



HOLIDAY SURVEY

Selected results from a survey about holidays which was undertaken between 13 and 31 October 2023. The survey was completed by 576 residents from Jersey, 714 residents in the Bailiwick of Guernsey, and 623 residents in the Isle of Man.

HOLIDAY SURVEY

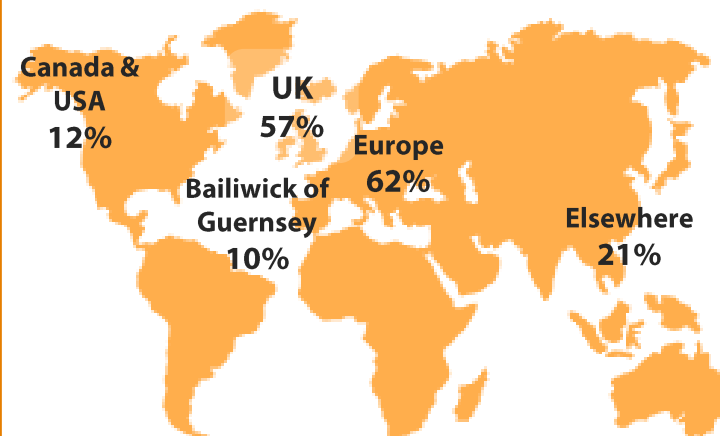
Selected results from a survey about holidays which took place from 13-31 October 2023. The survey was completed by 576 Jersey residents aged 16 and over.

85% of respondents have been on holiday since January 2022.



This includes staycations and trips off-island to visit family and friends.

Where have they been since January 2022?



8 out of 10 respondents are hoping to go on holiday in 2024 or 2025

46% are considering a beach holiday

47% a city break

22% an activity or sports holiday

25% a cruise

29% a countryside break

There were also **47%** of respondents who are planning to **visit family & friends**, and **17%** who would consider a **staycation**.

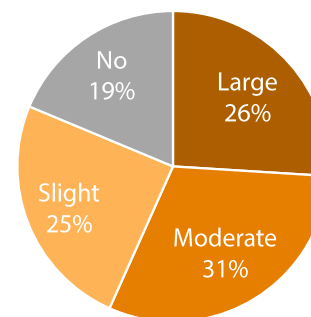
Increases in the cost of living are impacting holiday preferences, but only to some extent

82% of respondents said increases in the cost of living are impacting their holiday preferences

Of those having who said cost increases are having a large impact:

63% had been on holiday in 2023

78% are considering a holiday in 2024 or 2205



HOLIDAY SURVEY

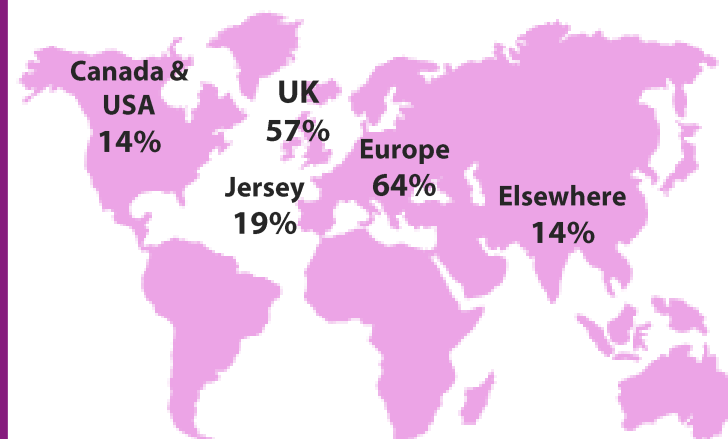
Selected results from a survey about holidays which took place from 13-31 October 2023. The survey was completed by 714 Bailiwick of Guernsey residents aged 16 and over.

86% of respondents have been on holiday since January 2022.



This includes staycations and trips off-island to visit family and friends.

Where have they been since January 2022?



8 out of 10 respondents are hoping to go on holiday in 2024 or 2025

44% are considering a beach holiday

44% a city break

27% a cruise

21% an activity or sports holiday

29% a countryside break

There were also **52%** of respondents who are planning to **visit family & friends**, and **15%** who would consider a **staycation**.

