

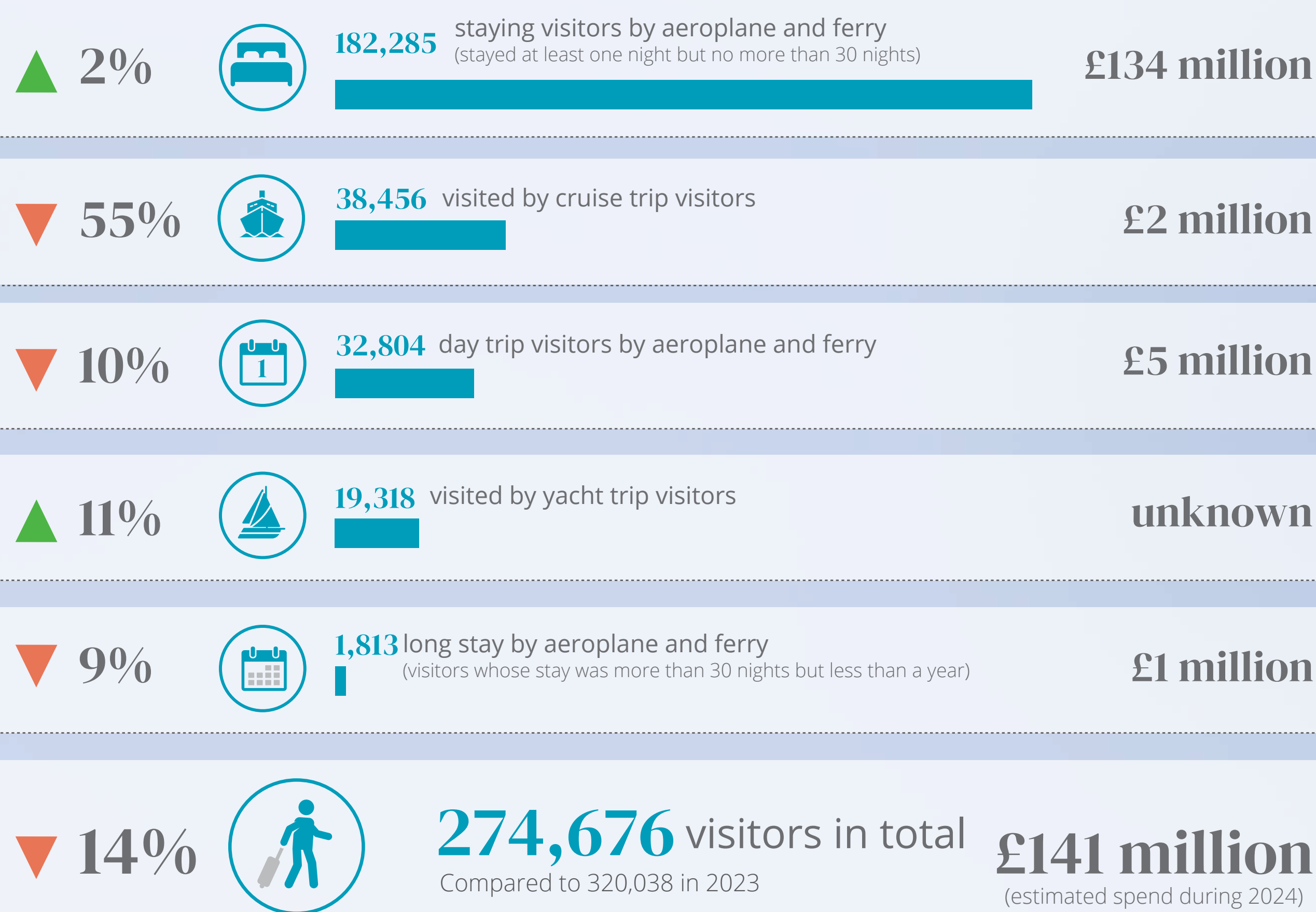
# Guernsey Travel & Visitor Annual Report At A Glance

