

2011 Travel Survey

**for the States of Guernsey Commerce & Employment
Department**

RESEARCH REPORT ON Q4 2011

2nd February, 2012

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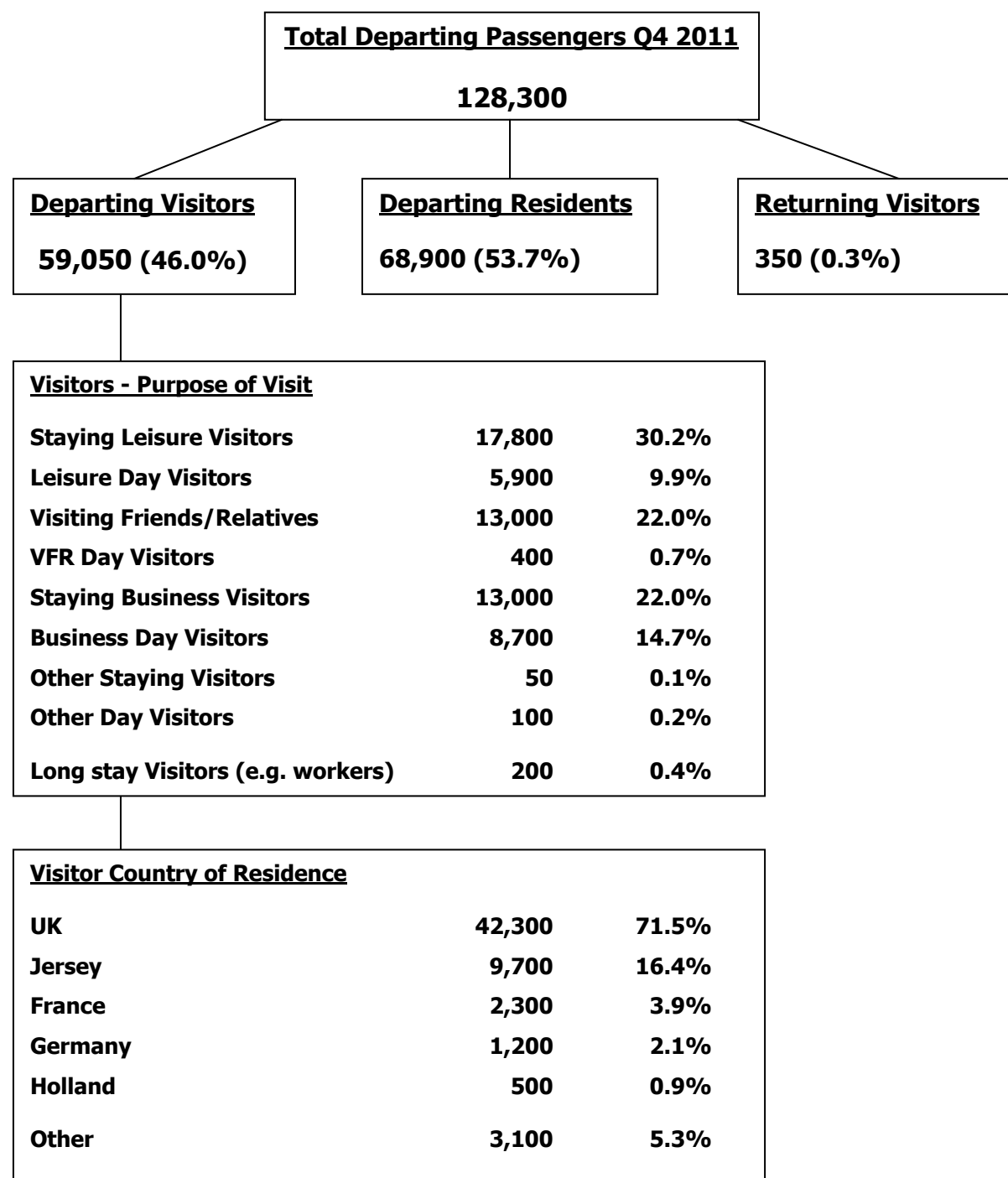
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Summary of Results

- There were **128,300** (+7.5%) departing passengers from Guernsey over the period October through to December 2011 (Q4). Over the whole of 2011, there were **623,800** departing passengers, representing an increase of 5.7% (33,700 passengers) compared to the whole of 2010.
- Over Q4, there were **101,600** passenger departures by air (+3.3%) and **26,700** departures by sea (+27.4%). Cumulatively to the end of December there have been **431,300** departures by air (+2.2%) and **192,500** departures by sea (+14.6%).
- In 2011, the largest volume increases have been on the East Midlands, Exeter, Bristol and Gatwick air routes and the Jersey and St. Malo sea routes. The Isle of Man, Plymouth, Stansted, Manchester and Birmingham air routes have seen year-on-year falls in passenger volume.
- In Q4 alone, there were **59,100** (+6.4%) visitor departures and **68,900** (+8.5%) resident departures. To the end of December, there were 339,900 (+8.3%) visitor departures and 281,200 (+3.0%) resident departures.
- In Q4, **43,700** visitors departed on the air routes and **15,400** departed by sea, showing cumulative visitor departures to the end of December of **217,200** by air and **122,700** by sea.
- All months apart from May and October have shown year-on-year increases in visitor numbers; the most notable improvements being in April (+21.2%), September (+16.9%) and December (+19.6%).
- Over the whole of 2012, staying leisure visitors were down by 1.4% to **143,100**, staying business visitors were up by 14.7% to **51,100**, those visiting friends and relatives were down by 10.5% to **61,900**, leisure day visits were up by 63.1% to **46,700** and business day visits are up by 39.0% to **33,500**.
- To the end of December, there has been a 0.6% decrease in visitors staying in Guernsey to **256,800** and a 50.1% increase in day visits to **83,100**, mainly on the Jersey and St. Malo sea routes, but also on the Jersey and Gatwick air routes. Excluding those visiting friends and relatives, there has been a 2.6% increase in staying visitors.
- **194,300** visitors stayed in commercial accommodation up to the end of December, representing **797,600** bed nights sold. **58,800** visitors stayed with friends or family in Guernsey.
- To the end of December, there have been **229,500** visitors to Guernsey from the UK, **48,500** visitors from Jersey, **29,300** visitors from France, **9,400** visitors from Germany and **23,300** visitors from other markets.

