

2016 Travel Survey

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

RESEARCH REPORT ON Q1 2016

April 22nd 2016

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Summary of Results for Q1

	<u>2015</u>	<u>2016</u>	<u>% change</u>
Total departing passengers	96,700	92,700	-4.2%
Total departing visitors	36,700	32,300	-12.1%
Departing visitors by air	30,700	29,000	-5.7%
Departing visitors by sea	6,000	3,300	-44.9%
Staying leisure visitors	9,800	7,700	-21.4%
Visiting friends and relatives	11,400	11,300	-0.7%
Staying business / conference	7,500	6,500	-13.9%
Leisure day visits	1,200	700	-40.2%
Business day visits	4,900	3,900	-20.5%
Total for the above purposes of visit *	34,800	30,100	-13.5%
Total staying visitors	29,150	26,200	-10.2%
Average length of stay**	4.09 nights	4.03 nights	-1.3%
Total overnight stays (bed nights) **	118,500	104,750	-11.5%
Total staying in commercial accommodation	18,800	15,550	-17.5%
Average stay in commercial accommodation	3.07 nights	2.96 nights	-3.9%
Bed nights in commercial accommodation	57,900	46,000	-20.7%
Day visits	7,550	6,100	-19.3%
UK visitors	28,500	24,800	-13.1%
Jersey visitors	4,550	4,300	-5.0%
Other nationalities	3,600	3,100	-13.2%
Cruise ship passengers ***	342	0	-100.0%
Visiting yachtsmen ***	171	225	+31.6%
Departing Guernsey residents	59,700	60,200	+0.9%
Departing residents by air	53,200	55,000	+3.3%
Departing residents by sea	6,500	5,200	-19.4%
Net Promoter Score	53%	42%	

N.b. All of the above figures exclude passengers on the inter-Bailiwick air and sea routes of Alderney, Sark and Herm.

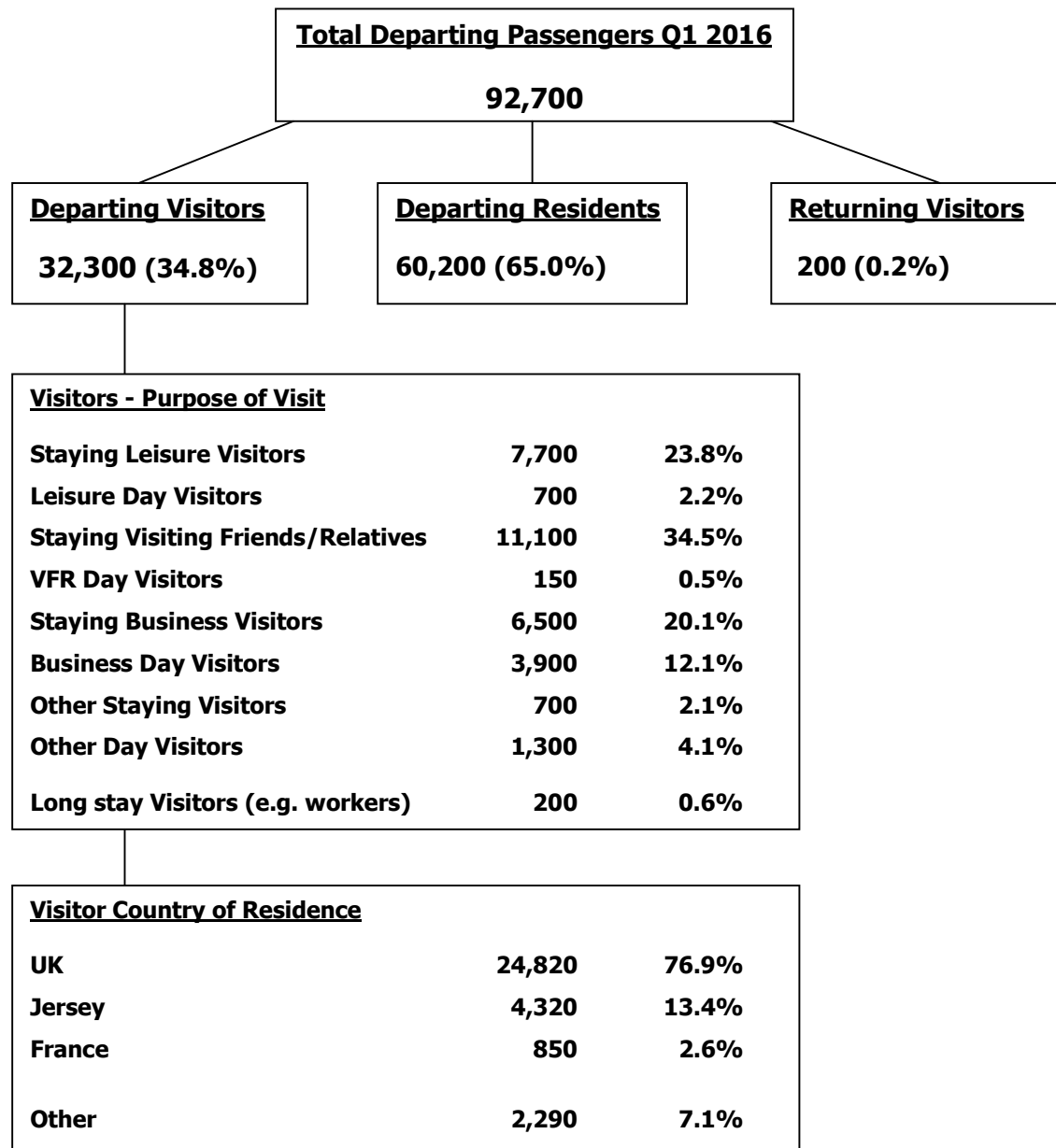
*** These figures exclude "Other staying", "Other day" and "Long stay" visitors as shown in the breakdown on page 2 and as defined in the appendices.**

