

Guernsey Travel and Visitor Annual Report

2024

Issue date 11th February 2025

The Guernsey Travel and Visitor Annual report provides information on travellers into and out of the Island of Guernsey during the year and additional analysis on visitor experiences from the Guernsey Visitor Survey.



States of Guernsey
Data and Analysis

1.1 Introduction

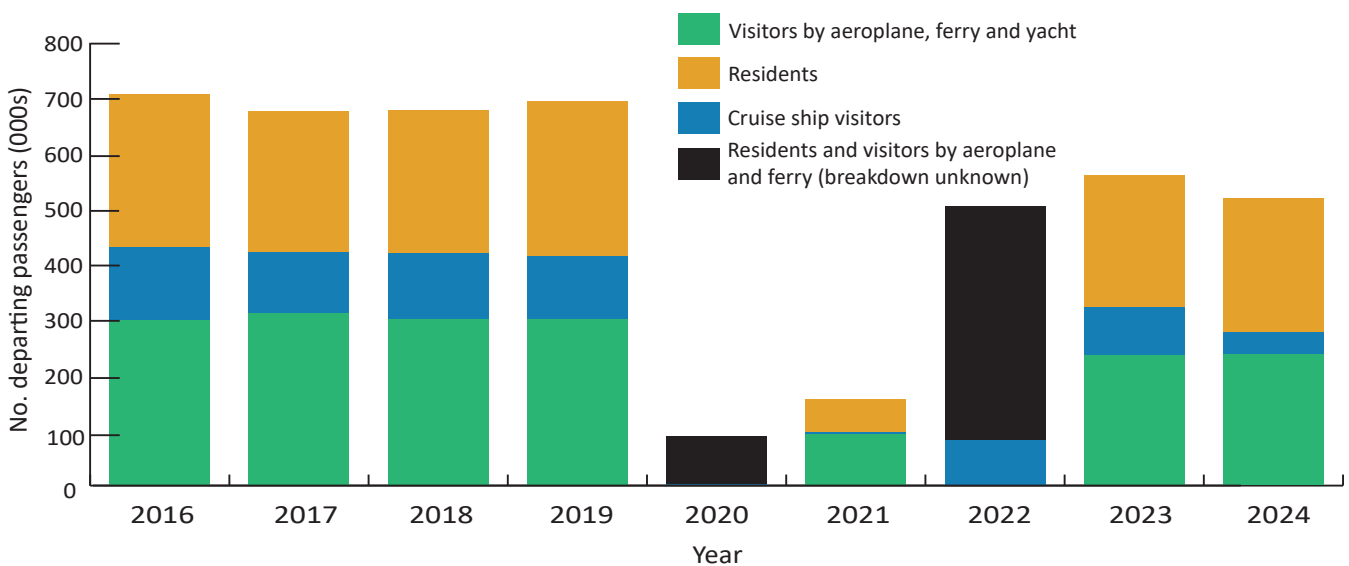
The Guernsey Travel and Visitor Annual report provides information on visitors to the Island of Guernsey, as well as Guernsey residents travelling to destinations outside the Bailiwick during 2024.

The information in this report is derived from passenger volume data which is collected monthly by Guernsey Ports and used to calibrate exit interviews conducted at the airport and harbour by fieldworkers. Occupancy information presented in this report is sourced from data provided by visitor accommodation providers. It should be noted that the passenger volume figures presented 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).

In addition, this annual report includes information from the 2024 Visitor Survey which includes experiences of visitors to Guernsey, activities undertaken by visitors and their rationale and reasons for visiting Guernsey. Information from the 2024 Visitor Survey is based upon a much smaller sample of Visitors, who completed an exit interview with a fieldworker at the airport or harbour during 2024 and then also opted to self-complete an online Visitor Survey afterwards.

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 can be seen in **Figure 1.2.1**. As such, comparisons in this report are mainly drawn between 2019, 2023 and 2024. throughout this bulletin.

1.2 Headlines (continued)

All Passengers

- The total number of (resident and visiting) passengers (including any cruise and yacht passengers) departing Guernsey was 519,028 during 2024. This compares with 563,879 during 2023; a decrease of 8% and 25% lower than 2019.
- The number of passengers travelling by aeroplane in 2024 was 327,603 people, 1% lower than 2023 and 21% lower than 2019. The number of passengers travelling by ferry during 2024 was 133,651 people, 4% higher than 2023, but 9% lower than 2019. The number of cruise passengers was 38,456 people, 55% less than 2023 and 67% less than 2019. The number of visitors by yacht was 19,318 people, 11% higher than 2023 and 16% higher than 2019.

Visitors

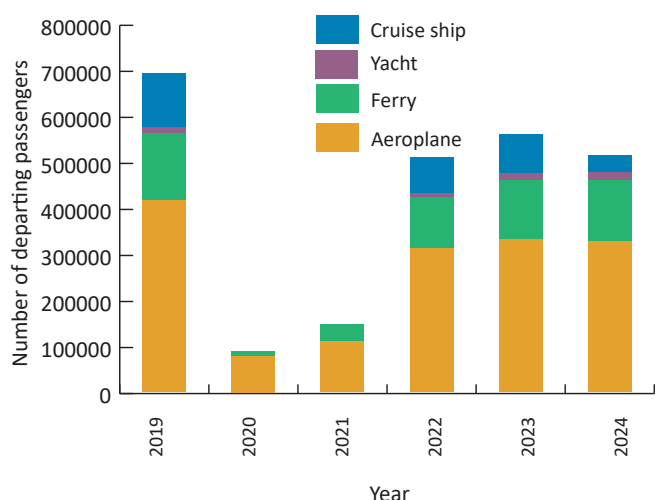
- The number of visitors that stayed in Guernsey for at least one night, but no more than 30 nights (having travelled by aeroplane and ferry) was 182,285 people in 2024; 2% higher than 2023, but 21% lower than 2019. Of these, 52% were here for leisure, 33% to see friends/family, 12% for business and 3% for other reasons.
- In 2024, 60% of all visitors staying in Guernsey stayed in hotels, (108,627 people), 27% stayed with friends/family (48,793 people) and 14% stayed in other accommodation (24,865 people).
- The average length of stay for staying visitors during 2024 was 4.9 nights compared with 4.9 nights in 2023 and 4.7 nights in 2019.
- Day trip visitors (who travelled by aeroplane and ferry) totalled 32,804 people in 2024, 10% lower than 2023 and 32% lower than 2019.
- In 2024, the number of visitors (including both cruise and yacht visitors) totalled 274,676 people. By country of residence, when compared with 2023, there were 2% fewer UK visitors, 1% fewer visitors from Jersey, 3% more visitors from the Rest of the World (visitor numbers were highest from Germany, the Netherlands and Switzerland) and 11% more visitors from France.
- The 2024 Visitor Survey asked leisure visitors “Which of the following attracted you to visit Guernsey?”. 83% of respondents cited that the natural beauty of the Island and its beaches attracted them to Guernsey. The second most popular reason was the history and heritage (53% of respondents) and the third most popular reason was the accommodation, food and drink (43% of respondents). It also asked business travellers “When you visited Guernsey, what type of business were you undertaking?” and 43% said a small meeting/board meeting or similar.
- Results from the 2024 Visitor Survey indicate that the most popular activity (undertaken by 87% of all respondents during 2024) was eating and/or drinking out, followed by visiting sites of natural beauty (including beaches) at 75% and walking and/or running, undertaken by 68% of respondents. [Page 18](#) provides information on the most and least enjoyable aspects of survey respondents’ visits.
- The overall net promoter score for 2024 was 55 percentage points and compares with 61 percentage points in 2023.

Residents

- The total number of departing residents in 2024 was 242,264 people, 2% higher than 2023 but 13% lower than 2019. Of the residents, 193,949 travelled by aeroplane; 1% higher than 2023 but 17% lower than 2019. 48,314 people travelled by ferry; 4% higher than 2023 and 8% higher than 2019.

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** the 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) had a significant impact on passenger volumes. For this reason comparisons of passenger volumes are made with 2022 and years that were prior to the COVID-19 travel requirements. Total departing passengers in 2024, as shown in **Table 2.1.1**, was 519,028, 8% lower than 2023, and 25% lower than pre COVID-19 passenger volumes in 2019.

63% of all departing passengers travelled by aeroplane in 2024, 327,603 people, 1% lower than 2023 and 21% lower than 2019. 26% of all passengers travelled by ferry in 2024, 133,651 people, 4% higher than 2023 but 9% lower than 2019.

Table 2.1.1 Passenger volumes

	2019	2023	2024	Annual % change	5 yr % change
Passengers departing Guernsey by aeroplane	415,465	332,345	327,603	-1%	-21%
Passengers departing Guernsey by ferry	147,541	128,614	133,651	4%	-9%
Passengers departing Guernsey by yacht	16,679*	17,379*	19,318	11%	16%
Passengers departing Guernsey by cruise ship	115,243	85,541	38,456	-55%	-67%
Total departing passengers	694,928	563,879	519,028	-8%	-25%

*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.

2.2 Passenger volumes - 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.

Figure 2.2.1 shows passenger volumes by destination, the 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) had a significant impact on passenger volumes. For this reason comparisons of passenger volumes are made with 2022 and years that were prior to the COVID-19 travel requirements.

66% of all passengers departed Guernsey for the UK, totalling 343,107 people in 2024, 1% lower than 2023 and 17% lower than 2019. 12% of all passengers departing Guernsey were travelling to Jersey and totalled 64,609 people in 2024, 1% higher than 2023 but 32% lower than 2019. 10% of passengers departed Guernsey for the rest of the world and totalled 53,538 people in 2024, 7% higher than 2023 but 1% lower than 2019. 11% of passengers departed Guernsey on a cruise or yacht trip in 2024, 57,774 people, 44% lower than 2023 and 56% lower than 2019.

