| FINLAND | 10% | 4% 0% | 8 4% | 3% | <u>10</u> | ¥ | 4% | 3% 1% | 6 19% | 11% | 14% | 10% | 8 | 17% 4 | 15% 28% | 3% 20% | % 33% | 19% | 20% | 33% | 33% | 21% 2 | 24% 1 | 12% 16% | K 22% | 28% | 8 | 4% | 5% | 6% 11% | 8 | 80 | 8 | 2% | 2% | | 43 4 | 46 47 | 7 48 | |
| DENMARK | 48 84 | 3% 3% | %E %E | 58 | 12% | 89 | × | 3% 1% | * | 4% | ¥. | 2% | ہ | 13% 1 | 4% 12 | 2% 9% | % %8 | 6 26% | 32% | 31% | 28% | 39% 2 | 26% 29 | 29% 26% | ¥ 30% | 24% | 88 | 10% | 15 15 | 14% | 89 | 3% | 4% | 8% | × | 64 | 51 5 | 50 54 | 4 56 | |
| AUSTRIA | 2% | 1% 2% | 8 2% | 3% | 4 8 | 285 | 4% | 5% 2% | 6 13% | 86 | 2% | 28 | 8 | 25% 2 | 23% 17 | 7% 18% | % 19% | 861 3 | 26% | 35% | 27% | 24% 2 | 24% 231 | 231% 16% | K 24% | 26% | 86 | 12% 2 | 20% 14 | 4% 20% | 85 | 3% | 85 | 4% | 4% | 8 4 8 | 49 5 | 53 51 | 1 53 | |
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| CANADA | 4% | 4% 3% | 36 | 8 | 85 | 48 | <u>ب</u> | 1% | 2% | 2% | 28 | ¥ | 2% | 36 | ň X | 36 %E | 38 38 | 14% | 14% | 20% | 8 | 13% | 27% 2: | 25% 32% | K 27% | 24% | 22% | 26% 2 | 31% 31 | 31% 22% | 18% | 17% | 17% | 18% | 26% | 65 | 909 | 60 62 | 6 | |
| USA | | 1% 5% | | | 4 % | × | | | | | ж К | ř | 4 % | | ъ 86 | 9% 11% | - | | | 22% | 24% | | | | | | 17% | | | | | | 13% | 80 | 1% | | | | | |
| AUSTRALIA | ž | 3% 4% | % | 4% | 366 | 85 | 6% | 4% 5% | 4% | 6% | 2% | 2% | 89 | 13% 1 | 10% | 3K 12% | ж 86 | 17% | 16% | 19% | 19% | 17% 2 | 26% 3; | 32% 29% | K 32% | 38% | 17% | 23% 2 | 22% 20 | 20% 18% | 8 | 89 | 8% | 2% | 2% | 3 | 55 5 | 55 54 | 4 54 | |
| OTHER | 12% 14 | 14% 16% | % 14% | 13% | % 6 | 15% 10 | 10% 12% | % 13% | 10% | 88 | 88 | 88 | 13% | 18% | 14 | 14% 16% | ¥ 16% | 21% | 19% | 19% | 16% | 17% | 1: | 16% | K 16% | 14% | 13% | 8% | 11% 13 | 13% 10% | 3% | 54 84 | 6% | 4% | 4% | 5 | 43 4 | 45 45 | 4 | |
| TOTAL | 84 | 4% | 8 | 4 | 8 | \$4 | 4 | 4% | * | 89 | 89 | 28 | 88 | 18% | 18% | 17% 16% | % 16% | 5 21% | 21% | 21% | 32 | 21% 2 | 21% 2: | 22% 22% | K 23% | 23% | 16% | 17% | 17% 18 | 18% 17% | * | 86 | 8 | 8 | 10% | 22 | 53 5 | 53 54 | 4 53 | |

Percentages are derived from all those completing relevant sections of Visitor Registration Cards. Percentages may not add up to 100% due to rounding.

| lix 9 | odation Establishments by Category 1992 – 2008 |
|------------|--|
| Appendix 9 | Accommodation F |

| | 1007 | 1002 | 1001 | 1005 | 1006 | 1007 | 1008 | 1000 | | 1000 | 2002 | 2002 | | 2005 | 2006 | 2002 | 8000 |
|------------------|------|------|------|------|------|------|------|------|-------|------|------|------|------|------|------|------|------|
| | 7001 | | - | | 0001 | 1001 | 0001 | 0001 | 70007 | 1007 | 7007 | 7007 | 1007 | 2007 | 7007 | 1007 | 2000 |
| Hot els | 167 | 168 | 166 | 163 | 152 | 146 | 136 | 133 | 119 | 109 | 66 | 93 | 87 | 86 | 82 | 81 | 76 |
| Guest Houses | 198 | 188 | 168 | 150 | 129 | 104 | 93 | 84 | 76 | 68 | 59 | 54 | 54 | 50 | 49 | 49 | 42 |
| Holiday Villages | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Self-Catering | 20 | 20 | 21 | 23 | 27 | 29 | 31 | 35 | 35 | 35 | 29 | 26 | 21 | 25 | 25 | 24 | 22 |
| Campsites | 9 | 9 | 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Youth Hostel | | | | | | | | | | | | | 1 | 1 | 1 | 1 | 1 |
| Total | 393 | 384 | 363 | 342 | 314 | 285 | 266 | 258 | 236 | 216 | 191 | 177 | 167 | 166 | 161 | 159 | 145 |
| | | | | | | | | | | | | | | | | | |

Accommodation Bed Spaces by Category 1992 – 2008

| | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|------------------|--------|--------|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|-------|
| Hotels | 16,852 | 16,875 | 16,609 | 16,531 | 16,200 | 15,628 | 15,302 | 14,828 | 13,444 | 12,660 | 11,532 | 11,082 | 10,465 | 10,138 | 9,804 | 9,840 | 9,746 |
| Guest Houses | 4,279 | 4,104 | 3,657 | 3,274 | 2,844 | 2,366 | 2,124 | 2,006 | 1,752 | 1,520 | 1,305 | 1,201 | 1,194 | 1,133 | 1,117 | 1,110 | 977 |
| Holiday Villages | 823 | 823 | 823 | 821 | 821 | 807 | 769 | 769 | 769 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Self-Catering | 316 | 332 | 365 | 433 | 595 | 687 | 703 | 828 | 897 | 958 | 860 | 814 | 684 | 767 | 772 | 736 | 674 |
| Campsites | 2,500 | 2,500 | 2,500 | 1,050 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 | 1,250 |
| Youth Hostel | | | | | | | | | | | | | 110 | 110 | 110 | 114 | 114 |
| Total | 24,770 | 24,634 | 23,954 22,109 | 22,109 | 21,710 | 20,738 | 20,148 | 19,681 | 18,112 | 16,388 | 14,947 | 14,347 | 13,703 | 13,398 | 13,053 | 13,050 1 | 2,771 |
| | | | | | | | | | | | | | | | | | |

N.B. Self-catering attached to hoteks/guest houses appear within the hotel /guest house totals. Figures may not agree with previous figures due to being measured at a different time of the year.

Bed space occupancy 2006 and 2007

| 2006 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year |
|----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|
| Bed nights available | 146,600 | 151,200 | 207,500 | 290,300 | 381,500 | 388,100 | 400,200 | 399,000 | 368,600 | 301,100 | 193,700 | 168,000 | 3,395,800 |
| Bed nights sold | 26,800 | 48,200 | 67,100 | 146,500 | 250,900 | 293,700 | 320,100 | 325,800 | 292,600 | 188,500 | 62,500 | 51,200 | 2,074,000 |
| Total bed occupancy | 18% | 32% | 32% | 50% | 66% | 76% | 80% | 82% | 79% | 63% | 32% | 30% | 61% |
| Hotel bed nights available | 117,300 | 123,300 | 166,000 | 235,500 | 297,000 | 289,300 | 297,500 | 295,400 | 285,900 | 246,100 | 159,500 | 134,900 | 2,647,600 |
| Guest House bed nights available | 8,900 | 10,500 | 16,200 | 28,200 | 32,100 | 33,000 | 34,100 | 34,000 | 32,500 | 27,900 | 13,200 | 11,300 | 282,000 |
| Unserviced bed nights available | 20,400 | 17,400 | 25,400 | 26,500 | 52,500 | 65,700 | 68,600 | 69,600 | 50,200 | 27,100 | 21,000 | 21,800 | 466,200 |
| Hotel bed nights sold | 22,400 | 41,900 | 59,800 | 129,100 | 202,800 | 229,700 | 238,900 | 247,500 | 243,400 | 162,300 | 57,200 | 46,600 | 1,681,600 |
| Guest House bed nights sold | 1,500 | 2,200 | 3,500 | 10,600 | 16,700 | 20,000 | 22,200 | 23,900 | 21,400 | 10,400 | 2,600 | 2,200 | 137,200 |
| Unserviced bed nights sold | 2,900 | 4,100 | 3,900 | 6,700 | 31,400 | 44,000 | 59,000 | 54,400 | 27,900 | 15,800 | 2,700 | 2,300 | 255,200 |
| Hotel bed space occupancy | 19% | 34% | 36% | 55% | 68% | 79% | 80% | 84% | 85% | 66% | 36% | 35% | 64% |
| Guest House bed space occupancy | 17% | 21% | 21% | 38% | 52% | 61% | 65% | 70% | 66% | 37% | 19% | 20% | 49% |
| Unserviced bed space occupancy | 14% | 24% | 15% | 25% | 60% | 67% | 86% | 78% | 56% | 58% | 13% | 11% | 55% |
| <u>2007</u> | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year |
| Bed nights available | 135,600 | 151,200 | 198,800 | 295,300 | 375,800 | 378,900 | 389,500 | 393,300 | 366,400 | 287,100 | 205,100 | 174,400 | 3,351,300 |
| Bed nights sold | 30,300 | 51,200 | 78,200 | 148,300 | 252,900 | 288,000 | 315,300 | 331,100 | 293,300 | 170,900 | 65,000 | 52,100 | 2,076,400 |
| Total bed occupancy | 22% | 34% | 39% | 50% | 67% | 76% | 81% | 84% | 80% | 60% | 32% | 30% | 62% |
| Hotel bed nights available | 113,500 | 119,900 | 153,400 | 243,700 | 284,900 | 279,000 | 292,200 | 295,200 | 283,800 | 237,100 | 175,900 | 150,000 | 2,6 28,600 |
| Guest House bed nights available | 9,900 | 12,700 | 22,600 | 27,300 | 29,300 | 29,600 | 31,000 | 30,700 | 27,100 | 22,900 | 11,700 | 8,300 | 263,000 |
| Unserviced bed nights available | 12,200 | 18,600 | 22,800 | 24,300 | 61,600 | 70,300 | 66,300 | 67,400 | 55,500 | 27,200 | 17,400 | 16,100 | 459,600 |
| Hotel bed nights sold | 27,100 | 44,000 | 69,200 | 133,600 | 206,400 | 227,800 | 235,000 | 253,500 | 244,700 | 143,900 | 59,500 | 47,900 | 1,692,600 |
| Guest House bed nights sold | 1,900 | 2,800 | 4,800 | 9,200 | 16,100 | 19,000 | 21,900 | 21,900 | 18,800 | 8,600 | 2,400 | 1,700 | 128,900 |
| Other bed nights sold | 1,300 | 4,400 | 4,100 | 5,500 | 30,300 | 41,200 | 58,400 | 55,800 | 29,800 | 18,400 | 3,000 | 2,500 | 254,900 |
| Hotel bed space occupancy | 24% | 37% | 45% | 55% | 72% | 82% | 80% | 86% | 86% | 61% | 34% | 32% | 64% |
| Guest House bed space occupancy | 19% | 22% | 21% | 34% | 55% | 64% | 71% | 71% | 69% | 38% | 20% | 20% | 49% |
| Other bed space occupancy | 11% | 24% | 18% | 22% | 49% | 59% | 88% | 83% | 54% | 68% | 17% | 15% | 55% |