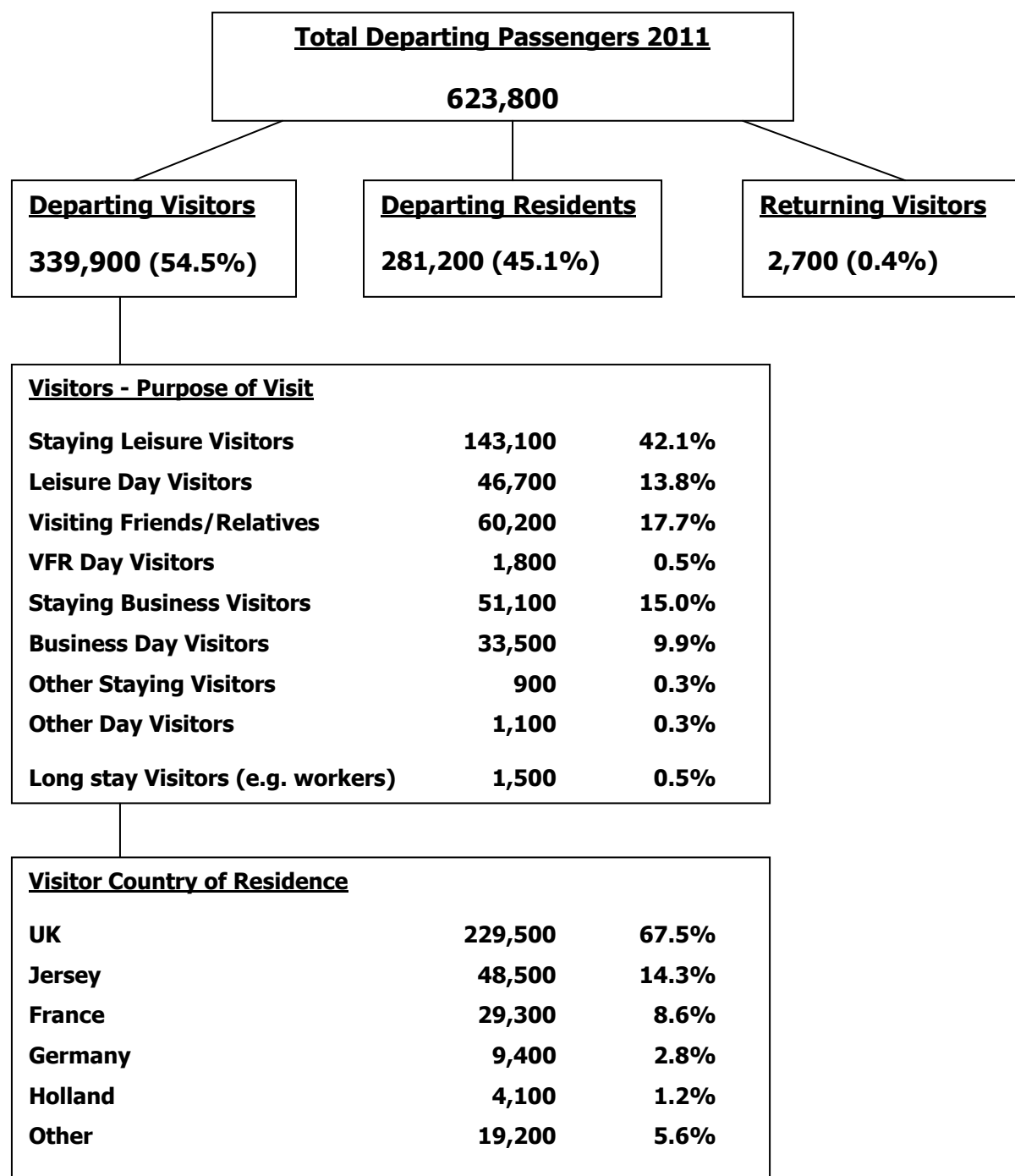
Q4 Survey Results – Excluding Alderney, Sark and Herm Departures

Excluding the Alderney, Sark and Herms routes, the passenger numbers for the **fourth quarter** of 2011 were broken down as follows:



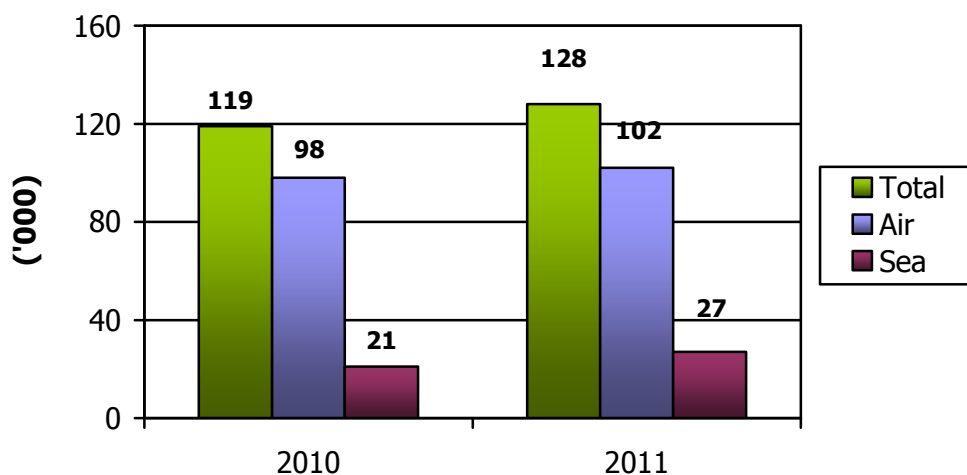
Cumulative Survey Results – January to December

Excluding the Alderney, Sark and Herm routes, the passenger numbers for the **whole of 2011** were broken down as follows:



Comparisons with 2010

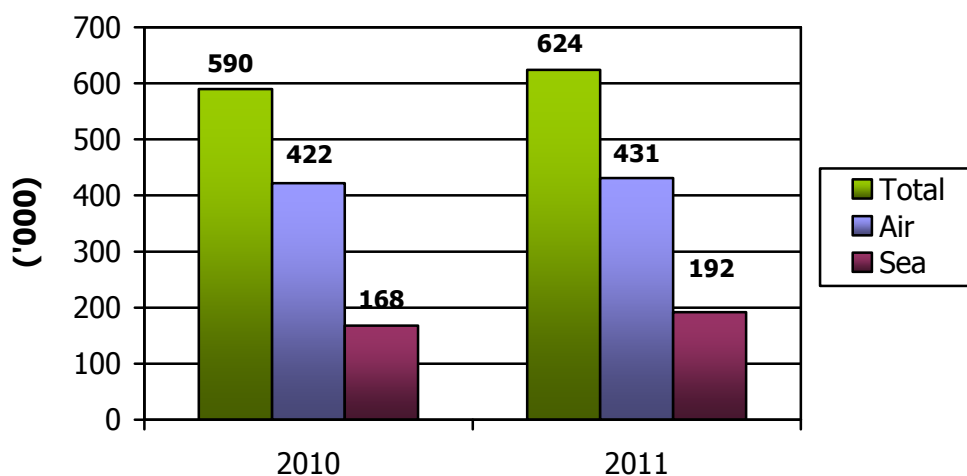
Passenger Departures Q4 2010 and 2011



The above figures exclude air and sea departures to Herm, Sark and Alderney.

