Data source: Immigration records

• Data collected at point of entry and departure by Immigration Officers, one record for every arrival/departure combination

• Variables include date of entry or departure, demographics (e.g. age, nationality, sex), purpose of visit

• Analysed by Statistics Office within two weeks of receipt

• Now publish 121 separate statistical series on arrivals and departures each month
Basic definition of purpose of arrival

**Returning residents**
Returning to their normal place of residence, including those returning from employment permanently, excluding those returning for employment or business

**Leisure visits**
Two groups: tourists, excluding St Helenians, and St Helenians visiting family and friends temporarily (VFR)

**Business and employment**
Short and long-term arrivals for work purposes, including people and their families of those employed by SHG on contract

**Transit**
Those for whom St Helena is not their final destination, including most yacht arrivals, and transfers between a ship and the airport
Arrivals to St Helena at record high following scheduled air service

Total arrivals to St Helena by year, all forms of transport

- RMS St Helena
- Air
- Yacht
Visitor arrivals very seasonal

Monthly arrivals to St Helena, all forms of transport

Visitor arrivals very seasonal

Monthly arrivals to St Helena, all forms of transport
Leisure visitors have increased substantially with the scheduled air service.

**Saints visiting friends and relatives**

**Non-Saint tourists**
Recent non-Saint tourist arrivals at record highs (242 in Feb 2020)
Arrivals by air follow the seasonal pattern

Monthly arrivals by air

Residents, business and transit
St Helenian holiday visits
Tourism (non-St Helenian)
Trends: arrivals for leisure purposes increasing steadily

Arrivals by purpose, 12-month moving totals
Leisure visitors compared to NERA model target (12% annual growth rate needed)

Annual arrivals of leisure visitors, years after airport opens

NERA prediction
Actual
Tourists arriving by air stay for a week, visiting Saints stay for a month or longer.
No clear change in length of stay over time

Average nights stayed by departing visitors by air
Johannesburg vs Cape Town: non-Saint tourist arrivals

Dec 19
- Johannesburg: 68
- Cape Town: 72

Jan 20
- Johannesburg: 78
- Cape Town: 88

Feb 20
- Johannesburg: 168
- Cape Town: 71
Most tourists are British or South African

Non-Saint tourist arrivals by air, all time

- British: 37%
- South African: 21%
- Other European: 13%
- Americas and the Caribbean: 9%
- French: 6%
- Asia and Pacific: 6%
- German: 5%
- Other African: 3%
Most tourists are 40+

Non-Saint tourist arrivals by air, all time

- 0-19: 3%
- 20-39: 18%
- 40-59: 40%
- 60+: 39%
More tourists are male than female

Non-Saint tourist arrivals by air, all time

- Male: 59%
- Female: 41%
Tourists prefer hotels/guest houses

Non-Saint tourist arrivals by air, all time

- Hotel or Guest House: 58%
- Self catering or private house: 26%
- Not stated/other: 16%
St Helena’s biggest export: services to visitors, around £5-6 million

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>Range of annual visitor expenditure, £m</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-St Helenian tourists</strong></td>
<td>Number of bed-nights: 12,600</td>
<td>0 - 8</td>
</tr>
<tr>
<td></td>
<td>Average expenditure per day: £150-190</td>
<td>0 - 5</td>
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<tr>
<td></td>
<td>Total annual expenditure: £1.9-2.4m</td>
<td>0 - 1</td>
</tr>
<tr>
<td><strong>St Helenians visiting family and friends</strong></td>
<td>Number of bed-nights: 29,900</td>
<td>0 - 6</td>
</tr>
<tr>
<td></td>
<td>Average expenditure per day: £90-110</td>
<td>0 - 4</td>
</tr>
<tr>
<td></td>
<td>Total annual expenditure: £2.7-3.3m</td>
<td>0 - 2</td>
</tr>
<tr>
<td><strong>Short-term business visitors</strong></td>
<td>Number of bed-nights: 2,100</td>
<td>0 - 3</td>
</tr>
<tr>
<td></td>
<td>Average expenditure per day: £120-150</td>
<td>0 - 1</td>
</tr>
<tr>
<td></td>
<td>Total annual expenditure: £0.3m</td>
<td>0 - 0</td>
</tr>
</tbody>
</table>
Visitor expenditure breakdown

2019, £ per day

- **Accommodation**: £127
  - Holiday/Leisure: £112
  - Business: £45
  - VFR: £20

- **Food/Drink**: £44
  - Holiday/Leisure: £33
  - Business: £20
  - VFR: £13

- **Tours**: £44
  - Holiday/Leisure: £33
  - Business: £20
  - VFR: £13

- **Transport**: £15
  - Holiday/Leisure: £14
  - Business: £5
  - VFR: £3

- **internet/Phone**: £1
  - Holiday/Leisure: £2
  - Business: £2
  - VFR: £1

- **Souvenirs**: £5
  - Holiday/Leisure: £4
  - Business: £3
  - VFR: £3

- **Other**: £6
  - Holiday/Leisure: £3
  - Business: £4
  - VFR: £6
On-island resident population has fallen slightly post-airport