Room space occupancy 2006 and 2007

| Year 1,518,300 1,019,800 67% | 1,300,600 139,500 78,200 | 893,400 72,300 53,800 | 69% 69% 69% | Year | 1,480,900 1,026,900 69% | 1,280,000 130,600 73,800 | 904,000 68,500 54,400 | 71% 52% 74% |
|--|--|---|---|------|--|--|---|---|
| Dec 76,400 30,400 40% | 65,800 5,600 5,000 | 27,300 1,400 1,600 | 42% 25% 33% | Dec | 81,800 33,100 40% | 73,100 4,400 4,300 | 30,100 1,100 1,900 | 41% 24% 44% |
| Nov 89,200 38,400 43% | 78,100 6,600 4,600 | 35,000 1,600 1,800 | 45% 25% 40% | Nov | 95,300 41,800 44% | 86,200 5,700 3,500 | 38,300 1,400 2,100 | 44% 24% 61% |
| Oct 140,300 94,100 67% | 120,100 13,900 6,200 | 82,300 6,500 5,300 | 69% 47% 85% | Oct | 132,800 86,100 65% | 115,200 11,300 6,300 | 74,600 5,500 6,000 | 65% 49% 96% |
| Sep 164,200 148,200 90% | 139,500 16,000 8,700 | 129,300 11,200 7,400 | 93% 70% 86% | Sep | 162,500 146,900 90% | 139,500 14,000 8,300 | 129,000 10,400 7,600 | 92% 75% 91% |
| Aug 170,000 149,200 88% | 144,200 16,800 9,000 | 128,700 12,200 8,300 | 89% 73% 92% | A⊔g | 166,300 149,200 90% | 144,300 15,300 8,600 | 129,700 11,100 8,400 | 90% 72% 98% |
| Jul 170,900 139,100 81% | 145,200 16,800 9,000 | 120,200 11,000 7,900 | 83% 65% 88% | P | 164,400 138,200 84% | 142,500 15,500 8,600 | 119,600 11,100 7,600 | 84% 71% 88% |
| Jun 166,100 134,500 81% | 141,100 16,200 8,700 | 116,400 9,900 8,100 | 83% 61% 93% | ŋ | 159,200 131,100 82% | 136,000 14,900 8,300 | 113,600 9,400 8,000 | 84% 64% 96% |
| May 167,500 116,600 70% | 144,800 15,900 6,800 | 102,300 8,400 6,000 | 71% 53% 88% | May | 158,400 117,800 74% | 137,900 14,300 6,300 | 104,300 7,900 5,600 | 76% 55% 89% |
| Apr 143,500 79,900 5 6% | 122,900 14,100 6,500 | 71,900 5,700 2,300 | 59% 40% 36% | Apr | 137,300 79,900 58% | 118,500 13,400 5,300 | 73,000 4,800 2,100 | 62% 36% 39% |
| Mar 95,300 41,800 44% | 81,100 8,300 5,900 | 37,900 2,100 1,900 | 47% 25% 32% | Mar | 91,300 48,500 53% | 75,000 11,200 5,100 | 43,600 3,000 1,900 | 58% 26% 37% |
| Feb 69,500 29,100 42% | 60,400 5,200 3,900 | 25,900 1,300 1,800 | 43% 25% 46% | Feb | 68,600 33,700 49% | 58,300 5,900 4,400 | 30,200 1,800 1,800 | 52% 30% 41% |
| Jan 65,600 18,500 28% | 57,600 4,200 3,800 | 16,200 900 1,400 | 28% 23% 36% | Jan | 63,000 20,500 32% | 53,500 4,800 4,800 | 17,800 1,200 1,500 | 33% 25% 31% |
| <u>2006</u> Room nights available Room nights sold Room night occupancy | Hotel room nights available Guest House room nights available Unserviced room nights available | Hotel room nights sold Guest House room nights sold Unserviced room nights sold | Hotel room occupancy Guest House room occupancy Unserviced room occupancy | L000 | 2001 Room nights available Room night sold Room night occupancy | Hotel room nights available Guest House room nights available Unserviced room nights available | Hotel room nights sold Guest House room nights sold Unserviced room nights sold | Hotel room occupancy Guest House room occupancy Unserviced room occupancy |

Jersey Link - Jersey Tourism Central Reservations

| | | | BOOKINGS | | No. of | No. of | | Value per |
|------|---------------------|-------|----------|-----------|------------|------------|--------------------|-----------------------------------|
| | | VSC | Web | Total | People | Bednights | Value of Bookings | Bednight |
| 2003 | January | 164 | 133 | 297 | 606 | 1,750 | £59,100 | £33.77 |
| | February | 152 | 271 | 423 | 923 | 2,862 | £93,123 | £32.54 |
| | March | 201 | 358 | 559 | 1,212 | 4,055 | | |
| | April | 265 | 458 | 723 | 1,612 | 5,541 | £176,227 | £31.80 |
| | May | 365 | 509 | 874 | 1,844 | 6,261 | £222,729 | |
| | June | 470 | 497 | 967 | 2,034 | 7,147 | £250,200 | £35.01 |
| | July | 657 | 511 | 1,168 | 2,538 | 8,791 | £308,617 | £35.11 |
| | August | 807 | 357 | 1,164 | 2,594 | 7,645 | | £33.68 |
| | September | 488 | 272 | 760 | 1,544 | 4,356 | £133,603 | £30.67 |
| | October | 208 | 147 | 355 | 702 | 1,651 | £44,454 | £26.93 |
| | November | 86 | 96 | 182 | 325 | 762 | £23,014 | £30.20 |
| | December | 63 | 46 | 109 | 208 | 447 | £14,977 | £33.51 |
| | Total | 3,926 | 3,655 | 7,581 | 16,142 | 51,268 | £1,714,211 | £33.44 |
| 2004 | January | 87 | 206 | 293 | 614 | 1,951 | £60,645 | £31.08 |
| | February | 133 | 247 | 380 | 827 | 2,679 | £87,034 | £32.49 |
| | March | 174 | 404 | 578 | 1,308 | 4,198 | £130,668 | £31.13 |
| | April | 308 | 351 | 659 | 1,503 | 4,403 | £141,064 | £32.04 |
| | May | 324 | 366 | 690 | 1,495 | 4,865 | £172,991 | £35.56 |
| | June | 471 | 380 | 851 | 1,806 | 5,730 | | £35.44 |
| | July | 589 | 361 | 950 | 2,134 | 6,788 | £247,048 | £36.39 |
| | August | 709 | 323 | 1,032 | 2,296 | 7,087 | £246,616 | £34.80 |
| | September | 613 | 202 | 815 | 1,544 | 4,212 | £132,930 | £31.56 |
| | October | 215 | 129 | 344 | 678 | 1,721 | £49,913 | £29.00 |
| | November | 96 | 96 | 192 | 330 | 910 | £26,821 | £29.47 |
| | December | 58 | 65 | 123 | 213 | 609 | £19,501 | £32.02 |
| | Total | 3,777 | 3,130 | 6,907 | 14,748 | 45,153 | £1,518,286 | £33.63 |
| 2005 | January | 68 | 197 | 265 | 561 | 2,141 | £70,597 | £32.97 |
| | February | 86 | 219 | 305 | 706 | 2,471 | £75,335 | £30.49 |
| | March | 102 | 308 | 410 | 918 | 3,241 | £95,040 | £29.32 |
| | April | 174 | 330 | 504 | 1,118 | 3,823 | £121,193 | £31.70 |
| | May | 252 | 286 | 538 | 1,142 | 3,608 | £124,012 | £34.37 |
| | June | 300 | 345 | 645 | 1,375 | 4,654 | £172,990 | £37.17 |
| | July | 327 | 358 | 685 | 1,484 | 4,955 | £173,981 | £35.11 |
| | August | 378 | 486 | 864 | 1,855 | 5,772 | £209,483 | £36.29 |
| | September | 364 | 374 | 738 | 1,417 | 4,259 | £133,385 | £31.32 |
| | October | 135 | 267 | 402 | 839 | 2,147 | £61,758 | £28.76 |
| | November | 58 | 177 | 235 | 446 | 1,161 | £34,789 | £29.96 |
| | December | 45 | 140 | 185 | 394 | 1,144 | £34,290 | £29.97 |
| | Total | 2,289 | 3,487 | 5,776 | 12,255 | 39,376 | £1,306,853 | £33.19 |
| 2006 | January | 51 | 354 | 405 | 908 | 3,317 | £103,264 | £31.13 |
| | February | 54 | 368 | 422 | 961 | 3,707 | £114,409 | £30.86 |
| | March | 119 | 468 | 587 | 1,321 | 4,641 | £149,230 | £32.15 |
| | April | 153 | 402 | 555 | 1,267 | 3,992 | £135,845 | £34.03 |
| | May | 181 | 441 | 622 | 1,364 | 4,743 | £168,505 | £35.53 |
| | June | 207 | 446 | 653 | 1,328 | 4,443 | £164,434 | £37.01 |
| | July | 286 | 507 | 793 | 1,712 | 5,964 | £227,139 | £38.09 |
| | August | 320 | 401 | 721 | 1,559 | 4,739 | | £36.57 |
| | September | 231 | 250 | 481 | 928 | 2,724 | £93,229 | £34.23 |
| | October | 101 | 234 | 335 | 664 | 1,937 | £55,955 | £28.89 |
| | November | 75 | 167 | 242 | 442 | 1,257 | £39,108 | £31.11 |
| | December | 34 | 127 | 161 | 327 | 1,138 | | |
| | Total | 1,812 | 4,165 | 5,977 | 12,781 | 42,602 | £1,459,831 | £34.27 |
| 2007 | January | 51 | 369 | 420 | 967 | 3,392 | | £33.30 |
| | February | 77 | 413 | 490 | 1,111 | 4,291 | | |
| | March | 81 | 515 | 596 | 1,332 | 4,718 | | |
| | April | 124 | 470 | 594 | 1,327 | 4,233 | £150,781 | £35.62 |
| | May | 165 | 610 | 775 | 1,648 | 5,428 | | |
| | June | 190 | 531 | 721 | 1,510 | 4,923 | | |
| | July | 190 | 520 | 710 | 1,561 | 5,104 | | |
| | August | 209 | 472 | 681 | 1,428 | 4,539 | | |
| | September | 194 | 305 | 499 | 956 | 2,806 | £98,957 | £35.27 |
| | | 76 | 209 | 285 | 609 | 1,769 | £49,130 | £27.77 |
| | October | 70 | | | | | | C24 51 |
| | October November | 44 | 121 | 165 | 333 | 957 | £30,162 | £31.54 |
| | | | | 165 81 | 333 173 | 957 575 | £30,162 £16,845 | |
| | November | 44 | 121 | | | | | £31.52 £29.30 £36.40 |

N.B. This data is collated based on monthly reports. Any booking modifications made after the release of these figures will have slightly altered the acutal achieved data tha is reported on in section 5.1 of the report.