Compared to Quarter 4 2010, there has been a 7.5% increase in passenger departures from Guernsey, with a 3.3% increase in passenger departures by air and a 27.4% increase in passenger departures by sea.

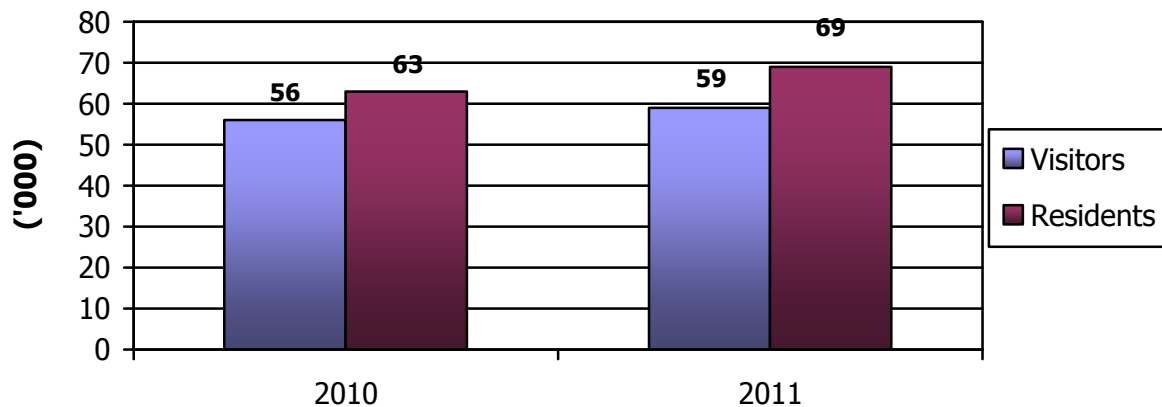
Passenger Departures January to December 2010 and 2011



The above figures exclude air and sea departures to Herm, Sark and Alderney.

Compared to 2010, there has been a 5.7% increase in passenger departures from Guernsey, with a 2.2% increase in passenger departures by air and a 14.6% increase in passenger departures by sea.

Visitors vs. Residents Q4 2010 and 2011



Excluding travel from within the Bailiwick, there were **59,100 visitor departures** between October and December 2011 and **68,900 resident departures**.

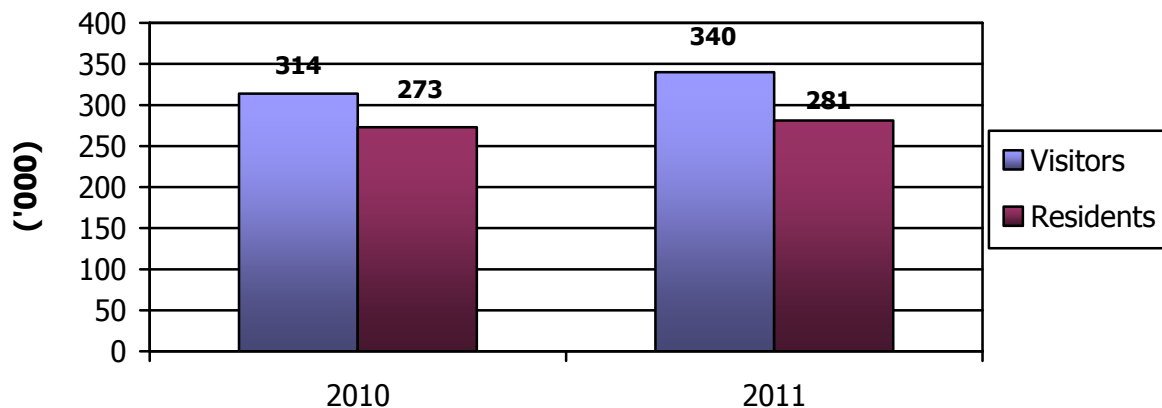
Visitor departures have **increased overall by 6.4%** compared to Quarter 4 2010.

Excluding "returning visitors", 46.2% of departing passengers in Quarter 4 2011 were visitors to Guernsey, compared to 46.7% over the same period in 2010.

For air passengers, 43,700 (43.1%) were departing visitors and 57,700 were departing residents.

For sea passengers, 15,400 (57.8%) were departing visitors and 11,200 were departing residents.

Visitors vs. Residents January to December 2010 and 2011



Excluding travel from within the Bailiwick, there were **339,900 visitor departures** over the whole of 2011 and **281,200 resident departures**.

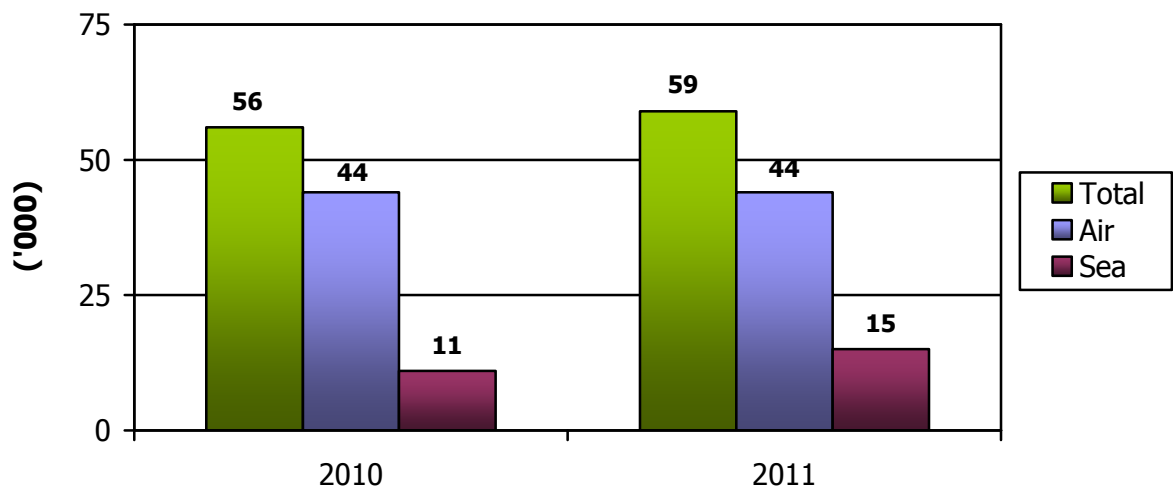
Visitor departures have **increased overall by 8.3%** compared to 2010.

Excluding "returning visitors", 54.7% of departing passengers over the whole of 2011 were visitors to Guernsey, compared to 53.5% over the same period in 2010.

For air passengers, 217,200 (50.6%) were departing visitors and 212,300 were departing residents.

