

Visitors to St Helena

Latest data for Economic Development Committee

23 April 2020

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

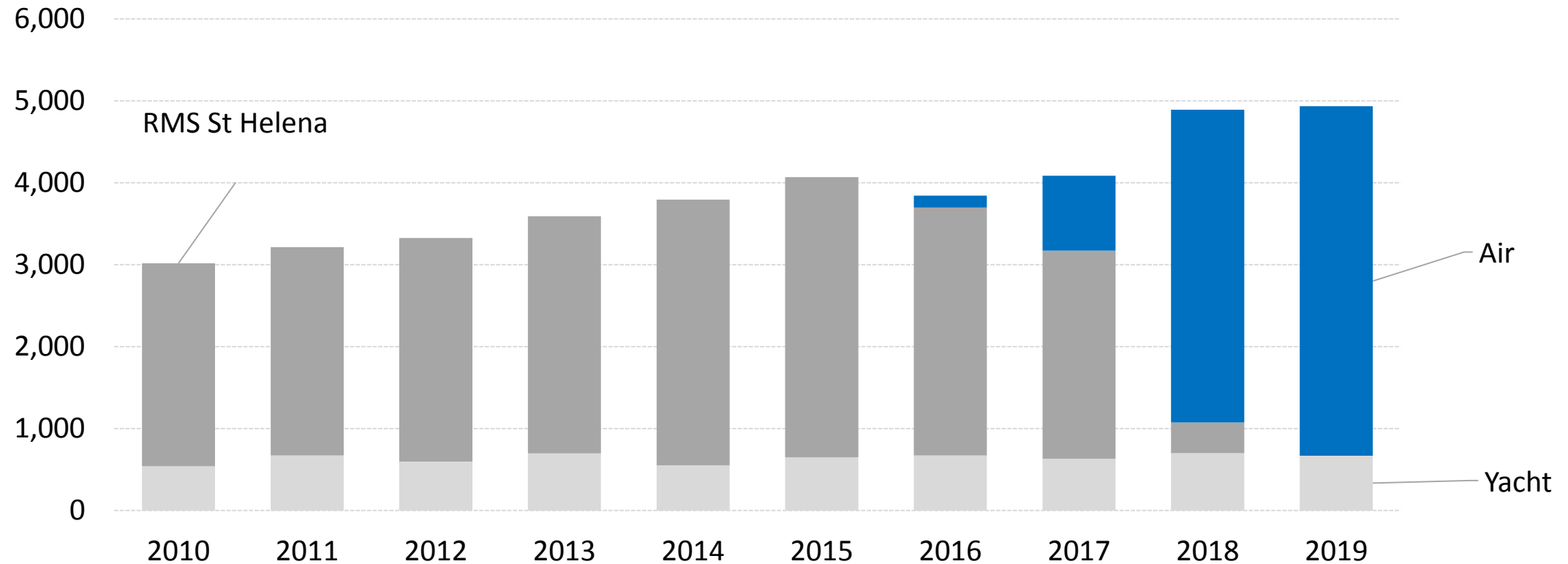
Short and long-term arrivals for work purposes, including people and their families of those employed by SHG on contract

Transit

Those for whom St Helena is not their final destination, including most yacht arrivals, and transfers between a ship and the airport

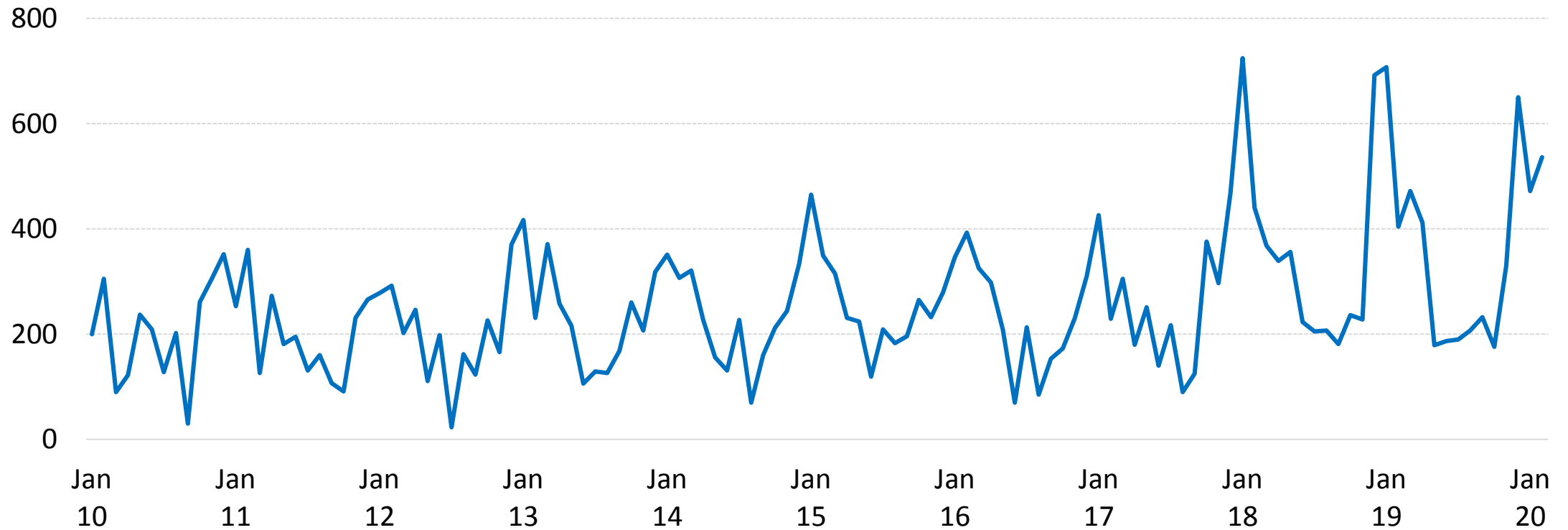
Arrivals to St Helena at record high following scheduled air service