**** Excludes "Long stay" visitors.**

***** Cruise passengers and visiting yachtsmen are in addition to the Total Departing Passengers shown at the top of the page which only include passengers departing through the Airport and Harbour passenger terminals.**

Q1 Survey Results – Excluding Alderney, Sark and Herm Departures

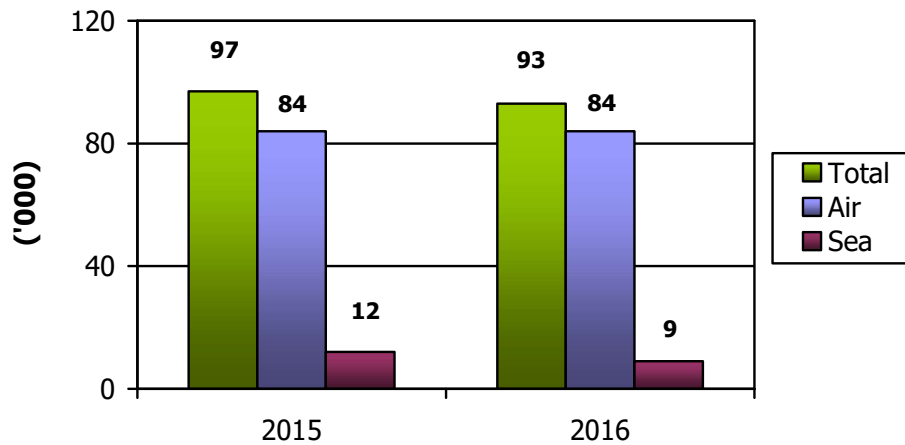
Excluding the Alderney, Sark and Herm routes, the passenger numbers for the **first quarter** of 2016 were broken down as follows:



In addition to the above, there were **no cruise ships passengers** and **225 visiting yachtsmen** arriving in Guernsey over the period January to March.

Comparisons with 2015

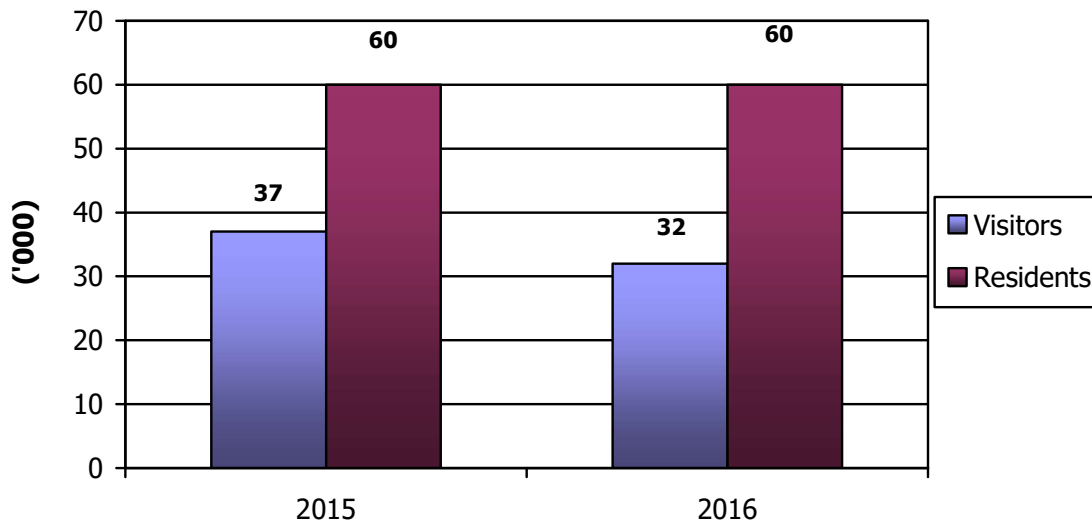
Passenger Departures Q1 2015 and 2016



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

Compared to Quarter 1 2015, there has been a 4.2% decrease in passenger departures from Guernsey, with a 0.1% decrease in passenger departures by air and a 31.6% decrease in passenger departures by sea.

Visitors vs. Residents Q1 2015 and 2016



Excluding travel from within the Bailiwick, there were **32,300 visitor departures** between January and March 2016 and **60,200 resident departures**.