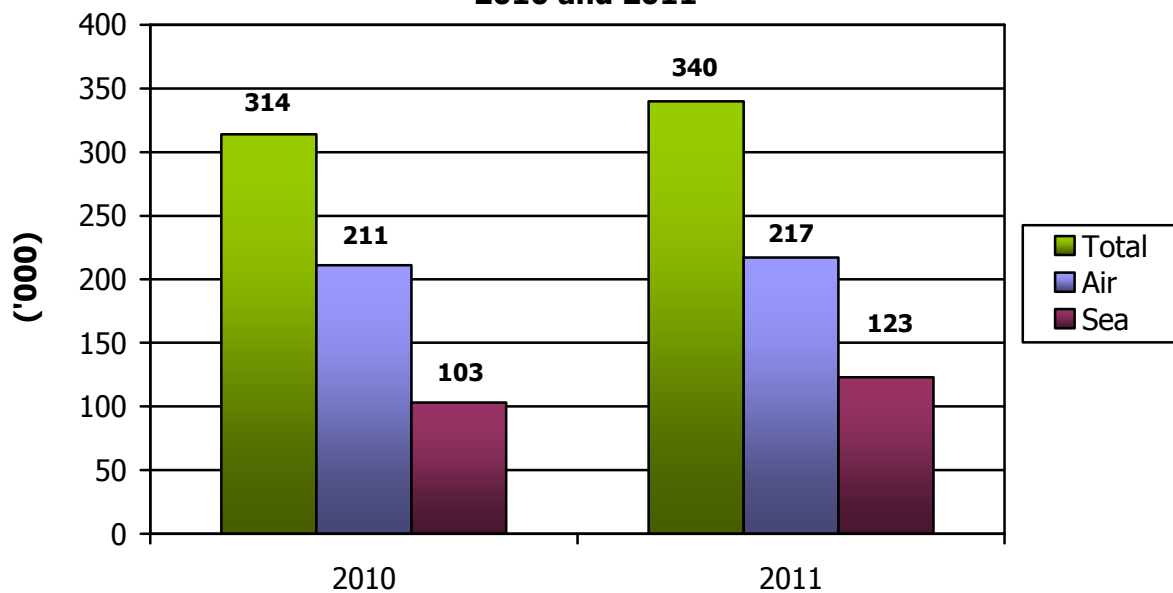
For sea passengers, 122,700 (64.0%) were departing visitors and 68,900 were departing residents.

Visitor Volumes by Travel Method Q4 2010 and 2011



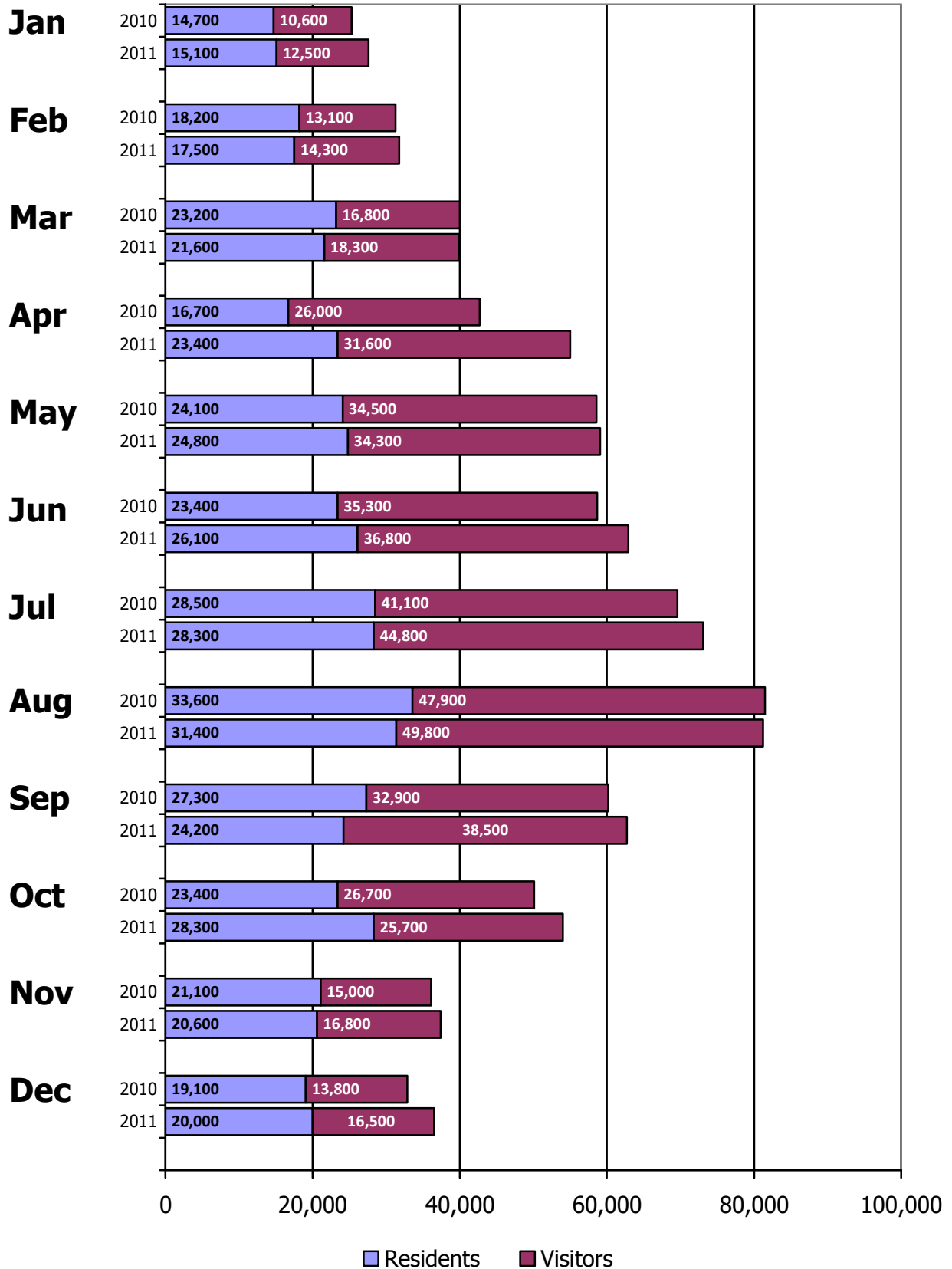
Compared to Quarter 4 2010, there has been a 0.8% decrease in visitors to Guernsey by air and a 33.7% increase in visitors by sea.