Figure 2.2.1 Passenger volumes by destination

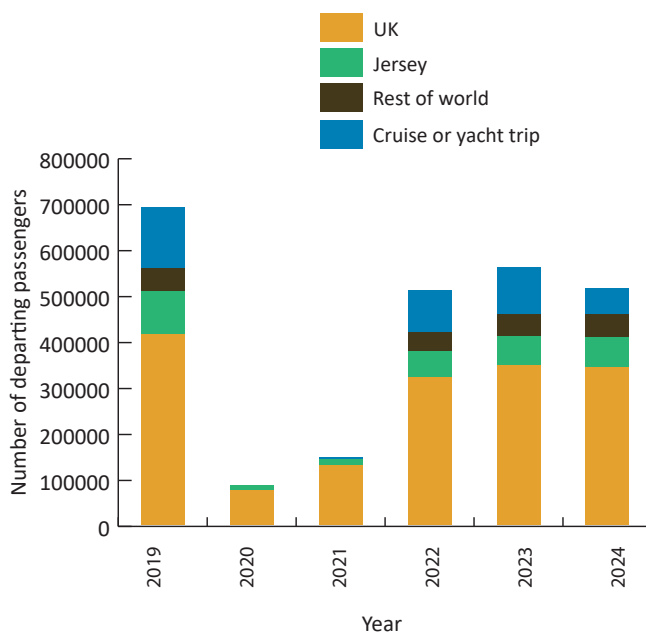


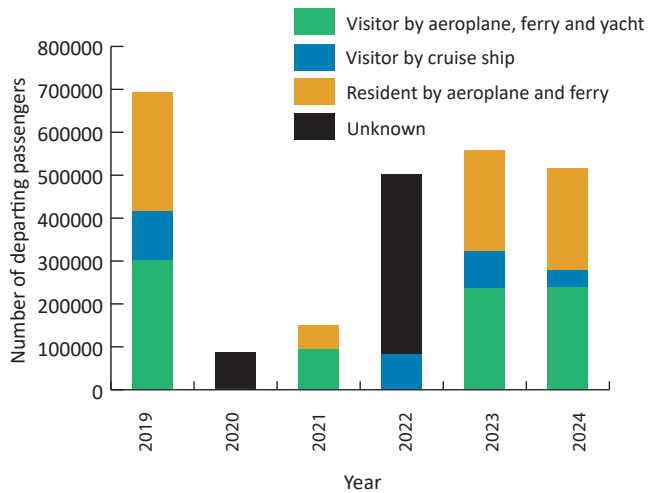
Table 2.2.1 Passenger volumes by destination

	2019	2023	2024	Annual % change	5 yr % change
Passengers departing Guernsey for United Kingdom	413,628	346,806	343,107	-1%	-17%
Passengers departing Guernsey for Jersey	95,135	63,916	64,609	1%	-32%
Passengers departing Guernsey for rest of world	54,243	50,237	53,538	7%	-1%
Passengers departing Guernsey on cruise or yacht trip	131,922*	102,920*	57,774	-44%	-56%
Total departing passengers	694,928	563,879	519,028	-8%	-25%

*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.

2.3 Passenger volumes - residents and visitors

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 2024 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to within 1%. Survey results are applied to overall passenger volumes to give figures for the whole year.

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

	2019	2023	2024	Annual % change	5 yr % change
Residents departing Guernsey by aeroplane	233,869	192,367	193,949	1%	-17%
Residents departing Guernsey by ferry	44,900	46,293	48,314	4%	8%
Visitors by aeroplane	179,506	135,609	132,202	-3%	-26%
Visitors by ferry	102,075	81,509	84,700	4%	-17%
Visitors by yacht	16,679*	17,379*	19,318	11%	16%
Visitors by cruise ship	115,243	85,541	38,456	-55%	-67%
Total departing residents	278,770	238,660	242,264	2%	-13%
Total visitors (excluding cruise ship visitors)	298,260	234,497	236,220	1%	-21%
Total visitors (including cruise ship visitors)	413,503	320,038	274,676	-14%	-34%
Total visitors returning to Guernsey later	2,656	5,181	2,088	-60%	-21%

*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.

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

2.3 Passenger volumes - residents and visitors

As shown in **Table 2.3.1** and **Figure 2.3.1**, 242,264 passengers, 47% of those departing Guernsey in 2024, were residents, whilst 53% of those departing Guernsey were visitors (274,676 passengers). Fewer than 1% (2,088 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 and visiting yacht each year. In 2024, excluding those who visited by cruise ship, there were 236,220 visitors, 21% fewer than 2019, but 1% more visitors than 2023. 38,456 people travelled by cruise ship during 2024. The number of visitors travelling by aeroplane, 132,202 people in 2024, was 26% lower than 2019 and 3% lower than 2023. The number of visitors travelling by ferry in 2024, 84,700 people, was 17% lower than the number travelling by ferry in 2019, but 4% higher than 2023.

Figure 2.3.3 shows the volume of residents travelling by ferry and aeroplane each year. The total number of departing residents in 2024 was 242,264; 2% higher than 2023, but 13% lower than 2019. In 2024, 80%, 193,949 residents travelled by aeroplane, the remainder, 20%, 48,314 residents travelled by ferry. The number of residents travelling by aeroplane in 2024 was 17% lower than the number travelling by aeroplane in 2019, but 1% higher than 2023. The number of residents travelling by ferry in 2024 was 8% higher than the number travelling by ferry in 2019 and 4% higher than the number travelling by ferry in 2023.

Figure 2.3.2 Visitor passenger volumes

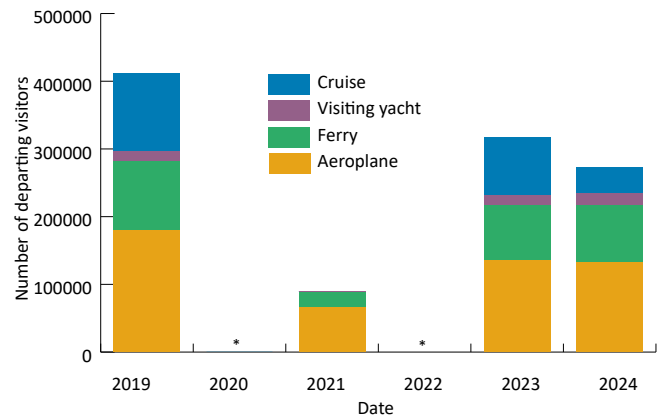
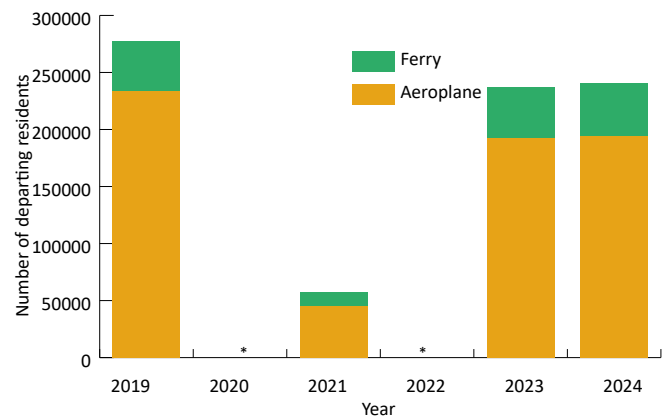


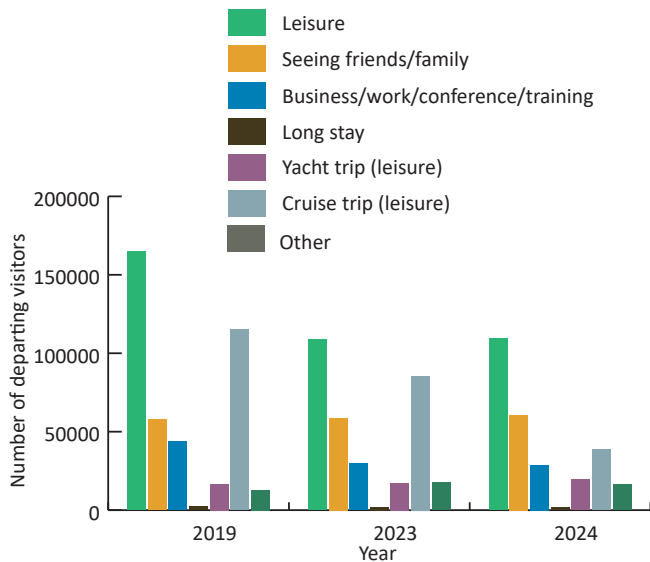
Figure 2.3.3 Resident passenger volumes



*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.

3.1 Visitors - main purpose of trip to Guernsey

Figure 3.1.1 Visitors - main purpose of trip to Guernsey



One of the questions asked of visitors during passenger exit surveys is what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole year. 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 2024, 109,249 visitors reported the main purpose of their trip to Guernsey was for leisure (108,971 in 2023). 19,318 people visited by yacht during 2024, 11% more than 2023. 38,456 people visited by cruise ship, 55% less than 2023. 60,722 visitors cited they were seeing friends/family (58,649 in 2023), 28,767 were here for business (29,839 in 2023) and 16,351 were here for other reasons (17,656 in 2023). Other reasons include visitors to Guernsey in transit, visitors on a school trip/visit, visitors in Guernsey for medical/hospital purposes and visitors participating in sport.

1,813 visitors during 2024 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.

63% of all visitors to Guernsey during 2024 said they had visited Guernsey before (the equivalent figure for 2023 was 62%).

