

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM,
SPORT AND CULTURE
BY DEPUTY I. GARDINER OF ST. HELIER
QUESTION SUBMITTED ON MONDAY 1st FEBRUARY 2021
ANSWER TO BE TABLED ON MONDAY 8th FEBRUARY 2021**

Question

Will the Minister provide estimate figures for the economic activity, including any income generated, of Visit Jersey and the retail sector for the period 1st January to 30th September 2020, and will he provide the same data for the same period in 2019 for comparison?

Answer

I invite the Deputy to refer to my answer to Written Question 23/2021, which refers to the November 2020 publication by Statistics Jersey of its first [estimates of quarterly revenue and GVA](#).

With respect to our visitor economy, additional context might ordinarily have been drawn from the informative exit surveys commissioned by Visit Jersey. For the period January – September 2019, Visit Jersey advises that on-island visitor expenditure was estimated at £240.6m. One sadly unavoidable consequence of the arrival of COVID in Jersey was the suspension of Exit Survey activity mid-way through March 2020.

While a comparable visitor expenditure estimate for January - September 2020 is not available, the data that is available to Visit Jersey indicates that visitor expenditure during Q1 2020 may have fallen by over a third relative to 2019.

The 2019 Visit Jersey Exit Survey summary is available online at –

https://business.jersey.com/sites/default/files/components/pdf_download_row/Exit%20Survey%20Analysis%20Jan-Dec%202019%20_0.pdf