

Guernsey Quarterly Travel and Visitor Accommodation Bulletin

Quarter 2 2025

Issue date 12th August 2025

The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on travellers into and out of the Island of Guernsey and utilisation of visitor accommodation.



States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on visitors to the Island of Guernsey and the accommodation they stayed in, as well as Guernsey residents travelling to destinations outside the Bailiwick. It uses data gathered via surveys of people leaving Guernsey, alongside data provided by visitor accommodation providers and Guernsey Ports.

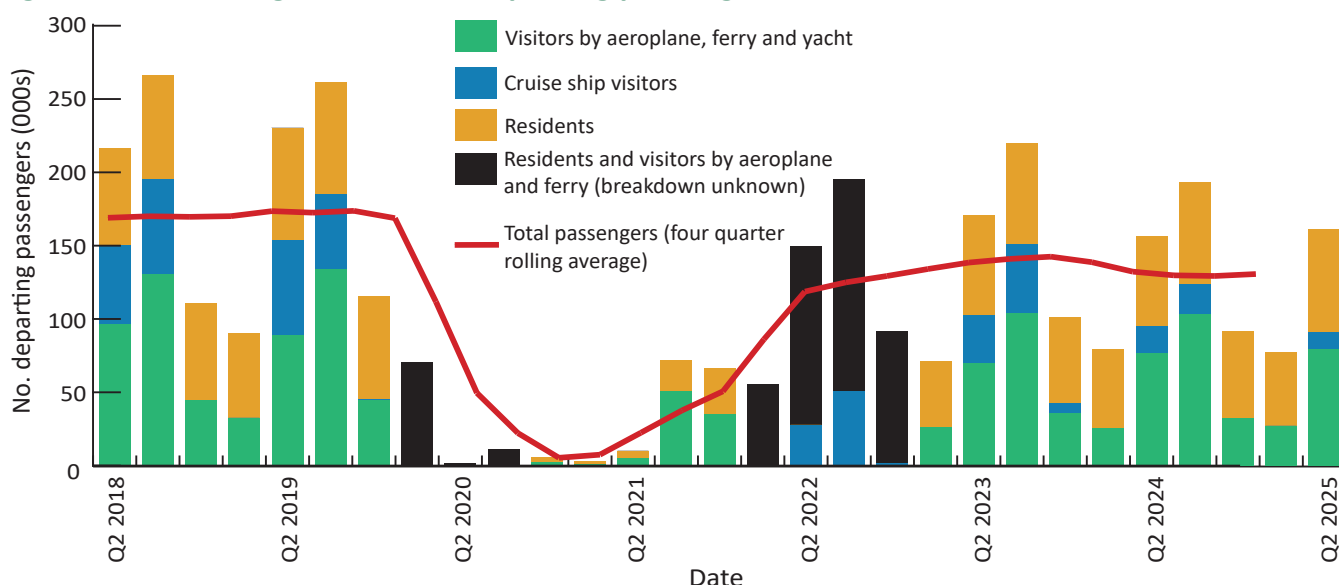
This is the tenth Guernsey Quarterly Travel and Visitor Accommodation Bulletin. Some data was not collected during the COVID-19 pandemic, but is now being collected again (although, in some cases, with a different methodology). Feedback was invited, following publication of the Q1 2023 Bulletin, and as a result, some additional information was included in subsequent editions. More feedback is always welcome.

Previous Guernsey Travel Survey reports are available via https://www.gov.gg/travel_and_visitor.

Statistics are presented in a comparable manner over time and with other jurisdictions wherever possible. It should be noted that the passenger volume figures throughout this report exclude travel between the Islands within the Bailiwick of Guernsey. Also, Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick. For reporting purposes within this bulletin, they are classified as Visitors and the purpose of their visit is classified as “Other” (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

1.2 Headlines

Figure 1.2.1 Passenger volumes - departing passengers



COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. The requirements varied depending on the country of origin and vaccination status of the traveller. All COVID-19 related travel restrictions were lifted on 17th February 2022. As such, comparisons in this report are mainly drawn between 2023, 2024 and 2025. Travel to and from the Island is highly seasonal, as can be seen in [Figure 1.2.1](#), so the same quarter of each year is used for comparison throughout this bulletin.

1.2 Headlines (continued)

All Passengers

- The total number of (resident and visiting) passengers (including cruise and yacht passengers) departing Guernsey was 161,198 during Q2 2025. This compares with 155,903 during Q2 2024; an increase of 3%. It is 6% lower than two years earlier, in Q2 2023.
- The number of passengers travelling by aeroplane in Q2 2025 was 4% higher than Q2 2024 and 3% higher than Q2 2023. The number of passengers travelling by ferry was 16% higher than Q2 2024 and 14% higher than Q2 2023. The number of yacht visitors in Q2 2025 was 22% higher than Q2 2024 and 49% higher than Q2 2023. The number of visitors by cruise ship during Q2 2025 was 35% lower than Q2 2024 and 63% lower than Q2 2023.

Visitors

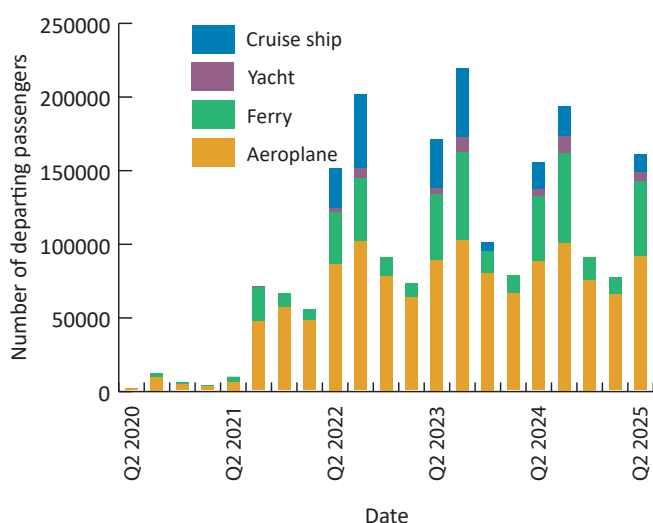
- The number of visitors that stayed in Guernsey for at least one night but no more than 30 nights (having travelled by aeroplane or ferry) was 58,204 people in Q2 2025; broadly unchanged from Q2 2024 and 9% higher than Q2 2023. Of these, 52% were here for leisure, 28% to see friends/family, 12% for business and 8% for other reasons.
- In Q2 2025, 64% of all visitors staying in Guernsey stayed in hotels, (37,492 people), 22% stayed with friends/family (12,582 people) and 14% stayed in other accommodation (8,129 people).
- The average length of stay for staying visitors in Q2 2025, was 4.5 nights compared with 4.8 nights in Q2 2024 and 4.7 nights in Q2 2023.
- Day trip visitors (who travelled by aeroplane or ferry) totalled 12,864 people in Q2 2025; 12% higher than Q2 2024 and 21% higher than Q2 2023.
- Of these day trip visitors, 64% were here for leisure, 2% to see friends/family, 12% for business and 22% for other purposes. The number of day trip visitors to Guernsey in Q2 2025 that travelled for leisure was 19% higher than Q2 2024 and 37% higher than Q2 2023.
- Of all visitors that travelled to Guernsey by aeroplane or ferry during Q2 2025, 49% had a country of residence in the UK, 6% were from Jersey, 13% were from France and 11% were from elsewhere. Compared with Q2 2024, there was a 74% increase in the number of visitors from France, a 5% decrease in visitors from the UK, a 10% decrease in visitors from Jersey and a 10% decrease in visitors from elsewhere during Q2 2025.
- 7,309 visitors travelled to Guernsey on a yacht in Q2 2025. 11,982 people visited Guernsey on a cruise ship in Q2 2025.
- The net promoter score (NPS) given by visitors (by aeroplane or ferry) was 68 percentage points in Q2 2025 and compares with 60 percentage points in Q2 2024 and 64 percentage points in Q2 2023.
- There were 1,890, 1,890 and 1,893 units of visitor accommodation available for booking in April, May and June 2025 respectively. The occupancy of available units was 54% in April, 74% in May and 79% in June 2025, and compares with occupancy of 62% in April 2024, 74% in May 2024 and 79% in June 2024. Long-stay guests represented 8 percentage points of the occupancy of open units in June 2025 and compares with 7 percentage points in June 2024.

Residents

- The total number of departing residents in Q2 2025 was 69,669; 15% higher than Q2 2024 and 4% higher than Q2 2023.
- Of the residents, 48,714 residents travelled by aeroplane; 2% higher than Q2 2024, but 3% lower than Q2 2023. 20,955 residents travelled by ferry; 61% higher than Q2 2024 and 25% higher than Q2 2023. 58% of residents travelled during Q2 2025 for leisure purposes and 69% travelled to the UK.

2.1 Passenger volumes

Figure 2.1.1 Passenger volumes



Data is collected by Guernsey Ports on the volumes of passengers travelling into and out of Guernsey. Just the volumes of passengers leaving the Island are presented here to represent the number of people (since most people have both outbound and return travel). It should be noted that these passenger volume figures exclude travel between the Islands within the Bailiwick of Guernsey. Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick.

As shown in **Figure 2.1.1**, with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Total departing passengers in Q2 2025, as shown in **Table 2.1.1**, was 161,198, 3% higher than Q2 2024, but 6% lower than Q2 2023.

56% of all departing passengers travelled by aeroplane in Q2 2025, 90,620 people, 4% higher than Q2 2024 and 3% higher than Q2 2023. 32% of all passengers travelled by ferry in Q2 2025, 51,287 people, 16% higher than Q2 2024 and 14% higher than Q2 2023.

Table 2.1.1 Passenger volumes

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Passengers departing Guernsey by aeroplane	88,298	87,384	90,620	4%	3%
Passengers departing Guernsey by ferry	44,948	44,105	51,287	16%	14%
Passengers departing Guernsey by yacht	4,889	6,000	7,309	22%	49%
Passengers departing Guernsey by cruise ship	32,819	18,414	11,982	-35%	-63%
Total departing passengers	170,954	155,903	161,198	3%	-6%

2.2 Passenger volumes by destination

Data from Guernsey Ports is also available regarding the destinations of those travelling out of Guernsey by aeroplane and ferry. At present, the destination of those departing on cruise ships or yachts cannot be provided, but the total volume of departures is included for completeness.

