



Isle of Man
Government

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Isle of Man Passenger Survey Report 2016

Economic Affairs
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Summary of Results – Isle of Man Passenger Survey 2016

- Total scheduled passenger departures increased over the year, to 675,048 in 2016 compared to 663,465 in 2015.
- The number of visitors during 2016 increased by 1.7% to 292,328.
- The number of non-business visitors staying in paid accommodation did not notably increase in 2016, with the total annual figure rising by only 64 visitors to 134,674.
- The average length of stay of visitors to the Island (including business visitors) was estimated at 5.0 nights, which is a 9% decrease compared to 2015.
- Estimated total expenditure by visitors to the Island during 2016 was £106.6 m, and on average visitors spent £363 per visit.
- During 2016 the proportion of visitors from the North West of England (27.4%) was comparable to 2015, with ongoing increases in the proportion of visitors from the South East and from outside the UK and Ireland.
- The majority of residents leaving the Island were either travelling to the North West of England (37.2%) or outside of the UK and Ireland (22.1%).

Methodology

The Isle of Man Passenger Survey is conducted by Economic Affairs, who interview departing passengers at Douglas Harbour and Ronaldsway Airport. Responses from these interviews are recorded electronically and analysed by the Department, with quarterly results available as part of the Quarterly Economic Report and in greater detail in the annual report.

In the Passenger Survey, interviewees are classified under the following definitions of passenger type:

Passenger Type	Definition
Isle of Man Residents (RES)	Isle of Man residents leaving the Island.
Period Visitors in Paid Accommodation (PVPA)	Non-business visitors who stayed in paid accommodation whilst on the Island.
Period Visitors Visiting Friends and Relatives (VFR)	Non-business visitors who stayed with friends or relatives whilst on the Island.
Business Visitors (BV)	Visitors who were on the Island for business purposes.
Day Visitors (DV)	Non-business visitors who did not stay overnight.

Throughout the Report, “quarterly” figures are presented in which “Q1” refers to January to April and “Q2” consists of those for May and June. This is to ensure that quarterly comparisons are not distorted by the timing of the Easter break.

Cases are selected using a complex sampling design. All results are re-weighted to account for the different numbers of passengers travelling by each route and mode of travel from the Island. As with any survey of this type, results are subject to random error variation.

The information contained in this report relates only to scheduled departures and does not include unscheduled departures such as some charter flights, cruise ship passengers and pleasure craft.

Throughout this report individual entries have been rounded independently and as a result columns may not appear to sum to column totals. This is simply a result of rounding and the unrounded entries do sum correctly.

This Report is intended to meet the general information requirements of regular users of the Passenger Survey, but additional statistics, including historical data may be made available on request. Further comments and enquiries should be addressed to:

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Isle of Man
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Email: economics@gov.im

Scheduled Passenger Departures

Figure 1 Scheduled Passenger Departures, by Mode of Travel ('000)



During 2016, there were 394,554 passengers who departed the Island by air, and 280,498 passengers who departed by sea.

Table 1 Scheduled Passenger Departures, by Quarter ('000)