## 2024

### Number of visitors

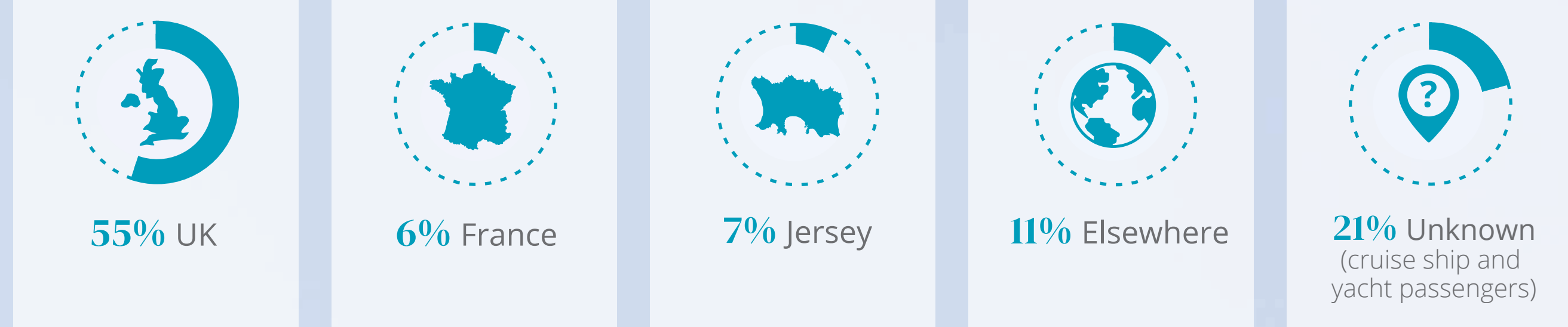
ANNUAL % CHANGE IN VISITORS

ESTIMATED TOTAL SPEND\*



\*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 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 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. Figures may not sum exactly to totals due to rounding

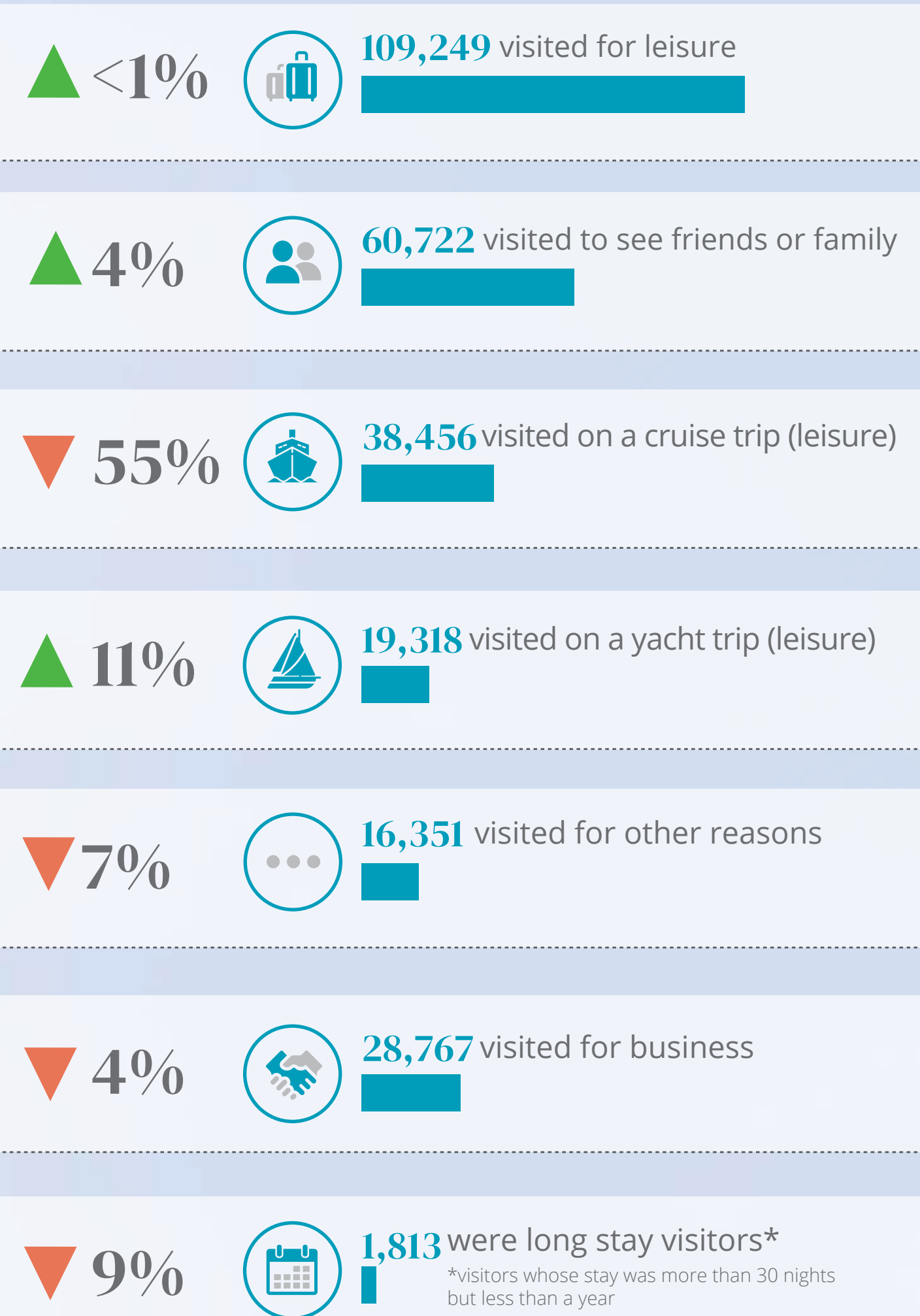
### Where are they from?



