

Guernsey Quarterly Travel and Visitor Accommodation Bulletin

Quarter 3 2025

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The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on travellers into and out of the Island of Guernsey and utilisation of visitor accommodation.



States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on visitors to the Island of Guernsey and the accommodation they stayed in, as well as Guernsey residents travelling to destinations outside the Bailiwick. It uses data gathered via surveys of people leaving Guernsey, alongside data provided by visitor accommodation providers and Guernsey Ports.

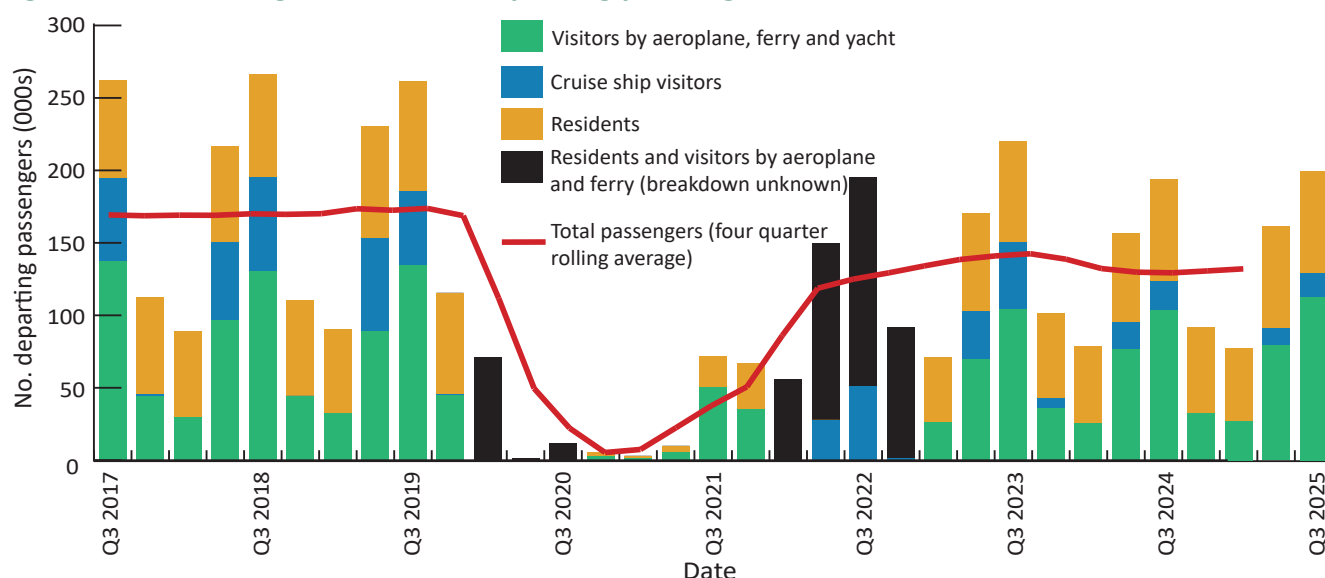
This is the eleventh Guernsey Quarterly Travel and Visitor Accommodation Bulletin. Some data was not collected during the COVID-19 pandemic, but is now being collected again (although, in some cases, with a different methodology). Feedback was invited, following publication of the Q1 2023 Bulletin, and as a result, some additional information was included in subsequent editions. More feedback is always welcome.

Previous Guernsey Travel Survey reports are available via https://www.gov.gg/travel_and_visitor.

Statistics are presented in a comparable manner over time and with other jurisdictions wherever possible. It should be noted that the passenger volume figures throughout this report 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).

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 such, comparisons in this report are mainly drawn between 2023, 2024 and 2025. Travel to and from the Island is highly seasonal, as can be seen in [Figure 1.2.1](#), so the same quarter of each year is used for comparison throughout this bulletin.

1.2 Headlines (continued)

All Passengers

- The total number of (resident and visiting) passengers (including cruise and yacht passengers) departing Guernsey was 199,002 during Q3 2025. This compares with 193,338 during Q3 2024; an increase of 3%. It is 9% lower than two years earlier, in Q3 2023.
- The number of passengers travelling by aeroplane in Q3 2025 was 1% lower than Q3 2024 and 3% lower than Q3 2023. The number of passengers travelling by ferry was 19% higher than Q3 2024 and 22% higher than Q3 2023. The number of yacht visitors in Q3 2025 was 7% lower than Q3 2024 and 1% lower than Q3 2023. The number of visitors by cruise ship during Q3 2025 was 18% lower than Q3 2024 and 65% lower than Q3 2023.

Visitors

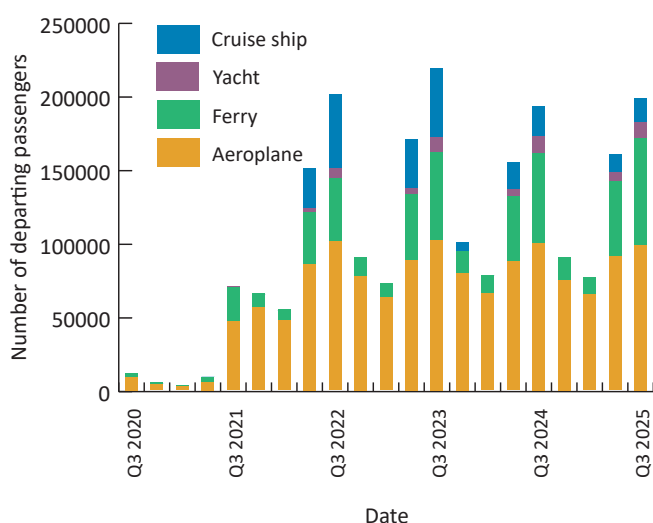
- The number of visitors that stayed in Guernsey for at least one night but no more than 30 nights (having travelled by aeroplane or ferry) was 78,170 people in Q3 2025; 3% higher than Q3 2024 and 6% higher than Q3 2023. Of these, 59% were here for leisure, 28% to see friends/family, 9% for business and 4% for other reasons.
- In Q3 2025, 62% of all visitors staying in Guernsey stayed in hotels, (48,254 people), 22% stayed with friends/family (17,372 people) and 16% stayed in other accommodation (12,544 people).
- The average length of stay for staying visitors in Q3 2025, was 5.0 nights compared with 5.4 nights in Q3 2024 and 5.5 nights in Q3 2023.
- Day trip visitors (who travelled by aeroplane or ferry) totalled 21,592 people in Q3 2025; 55% higher than Q3 2024 and 27% higher than Q3 2023.
- Of these day trip visitors, 58% were here for leisure, 2% to see friends/family, 10% for business and 30% for other purposes. The number of day trip visitors to Guernsey in Q3 2025 that travelled for leisure was 92% higher than Q3 2024 and 9% higher than Q3 2023.
- Of all visitors that travelled to Guernsey by aeroplane or ferry during Q3 2025, 50% had a country of residence in the UK, 5% were from Jersey, 11% were from France and 13% were from elsewhere. Compared with Q3 2024, there was a 65% increase in the number of visitors from France, a 31% increase in visitors from Jersey and a 23% increase in visitors from elsewhere during Q3 2025. The number of visitors from the UK was broadly unchanged between Q3 2025 and Q3 2024.
- 11,670 visitors travelled to Guernsey on a yacht in Q3 2025. 16,206 people visited Guernsey on a cruise ship in Q3 2025.
- The net promoter score (NPS) given by visitors (by aeroplane or ferry) was 71 percentage points in Q3 2025 and compares with 55 percentage points in Q3 2024 and 66 percentage points in Q3 2023.
- There were 1,893, 1,894 and 1,885 units of visitor accommodation available for booking in July, August and September 2025 respectively. The occupancy of available units was 79% in July, 79% in August and 80% in September 2025, and compares with occupancy of 73% in July 2024, 84% in August 2024 and 80% in September 2024. Long-stay guests represented 9 percentage points of the occupancy of open units in September 2025 and compares with 4 percentage points in September 2024.

Residents

- The total number of departing residents in Q3 2025 was 70,093; 1% higher than Q3 2024 and 2% higher than Q3 2023.
- Of the residents, 42,483 residents travelled by aeroplane; 15% lower than Q3 2024 and 19% lower than Q3 2023. 27,610 residents travelled by ferry; 41% higher than Q3 2024 and 67% higher than Q3 2023. 61% of residents travelled during Q3 2025 for leisure purposes and 66% travelled to the UK.

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**, with the exception of the period impacted by 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), the quarterly number of passengers is highly seasonal. Total departing passengers in Q3 2025, as shown in **Table 2.1.1**, was 199,002, 3% higher than Q3 2024, but 9% lower than Q3 2023.

50% of all departing passengers travelled by aeroplane in Q3 2025, 98,660 people, 1% lower than Q3 2024 and 3% lower than Q3 2023. 36% of all passengers travelled by ferry in Q3 2025, 72,466 people, 19% higher than Q3 2024 and 22% higher than Q3 2023.