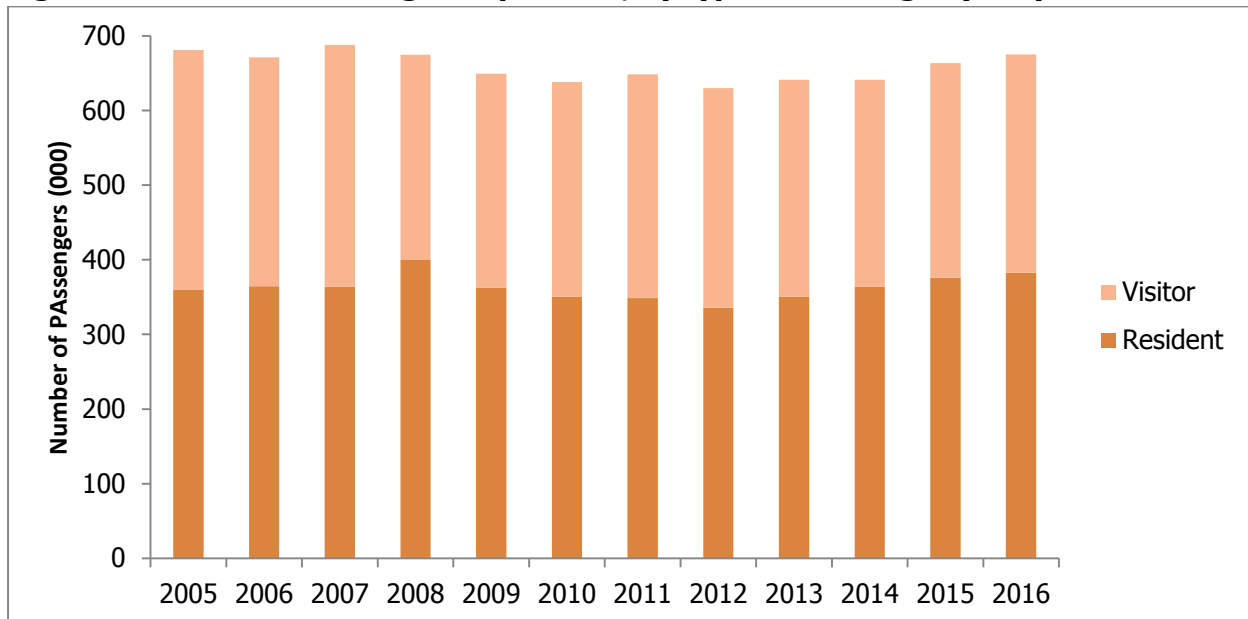
Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	178.1	164.8	163.0	176.4	159.4	158.2	163.1	161.0	171.4
Q2	139.4	134.5	132.1	136.6	134.8	141.7	140.6	148.8	144.4
Q3	223.0	217.7	216.5	209.8	206.3	212.7	210.4	220.5	223.2
Q4	134.3	132.6	126.5	125.8	129.6	128.6	127.1	133.2	136.1
Total	674.8	649.6	638.1	648.6	630.1	641.2	641.2	663.5	675.1

Table 2 Scheduled Air Passenger Departures, by Quarter ('000)

Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	120.8	105.2	98.4	103.4	104.4	106.4	111.2	112.4	122.3
Q2	68.6	63.6	59.3	63.6	62.6	69.4	68.4	74.9	72.9
Q3	99.6	96.6	95.3	96.5	91.3	100.1	95.2	105.5	102.2
Q4	88.4	88.2	83.6	87.4	89.9	91.6	89.9	96.6	97.2
Total	377.4	353.7	336.6	350.9	348.3	367.5	364.7	389.4	394.6

Table 3 Scheduled Sea Passenger Departures, by Quarter ('000)

Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	57.4	59.6	64.6	73.0	55.0	51.8	51.9	48.6	49.2
Q2	70.7	70.9	72.8	73.0	72.1	72.3	72.2	73.9	71.5
Q3	123.3	121.1	121.2	113.3	115.0	112.6	115.2	115.0	121.0
Q4	45.9	44.4	42.9	38.4	39.7	37.0	37.2	36.6	38.8
Total	297.4	295.9	301.5	297.7	281.8	273.7	276.5	274.1	280.5

Figure 2 Scheduled Passenger Departures, by type of Passenger ('000)

During 2016, there were 382,720 residents and 292,332 visitors departing from the Isle of Man.

Table 4 Scheduled Air Departures, by type of Passenger ('000)

Type	2008	2009	2010	2011	2012	2013	2014	2015	2016
Resident	248.7	221.0	209.9	212.2	205.0	214.8	226.5	233.5	229.1
Visitor	128.7	132.7	126.7	138.7	143.3	152.7	138.2	155.9	165.4
Total	377.4	353.7	336.6	350.9	348.3	367.5	364.7	389.4	394.6

Table 5 Scheduled Sea Departures, by type of Passenger ('000)

Type	2008	2009	2010	2011	2012	2013	2014	2015	2016
Resident	150.9	141.4	140.4	136.6	130.7	135.7	137.8	142.4	153.6
Visitor	146.5	154.5	161.1	161.1	151.1	138.0	138.7	131.6	126.9
Total	297.4	295.9	301.5	297.7	281.8	273.7	276.5	274.1	280.5

Visitors

Figure 3 Number of Visitors by Mode of Travel ('000)



During 2016, there were 165,430 visitors who departed by air, and 126,902 visitors who departed by sea. Total visitors during the period amounted to 292,332.