As shown in **Figure 2.2.1**, with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason comparisons of passenger volumes are made with equivalent periods in previous years.

59% of all passengers departed Guernsey for the UK, totalling 95,282 people in Q2 2025, 4% higher than Q2 2024, but unchanged from Q2 2023. 11% of all passengers departing Guernsey were travelling to Jersey and totalled 17,082 people in Q2 2025, 16% lower than Q2 2024 and 18% lower than Q2 2023. 18% of passengers departed Guernsey for the rest of the world and totalled 29,543 people in Q2 2025, 53% higher than Q2 2024 and 73% higher than Q2 2023. 12% of passengers departed Guernsey on a cruise ship or yacht trip in Q2 2025, 19,291 people.

Figure 2.2.1 Passenger volumes by destination

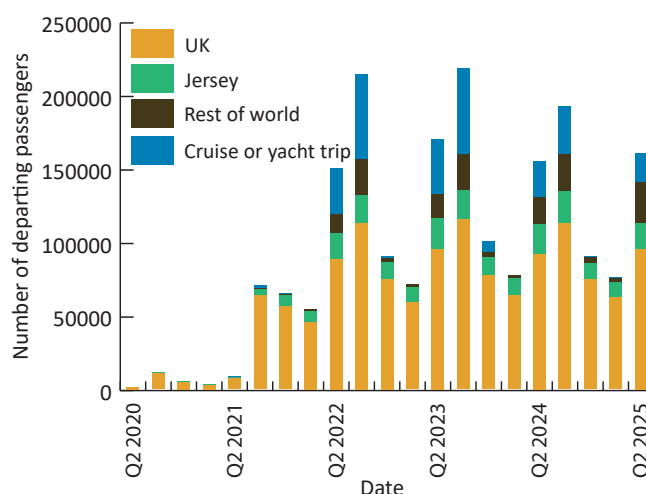
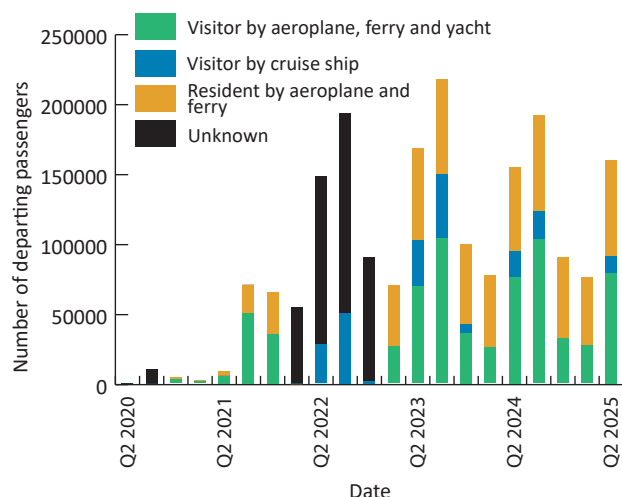


Table 2.2.1 Passenger volumes by destination

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Passengers departing Guernsey for United Kingdom	95,222	91,887	95,282	4%	0%
Passengers departing Guernsey for Jersey	20,905	20,254	17,082	-16%	-18%
Passengers departing Guernsey for rest of world	17,119	19,348	29,543	53%	73%
Passengers departing Guernsey on cruise or yacht trip	37,708	24,414	19,291	-21%	-49%
Total departing passengers	170,954	155,903	161,198	3%	-6%

2.3 Passenger volumes - visitors and residents

Figure 2.3.1 Passenger volumes - visitors and residents



Data is collected from passengers departing by aeroplane or ferry via a short interview-style survey. 10% of departing passengers were surveyed in Q2 2025 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to 1%. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

One of the questions asked is whether travellers are resident in Guernsey or a visitor to the Island. It should be noted that within this bulletin, Herm, Sark and Alderney residents are classified as Visitors. They are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

Prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 these surveys were suspended and the breakdown of passengers could not be determined. When the Travel Tracker system was introduced in late 2020, a limited amount of information about passengers could again be collected. However this was discontinued in February 2022.

Table 2.3.1 Visitor and resident passenger volumes

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Residents departing Guernsey by aeroplane	50,301	47,822	48,714	2%	-3%
Residents departing Guernsey by ferry	16,807	12,987	20,955	61%	25%
Visitors by aeroplane	36,458	39,058	41,236	6%	13%
Visitors by ferry	27,810	31,019	30,041	-3%	8%
Visitors by yacht	4,889	6,000	7,309	22%	49%
Visitors by cruise ship	32,819	18,414	11,982	-35%	-63%
Total departing residents	67,107	60,808	69,669	15%	4%
Total visitors (excluding cruise ship visitors)	69,158	76,077	78,585	3%	14%
Total visitors (including cruise ship visitors)	101,977	94,491	90,567	-4%	-11%
Total visitors returning to Guernsey later	1,870	604	961	59%	-49%

NB: Figures may not sum exactly to totals due to rounding.

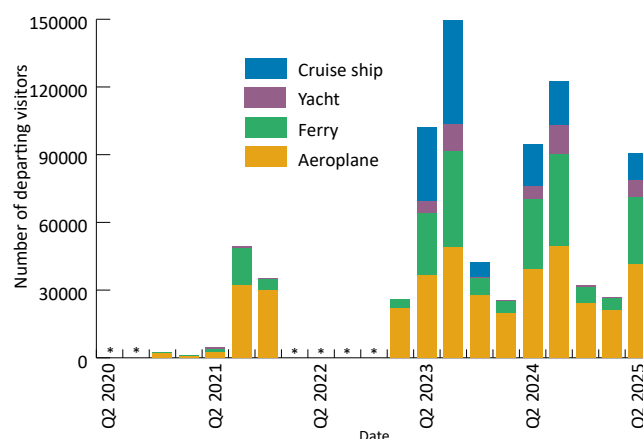
2.3 Passenger volumes - visitors and residents

As shown in **Table 2.3.1** and **Figure 2.3.1**, of the 161,198 passengers, 43% of those departing Guernsey in Q2 2025 were residents (69,669 passengers), whilst 56% of those departing Guernsey were visitors (90,567 passengers). A small proportion, less than 1%, 961 visitors reported that they were returning to Guernsey later. In order to avoid duplication in sampling no further visitor information is collected from those passengers who report they are returning later and they are excluded from any subsequent analysis in this bulletin. At present, those departing on cruise ships or yachts are not asked to complete the same survey; within this report it is assumed that all passengers departing on cruise ships or yachts are visitors.

Figure 2.3.2 shows the volume of visitors travelling by ferry, aeroplane, cruise ship/visiting yacht each quarter. In Q2 2025, excluding those who visited by cruise ship, there were 78,585 visitors, 3% higher than Q2 2024 and 14% higher than Q2 2023. 11,982 people travelled by cruise ship during Q2 2025, 35% lower than Q2 2024 and 63% lower than Q2 2023. The number of visitors travelling by aeroplane, 41,236 people in Q2 2025, was 6% higher than the number travelling by aeroplane in Q2 2024 and 13% higher than Q2 2023. The number of visitors travelling by ferry in Q2 2025, 30,041 people, was 3% lower than the number travelling by ferry in Q2 2024, but 8% higher than Q2 2023. 7,309 people visited by yacht in Q2 2025, 22% higher than Q2 2024 and 49% higher than Q2 2023.

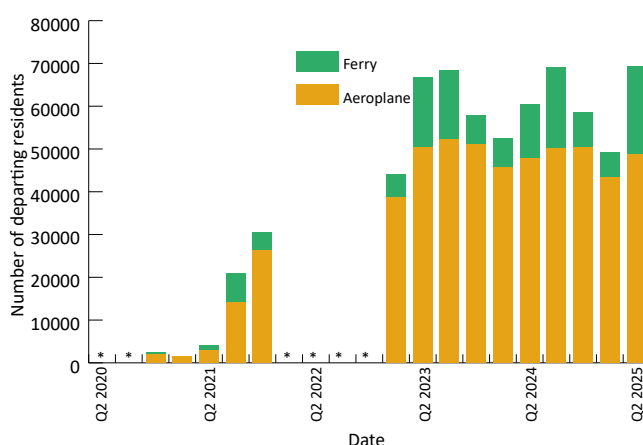
Figure 2.3.3 shows the volume of residents travelling by ferry and aeroplane each quarter. The total number of departing residents in Q2 2025 was 69,669; 15% higher than Q2 2024 and 4% higher than Q2 2023. The number of residents travelling by aeroplane in Q2 2025 was 2% higher than the number travelling by aeroplane in Q2 2024, but 3% lower than the number travelling by aeroplane in Q2 2023. The number of residents travelling by ferry in Q2 2025 was 61% higher than the number travelling by ferry in Q2 2024 and 25% higher than the number travelling by ferry in Q2 2023.

Figure 2.3.2 Passenger volumes - visitors by mode of transport



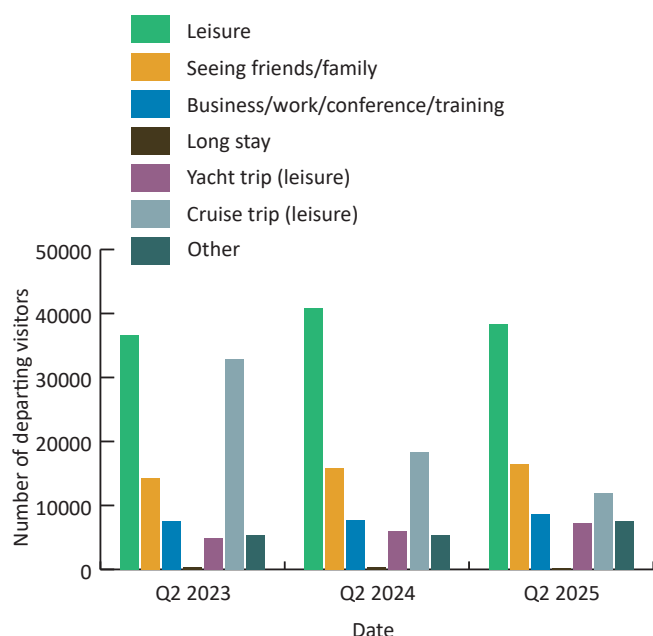
*When restrictions were put in place to reduce the impact of COVID-19, surveys of exiting passengers at the airport and harbour were suspended between Q1 2020 and Q1 2023. A limited amount of passenger information was collected from the travel tracker system which was in place between Q4 2020 and Q4 2021. In Q1 2023 exit surveys were re-instated and full passenger breakdowns could again be reported.