Table 2.1.1 Passenger volumes

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Passengers departing Guernsey by aeroplane	101,890	99,957	98,660	-1%	-3%
Passengers departing Guernsey by ferry	59,238	60,978	72,466	19%	22%
Passengers departing Guernsey by yacht	11,791	12,541	11,670	-7%	-1%
Passengers departing Guernsey by cruise ship	46,248	19,862	16,206	-18%	-65%
Total departing passengers	219,167	193,338	199,002	3%	-9%

2.2 Passenger volumes by 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.

As shown in **Figure 2.2.1**, with the exception of the period impacted by 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), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason comparisons of passenger volumes are made with equivalent periods in previous years.

57% of all passengers departed Guernsey for the UK, totalling 113,657 people in Q3 2025, 1% higher than Q3 2024, but 2% lower than Q3 2023. 11% of all passengers departing Guernsey were travelling to Jersey and totalled 22,079 people in Q3 2025, 2% higher than Q3 2024 and 11% higher than Q3 2023. 18% of passengers departed Guernsey for the rest of the world and totalled 35,390 people in Q3 2025, 34% higher than Q3 2024 and 38% higher than Q3 2023. 14% of passengers departed Guernsey on a cruise ship or yacht trip in Q3 2025, 27,876 people.

Figure 2.2.1 Passenger volumes by destination

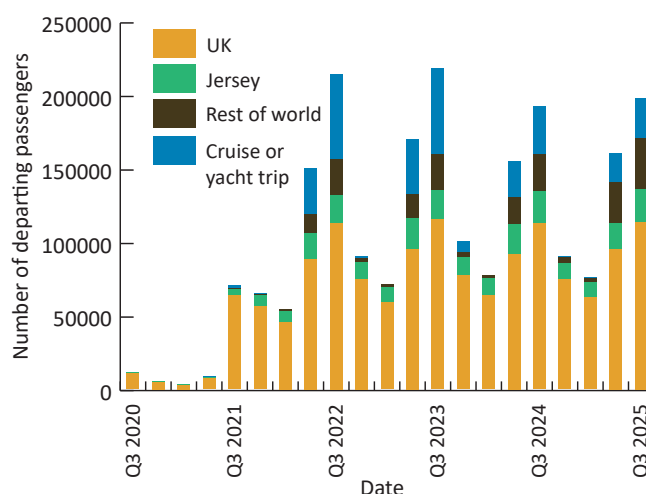
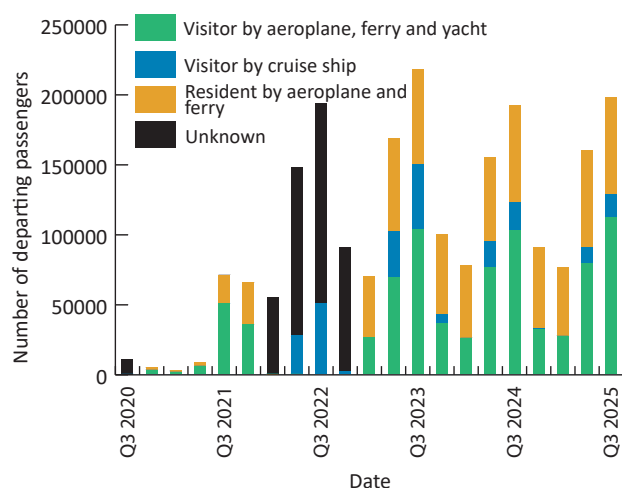


Table 2.2.1 Passenger volumes by destination

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Passengers departing Guernsey for United Kingdom	115,440	112,800	113,657	1%	-2%
Passengers departing Guernsey for Jersey	19,883	21,637	22,079	2%	11%
Passengers departing Guernsey for rest of world	25,705	26,498	35,390	34%	38%
Passengers departing Guernsey on cruise or yacht trip	58,039	32,403	27,876	-14%	-52%
Total departing passengers	219,167	193,338	199,002	3%	-9%

2.3 Passenger volumes - visitors and residents

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. 6% of departing passengers were surveyed in Q3 2025 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to 1%. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

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

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Residents departing Guernsey by aeroplane	52,269	50,034	42,483	-15%	-19%
Residents departing Guernsey by ferry	16,569	19,601	27,610	41%	67%
Visitors by aeroplane	49,148	49,312	55,765	13%	13%
Visitors by ferry	42,443	40,963	44,313	8%	4%
Visitors by yacht	11,791	12,541	11,670	-7%	-1%
Visitors by cruise ship	46,248	19,862	16,206	-18%	-65%
Total departing residents	68,839	69,635	70,093	1%	2%
Total visitors (excluding cruise ship visitors)	103,382	102,816	111,748	9%	8%
Total visitors (including cruise ship visitors)	149,630	122,678	127,954	4%	-14%
Total visitors returning to Guernsey later	698	1,025	955	-7%	37%

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

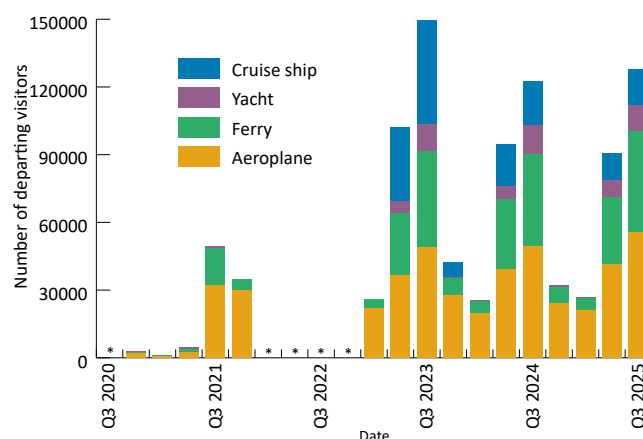
2.3 Passenger volumes - visitors and residents

As shown in **Table 2.3.1** and **Figure 2.3.1**, of the 199,002 passengers, 35% of those departing Guernsey in Q3 2025 were residents (70,093 passengers), whilst 64% of those departing Guernsey were visitors (127,954 passengers). A small proportion, less than 1%, 955 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/visiting yacht each quarter. In Q3 2025, excluding those who visited by cruise ship, there were 111,748 visitors, 9% higher than Q3 2024 and 8% higher than Q3 2023. 16,206 people travelled by cruise ship during Q3 2025, 18% lower than Q3 2024 and 65% lower than Q3 2023. The number of visitors travelling by aeroplane, 55,765 people in Q3 2025, was 13% higher than the number travelling by aeroplane in Q3 2024 and 13% higher than Q3 2023. The number of visitors travelling by ferry in Q3 2025, 44,313 people, was 8% higher than the number travelling by ferry in Q3 2024 and 4% higher than Q3 2023. 11,670 people visited by yacht in Q3 2025, 7% lower than Q3 2024 and 1% lower than Q3 2023.

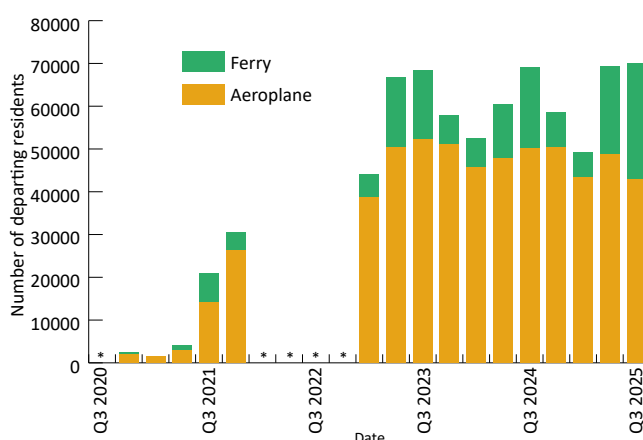
Figure 2.3.3 shows the volume of residents travelling by ferry and aeroplane each quarter. The total number of departing residents in Q3 2025 was 70,093; 1% higher than Q3 2024 and 2% higher than Q3 2023. The number of residents travelling by aeroplane in Q3 2025 was 15% lower than the number travelling by aeroplane in Q3 2024 and 19% lower than the number travelling by aeroplane in Q3 2023. The number of residents travelling by ferry in Q3 2025 was 41% higher than the number travelling by ferry in Q3 2024 and 67% higher than the number travelling by ferry in Q3 2023.

Figure 2.3.2 Passenger volumes - visitors by mode of transport



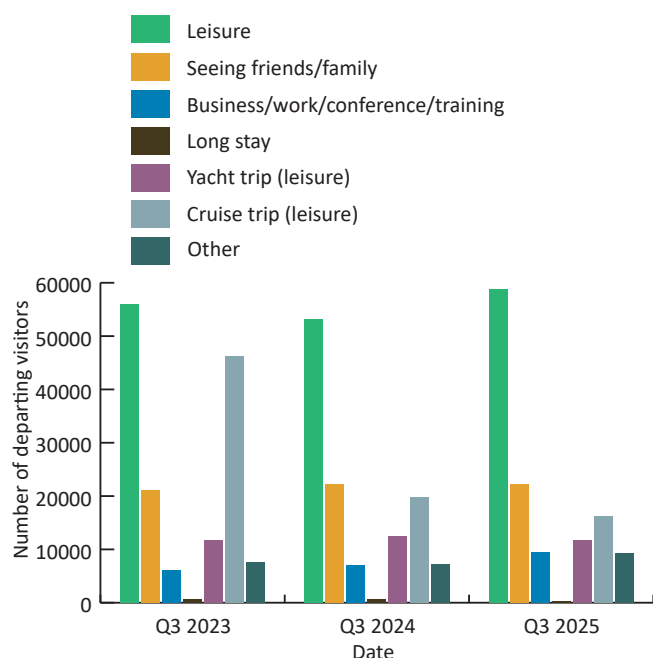
*When restrictions were put in place to reduce the impact of COVID-19, surveys of exiting passengers at the airport and harbour were suspended between Q1 2020 and Q1 2023. A limited amount of passenger information was collected from the travel tracker system which was in place between Q4 2020 and Q4 2021. In Q1 2023 exit surveys were re-instated and full passenger breakdowns could again be reported.

