

# Quarterly Travel & Visitor Accommodation Bulletin

## At A Glance

YEAR TO DATE 2024 (Q1, Q2 and Q3)

### Number of visitors



**242,626**  
Departing visitors

Compared to 277,769 in Q1, Q2 & Q3 2023

### Reason for visit

**100,409** visited for leisure

**47,613** visited to see friends or family

**21,707** visited for business

**57,006** visited on a cruise ship / yacht

**14,501** visited for other reasons

**1,390** were long stay visitors\* \*visitors whose stay was more than 30 nights but less than a year

Compared to 97,595, 44,968, 22,527, 95,884, 15,062, and 1,733 in Q1, Q2 & Q3 2023

### How did they get here?



**45%** by aeroplane



**32%** by ferry



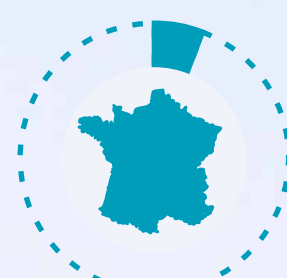
**23%** by cruise ship or yacht

Compared to 39%, 27% and 35% in Q1, Q2 & Q3 2023

### Where were they from?



**53%** UK



**6%** France



**6%** Jersey



**11%** Elsewhere



**23%** Unknown  
(cruise ship and yacht passengers)

Compared to 46%, 5%, 5%, 9% and 35% in Q1, Q2 & Q3 2023

### How long did they stay?



visited on a day trip



stayed for 1-30 nights



stayed for more than 30 nights



visited on a cruise ship or yacht trip

Compared to 11%, 54%, <1% and 35% in Q1, Q2 & Q3 2023

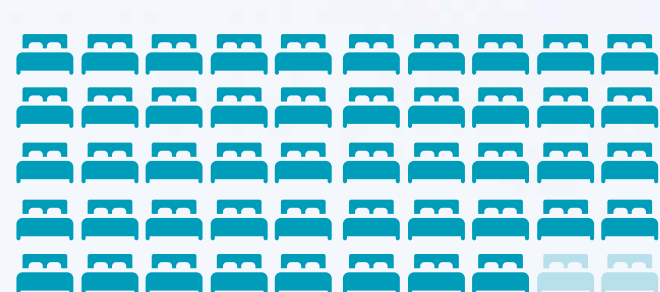
### How many nights?

The average length of stay was

**5.0** Nights

Compared to 5.0 nights in Q1, Q2 & Q3 2023

### What is our capacity?



The total visitor accommodation capacity for the 2024/25 season is 4,810\*.

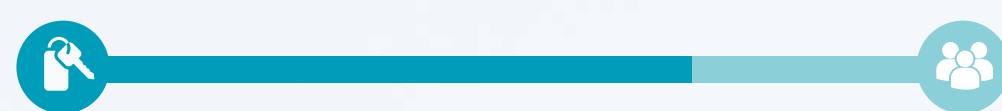
\*Visitor accommodation capacity figures for 2024/25 including those temporarily unavailable (due to refurbishments) was 5,011.

Compared to 4,818 in 2023/24 season

### Where did they stay?

**70%** Stayed in visitor accommodation

**30%** Stayed with friends/relatives



Compared to 71% and 29% in Q1, Q2 & Q3 2023

### What is our net promoter score?



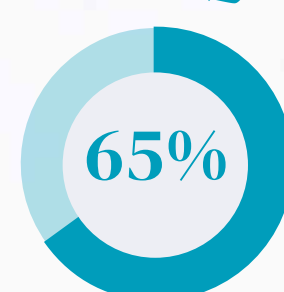
**56** percentage points

The net promoter score (given by visitors departing by aeroplane or ferry)

Compared to 63 in Q1, Q2 and Q3 2023

### What is our occupancy?

Year to Date 2024 (Q1, Q2 & Q3 2024)



Compared to 60% in Q1, Q2 & Q3 2023

### How much did they spend?



**Estimated total spend of £120 million during Q1, Q2 & Q3 2024**

Estimated average spend per ferry and aeroplane visitor £628 in Q1, £635 in Q2 and £642 in Q3\*

Estimated average spend per cruise ship visitor £42 in Q2 and £43 in Q3\*

223,896 Departing visitors (excluding visitors by yacht) during Q1, Q2 & Q3

\*These figures are based on the last Guernsey Visitor Spend Survey (£511 average spend per departing ferry and aeroplane visitor) and Guernsey Cruise Visitor Exit Survey (£34 average spend in Guernsey per cruise visitor), which took place during 2019/20. These values have been updated using the Guernsey RPI and multiplied by the actual number of visitors to give an estimate of the total spend. The average spend of people visiting on yachts is unknown, so is not included in the total. There were no visitors by cruise ship during Q1 2024.

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**GUERNSEY**