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

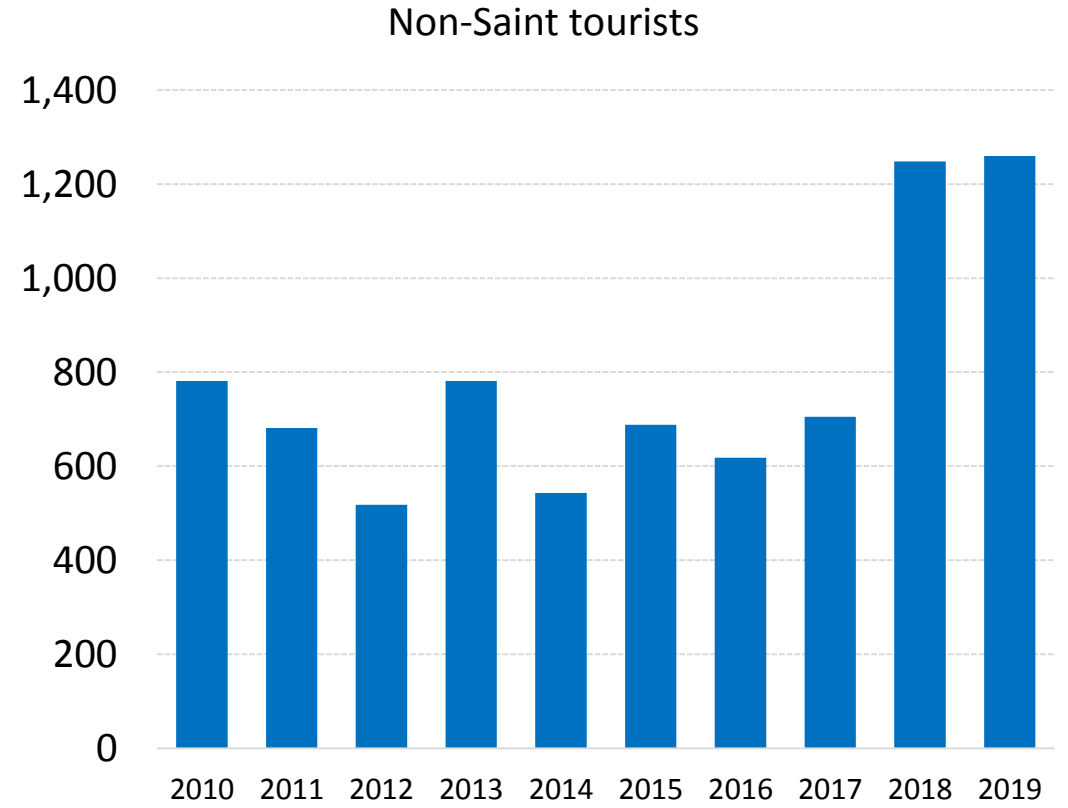
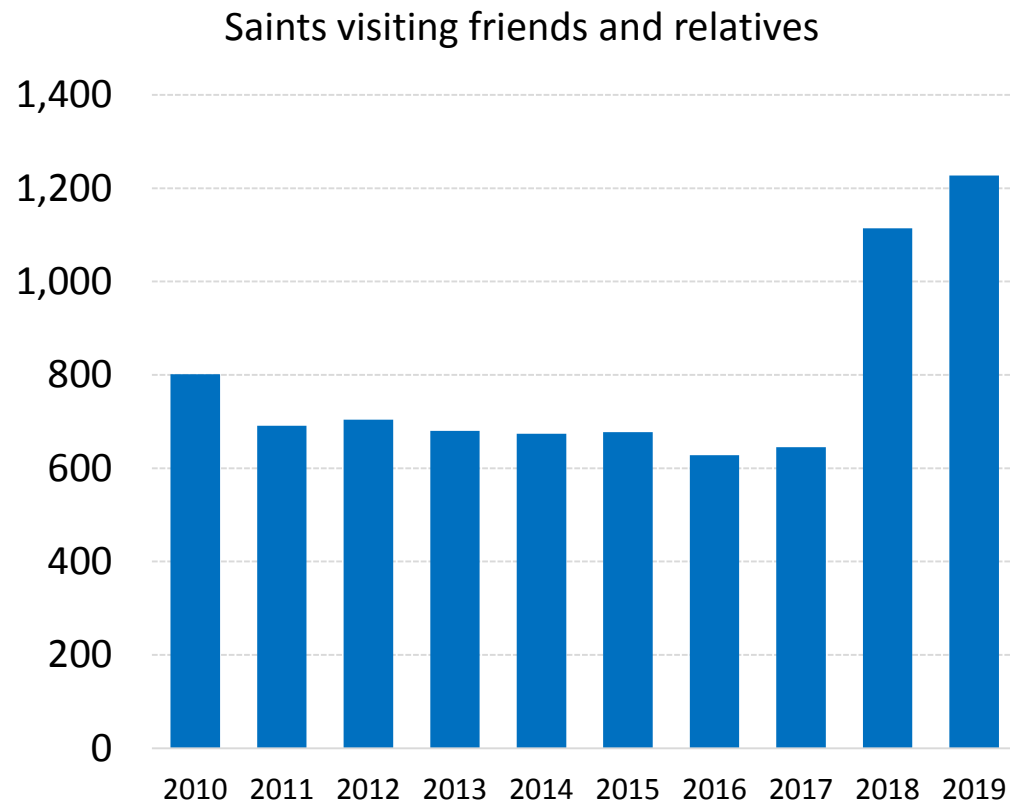