Table 6 Number of Visitors, by Quarter ('000)

Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	59.4	64.7	67.7	69.2	65.0	61.8	55.6	52.6	72.1
Q2	66.7	76.8	68.0	75.3	78.1	82.5	79.3	92.2	81.8
Q3	105.9	105.3	109.0	112.3	107.3	100.5	103.2	100.1	94.8
Q4	43.2	40.3	43.0	43.0	44.1	45.9	38.8	42.6	43.6
Total	275.2	287.1	287.8	299.8	294.5	290.8	276.9	287.5	292.3

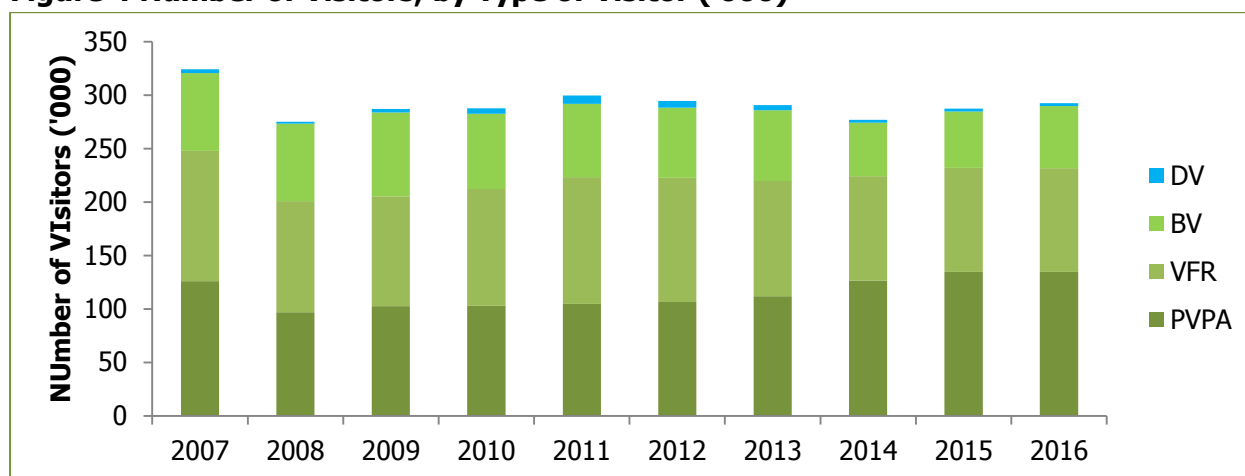
Table 7 Number of Visitors by Air, by Quarter ('000)

Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	35.2	39.6	39.5	38.8	41.2	42.2	38.1	36.1	50.8
Q2	28.0	29.2	20.5	26.3	29.8	34.5	34.2	41.9	38.1
Q3	36.8	37.5	38.8	43.0	41.4	40.4	36.9	45.1	41.5
Q4	28.7	26.3	27.9	30.6	30.9	35.7	28.9	32.7	35.1
Total	128.7	132.7	126.7	138.7	143.3	152.7	138.2	155.9	165.4

Table 8 Number of Visitors by Sea, by Quarter ('000)

Quarter	2008	2009	2010	2011	2012	2013	2014	2015	2016
Q1	24.2	25.2	28.3	30.4	23.8	19.6	17.5	16.5	21.3
Q2	38.8	47.5	47.5	49.0	48.3	48.0	45.0	50.2	43.7
Q3	69.1	67.8	70.2	69.3	65.8	60.1	66.3	55.0	53.4
Q4	14.5	14.0	15.1	12.4	13.2	10.3	9.9	9.9	8.5
Total	146.5	154.5	161.1	161.1	151.1	138.0	138.7	131.6	126.9

Figure 4 Number of Visitors, by Type of Visitor ('000)



During 2016, there were 134,674 passengers staying in paid accommodation on the Island, 97,048 staying with friends or family, 58,157 business visitors and 2,452 day trippers.

