

Guernsey Quarterly Travel and Visitor Accommodation Bulletin

Quarter 1 2025

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The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on travellers into and out of the Island of Guernsey and utilisation of visitor accommodation.



States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on visitors to the Island of Guernsey and the accommodation they stayed in, as well as Guernsey residents travelling to destinations outside the Bailiwick. It uses data gathered via surveys of people leaving Guernsey, alongside data provided by visitor accommodation providers and Guernsey Ports.

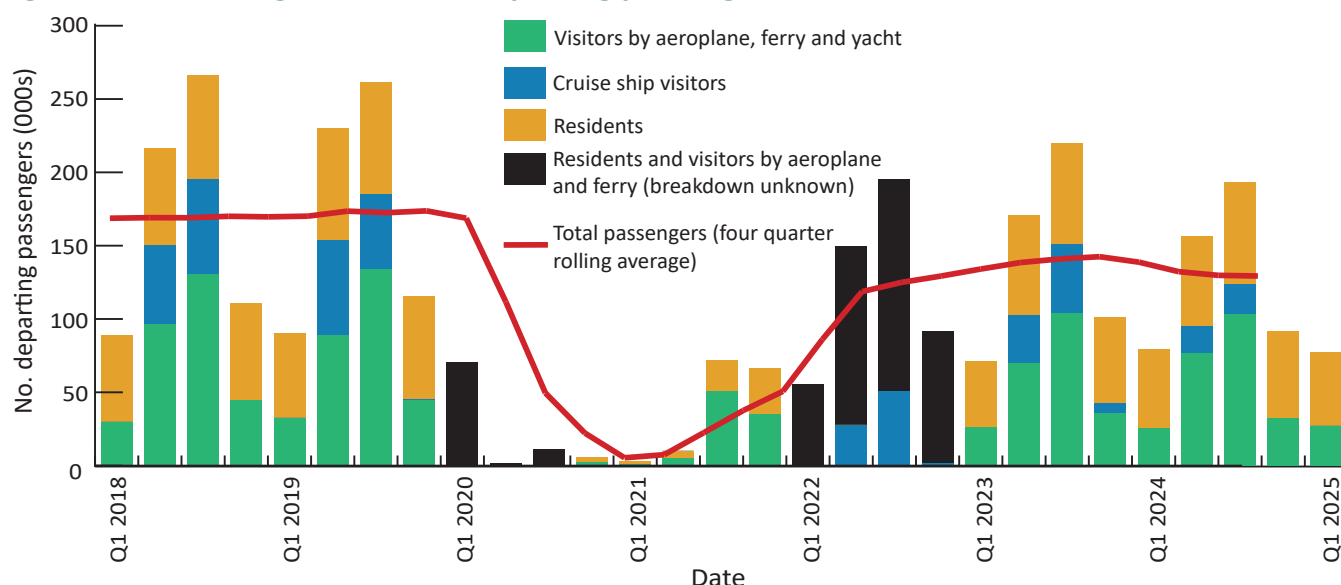
This is the ninth Guernsey Quarterly Travel and Visitor Accommodation Bulletin. Some data was not collected during the COVID-19 pandemic, but is now being collected again (although, in some cases, with a different methodology). Feedback was invited, following publication of the Q1 2023 Bulletin, and as a result, some additional information has been included in subsequent editions. More feedback is always welcome.

Previous Guernsey Travel Survey reports are available via https://www.gov.gg/travel_and_visitor.

Statistics are presented in a comparable manner over time and with other jurisdictions wherever possible. It should be noted that the passenger volume figures throughout this report exclude travel between the Islands within the Bailiwick of Guernsey. Also, Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick. For reporting purposes within this bulletin, they are classified as Visitors and the purpose of their visit is classified as “Other” (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

1.2 Headlines

Figure 1.2.1 Passenger volumes - departing passengers



COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. The requirements varied depending on the country of origin and vaccination status of the traveller. All COVID-19 related travel restrictions were lifted on 17th February 2022. As such, comparisons in this report are mainly drawn between 2023, 2024 and 2025. Travel to and from the Island is highly seasonal, as can be seen in [Figure 1.2.1](#), so the same quarter of each year is used for comparison throughout this bulletin.

1.2 Headlines (continued)

All Passengers

- The total number of (resident and visiting) passengers (including yacht passengers) departing Guernsey was 76,858 during Q1 2025. This compares with 78,582 during Q1 2024; a decrease of 2%. It is 6% higher than two years earlier, in Q1 2023.
- The number of passengers travelling by aeroplane in Q1 2025 was 1% lower than Q1 2024, but 3% higher than Q1 2023. The number of passengers travelling by ferry was 8% lower than Q1 2024 but 22% higher than Q1 2023. Percentage changes for yacht visitors during Quarter 1 can fluctuate significantly as they are based on low numbers. There were no cruise visits to Guernsey during Q1 2025.

Visitors

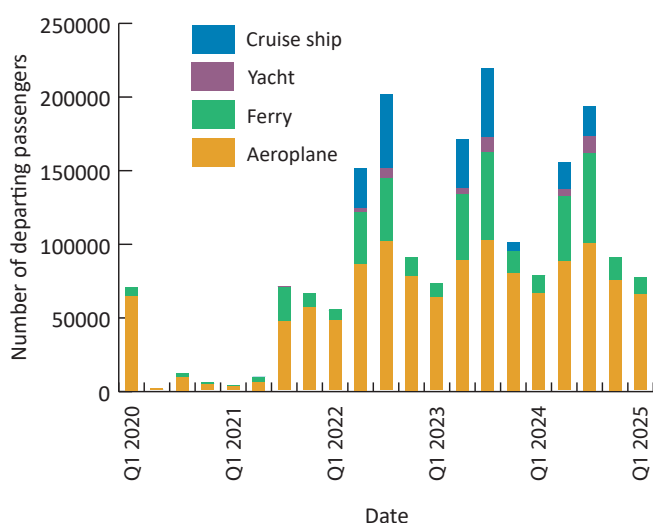
- The number of visitors that stayed in Guernsey for at least one night but no more than 30 nights (having travelled by aeroplane or ferry) was 21,928 people in Q1 2025; 5% higher than Q1 2024 and 1% higher than Q1 2023. Of these, 22% were here for leisure, 45% to see friends/family, 28% for business and 5% for other reasons. The number of visitors that stayed in Guernsey and travelled for business purposes in Q1 2025 was 16% higher than Q1 2024.
- In Q1 2025, 58% of all visitors staying in Guernsey stayed in hotels, (12,718 people), 37% stayed with friends/family (8,089 people) and 5% stayed in other accommodation (1,121 people).
- The average length of stay for staying visitors in Q1 2025, was 4.2 nights compared with 4.5 nights in Q1 2024 and 4.0 nights in Q1 2023.
- Day trip visitors (who travelled by aeroplane or ferry) totalled 4,222 people in Q1 2025; 6% higher than Q1 2024 and 14% higher than Q1 2023.
- Of these day trip visitors, 23% were here for leisure, 5% to see friends/family, 57% for business and 16% for other purposes. The number of day trip visitors to Guernsey in Q1 2025 that travelled for business purposes was 38% higher than Q1 2024.
- Of all visitors that travelled to Guernsey by aeroplane or ferry during Q1 2025, 73% had a country of residence in the UK, 14% were from Jersey, 3% were from France and 9% were from elsewhere. Compared with Q1 2024, there was a 105% increase in the number of visitors from France, a 9% increase in visitors from the UK, a 7% decrease in visitors from Jersey and a 15% decrease in visitors from elsewhere during Q1 2025.
- 353 visitors travelled to Guernsey on a yacht in Q1 2025.
- The net promoter score (NPS) given by visitors (by aeroplane or ferry) was 60 percentage points in Q1 2025 and compares with 50 percentage points in Q1 2024 and 55 percentage points in Q1 2023. The increase in NPS during Q1 2025 was due to a higher proportion of visitors giving the top scores of 9 or 10 out of 10 for their likelihood to recommend Guernsey, when compared to Q1 2024 and Q1 2023.
- There were 1,772, 1,704 and 1,917 units of visitor accommodation available for booking in January, February and March 2025 respectively. The occupancy of available units was 38% in January, 47% in February and 47% in March 2025. Long-stay guests represented 14 percentage points of the occupancy of open units in March 2025 and compares with 10 percentage points in March 2024.

Residents

- The total number of departing residents in Q1 2025 was 49,640; 6% lower than Q1 2024, but 12% higher than Q1 2023.
- Of the residents, 43,229 residents travelled by aeroplane; 5% lower than Q1 2024, but 12% higher than Q1 2023. 6,411 residents travelled by ferry; 11% lower than Q1 2024, but 14% higher than Q1 2023. 51% of residents travelled during Q1 2025 for leisure purposes and 82% travelled to the UK.

2.1 Passenger volumes

Figure 2.1.1 Passenger volumes



Data is collected by Guernsey Ports on the volumes of passengers travelling into and out of Guernsey. Just the volumes of passengers leaving the Island are presented here to represent the number of people (since most people have both outbound and return travel). It should be noted that these passenger volume figures exclude travel between the Islands within the Bailiwick of Guernsey. Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick.

As shown in **Figure 2.1.1**, with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Total departing passengers in Q1 2025, as shown in **Table 2.1.1**, was 76,858, 2% lower than Q1 2024 and 6% higher than Q1 2023.

84% of all departing passengers travelled by aeroplane in Q1 2025, 64,753 people, 1% lower than Q1 2024, but 3% higher than Q1 2023. 15% of all passengers travelled by ferry in Q1 2025, 11,752 people, 8% lower than Q1 2024, but 22% higher than Q1 2023.