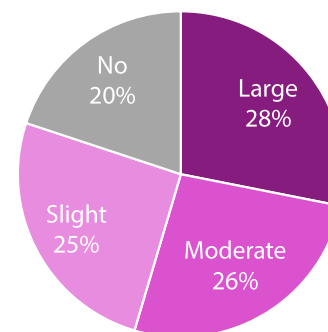
Increases in the cost of living are impacting holiday preferences, but only to some extent

79% of respondents said increases in the cost of living are impacting their holiday preferences

Of those having who said cost increases are having a large impact:

69% had been on holiday in 2023

79% are considering a holiday in 2024 or 2025



HOLIDAY SURVEY

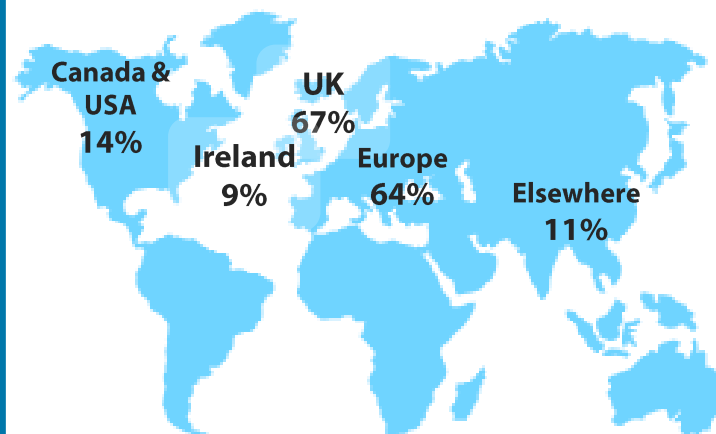
Selected results from a survey about holidays which took place from 13-31 October 2023. The survey was completed by 623 Isle of Man residents aged 16 and over.

82% of respondents have been on holiday since January 2022.



This includes staycations and trips off-island to visit family and friends.

Where have they been since January 2022?



8 out of 10 respondents are hoping to go on holiday in 2024 or 2025

41% are considering a beach holiday

44% a city break

24% a cruise

19% an activity or sports holiday

32% a countryside break

There were also **50%** of respondents who are planning to **visit family & friends**, and **18%** who would consider a **staycation**.

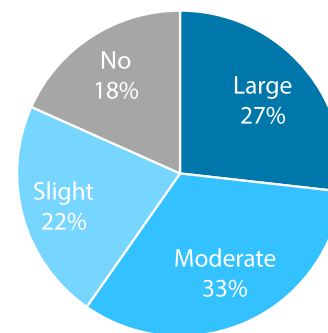
Increases in the cost of living are impacting holiday preferences, but only to some extent

82% of respondents said increases in the cost of living are impacting their holiday preferences

Of those having who said cost increases are having a large impact:

59% had been on holiday in 2023

79% are considering a holiday in 2024 or 2025



YOUR ISLAND FOR A HOLIDAY



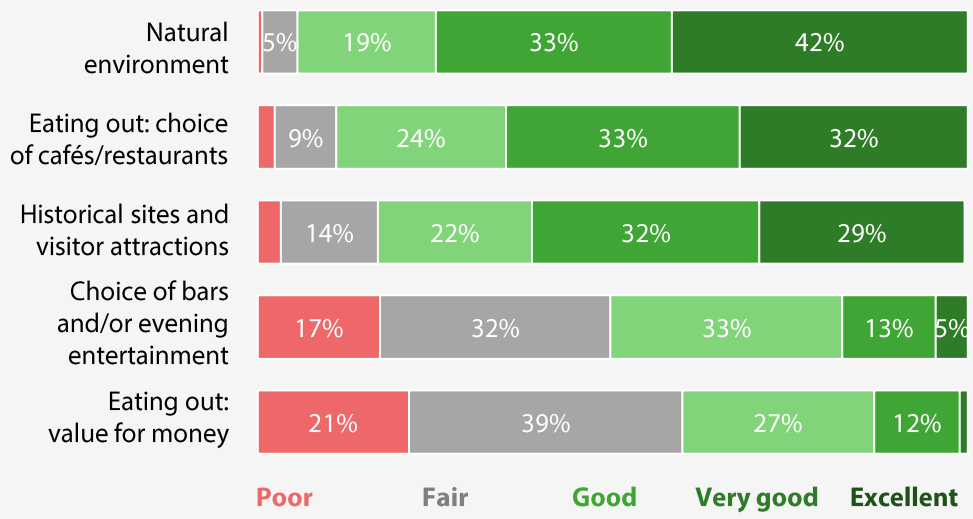
Selected results from a survey about holidays which was undertaken between 13 and 31 October 2023. The survey was completed by 576 residents from Jersey, 714 residents in the Bailiwick of Guernsey, and 623 residents in the Isle of Man.




