

**WRITTEN QUESTION TO THE MINISTER FOR SUSTAINABLE ECONOMIC
DEVELOPMENT**

**BY DEPUTY L.M.C. DOUBLET OF ST. SAVIOUR
QUESTION SUBMITTED ON MONDAY 9th JUNE 2025
ANSWER TO BE TABLED ON MONDAY 16th JUNE 2025**

Question

“In relation to the number of monthly passenger arrivals in Jersey, will the Minister –

- (a) provide the data for March to May 2025 and explain whether there have been any delays in the publication of this information;
- (b) detail any conclusions that he has drawn from this data; and
- (c) advise what plans, if any, he has to address or action any such conclusions identified?”

Answer

- a) Data on passenger arrivals can be found on the Visit Jersey website here: [Visitor Statistics | Visit Jersey Trade & Media](#)

The March to April statistics were updated by Visit Jersey on 13th June 2025 following a delay caused by a scheduling error which led to more visitor heavy afternoon flights being surveyed in Q1 compared to morning flights. This led to artificially high visitor numbers which the Chief Statistician and 4insight have subsequently worked to correct.

The passenger statistics for May will be available on the Visit Jersey website by the end of June.

- b) Total passengers by air remain stable compared to 2024 but low levels of UK consumer confidence are likely to continue to impact jurisdictions like Jersey for much of this year¹.

We expected the introduction of a new ferry service to have a short-term impact on visitor numbers by sea and these figures confirm that. However, passengers by sea represent a small portion of overall travellers and figures should grow year on year thanks to new marketing investment from DFDS.

- c) The Deputy will be aware that supporting the visitor and hospitality sectors are key focuses of the Government and a number of actions have already been undertaken to support this industry.
- We have provided a **£20m** Better Business Support Package to provide funding directly to businesses. This includes:
 - **£4.6m** in productivity support
 - A further **£2m** in productivity support ringfenced for the visitor economy
 - **£4m** in destination marketing
 - **£2m** in route development
 - **£4m** in skills funding
- We have secured new air links both to Europe and the UK including a significant expansion of [Jet2's services](#) which will see a **50%** increase in seats for 2026.

¹ For example, Ireland's visitor numbers have seen a [23% decline](#) in Q1 2025.

- Visit Jersey has delivered a 12% increase in active website users this year and a 23% increase in hotel partner referrals
- We have secured the continuation of the French ID card scheme.
- We have provided new funding for shoulder season events such as the Super League Triathlon which will return in late September 2025.
- We are delivering a new Alcohol Licensing Law following the relaxation of rules around drinks promotions.
- We have reduced the de-minimis threshold and digitalised the GST refund scheme for tourists via a new partnership with Global Blue.
- We have reopened the Visitor Information Centre.
- We have trialled free opening at the Jersey Museum, driving footfall not only to the weighbridge but also to the new Visitor Information Centre.