January-December Visitor Volumes by Travel Method 2010 and 2011



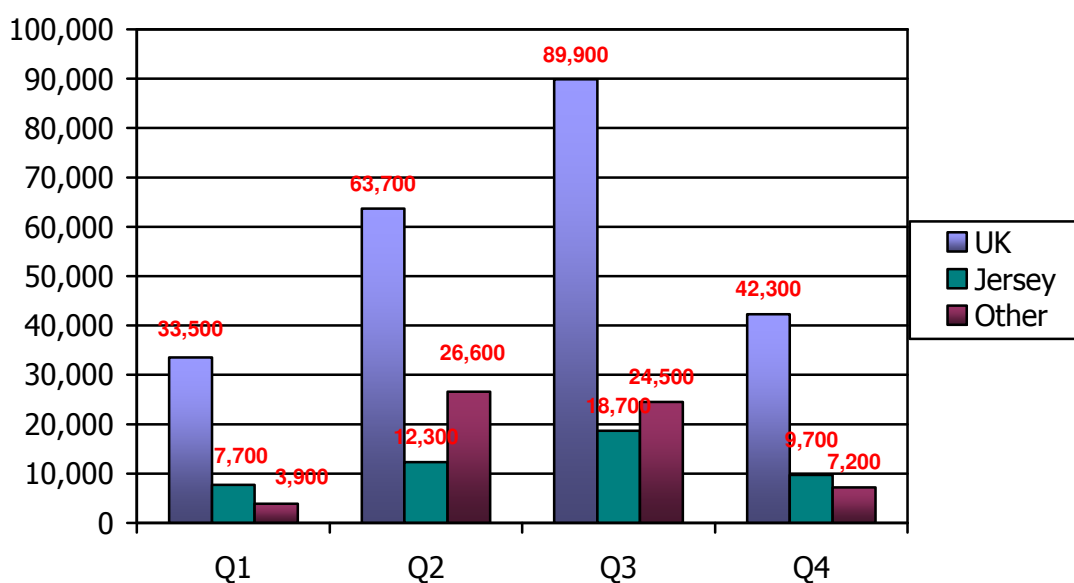
Compared to the whole of 2010, there has been a 3.1% increase in visitors to Guernsey by air and a 19.0% increase in visitors by sea.

Visitor and Resident Departures by Month 2010 and 2011



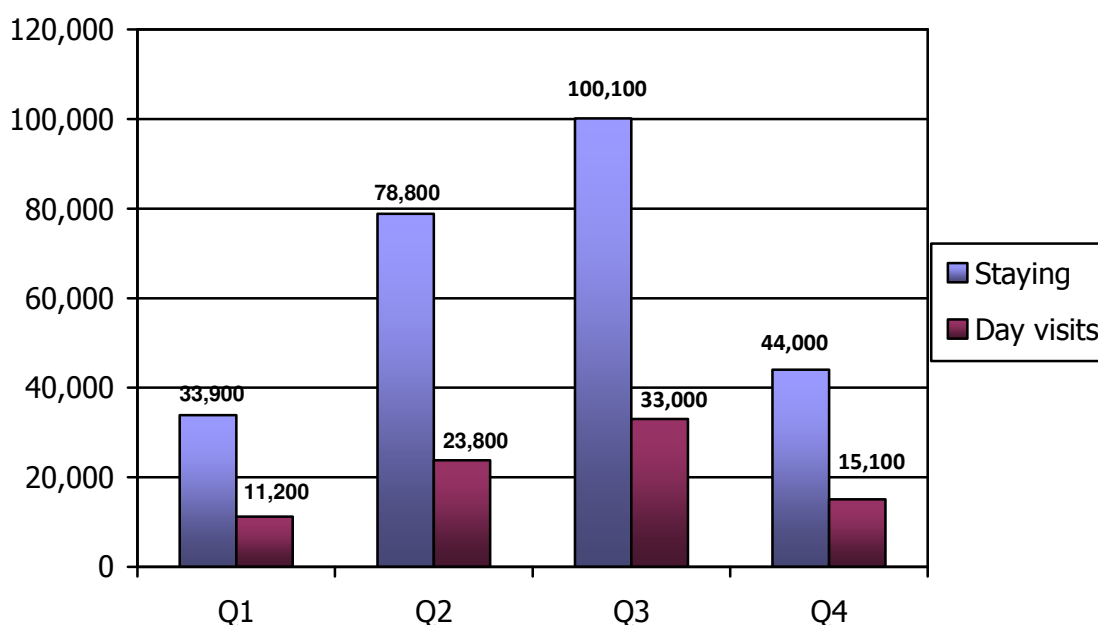
Visitor departures increased by 18.5% in January, by 9.6% in February, by 8.8% in March, by 21.2% in April, by -0.7% in May, by 4.2% in June, by 8.9% in July, by 3.9% in August, by 16.9% in September, by -3.6% in October, by 11.8% in November and by 19.6% in December.

Visitor Country of Residence by Quarter 2011



71.5% of visitors to Guernsey in Quarter 4 2011 were resident in the UK, with 16.4% coming from Jersey and the remaining 12.1% coming from other countries.

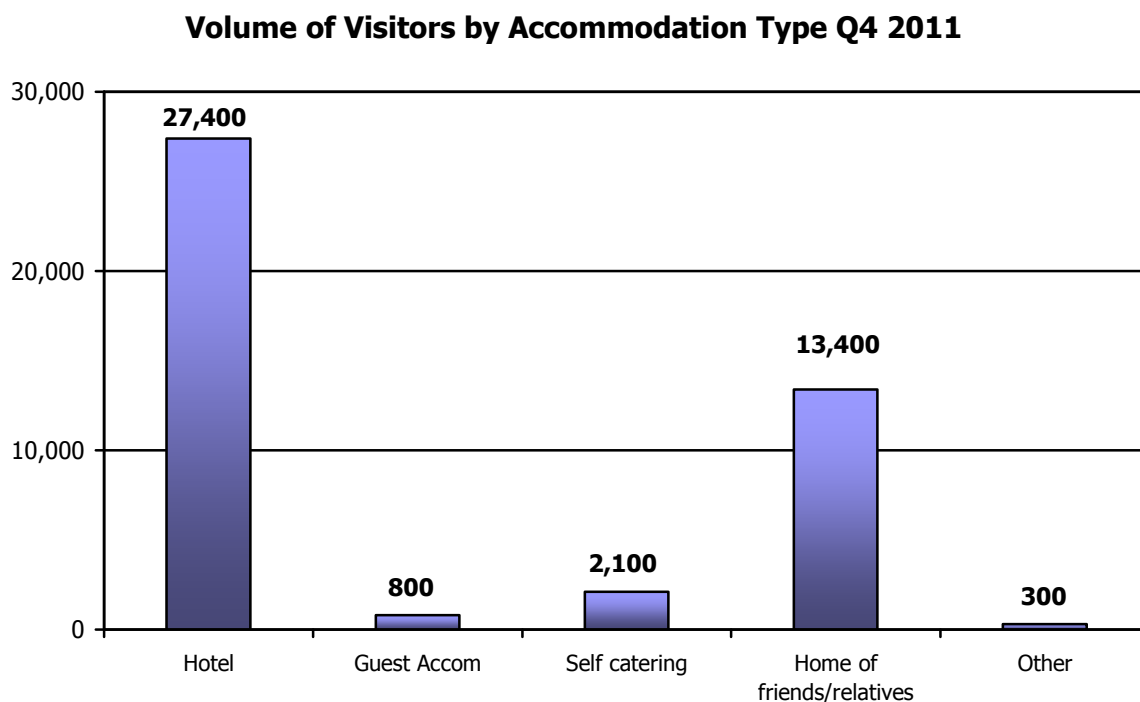
Staying Visitors vs. Day Visits by Quarter 2011