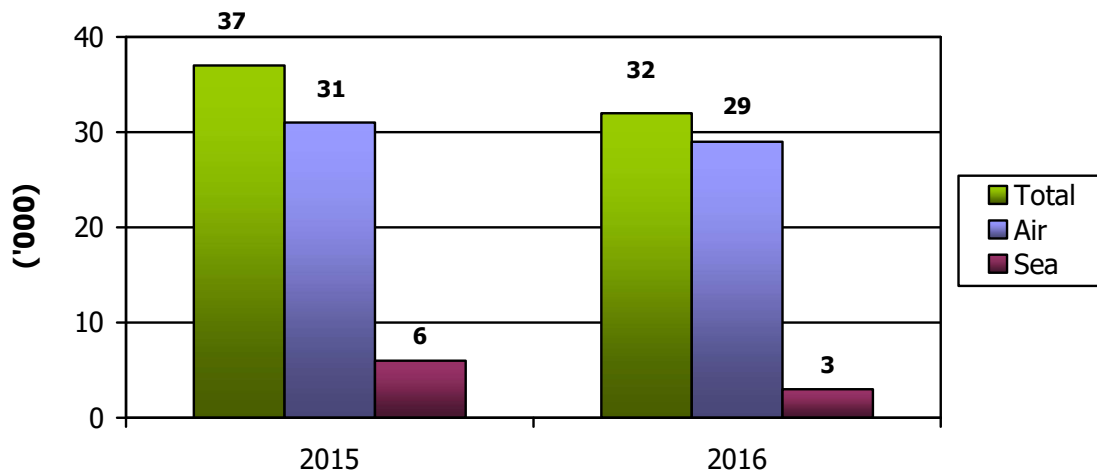
Visitor departures have **decreased by 12.1%** compared to Quarter 1 2015.

Excluding "returning visitors", 34.8% of departing passengers in Quarter 1 2016 were visitors to Guernsey, compared to 38.1% over the same period in 2015.

For air passengers, 29,000 (34.4%) were departing visitors and 55,000 were departing residents.

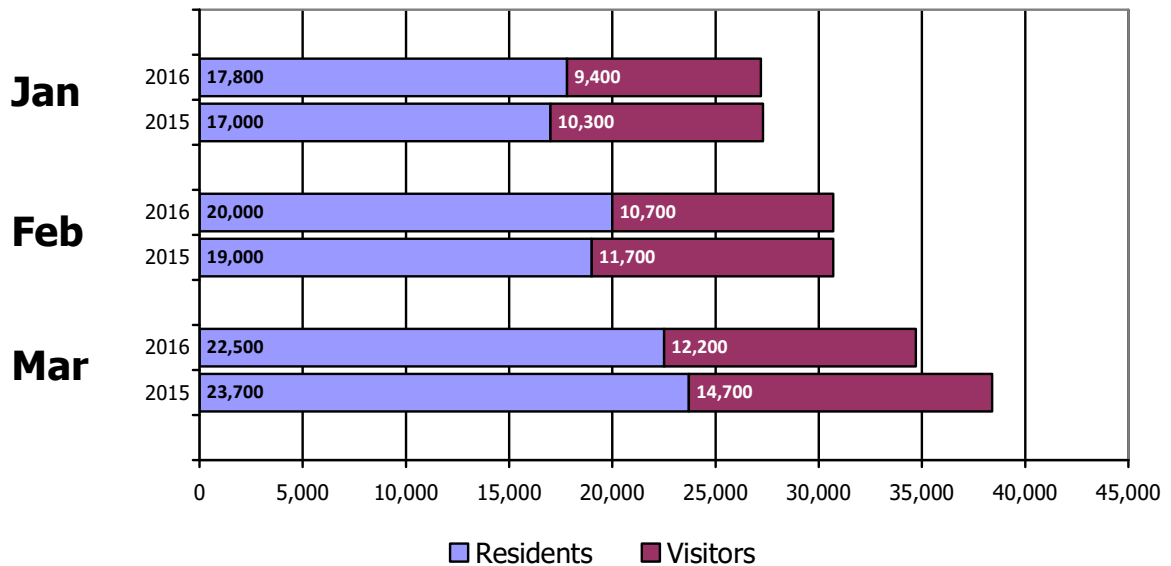
For sea passengers, 3,300 (38.7%) were departing visitors and 5,200 were departing residents.

Visitor Volumes by Travel Method Q1 2015 and 2016



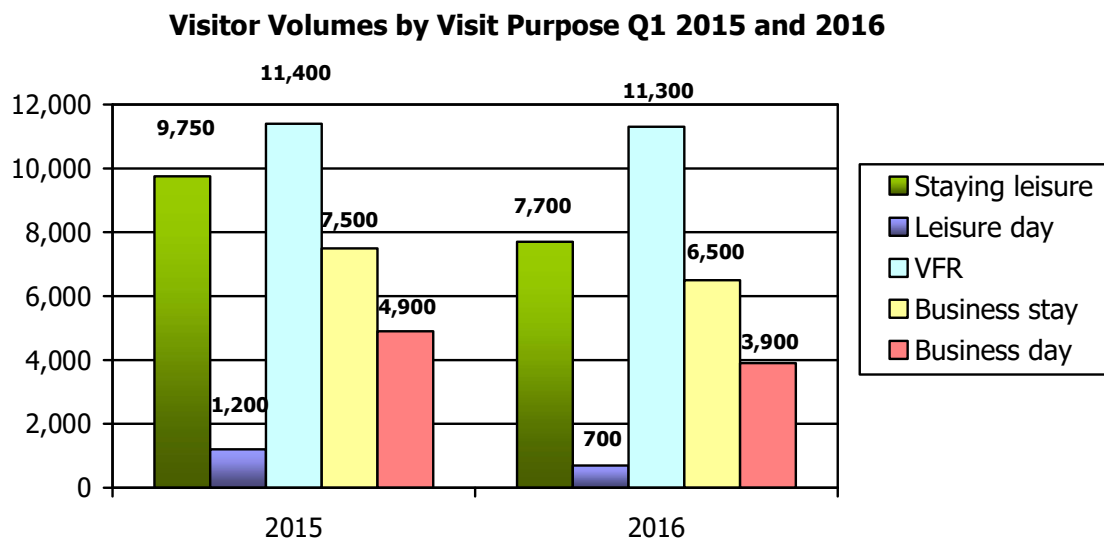
Compared to Quarter 1 2015, there has been a 5.7% decrease in visitors to Guernsey by air and a 44.9% decrease in visitors by sea.