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

### Reason for Visit

ANNUAL % CHANGE

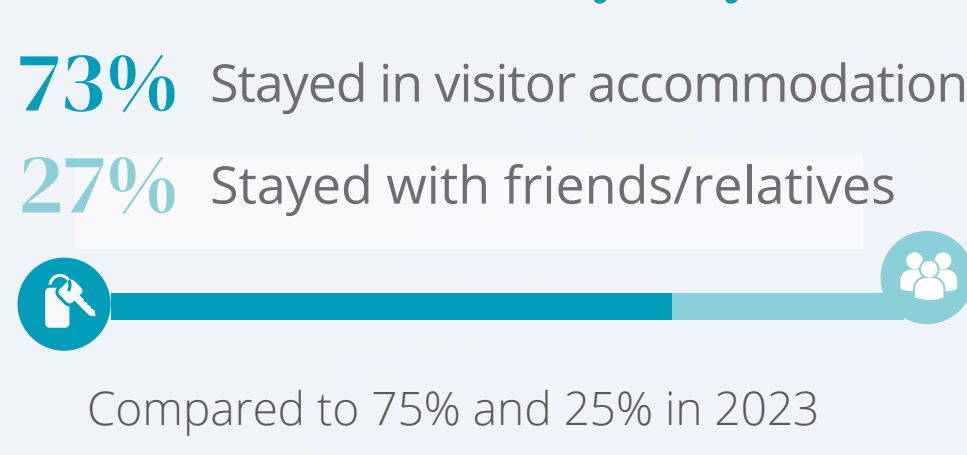


### Staying Visitors

How long did they stay?

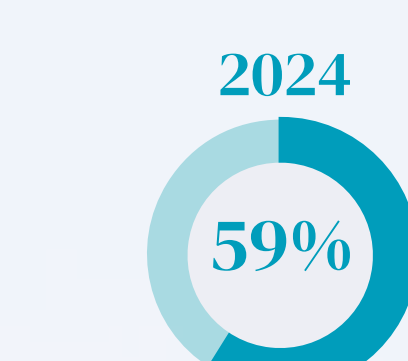


Where did they stay?



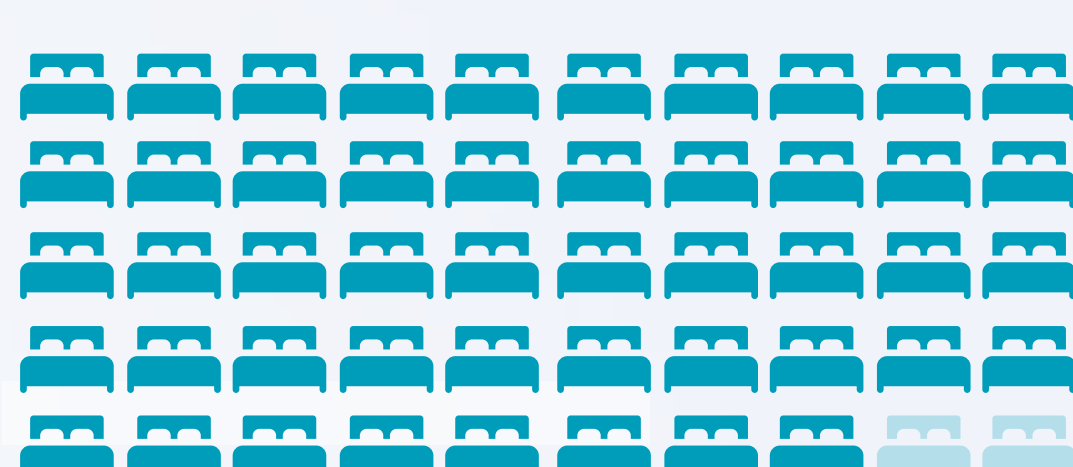
### What was the level of occupancy?