Figure 2.3.3 Passenger volumes - residents by mode of transport



3.1 Visitors - main purpose of trip to Guernsey

Figure 3.1.1 Visitors - main purpose of trip to Guernsey



Visitors are asked during passenger exit surveys what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

In Q2 2025, 38,321 visitors reported the main purpose of their trip to Guernsey was for leisure (40,841 in Q2 2024 and 36,633 in Q2 2023). Additionally, 7,309 people visited by yacht (most likely for leisure purposes). 16,443 visitors cited they were seeing friends/family (15,825 in Q2 2024 and 14,248 in Q2 2023). 8,673 visitors were here for business, which compares with 7,669 in Q2 2024, 13% higher, and 7,580 business visitors in Q2 2023, 14% higher. 7,631 visitors were here for other reasons during Q2 2025. 2,349 or 31% of those visitors who cited other reasons mentioned sport, be it as a participant or spectator (representing just under 3% of all visitors in Q2 2025). Various sports were cited by respondents including the Easter running festival, the Guernsey marathon, the Muratti Vase, rugby, sailing, swimming, petanque and golf. The other category also includes visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes. 208 visitors during Q2 2025 were long stay visitors, having stayed more than 30 nights but less than 1 year. The majority of long stay visitors were in Guernsey for work reasons.

Table 3.1.1 Visitors - main purpose of trip to Guernsey

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	36,633	40,841	38,321	-6%	5%
Seeing friends/family (including weddings, funerals etc)	14,248	15,825	16,443	4%	15%
Business/work/conference/training	7,580	7,669	8,673	13%	14%
Long stay (more than 30 nights but less than 1 year for work/other purpose)	439	348	208	-40%	-53%
Yacht trip (leisure)	4,889	6,000	7,309	22%	49%
Cruise trip (leisure)	32,819	18,414	11,982	-35%	-63%
Other	5,368	5,394	7,631	41%	-42%
Total	101,977	94,491	90,567	-4%	-11%

NB: Figures may not sum exactly to totals due to rounding.

3.2 Visitors - country of residence

Another of the questions asked of visitors during passenger exit surveys is their country of residence. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

During Q2 2025, 49% of all visitors, 44,110 people reported their country of residence was the UK (49%, 46,376 in Q2 2024). 6%, 5,515 visitors were from Jersey (6%, 6,137 in Q2 2024). 13%, 12,106 visitors were from France (7%, 6,967 in Q2 2024), 11%, 9,545 visitors were from the Rest of the world (11%, 10,598 in Q2 2024), and 21%, 19,291 visitors' country of residence was unknown, as they were visiting by cruise ship or yacht (26%, 24,414 in Q2 2024).

As shown in **Table 3.2.1**, in Q2 2025 the number of visitors whose country of residence was the UK was 5% lower when compared to Q2 2024, and broadly unchanged from Q2 2023. In Q2 2025 there were 10% fewer visitors whose country of residence was Jersey compared with Q2 2024, but 6% more than Q2 2023. In Q2 2025 there were 74% more visitors whose country of residence was France compared with Q2 2024 and 108% more than Q2 2023. There were 10% fewer visitors whose country of residence was Rest of the world compared with Q2 2024, but 2% more than Q2 2023.

Table 3.2.1 Visitors - country of residence

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
United Kingdom	43,909	46,376	44,110	-5%	<1%
Jersey	5,217	6,137	5,515	-10%	6%
France	5,815	6,967	12,106	74%	108%
Rest of world	9,327	10,598	9,545	-10%	2%
Unknown (cruise ship and yacht passengers)	37,708	24,414	19,291	-21%	-49%
Total	101,977	94,491	90,567	-4%	-11%

NB: Figures may not sum exactly to totals due to rounding.

Figure 3.2.1 Visitors - country of residence Q2 2024

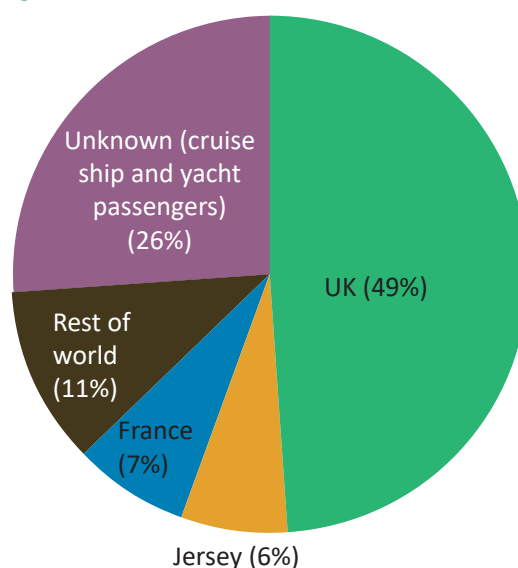
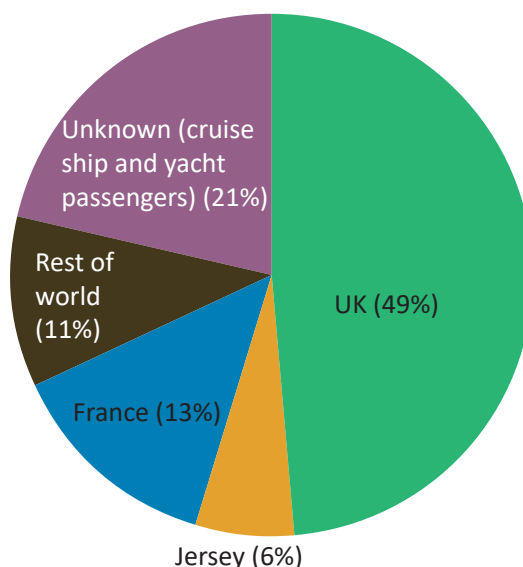


Figure 3.2.2 Visitors - country of residence Q2 2025



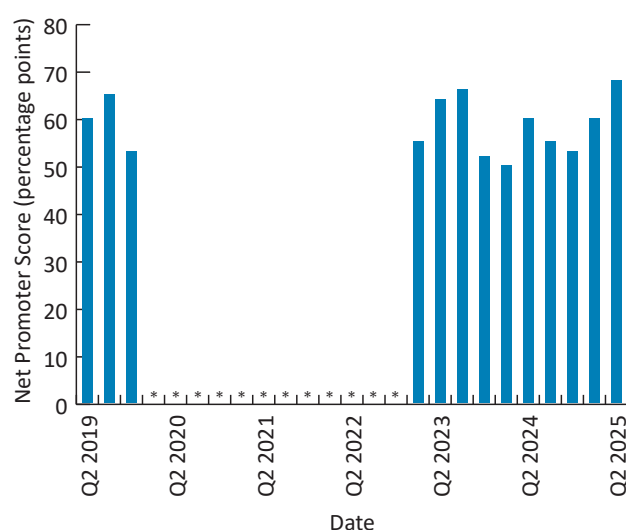
3.3 Visitors - net promoter score

Visitors leaving the Island by aeroplane or ferry are asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 meaning very likely) as part of the exit survey. Prior to 2020 net promoter scores did not include visitors whose country of residence was Alderney, as a high proportion of these passengers were in transit (returning via Guernsey to Alderney). Since Q1 2023 all passengers (regardless of country of residence) that are leaving the Island by aeroplane or ferry after only visiting Guernsey on their way to or from somewhere outside the Bailiwick (and, as such, potentially may not have left the port) are excluded from the net promoter scores analysis on this page. At present, those departing on cruise ships or yachts are not asked to complete the survey and are not represented within net promoter scores. As shown in **Figure 3.3.1**, prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 surveys were suspended and the passenger breakdown could not be determined or net promoter scores ascertained.

The net promoter score (NPS) is calculated by deducting the percentage of visitors surveyed that gave a score of six or less out of ten from the percentage of visitors surveyed that gave a score of ten or nine out of ten. As shown in **Table 3.3.1** and **Figure 3.3.1** the net promoter score for Q2 2025 was 68 percentage points compared with 60 percentage points in Q2 2024 and 64 percentage points in Q2 2023. The NPS has increased by 4 percentage points from Q2 2023 and 8 percentage points from Q2 2024. 60% of all visitors to Guernsey during Q2 2025 said they had visited before, 1% of whom had visited Guernsey on a cruise. By main purpose of visit, those seeing friends/family and leisure visitors had the highest net promoter score (72 percentage points each) in Q2 2025. Those visiting on business had the lowest net promoter score, 51 percentage points.

Respondents may choose to provide comments or feedback after providing their net promoter score. Analysis of the 619 comments during Q2 2025 reveals that the highest number of comments were from respondents who reported they had a great trip to Guernsey and found it to be a beautiful, lovely and very scenic place to visit (16%). 11% of comments related to delays and cancellations to flights. A further 8% of comments related to cost, with travel, eating out and accommodation costs all cited by respondents. 7% of all respondents commented on the great events, attractions and activities during their visit to Guernsey including; Liberation Day 80, Castle Cornet, the Little Chapel, Hauteville house, La Vallette bathing pools, Petit Train Guernsey, Island RIB Voyages and the Rocquette Cider farm tour. 6% of comments mentioned that Guernsey has an excellent bus service.