Table 3.1.1 Visitors - main purpose of trip to Guernsey

	2019	2023	2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/break)	165,004	108,971	109,249	<1%	-34%
Seeing friends/family (including weddings, funerals etc)	57,792	58,649	60,722	4%	5%
Business/work/conference/training	43,819	29,839	28,767	-4%	-34%
Long stay (more than 30 nights but less than 1 year for work/other purpose)	2,120	2,003	1,813	-9%	-14%
Yacht trip (leisure)	16,679*	17,379*	19,318	11%	16%
Cruise trip (leisure)	115,243	85,541	38,456	-55%	-67%
Other	12,845	17,656	16,351	-7%	27%
Total	413,503	320,038	274,676	-14%	-34%

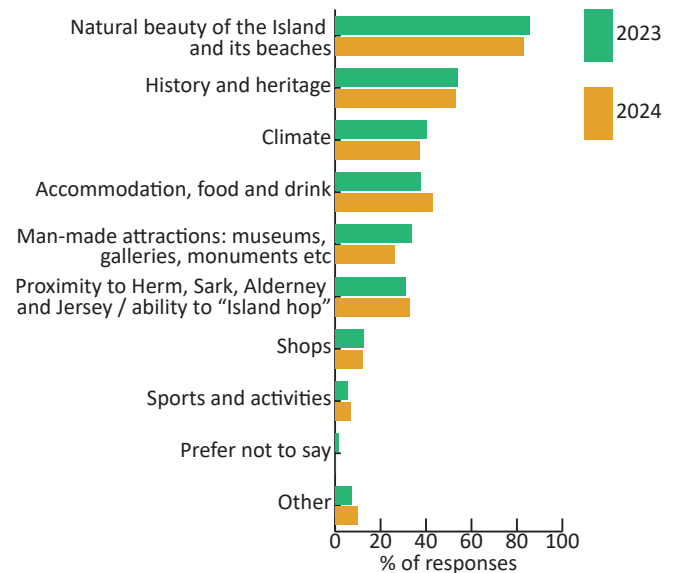
*Between Q1 2019 and Q1 2023 the exact number of people visiting by yacht was unknown, but an estimate has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

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

3.2 Visitor Survey* - what attracted leisure visitors to Guernsey

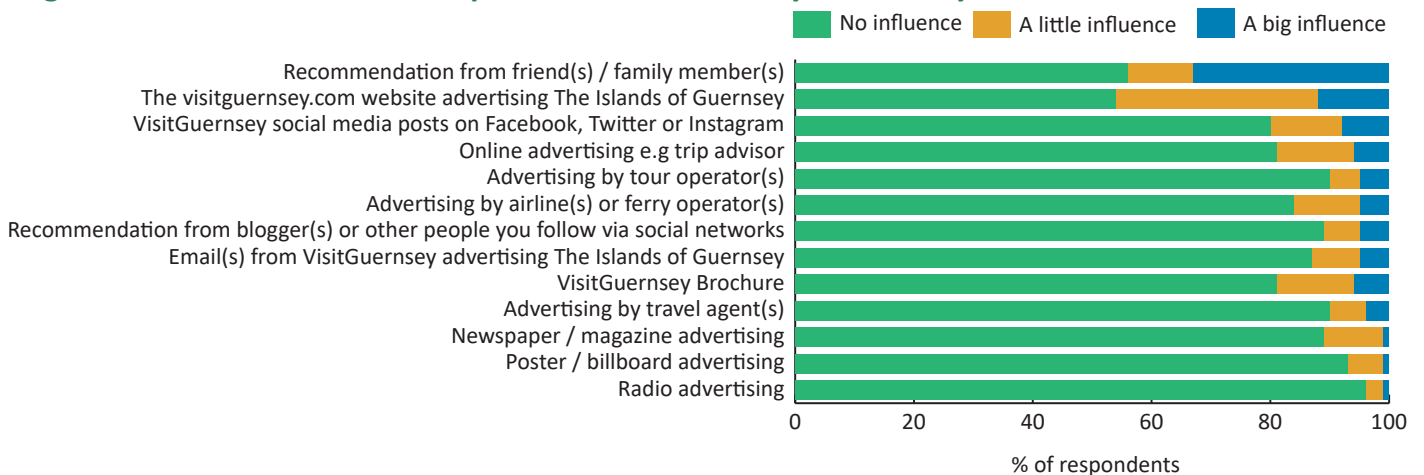
Leisure visitors (232 respondents in the survey in 2024) were asked “Which of the following attracted you to visit Guernsey?”. Percentages do not add up to 100% for this question as respondents were able to select more than one option. 83% of all leisure visitors in 2024 cited that the natural beauty of the Island and its beaches attracted them to Guernsey (85% in 2023), the second most popular reason was the history and heritage, 53% of respondents, (54% in 2023) and the third most popular reason was accommodation, food and drink, 43% of respondents (38% in 2023), with climate cited by 37% of respondents (40% in 2023), as shown in **Figure 3.2.1**.

Figure 3.2.1 Which of the following attracted you to visit Guernsey?



Leisure visitors were asked “To what extent did promotion of Guernsey influence your decision to visit?”. 33% of respondents reported that recommendation from friend(s)/family member(s) had a big influence on their decision to visit Guernsey. 12% of respondents reported that the visitguernsey.com website advertising the Islands of Guernsey had a big influence on their decision. Radio advertising and poster/billboard advertising were the least influential on leisure visitors’ decisions to visit Guernsey during 2023; 96% and 93% respectively of respondents reported these promotions had no influence, as shown in **Figure 3.2.2**.

Figure 3.2.2 To what extent did promotion of Guernsey influence your decision to visit?



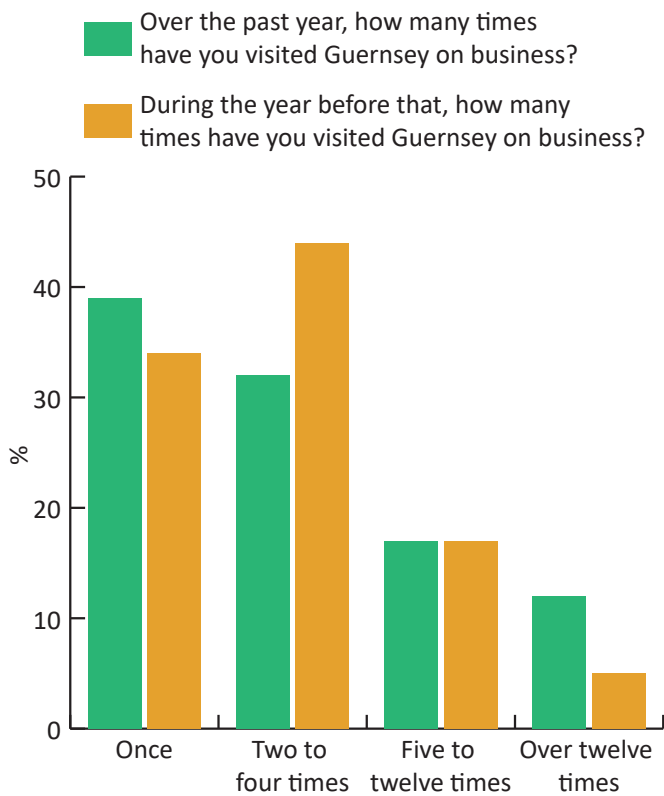
*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

3.3 Visitor Survey* - what brought business travellers to Guernsey

Table 3.3.1 When you visited Guernsey, what type of business were you undertaking?

	2023	2024
Small meeting, board meeting or similar	46%	43%
Large meeting, conference or similar	4%	13%
Exhibition	2%	4%
Team building / away day	0%	0%
Collection or delivery of goods or papers	2%	0%
Repair or maintenance work	14%	9%
Other	32%	31%

Figure 3.3.1 Frequency of business trips to Guernsey in 2024 and 2023



Business travellers (61 respondents) were asked “When you visited Guernsey, what type of business were you undertaking?” 43% were attending a small meeting, board meeting or similar and 13% were attending a large meeting, conference or similar, as shown in **Table 3.3.1**. Of the 31% of business travellers who stated they were in Guernsey for other purposes, reasons given included for training, for audit purposes, for job interviews and to undertake building work. Please note the analysis on business travellers presented on this page is based on small sample sizes.

Business travellers were asked “How many times have you visited Guernsey in the past year on business?” An additional follow-up question was asked; “How many times have you visited Guernsey on business during the year before that?”

In the past year, 39% of business travellers had visited Guernsey once on business, compared with 34% the previous year, as shown in **Figure 3.3.1**. 32% of business travellers in 2024 had visited Guernsey two to four times on business, compared with 44% the previous year. 17% of business travellers in 2024 had visited Guernsey five to twelve times on business; in the previous year it was also 17%. 12% of business travellers in the past year had visited Guernsey over twelve times on business, compared with 5% the previous year. As previously mentioned, these percentages should be treated with caution as they are based on a small sample.

*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

3.4 Visitors (all) - country of residence and length of stay

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 year. 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 2024, 55% of all visitors, 152,166 people reported their country of residence was the UK (48%, 154,664 in 2023). 6%, 16,561 visitors were from France (5%, 14,893 in 2023). 7%, 18,074 visitors were from Jersey (6%, 18,207 in 2023), 11%, 30,102 visitors were from the Rest of the world (9%, 29,354 in 2023), and 21%, 57,774 visitor's country of residence was unknown, as they were visiting by cruise ship or yacht (32%, 102,920 in 2023).

In 2024 there were 19% fewer visitors who reported their country of residence was the UK, when compared to 2019 and 2% fewer than 2023. 13% fewer visitors from Jersey, when compared to 2019 and 1% fewer than 2023. 44% fewer visitors from France than 2019, but 11% more than 2023. 32% fewer visitors from the Rest of the world, when compared to 2019, but 3% more than 2023 (in the Rest of the World category the highest number of visitors came from Germany, the Netherlands and Switzerland).

Table 3.4.1 Visitors - country of residence

	2019	2023	2024	Annual % change	5 yr % change
United Kingdom	186,954	154,664	152,166	-2%	-19%
Jersey	20,698	18,207	18,074	-1%	-13%
France	29,829	14,893	16,561	11%	-44%
Rest of world	44,099	29,354	30,102	3%	-32%
Unknown (cruise ship and yacht passengers)*	131,922	102,920	57,774	-44%	-56%
Total	413,503	320,038	274,676	-14%	-34%

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

During 2024, 32,804 people visited Guernsey on a day trip, representing 12% of all visitors (36,266 people, 11% in 2023). The majority, 66% of visitors, 182,285 people, stayed at least one night but less than 31 nights (178,849 people, 56% in 2023). During 2024 less than 1% of visitors were long stay visitors (1,813 people).

Comparison between 2024, 2023 and 2019 reveals that in 2024 there were 21% fewer visitors staying at least one night (but less than 31 nights) than in 2019 but 2% more than 2023. In 2024 there were 32% fewer visitors on a day trip than in 2019 and 10% fewer than 2023. The average length of stay for visitors staying at least one night but less than 31 nights was 4.9 nights in 2024, equating to 893,868 bed nights, and compares with 4.9 nights, and 871,884 bed nights in 2023.