Visitor and Resident Departures by Month 2015 and 2016



Visitor departures decreased by 8.7% in January, by 9.1% in February, and by 16.8% in March.

Visitors by Purpose of Visit and Travel Method

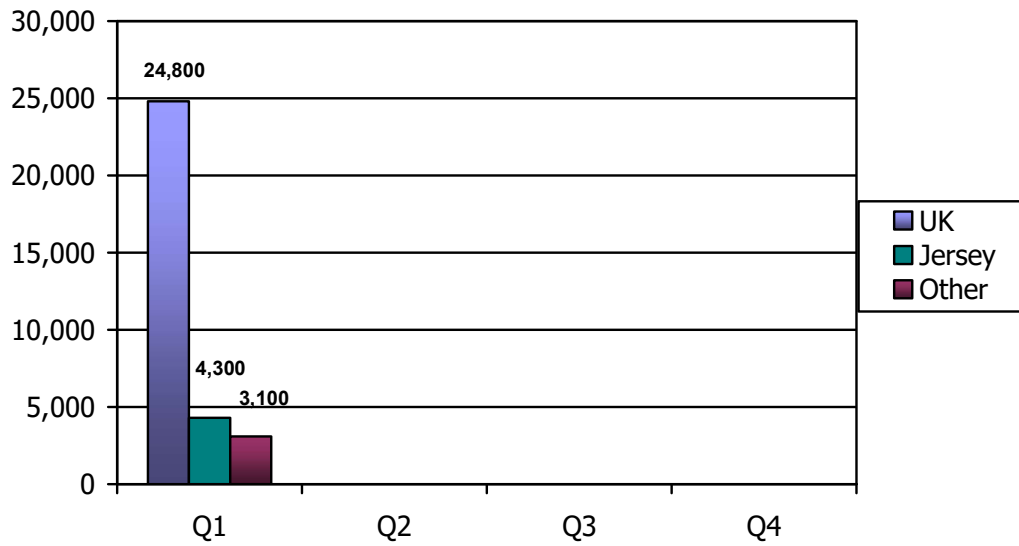


Compared to Quarter 1 2015, there has been a 21.4% decrease in staying leisure visitors to Guernsey, a 40.2% decrease in leisure day visits, and a 0.6% decrease in those visiting friends and relatives. Staying business/conference visitors have fallen by 13.9%, and business day visits have fallen by 20.5%.

Breakdown by air and sea – Q1 2015 vs. Q1 2016:

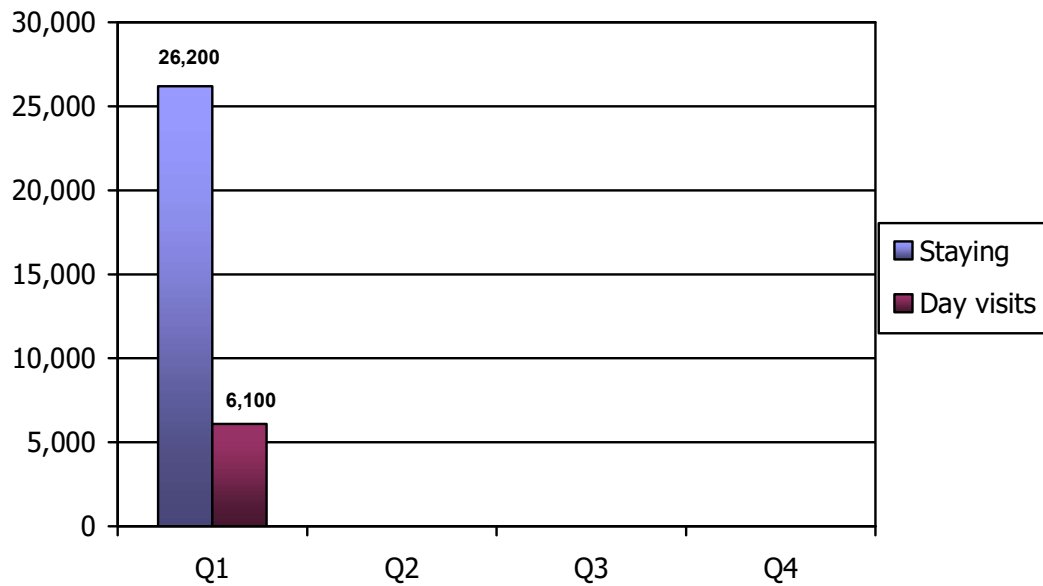
	<u>Air</u>			<u>Sea</u>		
	2015	2016	% change	2015	2016	% change
Staying Leisure Visitors	7,740	6,500	-16.0%	2,020	1,170	-42.2%
Leisure Day visits	290	490	67.5%	890	210	-75.9%
Staying VFR	9,510	10,280	8.1%	1,560	860	-45.1%
VFR Day visits	150	140	-6.5%	130	10	-95.5%
Staying Business	6,500	5,770	-11.2%	1,040	730	-30.4%
Business Day visits	4,790	3,790	-20.8%	130	120	-8.5%

Visitor Country of Residence by Quarter 2016



76.9% of visitors to Guernsey in Quarter 1 2016 were resident in the UK (-13.1%), with 13.4% coming from Jersey (-5.0%) and the remaining 9.7% coming from other countries (-13.2%).