Figure 3.3.1 Net promoter score



*Between Q1 2020 and Q4 2022 net promoter scores were not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and net promoter scores could again be reported.

Table 3.3.1 Net promoter score

	Q2 2023	Q2 2024	Q2 2025
Net Promoter Score (percentage points)	64	60	68

3.4 Visitors - length of stay in Guernsey

Figure 3.4.1 Visitors - length of stay in Guernsey Q2 2024

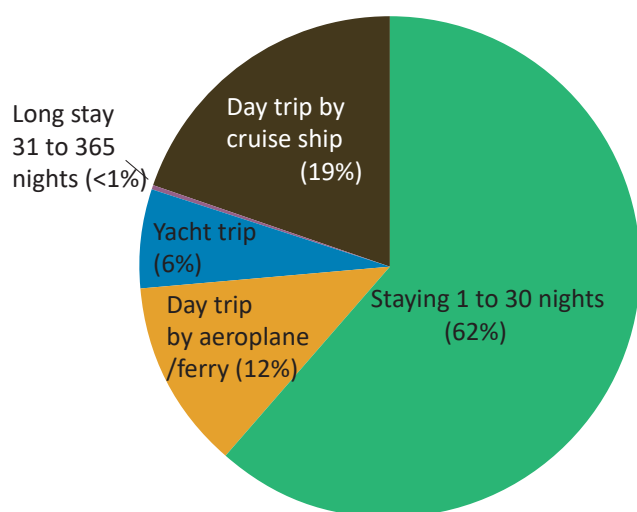
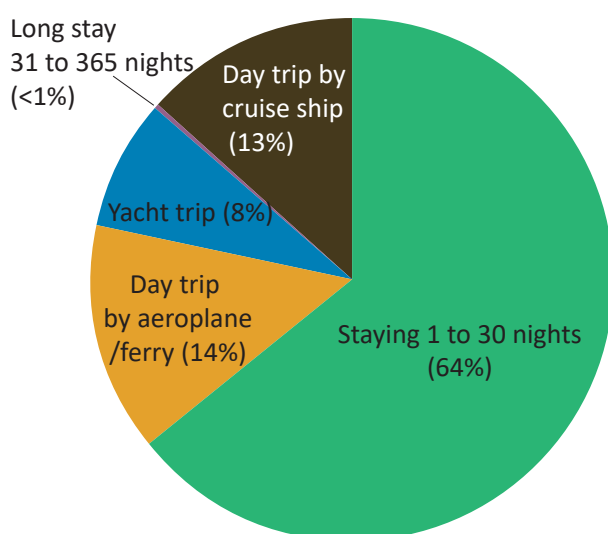


Figure 3.4.2 Visitors - length of stay in Guernsey Q2 2025



Visitors are also asked how many nights they spent in Guernsey within passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

In Q2 2025, 12,864 people visited Guernsey on a day trip, representing 14% of all visitors (11,509 people, 12% in Q2 2024). The majority, 64% of visitors, 58,204 people, stayed at least one night but less than 31 nights (58,220 people, 62% in Q2 2024). During Q2 2025, less than 1% of visitors were long stay visitors (208 people).

Comparison between Q2 2023, Q2 2024 and Q2 2025 reveals that in Q2 2025 there were 21% more visitors on a day trip compared with Q2 2023 and 12% more visitors on a day trip compared with Q2 2024. During Q2 2025 9% more visitors stayed at least one night (but less than 31 nights) compared with Q2 2023, the number of staying visitors was broadly unchanged from Q2 2024.

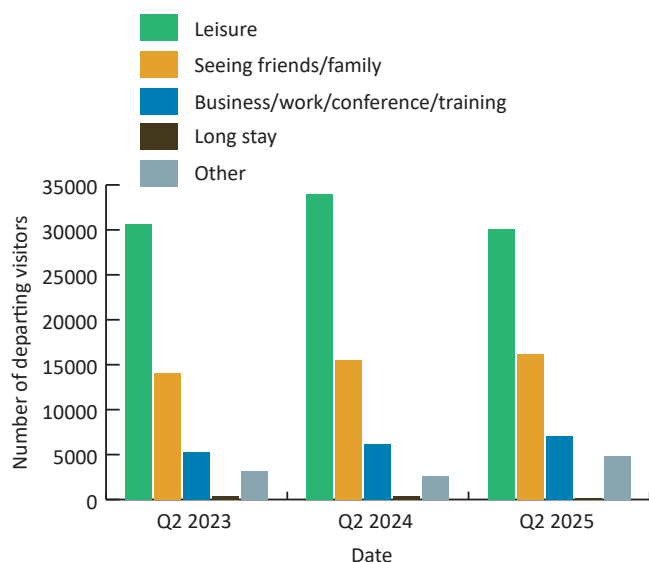
Table 3.4.1 Visitors - length of stay in Guernsey

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2yr % change
Staying 1 to 30 nights by aeroplane or ferry	53,169	58,220	58,204	0%	9%
Day trip by aeroplane or ferry	10,660	11,509	12,864	12%	21%
Yacht trip	4,889	6,000	7,309	22%	49%
Long stay (more than 30 nights but less than 1 year) by aeroplane or ferry	439	348	208	-40%	-53%
Day trip by cruise ship	32,819	18,414	11,982	-35%	-63%
Total	101,977	94,491	90,567	-4%	-11%

NB: Figures may not sum exactly to totals due to rounding.

4.1 Visitors - main purpose of visit of staying visitors

Figure 4.1.1 Main purpose of trip of staying visitors



Visitors by aeroplane and ferry and staying in Guernsey are asked what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

In Q2 2025, 51% or 30,081 of all staying visitors reported the main purpose of their trip to Guernsey was for leisure (30,607 in Q2 2023 and 33,932 in Q2 2024). 28% or 16,197 of staying visitors cited they were seeing friends/family (compared with 14,041 in Q2 2023 and 15,567 in Q2 2024). 12%, 7,092 were here for business or work reasons (5,326 in Q2 2023 and 6,138 in Q2 2024) and 8%, 4,835 were here for other reasons (3,196 in Q2 2023 and 2,582 in Q2 2024). Less than 1% or 208 visitors were long stay visitors, having stayed more than 30 nights but less than 1 year, in Q2 2025 (439 visitors in Q2 2023 and 348 in Q2 2024).

Comparison between Q2 2025, Q2 2024 and Q2 2023 reveals that there were 2% fewer staying visitors visiting for leisure purposes compared to Q2 2023 and 11% fewer than Q2 2024. The number of visitors seeing friends/family in Q2 2025 was 15% higher than Q2 2023 and 4% higher than Q2 2024. In Q2 2025 33% more staying visitors travelled for business/work compared with Q2 2023 and 16% more people than Q2 2024. The number of visitors travelling to Guernsey for other reasons was 51% higher than Q2 2023 and 87% higher than Q2 2024. The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

Table 4.1.1 Main purpose of trip of staying visitors

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	30,607	33,932	30,081	-11%	-2%
Seeing friends/family (including weddings, funerals etc)	14,041	15,567	16,197	4%	15%
Business/work/conference/training	5,326	6,138	7,092	16%	33%
Long stay (more than 30 nights but less than 1 year)	439	348	208	-40%	-53%
Other	3,196	2,582	4,835	87%	51%
Total	53,608	58,568	58,412	0%	9%

NB: Main purpose of visitor breakdown may not add to totals due to rounding. Sample proportions are applied to actual passenger numbers to determine purpose of trip for staying visitors.

4.2 Visitors - country of residence by main purpose of trip of staying visitors

Figure 4.2.1 Staying visitors - country of residence by main purpose of visit

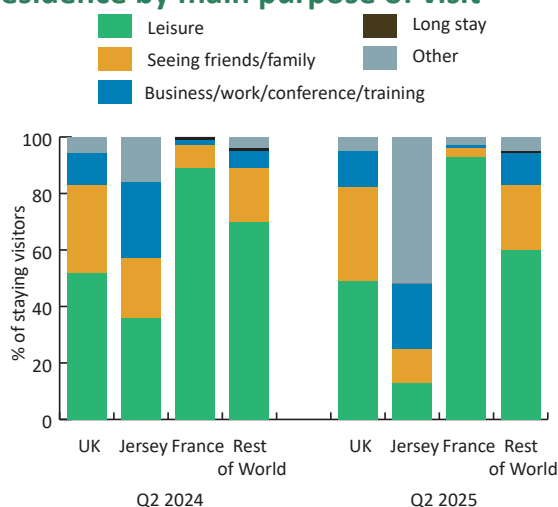


Table 4.2.1 Q2 2024 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	53	36	90	70
Seeing friends/family (including weddings, funerals etc)	31	21	8	19
Business/work/conference/training	11	27	2	6
Long stay (more than 30 nights but less than 1 year)	1	0	<1	1
Other	4	16	0	4
Total	100	100	100	100

Table 4.2.2 Q2 2025 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	49	13	93	60
Seeing friends/family (including weddings, funerals etc)	33	12	3	23
Business/work/conference/training	13	23	1	11
Long stay	0	0	0	1
Other	5	52	3	5
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for staying visitors, by country of residence and main purpose of visit, is provided in **Figure 4.2.1** and **Tables 4.2.1** and **4.2.2**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by yacht.

In Q2 2025, 49% of staying visitors from the UK reported the main purpose of their trip to Guernsey was for leisure, compared with 53% in Q2 2024. 33% of staying visitors from the UK were seeing friends/family, compared to 31% in Q2 2024, and 13% of staying visitors from the UK were in Guernsey for business/work reasons.

The principal reasons for staying visits in Q2 2025 from those with country of residence of Jersey were other reasons and business/work; 52% and 23% respectively. This compares with 16% for other reasons and 27% for business/work in Q2 2024. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes. During Q2 2025, 13% of staying visitors from Jersey were in Guernsey for leisure (36% in Q2 2024) and 12% to see friends/family (21% in Q2 2024).