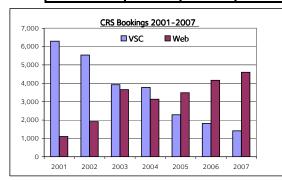
VSC = Visitor Services Centre, Jersey Tourism

Web = Jersey Tourism Website - www.jersey.com

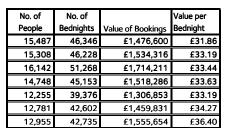
To receive notification of updated or new information, please visit and register at www.jersey.com/marketinginfo

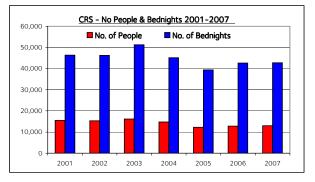
JerseyLink - Jersey Tourism Central Reservations

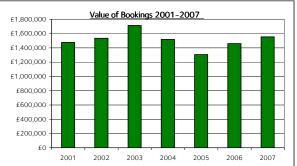
| | | BOOKINGS | |
|------|-------|----------|-------|
| | VSC | Web | Total |
| 2001 | 6,294 | 1,102 | 7,396 |
| 2002 | 5,538 | 1,912 | 7,450 |
| 2003 | 3,926 | 3,655 | 7,581 |
| 2004 | 3,777 | 3,130 | 6,907 |
| 2005 | 2,289 | 3,487 | 5,776 |
| 2006 | 1,812 | 4,165 | 5,977 |
| 2007 | 1,414 | 4,603 | 6,017 |



VSC = Visitor Services Centre, Jersey Tourism Web = Jersey Tourism Website - www.jersey.com







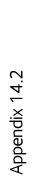
To receive notification of updated or new information, please visit and register at www.jersey.com/marketinginfo www.jersey.com/marketinginfo

Total Unique Visitors - *the total number of visitors identified by PC IP address and cookies, including repeats

| Total Unique Visitors 2006 and 2007 | 2 006 2 007 | | | | | | | | 5° 5° 4° 4° 4° 4° 4° 5° 0° 4° 0° | zer in start in the second start in the second start in the second start is a second start in the second sta | | |
|-------------------------------------|---------------------------|-----------|-----------|---------|-----------|---------|---------|-----------|----------------------------------|--|----------|-----------|
| | - б | 4 200,000 | 3 150,000 | - | 7 100,000 | | 4 4 4 | 0 | 0 | ω | 0 | 4 |
| 2007 139.622 | 149,429 | 152,074 | 138,373 | 160,220 | 164,197 | 166,667 | 161,594 | 119,620 | 99,690 | 78,548 | 72,010 | 1,602,044 |
| 2006 117.513 | 118,594 | 152,984 | 152,106 | 98,235 | 144,946 | 158,955 | 120,474 | 87,949 | 98,165 | 91,094 | 76,767 | 1,417,782 |
| Januarv | February | March | April | May | June | July | August | September | October | November | December | Total |

43

*Total Visitors stats were not calculated in this way pre 2006



Average Time Time Spent on Site

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
|------------------|-------|-------|-------|-------|-------|-------|------|
| January | 11.10 | 12.14 | 16.42 | 19.35 | 19.12 | 11.55 | 9.11 |
| February | 11.24 | 11.54 | 16.52 | 16.42 | 15.32 | 11.33 | 8.59 |
| March | 11.13 | 12.19 | 16.39 | 15.34 | 14.11 | 10.46 | 8.36 |
| April | 10.14 | 12.09 | 17.11 | 18.30 | 15.08 | 10.57 | 8.33 |
| May | 10.18 | 12.40 | 17.02 | 16.21 | 15.03 | 10.57 | 8.46 |
| June | 10.42 | 13.53 | 17.23 | 14.31 | 13.53 | 9.18 | 8.31 |
| ylut | 10.58 | 13.38 | 17.22 | 17.09 | 16.57 | 10.06 | 8.32 |
| August | 11.25 | 13.52 | 16.44 | 17.09 | 17.43 | 9.21 | 8.31 |
| September | 10.55 | 13.17 | 15.31 | 20.41 | 18.38 | 8.29 | 7.27 |
| October | 10.33 | 12.43 | 14.09 | 14.09 | 14.51 | 8.17 | 7.17 |
| N ovember | 11.34 | 13.13 | 12.44 | 13.52 | 12.10 | 7.54 | 6.58 |
| December | 12.28 | 12.49 | 14.02 | 12.07 | 12.15 | 7.24 | 7.05 |
| Total | 10.88 | 12.67 | 15.85 | 16.18 | 15.28 | 9.51 | 7.99 |

Average Time Spent on Site 2001 - 2007

| | | | | TOTAL AIR ARRIVALS | RIVALS | | | | | | - | TOTAL SEA ARRIVALS | SIVALS | | | | | | 101 | TOTAL ARRIVALS | | | |
|--|--|---|--|--|---|---------------------------------------|--------------------------|-----------|--------------------------|------------|-----------|--------------------|------------|------------|-------------|--------------|----------------|----------------|---------------------|----------------|--------------|--------------|-----------|
| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2000 | 2001 | 2002 | 2003 | 2004 2 | 2005 2 | 2006 2 | 2007 2(| 2000 2 | 2001 20 | 2002 2003 | 3 2004 | 1 2005 | 2006 | 2007 |
| NAL | 41,030 | 39,980 | 38,160 | 37,920 | 36,984 | 38,482 | 38,803 | 41,646 | 4,760 | 5,110 | 6,970 | 6,830 | 5,324 6 | 6,768 7 | 7,022 7, | 7,345 45 | 45,780 45 | 45,090 45, | 45,130 44,750 | 0 42,308 | 45,250 | 1 45,825 | 48,991 |
| FEB | 41,160 | 41,230 | 40,840 | 40,300 | 41,884 | 40,486 | 41,593 4 | 44,208 | 6,710 | 9,070 | 8,200 | 8,870 | 9,657 1 | 11,609 8 | 8,731 8, | 8,655 47 | 47,870 50 | 50,300 49, | 49,050 49,170 | 0 51,541 | 1 52,095 | 5 50,324 | 52,863 |
| MAR | 54,400 | 50,860 | 51,730 | 51,310 | 51,014 | 52,667 | 52,633 | 55,439 | 15,220 1 | 13,090 1 | 17,890 | 15,460 1 | 11,597 18 | 18,616 11 | 11,516 15 | 15,192 69 | 69,630 63 | 63,940 69, | 69,620 66,770 | 0 62,611 | 1 71,283 | 8 64,149 | 70,631 |
| APR | 69,870 | 66,870 | 58,230 | 65,320 | 63,609 | 57,454 (| 62,498 (| 62,562 | 43,160 4 | 40,260 3 | 35,840 | 42,930 3 | 39,630 34 | 34,738 35 | 35,542 36 | 38,785 113 | 113,040 10 | 07,130 94, | 94,070 108,250 | 50 103,239 | 39 92,192 | 2 98,040 | 101,347 |
| MAY | 83,230 | 76,640 | 71,890 | 74,660 | 74,147 | 74,492 (| 69,421 | 73,530 | 50,890 | 53,380 5 | 52,380 | 53,020 4 | 47,856 48 | 48,451 40 | 40,182 45 | 45,887 134 | 34,120 13 | 30,020 124 | 124,270 127,680 | 30 122,003 | 03 122,943 | 3 109,603 | 119,417 |
| NOF | 83,870 | 84,460 | 81,190 | 75,300 | 76,232 | 75,268 | 76,736 | 79,165 | 62,540 6 | 63,760 6 | 68,440 | 57,970 5 | 55,019 56 | 56,220 47 | 47,822 45 | 49,305 146 | 46,410 14 | 148,220 149 | 49,640 133,260 | 50 131,251 | 51 131,488 | 8 124,558 | 128,470 |
| JUL | 101,700 | 88,110 | 79,800 | 82,060 | 85,930 | 84,766 8 | 84,076 8 | 83,093 | 67,930 6 | 66,260 7 | 70,440 | 62,650 6 | 63,816 63 | 63,384 54 | 54,421 54 | 54,952 169 | 169,630 15 | 154,370 150 | 150,240 144,710 | 10 149,746 | 46 148,150 | 0 138,497 | 138,045 |
| AUG | 99,370 | 90,890 | 87,650 | 89,050 | 84,852 | 83,871 8 | 82,740 8 | 89,233 | 86,600 5 | 91,780 9 | 90,640 | 84,020 7 | 74,035 83 | 83,258 66 | 66,818 71 | 71,686 185 | 85,970 18 | 182,670 178 | 178,290 173,070 | 70 158,887 | 87 167,129 | 9 149,558 | 160,919 |
| SEP | 88,390 | 81,780 | 73,030 | 71,940 | 76,518 | 76,000 | 76,835 | 79,933 | 52,830 | 58,130 5 | 58,510 | 52,770 5 | 50,047 53 | 53,852 46 | 48,779 47 | 47,327 14' | 141,220 13 | 139,900 131 | 31,540 124,720 | 20 126,565 | 65 129,852 | 2 125,614 | 127,260 |
| OCT | 64,870 | 57,350 | 60,160 | 58,350 | 66,041 | 62,342 (| 63,127 (| 65,238 | 22,980 2 | 24,770 2 | 26,440 | 32,140 2 | 24,658 28 | 28,974 23 | 23,206 23 | 23,993 87 | 87,850 82 | 82,120 86, | 86,600 90,490 | 0 90,699 | 91,316 | 5 86,333 | 89,231 |
| NON | 49,610 | 47,930 | 48,580 | 46,650 | 46,618 | 49,812 | 52,628 | 56,720 | 7,380 1 | 11,970 1 | 11,580 | 10,010 1 | 11,870 1 | 11,315 11 | 11,017 11 | 11,928 56 | 56,990 55 | 59,900 60, | 60,160 56,660 | 0 58,488 | 8 61,127 | 7 63,645 | 68,648 |
| DEC | 43,890 | 41,990 | 44,060 | 44,540 | 45,302 | 46,285 4 | 48,269 | 50,886 | 8,420 1 | 12,630 1 | 12,270 | 9,190 1 | 11,442 10 | 10,278 10 | 10,882 8, | 8,637 52 | 52,310 54 | 54,620 56, | 56,330 53,730 | 0 56,744 | 4 56,563 | 3 59,151 | 59,523 |
| SUMMER | 201,080 | 179,000 | 167,450 | 171,120 | 170,782 | 168,637 1 | 166,816 1 | 172,326 1 | 154,530 1 | 158,040 11 | 161,080 1 | 146,660 13 | 137,851 14 | 146,642 12 | 121,239 121 | 126,638 355 | 355,610 33 | 337,040 328 | 328,530 317,780 | 30 308,633 | 33 315,279 | 9 288,055 | 298,964 |
| SPRING | 236,970 | 227,980 | 211,320 | 215,270 | 213,988 | 207,214 2 | 208,655 2 | 215,257 1 | 156,600 1 | 157,390 1 | 156,660 1 | 153,920 14 | 142,505 13 | 139,409 12 | 123,546 13: | 133,977 390 | 393,570 38 | 385,370 367 | 367,970 369,190 | 356,493 | 93 346,623 | 3 332,201 | 349,234 |
| AUTUMN | 153,260 | 139,120 | 133,190 | 130,300 | 142,559 | 138,342 1 | 139,962 1 | 145,171 | 75,810 8 | 82,900 8 | 84,950 | 84,910 7 | 74,705 83 | 82,826 71 | 71,985 71 | 71,320 229 | 229,070 22 | 222,020 218 | 218,140 215,210 | 10 217,264 | 64 221,168 | 8 211,947 | 216,491 |
| WINTER | 230,090 | 221,980 | 223,380 | 220,720 | 221,802 | 227,732 2 | 233,926 2 | 248,899 | 42,490 | 51,870 5 | 56,910 | 50,360 4 | 49,890 58 | 58,586 49 | 49,168 51 | 51,757 27: | 272,580 27 | 273,850 280 | 280,290 271,080 | 30 271,692 | 92 286,318 | 8 283,094 | 300,656 |
| YEAR | 821,390 | 768,080 | 735,330 | 737,400 | 749,131 7 | 741,925 7 | 749,359 7 | 781,653 4 | 429,430 4 | 450,200 45 | 459,590 4 | 435,860 40 | 404,951 42 | 427,463 36 | 365,938 38; | 383,692 1,25 | 1,250,830 1,21 | 1,218,270 1,19 | 1,194,920 1,173,260 | 60 1,154,082 | 82 1,169,388 | 38 1,115,297 | 1,165,345 |
| Figures are based upon detailed reports provided by the Harbour Office and Jersey Airport. N.b. Figures are for all passenger arrivals and include returning residents, day trippers and business visitors. Monthy totals are effectable by the number of weekends that fall in a particular month. Summer – July and August, Spring – April to June, Auturn – September and October, Winter – January to March | etailed report: ssenger arriva ed by the nurr st, Spring – Ap | s provided t Is and incluc nber of wee vril to June, , | y the Harbo le returning kends that f Autumn – Se | ur Office an residents, d all in a partic iptember an | id Jersey Air ay trippers a cular month. Id October, ' | port. Ind business Winter – Jan | visitors. uary to Mar | | and November to December | Rember | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |

