

Guernsey Cruise Visitor Exit Survey Report

2019

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The Guernsey Cruise Visitor Exit Survey Report provides information on the number, expenditure and experience of cruise visitors who came ashore in Guernsey in 2019.



States of Guernsey
Data and Analysis

1.1 Introduction

The information presented in the Guernsey Cruise Visitor Exit Survey Report is based upon exit surveys undertaken at the harbour. The purpose of the survey is to determine how much cruise visitors to Guernsey spend when they visit and to help identify the profile of the visitors by age and nationality. Cruise visitors were asked about how much they spent on different categories of expenditure. They were also asked about time spent on the island, the attractions visited and whether they would consider a future visit.

The survey fieldwork was conducted by a team of surveyors employed by Marketing & Tourism, with questionnaire design and sampling methodology managed by independent research agency, Island Ark. The analysis in this report were compiled by Data & Analysis. The questionnaire was altered in 2019 to allow for the collection of more detailed information from respondents and to improve the accuracy of the results reported. In addition, the survey sample size was increased by 100% compared with the previous report, to ensure a sufficiently robust data set representative of visiting cruise passengers. As a result, unless otherwise stated, the information presented in this report is not directly comparable with information published in previous reports due to these changes in methodology. The aim is to track trends in cruise visitor spend from 2019 onwards.

1.2 Headlines

- In 2019, the average spend in Guernsey per disembarking cruise visitor was £34.
- 115,243 cruise visitors came ashore in Guernsey in 2019, 2.9% fewer than in 2018.
- The total estimated spend of disembarking cruise visitors in 2019 was £3.9 million.
- Over half (53%) of the total spend was made in retail shops and establishments (£2.1 million).
- Spend on watches and jewellery totalled an estimated £0.82 million across all visitors in 2019. This category provided the highest contribution to the overall total of £3.9 million (see [Table 1.2.1](#)).
- Over half (56%) of visitors spent some money in restaurants, cafés and bars in 2019, a higher proportion than on any other category. Across all visitors, this spend totalled an estimated £0.55m (see [Table 1.2.1](#)).
- Nearly two thirds of visitors (65%) spent between 3 and 4.5 hours ashore. 16% of visitors spent less than 3 hours in Guernsey whilst 18% were on the island for 5 hours or more.
- 70% of cruise visitors said they would visit Guernsey again. One third (33%) would return within the next year or two and 36% said they would be likely to return but not in the next year or two. Of the 70% of visitors who said they would visit Guernsey again, 56% would consider returning outside of a cruise on their next visit.

Table 1.2.1 Money spent on activities by category

	2019		
	% of total visitors who spent something on category	Of visitors that spent something on category, average spend per visitor (£)	Overall value of spend (£million)
Restaurants, cafés and bars	56	8	0.55
Retail (souvenirs)	34	11	0.45
Retail (food and drink bought in shops)	17	4	0.09
Retail (clothing and footwear)	11	35	0.46
Retail (watches and jewellery)	4	174	0.82
Retail (other)	9	23	0.23
Tours (booked via the cruise ship)*	11	45	0.58
Tours (booked with Guernsey provider)	13	27	0.42
Attractions	15	8	0.14
Other (includes Le Petit Train, bus trips and bike hire)	18	6	0.12

* For information, a 30% deduction was applied to account for commission taken by the cruise operators and/or excursion agents, who operate outside of Guernsey and therefore this element of passenger spend falls outside of the Guernsey economy. The figures presented in [Table 1.2.1](#) show the estimated amount directly received by Guernsey providers. Some visitors paid for their excursion in US dollars, Canadian dollars or euros. The total amount was converted into pounds and the conversion rates used were 0.81, 0.61 and 0.89 respectively.

1.3 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.

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