Table 9 Number of Visitors by Air, by Type of Visitor ('000)

Visitor type	2008	2009	2010	2011	2012	2013	2014	2015	2016
PVPA	24.7	26.6	23.0	26.1	27.5	35.3	42.3	56.4	55.5
VFR	46.2	44.3	46.9	55.2	58.9	60.3	52.9	52.5	58.4
BV	56.9	61.0	54.6	54.2	53.4	53.6	41.2	44.5	49.3
DV	0.8	0.8	2.3	3.2	3.5	3.6	1.7	2.6	2.3
Total	128.7	132.7	126.7	138.7	143.3	152.7	138.2	155.9	165.4

Table 10 Number of Visitors by Sea, by Type of Visitor ('000)

Visitor type	2008	2009	2010	2011	2012	2013	2014	2015	2016
PVPA	72.2	76.0	80.0	78.6	78.8	76.7	84.1	78.2	79.2
VFR	57.6	58.4	62.5	63.5	57.5	47.4	44.8	44.8	38.7
BV	15.8	17.5	15.8	14.4	12.1	12.7	8.9	8.2	8.9
DV	1.0	2.6	2.9	4.6	2.6	1.2	0.9	0.3	0.1
Total	146.5	154.5	161.1	161.1	151.1	138.0	138.7	131.6	126.9

Figure 5 Total Visitor Expenditure at Constant Prices (£million)



Note: Visitor expenditure has been presented in monetary values equivalent to December 2016.

Table 11 Total Visitor Expenditure, by Type of Expenditure (£million) 2016

		Travel to/from the			
		Island	Accommodation	Other	Total
All Visitors	Air	17.3	13.8	24.9	56.0
	Sea	14.1	15.0	21.6	50.6
	Total	31.4	28.8	46.4	106.6
of which:					
PVPA	Air	6.1	8.7	11.4	26.2
	Sea	8.9	13.2	16.1	38.1
	Total	15.0	21.9	27.4	64.3
VFR	Air	6.1	0.0	8.2	14.3
	Sea	3.5	0.0	4.4	7.9
	Total	9.7	-	12.6	22.3
BV	Air	4.8	5.1	5.2	15.1
	Sea	1.7	1.8	1.1	4.6
	Total	6.5	6.9	6.3	19.7
DV	Air	0.2	0.0	0.1	0.3
	Sea	0.0	0.0	0.0	0.0
	Total	0.2	0.0	0.1	0.3

Table 12 Average Expenditure, by Type of Expenditure (£) 2016

		Travel to/from the			
		Island	Accommodation	Other	Total
All Visitors	Air	104	83	150	337
	Sea	111	118	168	397
	Total	107	99	157	363
of which:					
PVPA	Air	110	157	205	472
	Sea	112	167	203	481
	Total	111	163	204	477
VFR	Air	105	0	140	246
	Sea	92	0	113	205
	Total	100	0	130	230
BV	Air	98	104	105	307
	Sea	189	198	127	514
	Total	111	121	109	341
DV	Air	90	0	45	135
	Sea	87	0	21	108
	Total	90	0	44	133

Note: Average expenditures (Table 12) are estimated from the data given by those visitors who responded to these questions, and total average expenditure is the sum of average expenditure types for each visitor type. Total expenditures (Table 11) are estimated by multiplying average expenditure by total visitor headcount in each category, including non-respondents. Thus the grand total expenditure is the sum of estimated sub-totals by type of expenditure, and because of distributed non-response, may differ slightly from the average expenditure multiplied by the total visitor headcount.