Visitor arrivals very seasonal

Monthly arrivals to St Helena, all forms of transport

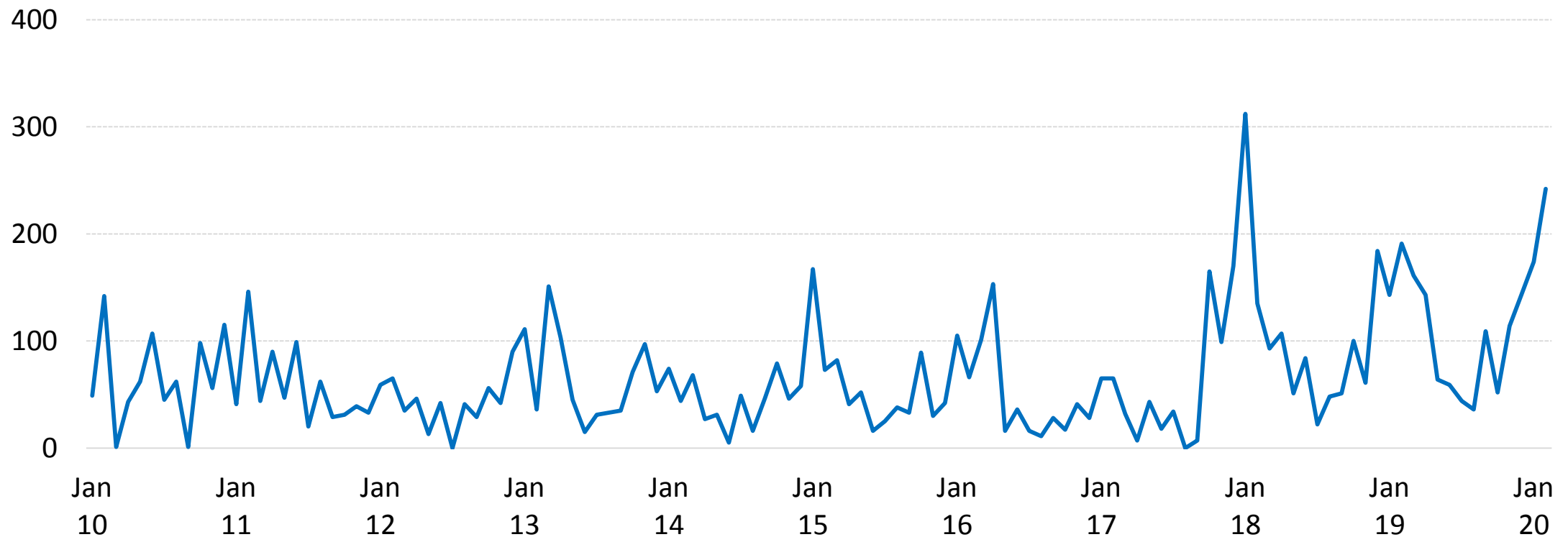


Leisure visitors have increased substantially with the scheduled air service



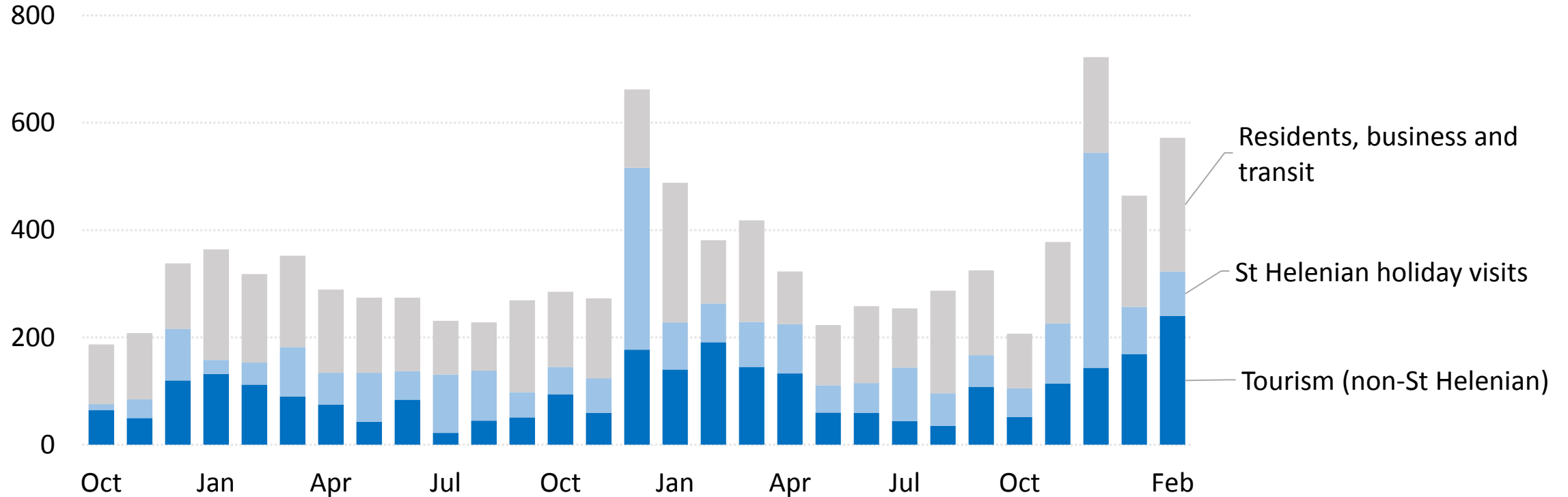
Recent non-Saint tourist arrivals at record highs (242 in Feb 2020)