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



Compared to 56% in 2023

### What is our capacity?

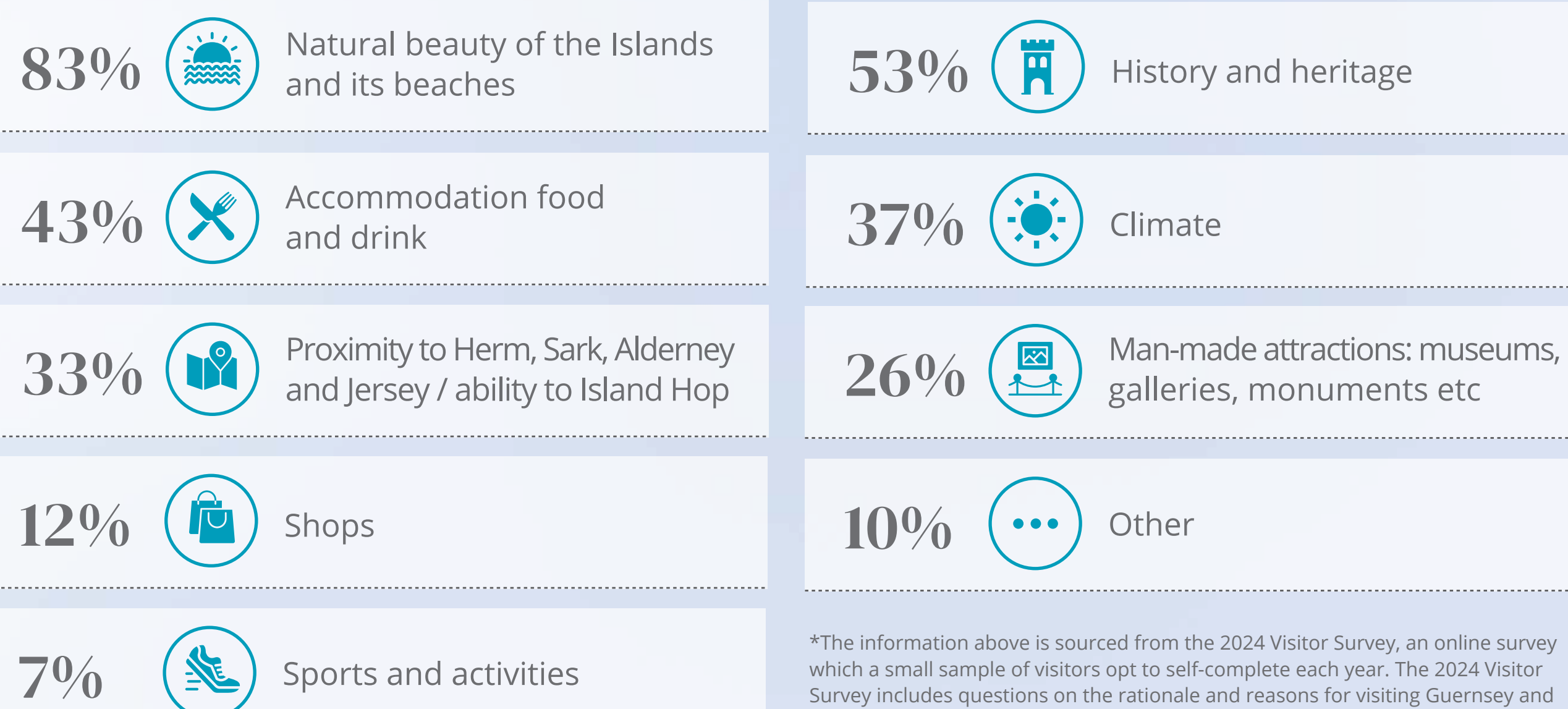


The total visitor accommodation capacity for the 2024/25 season is 4,810\*.

\*During the summer, an additional 349 people could be accommodated in equipped tents, cabins, yurts and shepherd's huts. There is further visitor accommodation provided by the campsites of Guernsey and Herm.