Visitors whose country of residence was France were most likely to report in Q2 2025 that their main purpose of visit was for leisure, 93%. This compares with 90% of staying visitors from France in Q2 2024. 3% whose country of residence was France reported they were visiting to see friends/family in Q2 2025. A further 3% cited they were in Guernsey for other reasons.

In Q2 2025, 60% of staying visitors whose country of residence was the Rest of the world reported they were in Guernsey for leisure purpose (70% in Q2 2024) and a further 23% to see friends/family. 11% of staying visitors whose country of residence was the Rest of the world reported they were staying in Guernsey for business reasons and 5% were visiting for other reasons.

4.3 Visitors - staying visitors length of stay in Guernsey

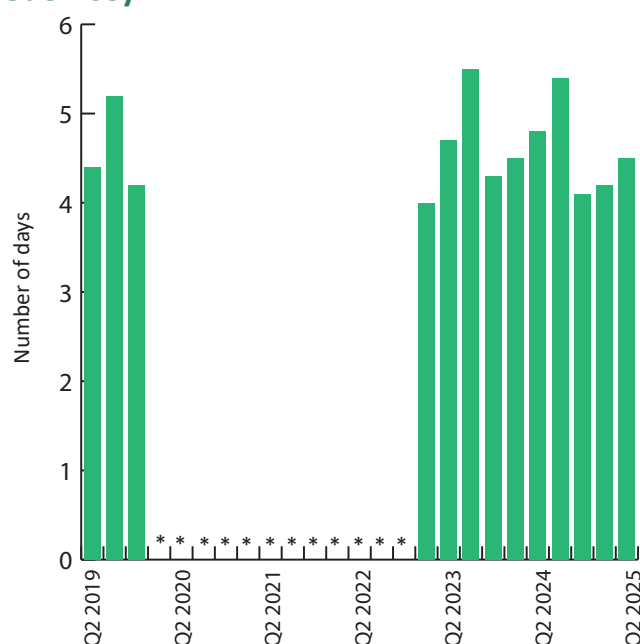
As shown in **Figure 4.3.1** visitor length of stay varies by quarter and displays some seasonality. There is a tendency for visitors to stay longer during Quarter 2 and Quarter 3 each year (in Q3 2019 the average length of stay for visitors was 5.2 nights) whilst visitors during Quarter 1 and Quarter 4 tend to stay in Guernsey for shorter durations (in Q1 2019 the average length of stay was 4.3 nights). For this reason, comparisons of length of stay are made with equivalent periods in previous years. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry. Trends in length of stay will continue to be monitored and reported in future editions of this bulletin.

The average length of stay for visitors staying at least one night but less than 31 nights was 4.5 nights in Q2 2025 and compares with 4.8 nights in Q2 2024, and 4.7 nights in Q2 2023. The decrease in average length of stay between Q2 2024 and Q2 2025 was apparent for those who travelled by plane and by sea. Visitors travelling by plane stayed for 4.4 nights in Q2 2025, compared with 4.7 nights in Q2 2024. Visitors who travelled by ferry stayed for 4.5 nights in Q2 2025 compared with 4.9 nights in Q2 2024.

The average length of stay multiplied by the number of staying visitors equates to the number of bed nights spent in Guernsey each quarter, as shown in **Figure 4.3.2**. As with the length of stay data there is seasonality in the figures and comparisons are made with equivalent periods in previous years.

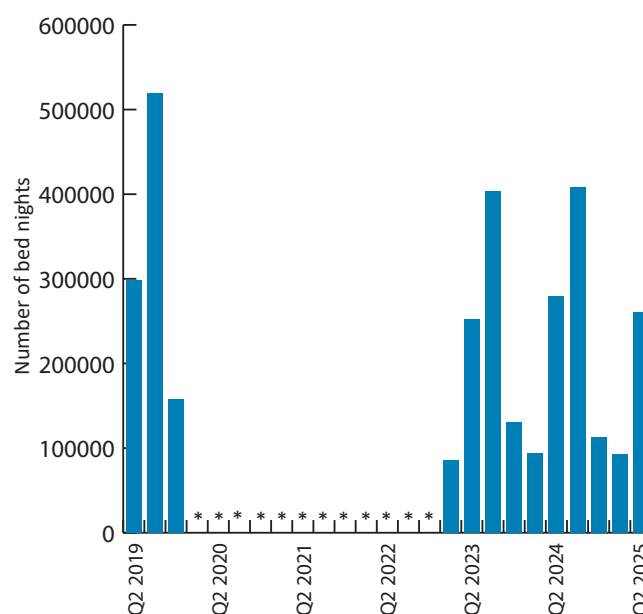
During Q2 2025, visitors spent the equivalent of 260,261 bed nights in Guernsey which compares with 279,438 bed nights in Q2 2024 (a 7% decrease) and 252,099 bed nights in Q2 2023 (a 3% increase).

Figure 4.3.1 Visitors - length of stay in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay could again be reported.

Figure 4.3.2 Visitors - bed nights in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and bed nights could again be reported.

4.4 Visitors - accommodation of staying visitors

Visitors who stayed in Guernsey overnight are asked an extra question about the type of accommodation they stayed in as part of the exit survey. Survey results are applied to overall passenger volumes to give figures for the whole quarter. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry.

As shown in **Figure 4.4.1**, **Figure 4.4.2** and **Table 4.4.1**, in Q2 2025, 64% of all visitors staying in Guernsey stayed in hotels, (37,492 people), 14% stayed in other accommodation (8,129 people) and 22% stayed with friends/family (12,582 people). The other category includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc.

Comparison between Q2 2025, Q2 2024 and Q2 2023 reveals that in Q2 2025 there were 15% more visitors staying in hotels than Q2 2023 and 2% more visitors staying in hotels than Q2 2024. 21% fewer visitors stayed in Other accommodation in Q2 2025 compared with Q2 2023, and 12% fewer than Q2 2024. In Q2 2025 there were 23% more visitors staying in friend/family's homes than Q2 2023 and 2% more than Q2 2024.

Figure 4.4.1 Accommodation for staying visitors Q2 2024

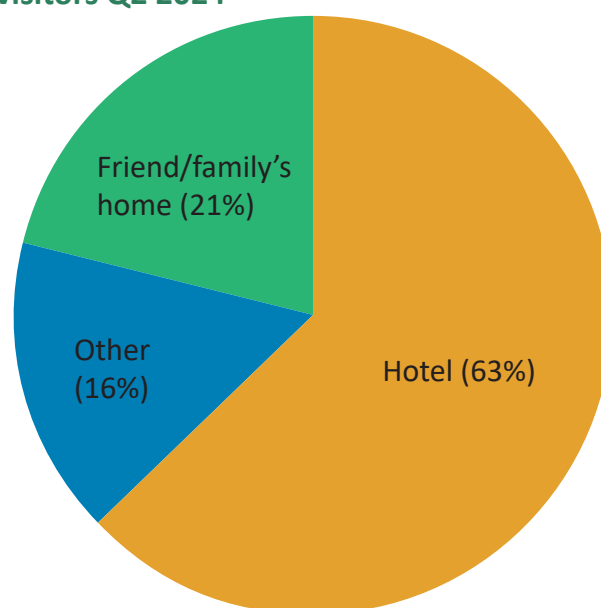


Figure 4.4.2 Accommodation for staying visitors Q2 2025

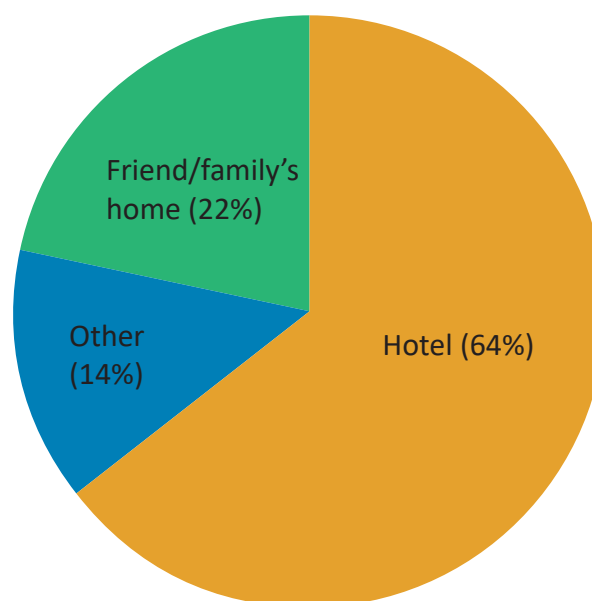


Table 4.4.1 Accommodation for staying visitors

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Hotel	32,682	36,682	37,492	2%	15%
Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)	10,269	9,261	8,129	-12%	-21%
Commercial accommodation (includes hotel, guest houses, self-catering, Airbnb or other online booking portals and campsites etc)	42,951	45,943	45,622	-1%	6%
Friend/family's home	10,218	12,277	12,582	2%	23%
Total staying visitors	53,169	58,220	58,204	0%	9%

NB: Figures may not sum exactly to totals due to rounding.

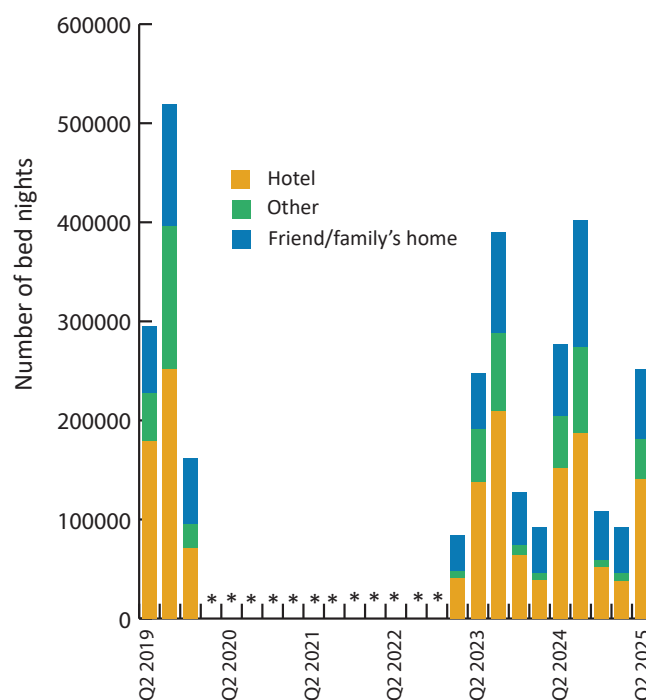
4.4 Visitors - accommodation of staying visitors cont/d

Figure 4.4.3 shows the number of bed nights each quarter for staying visitors in Guernsey by accommodation type. **Table 4.4.2** shows length of stay by accommodation type. The number of bed nights varies by quarter and displays seasonality. This is due to a higher number of visitors during Quarters 2 and 3 each year when compared with Quarters 1 and 4 and a tendency for visitors to stay longer during Quarter 2 and Quarter 3, when compared to Quarter 1 and Quarter 4. For this reason comparisons of number of bed nights and length of stay are made with equivalent periods in previous years.