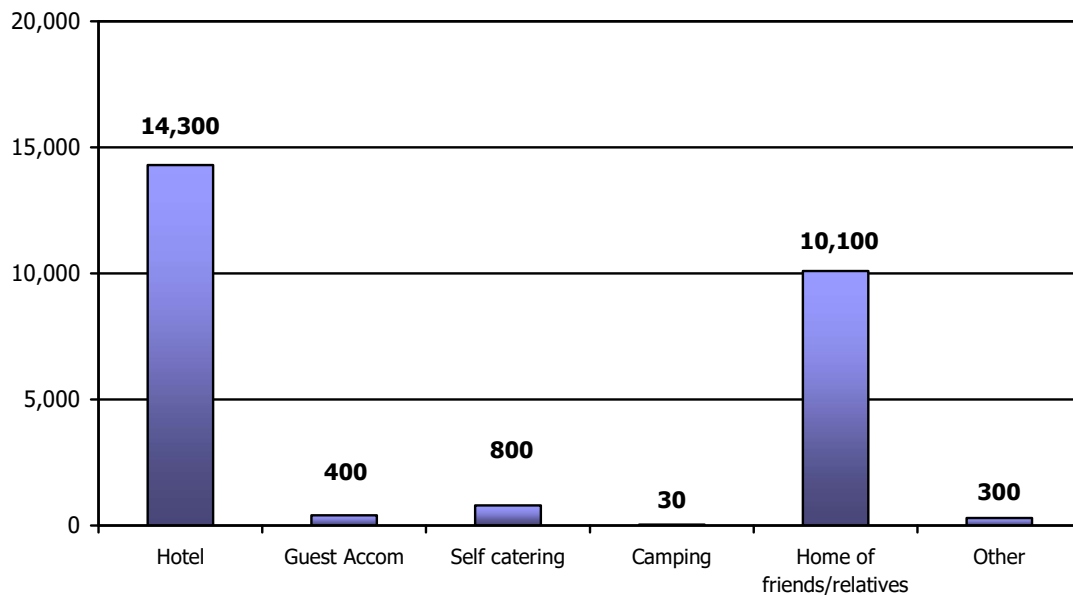
Staying Visitors vs. Day Visits by Quarter 2016



Compared to Quarter 1 2015, there has been a 10.2% decrease in visitors staying in Guernsey for at least 1 night, and a 19.3% decrease in day visits to Guernsey.

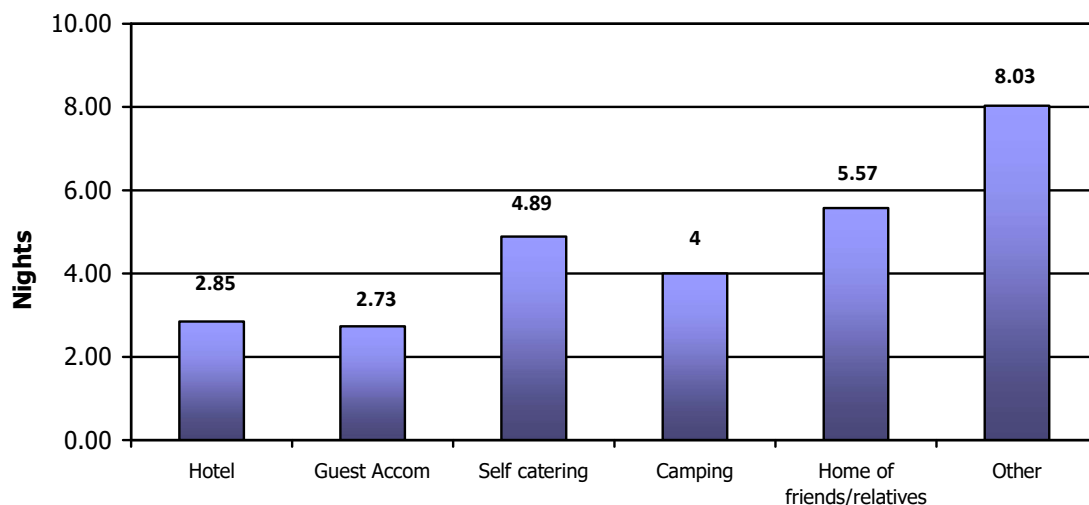
Accommodation used by Staying Visitors in Quarter 1 2016

Volume of Visitors by Accommodation Type Q1 2016



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

Average Length of Stay by Accommodation Type Q1 2016



In total, there were **104,750** overnight stays in Guernsey in Quarter 1 2016 (-11.6%), with **45,950** bed nights sold in commercial accommodation (-20.7%).

The full breakdown was as follows:

