

Guernsey Travel Survey

Whole of 2019

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The Guernsey Travel Survey shows the number of air and sea passengers, broken down by type, purpose and origin, based upon exit surveys undertaken at the airport and harbour



States of Guernsey
Data and Analysis

1.1 Introduction

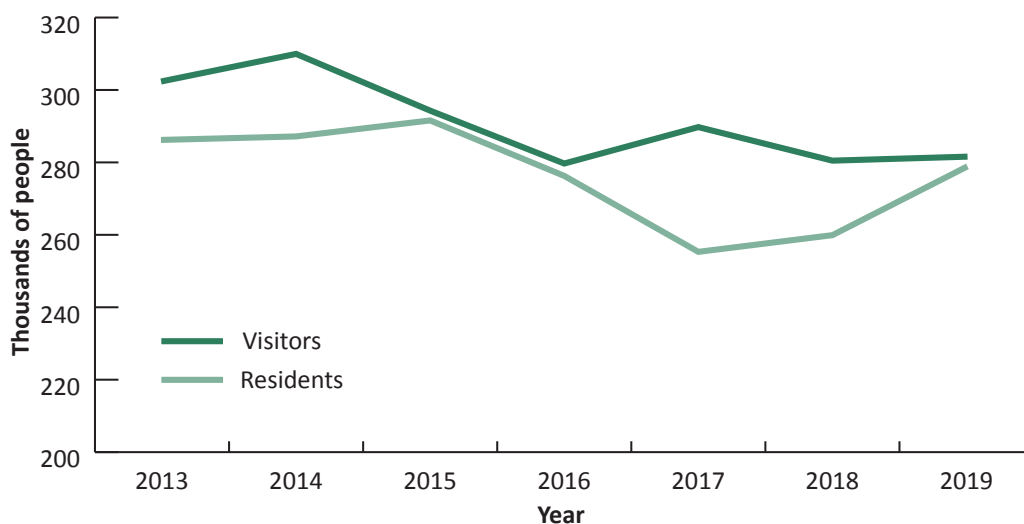
The Guernsey Travel Survey is based upon exit surveys undertaken at the airport and harbour, with the findings applied to the actual numbers of passengers (provided by the airport and harbour authorities). The methodology is more fully explained in [section 2.1](#) on [page 4](#). The purpose of these surveys is to determine the passenger composition of Guernsey's main air and sea routes, along with the number of visiting cruise passengers and visiting yachtsmen. It includes information on length of stay, purpose of visit, accommodation used, country of origin and party size.

It should be noted that the figures in this report do not include inter-Bailiwick travel (Alderney, Sark and Herm). From April 2017 the methodology for data collection was updated. Planning and deployment of interview shifts changed from quarterly to monthly, hence year on year figures are subject to methodological changes and may not be strictly comparable.

1.2 Headlines for 2019

- The total number of departing passengers (both visitors and residents), not including cruise or yacht passengers, for January to December 2019 was 560,350, 4% higher than for January to December 2018.
- The total number of departing visitors, not including cruise and yacht passengers, for January to December 2019 was 281,581. The total number of departing residents was 278,770 in January to December 2019.
- 11% of visitors stayed for business purposes, 20% were visiting friends or relatives, 49% were leisure visitors staying for at least one night and a further 17% visiting for a day trip.
- The average length of stay for those who stayed at least one night in January to December 2019 was 4.69 nights.
- 67% of visitors during January to December 2019 were from the UK, 10% from France, 7% from Jersey and the remainder from elsewhere.

Figure 1.2.1 Departing passenger numbers



1.3 Summary

Table 1.3.1 Summary of 2019 results compared with 2018

	Jan to Dec 2018	Jan to Dec 2019	% change
Total departing visitors (incl. cruise & yacht)	417,879#	413,694	-1
Total departing visitors (excl. cruise & yacht)	280,475	281,581	<1
Total departing residents	259,923	278,770	+7
Total departing passengers (incl. cruise & yacht)	677,802#	692,463	+2
Total departing passengers (excl. cruise & yacht)	540,398	560,350	+4
Total returning visitors	1,791	2,656	+48
Total passengers (incl. cruise & yacht)	679,593#	695,119	+2
Total passengers (excl. cruise & yacht)	542,189	563,006	+4
Departing visitors by air	184,339	179,506	-3
Departing visitors by sea	96,136	102,075	+6
Visitors staying for leisure purposes	134,186*	136,862	+2
Visitors staying with friends / relatives	56,924	56,520	-1
Visitors staying for business purposes	34,057	31,781	-7
Visitors staying for other/unknown purposes	7,705*	6,001	-22
Total staying visitors (excluding long stay)	232,852	231,164	-1
Long stay visitors	1,961	2,120	+8
Average length of stay (excluding long stay)	4.66 nights	4.69 nights	+1
Total number of bed nights	1,085,085	1,085,386	<1
Total staying in commercial accommodation	179,144	179,151	<1
Average stay in commercial accommodation	4.35 nights	4.31 nights	-1
Bed nights in commercial accommodation	778,744	772,096	-1
Day visitors for leisure purposes	22,301*	28,142	+26
Day visitors with friends / relatives	987	1,272	+29
Day visitors for business purposes	12,171	12,039	-1
Day visitors for other/unknown purposes	10,203*	6,845	-33
Total day visitors	45,662	48,297	+6
Visitors from the UK	201,500	187,456	-7
Visitors from France	20,343	29,452	+45
Visitors from Jersey	20,209	20,955	+4
Visitors from elsewhere	38,423	43,722	+14
Cruise ship passengers	118,708#	115,243	-3
Visiting yachtsmen	18,696	16,870	-10
Departing Guernsey residents by air	204,159	233,869	+15
Departing Guernsey residents by sea	55,765	44,900	-19
Net Promoter Score	56.8	59.6	+5

restated since 2018 report due to additional information becoming available

* these figures were not separated out in the 2018 publication

2.1 Methodology

The Guernsey Travel Survey is based upon exit survey interviews undertaken at the airport and harbour, with a random sample of departing passengers. 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, along with the number of visiting cruise passengers and visiting yachtsmen. The survey is conducted using internationally accepted Market Research and Survey methodology.

In 2019, 25,410 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 52,330 passengers, which is 9.3% of the total number of passengers departing Guernsey during 2019 (excluding inter-Bailiwick travel).

All sample surveys are subject to a degree of statistical error. This quarter there were 25,410 interviews conducted and it was found that 50.0% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus/minus 0.6% - in other words, there is a 95% probability that the proportion of departing visitors lies within the range of 49.4% to 50.6%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

7.2 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

Telephone: (01481) 717292

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



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go to gov.gg/data