Total Passenger Arrivals 2000 - 2007

Appendix 15

| 16 | |
|----------|--|
| Appendix | |

Passenger Arrivals from the UK 2000 - 2007

| 2000 2001 2002 2004 2005 2006 2006 2006 2006 2006 2006 2006 2006 2006 2006 2006 2006 2006 2005 20447 31788 32.2076 34.54 REB 32.227 32.366 32.627 32.177 35.248 33.811 35.230 37.03 MAR 32.027 32.366 32.627 30.913 34.473 47.37 APPR 57.009 55.240 47.31 56.43 65.231 65.13 55.249 55.43 55.43 57.44 54.433 55.44 APR 69.901 64.943 55.401 57.14 54.912 55.41 57.44 54.433 55.44 57.43 55.41 57.44 57.43 55.41 57.44 57.43 55.44 57.44 57.43 55.44 57.43 55.44 57.44 57.43 55.44 57.44 57.43 55.44 57.44 57.44 57.44 57.43 | 2007 2000 | | | | | | | | | | | | | | | |
|---|-----------------|-----------|---------|---------|-----------|-----------|-----------|-----------|--------------------|-----------|---------|---------|---------|----------|---------|---------|
| 31,497 30,885 29,871 30,447 31,786 32,075 32,227 32,366 32,622 32,177 35,298 33,881 35,520 43,075 40,519 42,379 42,011 44,955 44,473 43,075 40,519 47,317 35,298 33,881 35,520 43,075 40,519 47,317 54,972 49,274 54,193 69,010 64,343 59,907 65,416 65,230 65,249 65,317 69,124 71,6168 69,612 65,541 65,247 65,317 74,04 75,407 79,616 71,535 75,181 74,411 74,204 75,407 79,616 67,306 65,317 75,917 73,204 75,407 70,616 67,306 65,317 74,317 74,042 75,407 70,516 65,317 65,317 73,204 74,042 75,416 70,314 64,313 65,313 55,013 57,324 | | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 2 | 2007 | 2000 2 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| 32.27 32.366 32.622 32.177 35.298 33.881 35.320 43.075 40.519 42.379 42.011 42.972 44.955 44.473 69.801 64.043 55.400 47.516 55.714 54.972 54.9183 69.801 65.406 65.440 64.237 65.249 66.311 69.124 71.608 65.665 65.51 65.233 65.244 56.231 65.613 75.367 73.975 75.181 74.11 74.204 75.407 77.369 80.054 75.917 73.244 75.407 77.369 80.054 75.917 73.244 75.407 77.619 80.054 75.917 74.204 75.407 77.619 80.054 75.917 74.204 75.407 77.264 65.313 65.214 64.042 75.407 77.619 80.054 75.917 73.244 75.407 77.519 80.054 75.917 74.04 | 34,546 1,827 | 1,548 | 2,202 | 2,032 | 1,588 | 1,244 | 1,507 1 | ,561 3 | 33,324 3; | 32,433 | 32,073 | 32,145 | 32,035 | 33,032 | 33,583 | 36,107 |
| 43.075 40.519 42.071 42.972 44.855 44.473 57.008 55.240 47.516 55.714 54.972 54.918 54.018 57.008 55.240 47.516 55.714 54.927 54.018 69.101 64.944 79.546 65.53 65.237 55.907 55.907 69.124 71.086 69.655 65.53 65.237 55.907 73.007 65.637 65.916 71.332 55.917 74.104 74.204 75.407 77.369 80.054 75.975 73.2975 73.244 75.407 77.369 80.073 55.917 65.297 54.042 54.300 47.619 81.048 65.917 65.297 54.042 54.300 47.619 81.045 38.413 38.143 44.946 55.814 37.219 39.343 41.063 44.946 55.814 37.541 37.543 38.143 37.143 170.548 37.543 38.433 </th <th>37,030 2,832</th> <th>3,386</th> <th>2,720</th> <th>2,484</th> <th>2,510</th> <th>2,418</th> <th>1,837 1</th> <th>1,719 3</th> <th>35,059 31</th> <th>35,752</th> <th>35,342</th> <th>34,661</th> <th>37,808</th> <th>36,299</th> <th>37,157</th> <th>38,749</th> | 37,030 2,832 | 3,386 | 2,720 | 2,484 | 2,510 | 2,418 | 1,837 1 | 1,719 3 | 35,059 31 | 35,752 | 35,342 | 34,661 | 37,808 | 36,299 | 37,157 | 38,749 |
| 57,009 55,240 47,516 55,714 54,972 49,274 54,183 69,801 64,943 59,890 65,440 64,237 65,237 59,907 69,124 71,668 69,662 65,653 65,233 65,237 59,907 69,124 71,668 69,662 65,653 65,231 65,237 59,907 69,124 71,668 69,040 71,355 75,918 74,411 74,204 75,407 70,264 63,916 65,917 66,297 57,205 75,407 70,264 63,916 66,917 66,297 57,205 55,430 43,673 56,917 55,933 47,603 77,205 55,430 75,916 71,926 89,403 38,418 46,404 75,407 75,510 146,403 151,156 14,648 47,408 38,789 37,229 38,418 40,392 42,106 47,448 170,580 155,510 155,423 195,412 177,408< | 47,577 6,308 | 4,749 | 6,515 | 5,043 | 4,262 | 5,541 | 3,151 3 | 3,507 4 | 49,383 41 | 45,268 | 48,894 | 47,054 | 47,234 | 50,396 | 47,624 | 51,084 |
| 69.001 64.943 59.800 65.440 64.237 65.257 59.907 69.124 71.688 69.682 65.653 65.233 65.249 65.231 85.633 75.918 74.11 74.204 65.231 65.247 59.907 85.633 75.918 74.411 74.204 74.204 74.204 85.633 75.918 74.411 74.204 74.204 75.407 70.584 69.016 71.339 80.054 75.915 74.204 75.407 70.266 65.917 65.297 57.205 57.204 75.407 70.266 65.916 65.917 65.293 65.244 64.242 75.407 70.266 65.915 55.934 44.846 57.205 55.844 34.758 37.223 38.433 34.5446 45.106 35.844 37.759 37.543 35.11569 157.156 14.7448 170.580 155.510 146.403 151.1568 155.442 170. | 55,642 13,333 | 12,739 | 10,569 | 10,763 | 9,406 | 8,755 | 8,492 8 | 8,397 7 | 70,342 6 | 67,979 | 58,085 | 66,477 | 64,378 | 58,029 | 62,675 | 64,039 |
| 69,124 71,688 69,682 65,653 65,239 65,249 66,231 85,633 75,894 69,104 71,535 75,181 74,11 74,204 84,947 79,616 77,399 80,054 75,917 73,347 73,244 75,407 70,264 63,044 62,917 66,237 67,205 75,407 70,264 63,044 62,917 66,234 67,205 75,407 70,264 63,044 65,293 53,244 74,846 75,919 93,434 64,977 66,234 54,042 38,769 37,219 93,434 40,932 40,846 38,789 38,438 38,345 41,846 42,106 35,844 37,759 155,403 157,156 143,366 147,448 195,934 191,861 177,068 186,807 185,442 179,360 160,321 | 65,454 12,785 | 13,583 | 12,692 | 13,045 | 10,063 | 10,576 | 9,396 9 | 9,347 8 | 32,586 71 | 78,526 | 72,582 | 78,485 | 74,300 | 75,833 | 69,303 | 74,801 |
| 85.633 75.884 69.104 71,535 75,181 74,11 74,204 84.947 79,616 77,389 80.054 75,975 73,244 73,205 75,407 70,264 63.044 65,917 66,917 66,327 52,324 75,407 70,264 63.044 62,915 65,329 57,025 75,309 47,193 51,435 56,012 52,934 54,042 36,709 37,219 38,455 38,455 34,846 48,46 36,780 155,222 38,443 38,918 40,392 44,346 170,580 155,510 146,433 151,156 143,366 147,448 195,934 19,181 177,068 166,807 195,442 179,790 180,321 | 68,156 13,892 | 15,917 | 18,216 | 13,753 | 12,589 | 12,185 | 10,002 10 | 10,377 8 | 83,016 8 | 87,615 | 87,898 | 79,406 | 78,822 | 77,434 | 76,233 | 78,533 |
| 84.947 79.616 77.389 80.054 75.975 73.275 73.244 75.407 70.264 63.014 65.917 65.297 57.205 54.300 47.1619 51.445 49.073 56.012 52.034 54.042 54.300 47.1619 51.445 49.673 56.012 52.034 54.042 36.709 37.1619 39.345 41.683 44.846 36.818 37.282 38.413 38.818 40.392 42.046 35.844 37.7589 37.522 38.413 31.5115 44.306 170.580 147.448 170.580 155.510 146.807 151.168 143.366 147.448 195.934 191.861 177.068 166.807 195.442 179.300 180.321 | 73,354 16,955 | 19,060 | 20,264 | 18,379 | 17,301 | 15,910 | 13,177 13 | 13,896 1 | 02,588 9. | 94,954 | 89,368 | 89,914 | 92,482 | 90,321 | 87,381 | 87,250 |
| 75,407 70,264 63.084 62.915 66.917 66.297 67,205 54,300 47,619 51,455 49,73 56.012 52.934 54.042 36,791 51,455 49,73 56.012 52.934 54.042 38,789 37,219 39.345 41,663 44,465 35,864 157,529 38.443 38.181 40.329 42.106 1705,800 155,510 146,433 151,156 143.366 147,448 170,534 191,681 151,156 148,366 147,448 195,934 191,861 177,068 166,807 195,442 179,790 180.321 | 79,444 19,892 | 23,520 | 24,695 | 22,574 | 21,683 | 22,133 | 17,759 17 | 17,243 1 | 104,839 10 | 103,136 1 | 102,084 | 102,628 | 97,658 | 96,108 | 91,003 | 96,687 |
| 54,390 47,619 51,495 49,673 56,012 52,934 54,042 38,789 37,719 39,334 38,455 38,345 41,683 44,846 38,789 37,729 38,443 38,818 40,392 32,106 35,884 34,758 37,292 38,443 38,818 40,392 42,106 170,580 155,510 146,493 151,156 148,386 147,448 195,934 19,1811 177,088 186,807 185,442 179,790 180,321 | 70,377 14,668 | 17,070 | 16,409 | 15,170 | 13,486 | 12,291 | 10,442 10 | 10,214 9 | 90,075 8 | 87,334 | 79,493 | 78,085 | 80,403 | 78,588 | 77,647 | 80,591 |
| 38,789 37,219 39,334 38,455 38,345 41,683 44,846 35,884 34,758 37,292 38,443 38,819 40,392 42,106 170,580 155,510 146,493 151,156 148,386 147,448 195,934 19,181 177,088 186,807 185,442 179,321 | 56,778 9,981 | 11,034 | 10,191 | 10,392 | 8,226 | 8,680 | 8,387 8 | 8,122 6 | 64,371 51 | 58,653 | 61,686 | 60,065 | 64,238 | 61,614 | 62,429 | 64,900 |
| 35.884 34.758 37.292 38.443 38.818 40.392 42.106 170.580 155.510 146.493 151.586 148.386 147.448 195.934 191.881 177.088 186.807 185.442 179.790 180.321 | 47,692 2,999 | 4,642 | 4,499 | 3,306 | 3,455 | 3,018 | 3,034 2 | 2,835 4 | 41,788 4 | 41,861 | 43,833 | 41,761 | 41,800 | 44,701 | 47,880 | 50,527 |
| 170,580 155,510 146,493 151,589 151,156 148,386 147,448 195,934 191,881 177,088 186,807 185,442 179,780 180,321 | 44,455 2,008 | 3,184 | 2,786 | 2,594 | 2,417 | 2,131 | 2,292 2 | 2,023 3 | 37,892 3 | 37,942 | 40,078 | 41,037 | 41,235 | 42,523 | 44,398 | 46,478 |
| 195,934 191,881 177,088 186,807 185,442 179,780 180,321 | 152,798 36,847 | 42,580 | 44,959 | 40,953 | 38,984 | 38,043 | 30,936 31 | 31,139 2 | 207,427 19 | 1 060'861 | 191,452 | 192,542 | 190,140 | 186,429 | 178,384 | 183,937 |
| | 189,252 40,010 | 42,239 | 41,477 | 37,561 | 32,058 | 31,516 | 27,890 26 | 28,121 2 | 235,944 23 | 234,120 2 | 218,565 | 224,368 | 217,500 | 211,296 | 208,211 | 217,373 |
| AUTUMN 129,797 117,883 114,579 112,588 122,929 119,231 121,247 127,1 | 127,155 24,649 | 28,104 | 26,600 | 25,562 | 21,712 | 20,971 | 18,829 16 | 18,336 1 | 54,446 14 | 145,987 1 | 141,179 | 138,150 | 144,641 | 1 40,202 | 140,076 | 145,491 |
| WINTER 181,472 175,747 181,498 181,199 185,880 192,599 198,821 211,30 | 211,300 15,974 | 17,509 | 18,722 | 15,459 | 14,232 | 14,352 | 11,821 11 | 11,645 1 | 97,446 15 | 193,256 2 | 200,220 | 196,658 | 200,112 | 206,951 | 210,642 | 222,945 |
| VEAR 677,783 641,021 619,658 632,183 645,407 639,996 647,837 680,50 | 680,505 117,480 | 0 130,432 | 131,758 | 119,535 | 106,986 1 | 104,882 8 | 89,476 89 | 89,241 79 | 79 5,263 77 | 771,453 7 | 751,416 | 751,718 | 752,393 | 744,878 | 737,313 | 769,746 |

