JERSEY FOR A HOLIDAY

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



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

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

44% instead of an off-island holiday

Unique

Great for

swimming

Crowded

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Friendly

Scenic

Seasonal

Wonderful

beaches

Safe

Dated

siand Global Rese

43%



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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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Your Island for a Holiday Survey took place from 21/10/2021 - 14/12/2021 Total Sample Size: 492 Jersey residents

N.B. Very likely to recommend = scored Jersey 8 or more out of 10 where 10 is extremely likely to recommend Jersey as a holiday destination to friends and family living elsewhere.

Stunning

High quality

restaurants

Beautiful

walks

Expensive

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

would be very likely to

recommend the Bailiwick

of Guernsey as a holiday

destination to those

living elsewhere.

17% in Alderney

17% in Sark

16% in Herm

64%

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



Your Island for a Holiday survey took place from 21/10/2021 - 14/12/2021 Total Sample Size: 609 resident of the Bailiwick of Guernsey N.B. Very likely to recommend = scored 8 or more out of 10 where 10 is extremely likely to recommend the Bailiwick of Guernsey as a holiday destination to friends and family living elsewhere.

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41%

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

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