Monthly arrivals of non-Saint tourists



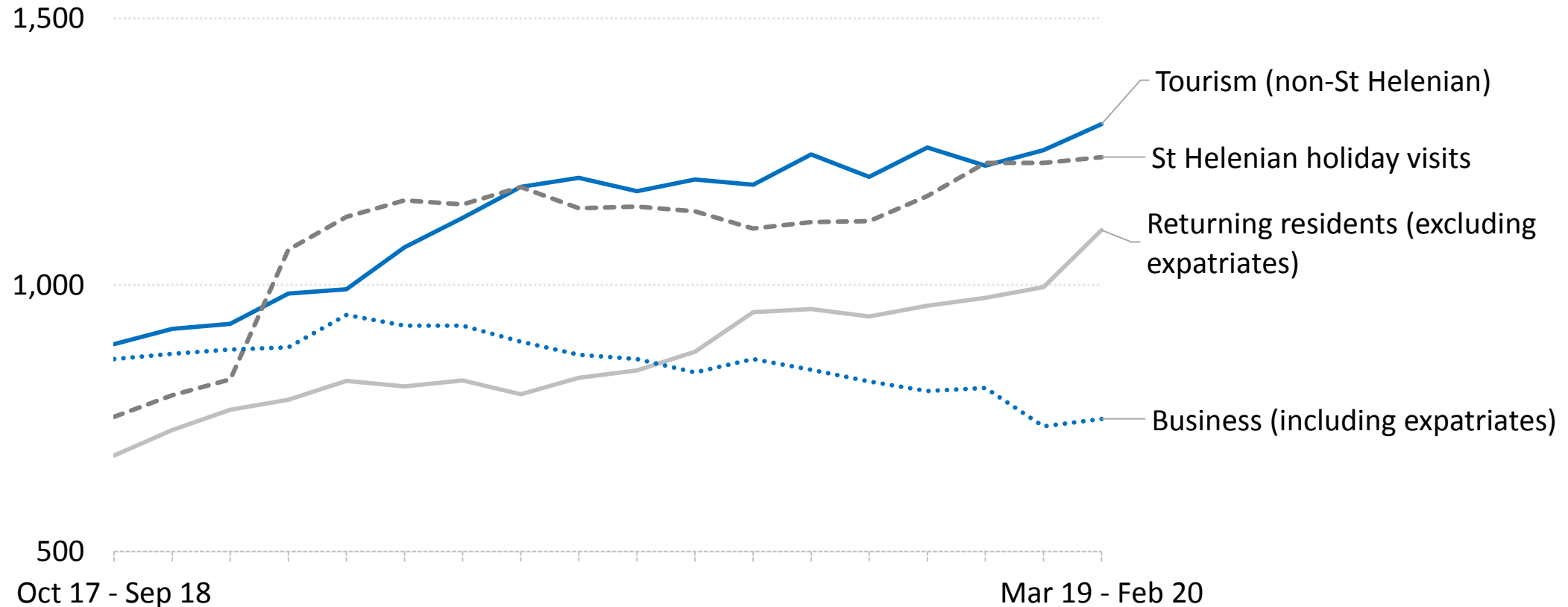
Arrivals by air follow the seasonal pattern

Monthly arrivals by air



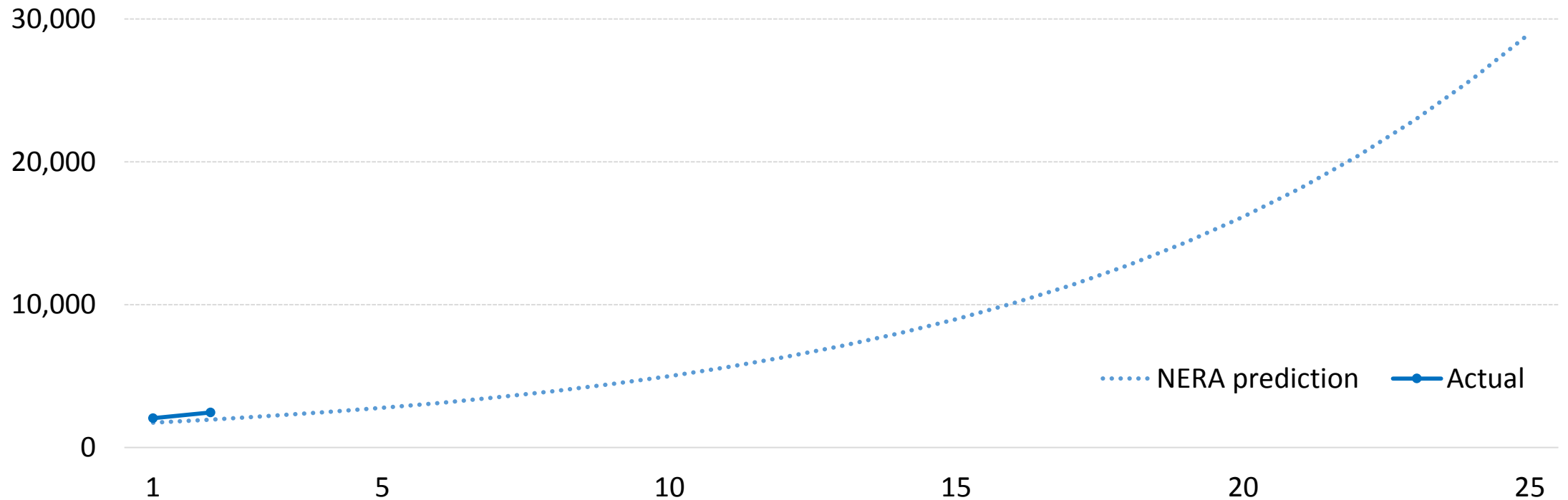
Trends: arrivals for leisure purposes increasing steadily

Arrivals by purpose, 12-month moving totals



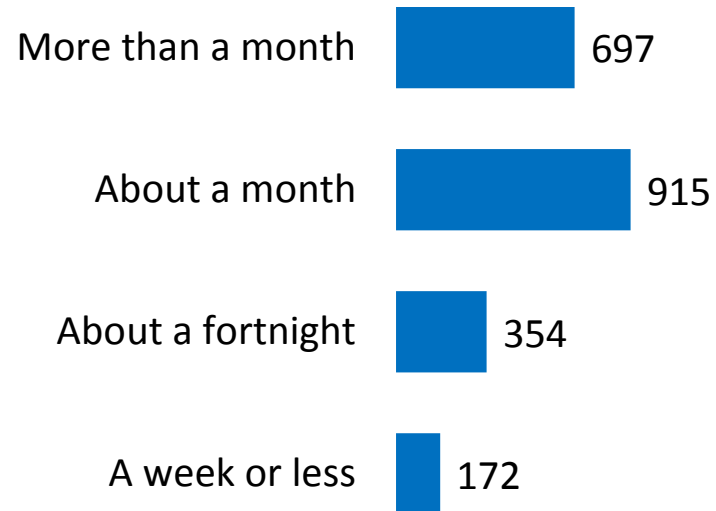
Leisure visitors compared to NERA model target (12% annual growth rate needed)