Figures are based upon detailed reports provided by the Harbour Office and Jersey Airport. N.b. Figures are for all passenger arrivals and include returning residents, day trippers and business visitors. Monthiv totals are effected by the number of weekends that fall in a particular month.

| jjj | | | | | INTER ISLAND AIR ARRIVALS | IR ARRIVALS | | | | | | N | NTER ISLAND SEA ARRIVALS | A ARRIVALS | | | | | | 9 | TOTAL INTER ISLAND ARRIVALS | ND ARRIVALS | | | |
|--|---------|--------|--------|--------|---------------------------|-------------|--------|--------|--------|--------|--------|--------|--------------------------|------------|--------|--------|--------|---------|---------|---------|-----------------------------|-------------|---------|---------|---------|
| 5566578057805780530 <t< th=""><th></th><th>2 000</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th><th>2006</th><th>2007</th><th>2000</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th><th>2006</th><th>2007</th><th>2000</th><th>2001</th><th>2002</th><th>2003</th><th>2004</th><th>2005</th><th>2 0 0 6</th><th>2007</th></t<> | | 2 000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2 0 0 6 | 2007 |
| 6646602256336175565518501531647569532647569531647569531647541541731648733688657613566734649532541756756759756751638632661345667349335417335417337417331473749374375363963936393639363945393639453154964964364964474331443763739464754773946477393743540739474331443143376373946475477394647739464754775947436749374437646486366366376436476496475496496477591439764749749749749749749749749374937493749374937656525936095016146486496475174749374937493749376465673946497527564749374937569733474937493749374474474474474417447144744174417441 | NAL | 5,566 | 5,785 | 5,399 | 5,191 | 4,716 | 5,051 | 4,835 | 5,300 | 538 | 150 | 330 | 279 | 731 | 220 | 533 | 414 | 6,104 | 5,935 | 5,729 | 5,470 | 5,447 | 5,782 | 5,368 | 5,714 |
| 8315 7356 6837 6836 6576 6134 6689 7256 1347 1347 1546 1323 11.46 11.233 10.103 7519 6848 7106 6038 6036 6032 5371 5733 5432 5432 5019 14,70 13023 14,03 14,323 14,133 7159 6484 5125 5470 5323 5471 5333 7552 5471 7533 14,439 14,339 14,133 14,133 7163 6325 5925 6410 5923 5491 14,33< 7534 14,391 14,391 14,332 14,433 7163 6325 5912 6419 5983 5191 17,31 17,313 7556 7336 14,433 14,433 14,433 7163 6325 5912 6419 17,418 17,424 14,193 16,690 15,817 16,991 16,991 16,991 16,991 16,991 16,993 < | FEB | 6,649 | 6,032 | 5,633 | 6,217 | 5,565 | 5,188 | 5,051 | 5,691 | 533 | 467 | 805 | 625 | 1,006 | 1,380 | 759 | 669 | 7,182 | 6,499 | 6,438 | 6,842 | 6,571 | 6,194 | 5,810 | 6,390 |
| 7.5196.8467.1066.0886.0225.7815.8435.9157.2335.4425.5815.5735.4425.5815.5731.44611.23311.46611.23311.46611.23311.46611.23311.46611.23311.336 | MAR | 8,315 | 7,358 | 6,823 | 6,888 | 6,576 | 6,154 | 6,669 | 7,256 | 1,341 | 994 | 2,308 | | 1,432 | 2,496 | 1,221 | 1,547 | 9,656 | 8,352 | 9,131 | 7,903 | 8,008 | 7,586 | 7,890 | 8,803 |
| 7.457 7.289 6.392 6.410 5.927 5.480 6.044 9.333 9.691 8.103 7.593 7.14 16.790 15.900 15.903 14.303 13.520 14.303 13.520 14.303 13.520 14.303 13.520 14.303 13.520 14.303 13.520 14.303 14.339 14.139 | APR | 7,519 | 6,848 | 7,106 | 6,098 | 6,022 | 5,781 | 5,588 | 5,873 | 7,221 | 6,175 | 5,315 | 7,253 | 5,442 | 5,383 | 4,532 | 5,019 | 14,740 | 13,023 | 12,421 | 13,351 | 11,464 | 11,223 | 10,120 | 10,892 |
| 7,54 7,154 5,97 5,470 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,356 6,164 5,888 5,818 1,150 1,216 1,571 1,568 1,600 1,814 1,4139 1,2139 1,2139 | MAY | 7,457 | 7,289 | 6,938 | 5,592 | 6,410 | 5,927 | 5,848 | 6,044 | 9,333 | 9,691 | 8,109 | 9,471 | 7,593 | 7,124 | 5,502 | 7,314 | 16,790 | 16,980 | 15,047 | 15,063 | 14,003 | 13,520 | 11,350 | 13,358 |
| 7:163 6:532 5:965 6:016 6:164 5:883 11378 11500 12.684 11.651 12.395 16:00 15:814 14/07 7,495 6:562 5:912 4/642 5:17 5:935 6,400 15,814 17,424 14,190 10,600 15,814 15,817 16,195 17,350 7,495 6;522 5;912 6,402 5,503 5,640 9,641 9,930 10,887 8,002 7,491 17,233 17,666 15,921 15,931 16,195 17,350 7,240 7,333 6,721 5,921 6,433 6,411 6,143 17,424 1,498 16,60 15,112 13,820 13,820 13,820 13,820 13,820 13,820 13,820 13,820 13,820 13,820 15,817 6,195 17,550 7,214 7,244 6,497 5,325 5,400 5,413 6,195 17,641 12,923 13,802 13,823 10,935 17,541 | NUL | 7,634 | 7,154 | 5,972 | 5,470 | 6,356 | 6,356 | 6,827 | 7,151 | 10,052 | 11,659 | 13,042 | 9,511 | 7,783 | 8,173 | 7,656 | 7,265 | 17,686 | 18,813 | 19,014 | 14,981 | 14,139 | 14,139 | 14,483 | 14,416 |
| 7,459 6,562 5,912 4,642 5,17 5,505 5,679 5,854 14,800 17,424 14,19 10,600 12,114 12,234 23,396 18,400 15,817 16,195 17,350 7,900 7,303 6,721 5,921 6,411 6,403 6,401 9,641 9,930 10,885 8,002 7,481 8,594 7,535 17,541 17,233 17,606 13,923 13,802 13,802 14,889 7,14 7,244 6,446 6,462 6,903 6,413 5,711 6,173 17,60 13,923 13,802 13,802 14,889 7,148 7,244 6,997 5,413 6,173 14,987 14,889 10,985 17,541 17,233 17,602 13,923 13,820 14,889 7,188 6,414 6,412 5,513 5,513 1,690 1,731 1,731 1,616 1,731 1,733 1,764 1,731 1,731 1,733 1,764 1,768 <th>JUL</th> <th>7,163</th> <th>6,532</th> <th>5,965</th> <th>6,016</th> <th>6,164</th> <th>5,888</th> <th>5,882</th> <th>5,818</th> <th>11,378</th> <th>11,500</th> <th>12,684</th> <th>11,652</th> <th>9,926</th> <th>10,209</th> <th>8,192</th> <th>8,188</th> <th>18,541</th> <th>18,032</th> <th>18,649</th> <th>17,668</th> <th>16,090</th> <th>15,814</th> <th>14,074</th> <th>14,006</th> | JUL | 7,163 | 6,532 | 5,965 | 6,016 | 6,164 | 5,888 | 5,882 | 5,818 | 11,378 | 11,500 | 12,684 | 11,652 | 9,926 | 10,209 | 8,192 | 8,188 | 18,541 | 18,032 | 18,649 | 17,668 | 16,090 | 15,814 | 14,074 | 14,006 |
| 7,900 7,303 6,721 5,921 6,211 6,339 6,303 6,400 9,641 9,930 10,887 8,002 7,481 8,647 7,525 17,541 17,233 17,606 13,923 13,692 13,820 14,889 7,214 7,284 6,448 6,443 6,711 6,13 2,973 3,563 5,661 7,719 4,092 5,689 3,386 4,387 10,187 10,877 12,09 14,181 10,995 10,555 10,097 7,882 7,944 5,973 5,913 5,564 7,719 4,092 5,689 3,386 4,387 10,187 10,995 10,555 10,097 7,882 5,738 5,719 5,135 1,490 1,731 1,037 7,044 7,937 5,908 31,907 32,009 31,426 7,551 8,179 5,738 5,133 1,1561 1,1572 1,690 1,759 1,690 1,753 1,606 1,928 7,214 6,618 | AUG | 7,459 | 6,562 | 5,912 | 4,642 | 5,127 | 5,505 | 5,679 | 5,854 | 14,890 | 17,414 | 17,424 | 14,198 | 10,690 | 12,110 | 11,671 | 12,514 | 22,349 | 23,976 | 23,336 | 18,840 | 15,817 | 16,195 | 17,350 | 18,368 |
| 7.214 7.284 6.448 6.462 6.903 6.443 6.711 6.613 2.973 3.563 5.661 7.719 4.022 5.659 3.386 4.387 10.187 10.203 11.910 11.811 10.995 10.535 10.007 7.882 7.978 7.494 6.997 7.423 6.907 6.915 7.564 841 1633 17.91 10.97 10.701 6.368 7.714 6.618 7.551 6.159 5.738 5.444 5.125 5.133 5.125 5.143 11.671 10.667 17.61 19.93 10.751 6.618 7.026 3.146 7.934 7.433 7.071 6.368 7.214 6.618 7.056 3.1403 3.1424 R 14.622 13.044 14.367 14.561 17.513 14.90 17.51 14.90 17.914 14.916 7.014 6.618 7.026 3.5608 3.1420 R 14.622 13.304 19.561 1 | SEP | 7,900 | 7,303 | 6,721 | 5,921 | 6,211 | 6,339 | 6,295 | 6,400 | 9,641 | 9,930 | 10,885 | 8,002 | 7,481 | 8,647 | 8,594 | 7,525 | 17,541 | 17,233 | 17,606 | 13,923 | 13,692 | 13,820 | 14,889 | 13,925 |
| 7,882 7,978 7,494 6,997 7,423 6,907 6,915 7,564 841 6,18 8,723 8,641 8,179 8,302 7,786 7,551 6,195 5,738 5,444 5,125 5,729 5,133 5,225 5,744 955 1,740 1,743 7,071 6,569 7,144 6,618 7,056 R 14,622 1,309 1,1571 1,657 1,547 1,661 7,056 31,907 31,907 31,907 31,947 6,618 7,056 31,427 31,434 R 14,622 1,3094 1,1871 1,656 1,743 1,610 19,863 26,508 31,907 31,420 31,424 2,5,610 2,1231 1,0171 1,077 2,038 49,216 49,216 49,326 31,420 31,424 31,424 1,6102 1,1291 1,1291 1,1261 1,1262 13,016 2,6466 2,5335 2,6480 49,216 46,482 43,392 | OCT OCT | 7,214 | 7,284 | 6,448 | 6,462 | 6,903 | 6,443 | 6,711 | 6,613 | 2,973 | 3,563 | 5,661 | 7,719 | 4,092 | 5,659 | 3,386 | 4,387 | 10,187 | 10,847 | 12,109 | 14,181 | 10,995 | 10,535 | 10,097 | 11,000 |
| 6,159 5,728 5,424 5,125 5,724 5,124 1,651 1,740 1,731 1,037 7,044 7,43 7,071 6,59 7,214 6,618 7,056 R 14,622 1,094 1,187 10,68 11,591 11,561 1,672 26,568 28,914 30,108 25,560 21,090 41,985 36,508 31,907 32,009 31,424 R 14,622 1,094 11,871 1,661 25,319 19,863 20,702 40,890 42,068 31,907 32,099 31,424 Z,5610 21,291 10,517 16,566 27,525 26,466 26,235 20,680 17,590 19,526 43,816 43,687 24,382 35,566 31,424 15,114 14,531 13,164 13,232 13,031 12,614 13,433 16,546 53,156 16,300 17,690 19,216 43,822 35,966 38,982 35,953 34,966 15,114 14,531 | NON | 7,882 | 7,978 | 7,494 | 6,997 | 7,423 | 6,907 | 6,915 | 7,564 | 841 | 663 | 887 | 1,182 | 879 | 834 | 636 | 1,068 | 8,723 | 8,641 | 8,381 | 8,179 | 8,302 | 7,786 | 7,551 | 8,632 |
| R 14,622 13,04 11,877 10,658 11,591 11,591 11,561 16,572 26,268 26,916 22,319 19,863 20,702 40,990 41,985 36,508 31,907 32,009 31,424 22,610 21,291 20,016 17,160 18,788 18,066 38,825 25,646 26,335 20,818 20,680 17,690 49,216 48,816 46,482 43,955 39,606 38,882 35,553 15,114 14,587 13,169 12,714 12,721 11,573 14,306 11,912 27,728 28,104 24,882 35,553 34,571 32,691 30,680 11,912 27,728 28,090 24,687 24,966 34,966 34,966 34,966 34,796 34,768 34,768 34,966 34,966 34,768 34,768 34,768 34,966 34,966 34,768 34,966 34,966 34,768 34,966 34,768 34,966 34,768 34,768 34,768 34,9 | DEC | 6,159 | 5,738 | 5,484 | 5,125 | 5,729 | 5,133 | 5,325 | 5,274 | 935 | 1,705 | 1,587 | 1,244 | 1,485 | 1,490 | 1,731 | 1,037 | 7,094 | 7,443 | 7,071 | 6,369 | 7,214 | 6,618 | 7,056 | 6,311 |
| 22,610 21,291 20,016 17,160 18,768 18,066 18,066 26,825 26,466 26,235 20,818 20,680 15,598 49,216 46,482 43,395 39,606 38,882 35,593 V 15,114 14,587 13,169 13,016 13,016 13,016 13,016 13,016 13,016 20,712 28,000 29,715 28,104 24,355 24,986 34,571 32,691 30,683 0,418 3,979 5,917 4,345 5,533 6,420 4,800 4,765 34,763 34,763 34,765 34,966 33,675 34,571 32,893 76,619 73,202 76,823 36,977 4,325 56,977 72,151 56,375 56,977 156,331 157,74 132,770 131,742 122,212 126,038 86,917 81,965 75,895 75,895 75,896 155,747 156,293 155,774 131,742 122,212 126,038 86,917 81,865 | SUMMER | 14,622 | 13,094 | 11,877 | 10,658 | 11,291 | 11,393 | 11,561 | 11,672 | 26,268 | 28,914 | 30,108 | 25,850 | 20,616 | 22,319 | 19,863 | 20,702 | 40,890 | 42,008 | 41,985 | 36,508 | 31,907 | 32,009 | 31,424 | 32,374 |
| N 15/14 14/507 13/169 12/122 13/006 13/013 12/614 14/512 14/306 11/912 27/728 28/006 29/716 24/687 24/395 24/966 34/571 32/891 30/418 30/09 4/188 39/95 5/975 4/345 38/79 36/76 38/796 38/796 36/76 38/796 36/76 36/76 33/675 34/395 56/977 15/573 46/315 56/977 47/85 36/376 36/97 36/76 36/97 36/76 36/97 126/32 14/370 131/742 129/212 126/038 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 155/74 142/70 131/742 126/203 156/97 156/95 156/97 156/97 156/95 | SPRING | 22,610 | 21,291 | 20,016 | 17,160 | 18,788 | 18,064 | 18,263 | 19,068 | 26,606 | 27,525 | 26,466 | 26,235 | 20,818 | 20,680 | 17,690 | 19,598 | 49,216 | 48,816 | 46,482 | 43,395 | 39,606 | 38,882 | 35,953 | 38,666 |
| 34,571 32,891 30,833 30,418 30,009 28,433 28,795 31,085 4,188 3,979 5,917 4,345 5,533 6,420 4,765 38,759 36,870 36,750 34,763 35,542 33,966 33,675 36,677 31,966 33,675 36,977 81,865,997 156,593 155,774 154,932 142,770 131,742 129,212 126,038 3 | AUTUMN | 15,114 | 14,587 | 13,169 | 12,383 | 13,114 | 12,782 | 13,006 | 13,013 | 12,614 | 13,493 | 16,546 | 15,721 | 11,573 | 14,306 | 11,980 | 11,912 | 27,728 | 28,080 | 29,715 | 28,104 | 24,687 | 24,355 | 24,986 | 24,925 |
| 86,917 81,863 75,895 70,619 73,202 70,672 71,625 74,838 69,676 73,911 79,037 72,151 58,540 63,725 54,413 56,977 155,593 155,774 154,932 142,770 131,742 129,212 126,038 | WINTER | 34,571 | 32,891 | 30,833 | 30,418 | 30,009 | 28,433 | 28,795 | 31,085 | 4,188 | 3,979 | 5,917 | 4,345 | 5,533 | 6,420 | 4,880 | 4,765 | 38,759 | 36,870 | 36,750 | 34,763 | 35,542 | 33,966 | 33,675 | 35,850 |
| | YEAR | 86,917 | 81,863 | 75,895 | 70,619 | 73,202 | 70,672 | 71,625 | 74,838 | 69,676 | 73,911 | 79,037 | 72,151 | 58,540 | 63,725 | 54,413 | 56,977 | 156,593 | 155,774 | 154,932 | 142,770 | 131,742 | 129,212 | 126,038 | 131,815 |