Table 3.4.2 Visitors - length of stay in Guernsey

	2019	2023	2024	Annual % change	5 yr % change
Staying at least one night in Guernsey by aeroplane or ferry	231,164	178,849	182,285	2%	-21%
Day trip by cruise ship	115,243	85,541	38,456	-55%	-67%
Day trip by aeroplane or ferry	48,297	36,266	32,804	-10%	-32%
Yacht trip	16,679	17,379	19,318	11%	16%
Long stay (more than 30 nights but less than 1 year) by aeroplane or ferry	2,120	2,003	1,813	-9%	-14%
Total	413,503	320,038	274,676	-14%	-34%

3.5 Visitors - net promoter score

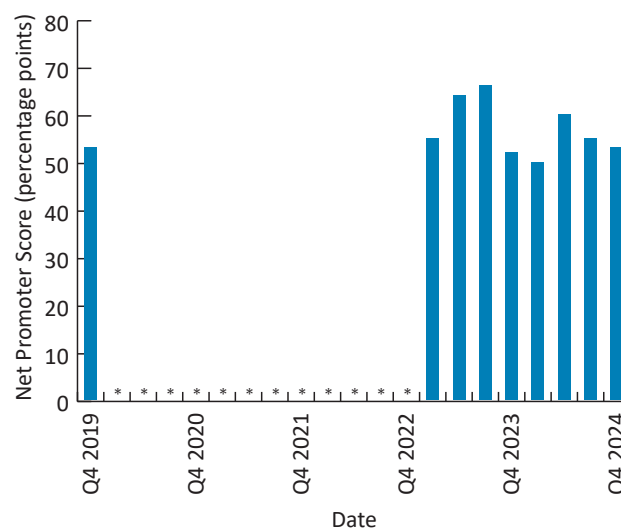
Visitors leaving the Island by aeroplane or ferry are asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 meaning very likely) as part of the exit survey. Prior to 2020 net promoter scores did not include visitors whose country of residence was 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 same survey and are not represented within the net promoter scores presented on this page.

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 3.5.1**, the overall net promoter score for 2024 was 55 percentage points and compares with a score of 61 percentage points in 2023. Net promoter scores show some seasonality, tending to be lower in winter months (Q1 and Q4) and higher in summer months (Q2 and Q3). The reduction in the NPS between 2023 and 2024 can be attributed to a lower proportion of visitors who gave a score of nine or ten out of ten. For those who did give a score of nine or ten they remarked that it is a beautiful island, friendly, very clean (with many noting the cleanliness of public amenities), has a good bus service, and that attractions like La Vallette bathing pools, Guernsey museums and Hauteville house are excellent.

In 2024, themes from those who gave a score of six or less out of ten include they haven't seen much of the Island, found it expensive, experienced bad weather, there was too much traffic, a lack of (open) visitor attractions and travel plans were disrupted.

Figure 3.5.1 Net promoter score



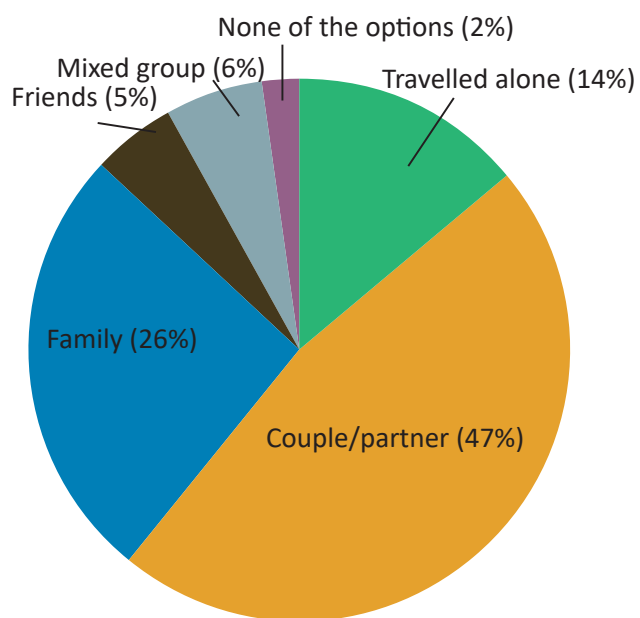
*Between Q1 2020 and Q4 2022 net promoter scores were not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and net promoter scores could again be reported.

Table 3.5.1 Net promoter score

	2023 (percentage points)	2024 (percentage points)
Q1	55	50
Q2	64	60
Q3	66	55
Q4	52	53
Annual	61	55

3.6 Visitor Survey* - age and composition of groups of leisure visitors and those seeing friends and family

Figure 3.6.1 Leisure visitors and those seeing friends and family - composition of group during 2024



Based on responses to the online Visitor Survey, in 2024, 14% of leisure visitors and those seeing friends and family travelled alone (17% in 2023), 47% travelled to Guernsey as a couple or with their partner (48% in 2023) and 26% travelled with their family (24% in 2023), as shown in **Figure 3.6.1**. Mixed group refers to a mixture of either a couple/partner, family and/or friends.

Respondents were also asked the age profile of their party in terms of the number of people in each age band. 45% of visitors during 2024 were aged 55 years and above (49% in 2023). 18% of visitors were aged under 25 years (14% in 2023), as shown in **Table 3.6.1**. 36% of visitors were aged between 25 years and 54 years during 2024, and this proportion is unchanged from 2023.

Table 3.6.1 Leisure visitors and those seeing friends and family - percentage of visitors by age band

	2023	2024
14 and under	7%	10%
15 to 24	7%	8%
25 to 34	12%	12%
35 to 44	10%	10%
45 to 54	14%	14%
55 to 64	24%	22%
65 to 74	17%	18%
Over 74	8%	5%

NB: Includes all visitors in party, not just the survey respondent. Figures may not sum exactly to totals due to rounding.

*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

4.1 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 year. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis.

As shown in **Figure 4.1.2** and **Table 4.1.1**, in 2024, 60% of all visitors staying in Guernsey stayed in hotels, (108,627 people), 27% stayed with friends/family (48,793 people) and 14% stayed in other accommodation (24,865 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 2024 and 2023 reveals that in 2024 the number of people staying in hotels was broadly unchanged from 2023. During 2024 9% more visitors stayed in friend/family's homes and 2% fewer visitors stayed in Other accommodation, compared with 2023.

On average visitors in hotels stayed 4.0 nights in 2024 and equates to 429,807 bed nights. During 2023 the average length of stay with friends/family was 6.1 nights, equating to 297,127 bed nights and the average length of stay in Other (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 6.2 nights equating to 153,430 bed nights.

Figure 4.1.1 Accommodation for staying visitors 2023

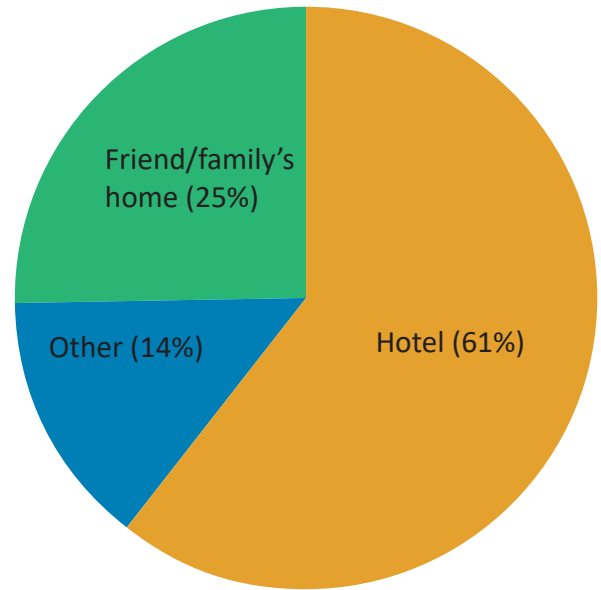


Figure 4.1.2 Accommodation for staying visitors 2024

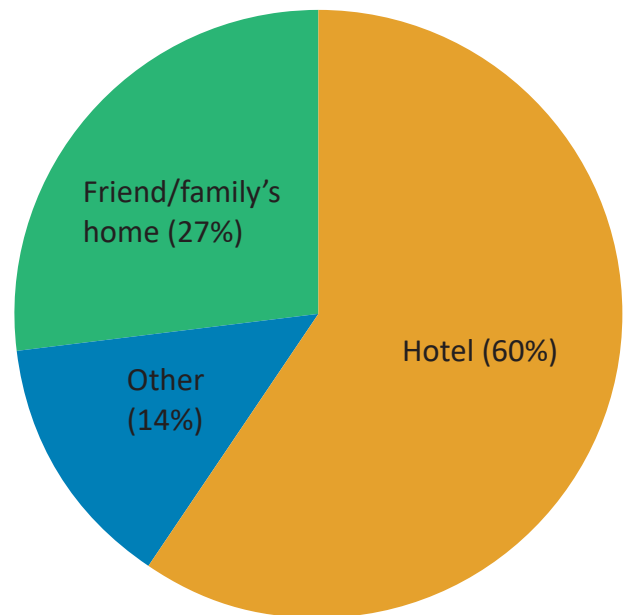


Table 4.1.1 Accommodation for staying visitors

	2019	2023	2024	Annual % change	5 yr % change
Hotel	143,090	108,667	108,627	0%	-24%
Other	35,428	25,290	24,865	-2%	-30%
Commercial accommodation	178,518	133,957	133,491	0%	-25%
Friend/family's home	52,646	44,892	48,793	9%	-7%
Total staying visitors	231,164	178,849	182,285	2%	-21%

4.2 Visitor Survey* - how staying visitors rated their accommodation

Visitors in Guernsey for business, leisure or seeing friends and family and other reasons staying in commercial accommodation in 2024 (365 respondents) were asked a number of questions regarding their accommodation whilst staying on Island. Results have been weighted by purpose of visit data from exit interviews to ensure that survey responses are representative of all visitors.

