Guernsey Travel & Visitor Annual Report At A Glance

2024

Number of visitors **ANNUAL % CHANGE IN VISITORS**

ESTIMATED TOTAL SPEND*

2%



staying visitors by aeroplane and ferry (stayed at least one night but no more than 30 nights)

£134 million

55%





38,456 visited by cruise trip visitors

£2 million



32,804 day trip visitors by aeroplane and ferry

£5 million



19,318 visited by yacht trip visitors



1,813 long stay by aeroplane and ferry

unknown



(visitors whose stay was more than 30 nights but less than a year)

£1 million



274,676 visitors in total Compared to 320,038 in 2023

(estimated spend during 2024)

values have been uprated 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. Figures may not sum exactly to totals due to rounding

trip visitor by aeroplane and ferry) and Guernsey Cruise Visitor Exit Survey (£34 average spend in Guernsey per cruise visitor), which took place during 2019/20. These

*These spend figures are based on the last Guernsey Visitor Spend Survey (£582 average spend per staying visitor by aeroplane and ferry and £112 average spend per day

Where are they from?









(cruise ship and yacht passengers)

Reason for Visit **Staying Visitors**

Compared to 48%, 5%, 6%, 9% and 32% in 2023

ANNUAL % CHANGE



1%



60,722 visited to see friends or family

109,249 visited for leisure



4%



38,456 visited on a cruise trip (leisure)

11%



19,318 visited on a yacht trip (leisure)

7%



28,767 visited for business

16,351 visited for other reasons



What is our capacity?

1,813 were long stay visitors*

*visitors whose stay was more than 30 nights

How long did they stay?

Compared to 4.9 nights in 2023

73% Stayed in visitor accommodation 27% Stayed with friends/relatives

Where did they stay?

Compared to 75% and 25% in 2023

What was the level

The overall level of occupancy of open/available units of visitor accommodation in 2024 was:

of occupancy?

2024



for the 2024/25 season is 4,810*. *During the summer, an additional 349 people could be accommodated in

What attracted people to visit?*

Climate

*The information above is sourced from the 2024 Visitor Survey, an online survey

which a small sample of visitors opt to self-complete each year. The 2024 Visitor Survey includes questions on the rationale and reasons for visiting Guernsey and

The total visitor accommodation capacity

equipped tents, cabins, yurts and shepherd's huts. There is further visitor

accommodation provided by the campsites of Guernsey and Herm.

Compared to 4,818 in 2023/24

Natural beauty of the Islands History and heritage and its beaches



Proximity to Herm, Sark, Alderney and Jersey / ability to Island Hop

Sports and activities

Accommodation food

and drink



Other

galleries, monuments etc

Man-made attractions: museums,



Shops

What did people do during their visit?*

activities undertaken whilst in Guernsey.

Visiting sites of natural beauty

Island hopping - visiting Herm,

Tour(s) by coach, landrover,

(including beaches)

Sark and/or Alderney

petit train or boat

Walking and/or running Shopping



and/or diving

Sea swimming, snorkelling

galleries, monuments etc

Eating and / or drinking out

Man-made attractions: museums,



Other beach and sea activities such as surfing, kayaking, paddle boarding

Island hopping - visiting Jersey



Cycling

Bird watching

activities undertaken whilst in Guernsey.

which a small sample of visitors opt to self-complete each year. The 2024 Visitor Survey includes questions on the rationale and reasons for visiting Guernsey and

*The information above is sourced from the 2024 Visitor Survey, an online survey

Net Promoter Score

None of the above



The net promoter score (given by all visitors departing

by aeroplane or ferry) Compared to 61 ppts in 2023

55 percentage points in 2024



www.gov.gg/travel_and_visitor

More detail behind the statistics

presented here can be found in