Inter-Island Passenger Arrivals 2000 - 2007

Appendix 17

Figures are based upon detailed reports provided by the Harbour Office and Jersey Airport. Nb. Figures are for a passenger anals and include returning residents, day trippers and busihess visitors. Monthly totals are effected by the number of weekends that fail in a particular month. Summer – July and August, Spring – April to June, Autumn – September and October, Winter – January to March and November to December.

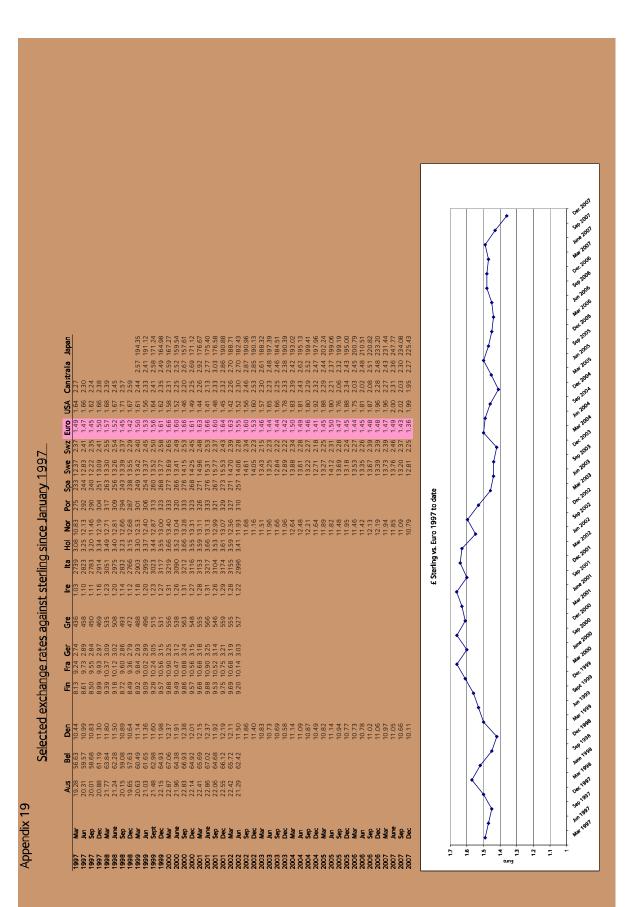
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Continental Passenger Arrivals 2000 - 2007