Annual arrivals of leisure visitors, years after airport opens

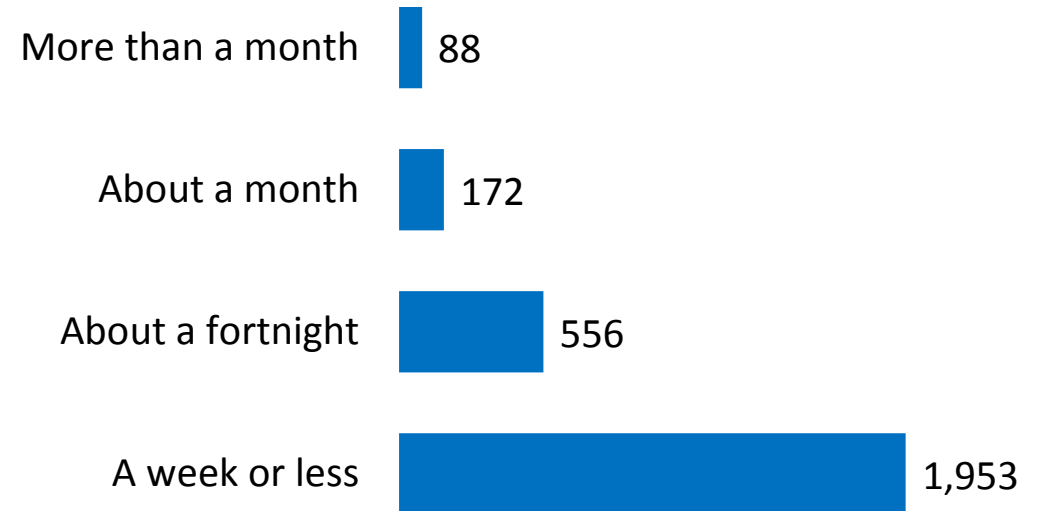


Tourists arriving by air stay for a week, visiting Saints stay for a month or longer