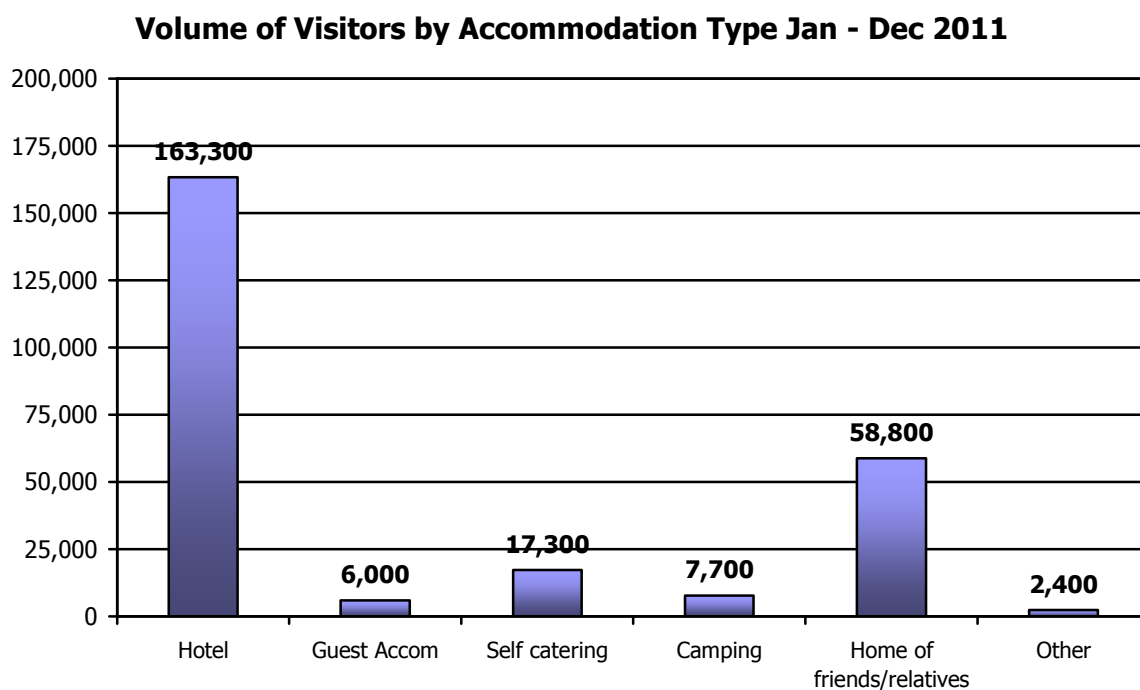
Compared to Quarter 4 2010, there has been a 1.2% decrease in visitors staying in Guernsey for at least 1 night, and a 37.1% increase in day visits to Guernsey, mainly due to an increase in leisure day trips on the French and Jersey sea routes, as well as an increase in business day visits, notably from Jersey.

Cumulatively to the end of December, staying visitors have fallen slightly by 0.6% compared to 2010, while day visits have increased by 50.1%, again mainly due to the increases on the sea routes, but also on the Gatwick and Jersey air routes.

Accommodation used by Staying Visitors in Quarter 4 2011

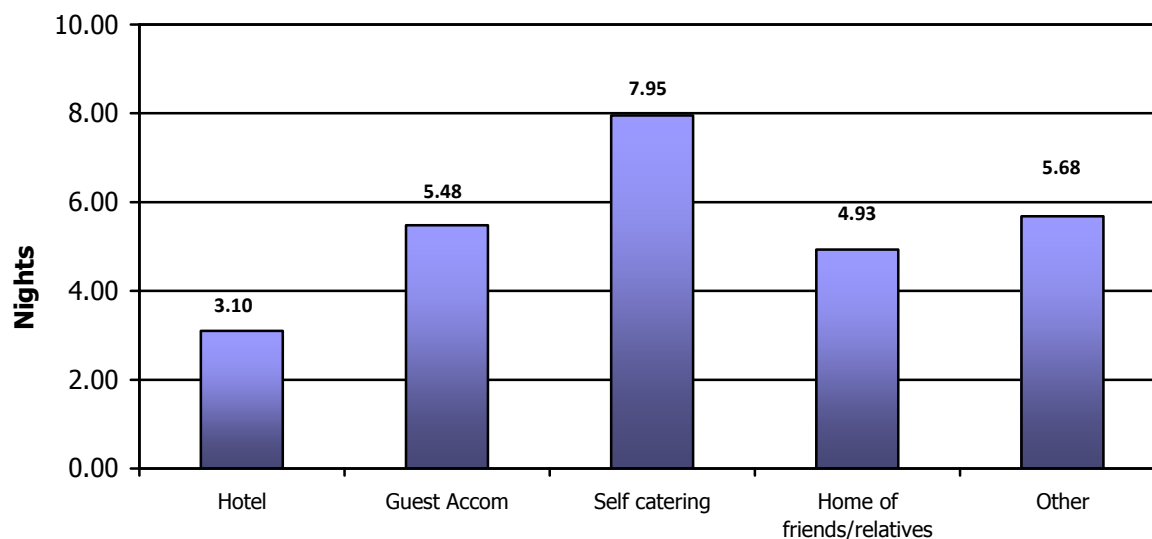


N.b. The above excludes long stay visitors (e.g. workers)



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Average Length of Stay by Accommodation Type Q4 2011