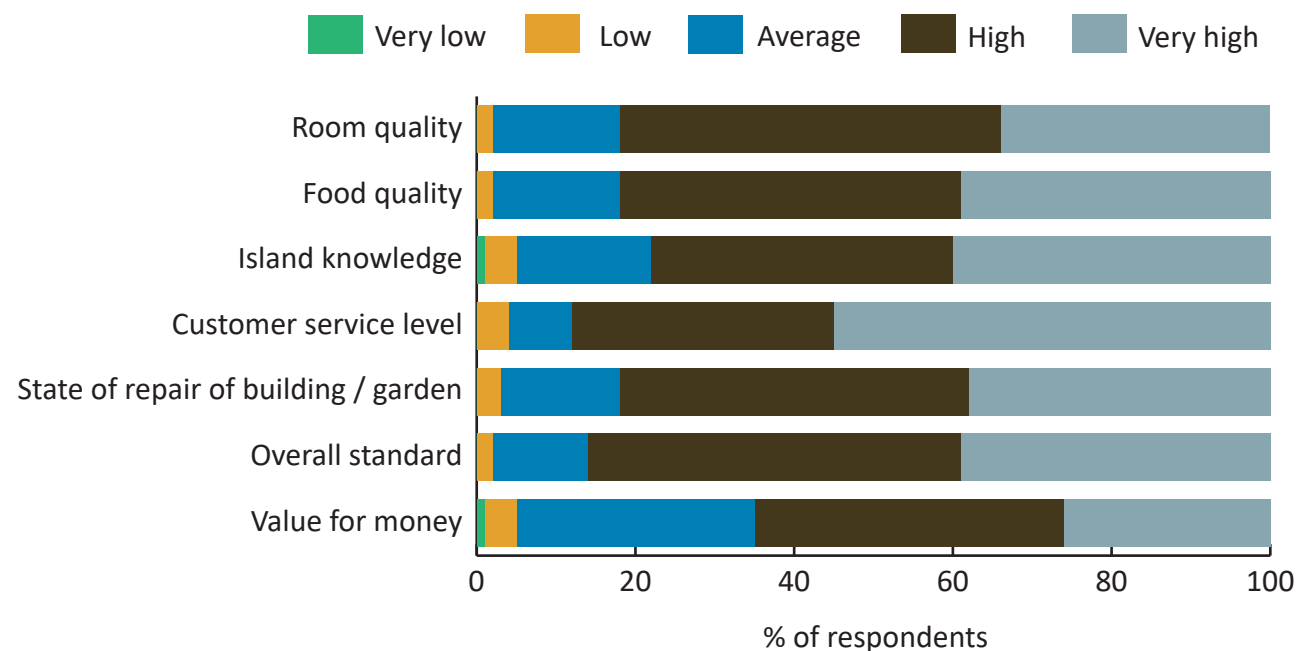
During 2024, 88% of visitors reported that the customer service level at their accommodation was high or very high (87% in 2023). 85% of visitors reported that the overall standard of accommodation was high or very high (84% in 2023). 82% reported that the room quality, food quality and state of repair of building / garden at their accommodation was high or very high (78%, 82% and 79% respectively in 2023). 78% of visitors reported that Island knowledge was high or very high (84% in 2023). 65% of visitors reported that the value for money of their accommodation was high or very high (74% in 2023), whilst 5% reported that it was low or very low, as shown in **Table 4.2.1** and **Figure 4.2.1**.

Table 4.2.1 Please rate the following regarding your accommodation:

	Very low	Low	Average	High	Very high
Room quality	0%	2%	16%	48%	34%
Food quality	0%	2%	16%	43%	39%
Island knowledge	1%	4%	17%	38%	40%
Customer service level	0%	4%	8%	33%	55%
State of repair of building / garden	0%	3%	15%	43%	38%
Overall standard	0%	2%	12%	46%	39%
Value for money	1%	4%	30%	39%	26%

NB: Figures may not sum exactly to totals due to rounding. Results have been weighted by purpose of visit to ensure they are representative of all visitors.

Figure 4.2.1 Please rate the following regarding your accommodation:



*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

4.3 Visitor Survey* - how and when leisure visitors and those seeing friends and family booked their accommodation

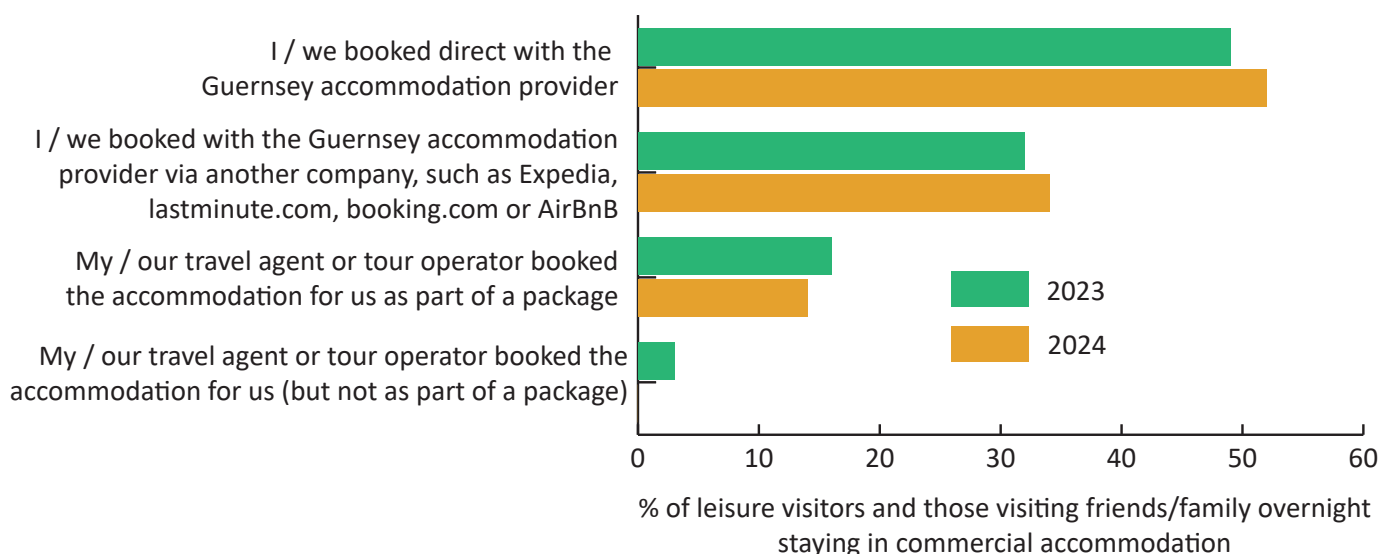
Table 4.3.1 When did you book your accommodation in Guernsey?

	2023	2024
On arrival in Guernsey	0%	1%
Less than 7 days before arriving	4%	3%
7 to 13 days before arriving	5%	4%
Between 14 days and 1 month before arriving	10%	11%
1, 2 or 3 months before arriving	41%	44%
4, 5 or 6 months before arriving	26%	20%
Over 6 months before arriving	14%	17%

Leisure visitors and those visiting friends/family who stayed overnight in commercial accommodation (285 respondents) were asked, "How did you book your accommodation in Guernsey?" Over half of all respondents to this question during 2024, 52%, booked their accommodation direct with the Guernsey accommodation provider (49% in 2023), as shown in **Figure 4.3.1**. 34% used another company such as Expedia, lastminute.com or booking.com to book their accommodation (32% in 2023) and 14% booked their accommodation through a tour operator as part of a package (16% in 2023).

During 2024, 44% of leisure visitors and those visiting friends/family who stayed in hotels, guest houses, accommodation listed on Airbnb and similar online portals, self-catering units and campsites booked their accommodation in Guernsey 1, 2 or 3 months before arriving (41% in 2023), whilst 20% booked accommodation between 4, 5 or 6 months before arriving (26% in 2023), as shown in **Table 4.3.1**. 17% of visitors during 2024 booked more than 6 months before arriving (14% in 2023). 19% of visitors booked their accommodation less than 1 month before arriving, during 2024, the same proportion as 2023.

Figure 4.3.1 How did you book your accommodation in Guernsey?

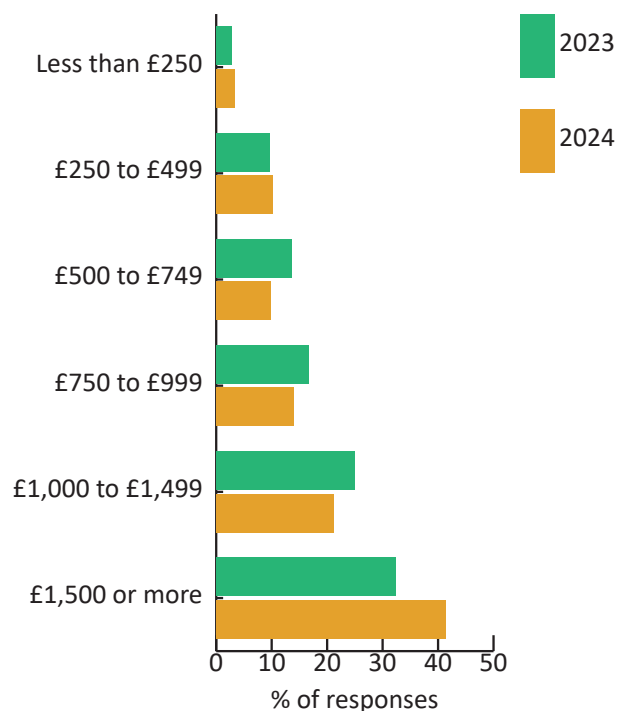


*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

4.4 Visitor Survey* - how much leisure visitors and those seeing friends and family spent on their visit

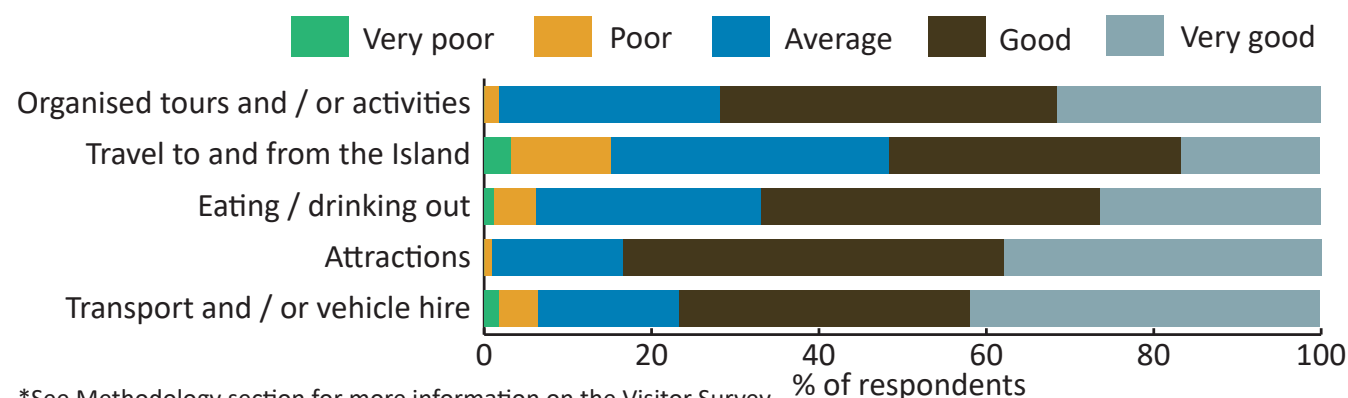
Leisure visitors and those visiting friends/ family were asked “In total, how much did you and any other people you travelled with spend on your visit to Guernsey (including travel and accommodation)?” Please note visitor spend, as reported here, is on behalf of the party and not individual spend. The average party size of respondents to the Visitor survey during 2024 was 2.2 people. 41% of respondents reported their party spent £1,500 or more on their trip (including travel and accommodation), the equivalent figure for 2023 was 32%. 21% reported their party spent between £1,000 and £1,499 on their trip (25% in 2023), 14% spent between £750 and £999 (17% in 2023), 10% spent between £500 and £749 (14% in 2023) and 10% spent £250 to £499 (unchanged from 2023). Only 3% of respondents reported their party spent less than £250 on their trip, as shown in **Figure 4.4.1**. Average length of stay for visitors during 2024, as reported in **Section 3.4**, was 4.9 nights.