On average visitors in hotels stayed 3.8 nights in Q2 2025, which equates to 140,973 bed nights (4.2 nights in Q2 2023 and 4.1 nights in Q2 2024). The average length of stay in other accommodation (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 4.9 nights (equating to 39,534 bed nights). The average stay in commercial accommodation in Q2 2025 which includes both hotels and other accommodation was 4.0 nights, equating to 180,507 bed nights, which is a shorter duration and 12% fewer bed nights than reported in Q2 2024 and 5% fewer bed nights than Q2 2023.

During Q2 2025 the average length of stay with friends/family was 5.6 nights, equating to 70,760 bed nights (5.6 nights in Q2 2023 and 5.9 nights in Q2 2024).

Figure 4.4.3 Number of bed nights by accommodation for staying visitors



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay and number of bed nights could again be reported.

Table 4.4.2 Average length of stay by accommodation

	Q2 2023 (nights)	Q2 2024 (nights)	Q2 2025 (nights)	Annual % change	2 yr % change
Hotel	4.2	4.1	3.8	-9%	-11%
Other	5.1	5.8	4.9	-16%	-5%
Average stay in commercial accommodation	4.4	4.5	4.0	-11%	-11%
Friend/family's home	5.6	5.9	5.6	-5%	1%

5.1 Visitor accommodation - capacity

Figure 5.1.1 Visitor accommodation capacity

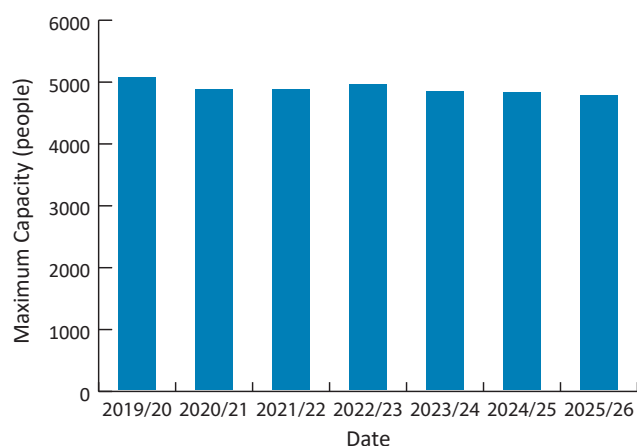


Table 5.1.1 Visitor accommodation capacity

	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25	2025 /26*
Maximum capacity (people)	4,854	4,863	4,938	4,818	4,810	4,767

* Visitor accommodation capacity figures for 2025/26 differ from those presented in the Q1 2025 bulletin, which were provisional since the renewal process for 2025/26 had not been completed at the time of publication of the Q1 2025 bulletin.

Table 5.1.2 Additional summer capacity

	2023	2024	2025
Maximum additional capacity (people)	320	349	315
Additional number of units (equipped tents, log cabins, yurts, shepherd's huts etc)	60	66	62

The visitor accommodation capacity in Guernsey and Herm can be monitored over time through the number of accommodation providers with active permits each year and the maximum capacity of each accommodation provider, as shown in **Figure 5.1.1** and **Table 5.1.1**.

Visitor accommodation capacity shows the maximum number of people that could be accommodated in permanent building structures, such as hotels, guest houses, hostels, self-catering units and other similar accommodation with an active boarding permit. Temporary structures, such as those provided by accommodation providers for glamping and camping are excluded from the capacity (for comparability with other jurisdictions). It should be noted that the capacity reported does not include accommodation that is publicly advertised (for example, via [airbnb.co.uk](https://www.airbnb.co.uk) or other booking portals), but does not have an active boarding permit.

The capacity of accommodation providers with an active boarding permit for the 2025/26 season was 4,767 people, as shown in **Table 5.1.1**, which is 43 people less, or 0.9% lower than the previous year (2024/25 boarding permit season) and 51 people less, or 1.1% lower than 2 years ago (2023/24 boarding permit season).

Each year additional visitor accommodation is provided by the campsites of Guernsey and Herm. **Table 5.1.2** indicates the maximum additional capacity provided by temporary glamping and camping structures predominantly during the summer season. For summer 2025, an additional 315 people could be accommodated in 62 units which include equipped tents, cabins, yurts and shepherd's huts. These figures do not include camping/motorhome pitches where visitors provide their own accommodation. This information has been collected since 2023 to help give a fuller picture of visitor accommodation.

5.2 Visitor accommodation - availability

Each month, visitor accommodation providers with active permits are asked to provide data on the availability and occupancy of their accommodation units. The responses received in April, May and June 2025 include different accommodation types and sizes and statistics for these months are accurate to at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island. 2024/25 boarding permit information was used to scale up the figures for the first quarter of 2025, whilst 2025/26 boarding permit information was used to scale up the second quarter of 2025.

Units are classified as not available for booking *only* if the whole site is closed; either seasonally (in a regular pattern) or for six months or more (for refurbishment, for example). Units are added into or taken out of the total (sum of open and closed units) if a site's use is officially changed via a successful planning application or if there have been physical changes to building(s).

Occupancy (see next page) is calculated as a proportion of the available units in each month i.e. a proportion of those that could be booked. This approach is in alignment with methods used in other jurisdictions.

This information is only available from 2022 onwards, following changes to the way data is collected from accommodation providers.

Table 5.2.1 and **Figure 5.2.1** show that there were 1,894 visitor accommodation units in Q2 2025. During Q2 2025 there were very few visitor accommodation closures. The proportion of visitor accommodation units available to be booked was 99.8%, 99.8% and 99.9% in April, May and June 2025 respectively.

Table 5.2.1 Availability of visitor accommodation

	Number of units available to be booked	Number of units not available to be booked	Total number of units
Jun 2024	1,914	3	1,917
Jul 2024	1,916	1	1,917
Aug 2024	1,912	5	1,917
Sep 2024	1,911	6	1,917
Oct 2024	1,893	24	1,917
Nov 2024	1,835	82	1,917
Dec 2024	1,725	192	1,917
Jan 2025*	1,772	145	1,917
Feb 2025	1,704	213	1,917
Mar 2025	1,917	0	1,917
Apr 2025	1,890	4	1,894
May 2025	1,890	4	1,894
Jun 2025	1,893	1	1,894

* There was a lower than normal response rate in January 2025, which means the accuracy plus/minus range is wider than normal for this month.

Figure 5.2.1 Availability of visitor accommodation



NB: Availability and occupancy are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

5.3 Visitor accommodation - occupancy

Figure 5.3.1 Occupancy of open/available accommodation units

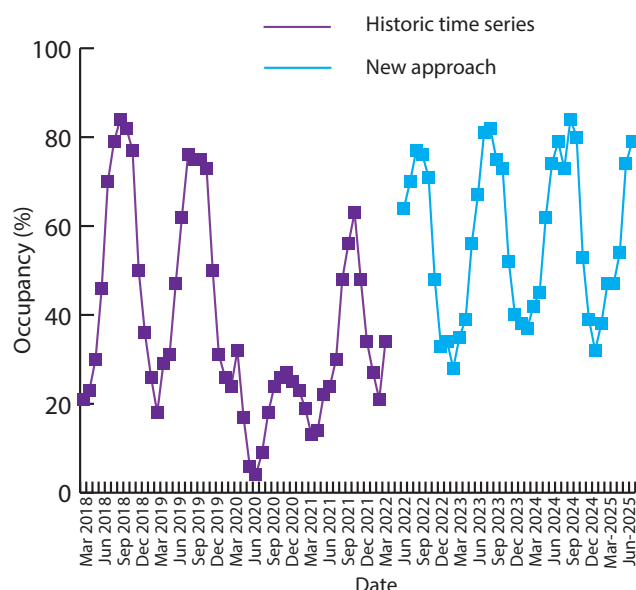


Table 5.3.1 Occupancy of open/available accommodation units

	2020	2021	2022	2023	2024	2025
January	24%	19%	21%	28%	37%	38%
February	32%	13%	34%	35%	42%	47%
March	17%	14%	*	42%	45%	47%
April	6%	22%	*	56%	62%	54%
May	4%	24%	64%	67%	74%	74%
June	9%	30%	70%	81%	79%	79%
July	18%	48%	77%	82%	73%	
August	24%	56%	76%	75%	84%	
September	26%	63%	71%	73%	80%	
October	27%	48%	48%	52%	53%	
November	25%	34%	33%	40%	39%	
December	23%	27%	34%	38%	32%	

*There was a wave of COVID-19 cases, which impacted on the ability to collect full data in March and April 2022.

NB: Availability and occupancy are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

Occupancy is presented as a percentage of the number of available units (see p18). As shown in **Figure 5.3.1**, there is usually a seasonal pattern in occupancy, with peaks in July, August or September and troughs in December or January each year. This pattern was severely disrupted in 2020 during the COVID-19 pandemic, but can be seen again in 2021 and 2022.