Saints VFR, all-time by air

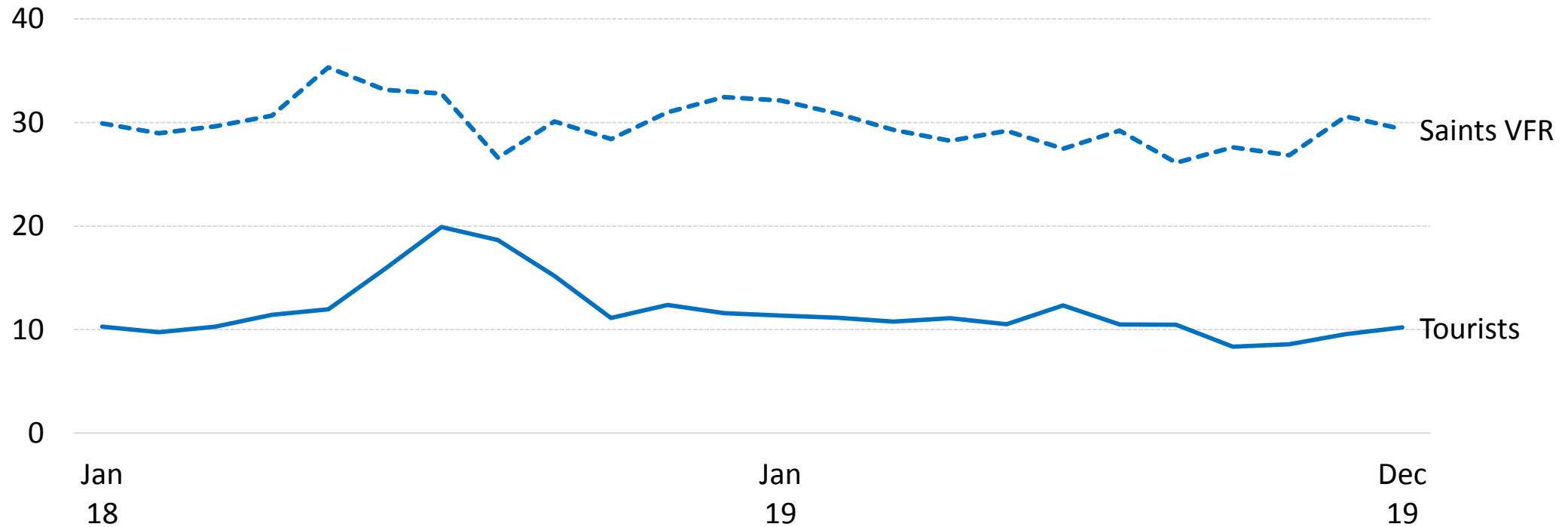


Non-Saint tourists, all-time by air

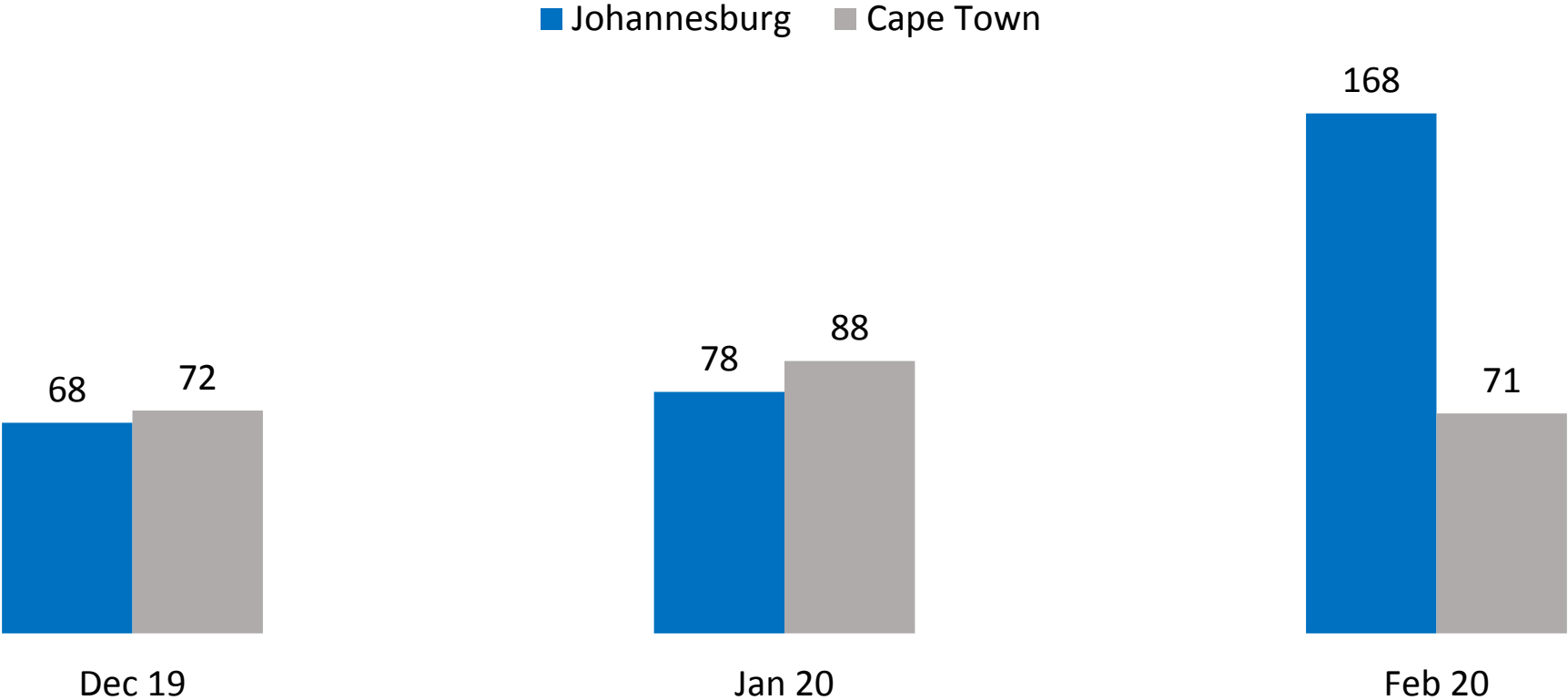


No clear change in length of stay over time

Average nights stayed by departing visitors by air

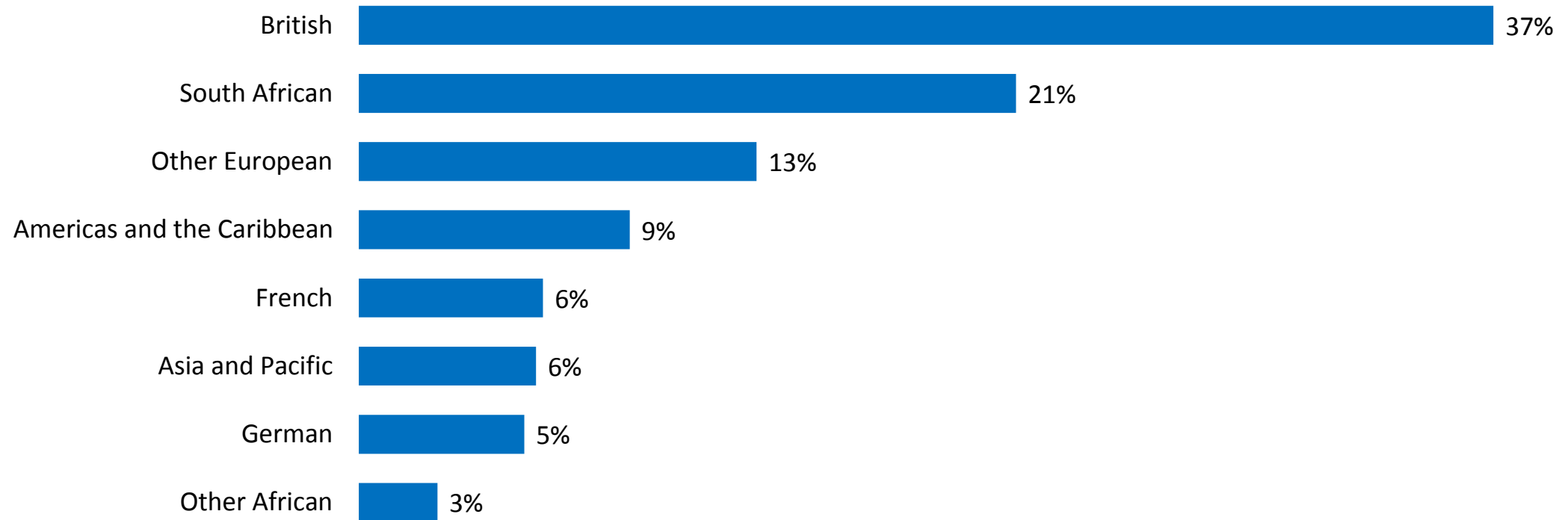


Johannesburg vs Cape Town: non-Saint tourist arrivals



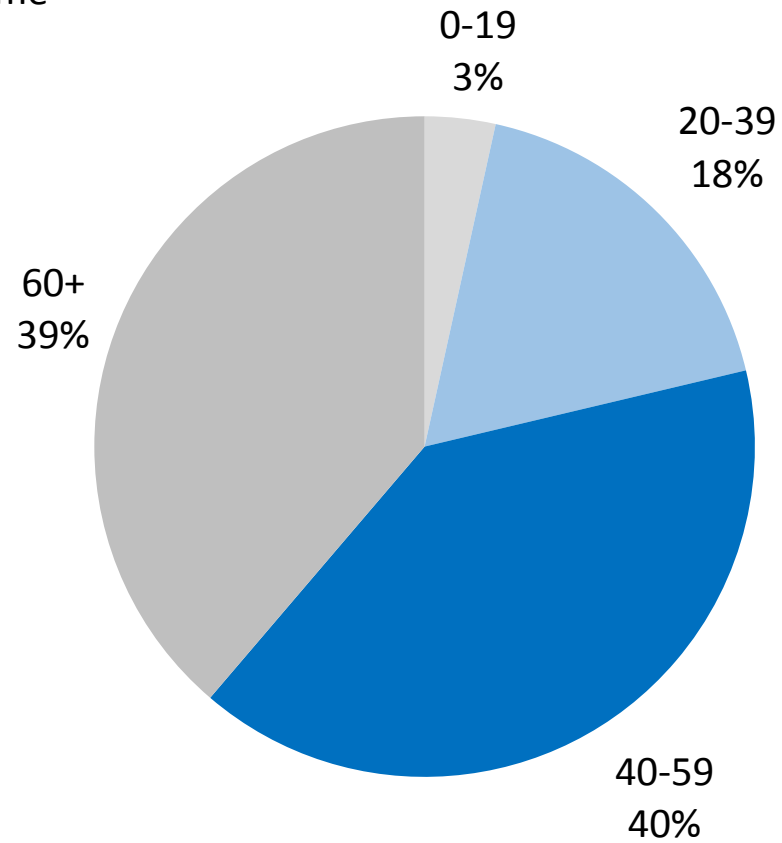
Most tourists are British or South African