Table 2.1.1 Passenger volumes

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Passengers departing Guernsey by aeroplane	62,710	65,564	64,753	-1%	3%
Passengers departing Guernsey by ferry	9,663	12,829	11,752	-8%	22%
Passengers departing Guernsey by yacht	137	189	353	87%	158%
Passengers departing Guernsey by cruise ship	0	0	0	-	-
Total departing passengers	72,510	78,582	76,858	-2%	6%

2.2 Passenger volumes by destination

Data from Guernsey Ports is also available regarding the destinations of those travelling out of Guernsey by aeroplane and ferry. At present, the destination of those departing on cruise ships or yachts cannot be provided, but the total volume of departures is included for completeness.

As shown in **Figure 2.2.1**, with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason comparisons of passenger volumes are made with equivalent periods in previous years.

81% of all passengers departed Guernsey for the UK, totalling 62,253 people in Q1 2025, 2% lower than Q1 2024, but 5% higher than Q1 2023. 14% of all passengers departing Guernsey were travelling to Jersey and totalled 10,800 people in Q1 2025, 6% lower than Q1 2024, but 3% higher than Q1 2023. 4% of passengers departed Guernsey for the rest of the world and totalled 3,452 people in Q1 2025, 8% higher than Q1 2024 and 20% higher than Q1 2023. Less than 1% of passengers departed Guernsey on a yacht trip in Q1 2025, 353 people.

Figure 2.2.1 Passenger volumes by destination

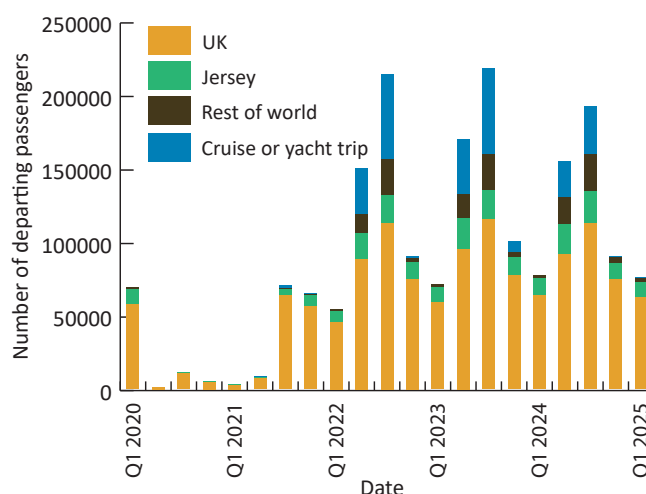
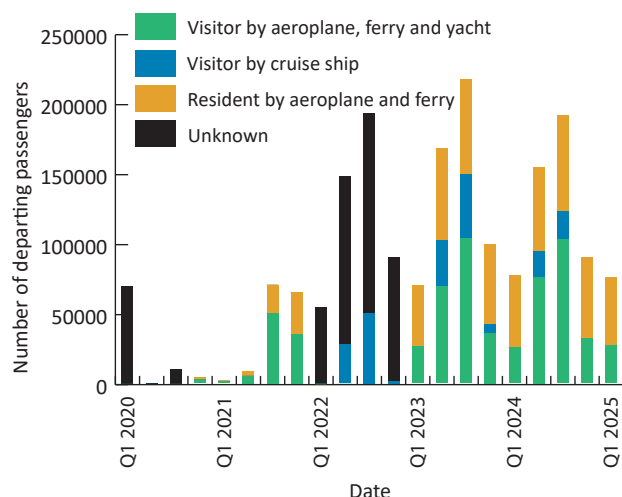


Table 2.2.1 Passenger volumes by destination

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Passengers departing Guernsey for United Kingdom	59,012	63,750	62,253	-2%	5%
Passengers departing Guernsey for Jersey	10,488	11,461	10,800	-6%	3%
Passengers departing Guernsey for rest of world	2,873	3,182	3,452	8%	20%
Passengers departing Guernsey on cruise or yacht trip	137	189	353	87%	158%
Total departing passengers	72,510	78,582	76,858	-2%	6%

2.3 Passenger volumes - visitors and residents

Figure 2.3.1 Passenger volumes - visitors and residents



Data is collected from passengers departing by aeroplane or ferry via a short interview-style survey. 11% of departing passengers were surveyed in Q1 2025 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to 1%. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

One of the questions asked is whether travellers are resident in Guernsey or a visitor to the Island. It should be noted that within this bulletin, Herm, Sark and Alderney residents are classified as Visitors. They are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

Prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 these surveys were suspended and the breakdown of passengers could not be determined. When the Travel Tracker system was introduced in late 2020, a limited amount of information about passengers could again be collected. However this was discontinued in February 2022.

Table 2.3.1 Visitor and resident passenger volumes

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Residents departing Guernsey by aeroplane	38,736	45,641	43,229	-5%	12%
Residents departing Guernsey by ferry	5,623	7,204	6,411	-11%	14%
Visitors by aeroplane	22,126	19,734	21,241	8%	-4%
Visitors by ferry	3,899	5,533	5,305	-4%	36%
Visitors by yacht	137	189	353	87%	158%
Visitors by cruise ship	0	0	0	-	-
Total departing residents	44,360	52,845	49,640	-6%	12%
Total visitors (excluding cruise ship visitors)	26,162	25,456	26,899	6%	3%
Total visitors (including cruise ship visitors)	26,162	25,456	26,899	6%	3%
Total visitors returning to Guernsey later	1,988	281	319	14%	-84%

NB: Figures may not sum exactly to totals due to rounding.

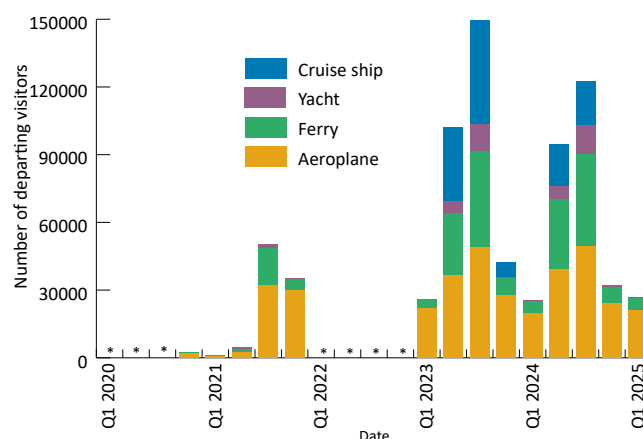
2.3 Passenger volumes - visitors and residents

As shown in **Table 2.3.1** and **Figure 2.3.1**, of the 76,858 passengers, 65% of those departing Guernsey in Q1 2025 were residents (49,640 passengers), whilst 35% of those departing Guernsey were visitors (26,899 passengers). A small proportion, less than 1%, 319 visitors reported that they were returning to Guernsey later. In order to avoid duplication in sampling no further visitor information is collected from those passengers who report they are returning later and they are excluded from any subsequent analysis in this bulletin. At present, those departing on cruise ships or yachts are not asked to complete the same survey; within this report it is assumed that all passengers departing on cruise ships or yachts are visitors.

Figure 2.3.2 shows the volume of visitors travelling by ferry, aeroplane, cruise ship/visiting yacht each quarter. In Q1 2025, there were 26,899 visitors, 6% higher than Q1 2024 and 3% higher than Q1 2023. The number of visitors travelling by aeroplane, 21,241 people in Q1 2025, was 8% higher than the number travelling by aeroplane in Q1 2024, but 4% lower than Q1 2023. The number of visitors travelling by ferry in Q1 2025, 5,305 people, was 4% lower than the number travelling by ferry in Q1 2024, but 36% higher than Q1 2023. 353 people visited by yacht in Q1 2025.

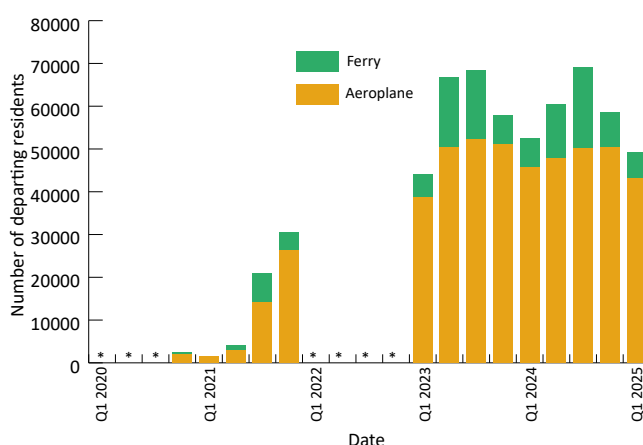
Figure 2.3.3 shows the volume of residents travelling by ferry and aeroplane each quarter. The total number of departing residents in Q1 2025 was 49,640; 6% lower than Q1 2024, but 12% higher than Q1 2023. In Q1 2025, 87%, 43,229 residents travelled by aeroplane, the remainder, 13%, 6,411 residents travelled by ferry. The number of residents travelling by aeroplane in Q1 2025 was 5% lower than the number travelling by aeroplane in Q1 2024, but 12% higher than the number travelling by aeroplane in Q1 2023. The number of residents travelling by ferry in Q1 2025 was 11% lower than the number travelling by ferry in Q1 2024, but 14% higher than the number travelling by ferry in Q1 2023.