Table 13 Number of Bed Nights 2016

		Average	Total
All Staying Visitors (exc. DV)	Air	4.2	686,562
	Sea	6.0	757,320
	Total	5.0	1,443,883
of which:			
PVPA	Air	4.0	223,347
	Sea	5.9	463,181
	Total	5.1	686,528
VFR	Air	5.6	329,126
	Sea	5.9	226,768
	Total	5.7	555,895
BV	Air	2.7	134,089
	Sea	7.6	67,371
	Total	3.5	201,460

Figure 6 Area of Residence (All Visitors) (%) 2016

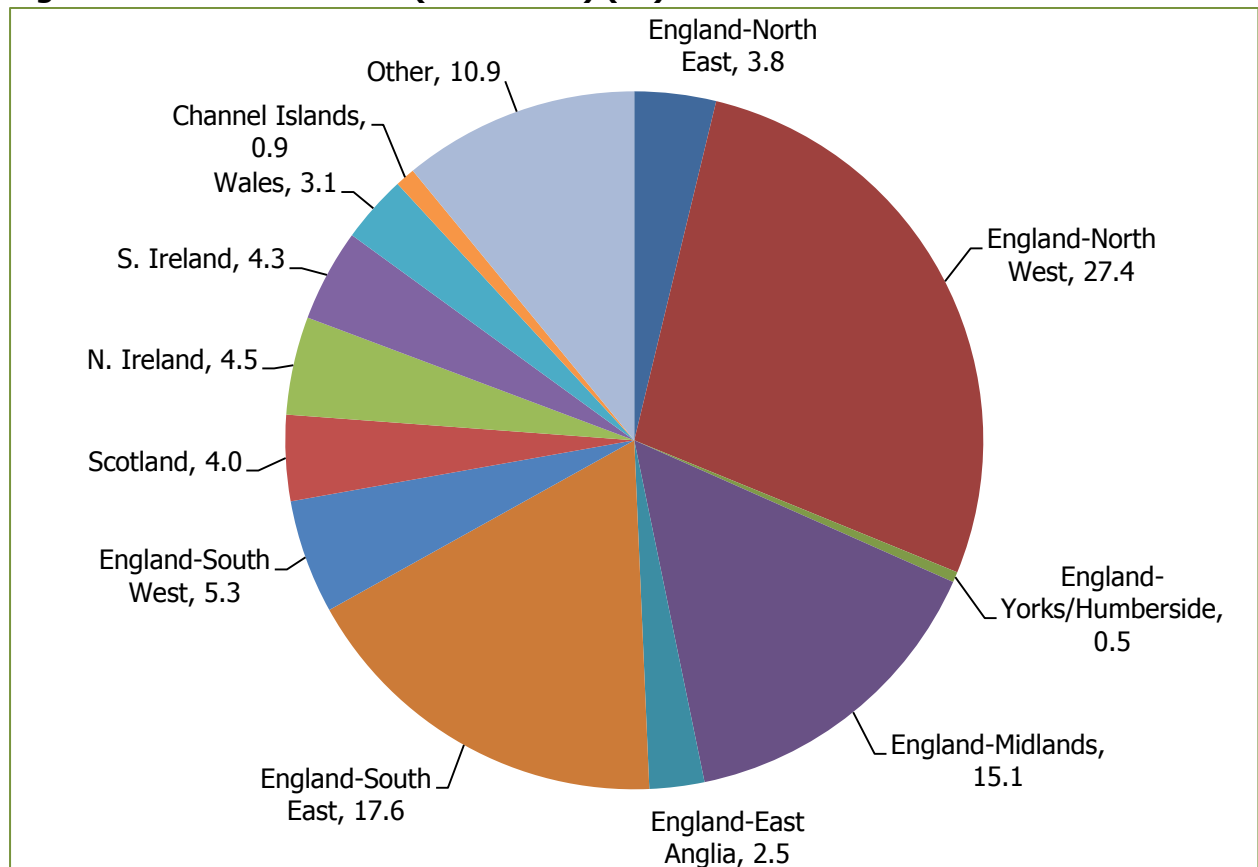


Table 14 Area of Residence (Visitors by Air) (%) 2016

Area	PVPA	VFR	BV	DV	All
England-North East	4.5	3.2	3.9	2.8	3.8
England-North West	25.1	22.6	26.5	46.6	24.9
England-Yorks/Humberside	0.7	0.3	0.2	0.0	0.4
England-Midlands	9.7	9.1	9.2	8.0	9.3
England-East Anglia	1.1	2.9	2.8	0.8	2.2
England-South East	15.3	26.2	24.3	19.4	21.9
England-South West	7.9	5.3	5.2	3.4	6.1
Scotland	1.6	3.9	4.1	3.7	3.2
N. Ireland	3.1	3.7	4.6	5.9	3.8
S. Ireland	5.9	7.2	4.3	2.1	5.8
Wales	4.0	2.4	2.2	0.0	2.9
Channel Islands	1.1	0.7	2.9	2.6	1.5
Other	20.0	12.6	9.6	4.7	14.0
Total	100.0	100.0	100.0	100.0	100.0

Table 15 Area of Residence (Visitors by Sea) (%) 2016

Area	PVPA	VFR	BV	DV	All
England-North East	2.7	4.5	9.1	0.0	3.7
England-North West	24.8	41.3	40.6	76.9	31.0