Temporary planning exemptions were introduced during the COVID-19 pandemic. From 25th March 2020, providers of visitor accommodation have been permitted to accommodate non-visitors and long-stay residents all year round, provided that the establishments revert to their usual use for visitor accommodation once the temporary exemptions cease to apply (on 28th February 2026). Exemptions allowing long-stay visitors would normally apply only to self-catering establishments during the Winter Let period from 1st November to 31st March each year. There was a wave of cases of COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy of open units has increased from a low of 38% in January 2025, to 54% in April, 74% in May and 79% in June 2025. Occupancy during Quarter 2 2025 of 54% in April 2025, 74% in May 2025 and 79% in June 2025 compares with occupancy of 62% in April 2024, 74% in May 2024 and 79% in June 2024.

Additional information began being collected in June 2023, which makes it possible to determine the percentage of units occupied by long-stay guests. In April 2025, May 2025 and June 2025, 15%, 15% and 10% respectively of all open units were occupied by long-stay guests and compares with 14% of all open units occupied by long stay guests in April 2024, 10% in May 2024 and 8% in June 2024. This means that long-stay guests represented 8 percentage points of the 79% occupancy of open units in June 2025, i.e. if long stay guests are excluded from occupancy figures, the occupancy in June 2025 would be 71%.

6.1 Visitors - day trip visitors by aeroplane and ferry

Visitors on day trips are asked what the main purpose of their trip to Guernsey is within the passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

During Q2 2025, 64% of all visitors on a day trip to Guernsey, 8,240 people, reported the main purpose of their trip to Guernsey was for leisure (6,026 people in Q2 2023 and 6,909 people in Q2 2024).

247 visitors, 2% of all day trippers, cited they were seeing friends/family (207 in Q2 2023 and 258 in Q2 2024). 1,581 visitors on a day trip were in Guernsey for business, 12% of all day trip visitors, (2,255 in Q2 2023 and 1,531 in Q2 2024) and 2,796 day trip visitors (22%) were here for other reasons (2,172 in Q2 2023 and 2,812 in Q2 2024). The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

Comparison between Q2 2025, Q2 2024 and Q2 2023 reveals that in Q2 2025 there were 37% more day trippers visiting for leisure purposes than Q2 2023 and 19% more than Q2 2024. 19% more day visitors cited they were seeing friends/family than Q2 2023, but 4% fewer than Q2 2024. In Q2 2025 there were 30% fewer day visitors who travelled for business/work compared with Q2 2023, but 3% more than Q2 2024.

Figure 6.1.1 Main purpose of trip of day trip visitors

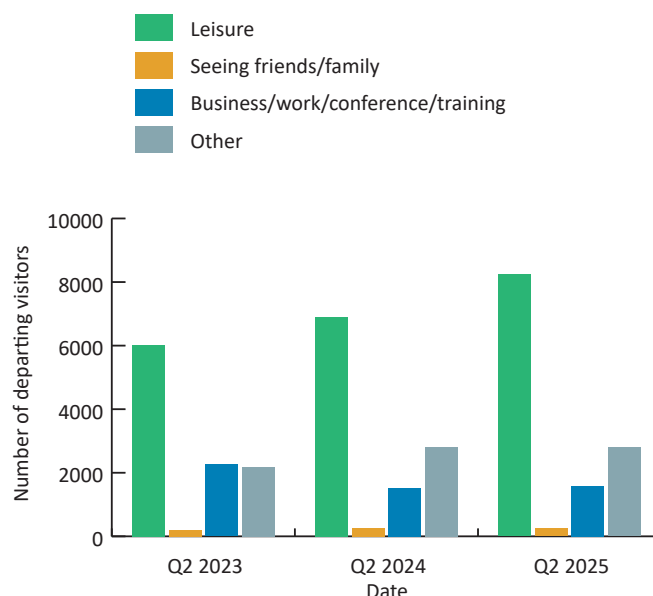


Table 6.1.1 Main purpose of trip of day trip visitors

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	6,026	6,909	8,240	19%	37%
Seeing friends/family (including weddings, funerals etc)	207	258	247	-4%	19%
Business/work/conference/training	2,255	1,531	1,581	3%	-30%
Other	2,172	2,812	2,796	-1%	29%
Total	10,660	11,509	12,864	12%	21%

NB: Figures may not sum exactly to totals due to rounding.

6.1 Visitors - day trip visitors by aeroplane and ferry continued

Figure 6.1.2 Day trip visitors - country of residence by main purpose of visit

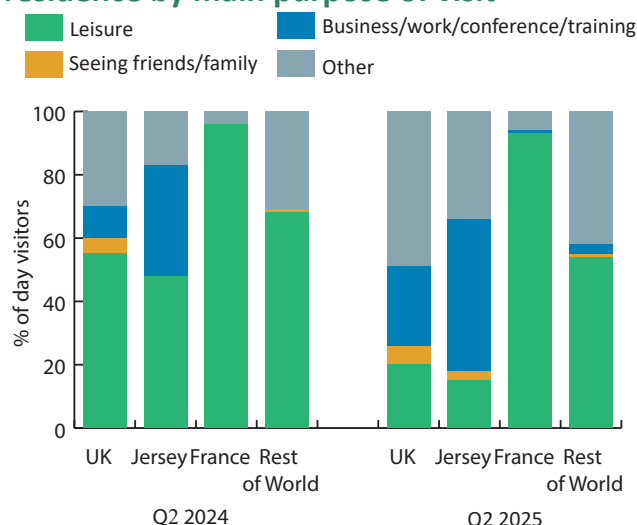


Table 6.1.2 Q2 2024 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	55	48	96	68
Seeing friends/family (including weddings, funerals etc)	5	0	0	1
Business/work/conference/training	10	35	0	0
Other	30	17	4	31
Total	100	100	100	100

Table 6.1.3 Q2 2025 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	20	15	93	54
Seeing friends/family (including weddings, funerals etc)	6	3	0	1
Business/work/conference/training	25	49	1	3
Other	49	34	6	42
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for day trip visitors by country of residence and main purpose of visit, is provided in **Figure 6.1.2** and **Tables 6.1.2** and **6.1.3**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by cruise ship.

In Q2 2025, 25% of day trip visitors from the UK were here for business purposes, compared with 10% in Q2 2024. 20% of day trip visitors from the UK reported the main purpose of their day trip to Guernsey was for leisure, compared with 55% in Q2 2024. 6% of day trip visitors from the UK were seeing friends/family in Guernsey and 49% were in Guernsey on a day trip for other reasons. The other category includes visitors to Guernsey in transit, visitors on a school trip/visit, sports participants, sports spectators and visitors in Guernsey for medical/hospital purposes.

The principal reason for day trip visits in Q1 2025 from those whose country of residence is Jersey was business, 49%; this compares with 35% in Q2 2024. 15% of day trip visitors whose country of residence is Jersey visited for leisure purposes in Q2 2025 and compares with 48% in Q2 2024.

93% of day trip visitors whose country of residence was France during Q2 2025 cited they were in Guernsey for leisure purposes, compared with 96% in Q2 2024. 6% of day trip visitors from France during Q2 2025 were in Guernsey for other reasons and 1% were in Guernsey for business/work.

54% of day trip visitors to Guernsey during Q2 2025 whose country of residence was the Rest of the world reported they were in Guernsey for leisure, compared with 68% in Q2 2024. 42% of day trip visitors from the Rest of the world were in Guernsey for other purposes during Q2 2025.

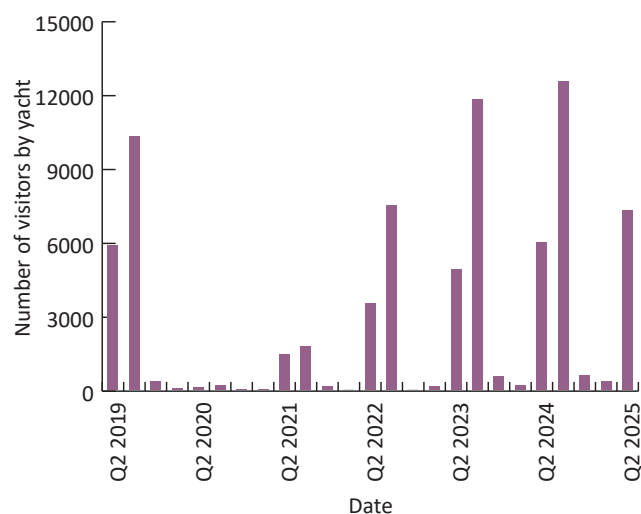
7.1 Visitors - yacht trip visitors

Guernsey Marinas collect comprehensive information on the number of visiting yachts, the number of yacht passengers and the number of nights spent by visiting yacht vessels in Guernsey during each quarter. As shown in **Figure 6.1.1**, the number of visitors by yacht displays seasonality. Higher numbers of visitors by yacht are typically recorded during Quarter 2 and Quarter 3 each year, whilst much lower numbers of visitors by yacht are recorded during Quarter 1 and Quarter 4. For this reason, comparisons of yacht visitor volumes are made with the equivalent periods in previous years.

The number of visitors travelling to Guernsey by yacht totalled 7,309 people in Q2 2025, 22% higher than Q2 2024 and 49% higher than Q2 2023. The number of visiting yacht vessels during Q2 2025 totalled 2,843 vessels and compares with 2,426 vessels in Q2 2024 and 2,533 vessels in Q2 2023.

The total length of stay by visiting yachts during Q2 2025 was 5,402 nights - equating to an average length of stay of 1.9 nights per vessel. By comparison the total length of stay by visiting yachts during Q2 2024 was 4,567 nights also equating to an average length of stay of 1.9 nights per vessel. During Q2 2023 the total number of nights was 5,088 nights - equating to an average length of stay of 2.0 nights per vessel.

Figure 7.1.1 Visitors by yacht



NB: Between Q1 2019 and Q2 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

Table 7.1.1 Yacht visitors, yacht vessels, nights and length of stay for vessels

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Visitors by yacht	4,890	6,000	7,309	22%	49%
Visiting yacht vessels	2,533	2,426	2,843	17%	12%
Total number of nights (vessels)	5,088	4,567	5,402	18%	6%
Average length of stay per vessel	2.0	1.9	1.9	1%	-5%

* Between Q1 2019 and Q2 2023 the exact number of people visiting by yacht was unknown, but an estimate has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

8.1 Visitors - cruise ship visitors

Guernsey Harbours collect comprehensive information on the number of cruise ship passengers that chose to visit Guernsey, the number of cruise ships and the total number of cruise ship passengers aboard each ship each quarter. COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. All COVID-19 related travel restrictions were lifted on 17th February 2022.