Figure 2.3.2 Passenger volumes - visitors by mode of transport



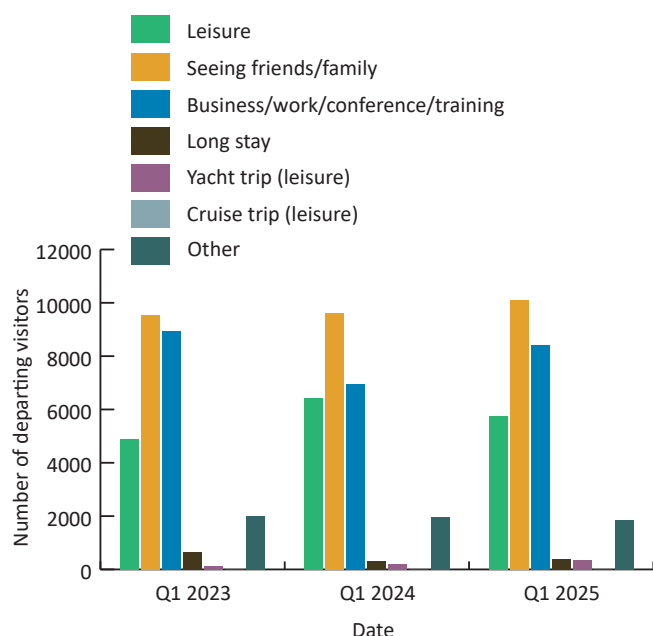
*When restrictions were put in place to reduce the impact of COVID-19, surveys of exiting passengers at the airport and harbour were suspended between Q1 2020 and Q1 2023. A limited amount of passenger information was collected from the travel tracker system which was in place between Q4 2020 and Q4 2021. In Q1 2023 exit surveys were re-instated and full passenger breakdowns could again be reported.

Figure 2.3.3 Passenger volumes - residents by mode of transport



3.1 Visitors - main purpose of trip to Guernsey

Figure 3.1.1 Visitors - main purpose of trip to Guernsey



Visitors are asked during passenger exit surveys what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

In Q1 2025, 5,768 visitors reported the main purpose of their trip to Guernsey was for leisure (6,426 in Q1 2024 and 4,891 in Q1 2023). Additionally, 353 people visited by yacht (most likely for leisure purposes). 10,112 visitors cited they were seeing friends/family (9,609 in Q1 2024 and 9,538 in Q1 2023). 8,428 visitors were here for business, which compares with 6,939 in Q1 2024, 21% higher, and 8,937 business visitors in Q1 2023, 6% lower. 1,841 visitors were here for other reasons during Q1 2025. 459 or 25% of those visitors who cited other reasons mentioned sport, be it as a participant or spectator (representing just under 2% of all visitors in Q1 2025). The other category also includes visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

396 visitors during Q1 2025 were long stay visitors, having stayed more than 30 nights but less than 1 year. The majority of long stay visitors were in Guernsey for work reasons.

Table 3.1.1 Visitors - main purpose of trip to Guernsey

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	4,891	6,426	5,768	-10%	18%
Seeing friends/family (including weddings, funerals etc)	9,538	9,609	10,112	5%	6%
Business/work/conference/training	8,937	6,939	8,428	21%	-6%
Long stay (more than 30 nights but less than 1 year for work/other purpose)	644	332	396	19%	-39%
Yacht trip (leisure)	137	189	353	87%	158%
Cruise trip (leisure)	0	0	0	-	-
Other	2,014	1,961	1,841	-6%	-9%
Total	26,162	25,456	26,899	6%	3%

NB: Figures may not sum exactly to totals due to rounding.

3.2 Visitors - country of residence

Another of the questions asked of visitors during passenger exit surveys is their country of residence. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

During Q1 2025, 73% of all visitors, 19,762 people reported their country of residence was the UK (71%, 18,155 in Q1 2024). 14%, 3,692 visitors were from Jersey (16%, 3,988 in Q1 2024). 3%, 740 visitors were from France (1%, 360 in Q1 2024), 9%, 2,352 visitors were from the Rest of the world (11%, 2,764 in Q1 2024), and 1%, 353 visitors' country of residence was unknown, as they were visiting by yacht (1%, 189 in Q1 2024).

As shown in **Table 3.2.1**, in Q1 2025 the number of visitors whose country of residence was the UK was 9% higher when compared to Q1 2024, and 1% higher than Q1 2023. In Q1 2025 there were 7% fewer visitors whose country of residence was Jersey compared with Q1 2024 and 16% more than Q1 2023. In Q1 2025 there were 105% more visitors whose country of residence was France compared with Q1 2024 and 14% more than Q1 2023. There were 15% fewer visitors whose country of residence was Rest of the world compared with Q1 2024 and 9% fewer than Q1 2023.

Figure 3.2.1 Visitors - country of residence Q1 2024

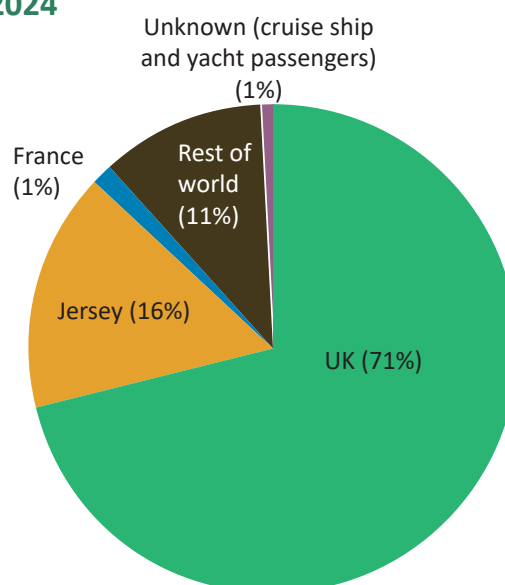


Figure 3.2.2 Visitors - country of residence Q1 2025

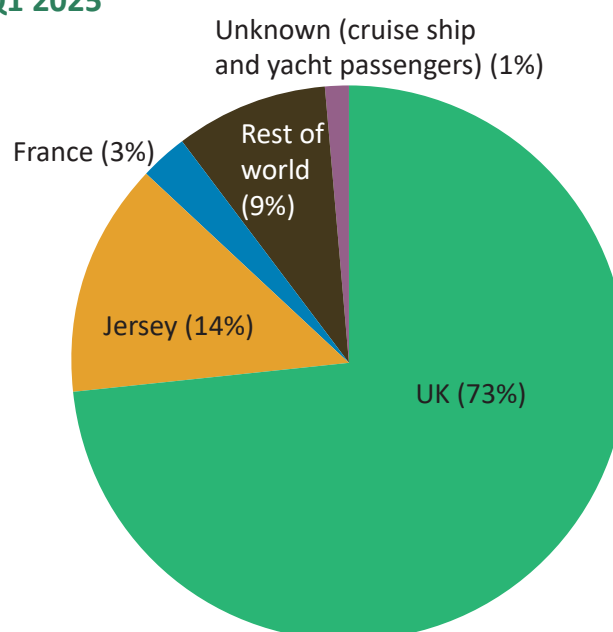


Table 3.2.1 Visitors - country of residence

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
United Kingdom	19,593	18,155	19,762	9%	1%
Jersey	3,192	3,988	3,692	-7%	16%
France	651	360	740	105%	14%
Rest of world	2,589	2,764	2,352	-15%	-9%
Unknown (cruise ship and yacht passengers)	137	189	353	87%	158%
Total	26,162	25,456	26,899	6%	3%

NB: Figures may not sum exactly to totals due to rounding.

3.3 Visitors - net promoter score

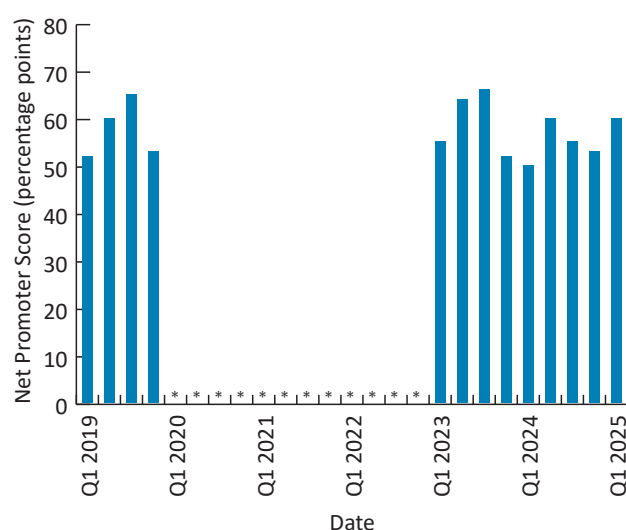
Visitors leaving the Island by aeroplane or ferry are asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 meaning very likely) as part of the exit survey. Prior to 2020 net promoter scores did not include visitors whose country of residence was Alderney, as a high proportion of these passengers were in transit (returning via Guernsey to Alderney). Since Q1 2023 all passengers (regardless of country of residence) that are leaving the Island by aeroplane or ferry after only visiting Guernsey on their way to or from somewhere outside the Bailiwick (and, as such, potentially may not have left the port) are excluded from the net promoter scores analysis on this page. At present, those departing on cruise ships or yachts are not asked to complete the survey and are not represented within net promoter scores. As shown in **Figure 3.3.1**, prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 surveys were suspended and the passenger breakdown could not be determined or net promoter scores ascertained.

The net promoter score (NPS) is calculated by deducting the percentage of visitors surveyed that gave a score of six or less out of ten from the percentage of visitors surveyed that gave a score of ten or nine out of ten. As shown in **Table 3.3.1** and **Figure 3.3.1** the net promoter score for Q1 2025 was 60 percentage points compared with 50 percentage points in Q1 2024 and 55 percentage points in Q1 2023. The NPS has increased by 5 percentage points from Q1 2023 and 10 percentage points from Q1 2024. 78% of all visitors to Guernsey during Q1 2025 said they had visited before, less than 1% of whom had visited Guernsey on a cruise.