Figure 2.3.3 Passenger volumes - residents by mode of transport



3.1 Visitors - main purpose of trip to Guernsey

Figure 3.1.1 Visitors - main purpose of trip to Guernsey



Visitors are asked during passenger exit surveys what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. 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 Q3 2025, 58,778 visitors reported the main purpose of their trip to Guernsey was for leisure (53,141 in Q3 2024 and 56,072 in Q3 2023). Additionally, 11,670 people visited by yacht (most likely for leisure purposes). 22,296 visitors cited they were seeing friends/family (22,179 in Q3 2024 and 21,181 in Q3 2023). 9,402 visitors were here for business, which compares with 7,099 in Q3 2024, 32% higher, and 6,009 business visitors in Q3 2023, 56% higher. 9,287 visitors were here for other reasons during Q3 2025. 676 or 7% of those visitors who cited other reasons mentioned sport, be it as a participant or spectator (representing just under 1% of all visitors in Q3 2025). Various sports were cited by respondents including the Autumn walking festival, rugby, sailing, cricket, football and golf. The other category also includes visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes. 316 visitors during Q3 2025 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.

Table 3.1.1 Visitors - main purpose of trip to Guernsey

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	56,072	53,141	58,778	11%	5%
Seeing friends/family (including weddings, funerals etc)	21,181	22,179	22,296	1%	5%
Business/work/conference/training	6,009	7,099	9,402	32%	56%
Long stay (more than 30 nights but less than 1 year for work/other purpose)	649	709	316	-56%	-51%
Yacht trip (leisure)	11,791	12,541	11,670	-7%	-1%
Cruise trip (leisure)	46,248	19,862	16,206	-18%	-65%
Other	7,680	7,147	9,287	30%	21%
Total	149,630	122,678	127,954	4%	-14%

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

3.2 Visitors - country of residence

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 quarter. 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 Q3 2025, 50% of all visitors, 63,706 people reported their country of residence was the UK (52%, 63,853 in Q3 2024). 5%, 6,301 visitors were from Jersey (4%, 4,795 in Q3 2024). 11%, 13,538 visitors were from France (7%, 8,228 in Q3 2024), 13%, 16,533 visitors were from the Rest of the world (11%, 13,399 in Q3 2024), and 22%, 27,876 visitors' country of residence was unknown, as they were visiting by cruise ship or yacht (26%, 32,403 in Q3 2024).

As shown in **Table 3.2.1**, in Q3 2025 the number of visitors whose country of residence was the UK was broadly unchanged when compared to both Q3 2024 and Q3 2023. In Q3 2025 there were 31% more visitors whose country of residence was Jersey compared with Q3 2024 and 6% more than Q3 2023. In Q3 2025 there were 65% more visitors whose country of residence was France compared with Q3 2024 and 69% more than Q3 2023. There were 23% more visitors whose country of residence was Rest of the world compared with Q3 2024 and 21% more than Q3 2023.

Table 3.2.1 Visitors - country of residence

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
United Kingdom	63,885	63,853	63,706	>-1%	>-1%
Jersey	5,968	4,795	6,301	31%	6%
France	8,025	8,228	13,538	65%	69%
Rest of world	13,713	13,399	16,533	23%	21%
Unknown (cruise ship and yacht passengers)	58,039	32,403	27,876	-14%	-52%
Total	149,630	122,678	127,954	4%	-14%

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

Figure 3.2.1 Visitors - country of residence Q3 2024

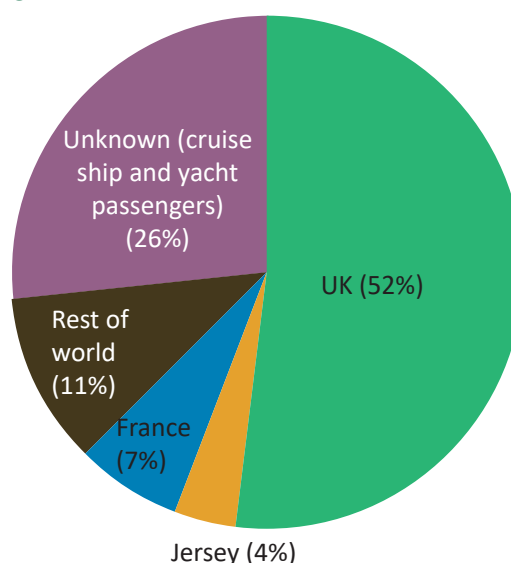
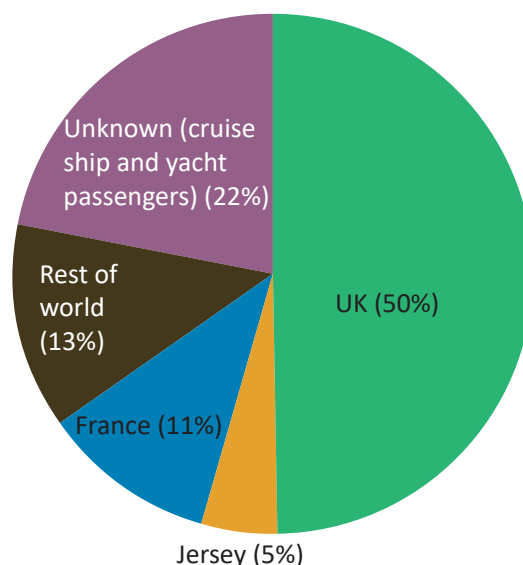


Figure 3.2.2 Visitors - country of residence Q3 2025



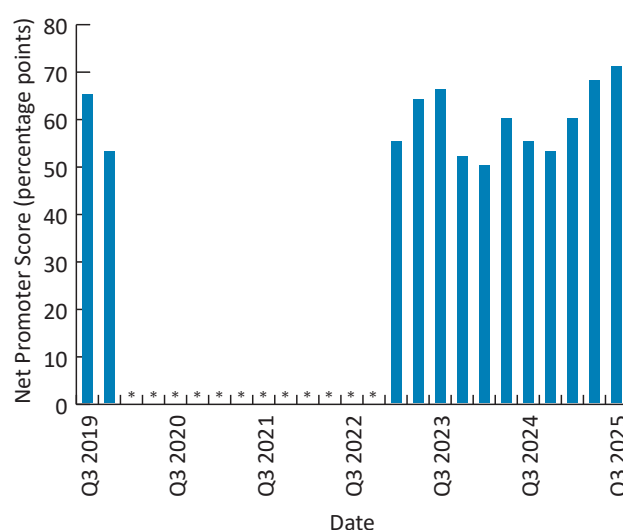
3.3 Visitors - net promoter score

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 survey and are not represented within net promoter scores. As shown in **Figure 3.3.1**, 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 surveys were suspended and the passenger breakdown could not be determined or net promoter scores ascertained.

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 3.3.1** and **Figure 3.3.1** the net promoter score for Q3 2025 was 71 percentage points compared with 55 percentage points in Q3 2024 and 66 percentage points in Q3 2023. The NPS has increased by 5 percentage points from Q3 2023 and 16 percentage points from Q3 2024. 59% of all visitors to Guernsey during Q3 2025 said they had visited before, 2% of whom had visited Guernsey on a cruise. By main purpose of visit, those seeing friends/family had the highest net promoter score (79 percentage points), followed by those visiting for leisure purposes (72%) in Q3 2025. Those visiting on business had the lowest net promoter score, 53 percentage points.

Respondents may choose to provide comments or feedback after providing their net promoter score. Analysis of the 689 comments during Q3 2025 reveals that the highest number of comments were from respondents who reported they had a great trip to Guernsey and found it to be a beautiful, peaceful and very scenic place to visit (20%), a number of whom also mentioned that they visit Guernsey every year. 11% of comments related to roads, with the amount of traffic, roadworks, lack of road signs and narrow roads making driving difficult on the Island. A further 9% of comments related to travel to and from the island; including delays and cancellations, a lack of travel connections and an uncomfortable journey. Some of the comments relating to travel were more positive and noted improvements in reliability of ferry services and ferry prices with Brittany Ferries now operating the service. 4% of comments mentioned that Guernsey has an excellent bus service.

