



Media Release

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Overnight staying leisure visitors increase by +4% during Q3 2019

Staying leisure visitors, the value segment of the visitor market, increased by **+4%** during the quarter ending September 2019 versus the same quarter in 2018, an increase of **+2,586** visitors. This translated into an additional **18.6k** visitor bed nights in Guernsey during the quarter, of which **11.5k** additional bed nights (395,708 bed nights in total) were spent in commercial 'paid for' accommodation specifically - a **+3%** increase.

Overall, the total market of departing visitors including cruise and visiting yacht passengers stood at **184,009** visitors during Quarter 3 2019 – a fall of **-5%** versus Q3 2018. This decline was primarily due to a fall in cruise ship passengers of **-22%**, just under **14,000** fewer cruise visitors disembarking in Guernsey during the quarter, along with a decline in visitors travelling on private yachts of **-10%** (**-1,087** passengers) compared to the same quarter in 2018.

Conversely, Total Visitors excluding Cruise and Yachtsmen saw an additional **+4,482** visitors (those travelling by ferry and air) during the quarter.

Visitors from France saw a strong uplift of **+94%** in Q3 2019, with **15,838** French nationals visiting Guernsey during the summer season, an additional **+7,677** visitors. Visitors travelling from other countries also saw growth of **+13%** (**+2,366** visitors) versus Q3 2018. British nationals however, fell by **-5%**, with **4,532** fewer UK visitors coming to Guernsey compared with the same quarter in 2018.

In the year to date (January to September 2019) total visitors excluding those travelling on cruise and yachts, remained static at 237,244 visitors, with staying leisure visitors increasing by **+2%** during 2019. Including cruise and yacht visitors, total visitors were **-1%** lower than in the same period in 2018.

Deputy Joe Mooney, member of the Committee *for* Economic Development said:

“Quarter 3 is without doubt the most important quarter of the year, being the peak period for visitors to Guernsey. I am delighted to see continued healthy growth in the staying visitor market, which represents the greatest value to the Guernsey economy.

“It is also particularly encouraging to see nearly double-digit growth from the French visitor market. This follows increased marketing and PR initiatives implemented in France in the lead up to and following the re-opening of Victor Hugo’s Hauteville House earlier in the year”.

Mike Hopkins, Director of Marketing & Tourism commented:

“Quarter 3 proved to be a challenging quarter for the cruise market. Of the 42 cruise ships scheduled to call in Guernsey during the three months ending in September, seven were cancelled due to poor weather conditions, representing almost 12,000 lost passengers. This is a particularly disappointing end to the cruise season, following the strong double-digit growth of +22% experienced during the previous quarter (April to June 2019).

“Day visitors travelling by air and ferry, however, saw a healthy increase during Quarter 3, with almost 20% more leisure day visitors travelling to Guernsey versus Q3 2018 and over a third more visitors visiting friends and relatives on day trips.”

-Ends-

Notes to Media

Issued by: Media team The Office *of the* Committee *for* Economic Development.

Contact: Wendy Pedder in the first instance.

Tel: 01481 234567 or email: wendy.pedder@gov.gg

The Guernsey Travel Survey is based upon exit survey interviews undertaken at the airport and harbour, with a random sample of departing passengers. 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, along with the number of visiting cruise passengers and visiting yachtsmen. The survey is conducted using internationally accepted Market Research and Survey methodology.

In Q3 2019, 8,599 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 18,651 passengers, which is **9.4%** of the total number of passengers departing Guernsey during Q3 2019 (excluding inter-Bailiwick travel).