| M2000700170027001< | | | | U | CONTINENTAL AIR ARRIVALS | NR ARRIVALS | | | | | | ឋ | CONTINENTAL SEA ARRIVALS | EA ARRIVALS | | | | | | ÷ | TOTAL CONTINENTAL ARRIVALS | NTAL ARRIVALS | | | |
|---|--------|--------|--------|--------|--------------------------|--------------------|--------|--------|-------|---------|---------|---------|--------------------------|-------------|---------|---------|---------|---------|---------|---------|----------------------------|---------------|---------|---------|---------|
| 3 3063 3062 6171 (k11 (k2)1 (k0)1 (k1)1 (k1) <th></th> <th>2000</th> <th>2001</th> <th>2002</th> <th>2003</th> <th>2004</th> <th>2005</th> <th>2006</th> <th>2007</th> <th>2000</th> <th>2001</th> <th>2002</th> <th>2003</th> <th>2004</th> <th>2005</th> <th>2006</th> <th>2007</th> <th>2000</th> <th>2 0 0 1</th> <th>2002</th> <th>2003</th> <th>2004</th> <th>2005</th> <th>2006</th> <th>2007</th> | | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2000 | 2 0 0 1 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| 2.2792.2881.9071.0211.4171.2221.4873.2475.2174.6785.7636.1417.1816.1356.2347.2667.6707.1629.23239.23243.3162.3362.3663.9602.3677.3439.9039.9049.9032.5597.3441.9131.9591.91347.3697.32378.3535.3462.3573.3663.9003.0663.0572.3479.0939.9012.5582.5392.4733.9432.3663.3003.9663.969< | IAN | 3,964 | 3,306 | 2,893 | 2,617 | 1,821 | 1,643 | 1,892 | 1,800 | 2,391 | 3,412 | 4,439 | 4,520 | 3,005 | 5,304 | 4,982 | 5,370 | 6,355 | 6,718 | 7,332 | 7,137 | 4,826 | 6,947 | 6,874 | 7,170 |
| 30142290232724101,661,681,4916067577.3449,0639,00205010.25611.8147.36011.8147.36012.32786.35534647103660350337032660207326002051327932703260330.739230935.25551105616505030033661374937.9537.9337.9336.73937.39937.353511056164710471345554730361337.4937.49037.47537.32441.7337.39037.3595056553647704730473037.9337.9336.9337.9337.9337.9337.9337.9337.935066477047.9447.9537.9437.9537.9447.9337.9647.9337.7337.9337.9337.935086569647.9047.9447.9537.9637.9637.9437.9437.9437.9437.9437.94508447.0047.9447.9337.9647.9337.9447.9337.9447.9337.9447.9337.94508447.0047.9447.9447.9537.9447.9237.9447.9237.9447.9447.9537.9447.94508447.9447.9447.9447.9447.9447.9447.9447.9447.9447.9447.9447.94 | FEB | 2,279 | 2,828 | 2,588 | 1,907 | 1,021 | 1,417 | 1,222 | 1,487 | 3,347 | 5,217 | 4,678 | 5,763 | 6,141 | 7,811 | 6,135 | 6,237 | 5,626 | 8,045 | 7,266 | 7,670 | 7,162 | 9,228 | 7,357 | 7,724 |
| 53464781560825032791104722,60721,34319,95324,31024,73024,73027,39727 | MAR | 3,014 | 2,980 | 2,527 | 2,410 | 1,466 | 1,658 | 1,491 | 606 | 7,575 | 7,344 | 9,063 | 9,404 | 5,903 | 10,579 | 7,144 | 10,138 | 10,589 | 10,324 | 11,590 | 11,814 | 7,369 | 12,237 | 8,635 | 10,744 |
| 597244125064362635003666202231,7634,7634,5634,7634,6736,0034,7634,7634,7634,7134,7034,09228,950711056105539417336433660361937,1637,1637,1637,1637,1234,7034,09223,9428905566547304,5133,6433660361937,1434,7235,6035,6947,1047,1347,1347,1347,1347,1347,1334,7233,6035,69890556654,7104,3133,54033,91739,1039,173,91739,1033,72533,02533,6643,1333,72533,02533,67533,6641,30235,69333,60369044,7104,3142,7131,91039,173,1152,91034,714,12314,9413,2633,71233,71233,71233,71233,70034,70333,703320124,1741,72031,163,1603,1612,9111,92032,91843,71314,9413,0734,70333,703320124,1741,1741,1731,1901,1908001,1021,0121,01210,1210 | APR | 5,346 | 4,781 | 3,608 | 3,508 | 2,615 | 2,399 | 2,727 | 1,047 | 22,607 | 21,343 | 19,953 | 24,910 | 24,782 | 20,600 | 22,518 | 25,369 | 27,953 | 26,124 | 23,561 | 28,418 | 27,397 | 22,999 | 25,245 | 26,416 |
| 7.1105.6105.5394,1733.6433.6603.6183.61033.61833.71044.7733.8203.95253.33043.34173.33043.34173.33053.31603.55613.24603.55673.24603.53044.17323.70046.9064.7004.3043.3203.33043.3303.34173.3333.11171.31071.0203.2403.55565.24664.7004.34723.71004.11744.17323.70025.0044.4003.2111.31173.3053.3164.30233.34663.55573.27104.31744.17323.70025.0414.7011.9013.9013.5603.56013.560 <td< th=""><th>MAY</th><th>5,972</th><th>4,412</th><th>5,064</th><th>3,626</th><th>3,500</th><th>3,308</th><th>3,666</th><th>2,032</th><th>28,774</th><th>30,102</th><th>31,576</th><th>30,505</th><th>30,200</th><th>30,751</th><th>25,284</th><th>29,226</th><th>34,746</th><th>34,514</th><th>36,640</th><th>34,131</th><th>33,700</th><th>34,059</th><th>28,950</th><th>31,258</th></td<> | MAY | 5,972 | 4,412 | 5,064 | 3,626 | 3,500 | 3,308 | 3,666 | 2,032 | 28,774 | 30,102 | 31,576 | 30,505 | 30,200 | 30,751 | 25,284 | 29,226 | 34,746 | 34,514 | 36,640 | 34,131 | 33,700 | 34,059 | 28,950 | 31,258 |
| Biolo 5685 4/30 4/31 4/365 3/30 3/31 3/30 3/367 3/366 3/366 3/366 3/366 3/366 4/327 3/3719 4/1/4 4/1/32 3/3045 6906 4/10 4/36 3/356 3/366 3/366 3/366 3/366 3/3719 4/1/4 4/1/32 3/306 5006 4/10 4/30 3/356 3/316 | NUL | 7,110 | 5,610 | 5,539 | 4,173 | 3,643 | 3,663 | 3,678 | 3,858 | 38,600 | 36,183 | 37,184 | 34,704 | 34,647 | 35,862 | 30,164 | 31,663 | 45,710 | 41,793 | 42,723 | 38,877 | 38,290 | 39,525 | 33,842 | 35,521 |
| 6.668 4,710 4,349 4,355 3,750 4,391 3,817 3,935 5,181 4,102 5,5556 5,5566 5,566 5,1600 4,511 3,206 33,303 5,084 4,208 3,228 3,196 3,395 3,157 3,124 2,960 3,214 2,973 3,2710 3,2710 3,2710 3,2710 3,2710 3,2700 3,573 3,3078 3,3078 3,261 2,714 2,713 3,126 2,966 5,124 1,486 1,560 3,533 3,2710 3,2710 3,2710 3,2708 3,3078 2,941 2,714 2,915 5,19 7,324 1,492 1,438 1,433 1,484 1,328 3,442 3,216 1,7600 1,367 2,941 2,714 7,925 5,519 7,540 6,657 6,517 7,403 1,760 1,760 1,760 1,760 1,717 7,929 9,938 8,744 2,717 7,929 2,916 7,700 <t< th=""><th>JUL</th><th>8,905</th><th>5,685</th><th>4,730</th><th>4,513</th><th>4,585</th><th>4,467</th><th>3,990</th><th>3,921</th><th>39,600</th><th>35,697</th><th>37,492</th><th>32,616</th><th>36,589</th><th>37,265</th><th>33,052</th><th>32,868</th><th>48,505</th><th>41,382</th><th>42,222</th><th>37,129</th><th>41,174</th><th>41,732</th><th>37,042</th><th>36,789</th></t<> | JUL | 8,905 | 5,685 | 4,730 | 4,513 | 4,585 | 4,467 | 3,990 | 3,921 | 39,600 | 35,697 | 37,492 | 32,616 | 36,589 | 37,265 | 33,052 | 32,868 | 48,505 | 41,382 | 42,222 | 37,129 | 41,174 | 41,732 | 37,042 | 36,789 |
| 5084 4208 3228 3106 3364 33506 35335 3442 32710 32770 36.778 33078 3.261 2.017 3.126 2.956 2.177 1.141 11.43 11.481 13.266 35.335 34.42 32.70 36.778 33078 3.261 2.444 2.212 2.177 3.126 2.965 2.974 19.47 10.568 14.42 3.766 17.560 13.807 2.941 2.711 1.749 1.196 850 1.4657 16.657 6.653 6.7417 7.102 6.658 6.7417 7.102 6.658 6.518 7.417 7.102 6.658 6.519 7.417 7.422 8.659 6.741 7.417 </th <th>AUG</th> <th>6,968</th> <th>4,710</th> <th>4,349</th> <th>4,355</th> <th>3,750</th> <th>4,391</th> <th>3,817</th> <th>3,935</th> <th>51,817</th> <th>50,846</th> <th>48,519</th> <th>47,245</th> <th>41,662</th> <th>49,015</th> <th>37,388</th> <th>41,929</th> <th>58,785</th> <th>55,556</th> <th>52,868</th> <th>51,600</th> <th>45,412</th> <th>53,406</th> <th>41,205</th> <th>45,864</th> | AUG | 6,968 | 4,710 | 4,349 | 4,355 | 3,750 | 4,391 | 3,817 | 3,935 | 51,817 | 50,846 | 48,519 | 47,245 | 41,662 | 49,015 | 37,388 | 41,929 | 58,785 | 55,556 | 52,868 | 51,600 | 45,412 | 53,406 | 41,205 | 45,864 |
| 3.261 2.44 2.212 3.16 2.965 2.34 1.847 10.26 10.173 10.268 14.025 10.173 10.268 14.025 11.433 11.484 13.267 12.617 12.800 16.66 17.600 13.807 2.941 2.731 1.749 1.196 850 1.464 3.542 6.667 6.95 5.356 7.463 7.463 7.947 6.75 8.986 8.685 8.17 7.647 <t< th=""><th>SEP</th><th>5,084</th><th>4,208</th><th>3,228</th><th>3,108</th><th>3,390</th><th>3,364</th><th>3,335</th><th>3,156</th><th>28,522</th><th>31,127</th><th>31,214</th><th>29,602</th><th>29,080</th><th>32,914</th><th>29,743</th><th>29,588</th><th>33,606</th><th>35,335</th><th>34,442</th><th>32,710</th><th>32,470</th><th>36,278</th><th>33,078</th><th>32,744</th></t<> | SEP | 5,084 | 4,208 | 3,228 | 3,108 | 3,390 | 3,364 | 3,335 | 3,156 | 28,522 | 31,127 | 31,214 | 29,602 | 29,080 | 32,914 | 29,743 | 29,588 | 33,606 | 35,335 | 34,442 | 32,710 | 32,470 | 36,278 | 33,078 | 32,744 |
| 2.941 2.731 1.749 1.166 850 1.267 7.46 5.519 7.536 7.463 7.347 8.025 6.463 6.746 6.75 8.366 8.6665 8.214 7.325 7.347 8.075 7.347 8.075 7.347 8.075 7.347 8.075 7.347 8.075 7.347 7.347 8.025 6.343 8.035 7.347 7.347 7.347 7.347 7.347 8.035 7.347 7.347 7.347 7.345 8.345 7.347 7.347 7.347 8.035 7.347 8.366 8.374 8.374 8. | OCT | 3,261 | 2,444 | 2,212 | 2,217 | 3,126 | 2,965 | 2,374 | 1,847 | 10,026 | 10,173 | 10,588 | 14,029 | 12,340 | 14,635 | 11,433 | 11,484 | 13,287 | 12,617 | 12,800 | 16,246 | 15,466 | 17,600 | 13,807 | 13,331 |
| 1948 1496 1287 972 7741 7898 5.352 7540 6.657 6.890 5.771 7.132 9.135 6.324 8.295 7.417 7.897 KR 15.873 10.335 9.079 8.668 9.335 8.817 7.417 7.896 5.577 7.25 9.237 9.185 6.324 8.295 7.417 7.897 KR 15.873 10.335 9.079 8.669 7.8731 86.011 7.821 8.62.80 7.040 7.4791 107.200 69.938 95.936 95.130 7.823 88.043 G 18.473 10.334 10.370 10.3704 107.200 69.938 95.336 95.338 86.327 95.368 95.336 95.336 95.336 95.337 95.336 95.337 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.336 95.3 | NON | 2,941 | 2,731 | 1,749 | 1,196 | 850 | 1,222 | 867 | 1,464 | 3,542 | 6,667 | 6,195 | 5,519 | 7,536 | 7,463 | 7,347 | 8,025 | 6,483 | 9,398 | 7,944 | 6,715 | 8,386 | 8,685 | 8,214 | 9,489 |
| (E) (15,87) (10,395) (97) (8.68) (3,17) (6.5,43) (6.11) 79,861 78,251 (6.280) 70,400 74,797 (10,290) (96,938) 96,566 95,138 78,247 G (18,42) (14,21) (11,307) (9,751) (9,931) 78,131 70,466 65,556 (10,240) (10,242) 96,937 95,833 88,037 MN (3,345) (5,523) (5,516) (5,323) (5,103) (5,014) 71,766 85,556 47,352 47,352 47,352 47,352 47,352 47,352 47,352 47,552 47,573 77,342 46,965 37,333 88,373 36,685 36,378 46,885 88,373 36,368 36,378 46,885 36,378 46,885 36,378 46,885 36,378 46,895 36,318 46,318 36,328 36,328 36,318 36,328 36,318 36,328 36,328 36,328 36,328 36,328 36,328 36,328 36,328 36,32 | DEC | 1,848 | 1,496 | 1,287 | 972 | 755 | 760 | 838 | 1,157 | 5,477 | 7,741 | 7,898 | 5,352 | 7,540 | 6,657 | 6,859 | 5,577 | 7,325 | 9,237 | 9,185 | 6,324 | 8,295 | 7,417 | 7,697 | 6,734 |
| G 18,428 14,803 14,211 11,307 9,370 10,011 6,937 89,981 87,528 87,13 77,966 8,628 106,409 102,924 101,426 99,387 96,583 88,037 MN 83-45 6.652 5,440 5,325 6,516 6,329 5,003 36,548 41,300 47,454 41,176 46,893 47,925 47,926 45,893 47,936 53,878 46,893 47,926 47,927 46,893 47,926 47,974 46,893 47,936 53,878 46,893 47,926 47,975 47,972 47,926 47,976 46,893 47,936 53,878 46,893 47,936 53,878 46,893 47,926 47,976 47,976 47,936 53,878 46,893 47,936 53,878 46,893 47,936 53,878 46,893 47,976 43,972 43,917 39,660 36,038 46,317 36,379 36,373 36,371 36,393 44,514 37,77 R | SUMMER | 15,873 | 10,395 | 9,079 | 8,868 | 8,335 | 8,858 | 7,807 | 7,856 | 91,417 | 86,543 | 86,011 | 79,861 | 78,251 | 86,280 | 70,440 | 74,797 | 107,290 | 96,938 | 95,090 | 88,729 | 86,586 | 95,138 | 78,247 | 82,653 |
| MN 8:345 6:440 5:325 6:319 5/03 38:548 41,300 41,420 47,420 41,176 41,972 47,925 47,936 53,878 46,883 RN 14,046 13,341 11,044 9,102 5,913 6,514 22,332 30,358 30,558 30,155 37,814 35,377 46,893 47,925 47,325 43,317 39,660 36,038 46,516 37,717 36,378 45,712 36,714 38,777 36,714 38,777 36,714 36,714 36,717 36,928 45,147 36,928 45,147 36,928 45,147 36,927 43,174 36,920 36,033 44,514 38,777 56,692 45,191 34,602 31,257 24,939 248,199 239,475 258,936 239,475 288,956 221,947 296,947 296,173 278,146 56,692 45,191 34,602 31,257 24,939 239,475 288,956 222,049 231,474 288,573 2 | SPRING | 18,428 | 14,803 | 14,211 | 11,307 | 9,758 | 9,370 | 10,071 | 6,937 | 89,981 | 87,628 | 88,713 | 90,119 | 89,629 | 87,213 | 77,966 | 86,258 | 108,409 | 102,431 | 102,924 | 101,426 | 99,387 | 96,583 | 88,037 | 93,195 |
| 14/0.4 13.341 11.044 9.102 5.913 6.700 6.310 6.514 2.2.332 30.358 30.125 37.814 32.467 36.378 43.317 39.660 36.038 44.514 38.77 56.692 45.191 39.522 31.257 248,799 244,159 239,475 258,970 293,173 2519,462 251,004 231,474 288,573 278,513 251,946 231,474 288,573 278,513 251,946 231,474 288,573 278,513 251,946 251,047 246,573 248,799 251,945 239,475 288,573 278,573 251,946 251,047 238,573 278,573 251,946 251,047 246,573 248,779 256,947 290,013 278,573 251,946 251,048 271,047 288,573 278,547 256,475 278,645 256,475 239,475 256,475 239,475 256,475 239,475 256,476 270,497 238,577 278,577 269,547 290,113 251,546 270,547 239,54 | AUTUMN | 8,345 | 6,652 | 5,440 | 5,325 | 6,516 | 6,329 | 5,709 | 5,003 | 38,548 | 41,300 | 41,802 | 43,631 | 41,420 | 47,549 | 41,176 | 41,072 | 46,893 | 47,952 | 47,242 | 48,956 | 47,936 | 53,878 | 46,885 | 46,075 |
| 56.692 45,191 39,774 34,602 30,522 31,257 29,897 26,310 242,278 248,799 244,169 239,425 258,856 222,049 237,474 289,970 291,043 288,573 278,771 268,347 290,113 251,946 | WINTER | 14,046 | 13,341 | 11,044 | 9,102 | 5,913 | 6,700 | 6,310 | 6,514 | 22,332 | 30,381 | 32,273 | 30,558 | 30,125 | 37,814 | 32,467 | 35,347 | 36,378 | 43,722 | 43,317 | 39,660 | 36,038 | 44,514 | 38,777 | 41,861 |
| | YEAR | 56,692 | 45,191 | 39,774 | 34,602 | 30,522 | 31,257 | 29,897 | 0 | 242,278 | 245,852 | 248,799 | 244,169 | 239,425 | 258,856 | 222,049 | 237,474 | 298,970 | 291,043 | 288,573 | 278,771 | 269,947 | 290,113 | 251,946 | 263,784 |

