

Guernsey Visitor Spend Survey Report

April 2019 to September 2019

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The Guernsey Visitor Spend Survey shows the total spend of visitors to the Island based upon exit surveys undertaken at the airport and harbour



States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Visitor Spend Survey Report is a new publication based upon exit surveys undertaken at the airport and harbour since April 2019. The purpose of the Survey is to determine how much visitors to Guernsey spend when they visit and to help identify the spending profile of the visitors by purpose of visit, nationality and type of spend. The Survey does not cover visitors arriving via cruise ships, yachts or private planes. As such, the term "visitors" in this report should be read to mean all visitors that did not arrive by cruise ship, yacht or private plane. Cruise visitors are asked to complete a different survey, the results of which are published in the annual **Guernsey Cruise Visitor Exit Survey Report**.

A sample of departing visitors were asked about how much they had spent on different categories of expenditure. This included package deals, travel to and from Guernsey, accommodation whilst in the island, items at the airport and harbour and spend on other activities such as eating out, entertainment and transport whilst in Guernsey.

The survey fieldwork was conducted by a team of surveyors employed by Marketing & Tourism, with questionnaire design and sampling methodology managed by independent research agency, Island Ark. The analysis and this report were compiled by Data & Analysis.

This is the first Visitor Spend Survey Report and covers visitors that left the island during the six months from April to September 2019.

1.2 Headlines for April 2019 to September 2019

- The average spend in Guernsey per visitor was £554 for those that departed during the six months from April to September 2019.
- There were 205,238 departing visitors between April 2019 and September 2019.
- The total estimated spend of visitors who departed between April 2019 and September 2019 was £114 million.
- Visitors staying for at least one night for leisure purposes contributed £87m to the total spend (77%) (see [Table 1.2.1](#)). Visitors staying for at least one night to see friends and/or relatives and business visitors staying for at least one night contributed £13m and £7m respectively.
- Visitors from the UK contributed the largest portion of the total spend (£85m, 74%). Visitors from France and Jersey contributed 4% and 2% of the total spend respectively.
- 70% of the total spend came from visitors travelling by air.

Table 1.2.1 Total spend by purpose of visit

	Average spend per visitor (£)	Overall value (£m)	% of total spend
Staying leisure	704	87	77
Visiting friends/relatives	405	13	12
Staying business	563	7	6
Staying other	410	3	3
Day visit leisure	74	2	1
Day visit business	193	1	1
Day visit friends/relatives and other	151	<1	<1

1.2 Headlines for April 2019 to September 2019

- Of the 19% of visitors that spent money on package deals, the average spend per visitor was £619 and overall, across all visitors, this spend totalled an estimated £25m (see **Table 1.2.2**).
- Of those who booked their travel and accommodation separately, the average spend per visitor was £134 and £300 respectively (see **Table 1.2.2**). Across all visitors this spend produced a combined, estimated total of £50m.
- 90% of departing visitors spent something on eating out, which was a higher proportion than on any other category. Their average spend was £94 per visitor and overall, across all visitors, this spend totalled an estimated £18m (see **Table 1.2.2**).

Table 1.2.2 Average spend per visitor by category

	% of total visitors who spent something on category	Of visitors that spent something on category, average spend per visitor (£)	Overall value (£m)
Package deals**^	19	619	25
Travel to and from Guernsey	69	134	21
Accommodation	46	300	29
Duty free	21	24	1
Eating out	90	94	18
Entertainment	53	28	3
Transport (on-island)	69	24	4
Other (including retail items)	62	52	7

*Please note, for visitors who booked a package deal, spend on meals, drinks or other extras in the accommodation in which they stayed that was over and above the cost of the package is not included in Table 1.2.2. Spend on non-duty free items at the airport/harbour are also not included and therefore figures may not sum to the total.

^For information, a 15% deduction was applied to account for commission taken by the booking company, who operate outside of Guernsey and therefore this element of passenger spend falls outside of the Guernsey economy. The figures presented in Table 1.2.2 show the estimated amount directly received by Guernsey providers. Some visitors paid for their package deal in euros. The total amount of the package was converted into pounds using a conversion rate of 0.86.

1.3 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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