Respondents may choose to provide comments or feedback after providing their net promoter score. Analysis of these comments reveals that during Q1 2025 the highest number of comments received were from respondents who reported they had a great trip to Guernsey and found it to be a beautiful, lovely place to visit (17%). A further 8% of comments related to how friendly they had found Guernsey people during their trip. That said, 8% commented there was a lack of things to do and noted that a number of attractions were closed during winter months and that shops were closed on Sundays. In addition, cost of flights, delays to flights and travel connections each received 8% of all comments during Q1 2025.

By main purpose of visit, those seeing friends/family had the highest net promoter score (69 percentage points) in Q1 2025, followed by leisure visitors, 66 percentage points. Those visiting on business had the lowest net promoter score, 48 percentage points, with many business travellers commenting that they haven't seen much during their visit.

Figure 3.3.1 Net promoter score



*Between Q1 2020 and Q4 2022 net promoter scores were not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and net promoter scores could again be reported.

Table 3.3.1 Net promoter score

	Q1 2023	Q1 2024	Q1 2025
Net Promoter Score (percentage points)	55	50	60

3.4 Visitors - length of stay in Guernsey

Figure 3.4.1 Visitors - length of stay in Guernsey Q1 2024

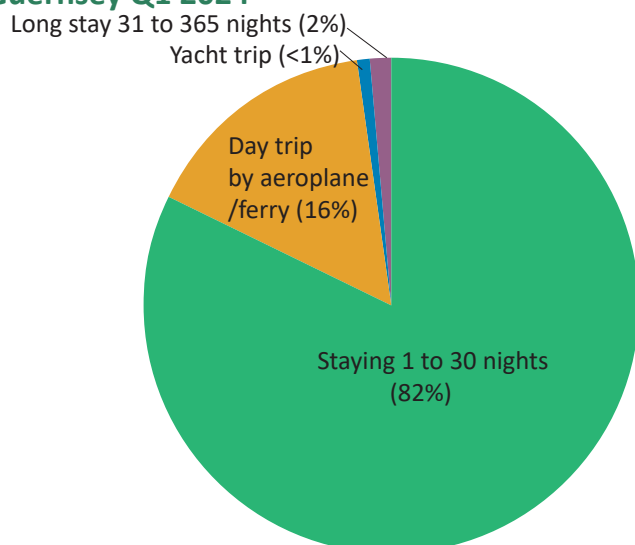
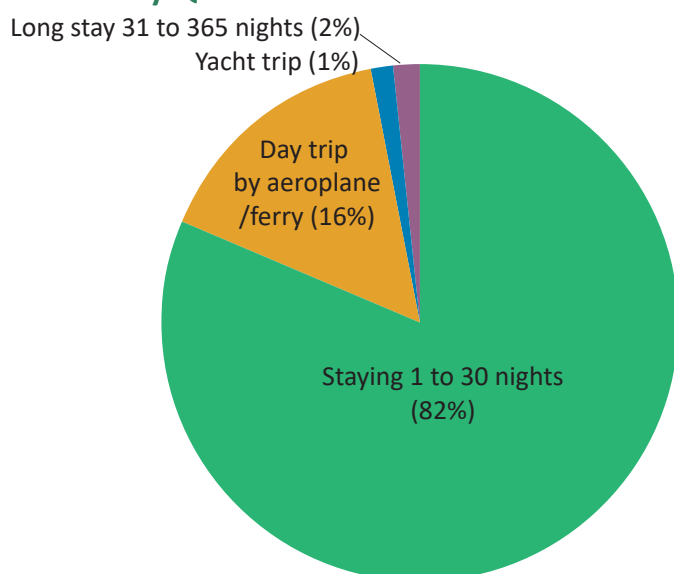


Figure 3.4.2 Visitors - length of stay in Guernsey Q1 2025



Visitors are also asked how many nights they spent in Guernsey within passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

In Q1 2025, 4,222 people visited Guernsey on a day trip, representing 16% of all visitors (3,970 people, 16% in Q1 2024). The majority, 82% of visitors, 21,928 people, stayed at least one night but less than 31 nights (20,965 people, 82% in Q1 2024). During Q1 2025, 2% of visitors were long stay visitors (396 people).

Comparison between Q1 2023, Q1 2024 and Q1 2025 reveals that in Q1 2025 there were 14% more visitors on a day trip compared with Q1 2023 and 6% more visitors on a day trip compared with Q1 2024. 1% more visitors stayed at least one night (but less than 31 nights) compared with Q1 2023, and 5% more than Q1 2024.

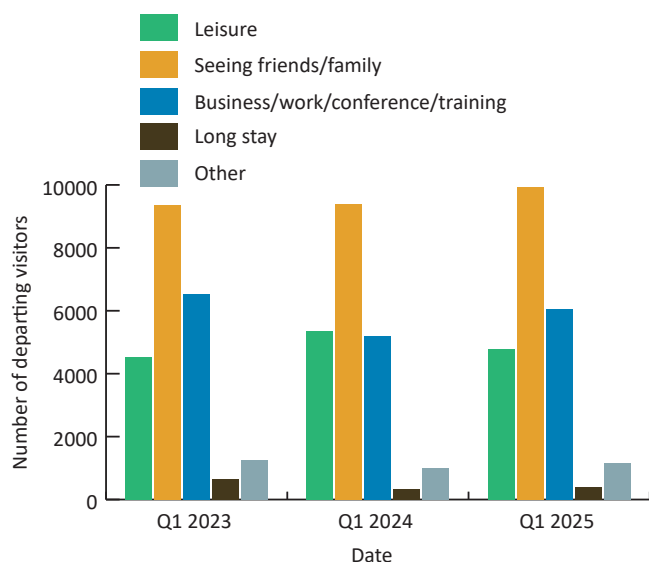
Table 3.4.1 Visitors - length of stay in Guernsey

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2yr % change
Staying 1 to 30 nights by aeroplane or ferry	21,661	20,965	21,928	5%	1%
Day trip by aeroplane or ferry	3,719	3,970	4,222	6%	14%
Yacht trip	137	189	353	87%	158%
Long stay (more than 30 nights but less than 1 year) by aeroplane or ferry	644	332	396	19%	-39%
Day trip by cruise ship	0	0	0	-	-
Total	26,162	25,456	26,899	6%	3%

NB: Figures may not sum exactly to totals due to rounding.

4.1 Visitors - main purpose of visit of staying visitors

Figure 4.1.1 Main purpose of trip of staying visitors



Visitors by aeroplane and ferry and staying in Guernsey are asked what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

In Q1 2025, 22% or 4,794 of all staying visitors reported the main purpose of their trip to Guernsey was for leisure (4,530 in Q1 2023 and 5,361 in Q1 2024). 45% or 9,922 of staying visitors cited they were seeing friends/family (compared with 9,346 in Q1 2023 and 9,408 in Q1 2024). 28%, 6,039 were here for business or work reasons (6,525 in Q1 2023 and 5,207 in Q1 2024) and 5%, 1,173 were here for other reasons (1,260 in Q1 2023 and 989 in Q1 2024). 2% or 396 visitors were long stay visitors, having stayed more than 30 nights but less than 1 year, in Q1 2025 (644 visitors in Q1 2023 and 332 in Q1 2024).

Comparison between Q1 2025, Q1 2024 and Q1 2023 reveals that in Q1 2025 there were 6% more staying visitors visiting for leisure purposes compared to Q1 2023 but 11% fewer than Q1 2024. The number of visitors seeing friends/family in Q1 2025 was 6% higher than Q1 2023 and 5% higher than Q1 2024. In Q1 2025 7% fewer staying visitors travelled for business/work compared with Q1 2023, but 16% more people travelled for business/work compared with Q1 2024.

Table 4.1.1 Main purpose of trip of staying visitors

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	4,530	5,361	4,794	-11%	6%
Seeing friends/family (including weddings, funerals etc)	9,346	9,408	9,922	5%	6%
Business/work/conference/training	6,525	5,207	6,039	16%	-7%
Long stay (more than 30 nights but less than 1 year)	644	332	396	19%	-39%
Other	1,260	989	1,173	19%	-7%
Total	22,306	21,297	22,323	5%	<1%

NB: Main purpose of visitor breakdown may not add to totals due to rounding. Sample proportions are applied to actual passenger numbers to determine purpose of trip for staying visitors.

4.2 Visitors - country of residence by main purpose of trip of staying visitors

Figure 4.2.1 Staying visitors - country of residence by main purpose of visit

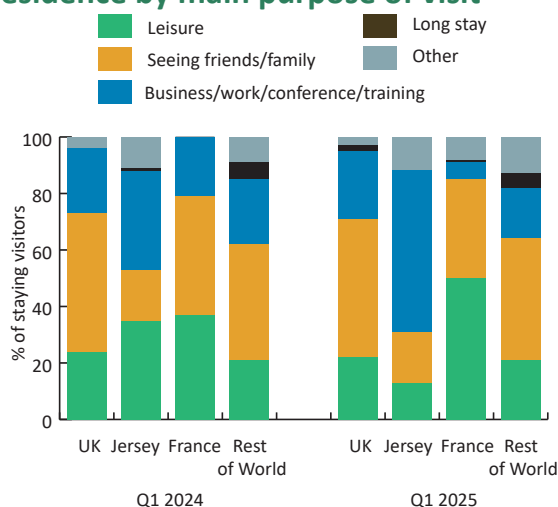


Table 4.2.1 Q1 2024 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	24	35	37	21
Seeing friends/family (including weddings, funerals etc)	50	18	41	40
Business/work/conference/training	23	34	21	23
Long stay (more than 30 nights but less than 1 year)	1	1	0	6
Other	3	11	0	9
Total	100	100	100	100

Table 4.2.2 Q1 2025 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	22	13	49	21
Seeing friends/family (including weddings, funerals etc)	49	18	35	43
Business/work/conference/training	24	57	6	18
Long stay	2	0	1	5
Other	3	12	8	13
Total	100	100	100	100

A further breakdown for staying visitors, by country of residence and main purpose of visit, is provided in **Figure 4.2.1** and **Tables 4.2.1** and **4.2.2**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by yacht.