Figure 4.4.1 In total, how much did you and any other people you travelled with spend on your visit to Guernsey (including travel and accommodation)?



Leisure visitors and those visiting friends and family who stayed overnight in commercial accommodation responding to the survey in 2024 (285 respondents) were asked to rate aspects of their trip in terms of value for money, as shown in **Figure 4.4.2**. 83% of respondents rated attractions as good or very good value for money (81% in 2023), 77% rated transport and/or vehicle hire as good or very good value for money (80% in 2023), 72% rated organised tours and/or activities as good or very good value for money (71% in 2023), 67% rated eating/drinking out as good or very good value for money (unchanged from 2023) and 52% of respondents rated travel to and from the Island as good or very good value for money (56% in 2023).

Figure 4.4.2 How would you rate each of the following in terms of value for money?



*See Methodology section for more information on the Visitor Survey.

4.5 Visitor Survey* - what leisure visitors and those seeing friends and family most and least enjoyed about their visit

Figure 4.5.1 What was the most enjoyable aspect of your trip?

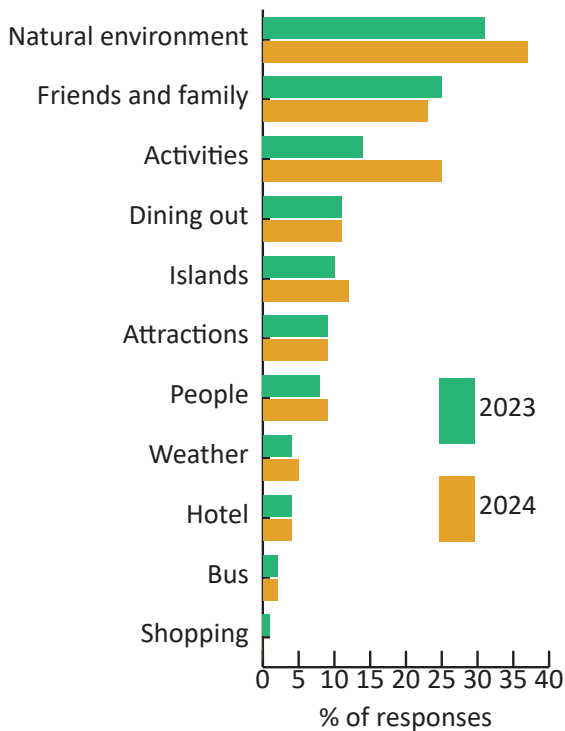
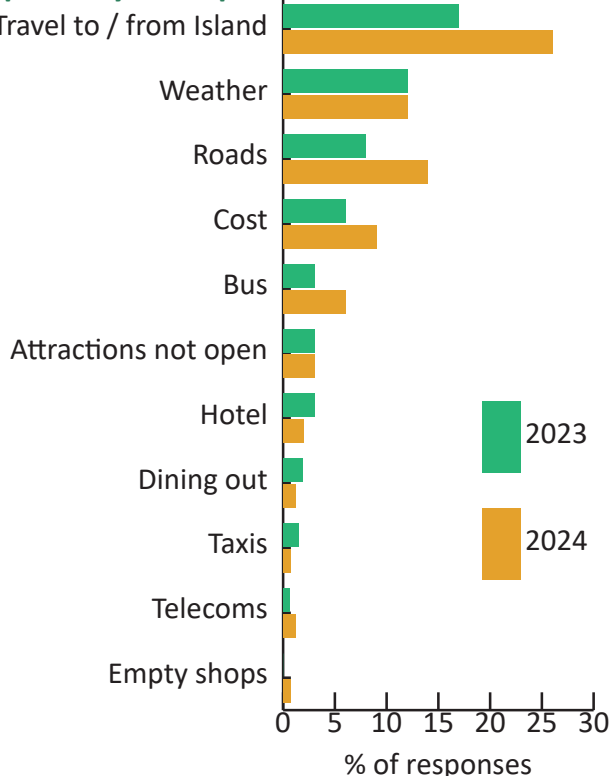


Figure 4.5.2 What was the least enjoyable aspect of your trip?



*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

A free text question was asked of leisure visitors and those seeing friends and family “*What was the most enjoyable aspect of your trip?*” Answers to this question have been grouped into themes. Percentages do not add up to 100% for this question as more than one reason could be provided. 37% of respondents said the most enjoyable aspect of their trip was the natural environment (31% in 2023), with many citing the scenery, the beaches, the peacefulness, the beautiful coastlines and pretty lanes as a highlight. 23% reported seeing friends and family as the most enjoyable aspect (25% in 2023). 25% reported the activities they undertook (14% in 2023), including cycling, coastal walks, sea swimming, running and visiting historic sites, as the most enjoyable aspect of their trip. A further 11% of respondents mentioned dining out (unchanged from 2023), with people enjoying the good selection of restaurants. 12% cited trips to the islands of Sark and Herm (10% in 2023) as the most enjoyable aspect and 9% of respondents cited the attractions of Guernsey, unchanged from 2023, (including Hauteville House, Castle Cornet, the Little Chapel, the Underground Hospital, the Occupation Museum and open air events such as the West Show and the Cobo balcony concerts).

An additional free text question was asked “*What was the least enjoyable aspect of your trip?*” Answers to this question have been grouped into themes. 26% of respondents said travel to/from the Island was the least enjoyable aspect of their trip (17% in 2023), with respondents citing delays and cancellations of aeroplanes and ferries, poor communication from carriers, weather-related uncomfortable plane and ferry journeys, poor experiences at Guernsey and origin airports, and a lack of direct travel links between Guernsey and their destination. 14% mentioned roads, including road closures, diversions, volume of traffic, lack of pavements/cycle lanes and difficulty finding their way round the Island (8% in 2023). 12% of respondents cited weather as the least enjoyable aspect (unchanged from 2023). A further 9% mentioned the cost of their trip (6% in 2023), including the cost of travelling to the Island, dining out, taxis, car hire and accommodation.

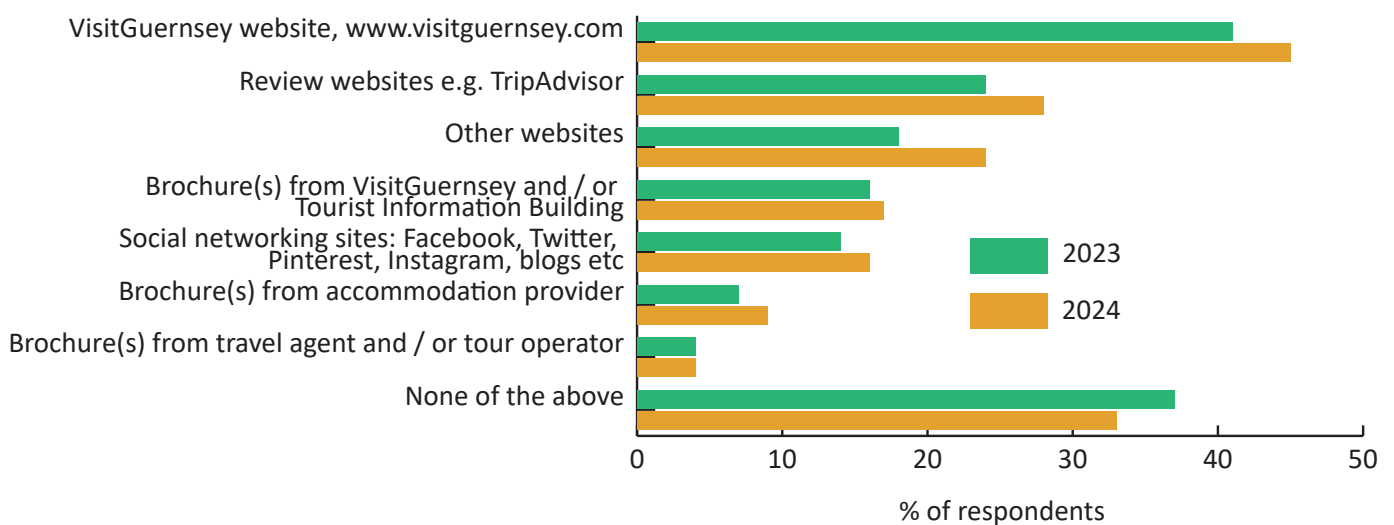
4.6 Visitor Survey* - how leisure visitors and those seeing friends and family planned their visit

Leisure visitors and those visiting friends and family were asked “When you were planning your trip and things to do in Guernsey, which (if any) of the following did you use?”. Percentages do not add up to 100% for this question, as respondents were able to select more than one option. 45% of visitors during 2024 used the VisitGuernsey website (41% in 2023) to plan their trip to Guernsey. A further 28% and 24% used review websites like TripAdvisor and other websites (24% and 18% respectively in 2023). 33% used none of the options listed to plan their trip to Guernsey (37% in 2023), as shown in **Table 4.6.1**.

Table 4.6.1 When you were planning your trip and things to do in Guernsey, which (if any) of the following did you use?

	2023	2024
VisitGuernsey website, www.visitguernsey.com	41%	45%
Review websites e.g. TripAdvisor	24%	28%
Other websites	18%	24%
Brochure(s) from VisitGuernsey and / or Tourist Information Building	16%	17%
Social networking sites: Facebook, Twitter, Pinterest, Instagram, blogs etc	14%	16%
Brochure(s) from accommodation provider	7%	9%
Brochure(s) from travel agent and / or tour operator	4%	4%
None of the above	37%	33%

Figure 4.6.1 When you were planning your trip and things to do in Guernsey, which (if any) of the following did you use?