Figure 3.3.1 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 3.3.1 Net promoter score

	Q3 2023	Q3 2024	Q3 2025
Net Promoter Score (percentage points)	66	55	71

3.4 Visitors - length of stay in Guernsey

Figure 3.4.1 Visitors - length of stay in Guernsey Q3 2024

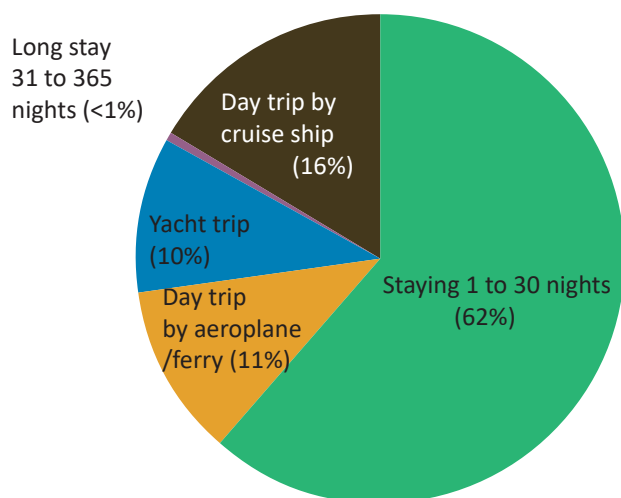
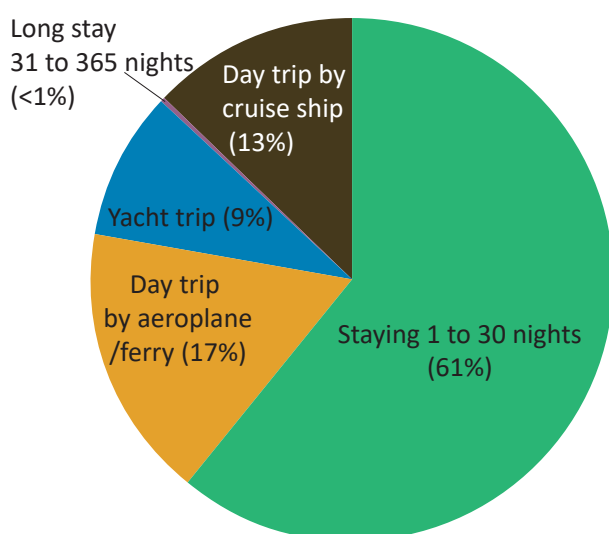


Figure 3.4.2 Visitors - length of stay in Guernsey Q3 2025



Visitors are also asked how many nights they spent in Guernsey within passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

In Q3 2025, 21,592 people visited Guernsey on a day trip, representing 17% of all visitors (13,968 people, 11% in Q3 2024). The majority, 61% of visitors, 78,170 people, stayed at least one night but less than 31 nights (75,598 people, 62% in Q3 2024). During Q3 2025, less than 1% of visitors were long stay visitors (316 people).

Comparison between Q3 2023, Q3 2024 and Q3 2025 reveals that in Q3 2025 there were 27% more visitors on a day trip compared with Q3 2023 and 55% more visitors on a day trip compared with Q3 2024. During Q3 2025 6% more visitors stayed at least one night (but less than 31 nights) compared with Q3 2023 and 3% more visitors stayed at least one night compared with Q3 2024.

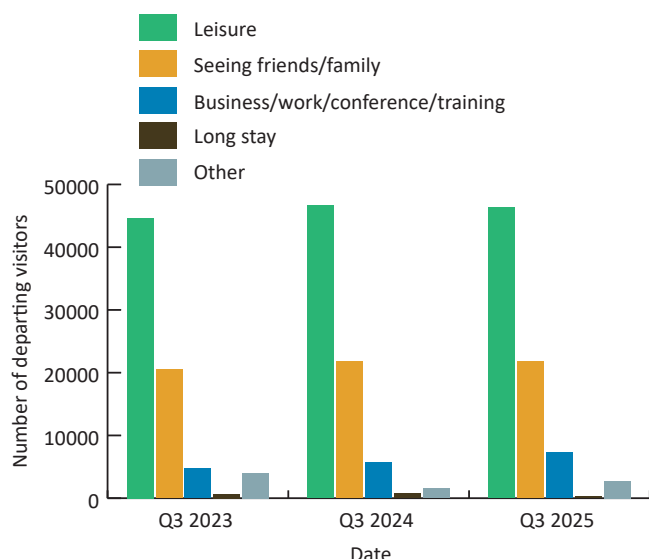
Table 3.4.1 Visitors - length of stay in Guernsey

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2yr % change
Staying 1 to 30 nights by aeroplane or ferry	73,944	75,598	78,170	3%	6%
Day trip by aeroplane or ferry	16,998	13,968	21,592	55%	27%
Yacht trip	11,791	12,541	11,670	-7%	-1%
Long stay (more than 30 nights but less than 1 year) by aeroplane or ferry	649	709	316	-56%	-51%
Day trip by cruise ship	46,248	19,862	16,206	-18%	-65%
Total	149,630	122,678	127,954	4%	-14%

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

4.1 Visitors - main purpose of visit of staying visitors

Figure 4.1.1 Main purpose of trip of staying visitors



Visitors by aeroplane and ferry and staying in Guernsey are asked what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

In Q3 2025, 59% or 46,328 of all staying visitors reported the main purpose of their trip to Guernsey was for leisure (44,673 in Q3 2023 and 46,665 in Q3 2024). 28% or 21,811 of staying visitors cited they were seeing friends/family (compared with 20,495 in Q3 2023 and 21,762 in Q3 2024). 9%, 7,264 were here for business or work reasons (4,737 in Q3 2023 and 5,638 in Q3 2024) and 4%, 2,766 were here for other reasons (4,040 in Q3 2023 and 1,534 in Q3 2024). Less than 1% or 316 visitors were long stay visitors, having stayed more than 30 nights but less than 1 year, in Q3 2025 (649 visitors in Q3 2023 and 709 in Q3 2024).

Comparison between Q3 2025, Q3 2024 and Q3 2023 reveals that there were 4% more staying visitors visiting for leisure purposes compared to Q3 2023, but 1% fewer than Q3 2024. The number of visitors seeing friends/family in Q3 2025 was 6% higher than Q3 2023 and broadly unchanged from Q3 2024. In Q3 2025 53% more staying visitors travelled for business/work compared with Q3 2023 and 29% more people than Q3 2024. The number of visitors travelling to Guernsey for other reasons was 32% lower than Q3 2023 and 80% higher than Q3 2024. The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

Table 4.1.1 Main purpose of trip of staying visitors

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	44,673	46,665	46,328	-1%	4%
Seeing friends/family (including weddings, funerals etc)	20,495	21,762	21,811	<1%	6%
Business/work/conference/training	4,737	5,638	7,264	29%	53%
Long stay (more than 30 nights but less than 1 year)	649	709	316	-56%	-51%
Other	4,040	1,534	2,766	80%	-32%
Total	74,594	76,307	78,486	3%	5%

NB: Main purpose of visitor breakdown may not add to totals due to rounding. Sample proportions are applied to actual passenger numbers to determine purpose of trip for staying visitors.

4.2 Visitors - country of residence by main purpose of trip of staying visitors

Figure 4.2.1 Staying visitors - country of residence by main purpose of visit

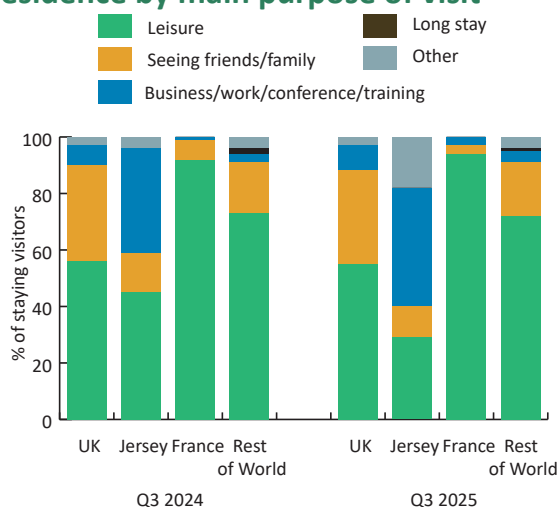


Table 4.2.1 Q3 2024 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	56	46	92	72
Seeing friends/family (including weddings, funerals etc)	34	14	7	18
Business/work/conference/training	7	37	1	3
Long stay (more than 30 nights but less than 1 year)	1	0	0	2
Other	2	4	0	4
Total	100	100	100	100

Table 4.2.2 Q3 2025 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	54	29	94	73
Seeing friends/family (including weddings, funerals etc)	33	11	3	19
Business/work/conference/training	9	43	3	4
Long stay	0	0	0	1
Other	3	18	0	4
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for staying visitors, by country of residence and main purpose of visit, is provided in **Figure 4.2.1** and **Tables 4.2.1** and **4.2.2**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by yacht.

In Q3 2025, 54% of staying visitors from the UK reported the main purpose of their trip to Guernsey was for leisure, compared with 56% in Q3 2024. 33% of staying visitors from the UK were seeing friends/family, compared to 34% in Q3 2024, and 9% of staying visitors from the UK were in Guernsey for business/work reasons, compared to 7% in Q3 2024.