Figures are based upon detailed reports provided by the Harbour Office and Jersey Airport. N.b. Figures are for lapsesenger arrivals and include returning residents, day trippers and business visitors. Anotriby totals are effected by the number of weekends that fail in a particular month. Summer – July and August, Spring – April to June, Autumn – September and October, Winter – January to March and November to December



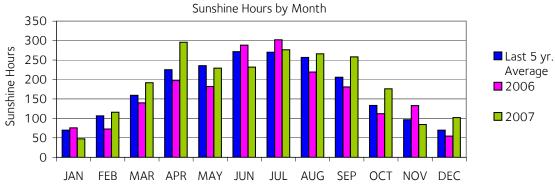
2007 in Focus

CACI ACORN PROFILE OF GREAT BRITAIN

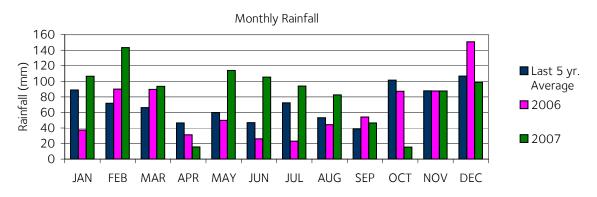
| Group | | Туре | Description | % UK | Рор |
|---------------|-----|------------------------|--|------|---------|
| | | | 1 Affluent mature professionals, large houses | 1.7% | |
| | 1 | Wealthy | 2 Affluent working families with mortgages | 1.5% | |
| | 1 | Executives | 3 Villages with wealthy commuters | 2.7% | |
| Α | | | 4 Well-off managers, larger houses | 2.6% | 8.5% |
| Λ | | | 5 Older affluent professionals | 1.8% | |
| | | | 6 Farming communities | 2.0% | |
| | 2 | Affluent Greys | 7 Old people, detached houses | 1.9% | |
| - | | | 8 Mature couples, smaller detached houses | 2.0% | 7.7% |
| | | | 9 Larger families, prosperous suburbs | 2.1% | 7.770 |
| Wealthy | | Flourishing | 10 Well-off working families with mortgages | 2.1% | |
| Achievers | 3 | Families | 11 Well-off managers, detached houses | 3.7% | |
| | | 1 arrilles | 12 Large families & houses in rural areas | 0.6% | 0.70/ |
| | | Drasparaus | | | 8.7% |
| | 4 | Prosperous | 13 Well-off professionals, larger houses and converted flats | 0.9% | 2.20 |
| | | Professionals | 14 Older Professionals in detached houses and apartments | 1.4% | 2.3% |
| | | | 15 Affluent urban professionals, flats | 1.1% | |
| | - | Educated | 16 Prosperous young professionals, flats | 0.9% | |
| ĸ | 5 | Urbanites | 17 Young educated workers, flats | 0.6% | |
| 1] | 1 | 2.00.000 | 18 Multi-ethnic young, converted flats | 1.1% | |
| | | | 19 Suburban privately renting professionals | 0.9% | 4.6% |
| | | | 20 Student flats and cosmopolitan sharers | 0.6% | |
| Urban | 6 | Aspiring Singles | 21 Singles & sharers, multi-ethnic areas | 1.6% | |
| Prosperity | 0 | Singles | 22 Low income singles, small rented flats | 1.2% | |
| | | 5 | 23 Student Terraces | 0.4% | 3.8% |
| | _ | | 24 Young couples, flats and terraces | 1.0% | |
| | / | Starting out | 25 White collar singles/sharers, terraces | 1.4% | 2.4% |
| | | | 26 Younger white-collar couples with mortgages | 1.9% | 2.17 |
| | | | 27 Middle income, home owning areas | 2.9% | |
| \frown | | | 28 Working families with mortgages | 2.6% | |
| (| 8 | Secure Families | 29 Mature families in suburban semis | | |
| | | | | 3.3% | |
| | | | 30 Established home owning workers | 3.6% | 4 5 400 |
| | | | 31 Home owning Asian family areas | 1.1% | 15.4% |
| C | | Settled | 32 Retired home owners | 0.9% | |
| Comfortably | 9 | Suburbia | 33 Middle income, older couples | 3.0% | |
| Off | | | 34 Lower income people, semis | 2.1% | 6.0% |
| | 10 | Prudent | 35 Elderly singles, purpose built flats | 0.7% | |
| | 10 | Pensioners | 36 Older people, flats | 1.9% | 2.6% |
| | 11 | Asian | 37 Crowded Asian terraces | 0.5% | |
| | 111 | Communities | 38 Low income Asian families | 1.1% | 1.6% |
| | 4.2 | Post Industrial | 39 Skilled older family terraces | 2.8% | |
| | 12 | Families | 40 Young family workers | 2.1% | 4.9% |
| | | | 41 Skilled workers, semis and terraces | 3.3% | |
| | 13 | Blue Collar | 42 Home owning, terraces | 2.8% | |
| | 1.2 | Roots | 43 Older rented terraces | 1.8% | 7.9% |
| Moderate | | | 44 Low income larger families, semis | 3.3% | 7.57 |
| | | | 45 Older people, low income, small semis | 3.0% | |
| | | Struggling | | | |
| | 14 | Struggling Families | 46 Low income, routine jobs, unemployment | 1.4% | |
| | | Families | 47 Low rise terraced estates of poorly-off workers | 2.6% | |
| | | | 48 Low incomes, high unemployment, single parents | 2.1% | |
| | | | 49 Large families, many children, poorly educated | 1.7% | 14.1% |
| | | Burdened | 50 Council flats, single elderly people | 1.8% | |
| | 15 | Burdened Singles | 51 Council terraces, unemployment, many singles | 1.9% | |
| | | = | 52 Council flats, single parents, unemployment | 0.8% | 4.5% |
| Hard Pressed | 16 | High Rise | 53 Old people in high rise flats | 0.8% | |
| naru i ressed | 110 | Hardship | 54 Singles & single parents, high rise estates | 0.9% | 1.7% |
| | 4 - | Inner City | 55 Multi-ethnic purpose built estates | 1.1% | |
| | 17 | Adversity | 56 Multi-ethnic, crowded flats | 1.1% | 2.2% |
| | 1 | | 57 Unclassified | 0.3% | 0.3% |

Note: * Corresponding grades represent national average

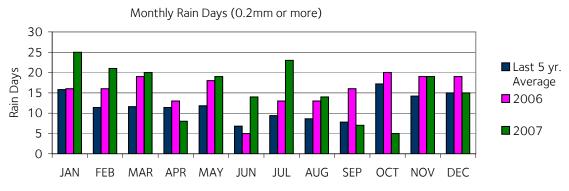
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Figures are recorded at Fort Regent



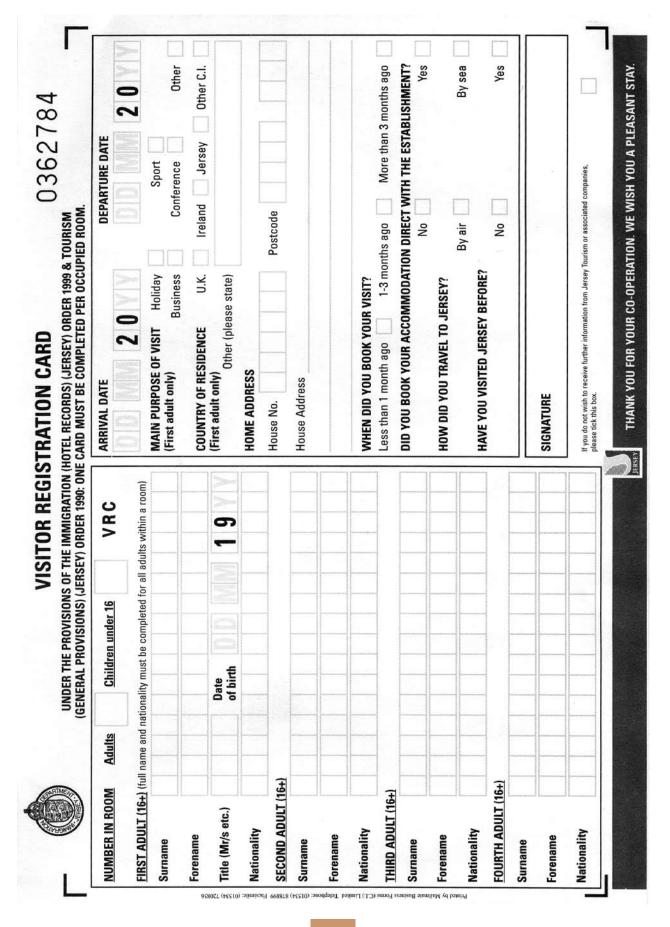
Figures are recorded at St. Louis Observatory



Figures are recorded at St. Louis Observatory

Source: Jersey Meteorological Department

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