**WRITTEN QUESTION TO THE
MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM, SPORT AND CULTURE
BY DEPUTY M.R. HIGGINS OF ST. HELIER
ANSWER TO BE TABLED ON TUESDAY 28TH MARCH 2017**

Question

Will the Minister provide the number of visitors who:

(a) sought information at the old Tourism Department in the three years before Visit Jersey was created; and

(b) have sought information from the tourism information section at the Jersey Museum since Visit Jersey was created?

Answer

TIC footfall

	2015	2016	
March	7,333	7,469	2%
April	9,600	10,706	12%
May	14,949	13,207	-12%
June	15,127	14,634	-3%
July	18,514	15,944	-14%
August	22,025	17,725	-20%
September	16,066	14,125	-12%
October		10,343	
November		4,945	
December		4,664	

* Data was not collected from October 2015 to February 2016 due to low numbers of visitors out of the main holiday season.

**TIC moved to Jersey Museum from 24th February 2016

TIC footfall at the previous site and Jersey Museum is shown in the table above. The data before 2015 has been archived and what we hold will be circulated once retrieved from Jersey Archive.

Visitor habits when accessing information for a holiday are changing. This change is driven by mobile technology and free WIFI. People now access information online before travelling and up to the minute information in a destination via mobile phones and websites like TripAdvisor.

Therefore, Tourist Information Centres (TICs) are changing and evolving. Research has shown that most European TICs are changing the way they provide tourist information because fewer tourists are visiting TIC's. Visitors increasingly get information from the internet. Tourist expect free WIFI with easy access, especially in cities. This is becoming the preferred way of accessing information.

It perhaps helpful to acknowledge that access to Visit Jersey's digital sites (Facebook, Twitter, Instagram and jersey.com) have shown increases without exception throughout 2016 and this trend is continuing into 2017.