The principal reasons for staying visits in Q3 2025 from those with country of residence of Jersey were business/work and leisure; 43% and 29% respectively. This compares with 37% for business/work and 46% for leisure in Q3 2024. 18% of staying visitors from Jersey were in Guernsey for other reasons during Q3 2025. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes.

Staying visitors whose country of residence was France were most likely to report in Q3 2025 that their main purpose of visit was for leisure, 94%. This compares with 92% of staying visitors from France in Q3 2024. 3% whose country of residence was France reported they were visiting to see friends/family in Q3 2025. A further 3% cited they were in Guernsey for business/work.

In Q3 2025, 73% of staying visitors whose country of residence was the Rest of the world reported they were in Guernsey for leisure purpose (72% in Q3 2024) and a further 19% to see friends/family. 4% of staying visitors whose country of residence was the Rest of the world reported they were staying in Guernsey for business reasons and 4% were visiting for other reasons.

4.3 Visitors - staying visitors length of stay in Guernsey

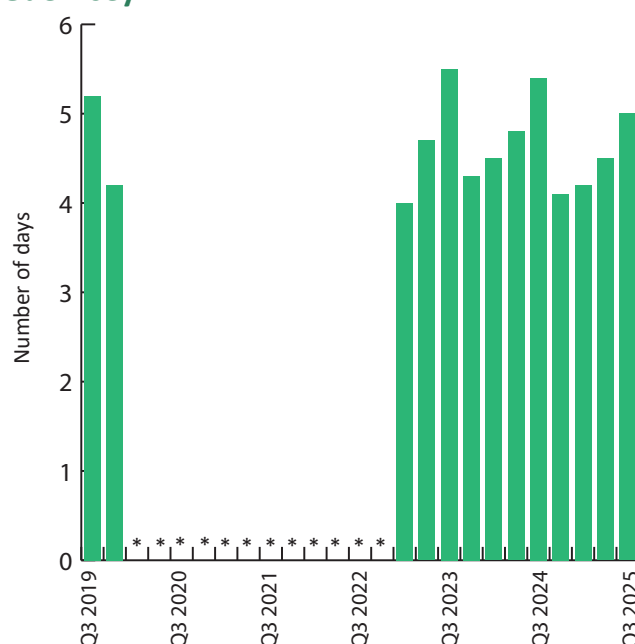
As shown in **Figure 4.3.1** visitor length of stay varies by quarter and displays some seasonality. There is a tendency for visitors to stay longer during Quarter 2 and Quarter 3 each year (in Q3 2023 the average length of stay for visitors was 5.5 nights) whilst visitors during Quarter 1 and Quarter 4 tend to stay in Guernsey for shorter durations (in Q1 2023 the average length of stay was 4.0 nights). For this reason, comparisons of length of stay are made with equivalent periods in previous years. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry. Trends in length of stay will continue to be monitored and reported in future editions of this bulletin.

The average length of stay for visitors staying at least one night but less than 31 nights was 5.0 nights in Q3 2025 and compares with 5.4 nights in Q3 2024, and 5.5 nights in Q3 2023. The decrease in average length of stay between Q3 2024 and Q3 2025 was apparent for those who travelled by plane and by sea. Visitors travelling by plane stayed for 5.0 nights in Q3 2025, compared with 5.5 nights in Q3 2024. Visitors who travelled by ferry stayed for 4.9 nights in Q3 2025 compared with 5.1 nights in Q3 2024.

The average length of stay multiplied by the number of staying visitors equates to the number of bed nights spent in Guernsey each quarter, as shown in **Figure 4.3.2**. As with the length of stay data there is seasonality in the figures and comparisons are made with equivalent periods in previous years.

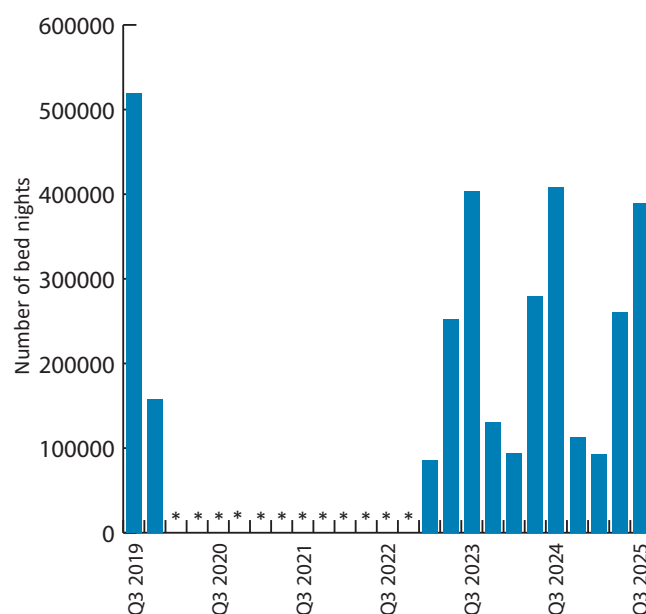
During Q3 2025, visitors spent the equivalent of 388,884 bed nights in Guernsey which compares with 408,490 bed nights in Q3 2024 (a 5% decrease) and 403,723 bed nights in Q3 2023 (a 4% decrease).

Figure 4.3.1 Visitors - length of stay in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was 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 length of stay could again be reported.

Figure 4.3.2 Visitors - bed nights in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was 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-instigated and bed nights could again be reported.

4.4 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 quarter. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry.

As shown in **Figure 4.4.1**, **Figure 4.4.2** and **Table 4.4.1**, in Q3 2025, 62% of all visitors staying in Guernsey stayed in hotels, (48,254 people), 16% stayed in other accommodation (12,544 people) and 22% stayed with friends/family (17,372 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 Q3 2025, Q3 2024 and Q3 2023 reveals that in Q3 2025 there were 7% more visitors staying in hotels than Q3 2023 and 11% more visitors staying in hotels than Q3 2024. 4% more visitors stayed in Other accommodation in Q3 2025 compared with Q3 2023, but 4% fewer than Q3 2024. In Q3 2025 there were 2% more visitors staying in friend/family's homes than Q3 2023, but 9% fewer than Q3 2024.

Figure 4.4.1 Accommodation for staying visitors Q3 2024

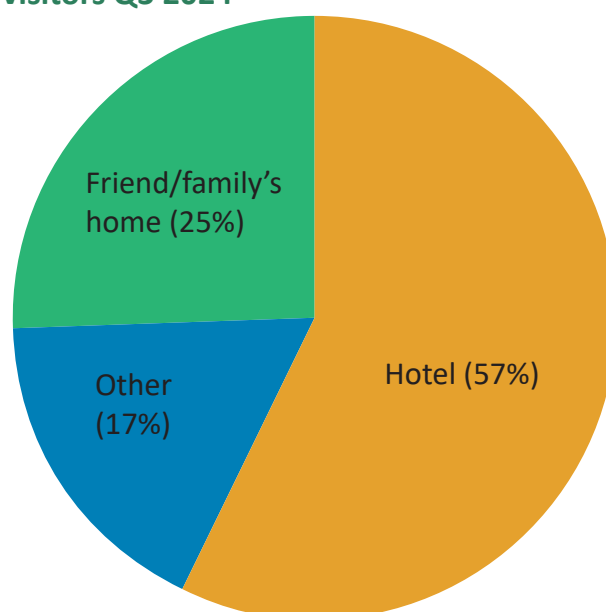


Figure 4.4.2 Accommodation for staying visitors Q3 2025

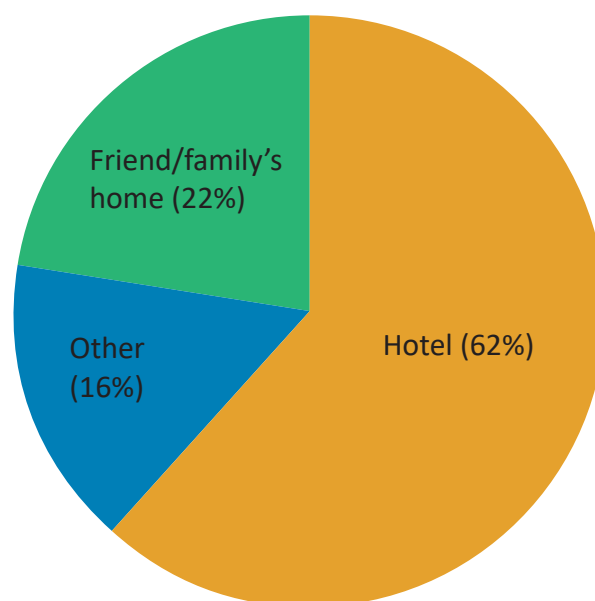


Table 4.4.1 Accommodation for staying visitors

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Hotel	44,927	43,347	48,254	11%	7%
Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)	12,039	13,122	12,544	-4%	4%
Commercial accommodation (includes hotel, guest houses, self-catering, Airbnb or other online booking portals and campsites etc)	56,966	56,469	60,799	8%	7%
Friend/family's home	16,979	19,130	17,372	-9%	2%
Total staying visitors	73,944	75,598	78,170	3%	6%