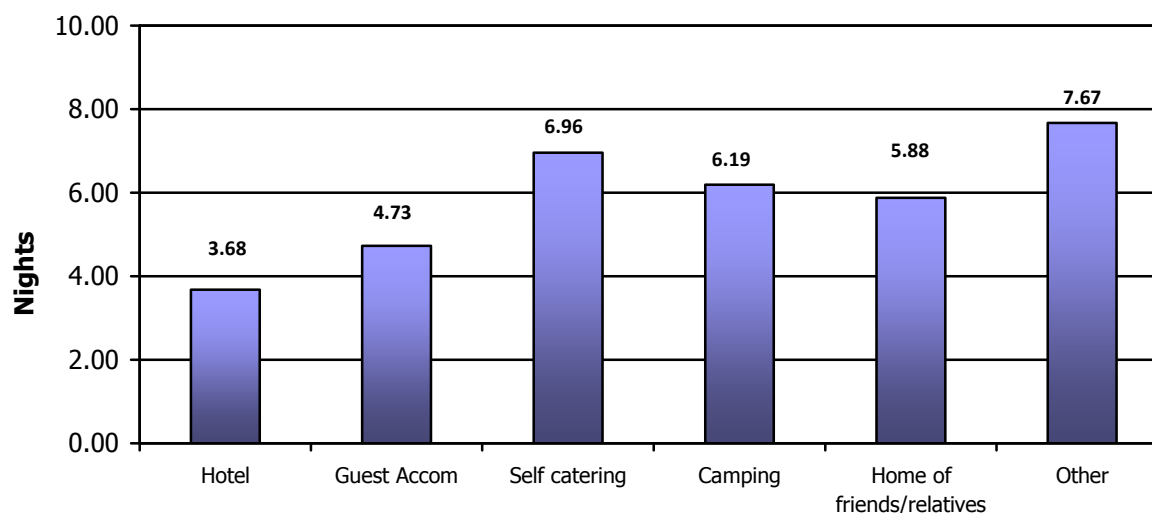


In total, there were **174,100** overnight stays in Guernsey in Quarter 4 2011, with **106,500** bed nights sold in commercial accommodation. The full breakdown was as follows:

Hotel bed nights:	85,100
Guest accommodation:	4,100
Self catering:	17,100
Camping:	100

Staying with friends/relatives:	66,200
Other	1,500

Average Length of Stay by Accommodation Type Jan-Dec 2011



Over the whole of 2011, there were **1,161,600** overnight stays in Guernsey, with **797,600** bed nights sold in commercial accommodation. The full breakdown was as follows:

Hotel bed nights:	601,000
Guest accommodation:	28,400
Self catering:	120,400
Camping:	47,700

Staying with friends/relatives:	345,900
Other	18,400

Appendices

Background and Aims

Guernsey has a detailed breakdown of passenger arrivals at the Airport and Harbours, but this data includes resident and visitor movements and does not break down visitors into any further detail. The only way to accurately measure total tourism volume is by undertaking a comprehensive exit survey in order to break down (or calibrate) passenger departure figures from the Airport and Guernsey's Harbours. This detailed information helps the Commerce & Employment Department, Guernsey Tourism, its marketing partners and other interested parties in allocating resources, planning and refining product development and marketing strategies, and acts as a benchmark to review future progress against marketing and strategic objectives.

Prior to 2010, the passenger exit survey was undertaken by a UK-based research company, which may have used a differing methodology and differing definitions to collate and calibrate the research data against passenger departures information. The 2010 fieldwork was undertaken by First Research, and the analysis (calibration) of the research data was undertaken by Island Ark. From February 2011, Island Ark has been running both the ongoing fieldwork and the analysis.

One major difference in approach from previous surveys was that from 2010 the survey also covered departing passengers on the air and sea routes to Alderney, Sark and Herm. Passengers on these routes had not been previously included in visitor or resident movements. Therefore, for more direct comparisons with previous years' data, the passengers on these routes have been excluded from this quarterly analysis, although a separate breakdown of passengers on the Alderney, Sark and Herm routes is also now possible. It was also evident that the definition of holidaymakers and those visiting friends and relatives has differed between previous surveys (See 2011 definitions in the appendices).

The broad objectives of the 2011 Exit Survey are as follows:

- Determine the passenger composition of each of Guernsey's main air and sea transport routes across the whole of 2011
- Consolidate this information in order to calculate visitor volumes broken down into different visitor segments
- Provide information on visitor purpose of visit, country and UK region of residence
- Provide information on resident purpose of visit away from Guernsey
- Provide basic profiling information for residents and visitors (length of stay, party size, accommodation stayed in, first-time or repeat visitor)

As well as a full-year report, the passenger numbers need to be broken down by month, and a more detailed quarterly report is also produced. This is the fourth 2011 quarterly report on passenger departures between January and December (Q1, Q2, Q3 and Q4 2011).

Methodology

As with previous exit surveys, face-to-face interviews are being conducted with departing passengers throughout 2011, with interview shifts planned to reflect passenger throughput and to cover all routes, all days of the week and all times of the day.

It is very difficult to achieve a completely randomised approach when predetermining interview shifts, but the Passenger Calibration Survey uses a random sampling methodology as far as possible. Interview shifts are planned to broadly represent passenger movements throughout the year, but the selection of respondents within those shifts is random, with departing passengers being interviewed immediately after checking in at the Airport and Harbours, with the next passing person/car being selected for inclusion as soon as the previous interview has finished. This provides a randomised approach to interviewee selection,

while ensuring that interviewer time is used as productively as possible.

Interview shifts are undertaken at the Airport, the Harbour passenger and car terminals and the inter-Island harbour departure points to cover the sailings to Sark and Herm.

The questionnaire is asked to one respondent within each travelling party, who responds on behalf of that party.

Interviewers with French and German language skills are allocated as far as possible to appropriate shifts where language skills are helpful.

Interview shifts

The questionnaire is relatively short, with the aim of maximising the coverage for this survey so that adequate sample sizes are achieved on each of Guernsey's main transport routes in order to break down the passenger numbers on those routes.

Between February and December 2011, **1,375 interviewer hours** were allocated to this Passenger Calibration Survey. The exact shift schedules were flexible in order to account for 2011 transport schedules, any new routes, changes to schedules, and cancellations or delays. Although interview shifts are planned in advance, travel movements and weather conditions are continuously monitored and shifts have been altered as necessary.

As the fieldwork did not start until February 2011, survey data from January 2010 has been incorporated in the data set to represent Q1 2011.

Excluding the Herm, Sark and Alderney routes, Q1, Q2, Q3 and Q4 data therefore comes from **21,762 interviews, representing 46,169 departing passengers (7.4% of Guernsey's total departing passengers over Q1, Q2, Q3 and Q4 2011)** - making this a very comprehensive survey of departing passengers from Guernsey. Levels of statistical reliability for any individual route vary depending upon the sample sizes achieved for that route, but the cumulative sample size covering over 46,100 passengers provides a strong degree of statistical confidence in the results for 2011. As sample sizes increase on some of the smaller routes, the cumulative data will become increasingly strengthened as the survey progresses and some of the data for earlier quarters will be updated.