Non-Saint tourist arrivals by air, all time



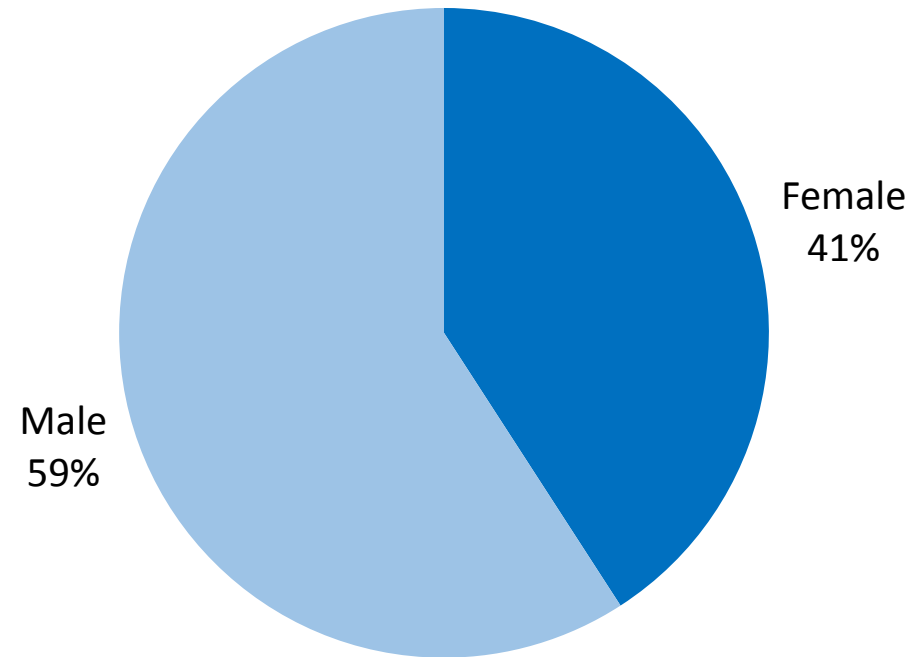
Most tourists are 40+

Non-Saint tourist arrivals by air, all time



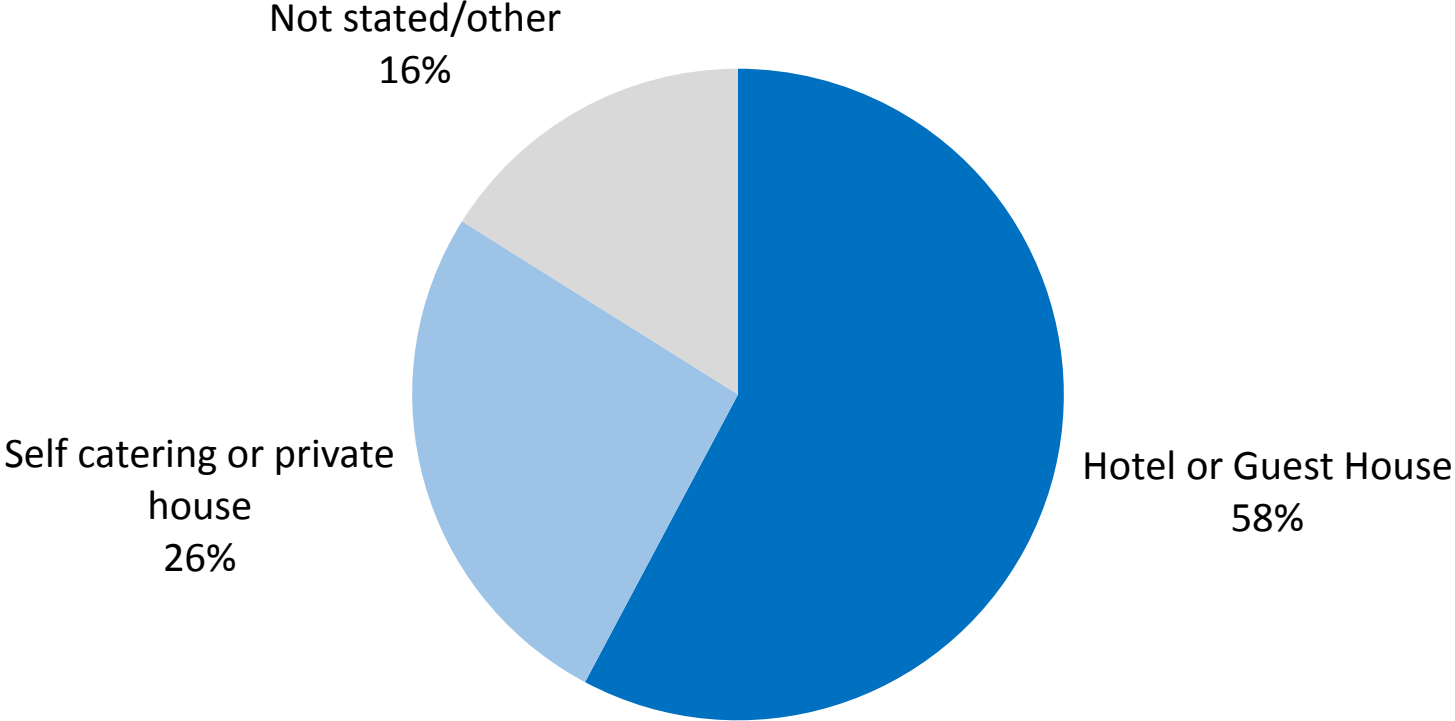
More tourists are male than female

Non-Saint tourist arrivals by air, all time



Tourists prefer hotels/guest houses

Non-Saint tourist arrivals by air, all time

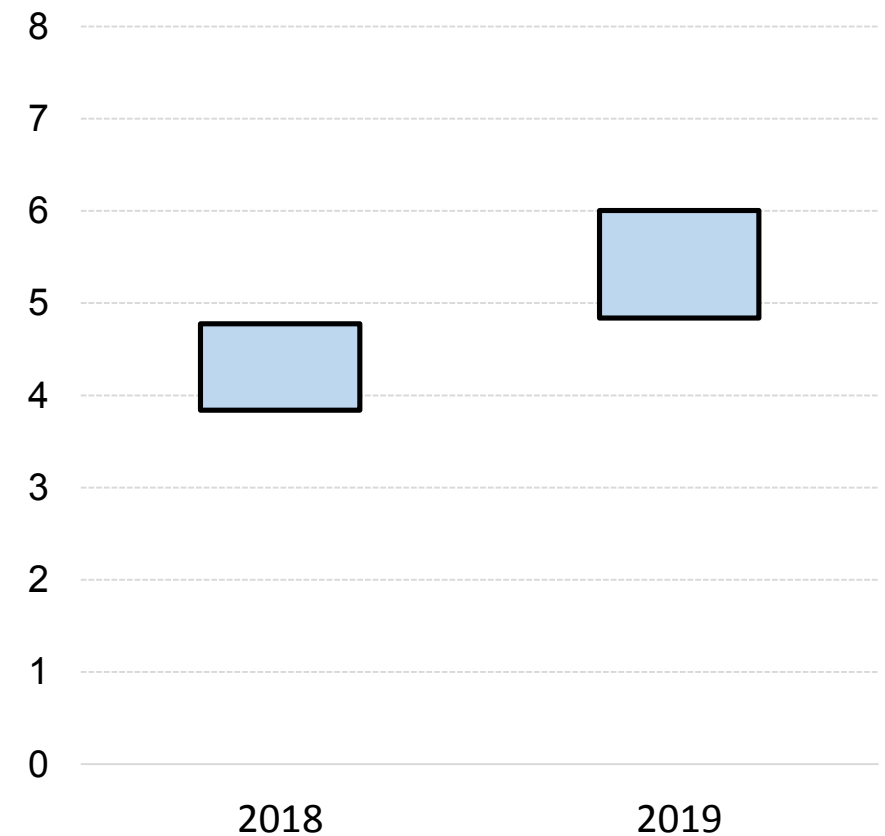


St Helena's biggest export: services to visitors, around £5-6 million