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

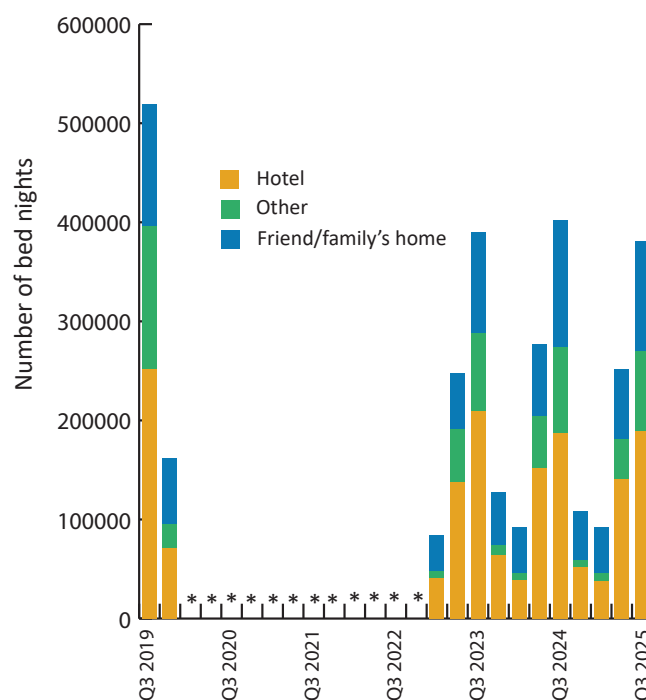
4.4 Visitors - accommodation of staying visitors cont/d

Figure 4.4.3 shows the number of bed nights each quarter for staying visitors in Guernsey by accommodation type. **Table 4.4.2** shows length of stay by accommodation type. The number of bed nights varies by quarter and displays seasonality. This is due to a higher number of visitors during Quarters 2 and 3 each year when compared with Quarters 1 and 4 and a tendency for visitors to stay longer during Quarter 2 and Quarter 3, when compared to Quarter 1 and Quarter 4. For this reason comparisons of number of bed nights and length of stay are made with equivalent periods in previous years.

On average visitors in hotels stayed 3.9 nights in Q3 2025, which equates to 189,117 bed nights (4.7 nights in Q3 2023 and 4.3 nights in Q3 2024). The average length of stay in other accommodation (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 6.4 nights (equating to 80,781 bed nights). The average stay in commercial accommodation in Q3 2025 which includes both hotels and other accommodation was 4.4 nights, equating to 269,898 bed nights, which is a shorter duration and 1% fewer bed nights than reported in Q3 2024 and 6% fewer bed nights than Q3 2023.

During Q2 2025 the average length of stay with friends/family was 6.4 nights, equating to 110,623 bed nights (6.0 nights in Q3 2023 and 6.7 nights in Q3 2024).

Figure 4.4.3 Number of bed nights by accommodation for staying visitors



*Between Q1 2020 and Q4 2022 length of stay by visitors was 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 length of stay and number of bed nights could again be reported.

Table 4.4.2 Average length of stay by accommodation

	Q3 2023 (nights)	Q3 2024 (nights)	Q3 2025 (nights)	Annual % change	2 yr % change
Hotel	4.7	4.3	3.9	-10%	-16%
Other	6.6	6.6	6.4	-2%	-2%
Average stay in commercial accommodation	5.1	4.9	4.4	-9%	-12%
Friend/family's home	6.0	6.7	6.4	-5%	7%

5.1 Visitor accommodation - capacity

Figure 5.1.1 Visitor accommodation capacity

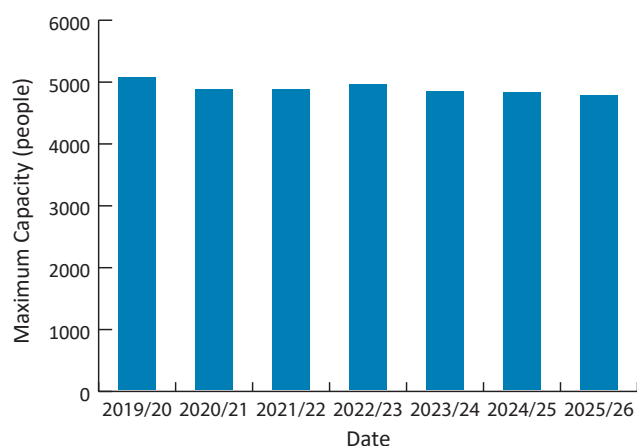


Table 5.1.1 Visitor accommodation capacity

	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25	2025 /26*
Maximum capacity (people)	4,854	4,863	4,938	4,818	4,810	4,767

Table 5.1.2 Additional summer capacity

	2023	2024	2025
Maximum additional capacity (people)	320	349	315
Additional number of units (equipped tents, log cabins, yurts, shepherd's huts etc)	60	66	62

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](https://www.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 2025/26 season was 4,767 people, as shown in **Table 5.1.1**, which is 43 people less, or 0.9% lower than the previous year (2024/25 boarding permit season) and 51 people less, or 1.1% lower than 2 years ago (2023/24 boarding permit season).

Each year additional visitor accommodation is provided by the campsites of Guernsey and Herm. **Table 5.1.2** indicates the maximum additional capacity provided by temporary glamping and camping structures predominantly during the summer season. For summer 2025, an additional 315 people could be accommodated in 62 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. This information has been collected since 2023 to help give a fuller picture of visitor accommodation.

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 in July, August and September 2025 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. 2024/25 boarding permit information was used to scale up the figures for the first quarter of 2025, whilst 2025/26 boarding permit information was used to scale up the second and third quarters of 2025.

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 1,894 visitor accommodation units in Q3 2025. During Q3 2025 there were very few visitor accommodation closures. The proportion of visitor accommodation units available to be booked was 99.9%, 100% and 99.5% in July, August and September 2025 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
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
Jan 2025*	1,772	145	1,917
Feb 2025	1,704	213	1,917
Mar 2025	1,917	0	1,917
Apr 2025	1,890	4	1,894
May 2025	1,890	4	1,894
Jun 2025	1,893	1	1,894
Jul 2025	1,893	1	1,894
Aug 2025	1,894	0	1,894
Sep 2025	1,885	9	1,894

* There was a lower than normal response rate in January 2025, which means the accuracy plus/minus range is wider than normal for this month.

Figure 5.2.1 Availability of visitor accommodation



NB: Availability and occupancy 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 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

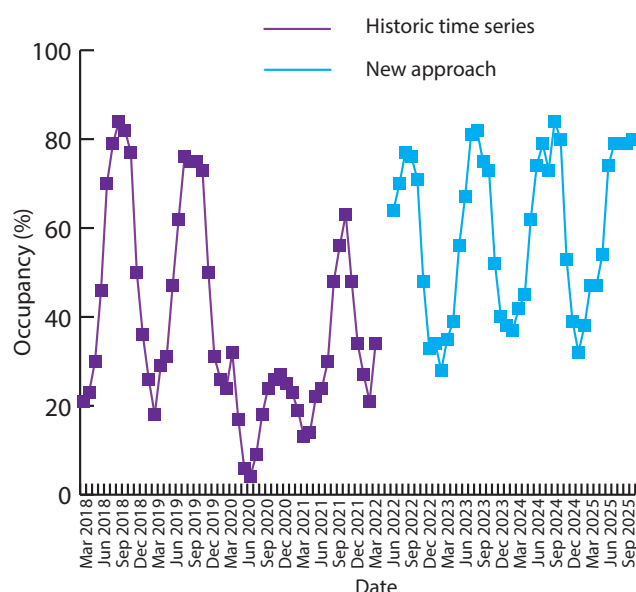


Table 5.3.1 Occupancy of open/available accommodation units

	2020	2021	2022	2023	2024	2025
January	24%	19%	21%	28%	37%	38%
February	32%	13%	34%	35%	42%	47%
March	17%	14%	*	42%	45%	47%
April	6%	22%	*	56%	62%	54%
May	4%	24%	64%	67%	74%	74%
June	9%	30%	70%	81%	79%	79%
July	18%	48%	77%	82%	73%	79%
August	24%	56%	76%	75%	84%	79%
September	26%	63%	71%	73%	80%	80%
October	27%	48%	48%	52%	53%	
November	25%	34%	33%	40%	39%	
December	23%	27%	34%	38%	32%	

*There was a wave of COVID-19 cases, which impacted on the ability to collect full data in March and April 2022.

NB: Availability and occupancy 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 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.

Occupancy is presented as a percentage of the number of available units (see p18). 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 December or 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 COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy of open units has increased from a low of 38% in January 2025 to reach 80% in September 2025. Occupancy during Quarter 3 2025 of 79% in July 2025, 79% in August 2025 and 80% in September 2025 compares with occupancy of 73% in July 2024, 84% in August 2024 and 80% in September 2024.