England-Yorks/Humberside	0.1	0.9	3.3	10.2	0.6
England-Midlands	24.6	22.2	23.2	0.0	23.7
England-East Anglia	2.9	3.6	0.9	0.0	3.0
England-South East	12.6	9.4	7.7	0.0	11.3
England-South West	5.2	1.8	3.7	0.0	4.0
Scotland	6.1	3.3	5.3	13.0	5.2
N. Ireland	5.4	6.8	2.3	0.0	5.6
S. Ireland	2.7	1.0	0.0	0.0	2.0
Wales	3.4	3.8	3.0	0.0	3.5
Channel Islands	0.0	0.0	0.0	0.0	0.0
Other	9.5	1.3	0.8	0.0	6.3
Total	100.0	100.0	100.0	100.0	100.0

Isle of Man Residents

Table 16 Number of Trips by Residents, by Type 2016

		Number of trips	% of Total Visitors
PVPA	Air	124,104	32.4
	Sea	94,006	24.6
	Total	218,110	57.0
VFR	Air	57,632	15.1
	Sea	51,171	13.4
	Total	108,803	28.4
BV	Air	30,645	8.0
	Sea	5,721	1.5
	Total	36,366	9.5
DV	Air	16,743	4.4
	Sea	2,968	0.8
	Total	19,441	5.1
Total	Air	229,124	59.9
	Sea	153,596	40.1
	Total	382,720	100.0

Table 17 Number of Nights Off-Island, by Type 2016

		Average	Total
All Residents (exc. DV)	Air	8.0	1,628,972
	Sea	5.9	883,601
	Total	7.1	2,512,573
of which:			
PVPA	Air	7.6	941,750
	Sea	5.7	531,945
	Total	6.8	1,473,694
VFR	Air	9.2	528,794
	Sea	6.2	319,300
	Total	7.8	848,093
BV	Air	5.2	158,428
	Sea	5.7	32,356
	Total	5.3	190,785