As shown in **Figure 8.1.1**, the number of visitors by cruise ship to Guernsey displays seasonality. Far higher numbers of visitors by cruise ship are typically recorded during Q2 and Q3 each year, whilst very low numbers of visitors by cruise ship are recorded during Q1 and Q4.

The number of visitors that came ashore in Guernsey by cruise ship totalled 11,982 people in Q2 2025, 63% lower than Q2 2023 and 35% lower than Q2 2024. 24 cruise ships visited during Q2 2025, 27 had planned visits but three were cancelled due to weather. The total number of passengers on board totalled 12,936 in Q2 2025. 93% of all cruise ship passengers came ashore during Q2 2025 and this compares with 86% in both Q2 2023 and Q2 2024. The average number of people on board the cruise ships that visited Guernsey during Q2 2025 was 539 passengers per cruise ship.

Figure 8.1.1 Visitors by cruise ship

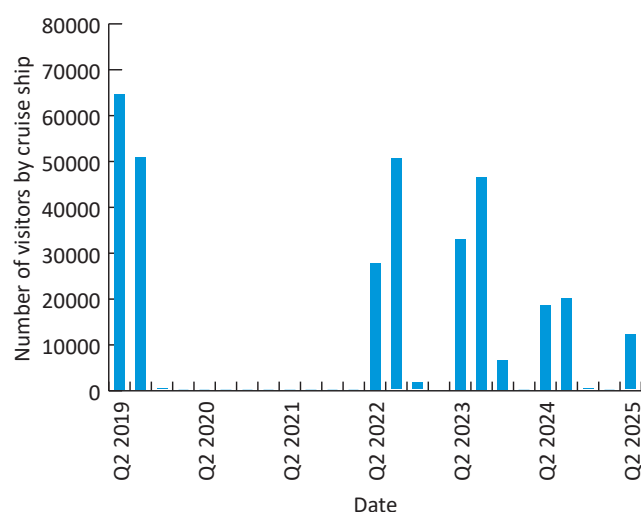
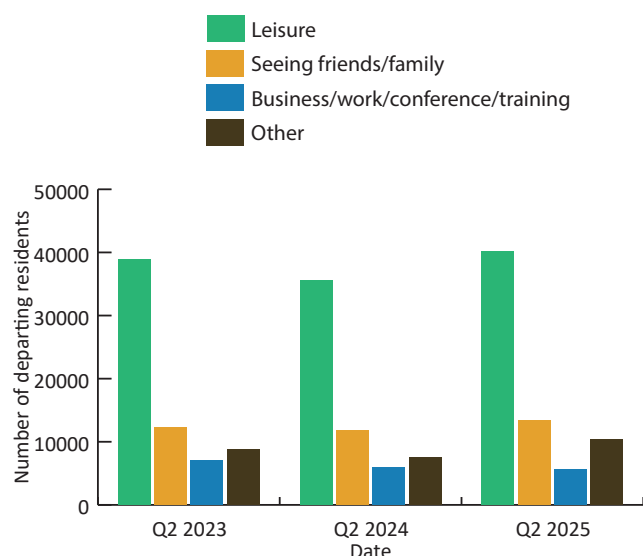


Table 8.1.1 Visitors by cruise ship

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Visitors by cruise ship	32,819	18,414	11,982	-35%	-63%
Total passengers on board visiting cruise ships	38,102	21,290	12,936	-39%	-66%
Proportion of total cruise ship passengers that came ashore in Guernsey	86%	86%	93%	+6 pts	+6 pts
Number of planned cruise ship visits	28	39	27	-31%	-4%
Number of actual cruise ship visits	27	28	24	-14%	-11%

9.1 Residents - main purpose of trip away from Guernsey

Figure 9.1.1 Residents - main purpose of trip away from Guernsey



Data is collected from a stratified sample of passengers departing Guernsey by aeroplane or ferry via a short interview-style survey. One of the questions asked of residents is what is the main purpose of their trip away. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The total number of departing residents in Q2 2025 was 69,669; 15% higher than Q2 2024 and 4% higher than Q2 2023.

In Q2 2025, 58%, 40,206 residents reported the main purpose of their trip away from Guernsey was for leisure, 3% higher than the 38,906 residents who reported they were travelling for leisure in Q2 2023 and 13% higher than the 35,599 residents travelling for leisure purposes in Q2 2024.

19% of all residents, 13,428 people cited they were seeing friends/family, 9% higher than the 12,279 who reported they were travelling to see friends/family in Q2 2023 and 14% higher than the 11,755 residents travelling to see friends/family in Q2 2024.

8%, 5,649 residents were leaving on business (20% lower than the 7,063 residents in Q2 2023 and 4% lower than the 5,886 residents travelling for business in Q2 2024) and 15%, 10,386 were leaving for other reasons (8,859 in Q2 2023 and 7,568 in Q2 2024). Other reasons include residents travelling for medical/hospital purposes, residents participating in sport and residents on a school trip/visit.

Table 9.1.1 Residents - main purpose of trip away from Guernsey

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	38,906	35,599	40,206	13%	3%
Seeing friends/family (including weddings, funerals etc)	12,279	11,755	13,428	14%	9%
Business/work/conference/training	7,063	5,886	5,649	-4%	-20%
Other	8,859	7,568	10,386	37%	17%
Total	67,107	60,808	69,669	15%	4%

NB: Figures may not sum exactly to totals due to rounding.

9.2 Residents - destination and length of trip away from Guernsey

Passenger exit survey questions also include asking residents what their destination port is, whether this is their final destination port and how many nights they plan to spend away from the Island. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The majority, 69% of residents, 47,847 people were travelling to the UK in Q2 2025, (in Q2 2024 the equivalent figure was 73% of residents and 44,655 people). The number of residents travelling to the UK during Q2 2025 was 1% lower than for Q2 2023, but 7% higher than Q2 2024.

12% of residents travelled to Jersey, 8,287 people. For Q2 2024 this was 13% of residents and 7,954 people. 19% of residents, 13,536 people travelled elsewhere during Q2 2025 (13%, 8,200 residents travelled elsewhere in Q2 2024), 68% higher than Q2 2023 and 65% higher than Q2 2024.

77% of all those surveyed during Q2 2025 stated that their final destination was nearby to the airport/port travelled to. Residents travelling to London Gatwick were most likely to state that their final destination was not nearby; 45% said their final destination was nearby.

Day trips accounted for 12% of all residents' trips during Q2 2025, in Q2 2024 it was 6%. The average length of trip by residents during Q2 2025 was 6.5 nights, and compares with 6.3 nights during Q2 2024.

Figure 9.2.1 Residents - destination port Q2 2024

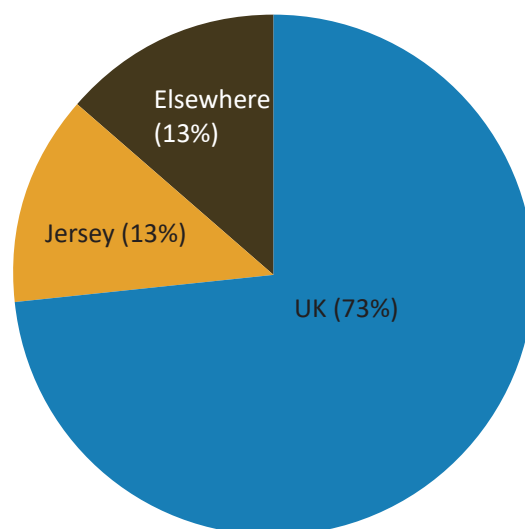


Figure 9.2.2 Residents - destination port Q2 2025

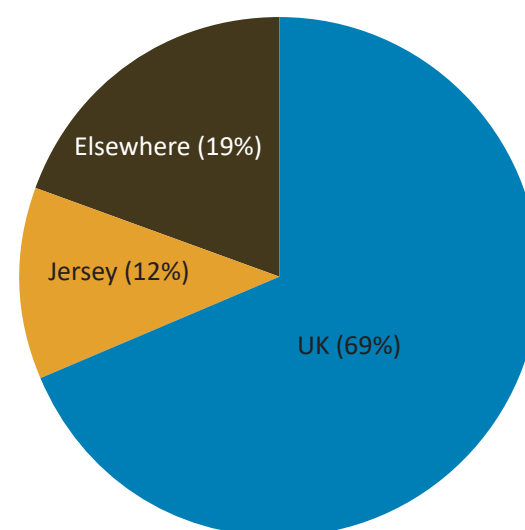


Table 9.2.1 Residents - destination port

	Q2 2023	Q2 2024	Q2 2025	Annual % change	2 yr % change
United Kingdom	48,133	44,655	47,847	7%	-1%
Jersey	10,906	7,954	8,287	4%	-24%
Rest of world	8,069	8,200	13,536	65%	68%
Total	67,107	60,808	69,669	15%	4%

NB: Figures may not sum exactly to totals due to rounding.

10.1 Methodology

Exit surveys are undertaken daily at the airport and harbour, with a random sample of departing passengers being interviewed. 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. The survey is conducted using internationally accepted methodology.

In Q2 2025, 7,109 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 13,688 passengers, which is 10% of the total number of passengers departing Guernsey during Q2 2025 (excluding those travelling within the islands of the Bailiwick and those departing by cruise ship or yacht).

All sample surveys are subject to a degree of statistical error. This quarter there were 7,109 interviews conducted and it was found that 56% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus or minus less than 1%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 55% to 57%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Each month, visitor accommodation providers with active permits are also asked to provide data on the availability and occupancy of their accommodation units. The responses received in April, May and June 2025 include various different accommodation types and sizes and statistics for these months are accurate to within at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island.

10.2 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.

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