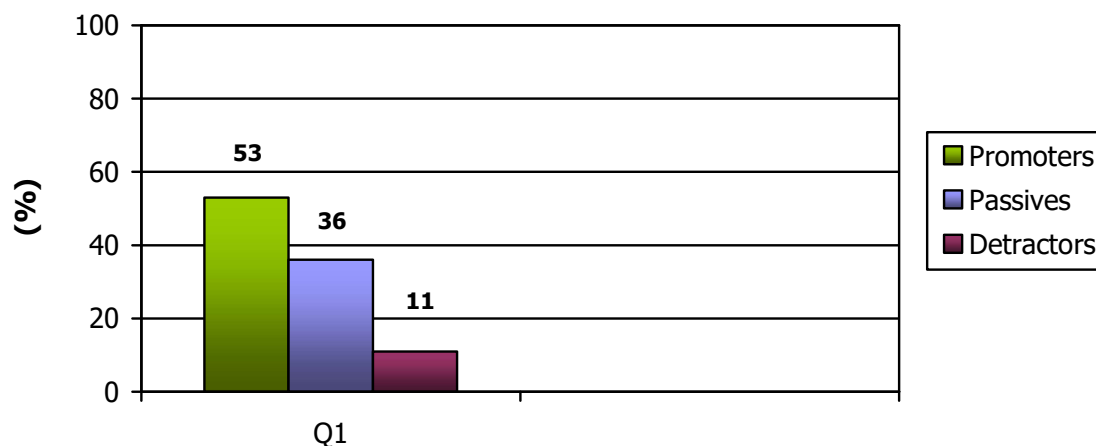
Hotel bed nights:	40,900
Guest accommodation:	1,000
Self catering:	4,000
Camping:	100
Staying with friends/relatives:	56,300
Other	2,500

The overall average stay in Q1 for those spending at least a night in Guernsey was 4.03 nights, down from 4.09 nights in Q1 2015.

Recommendation of Guernsey to friends or family

Departing visitors are asked how likely, on a scale of 0 to 10, they would be to recommend Guernsey to friends or family.

Likelihood to promote Guernsey Q1 2016



"Promoters" gave a score of 9 or 10, "Passives" gave a score of 7 or 8 and "Detractors" gave a score of 0 to 6. The Net Promoter Score is calculated by subtracting the proportion of detractors from the proportion of promoters.

The overall average score in Q1 2016 was 8.41, with the Net Promoter Score being 41.9. This compares with an average score in Q1 2015 of 8.74 and an NPS of 53.2.

The results broken down by purpose of visit were as follows:

	<u>Average Score</u>	<u>Net Promoter Score</u>
Overall	8.41	41.9
Staying leisure visitors	8.76	58.3
Leisure day visitors	7.81	35.5
Staying VFR	8.75	53.9
Staying business visitors	8.29	37.0
Business day visitors	7.94	21.8

Onward flights

Residents and departing visitors are asked which airport or destination they are flying on to after the initial destination airport.

Over the period January to March 2016, **16,830** (20.0%) of the 83,940 departing air passengers were flying to an onward final destination.

14,470 (26.3%) of the 54,970 Guernsey residents travelling by air were flying to an onward destination and **2,360** (8.1%) of the 28,970 visitors to Guernsey departing by air were flying to an onward destination.

The breakdown for Q1 by route was as follows:

	<u>Visitor departures</u>	<u>Visitors travelling onward</u>	<u>Resident departures</u>	<u>Residents travelling onward</u>
Gatwick	8,750	1,010	23,540	11,090
Southampton	6,100	640	10,180	1,490
Manchester	2,680	60	2,840	280
Birmingham	1,300	250	1,420	200
East Midlands	1,210	0	790	30
Exeter	1,130	20	1,490	20
Stansted	1,020	20	560	180
London City	900	90	2,060	140
Bristol	880	0	1,090	0
Other UK Air	50	0	0	0
TOTAL UK AIR	24,020	2,080	43,970	13,430
Jersey air	4,780	280	10,310	1,040
Foreign air	180	0	690	0
TOTAL AIR	28,970	2,360	54,970	14,470

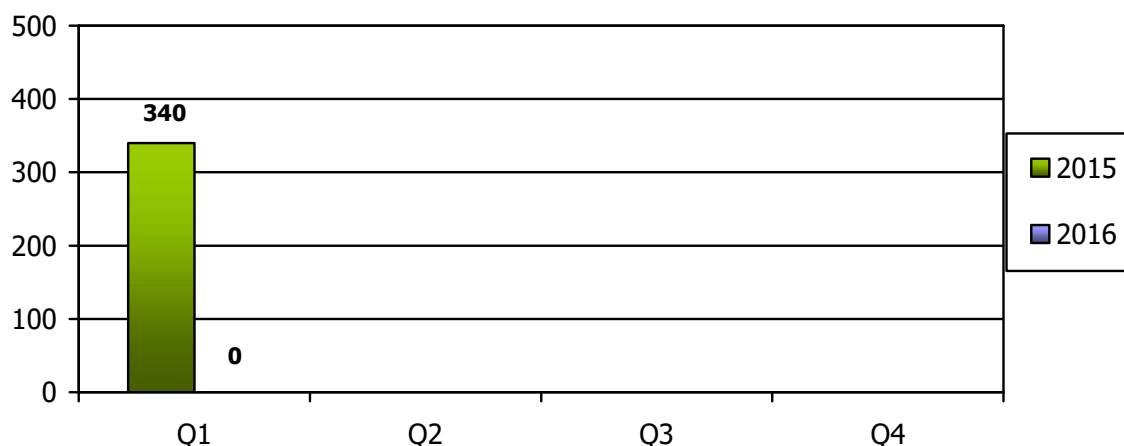
The main destinations/airports that passengers were travelling on to in Q1 were as follows:

1. Canary Islands	1,800 passengers	(30 visitors)
2. Switzerland	1,570 passengers	(180 visitors)
3. Scottish airports	1,330 passengers	(520 visitors)
4. France	1,170 passengers	(90 visitors)
5. USA	850 passengers	(70 visitors)
6. Netherlands	840 passengers	(160 visitors)
7. Austria	760 passengers	(0 visitors)
8. Caribbean	650 passengers	(40 visitors)
9. Spanish mainland	610 passengers	(120 visitors)
10. English airports	610 passengers	(290 visitors)
11. Germany	590 passengers	(50 visitors)
12. Northern Ireland	490 passengers	(120 visitors)
13. Latvia	460 passengers	(100 visitors)
14. Madeira	430 passengers	(0 visitors)
15. Ireland	420 passengers	(160 visitors)
16. Italy	380 passengers	(0 visitors)
17. Australia	370 passengers	(40 visitors)
18. Portugal mainland	320 passengers	(30 visitors)
19. South Africa	260 passengers	(20 visitors)
20. Bulgaria	220 passengers	(10 visitors)
21. Thailand	220 passengers	(30 visitors)

Cruise passengers

Guernsey Harbours collates information on the number of passengers on cruise ships visiting Guernsey. The graph below shows a summary of the total number of cruise passengers by quarter.