Figure 7 Main Destination of Residents (All Residents) (%) 2016

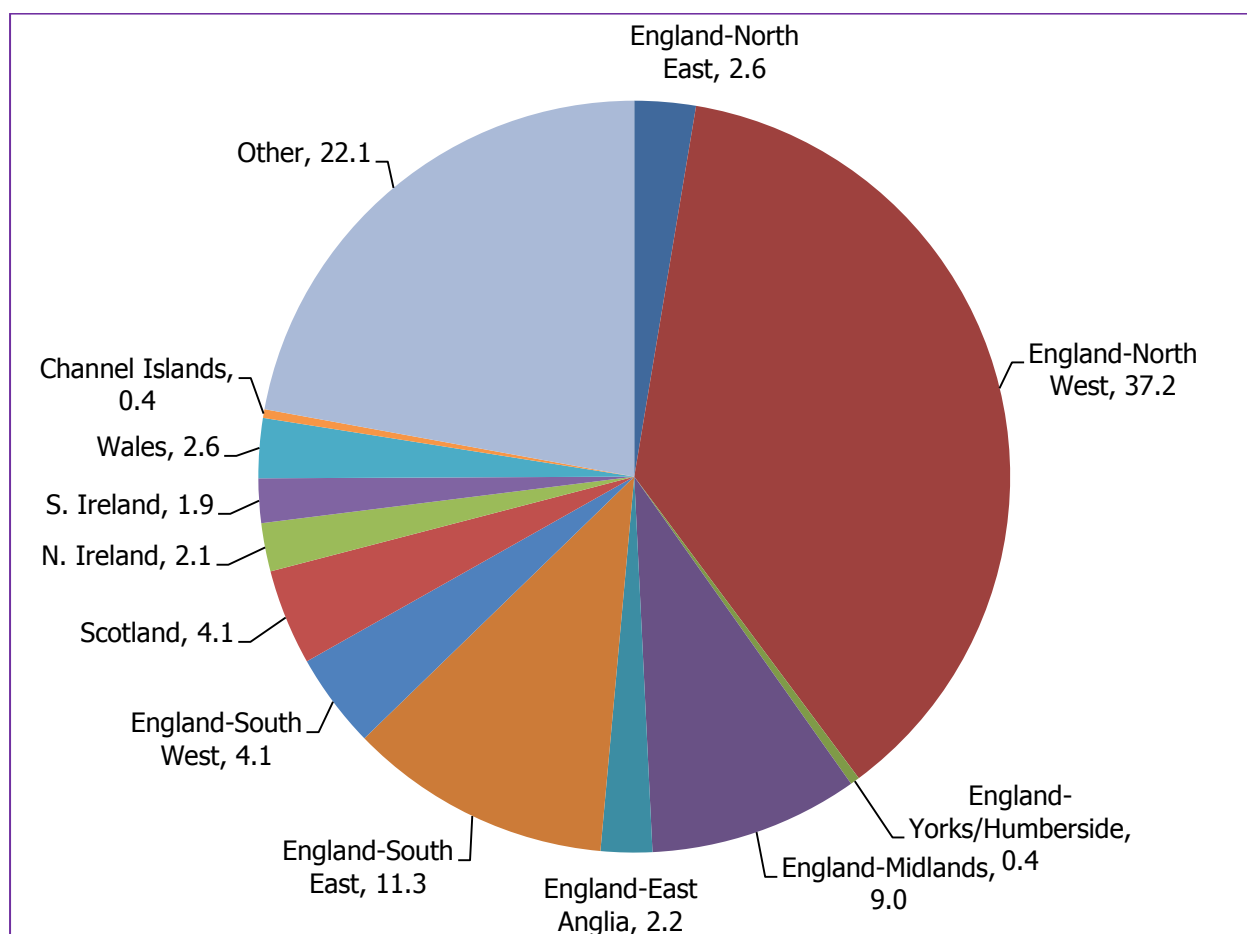


Table 18 Main Destination of Residents (Air) (%) 2016

Destination	PVPA	VFR	BV	DV	All
England-North East	1.5	4.8	1.9	0.2	2.3
England-North West	28.0	24.1	21.0	90.6	30.8
England-Yorks/Humberside	0.1	0.0	0.0	0.0	0.1
England-Midlands	10.8	7.7	4.6	0.4	8.4
England-East Anglia	0.5	3.3	3.0	0.0	1.5
England-South East	11.0	16.7	34.6	5.8	15.2
England-South West	1.3	3.6	3.8	1.3	2.2
Scotland	1.2	3.2	3.0	0.3	1.9
N. Ireland	1.1	4.0	5.0	1.1	2.3
S. Ireland	2.1	3.9	2.7	0.0	2.5
Wales	0.6	0.9	76.0	0.4	0.7
Channel Islands	0.5	0.6	1.4	0.0	0.6
Other	41.2	27.0	18.0	0.0	31.5
Total	100.0	100.0		100.0	100.0

