

## Guernsey tourism board to host fam trip to attract luxury cruise lines

Cruise | April 13, 2023 | Contributor

The Guernsey tourism board will host a fam trip next month as it anticipates an increase in cruise visitor numbers compared to 2022.

A total of 95 cruise ships are scheduled to visit the island this summer, including 12 which are calling at Guernsey for the first time, giving a potential disembarking passenger number of 147,260.

MS Hamburg will call at the island on April 15 and will be the first ship to visit this season, while MSC Euribia will be the final ship to call on October 22.



As part of its strategy to increase the number of luxury cruise lines visiting the island, the Guernsey tourism board is hosting a fam trip which aims to showcase the island's shore excursions and disembarkation process to luxury cruise lines.

The trip, which will take place from April 11-14, will be attended by representatives from Silversea Cruises, Saga Cruises, Ponant, Explora Journeys and Seadream Yacht Club, and will include visits to the German Underground Hospital, a beach walk and cider tasting, and aims to "highlight Guernsey's unique attributes", the tourism board said.