

Quarterly Travel & Visitor Accommodation Bulletin

At A Glance

QUARTER 2 2024

Number of visitors



94,467
Departing visitors

Compared to 101,977 in Q2 2023

Reason for visit



40,821 visited for leisure



15,808 visited to see friends or family



7,674 visited for business



24,414 visited on a cruise ship / yacht



5,402 visited for other reasons



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

Compared to 36,633, 14,248, 7,580, 37,708, 5,368, and 439 in Q2 2023

How did they get here?



41% by aeroplane



33% by ferry



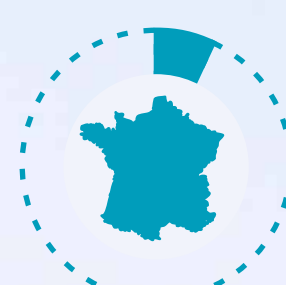
26% by cruise ship or yacht

Compared to 36%, 27% and 37% in Q2 2023

Where were they from?



49% UK



7% France



6% Jersey



11% Elsewhere



26% Unknown
(cruise ship and yacht passengers)

Compared to 43%, 6%, 5%, 9% and 37% in Q2 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 10%, 52%, <1% and 37% in Q2 2023

How many nights?

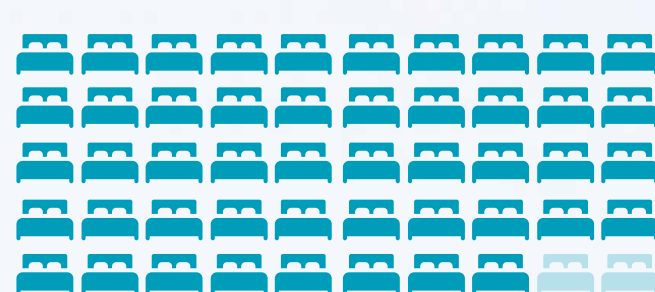
The average length of stay was



4.8
Nights

Compared to 4.7 nights in Q2 2023

What is our capacity?



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

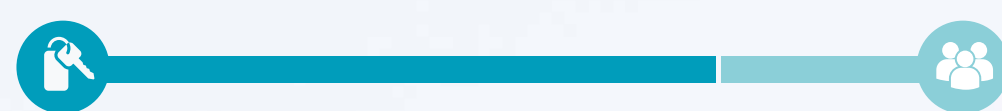
*Visitor accommodation capacity figures for 2024/25 including those temporarily unavailable (due to refurbishments) was 5,011.

Compared to 4,818 in Q2 2023

Where did they stay?

74% Stayed in visitor accommodation

26% Stayed with friends/relatives or other



Compared to 74% and 26% in Q2 2023

What is our net promoter score?



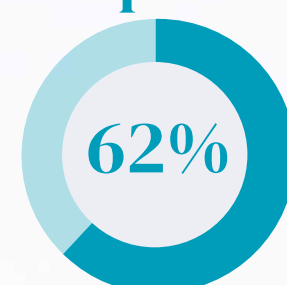
60 percentage points

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

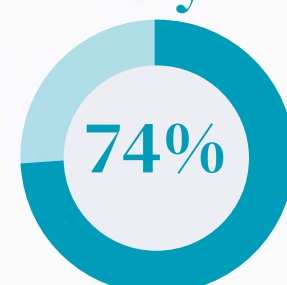
Compared to 64 in Q2 2023

What is our Q2 occupancy?

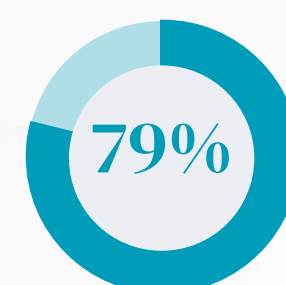
April



May



June



Compared to 56%, 67% and 81% in Q2 2023

How much did they spend?



Estimated total spend of £45.3 million during Q2 2024

Estimated average spend per ferry and aeroplane visitor £635*
Estimated average spend per cruise ship visitor £42*
88,467 Departing visitors (excluding visitors by yacht) during Q2

*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.

The ISLANDS of
GUERNSEY