Table 19 Main Destination of Residents (Sea) (%) 2016

Destination	PVPA	VFR	BV	DV	All
England-North East	2.2	5.4	2.5	0.0	3.2
England-North West	44.8	50.7	44.8	76.8	47.2
England-Yorks/Humberside	1.5	0.0	0.0	0.0	0.9
England-Midlands	8.0	10.7	40.2	2.9	9.9
England-East Anglia	2.0	6.4	0.9	0.6	3.3
England-South East	4.6	6.0	6.7	11.2	5.3
England-South West	8.2	5.5	1.3	0.3	7.0
Scotland	9.2	5.7	0.1	2.6	7.6
N. Ireland	0.3	4.4	1.4	2.3	1.7
S. Ireland	0.8	1.8	0.0	0.0	1.0
Wales	7.6	1.9	0.6	3.3	5.5
Channel Islands	0.0	0.0	0.0	0.0	0.0
Other	10.9	1.4	1.5	0.0	7.4
Total	100.0	100.0	100.0	100.0	100.0

Appendix I Sample Size by Category of Passenger and Quarter, 2016

	RES	PVPA	VFR	BV	DV	Total
January to April	2,195	286	562	608	39	3,690
May to June	858	876	398	213	2	2,347
July to September	1,389	540	430	251	11	2,621
October to December	1,822	138	404	348	12	2,724
Total	6,264	1,840	1,794	1,420	64	11,382

Appendix II Passenger Survey Questionnaire

1. Interviewer

2. Shift Code

3. May I ask you a few questions for the Island's Passenger Survey? The interview should only take one or two minutes.

4. What is your destination?

Air - Belfast

Air - Birmingham

Air - Blackpool

Air - Bristol

Air - Edinburgh

Air - Dublin

Air - Glasgow

Air - Leeds

Air - Liverpool

Air - Gatwick

Air - Luton

Air - Manchester

Air - Newcastle

Air - Southampton

Air - London City

Air - Jersey

Air - Other

Sea - Belfast

Sea - Heysham

Sea - Liverpool

Sea - Other

5. How are you travelling?

1 Foot Passenger

2 With a Vehicle/Bike/Coach

6. Do you live in the Isle of Man?

1 Yes

2 No

7. **(Residents only)** What is the reason for travelling?

1 Holiday or visiting friends and family

2 Leaving IOM

3 Business

4 Hospital visit

8. **(Residents leaving IOM only)** What is your reason for leaving the Isle of Man?

1 New job off island

2 No work available on the island

3 Move closer to friends/family

4 Cost of living

5 Other

9. Was your visit to the Island in connection with any of these Events?

1 Yes

2 No

10. How many of you are travelling together?

Answer:

11. How many of your group are:-

0-15.....

16-30....

31-45....

46-60....

Over 60....

12. (Non-residents only) Is this trip in connection with your work?

1 Yes

2 No

13. How many nights stay does this trip include?

Answer:

14. Mainly in paid accommodation (include Homestay) or with friends or relatives?

1 In paid accommodation

2 With friends/relatives

15. Where do you live?

England-North East

England-North West

England-Yorks/Humberside

England-Midlands

England-East Anglia

England-South East

England-South West

Scotland

N. Ireland

S. Ireland

Wales

Channel Islands

Other

16. What is your main destination?

England-North East

England-North West

England-Yorks/Humberside

England-Midlands

England-East Anglia

England-South East

England-South West

Scotland

N. Ireland

S. Ireland

Wales

Channel Islands

Other

17. Are you on a package trip? (Yes if one payment made for travel and accommodation)

1 Yes

2 No

18. What was the cost of your accommodation?

Answer:

19. How many people does this cover?

Answer:

20. What was the cost of your travel to and from the Island? (Between IOM and UK/Eire only)

Answer:

21. How many is this for?

Answer:

22. How much did the package cost?

Answer:

23. How many does this cover?

Answer:

24. How much have you spent whilst in the Island?

Answer:

25. What would you estimate to be the total cost of this trip?

Answer:

26. How many does this cover?

Answer:

27. How many is this for?

Answer:

Thank you for your help



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