*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

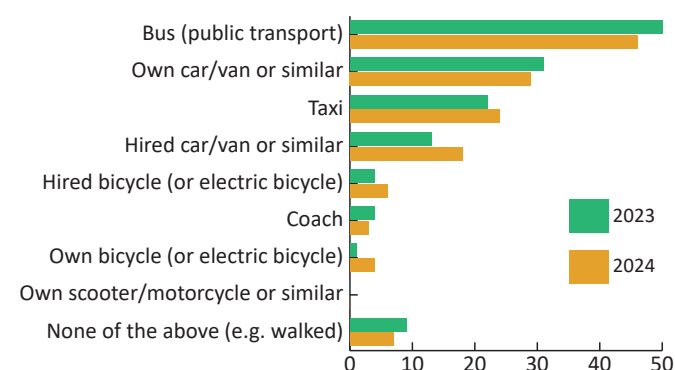
4.7 Visitor Survey* - activities undertaken and transport used (all except cruise and yacht visitors)

Table 4.7.1 Which of the following did you, or any of the people you travelled with, do during your stay in Guernsey?

	2023	2024
Eating and/or drinking out	87%	87%
Visiting sites of natural beauty (including beaches)	74%	75%
Walking and/or running	68%	68%
Shopping	62%	61%
Visiting man-made attractions: museums, galleries, monuments etc	51%	51%
Island hopping - visiting Herm, Sark and/or Alderney	34%	38%
Sea swimming, snorkelling and/or diving	20%	29%
Tour(s) by coach, landrover, petit train or boat	10%	13%
Bird watching	10%	10%
Other beach and sea activities such as: surfing, kayaking, paddle boarding	7%	11%
Cycling	7%	12%
Island hopping - visiting Jersey	6%	6%
None of the above	2%	1%

NB: Results have been weighted by purpose of visit to ensure they are representative of all visitors.

Figure 4.7.1 Which method of transport did you use during your visit to Guernsey?



NB: Results have been weighted by purpose of visit to ensure they are representative of all visitors.

*See Methodology section for more information on the Visitor Survey; a separate online survey which a small portion of visitors opted to complete after completing the exit survey.

All visitors responding to the online Visitor Survey were asked “Which of the following did you, or any of the people you travelled with, do during your stay in Guernsey?”, as shown in **Table 4.7.1**. Percentages do not add up to 100% for this question as respondents were able to select more than one option. Results have been weighted by purpose of visit to ensure the survey responses are representative of all visitors.

The most popular activity (undertaken by 87% of visitors leaving by aeroplane and ferry during 2024) was eating and/or drinking out (unchanged from 2023), followed by visiting sites of natural beauty (including beaches) at 75% and walking and/or running, undertaken by 68% of respondents.

Compared to 2023 there has been increased popularity for; Island hopping - visiting Herm, Sark and/or Alderney, undertaken by 38% of visitors (34% in 2023), sea swimming, snorkelling and/or diving, 29% of visitors (20% in 2023), tour(s) by coach, landrover, petit train or boat, 13% of visitors (10% in 2023), cycling, 12% of visitors (7% in 2023) and other beach and sea activities such as: surfing, kayaking, paddle boarding, 11% of visitors (7% in 2023).

All visitors responding to the online survey were also asked “Which method(s) of transport did you use during your visit to Guernsey?”, as shown in **Figure 4.7.1**. Percentages do not add up to 100% for this question as respondents were able to select more than one option.

The most popular method of transport in 2024, used by 46% of all (excluding cruise and yacht) visitors was the bus, followed by own car/van at 29%, and taxis (used by 24% of visitors). Compared to 2023 there was an increase in the percentage of visitors using taxis (22% in 2023, 24% in 2024), hire cars/vans (13% in 2023, 18% in 2024), hire bicycles (4% in 2023, 6% in 2024) and own bicycles (1% in 2023, 4% in 2024).

5.1 Visitor accommodation - capacity

Figure 5.1.1 Visitor accommodation capacity

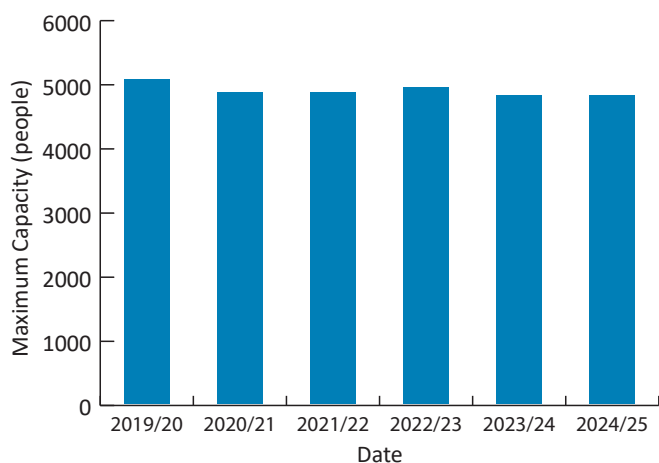


Table 5.1.1 Visitor accommodation capacity

	2019 /20	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25*
Maximum capacity (people)	5,055	4,854	4,863	4,938	4,818	4,810
Temporarily unavailable capacity e.g. closed for refurbishment	0	0	0	120	201	201
Total (including temporarily unavailable)	5,055	4,854	4,863	5,058	5,019	5,011

* Visitor accommodation capacity figures for 2024/25 differ from those presented in the Q1 2024 bulletin, which were provisional since the renewal process for 2024/25 had not been completed at time of publication of the Q1 2024 Bulletin.

Table 5.1.2 Additional summer capacity

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

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 capacity of accommodation providers with an active boarding permit for the 2024 summer season and winter 2024/25 was 4,810, as shown in **Table 5.1.1**. 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 summer 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 during the summer season. For summer 2024, an additional 349 people could be accommodated in 66 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. The additional summer capacity will be recorded each year so trends in summer capacity can be monitored going forwards.

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 during 2024 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. 2023/24 boarding permit information was used to scale up the figures for the first quarter of 2024. 2024/25 boarding permit information was used to scale up the figures for the second, third and fourth quarters of 2024.

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 Q4 2024. During Q4 2024 there were a number of visitor accommodation seasonal closures. The proportion of visitor accommodation units available to be booked was 98.8%, 95.7% and 90.0% in October, November and December 2024 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
Dec 2023	1,744	158	1,902
Jan 2024	1,556	346	1,902
Feb 2024	1,601	301	1,902
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

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

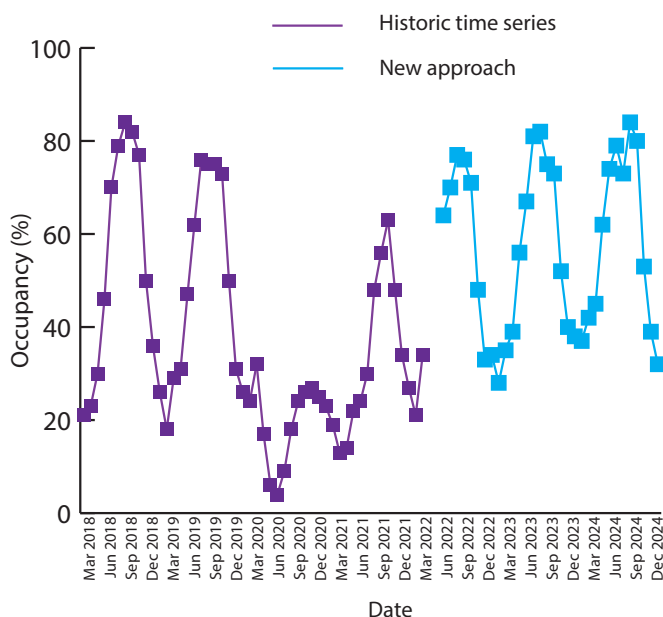


Table 5.3.1 Occupancy of open/available accommodation units

	2019	2020	2021	2022	2023	2024
January	18%	24%	19%	21%	28%	37%
February	29%	32%	13%	34%	35%	42%
March	31%	17%	14%	*	42%	45%
April	47%	6%	22%	*	56%	62%
May	62%	4%	24%	64%	67%	74%
June	76%	9%	30%	70%	81%	79%
July	75%	18%	48%	77%	82%	73%
August	75%	24%	56%	76%	75%	84%
September	73%	26%	63%	71%	73%	80%
October	50%	27%	48%	48%	52%	53%
November	31%	25%	34%	33%	40%	39%
December	26%	23%	27%	34%	38%	32%

*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 is presented as a percentage of the number of available units (p22). 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 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 in 2024 has increased from a low of 37% in January 2024 to a peak of 84% in August 2024. Since August 2024 occupancy has fallen. Specifically during Q4 2024 an occupancy of 53% was recorded in October 2024, 39% in November 2024 and 32% in December 2024. The average occupancy of open units for 2024 was 59% (56% in 2023).

Additional information began being collected in June 2023, which makes it possible to determine long stay occupancy. Long stay occupancy was lowest in August and September 2024, when 5% of open units were occupied by long stay guests. Long stay occupancy was highest in December 2024, when 35% of open units were occupied by long-stay guests. This means that in December 2024 long-stay guests represented just over 11 percentage points of the 32% occupancy of open units in December 2024, which means if long stay guests were excluded from occupancy figure, the occupancy in December 2024 would be 20%.

6.1 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 month, this information is displayed per annum in **Figure 6.1.1**. 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 2019, 2023 and 2024.

As shown in **Table 6.1.1** the number of visitors travelling to Guernsey by yacht totalled 19,318 people in 2024, 11% higher than 2023 and 16% higher than 2019. The number of visiting yacht vessels during 2024 totalled 7,776 vessels and compares with 7,484 vessels in 2023 (a 4% increase from 2023).

The total length of stay by visiting yachts during 2024 was 14,005 nights - equating to an average length of stay of 1.8 nights per vessel. By comparison the total length of stay by visiting yachts during 2023 was 14,032 nights - equating to an average length of stay of 1.9 nights per vessel.