In Q1 2025, 22% of staying visitors from the UK reported the main purpose of their trip to Guernsey was for leisure, compared with 24% in Q1 2024. 49% of staying visitors from the UK were seeing friends/family, compared to 50% in Q1 2024, and 24% of staying visitors from the UK were in Guernsey for business/work reasons.

The principal reasons for staying visits in Q1 2025 from those with country of residence of Jersey were business and seeing friends/family; 57% and 18% respectively. This compares with 34% and 18% in Q1 2024. 13% of staying visitors from Jersey were in Guernsey for leisure and 12% for other reasons. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes.

Visitors from France were most likely to report in Q1 2025 that their main purpose of visit was for leisure, 49%. This compares with 37% of staying visitors from France in Q1 2024. 35% whose country of residence was France reported they were visiting to see friends/family in Q1 2025. 6% cited they were in Guernsey for business purposes.

In Q1 2025, 43% of staying visitors whose country of residence was the Rest of the world reported they were in Guernsey to see friends/family and a further 21% were visiting Guernsey for leisure purposes. 18% of staying visitors whose country of residence was the Rest of the world reported they were staying in Guernsey for business reasons and 5% were long stay visitors (having stayed more than 30 nights but less than 1 year). NB: Figures may not sum exactly to 100 due to rounding.

4.3 Visitors - staying visitors length of stay in Guernsey

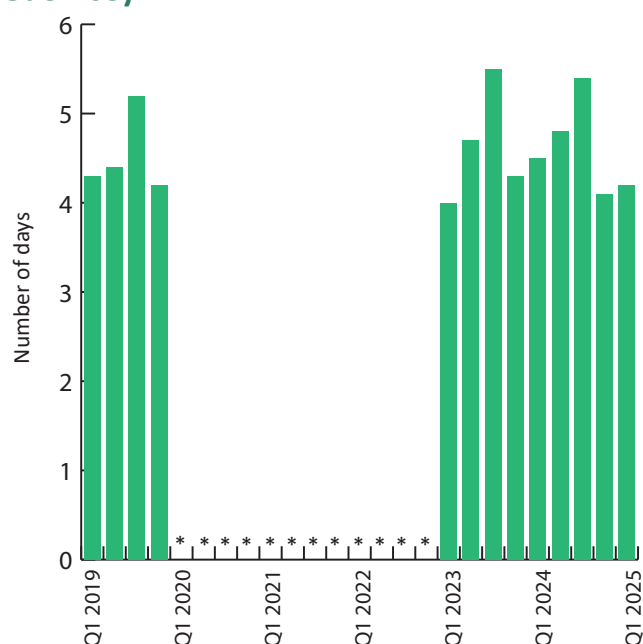
As shown in **Figure 4.3.1** visitor length of stay varies by quarter and displays some seasonality. There is a tendency for visitors to stay longer during Quarter 2 and Quarter 3 each year (in Q3 2019 the average length of stay for visitors was 5.2 nights) whilst visitors during Quarter 1 and Quarter 4 tend to stay in Guernsey for shorter durations (in Q1 2019 the average length of stay was 4.3 nights). For this reason, comparisons of length of stay are made with equivalent periods in previous years. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry. Trends in length of stay will continue to be monitored and reported in future editions of this bulletin.

The average length of stay for visitors staying at least one night but less than 31 nights was 4.2 nights in Q1 2025 and compares with 4.5 nights in Q1 2024, and 4.0 nights in Q1 2023. The decrease in average length of stay between Q1 2024 and Q1 2025 is due to a decrease in the length of stay for those visitors who travelled by plane (4.4 nights in Q1 2024, compared with 4.0 nights in Q1 2025). That said, this decrease in length of stay was partially offset by an increase in the length of stay by visitors who travelled by ferry (5.1 nights in Q1 2024 compared with 5.3 nights in Q1 2025).

The average length of stay multiplied by the number of staying visitors equates to the number of bed nights spent in Guernsey each quarter, as shown in **Figure 4.3.2**. As with the length of stay data there is seasonality in the figures and comparisons are made with equivalent periods in previous years.

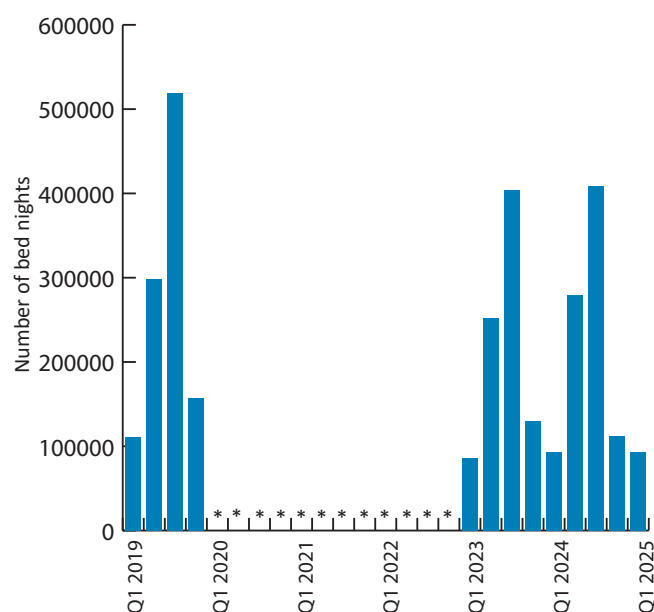
During Q1 2025, visitors spent the equivalent of 93,096 bed nights in Guernsey which compares with 93,649 bed nights in Q1 2024 (a 1% decrease) and 86,022 bed nights in Q1 2023 (an 8% increase).

Figure 4.3.1 Visitors - length of stay in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay could again be reported.

Figure 4.3.2 Visitors - bed nights in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and bed nights could again be reported.

4.4 Visitors - accommodation of staying visitors

Visitors who stayed in Guernsey overnight are asked an extra question about the type of accommodation they stayed in as part of the exit survey. Survey results are applied to overall passenger volumes to give figures for the whole quarter. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry.

As shown in **Figure 4.4.1**, **Figure 4.4.2** and **Table 4.4.1**, in Q1 2025, 58% of all visitors staying in Guernsey stayed in hotels, (12,718 people), 5% stayed in other accommodation (1,121 people) and 37% stayed with friends/family (8,089 people). The other category includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc.

Comparison between Q1 2025, Q1 2024 and Q1 2023 reveals that in Q1 2025 there were 2% fewer visitors staying in hotels than Q1 2023, but 3% more visitors staying in hotels than Q1 2024. 13% fewer visitors stayed in Other accommodation in Q1 2025 compared with Q1 2023, and 16% more than Q1 2024. In Q1 2025 there were 9% more visitors staying in friend/family's homes than Q1 2023 and 6% more than Q1 2024.

Figure 4.4.1 Accommodation for staying visitors Q1 2024

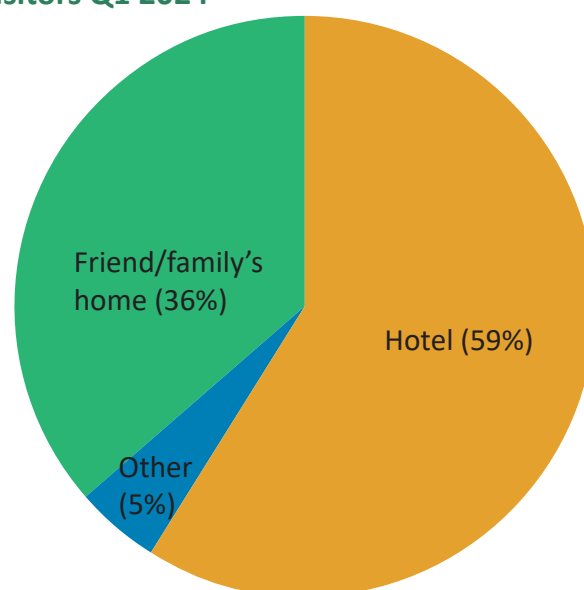


Figure 4.4.2 Accommodation for staying visitors Q1 2025

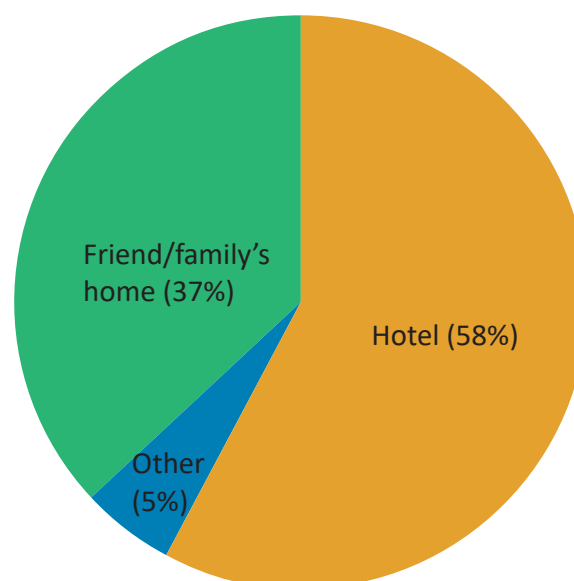


Table 4.4.1 Accommodation for staying visitors

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Hotel	12,951	12,389	12,718	3%	-2%
Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)	1,292	971	1,121	16%	-13%
Commercial accommodation (includes hotel, guest houses, self-catering, Airbnb or other online booking portals and campsites etc)	14,243	13,360	13,839	4%	-3%
Friend/family's home	7,418	7,605	8,089	6%	9%
Total staying visitors	21,661	20,965	21,928	5%	1%

NB: Figures may not sum exactly to totals due to rounding.

