Quarterly Travel & Visitor Accommodation Bulletin At A Glance

YEAR TO DATE 2025 (Q1 and Q2)

Number of visitors

ANNUAL % CHANGE IN VISITORS

ESTIMATED TOTAL SPEND*

1%



80,154

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

£60 million

35%





visited by cruise trip visitors

526 long stay by aeroplane and ferry

£0.5 million



17,086 day trip visitors by aeroplane and ferry

£2 million

240%



7,662 visited by yacht trip visitors

£0.5 million

23%



117,410 visitors in total

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

Compared to 119,948 in Q1 & Q2 2024

£63 million

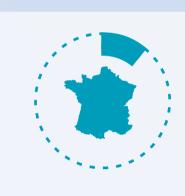
(estimated spend during Q1 & Q2 2025)

*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 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

Where are they from?



54% UK



11% France



8% Jersey



10% Elsewhere



17% Unknown (cruise ship and yacht passengers)

Compared to 54%, 6%, 8%, 11% and 21% in Q1 & Q2 2024

Reason for Visit

ANNUAL % CHANGE



44,088 visited for leisure





26,570 visited to see friends or family







11,982 visited on a cruise trip (leisure)







7,662 visited on a yacht trip (leisure)





9,483 visited for other reasons









17,099 visited for business







but less than a year

were long stay visitors*

*visitors whose stay was more than 30 nights

Staying Visitors

How long did they stay?

Compared to 4.7 nights in Q1 & Q2 2024

Where did they stay?

74% Stayed in visitor accommodation

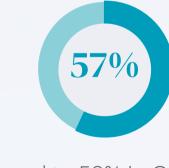
26% Stayed with friends/relatives

Compared to 75% and 25% in Q1 & Q2 2024

What was the level of occupancy?

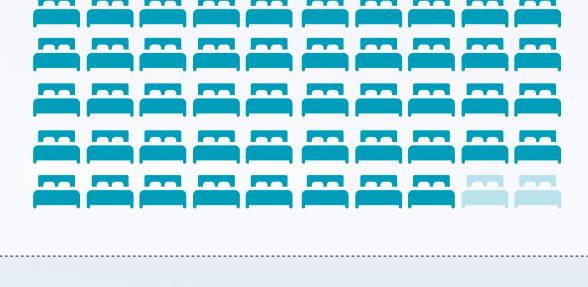
The overall level of occupancy of open/available units of visitor accommodation in the year to date was:

Year to date 2025 (Q1 & Q2 2025)



Compared to 58% in Q1 & Q2 2024

What is our capacity?



The total visitor accommodation capacity for the 2025/26 season is 4,767*. This figure differs from those presented in the Q1 2025 Infographic, which were provisional since the renewal process for 2025/26 had not been

completed at the time of publication. During summer 2025, an additional 315 people can be accommodated in equipped tents, cabins, yurts and shepherd's huts. Plus there is further visitor accommodation provided by the campsites of Guernsey and Herm. Compared to 4,810 in 2024/25

Net Promoter Score



The net promoter score (given by all visitors departing

by aeroplane or ferry)

65 percentage points in Q1 & Q2 2025

More detail behind the statistics presented here can be found in

the Guernsey Quarterly Travel and Visitor Accommodation Bulletin Quarter 1 2025 and Quarter 2 2025 available at www.gov.gg/travel_and_visitor



Compared to 56 ppts in Q1 & Q2 2024



