

JERSEY FOR A HOLIDAY

Residents of Jersey were asked about their views on Jersey as a holiday destination.

Between May 2020 and November 2021...



HALF

had a staycation in Jersey.

A THIRD

reported having more than one staycation in this time.

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The top three reasons to book a staycation were...



59%

for a break or change of scenery

48%

for a celebration or romantic break

44%

instead of an off-island holiday

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43%

would definitely consider a staycation in Jersey in the future



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61%

would be very likely to recommend Jersey as a holiday destination to those living elsewhere.



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Words people used to describe Jersey as a holiday destination...



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THE BAILIWICK OF GUERNSEY FOR A HOLIDAY

Residents of the Bailiwick of Guernsey were asked about their views on the islands as a holiday destination.

Between May 2020 and November 2021...



59% had a staycation in Guernsey

17% in Alderney

17% in Sark

16% in Herm

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The top three reasons to book a staycation were...



62% for a break or change of scenery

62% instead of an off-island holiday

40% spend quality time with family and/or friends

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41%

would definitely consider a staycation in the Bailiwick of Guernsey in the future.



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64%

would be very likely to recommend the Bailiwick of Guernsey as a holiday destination to those living elsewhere.



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Words people used to describe Guernsey as a holiday destination...



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