Figure 6.1.1 Visitors by yacht

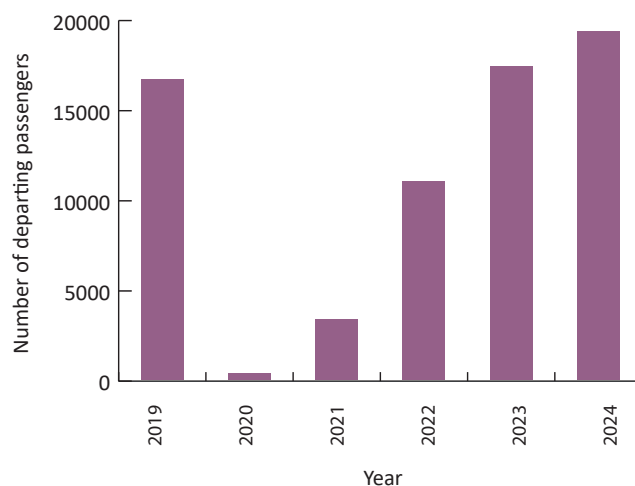


Table 6.1.1 Yacht visitors, yacht vessels, nights and length of stay for vessels

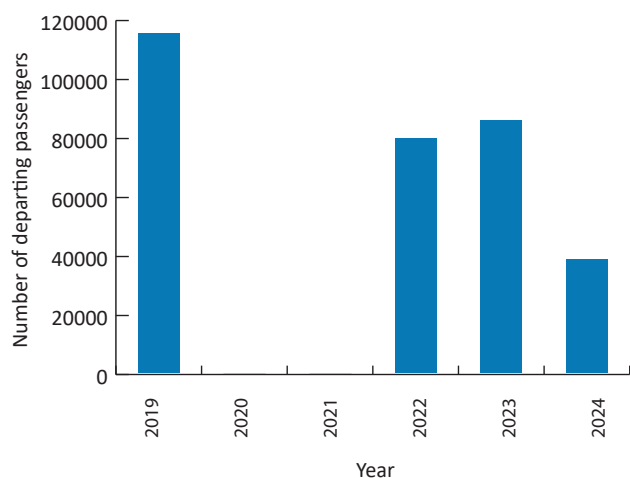
	2019	2023	2024	Annual % change	5 yr % change
Visitors by yacht	16,679	17,379	19,318	11%	16%
Visiting yacht vessels	*	7,484	7,776	4%	*
Total number of nights (vessels)	*	14,032	14,005	>1%	*
Average length of stay per vessel (nights)	*	1.9	1.8	-4%	*

* This data was not collected in 2019

NB: 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.

7.1 Visitors - cruise ship visitors

Figure 7.1.1 Visitors by cruise ship



Guernsey Harbours collect comprehensive information on the number of cruise ship passengers that chose to visit Guernsey, the number of cruise ships and the total number of cruise ship passengers aboard each ship. 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 2019, 2023 and 2024.

As shown in **Figure 7.1.1** and **Table 7.1.1** the number of visitors that came ashore in Guernsey by cruise ship totalled 38,456 people in 2024, 55% lower than 2023 and 67% lower than 2019.

There were 53 actual cruise ship visits during 2024, although 77 were planned. Of the 24 that cancelled, poor weather was the reason for cancellation.

The total number of passengers on board cruise ships during 2024 totalled 45,312 people (85% of all passengers came ashore during 2024).

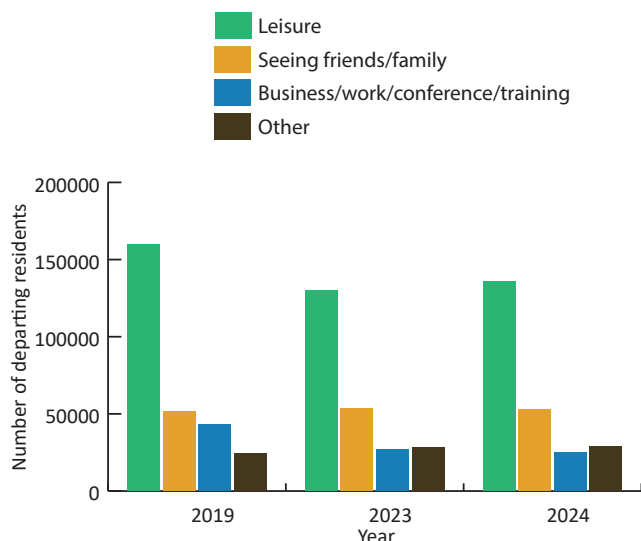
Table 7.1.1 Visitors by cruise ship

	2019	2023	2024	Annual change	5 yr change
Visitors by cruise ship	115,243	85,541	38,456	-55%	-67%
Total passengers on board visiting cruise ships	*	96,979	45,312	-53%	*
Proportion of total cruise ship passengers that came ashore in Guernsey	*	88%	85%	-3 ppts	*
Number of planned cruise ship visits	*	62	77	24%	*
Number of actual cruise ship visits	*	59	53	-10%	*

* This data was not collected in 2019

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 year.

In 2024, 56%, 135,572 residents reported the main purpose of their trip away from Guernsey was for leisure, 15% lower than the 159,905 residents who reported they were travelling for leisure in 2019, but 4% higher than the 129,984 residents in 2023.

22% of all residents, 52,678 people cited they were seeing friends/family, 2% higher than the 51,668 who reported they were travelling to see friends/family in 2019, but 2% lower than the 53,681 residents in 2023.

10%, 25,130 residents were leaving on business (42% lower than 2019 and 6% lower than 2023) and 12%, 28,884 were leaving for other reasons (20% higher than 2019 and 3% higher than 2023). 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

	2019	2023	2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/ break)	159,905	129,984	135,572	4%	-15%
Seeing friends/family (including weddings, funerals etc)	51,668	53,681	52,678	-2%	2%
Business/work/conference/ training	43,076	26,852	25,130	-6%	-42%
Other	24,121	28,142	28,884	3%	20%
Total	278,770	238,660	242,264	2%	-13%

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 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 year.

The majority, 76% of residents, 184,128 people were travelling to the UK in 2024, 2% more residents than in 2023 (in 2023 the equivalent figure was 76% of residents and 181,015 people).

13% of residents travelled to Jersey, 30,976 people; for 2023 this was 13% of residents and 31,567 people. The number of residents travelling to Jersey during 2024 was 2% lower than for 2023.

11% of residents, 27,159 people travelled elsewhere during 2024 (11%, 26,078 residents travelled elsewhere in 2023). The number of residents travelling elsewhere during 2024 was 4% higher than 2023.

Day trips accounted for 8% of all residents' trips during 2024. The average length of trip by residents during 2024 was 6 nights.

Figure 8.2.1 Residents - destination port 2023

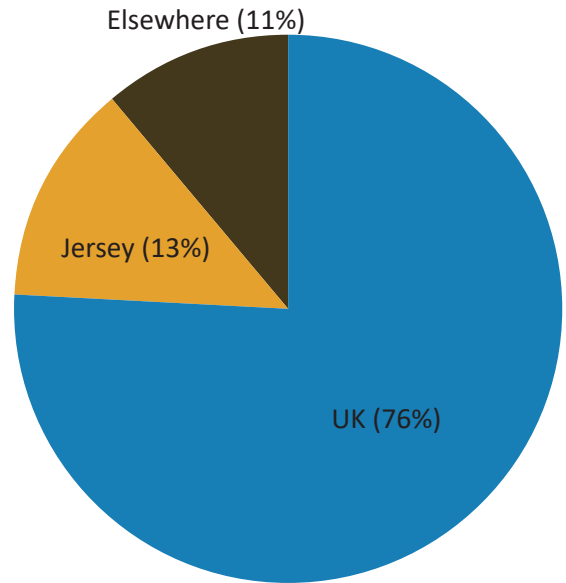


Figure 8.2.2 Residents - destination port 2024

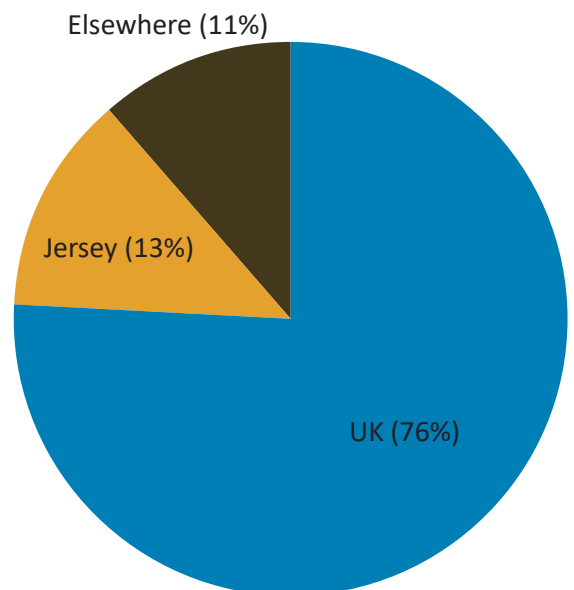


Table 8.2.1 Residents - destination port

	2019	2023	2024	Annual % change	5 yr % change
United Kingdom	212,989	181,015	184,128	2%	-14%
Jersey	51,386	31,567	30,976	-2%	-40%
Rest of world	14,395	26,078	27,159	4%	89%
Total	278,770	238,660	242,264	2%	-13%

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 2024, 27,305 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 50,983 passengers, which is 11% of the total number of passengers departing Guernsey during 2024 (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. In 2024, there were 27,305 exit interviews conducted and it was found that, excluding cruise ship and yacht visitors, 47% of respondents were visitors. With a 95% confidence level, the margin of error is plus or minus 0.4%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 46.6% to 47.4%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Upon completion of exit surveys at the harbour and airport visitors were asked: *Would you be willing to give us some more feedback about your visit via an online survey, if I give you a link to follow? If so, you can enter a quarterly prize draw to win £100 in Amazon gift vouchers.* For those respondents who replied yes, a link/QR code was shown to the respondent to follow in order to take part. The Visitor Survey asks some more detailed questions about the activities undertaken and experiences of visitors to Guernsey. A much smaller sample of 512 people completed the Visitor Survey during 2024.

The statistics based upon Visitor Survey data represents 0.2% of all visitors to Guernsey during 2024 and 1% of all those who completed an exit survey at the airport and harbour. At a confidence interval of 95%, data presented from the Visitor Survey is reported with a 4.3% margin of error, which means the true result may lie within plus or minus 4.3 percentage points of the percentages published. Where numbers are based upon Visitor Survey data this is noted in the report.

Visitor Survey data which relates to all visitors has been weighted by purpose of visit according to the proportions presented in [Section 3.1](#), in order to be representative of all visitors. Where results are based on only business visitors or only leisure visitors and those seeing friends and family, results have been presented unweighted.

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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