

## Media Release

**Date:** 1 September 2025

### **Guernsey Marinas records buoyant season with strong visitor growth**

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Guernsey's growing reputation as a sailing destination has been reflected in a surge of visiting yachts and a record number of regattas this summer.

With its upgraded facilities, refreshed brand, and a buoyant schedule of regattas and events, Guernsey Marinas is riding a wave of momentum as the summer season sails by.

Recent data from the States of Guernsey shows yacht arrivals in Q2 were up 22% compared to the same period in 2024, which itself saw an 11% increase on the previous year.

2025's boating season is on course to surpass the 20,000 people who arrived by private vessel last year. Kieran Higgs, Head of Leisure for Guernsey Marinas, said the growth reflects the island's growing reputation as a sailing destination.

"It has been a really positive season so far. We've hosted a record number of visiting regattas, and the interest we received at boat shows in the Spring has converted to increased bookings from sailors visiting Guernsey for the first time."

Earlier this year, Guernsey Ports launched its refreshed leisure marine brand, Guernsey Marinas, to highlight the island's visitor offering, support the blue economy locally and grow marine tourism.

The new identity has been promoted at international boat shows and supported by more dynamic digital campaigns and social content.

Mr Higgs said: "Refreshing our identity has helped us to target leisure visitors more directly and tell Guernsey's story as a destination. Combined with our presence at events such as the inaugural St Malo Boat Show and the upcoming Southampton Boat Show, we are showcasing our cruising grounds to new audiences and connecting with return visitors about recent upgrades to facilities."

Over the winter, Guernsey Ports completed a £300k pontoon upgrade in the Victoria Marina, as part of an ongoing pontoon replacement addressing and updating ageing infrastructure across the marinas.

Another initiative which has increased visibility across Europe is Guernsey Ports' enrolment in a reciprocal leisure boating programme – Passeport Escales - last summer.

This is also beneficial for Guernsey Ports mooring holders, who qualify for up to 10 free nights per season, with over 100 marinas to choose from.

“The scheme offers real value for our mooring holders while also promoting Guernsey to a wide audience,” said Mr Higgs. “This has helped to put Guernsey on the map and promote our excellent cruising grounds to a whole new audience.”

Guernsey's primary markets are France and the South of England, however there has also been an influx of group sailings from the Netherlands, the third biggest market for Guernsey Marinas, and Germany.

In addition to Guernsey Marinas' off-island promotion, which is led by the small team at the Marine Services Centre, Mr Higgs suggested that Brittany Ferries and VisitGuernsey's joint marketing in Brittany was creating a wave of new interest across the Channel.

“We are seeing a significant uplift in French visitors, and we think that Guernsey is an increasingly popular destination for French travellers, whether they are visiting by ferry or on their own boat,” said Mr Higgs, who is also Assistant Harbour Master for Guernsey Ports.

“A strong visitor season for our harbours is beneficial for Guernsey Ports and, more generally, for the blue economy and for Town businesses which benefit from that visiting trade and who contribute a lot to the visitor experience.”

## **Notes to Editors**

Guernsey Marinas is part of Guernsey Ports. The new brand was launched in April 2025 using existing staff and resources, but with a clearer brand identity focussing on leisure marina operations.

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