

Guernsey tourism Industry 2019 Seminar



Review of 2019

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2019 trends to date

YTD (January to August 2019)

+ Total Visitors – 314,000 (+2.6%)*

- UK -8%
- Jersey +3%
- France +41%
- Other +12%

+ Total Staying Visitors – 166,000 (-1%)

+ Total Leisure Staying – 104,000 (+3%)

+ Total Day Visitors – 36,000 (+3%)

+ Total Cruise Visitors – 110,000 (+8%)



Air & Sea links

- + 'Number 1' Priority
- + Quasi Open Skies – Competition
- + 7 new UK Routes announced
 - Heathrow, Southend, Newquay, Liverpool, Bournemouth, Edinburgh, Newcastle
- + 17 new European Charter Routes announced
 - Including, Groningen, Frankfurt, Berlin, Hanover, Bremen, Hamburg, Cologne, Saarbrücken, etc.
- + Condor Service Provision discussions



tourism Market trends

- + No Deal Brexit implications
 - Estimates of a 5% drop in UK outbound travel in 2020 *
- + Continued rise of Low Cost Air Travel & Short Breaks
- + Continued rise in Cruise holidays
- + Desire for unique, authentic experiences
- + Demand for sustainable tourism and eco tourism
- + Emergence of Insta-tourism
- + Solo Travel, Culinary, Wellness and B-leisure tourism growth

* Oxford Economics