Cruise passengers by Quarter 2015 vs. 2016



Over Q1 2016, there were no cruise passenger arrivals compared to 340 in Q1 2015.

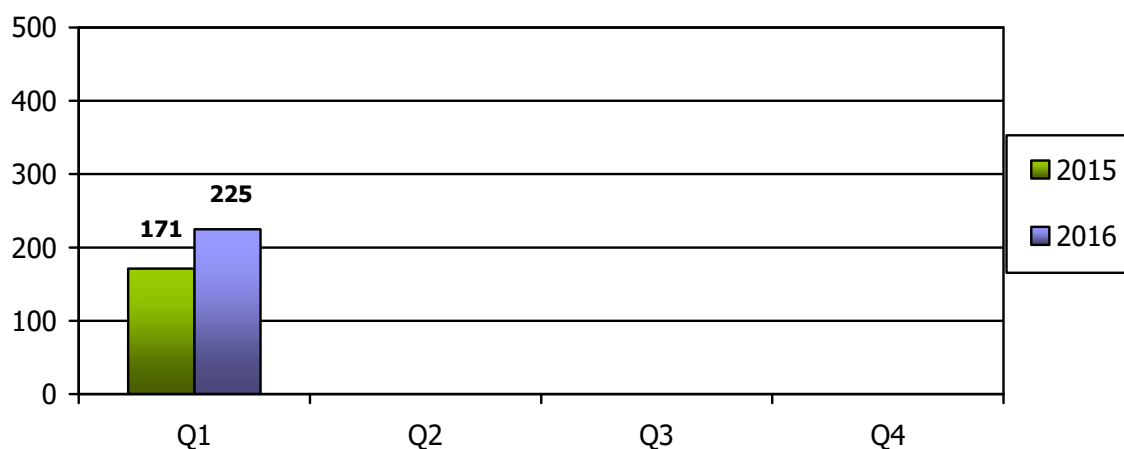
Visitors who had visited Guernsey previously are asked whether they had ever visited Guernsey before on a cruise.

From the 1,520 respondents who answered this question over the first 3 months of 2016, **21 (1.4%)** said that they had previously visited Guernsey on a cruise.

Passengers on pleasure craft (visiting yachts)

Guernsey Harbours collates information on the number of passengers on pleasure craft visiting Guernsey. The graph below shows a summary of the total number of pleasure craft passengers by quarter.

Visiting yachtsmen by Quarter 2015 vs. 2016



Over Q1 2016, the number of pleasure passenger arrivals was **225 (+31.6%)** compared to 190 in Q1 2015.

N.b. Q1 2015 figure has been revised following updated figures provided later in the year.

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 to the end of February 2013, Island Ark conducted both the ongoing fieldwork and the analysis. In March 2013, Guernsey's Commerce and Employment Department took on the responsibility for the fieldwork, while Island Ark has continued to provide advice on methodology and sampling, as well as the analysis.

One major difference in approach from previous surveys was that from 2010 to 2012 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 and have not been included subsequent to 2012. These routes have been excluded from this quarterly analysis. It was also evident that the definition of holidaymakers and those visiting friends and relatives has differed between previous surveys (See 2016 definitions in the appendices).

The broad objectives of the 2016 Exit Survey are as follows:

- Determine the passenger composition of each of Guernsey's main air and sea transport routes across the whole of 2016
- 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 first 2016 quarterly report on passenger departures between January and March (Q1 2016).

Methodology

As with previous exit surveys, face-to-face interviews are being conducted with departing passengers throughout 2016, 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 approached in a prescribed random manner taking account of flight and ferry departure times. 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 and the Harbour passenger and car terminals. In 2011 and 2012, interview shifts were also undertaken at the inter-Island harbour departure points to cover the sailings to Sark and Herm, but this was discontinued in 2013.

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. Translations are provided for assistance.

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 January and March 2016, **278 interviewer hours** were allocated to this Passenger Calibration Survey. The exact shift schedules were flexible in order to account for 2016 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.

Excluding the inter-Bailiwick routes, data for Q1 therefore comes from **4,377 interviews, representing 7,764 departing passengers (8.4% of Guernsey's total departing passengers, excluding the Alderney, Sark and Herm routes, over Q1 2016)** - 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 nearly 8,000 passengers provides a strong degree of statistical confidence in the results for Q1 2016. 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 were not covered in this quarter
- 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).

Statistical Reliability and Bias

Sample surveys are always subject to statistical error and the higher the sample size, the lower the margin of statistical variation. The table below gives an indication of the levels of statistical error to which the data are theoretically subject at the 95% Confidence Level.