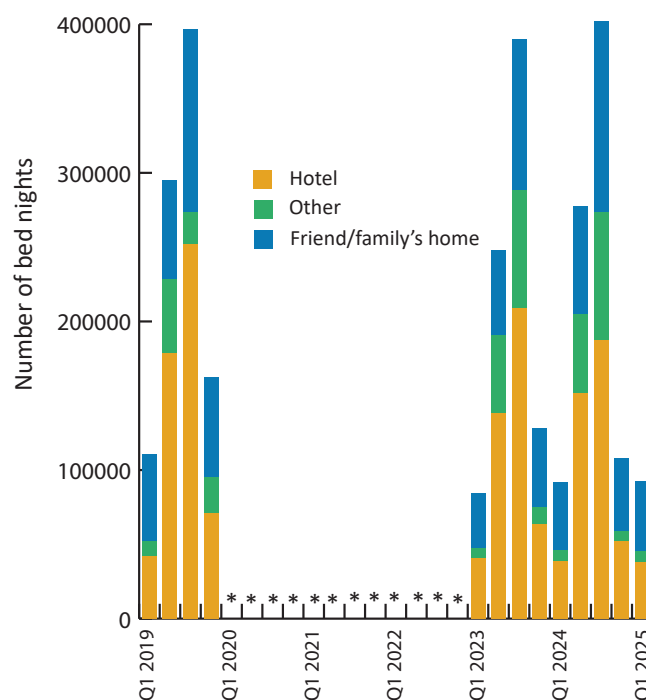
4.4 Visitors - accommodation of staying visitors cont/d

Figure 4.4.3 shows the number of bed nights each quarter for staying visitors in Guernsey by accommodation type. **Table 4.4.2** shows length of stay by accommodation type. The number of bed nights varies by quarter and displays seasonality. This is due to a higher number of visitors during Quarters 2 and 3 each year when compared with Quarters 1 and 4 and a tendency for visitors to stay longer during Quarter 2 and Quarter 3, when compared to Quarter 1 and Quarter 4. For this reason comparisons of number of bed nights and length of stay are made with equivalent periods in previous years.

On average visitors in hotels stayed 3.0 nights in Q1 2025, which equates to 38,301 bed nights (3.2 nights in Q1 2023 and 3.1 nights in Q1 2024). The average length of stay in other accommodation (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 6.5 nights (equating to 7,256 bed nights). The average stay in commercial accommodation in Q1 2025 which includes both hotels and other accommodation was 3.3 nights, equating to 45,557 bed nights, which is a slightly shorter duration and 1% fewer bed nights than reported in Q1 2024.

During Q1 2025 the average length of stay with friends/family was 5.8 nights, equating to 46,677 bed nights (4.9 nights in Q1 2023 and 6.0 nights in Q1 2024).

Figure 4.4.3 Number of bed nights by accommodation for staying visitors



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay and number of bed nights could again be reported.

Table 4.4.2 Average length of stay by accommodation

	Q1 2023 (nights)	Q1 2024 (nights)	Q1 2025 (nights)	Annual % change	2 yr % change
Hotel	3.2	3.1	3.0	-3%	-5%
Other	5.0	7.8	6.5	-18%	29%
Average stay in commercial accommodation	3.3	3.4	3.3	-4%	-1%
Friend/family's home	4.9	6.0	5.8	-5%	17%

5.1 Visitor accommodation - capacity

Figure 5.1.1 Visitor accommodation capacity

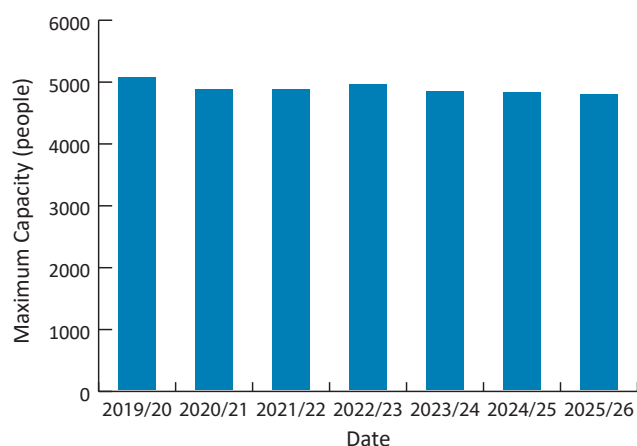


Table 5.1.1 Visitor accommodation capacity

	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25	2025 /26*
Maximum capacity (people)	4,854	4,863	4,938	4,818	4,810	4,775
Temporarily unavailable capacity e.g. closed for refurbishment	0	0	120	201	201	201
Total (including temporarily unavailable)	4,854	4,863	5,058	5,019	5,011	4,976

* Visitor accommodation capacity figures for 2025/26 are provisional since the renewal process for 2025/26 had not been completed at the time of publication of the Q1 2025 Bulletin.

Table 5.1.2 Additional summer capacity

	2023	2024	2025
Maximum additional capacity (people)	320	349	315
Additional number of units (equipped tents, log cabins, yurts, shepherd's huts etc)	60	66	62

The visitor accommodation capacity in Guernsey and Herm can be monitored over time through the number of accommodation providers with active permits each year and the maximum capacity of each accommodation provider, as shown in **Figure 5.1.1** and **Table 5.1.1**.

Visitor accommodation capacity shows the maximum number of people that could be accommodated in permanent building structures, such as hotels, guest houses, hostels, self-catering units and other similar accommodation with an active boarding permit. Temporary structures, such as those provided by accommodation providers for glamping and camping are excluded from the capacity (for comparability with other jurisdictions). It should be noted that the capacity reported does not include accommodation that is publicly advertised (for example, via airbnb.co.uk or other booking portals), but does not have an active boarding permit.

The provisional capacity of accommodation providers with an active boarding permit for the 2025 summer season and winter 2025/26 was 4,775, as shown in **Table 5.1.1**. Please note figures are provisional since the renewal process for 2025/26 had not been completed at the time of publication. Capacity for 201 more people was removed during 2022 and 2023, but part or all of this capacity is expected to be added back in once refurbishments have completed.

Each year there is additional visitor accommodation provided by the campsites of Guernsey and Herm. **Table 5.1.2** indicates the maximum additional capacity provided by temporary glamping and camping structures predominantly during the summer season. For summer 2025, an additional 315 people could be accommodated in 62 units which include equipped tents, cabins, yurts and shepherd's huts. These figures do not include camping/motorhome pitches where visitors provide their own accommodation. This information has been collected since 2023 to help give a fuller picture of visitor accommodation.

5.2 Visitor accommodation - availability

Each month, visitor accommodation providers with active permits are asked to provide data on the availability and occupancy of their accommodation units. The responses received in January, February and March 2025 include different accommodation types and sizes and statistics for these months are accurate to at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island. 2024/25 boarding permit information was used to scale up the figures for the second, third and fourth quarters of 2024 and the first quarter of 2025.

Units are classified as not available for booking *only* if the whole site is closed; either seasonally (in a regular pattern) or for six months or more (for refurbishment, for example). Units are added into or taken out of the total (sum of open and closed units) if a site's use is officially changed via a successful planning application or if there have been physical changes to building(s).

Occupancy (see next page) is calculated as a proportion of the available units in each month i.e. a proportion of those that could be booked. This approach is in alignment with methods used in other jurisdictions.

This information is only available from 2022 onwards, following changes to the way data is collected from accommodation providers.

Table 5.2.1 and **Figure 5.2.1** show that there were 1,917 visitor accommodation units in Q1 2025. During Q1 2025 there were a number of seasonal visitor accommodation closures. The proportion of visitor accommodation units available to be booked was 92.4%, 88.9% and 100% in January, February and March 2025 respectively.

Table 5.2.1 Availability of visitor accommodation

	Number of units available to be booked	Number of units not available to be booked	Total number of units
Mar 2024	1,900	2	1,902
Apr 2024	1,917	0	1,917
May 2024	1,917	0	1,917
Jun 2024	1,914	3	1,917
Jul 2024	1,916	1	1,917
Aug 2024	1,912	5	1,917
Sep 2024	1,911	6	1,917
Oct 2024	1,893	24	1,917
Nov 2024	1,835	82	1,917
Dec 2024	1,725	192	1,917
Jan 2025*	1,772	145	1,917
Feb 2025	1,704	213	1,917
Mar 2025	1,917	0	1,917

* There was a lower than normal response rate in January 2025, which means the accuracy plus/minus range is wider than normal for this month.

Figure 5.2.1 Availability of visitor accommodation



NB: Availability and occupancy (on the next page) are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit (including those listed on Airbnb or other online booking portals) with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

5.3 Visitor accommodation - occupancy

Figure 5.3.1 Occupancy of open/available accommodation units

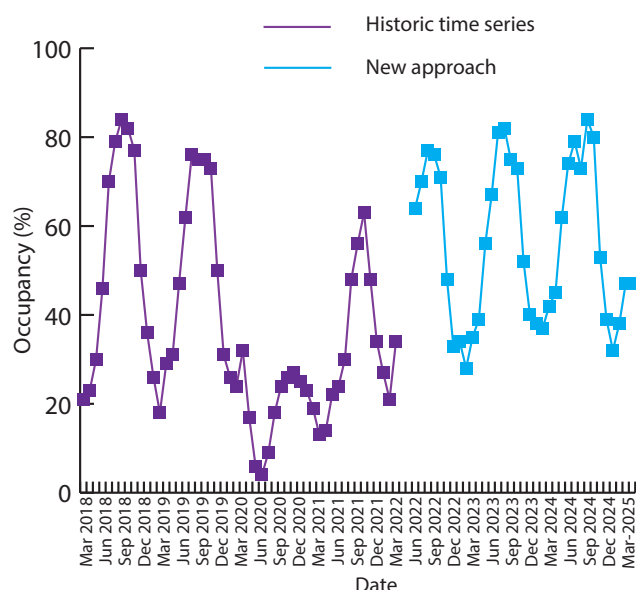


Table 5.3.1 Occupancy of open/available accommodation units

	2020	2021	2022	2023	2024	2025
January	24%	19%	21%	28%	37%	38%
February	32%	13%	34%	35%	42%	47%
March	17%	14%	*	42%	45%	47%
April	6%	22%	*	56%	62%	
May	4%	24%	64%	67%	74%	
June	9%	30%	70%	81%	79%	
July	18%	48%	77%	82%	73%	
August	24%	56%	76%	75%	84%	
September	26%	63%	71%	73%	80%	
October	27%	48%	48%	52%	53%	
November	25%	34%	33%	40%	39%	
December	23%	27%	34%	38%	32%	

*There was a wave of COVID-19 cases, which impacted on the ability to collect full data in March and April 2022.