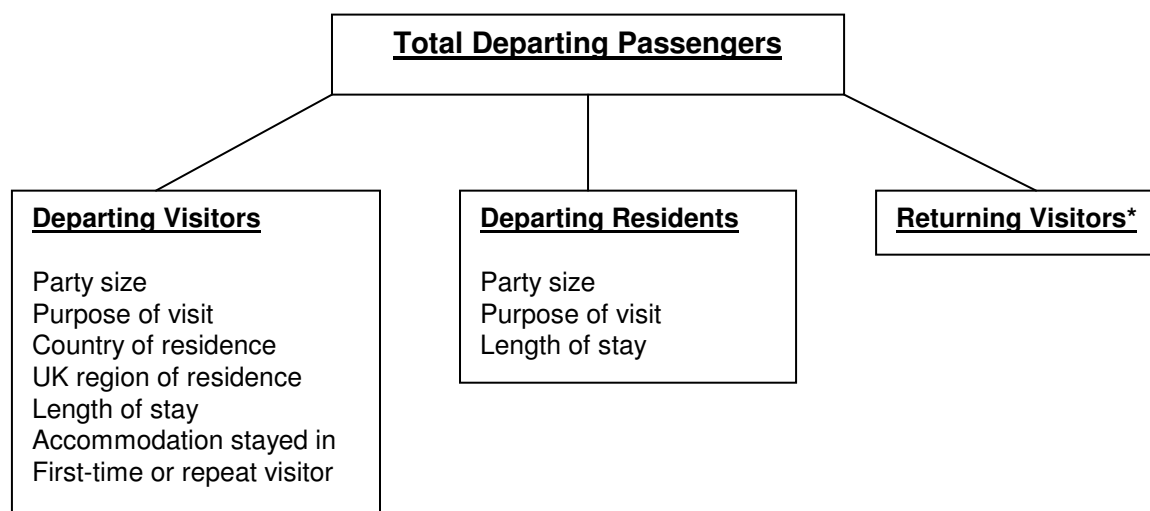
The detailed interview shifts were planned in advance, but there was flexibility in the schedules as detailed above. Interview shifts were planned to take account of the following:

- Passenger throughput by month.
- Passenger throughput at the various sampling points (Airport, Harbour Passenger and Car Terminals, Sark and Herm ferries).
- Representative coverage of weekdays and weekends as the profile of passengers differs by day of week.
- Representative coverage of passenger movements by time of day (e.g. the profile of passengers leaving Guernsey early in the morning is different to the profile of passengers departing at the end of the day).

Survey Outputs

The primary aim of the survey is to determine the breakdown of passengers on each route in order to determine the overall number of visitors to Guernsey by purpose of visit and country of residence. Some additional profiling questions are asked of visitors, and residents are also asked their purpose of visit and length of stay away from Guernsey.

The breakdown of passenger arrivals provides the following information for every major route to Guernsey:



***Returning visitors are those who are counted twice in passenger numbers because they visit elsewhere during their stay in Guernsey (e.g. visitor day trips to Sark, Herm or Jersey).**

The above breakdown of passengers will be provided for each major transport route to Guernsey in 2011, and is grossed up to show total air and total sea passenger breakdowns.

As sample sizes for some of the smaller transport routes are not large enough on a monthly or seasonal basis, the profile of passengers across the whole period of the survey is applied. Also, some of the smaller transport routes are combined into groupings.

2011 Passenger Departures Including Alderney, Sark and Herm Departures

Cumulative Passenger Departures by Route January – December 2011 (including Alderney, Sark and Herm):

	<u>Volume</u>	<u>% of total pax.</u>	<u>2011 vs. 2010</u>
London Gatwick	177,700	22.9%	6.1%
Southampton	67,200	8.7%	-0.1%
Manchester	32,800	4.2%	-5.7%
East Midlands	15,000	1.9%	11.6%
Birmingham	13,700	1.8%	-4.1%
Bristol	13,000	1.7%	6.9%
Exeter	12,200	1.6%	9.2%
Stansted	11,600	1.5%	-8.2%
Other UK Air	1,700	0.2%	-45.6%
Plymouth	900	0.1%	-56.7%
Isle of Man	100	*	-61.6%
Total UK Air	345,900	44.6%	2.1%
Jersey	77,000	9.9%	2.3%
Alderney	20,700	2.7%	-4.2%
Other	200	*	74.0%
Total CI Air	97,900	12.6%	1.0%
Dinard	3,600	0.5%	-5.6%
Swiss Air	900	0.1%	-42.5%
Other Foreign Air	4,000	0.5%	37.2%
Total Foreign Air	8,500	1.1%	2.4%
Total Air:	452,200	58.3%	1.9%
UK Sea	82,900	10.7%	4.6%
Herm	78,800	10.2%	-0.2%
Jersey	57,200	7.4%	34.1%
Sark	51,300	6.6%	9.5%
St. Malo	43,900	5.7%	17.8%
Other French Sea	8,400	1.1%	-0.6%
Alderney	700	0.1%	16.0%
Total Sea:	323,300	41.7%	9.9%
Total Departures:	775,500		5.1%

2011 Definitions

Island Ark has used the purpose of visit definitions as declared by the visitor, irrespective of where they stayed:

If they declare their main purpose of visit as "Leisure/Holiday", but say that they are staying with friends or relatives, their purpose remains as "Staying leisure/holiday".

If they declare their main purpose of visit as "Seeing friends/family", but say that they are staying in commercial accommodation, their purpose remains as "Staying VFR".

Fieldwork, Interviewers and Quality Control Standards

As a member of the Market Research Society, Island Ark is required to provide best quality practice in all projects undertaken and to adhere to the guidelines set out by the **Market Research Society Code of Conduct** and the **Interviewer Quality Control Scheme**.

All interviewers receive the necessary training in order to put across a professional and friendly image to departing passengers, whilst still achieving the required number of interviews using the sampling manner determined.

All interviewers are issued with a current copy of the Market Research Society Code of Conduct, printed interviewer instructions and identity cards.

Interview shifts are periodically checked to ensure that the interviewers are present and are undertaking their interviews in the manner specified.

Data Preparation & Processing

All returned questionnaires are hand-edited and coded in-house by Island Ark before data entry. Data entry screens, with controls over incorrect data entry have been set up by Island Ark, and data inputting is sub-contracted to Jersey Input Direct Ltd. Island Ark undertakes a final data cleaning process prior to analysis.

It is vitally important in this survey that when grossing up sample survey results by large passenger volumes that the sample data inputted is accurate and realistic. Computer checks are run to verify data validity, and a minimum of 10% of the inputted questionnaires are manually checked for correct data entry. With knowledge of the tourism and transport industries, as well as previous experience of analysing data from such exit surveys, it is ensured that any "outlying" data is manually checked back to the questionnaire and, if appropriate, excluded from the sample where it could have a major impact on the grossed up results.

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