Sample Size	Research Results				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
4,400	+/- 0.9	+/- 1.2	+/- 1.3	+/- 1.4	+/- 1.4
1,700	+/- 1.4	+/- 1.9	+/- 2.2	+/- 2.3	+/- 2.4
1,000	+/- 1.9	+/- 2.5	+/- 2.8	+/- 3.0	+/- 3.1
500	+/- 2.6	+/- 3.5	+/- 4.0	+/- 4.3	+/- 4.4

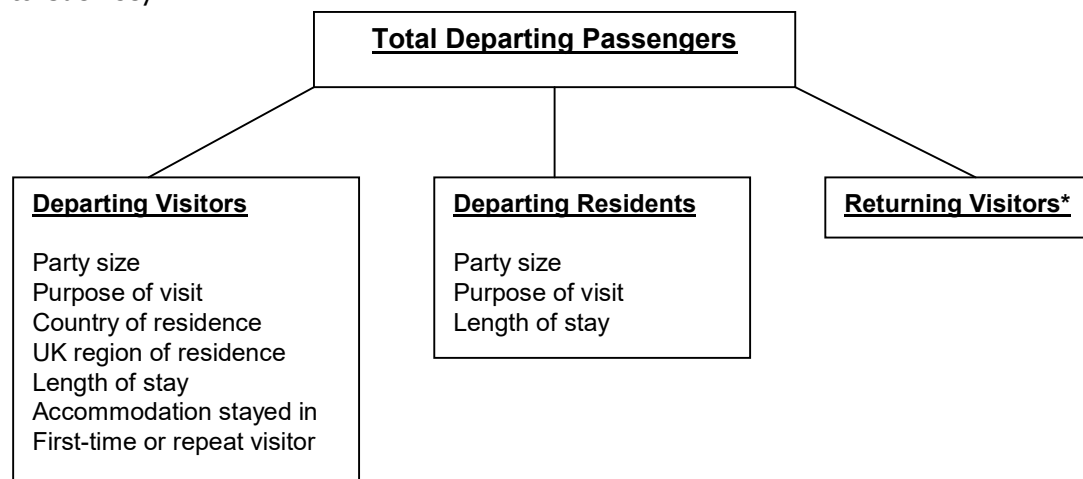
Based upon a total sample size from Q1 of 4,400, a finding that 34.8% of respondents were departing visitors would mean that the true figure for all respondents is 95% likely to be within the range 32.5% to 37.1%, but is more likely to be near the centre of this range (i.e. closer to the survey sample finding). For departing visitors, based upon a sub-sample size of 1,700, the finding that 23.8% were staying leisure visitors would have a statistical variation of between 21.8% and 25.8%. As the sample sizes become smaller for individual routes, purposes of visit and nationalities, the statistical variability of the results increases.

With any survey methodology, bias is likely to enter into the sample. This bias is minimised by achieving high response rates and allocating a random manner for approaching interviewees. By undertaking interview shifts over a range of times and days, bias is minimised as much as possible in this survey, but may be affected by certain respondents having more time available to be interviewed. The 'interviewee refusal rate' is recorded by interviewers to provide an idea of the potential level of bias caused by interviewee self-selection and was **6.7%** in Q1 2016. This refusal rate compares very favourably with other similar surveys.

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 2016, 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.

2016 Passenger Departures Including Alderney, Sark and Herm Departures

Cumulative Passenger Departures by Route January – March 2016 (including Alderney, Sark and Herm):

	<u>Volume</u>	<u>% of total pax.</u>	<u>2016 vs. 2015</u>
London Gatwick	32,410	31.9%	-3.1%
Southampton	16,280	16.0%	4.8%
Manchester	5,550	5.5%	-1.6%
London City	2,970	2.9%	15.9%
Birmingham	2,710	2.7%	0.3%
Exeter	2,620	2.6%	-1.8%
Bristol	1,990	2.0%	9.4%
East Midlands	1,990	2.0%	7.9%
Stansted	1,580	1.6%	0.6%
Other UK Air	50	0.1%	-23.9%
Total UK Air	68,160	67.2%	0.4%
Jersey	15,100	14.9%	-3.5%
Alderney	3,650	3.6%	6.9%
Total CI Air	18,750	18.5%	-1.7%
Dinard	400	0.4%	28.1%
Swiss Air	20	*	58.3%
Other Foreign Air	460	0.5%	26.5%
Total Foreign Air	880	0.9%	27.8%
Total Air:	87,790	86.5%	0.2%
UK Sea	4,510	4.4%	-34.1%
Herm	3,210	3.2%	284.4%
St. Malo	2,110	2.1%	-9.2%
Sark	1,940	1.9%	3.5%
Jersey	1,900	1.9%	-42.2%
Other French Sea	0	0%	0%
Alderney	0	0%	0%
Total Sea:	13,670	13.5%	-9.9%
Total Departures:	101,460		-1.3%

2016 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".

Prior to 2012, those stating that they were in transit and had not stayed in Guernsey were classified as "Leisure Daytrippers". From 2012 these have been reclassified as "Other Day Visits". "Other" purposes of visit would include those visiting Guernsey for other purposes that would not be considered as either leisure or business such as funerals, weddings, other family gatherings, deliveries, medical reasons, job interviews, study visits/school trips etc.

Fieldwork, Interviewers and Quality Control Standards

As a certified member and company partner 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 employed directly by Island Ark 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.

Island Ark interviewers are also 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.

While Island Ark does not directly employ the interviewers for this survey, the above principals are applied and the interviewers receive the necessary training.

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 and conducts random checks of the data input.

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 any potential outliers that may impact on the results 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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