2019

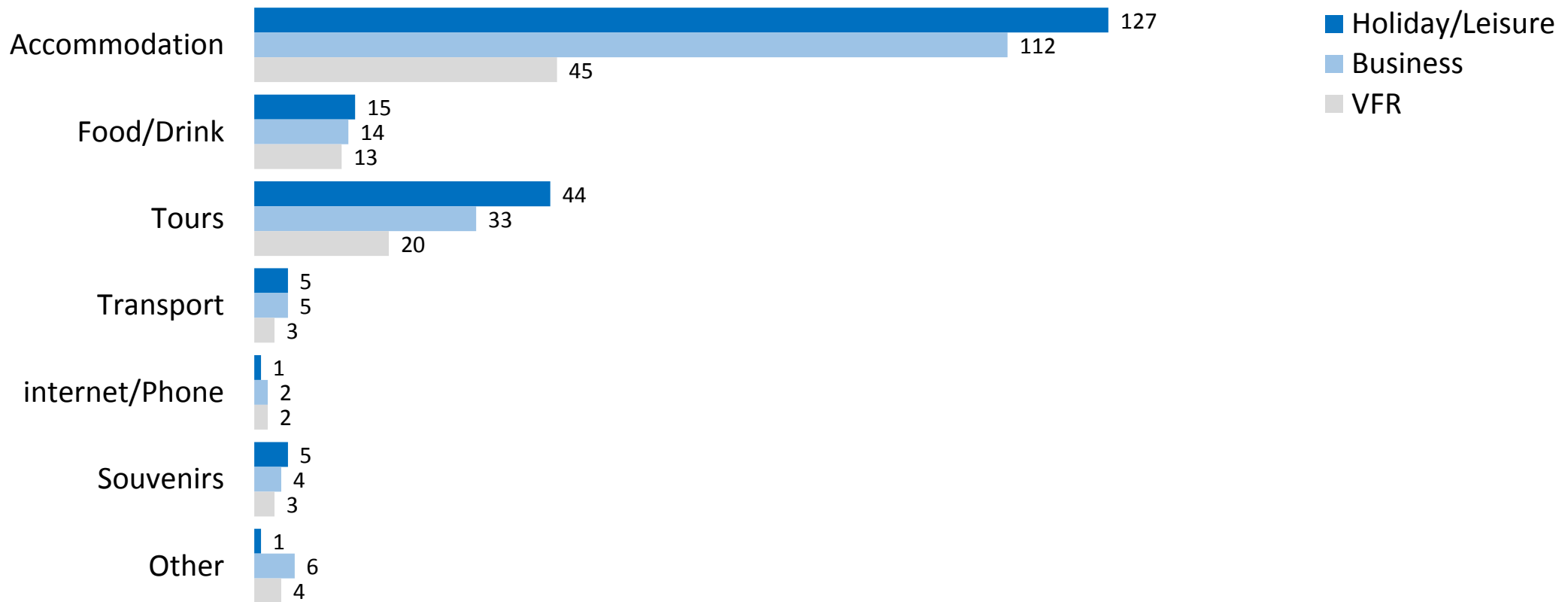
	Non-St Helenian tourists	St Helenians visiting family and friends	Short-term business visitors
Number of bed- nights:	12,600	29,900	2,100
Average expenditure per day:	£150-190	£90-110	£120-150
Total annual expenditure:	£1.9-2.4m	£2.7-3.3m	£0.3m

Range of annual visitor expenditure, £m



Visitor expenditure breakdown

2019, £ per day



On-island resident population has fallen slightly post-airport