Additional information began being collected in June 2023, which makes it possible to determine the percentage of units occupied by long-stay guests. In July 2025, August 2025 and September 2025, 7%, 6% and 12% respectively of all open units were occupied by long-stay guests and compares with 7% of all open units occupied by long stay guests in July 2024, 5% in August 2024 and 5% in September 2024. This means that long-stay guests represented just over 9 percentage points of the 80% occupancy of open units in September 2025, i.e. if long stay guests are excluded from occupancy figures, the occupancy in September 2025 would be 70%.

6.1 Visitors - day trip visitors by aeroplane and ferry

Visitors on day trips are asked what the main purpose of their trip to Guernsey is within the passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

During Q3 2025, 58% of all visitors on a day trip to Guernsey, 12,449 people, reported the main purpose of their trip to Guernsey was for leisure (11,399 people in Q3 2023 and 6,476 people in Q3 2024).

485 visitors, 2% of all day trippers, cited they were seeing friends/family (687 in Q3 2023 and 417 in Q3 2024). 2,137 visitors on a day trip were in Guernsey for business, 10% of all day trip visitors, (1,272 in Q3 2023 and 1,461 in Q3 2024) and 6,520 day trip visitors (30%) were here for other reasons (3,640 in Q3 2023 and 5,613 in Q3 2024). The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

Comparison between Q3 2025, Q3 2024 and Q3 2023 reveals that in Q3 2025 there were 9% more day trippers visiting for leisure purposes than Q3 2023 and 92% more than Q3 2024. 29% fewer day visitors cited they were seeing friends/family than Q3 2023, but 16% more than Q3 2024. In Q3 2025 there were 68% more day visitors who travelled for business/work compared with Q3 2023 and 46% more than Q3 2024.

Figure 6.1.1 Main purpose of trip of day trip visitors

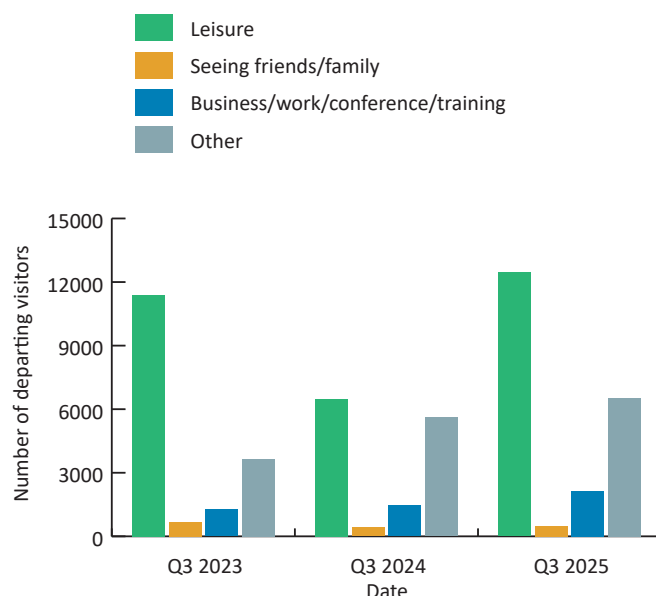


Table 6.1.1 Main purpose of trip of day trip visitors

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	11,399	6,476	12,449	92%	9%
Seeing friends/family (including weddings, funerals etc)	687	417	485	16%	-29%
Business/work/conference/training	1,272	1,461	2,137	46%	68%
Other	3,640	5,613	6,520	16%	79%
Total	16,998	13,968	21,592	55%	27%

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

6.1 Visitors - day trip visitors by aeroplane and ferry continued

Figure 6.1.2 Day trip visitors - country of residence by main purpose of visit

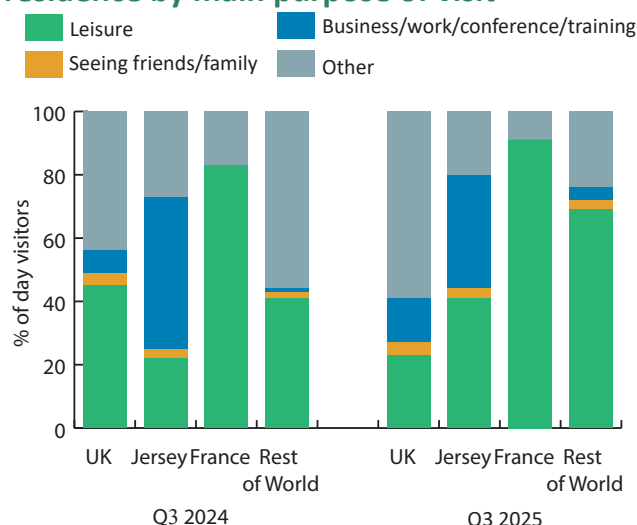


Table 6.1.2 Q3 2024 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	45	22	83	41
Seeing friends/family (including weddings, funerals etc)	4	3	0	2
Business/work/conference/training	7	47	0	1
Other	44	27	17	56
Total	100	100	100	100

Table 6.1.3 Q3 2025 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	23	40	91	69
Seeing friends/family (including weddings, funerals etc)	4	3	0	3
Business/work/conference/training	14	36	0	4
Other	59	20	9	24
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for day trip visitors by country of residence and main purpose of visit, is provided in **Figure 6.1.2** and **Tables 6.1.2** and **6.1.3**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by cruise ship.

In Q3 2025, 23% of day trip visitors from the UK were here for leisure purposes, compared with 45% in Q3 2024. 14% of day trip visitors from the UK reported the main purpose of their day trip to Guernsey was for business/work, compared with 7% in Q3 2024. 4% of day trip visitors from the UK were seeing friends/family in Guernsey and 59% were in Guernsey on a day trip for other reasons. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes.

The principal reason for day trip visits in Q3 2025 from those whose country of residence is Jersey was leisure, 40%; this compares with 22% in Q3 2024. 36% of day trip visitors whose country of residence is Jersey visited for business/work purposes in Q3 2025 and compares with 47% in Q3 2024.

91% of day trip visitors whose country of residence was France during Q3 2025 cited they were in Guernsey for leisure purposes, compared with 83% in Q3 2024. 9% of day trip visitors from France during Q3 2025 were in Guernsey for other reasons.

69% of day trip visitors to Guernsey during Q3 2025 whose country of residence was the Rest of the world reported they were in Guernsey for leisure, compared with 41% in Q3 2024. 24% of day trip visitors from the Rest of the world were in Guernsey for other purposes during Q3 2025.

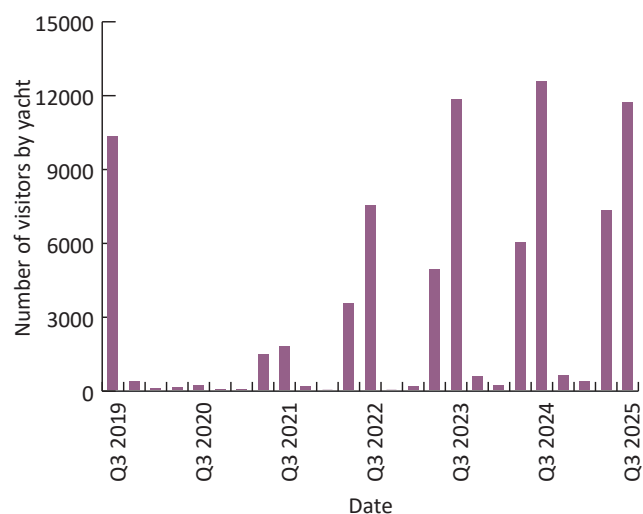
7.1 Visitors - yacht trip visitors

Guernsey Marinas 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 quarter. As shown in **Figure 7.1.1**, the number of visitors by yacht displays seasonality. Higher numbers of visitors by yacht are typically recorded during Quarter 2 and Quarter 3 each year, whilst much lower numbers of visitors by yacht are recorded during Quarter 1 and Quarter 4. For this reason, comparisons of yacht visitor volumes are made with the equivalent periods in previous years.

The number of visitors travelling to Guernsey by yacht totalled 11,670 people in Q3 2025, 7% lower than Q3 2024 and 1% lower than Q3 2023. The number of visiting yacht vessels during Q3 2025 totalled 4,626 vessels and compares with 5,064 vessels in Q3 2024 and 4,653 vessels in Q3 2023.

The total length of stay by visiting yachts during Q3 2025 was 8,432 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 Q3 2024 was 8,855 nights, equating to an average length of stay of 1.7 nights per vessel. During Q3 2023 the total number of nights was 8,372 nights - equating to an average length of stay of 1.8 nights per vessel.

Figure 7.1.1 Visitors by yacht



NB: Between Q1 2019 and Q2 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

Table 7.1.1 Yacht visitors, yacht vessels, nights and length of stay for vessels

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Visitors by yacht	11,791	12,541	11,670	-7%	-1%
Visiting yacht vessels	4,653	5,064	4,626	-9%	-1%
Total number of nights (vessels)	8,372	8,855	8,432	-5%	1%
Average length of stay per vessel	1.8	1.7	1.8	4%	1%

8.1 Visitors - cruise ship visitors

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 each quarter. 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. All COVID-19 related travel restrictions were lifted on 17th February 2022.

