



Media Release

Embargo: Thursday 2nd February 00.01

Date: 01.02.2017

Quarter 4 and January to December Exit Survey Results

The last quarter of 2016 ended on a positive note for tourism, with an increase of +18.1% in staying leisure visitors, the value driving sector of the market. This was aided by a strong increase in those travelling by sea of +18.2% versus the fourth quarter of 2015.

The quarter also saw a positive increase in those staying in commercial accommodation (+12%) and total overnight stays (+6.7%).

Across the whole of 2016, departing visitors including Cruise Passengers and Visiting Yachtsmen decreased overall by -1.74%, following a particularly challenging first 6 months of the year. However, positive figures in the second half of the year have meant that leisure staying visitors have remained fairly constant versus 2015 (-0.1%).

Quarter 4

Including Cruise Passengers and Visiting Yachtsmen, total visitor numbers increased by **+2.6%** from October to December (48,740 compared with 47,500 in Q4 2015). Excluding Cruise Passengers and Visiting Yachtsmen, total departing visitors increased by **+8.2%** (48,300 compared to 44,600 in Q4 2015).

Staying leisure visitors, saw a **+18.1%** increase (+2,500), leading to an increase of the total staying in commercial accommodation of **+12%** (+2,900) and the total number of bed nights in commercial accommodation increasing by **+7.3%** (6,800). Overall, the total of overnight stays (bed nights) increased by **+6.7%** (+10,800).

The number of departing visitors by sea saw an increase of **+18.2%** (+1,600), whilst visitors departing by air increased by **+5.8%** (+2,100).

The number of visitors to the island on business also saw an increase in Q4, with the number of business staying visitors increasing by **+6.2%** (+550) and the number of business day visits increasing by **+17.1%** (+500).

January to December 2016

Departing visitors including Cruise Passengers and Visiting Yachtsmen in 2016 fell by **-1.74%** (-7,585). Excluding Cruise Passengers and Visiting Yachtsmen, there was a decline of **-5%** (-14,600). Despite the increase in sea travel in quarter 4, visitors travelling by sea fell by **-16.3%** (-17,700) across the year. There was however an increase in visitors travelling by air of **+1.7%** (3,100).

Staying leisure visitors remained fairly constant **-0.1%** (-150) compared to 2015, due to strong annual growth in the second half of the year. However, leisure day visitors saw a decline (-16.9% versus 2015).

Cruise passengers continue to show healthy increase **+8%** (+9,900) compared to 2015.

Deputy Jennifer Merrett, member of the Committee *for* Economic Development said, “Despite the tough start to the year in 2016, it is encouraging to see such improvement in the visitor numbers in the final quarter of 2016, especially by sea which has improved by 18.2%. There is however still a way to go for Condor to return to the healthier numbers experienced in 2014 when there were 25% more visitors travelling by sea. Early indications from our tour operator and accommodation partners suggest that 2017 has got off to a good start, with forward bookings looking healthy for the peak season months. In addition, a new TV advertisement is currently airing on national and regional TV stations, promoting the Bailiwick, and plans are well under way for the third Channel Islands Heritage Festival as well as the introduction of a new Spring Walking Festival, which launches in May.”

Ends

Notes to Media

For media enquiries, in the first instance, please contact on email Wendy Pedder, Chloe Steadman or Emily Dorey (firstname.surname@gov.gg) or tel. 234567.



Committee *for*
Economic Development