Occupancy is presented as a percentage of the number of available units (see p18). As shown in **Figure 5.3.1**, there is usually a seasonal pattern in occupancy, with peaks in July, August or September and troughs in December or January each year. This pattern was severely disrupted in 2020 during the COVID-19 pandemic, but can be seen again in 2021 and 2022.

Temporary planning exemptions were introduced during the COVID-19 pandemic. From 25th March 2020, providers of visitor accommodation have been permitted to accommodate non-visitors and long-stay residents all year round, provided that the establishments revert to their usual use for visitor accommodation once the temporary exemptions cease to apply (on 28th February 2026). Exemptions allowing long-stay visitors would normally apply only to self-catering establishments during the Winter Let period from 1st November to 31st March each year. There was a wave of cases of the Omicron variant of COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy of open units has increased from a low of 32% in December 2024 to 38% in January 2025, then further increasing to 47% in both February 2025 and March 2025. Occupancy during Quarter 1 2025 of 38% in January 2025, 47% in February 2025 and 47% in March 2025 compares with occupancy of 37% in January 2024, 42% in February 2024 and 45% in March 2024.

Additional information began being collected in June 2023, which makes it possible to determine the percentage of units occupied by long-stay guests. In January 2025, February 2025 and March 2025, 31%, 36% and 31% respectively of all open units were occupied by long-stay guests and compares with 30% of all open units occupied by long stay guests in January 2024, 29% in February 2024 and 23% in March 2024. This means that long-stay guests represented 14 percentage points of the 47% occupancy of open units in March 2025, i.e. if long stay guests are excluded from occupancy figures, the occupancy in March 2025 would be 33%.

6.1 Visitors - day trip visitors by aeroplane and ferry

Visitors on day trips are asked what the main purpose of their trip to Guernsey is within the passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

During Q1 2025, 23% of all visitors on a day trip to Guernsey, 975 people, reported the main purpose of their trip to Guernsey was for leisure (361 people in Q1 2023 and 1,066 people in Q1 2024). 190 visitors who visited Guernsey on a day trip, 5% of day trippers, cited they were seeing friends/family (192 in Q1 2023 and 201 in Q1 2024), 2,390 were here for business, 57% of all day trip visitors, (2,412 in Q1 2023 and 1,732 in Q1 2024) and 668 day trip visitors (16%) were here for other reasons (754 in Q1 2023 and 971 in Q1 2024).

Comparison between Q1 2025, Q1 2024 and Q1 2023 reveals that in Q1 2025 there were 170% more day trippers visiting for leisure purposes than Q1 2023, but 9% fewer than Q1 2024. 1% fewer day visitors cited they were seeing friends/family than Q1 2023 and 6% fewer than Q1 2024. In Q1 2025 there were 1% fewer day visitors who travelled for business/work compared with Q1 2023, but 38% more than Q1 2024.

Figure 6.1.1 Main purpose of trip of day trip visitors

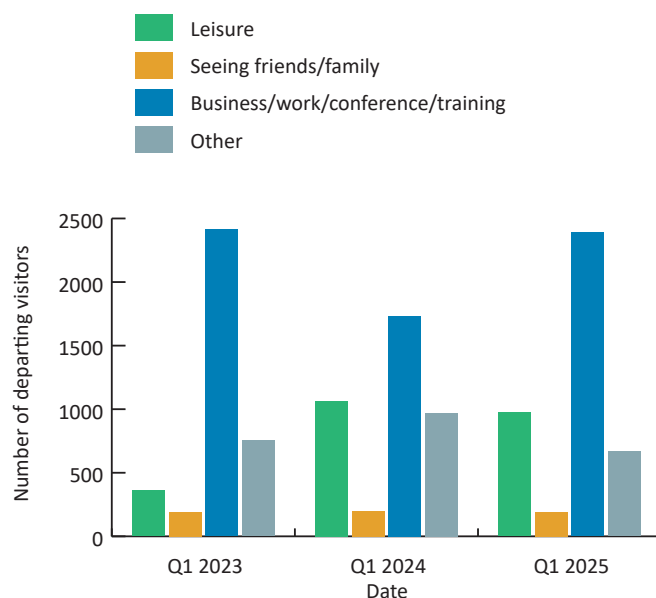


Table 6.1.1 Main purpose of trip of day trip visitors

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	361	1,066	975	-9%	170%
Seeing friends/family (including weddings, funerals etc)	192	201	190	-6%	-1%
Business/work/conference/training	2,412	1,732	2,390	38%	-1%
Other	754	971	668	-31%	-11%
Total	3,719	3,970	4,222	6%	14%

NB: Figures may not sum exactly to totals due to rounding.

6.1 Visitors - day trip visitors by aeroplane and ferry continued

Figure 6.1.2 Day trip visitors - country of residence by main purpose of visit

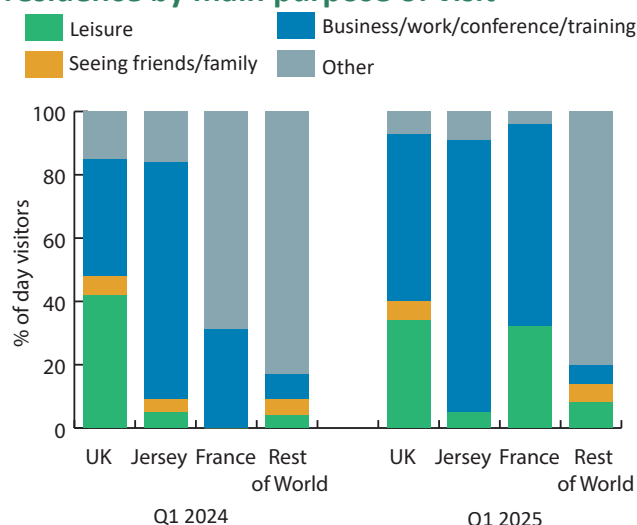


Table 6.1.2 Q1 2024 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	42	5	0	4
Seeing friends/family (including weddings, funerals etc)	6	4	0	5
Business/work/conference/training	37	76	31	8
Other	15	16	69	84
Total	100	100	100	100

Table 6.1.3 Q1 2025 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	34	5	32	8
Seeing friends/family (including weddings, funerals etc)	6	0	0	6
Business/work/conference/training	53	86	64	6
Other	7	9	4	80
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for day trip visitors by country of residence and main purpose of visit, is provided in **Figure 6.1.2** and **Tables 6.1.2** and **6.1.3**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by cruise ship.

In Q1 2025, 34% of day trip visitors from the UK reported the main purpose of their day trip to Guernsey was for leisure, compared with 42% in Q1 2024. 53% of day trip visitors from the UK were here for business purposes, compared with 37% in Q1 2024. 7% of day trip visitors from the UK were in Guernsey for other reasons and 6% were seeing friends/family.

The principal reason for day trip visits in Q1 2025 from those whose country of residence is Jersey was business, 86%; this compares with 76% in Q1 2024. 5% of day trip visitors whose country of residence is Jersey visited for leisure purposes in Q1 2025, unchanged from Q1 2024.

64% of day trip visitors whose country of residence was France during Q1 2025 cited they were in Guernsey for business reasons, compared with 31% in Q1 2024. 32% of day trip visitors from France during Q1 2025 were in Guernsey for leisure purposes. Please note the breakdown of French day trip visitors in Quarter 1 2024 and Quarter 1 2025 are based on very low numbers.

8% of day trip visitors to Guernsey during Q1 2025 whose country of residence was the Rest of the world reported they were in Guernsey for leisure, compared with 4% in Q1 2024. 80% of day trip visitors from the Rest of the world were in Guernsey for other purposes during Q1 2025. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes.

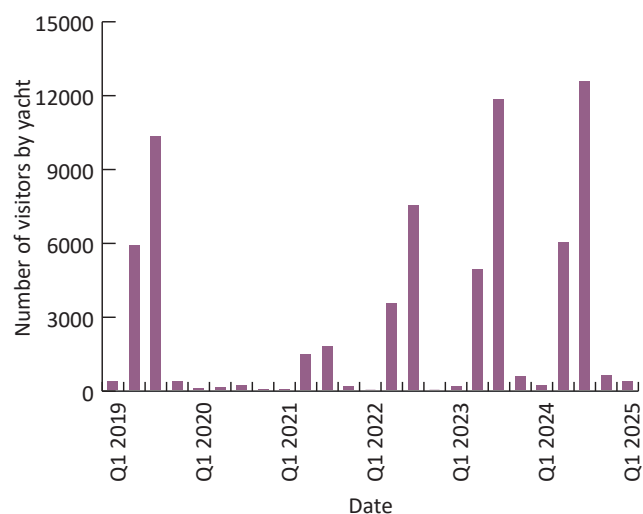
7.1 Visitors - yacht trip visitors

Guernsey Harbours collect comprehensive information on the number of visiting yachts, the number of yacht passengers and the number of nights spent by visiting yacht vessels in Guernsey during each quarter. As shown in **Figure 6.1.1**, the number of visitors by yacht displays seasonality. Higher numbers of visitors by yacht are typically recorded during Quarter 2 and Quarter 3 each year, whilst much lower numbers of visitors by yacht are recorded during Quarter 1 and Quarter 4. For this reason, comparisons of yacht visitor volumes are made with the equivalent periods in previous years.