As shown in **Figure 8.1.1**, the number of visitors by cruise ship to Guernsey displays seasonality. Far higher numbers of visitors by cruise ship are typically recorded during Q2 and Q3 each year, whilst very low numbers of visitors by cruise ship are recorded during Q1 and Q4.

The number of visitors that came ashore in Guernsey by cruise ship totalled 16,206 people in Q3 2025, 65% lower than Q3 2023 and 18% lower than Q3 2024. 25 cruise ships visited during Q3 2025, 36 had planned visits but eleven were cancelled due to weather. The total number of passengers on board totalled 20,639 in Q3 2025. 79% of all cruise ship passengers came ashore during Q3 2025 and this compares with 90% in Q3 2023 and 83% in Q3 2024. The average number of people on board the cruise ships that visited Guernsey during Q3 2025 was 826 passengers per cruise ship.

Figure 8.1.1 Visitors by cruise ship

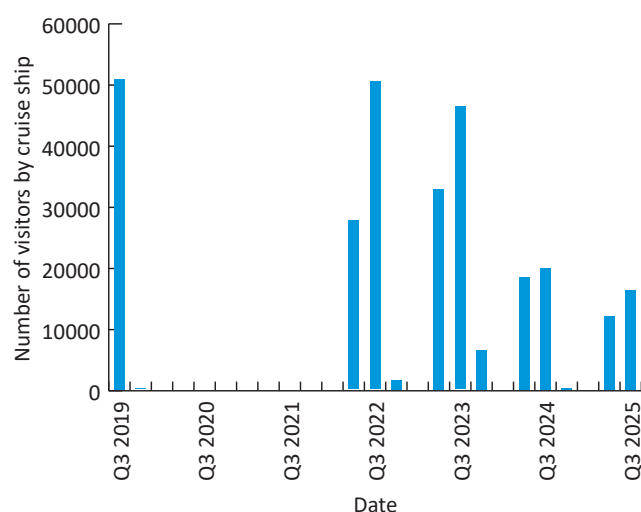
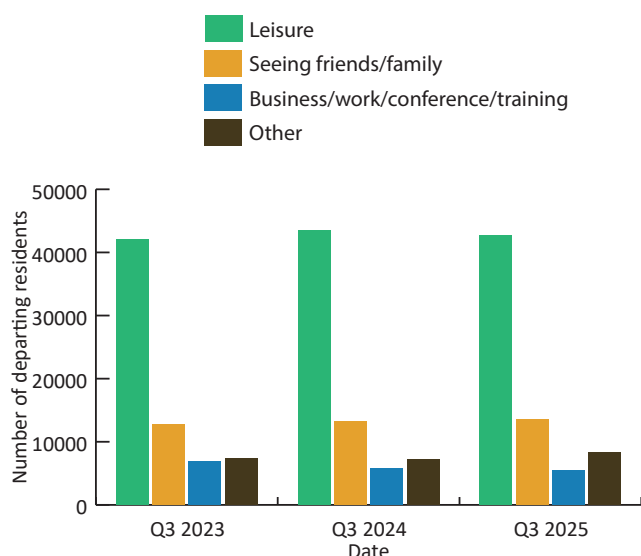


Table 8.1.1 Visitors by cruise ship

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Visitors by cruise ship	46,248	19,862	16,206	-18%	-65%
Total passengers on board visiting cruise ships	51,212	23,837	20,639	-13%	-60%
Proportion of total cruise ship passengers that came ashore in Guernsey	90%	83%	79%	-4 pts	-11 pts
Number of planned cruise ship visits	30	34	36	6%	20%
Number of actual cruise ship visits	29	24	25	4%	-14%

9.1 Residents - main purpose of trip away from Guernsey

Figure 9.1.1 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 is the main purpose of their trip away. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The total number of departing residents in Q3 2025 was 70,093; 1% higher than Q3 2024 and 2% higher than Q3 2023.

In Q3 2025, 61%, 42,768 residents reported the main purpose of their trip away from Guernsey was for leisure, 2% higher than the 42,026 residents who reported they were travelling for leisure in Q3 2023, but 2% lower than the 43,550 residents travelling for leisure purposes in Q3 2024.

19% of all residents, 13,536 people cited they were seeing friends/family, 7% higher than the 12,684 who reported they were travelling to see friends/family in Q3 2023 and 3% higher than the 13,152 residents travelling to see friends/family in Q3 2024.

8%, 5,487 residents were leaving on business (20% lower than the 6,828 residents in Q3 2023 and 4% lower than the 5,729 residents travelling for business in Q3 2024) and 12%, 8,302 were leaving for other reasons (7,300 in Q3 2023 and 7,204 in Q3 2024). Other reasons include residents travelling for medical/hospital purposes, residents participating in sport and residents on a school trip/visit.

Table 9.1.1 Residents - main purpose of trip away from Guernsey

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	42,026	43,550	42,768	-2%	2%
Seeing friends/family (including weddings, funerals etc)	12,684	13,152	13,536	3%	7%
Business/work/conference/training	6,828	5,729	5,487	-4%	-20%
Other	7,300	7,204	8,302	15%	14%
Total	68,839	69,635	70,093	1%	2%

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

9.2 Residents - destination and length of trip away from Guernsey

Passenger exit survey questions also 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 quarter.

The majority, 66% of residents, 46,584 people were travelling to the UK in Q3 2025, (in Q3 2024 the equivalent figure was 69% of residents and 47,770 people). The number of residents travelling to the UK during Q3 2025 was 4% lower than for Q3 2023 and 2% lower than Q3 2024.

13% of residents travelled to Jersey, 9,102 people. For Q3 2024 this was also 13% of residents and 8,757 people. 21% of residents, 14,408 people travelled elsewhere during Q3 2025 (19%, 13,108 residents travelled elsewhere in Q3 2024), 15% higher than Q3 2023 and 10% higher than Q3 2024.

74% of all those surveyed during Q3 2025 stated that their final destination was nearby to the airport/port travelled to. Residents travelling to London Gatwick were most likely to state that their final destination was not nearby; 44% said their final destination was nearby.

Day trips accounted for 8% of all residents' trips during Q3 2025, in Q3 2024 it was also 8%. The average length of trip by residents during Q3 2025 was 7.1 nights, and compares with 7.0 nights during Q3 2024.

Figure 9.2.1 Residents - destination port Q3 2024

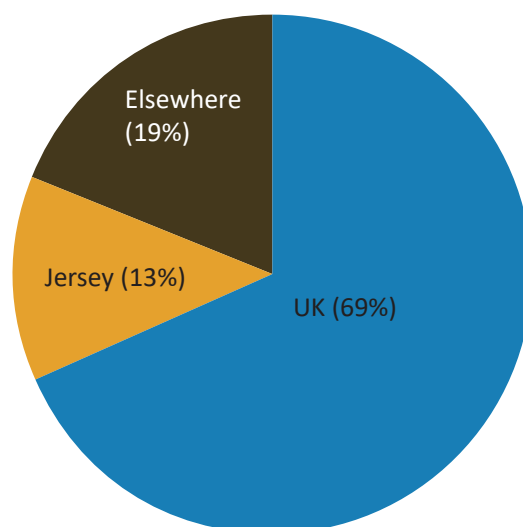


Figure 9.2.2 Residents - destination port Q3 2025

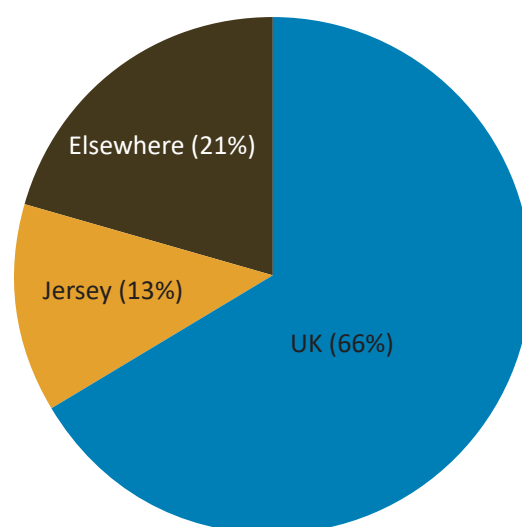


Table 9.2.1 Residents - destination port

	Q3 2023	Q3 2024	Q3 2025	Annual % change	2 yr % change
United Kingdom	48,761	47,770	46,584	-2%	-4%
Jersey	7,587	8,757	9,102	4%	20%
Rest of world	12,491	13,108	14,408	10%	15%
Total	68,839	69,635	70,093	1%	2%

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

10.1 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 Q3 2025, 5,151 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 10,765 passengers, which is 6% of the total number of passengers departing Guernsey during Q3 2025 (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. This quarter there were 5,151 interviews conducted and it was found that 64% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus or minus less than 1%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 63% to 65%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Each month, visitor accommodation providers with active permits are also asked to provide data on the availability and occupancy of their accommodation units. The responses received in July, August and September 2025 include various different accommodation types and sizes and statistics for these months are accurate to within 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.

10.2 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.

E-mail: dataandanalysis@gov.gg

Write / visit: Data and Analysis
PO Box 43
Sir Charles Frossard House
La Charroterie
St Peter Port
Guernsey
GY1 1FH



For more information
go to gov.gg/data