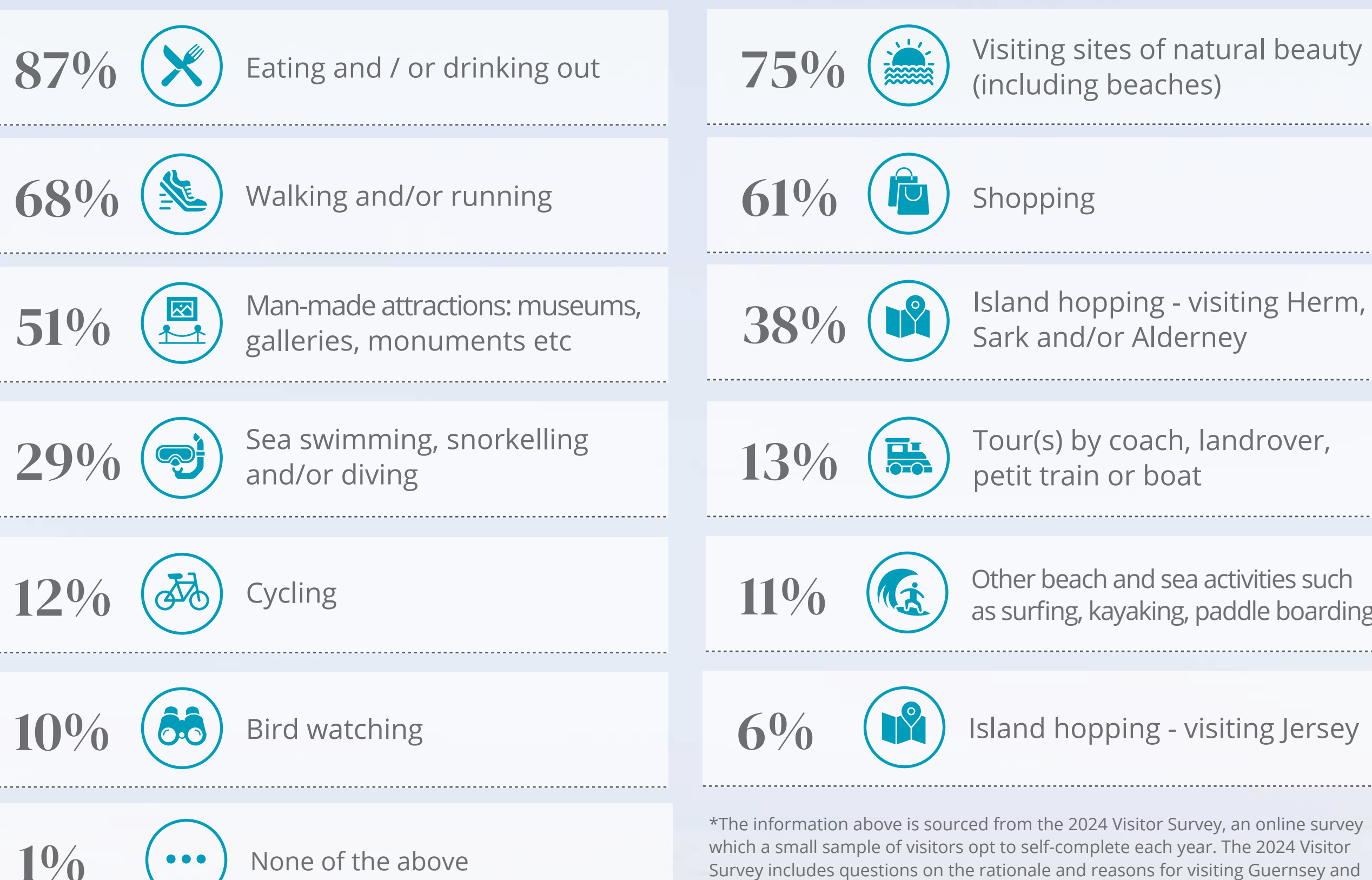
Compared to 4,818 in 2023/24

### What attracted people to visit?\*



\*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 activities undertaken whilst in Guernsey.

### What did people do during their visit?\*



\*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 activities undertaken whilst in Guernsey.

### Net Promoter Score



**55 percentage points in 2024**  
**The net promoter score** (given by all visitors departing by aeroplane or ferry)  
Compared to 61 pts in 2023



More detail behind the statistics presented here can be found in the 2024 Guernsey Travel and Visitor Annual Report available at [www.gov.gg/travel\\_and\\_visitor](http://www.gov.gg/travel_and_visitor)