42% of respondents are very likely to recommend Jersey as a holiday destination



How respondents' rate what Jersey offers as a visitor destination



Residents' views of Jersey as a holiday destination



- Interesting island to visit because of its history, natural beauty, restaurants, outdoor activities, and warmer climate
- There's much to do in Jersey especially for short term stay, 3-5 day mini break
- Lack of affordable accommodation and eating out is very expensive
- Lots to do in Jersey, beautiful beaches, castles, a zoo, walking and shopping
- Jersey is overpriced
- Cost of dining out and alcohol is far higher than the UK or Continent
- Lost its charm and appeal. Now it's just trying to be like any mini-UK city

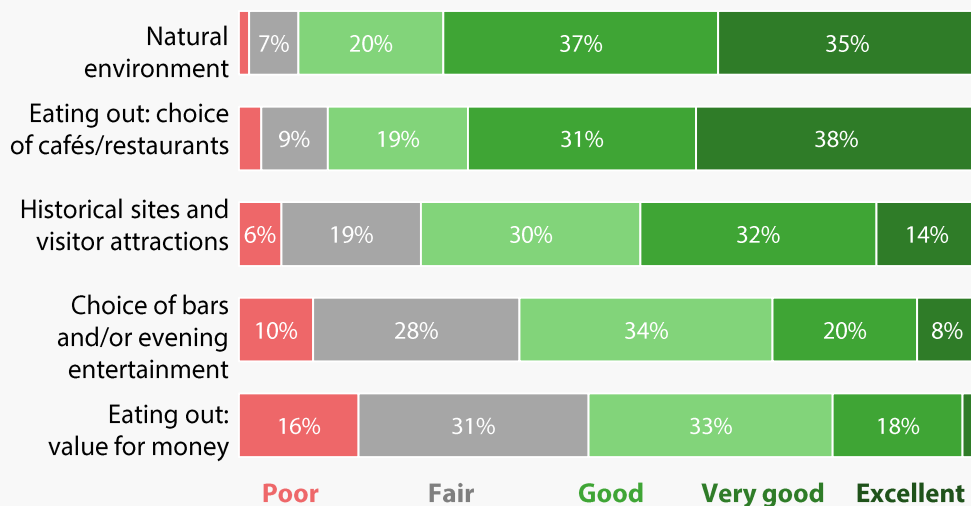
BAILIWICK OF GUERNSEY FOR A HOLIDAY

43% of respondents are very likely to recommend the Bailiwick of Guernsey as a holiday destination



31% of respondents had taken a staycation since January 2022

How respondents' rate what the Bailiwick of Guernsey offers as a visitor destination

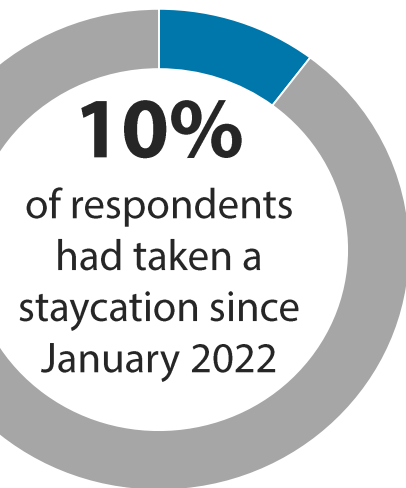


Residents' views on the Bailiwick of Guernsey as a holiday destination

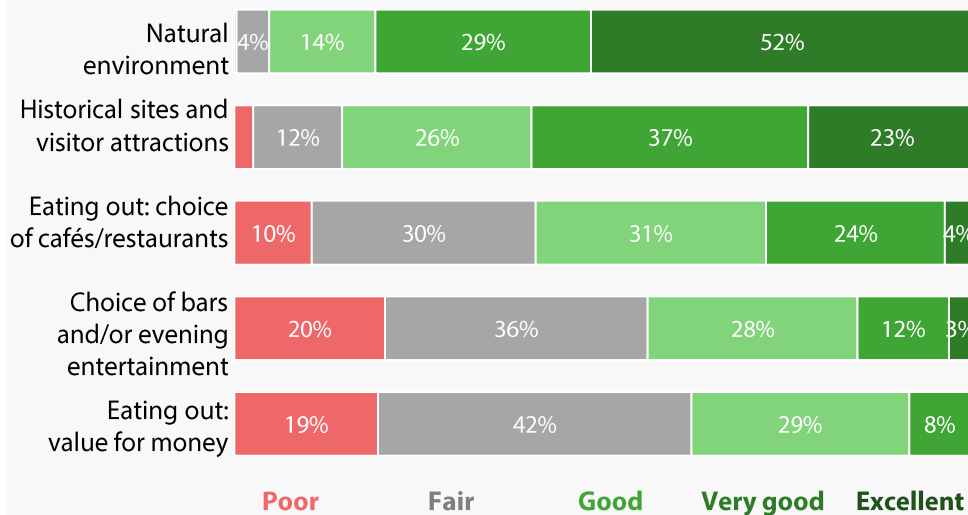


ISLE OF MAN FOR A HOLIDAY

43% of
respondents are
very likely to
recommend Isle of
Man as a
holiday
destination



How respondents' rate what the Isle of Man offers as a visitor destination



Residents' views on the Isle of Man as a holiday destination

