What does tourism do for Jersey?

- **Visits to Jersey in 2015:** 718,000
- **Overnight leisure visits from the UK:** 72%
- **Overnight leisure visitors:** 347,000
- **Overnight visits to friends & family:** 107,000
- **Business visits:** 118,000
- **Leisure day visits:** 108,000
- **Additional visits:** 38,000
- **Employed in hotels, restaurants & bars:** 5,230
- **Separate air routes to Jersey in 2016:** 40
- **BA biggest market by seat capacity from London Gatwick:**

### Local business
- All trade that tourism brings helps to support:
  - **Hotels:** 59
  - **Guest houses:** 36
  - **Self-catering providers:** 32
  - **Campsites:** 5
  - **Hostels:** 2
  - **Coach-tour companies:** 4
  - **Buses:** 85
  - **Double decker buses:** 12
  - **Taxis:** 311
  - **Restaurants:** 253
  - **Pubs:** 145

### Average spend
- **£491** Spent on island by typical overnight leisure visitor
- **£50** Spent on island by typical leisure day-tripper

### Total spend on island
- **£243m**
  - **£125m** Accommodation
  - **£49m** Food and drink
  - **£43m** Shops
  - **£17m** Transport
  - **£10m** Entertainment
  - **£12.2m** Generated in GST

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