

Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 3 2024

Number of visitors



122,678
Departing visitors

Compared to 149,630 in Q3 2023

Reason for visit



53,141 visited for leisure



22,179 visited to see friends or family



7,099 visited for business



32,403 visited on a cruise ship / yacht



7,147 visited for other reasons



709 were long stay visitors* *visitors whose stay was more than 30 nights but less than a year

Compared to 56,072, 21,181, 6,009, 58,039, 7,680, and 649 in Q3 2023

How did they get here?



40% by aeroplane



33% by ferry



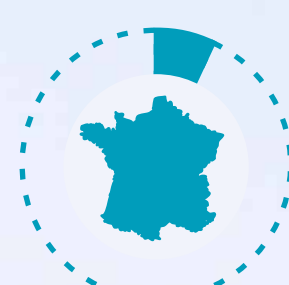
26% by cruise ship or yacht

Compared to 33%, 28% and 39% in Q3 2023

Where were they from?



52% UK



7% France



4% Jersey



11% Elsewhere



26% Unknown
(cruise ship and yacht passengers)

Compared to 43%, 5%, 4%, 9% and 39% in 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%, 49%, <1% and 39% in Q3 2023

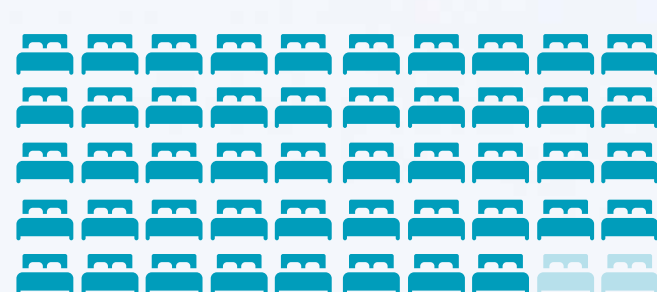
How many nights?

The average length of stay was



Compared to 5.5 nights in Q3 2023

What is our capacity?



Compared to 4,818 in Q3 2023

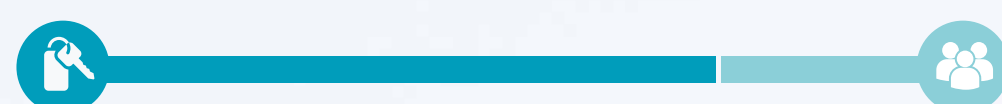
The total visitor accommodation capacity for the 2024/25 season is 4,810*.

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

Where did they stay?

75% Stayed in visitor accommodation

25% Stayed with friends/relatives



Compared to 77% and 23% in Q2 2023

What is our net promoter score?

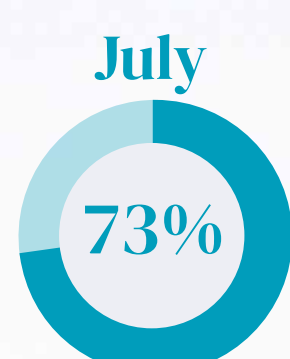


55 percentage points

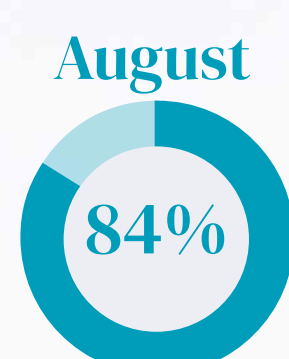
The net promoter score (given by visitors departing by aeroplane or ferry)

Compared to 66 in Q3 2023

What is our Q3 occupancy?



Compared to 82%, 75% and 73% in Q3 2023



How much did they spend?



Estimated total spend of £58.8 million during Q3 2024

Estimated average spend per ferry and aeroplane visitor £642*
Estimated average spend per cruise ship visitor £43*
110,137 Departing visitors (excluding visitors by yacht) during 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.

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GUERNSEY