The number of visitors travelling to Guernsey by yacht totalled 353 people in Q1 2025, 87% higher than Q1 2024 and 158% higher than Q1 2023. It should be noted that percentage changes for yacht visitors during Q1 are based on low numbers travelling to Guernsey by yacht at this time of year. The number of visiting yacht vessels during Q1 2025 totalled 112 vessels and compares with 76 vessels in Q1 2024 and 71 vessels in Q1 2023.

The total length of stay by visiting yachts during Q1 2025 was 193 nights - equating to an average length of stay of 1.7 nights per vessel. By comparison the total length of stay by visiting yachts during Q1 2024 was 152 nights - equating to an average length of stay of 2.0 nights per vessel and during Q1 2023 was 126 nights - equating to an average length of stay of 1.8 nights per vessel.

Figure 6.1.1 Visitors by yacht



NB: Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

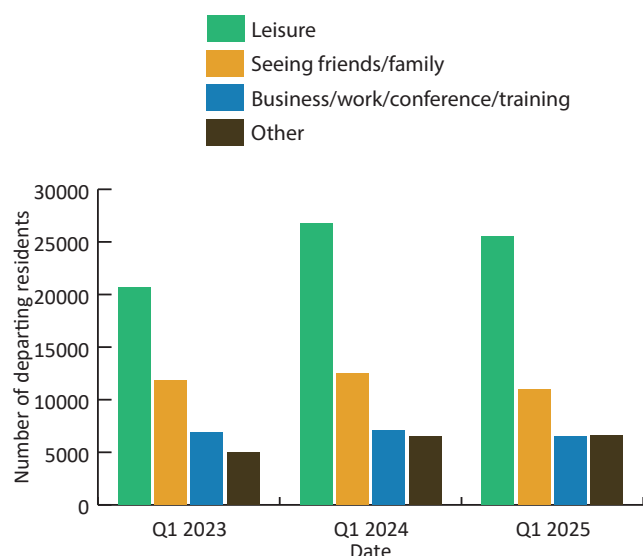
Table 7.1.1 Yacht visitors, yacht vessels, nights and length of stay for vessels

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Visitors by yacht	137*	189	353	87%	158%
Visiting yacht vessels	71	76	112	47%	58%
Total number of nights (vessels)	126	152	193	27%	53%
Average length of stay per vessel	1.8	2.0	1.7	-14%	-3%

* Between Q1 2019 and Q1 2023 the exact number of people visiting by yacht was unknown, but an estimate has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

8.1 Residents - main purpose of trip away from Guernsey

Figure 8.1.1 Residents - main purpose of trip away from Guernsey



Data is collected from a stratified sample of passengers departing Guernsey by aeroplane or ferry via a short interview-style survey. One of the questions asked of residents is what the main purpose of their trip away is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The total number of departing residents in Q1 2025 was 49,640; 6% lower than Q1 2024, but 12% higher than Q1 2023.

In Q1 2025, 51%, 25,524 residents reported the main purpose of their trip away from Guernsey was for leisure, 23% higher than the 20,718 residents who reported they were travelling for leisure in Q1 2023, but 5% lower than the 26,737 residents travelling for leisure purposes in Q1 2024.

22% of all residents, 10,997 people cited they were seeing friends/family, 7% lower than the 11,824 who reported they were travelling to see friends/family in Q1 2023 and 12% lower than the 12,521 residents travelling to see friends/family in Q1 2024.

13%, 6,547 residents were leaving on business (4% lower than the 6,851 residents in Q1 2023 and 7% lower than the 7,048 residents travelling for business in Q1 2024) and 13%, 6,573 were leaving for other reasons (4,968 in Q1 2023 and 6,539 in Q1 2024). Other reasons include residents travelling for medical/hospital purposes, residents participating in sport and residents on a school trip/visit.

Table 8.1.1 Residents - main purpose of trip away from Guernsey

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	20,718	26,737	25,524	-5%	23%
Seeing friends/family (including weddings, funerals etc)	11,824	12,521	10,997	-12%	-7%
Business/work/conference/training	6,851	7,048	6,547	-7%	-4%
Other	4,968	6,539	6,573	1%	32%
Total	44,360	52,845	49,640	-6%	12%

NB: Figures may not sum exactly to totals due to rounding.

8.2 Residents - destination and length of trip away from Guernsey

Passenger exit survey questions also include asking residents what their destination port is, whether this is their final destination port and how many nights they plan to spend away from the Island. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The majority, 82% of residents, 40,824 people were travelling to the UK in Q1 2025, (in Q1 2024 the equivalent figure was also 82% of residents but 43,252 people). The number of residents travelling to the UK during Q1 2025 was 13% higher than for Q1 2023, but 6% lower than Q1 2024.

13% of residents travelled to Jersey, 6,325 people. For Q1 2024 this was also 13% of residents, but 6,887 people. 5% of residents, 2,492 people travelled elsewhere during Q1 2025 (5%, 2,706 residents travelled elsewhere in Q1 2024), 16% higher than Q1 2023, but 8% lower than Q1 2024.

73% of all those surveyed during Q1 2025 stated that their final destination was nearby to the airport/port travelled to. Residents travelling to London Gatwick were most likely to state that their final destination was not nearby; 47% said their final destination was nearby.

Day trips accounted for 7% of all residents' trips during Q1 2025, in Q1 2024 it was also 7%. The average length of trip by residents during Q1 2025 was 7.5 nights, and compares with 6.8 nights during Q1 2024.

Figure 8.2.1 Residents - destination port Q1 2024

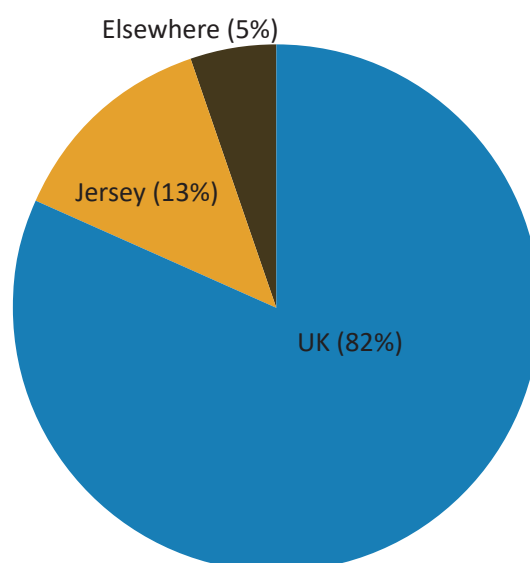


Figure 8.2.2 Residents - destination port Q1 2025

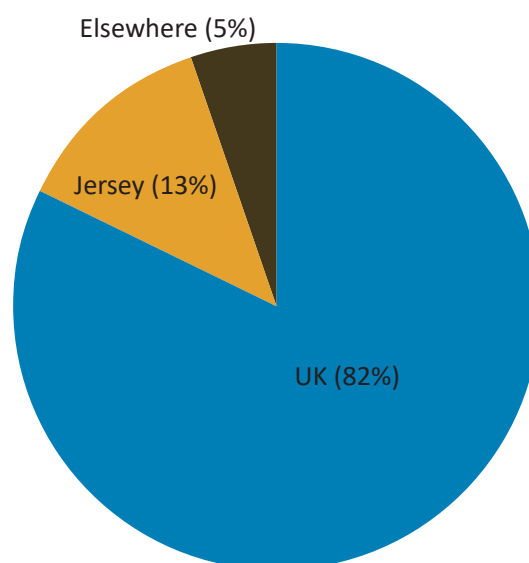


Table 8.2.1 Residents - destination port

	Q1 2023	Q1 2024	Q1 2025	Annual % change	2 yr % change
United Kingdom	36,276	43,252	40,824	-6%	13%
Jersey	5,940	6,887	6,325	-8%	6%
Rest of world	2,144	2,706	2,492	-8%	16%
Total	44,360	52,845	49,640	-6%	12%

NB: Figures may not sum exactly to totals due to rounding.

9.1 Methodology

Exit surveys are undertaken daily at the airport and harbour, with a random sample of departing passengers being interviewed. The proportions of resident versus visitor travellers are then applied to the actual numbers of total passengers (provided by the airport and harbour authorities) to determine the passenger composition of Guernsey's main air and sea routes. The survey is conducted using internationally accepted methodology.

In Q1 2025, 5,031 completed interviews were conducted with individuals at the harbour and airport, who responded to the survey on behalf of their immediate travelling party. These interviews represented a total party size of 8,123 passengers, which is 11% of the total number of passengers departing Guernsey during Q1 2025 (excluding those travelling within the islands of the Bailiwick and those departing by cruise ship or yacht).

All sample surveys are subject to a degree of statistical error. This quarter there were 5,031 interviews conducted and it was found that 35% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus or minus 1%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 34% to 36%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Each month, visitor accommodation providers with active permits are also asked to provide data on the availability and occupancy of their accommodation units. The responses received in January, February and March 2025 include various different accommodation types and sizes and statistics for these months are accurate to within at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island.

9.2 Contact details

You may also be interested in other States of Guernsey Data and Analysis publications, which are all available online at www.gov.gg/data. Please contact us for further information.

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