Quarterly Travel & Visitor Accommodation Bulletin At A Glance

YEAR TO DATE 2025 (Q1+Q2+Q3)

Number of visitors

ANNUAL % CHANGE IN VISITORS

ESTIMATED TOTAL SPEND*

A 2%



staying visitors by aeroplane and ferry 158,324

(stayed at least one night but no more than 30 nights)

£119m

1 31%



38,678 day trip visitors by aeroplane and ferry

£6m

7 26%



28,188 visited by cruise trip visitors

£1m

3%



19,332 visited by yacht trip visitors

842 long stay by aeroplane and ferry

39%



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

£0.6m



245,365 visitors in total Compared to 242,626 in Q1+Q2+Q3 2024

£127m (estimated spend in Q1+Q2+Q3 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?



52% UK



11% France



6% Jersey



12% Elsewhere



19% Unknown (cruise ship and yacht passengers)

Compared to 53%, 6%, 6%, 11% and 23% in Q1+Q2+Q3 2024

Reason for Visit

ANNUAL % CHANGE

A 2%



102,865 visited for leisure

A 3%



48,867 visited to see friends or family

26%



28,188 visited on a cruise trip (leisure)



26,500 visited for business

A 3%





19,332 visited on a yacht trip (leisure)





18,770 visited for other reasons





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

were long stay visitors*

Staying Visitors

How long did they stay?

Compared to 5.0 nights in Q1+Q2+Q3 2024

Where did they stay?

76% Stayed in visitor accommodation

24% Stayed with friends/relatives

Compared to 75% and 25% in Q1+Q2+Q3 2024

What was the level of occupancy?

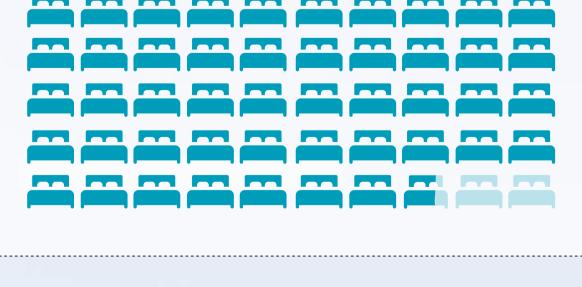
The overall level of occupancy of open/available units of visitor accommodation in the year to date was:

Year to date 2025 (Q1+Q2+Q3 2025)



Compared to 65% in Q1+Q2+Q3 2024

What is our capacity?



for the 2025/26 season is 4,767*. During summer 2025, an additional 315 people can be accommodated in equipped tents, cabins, yurts and shepherd's huts. Plus there is further

The total visitor accommodation capacity

visitor accommodation provided by the campsites of Guernsey and Herm.

Compared to 4,810 in 2024/25

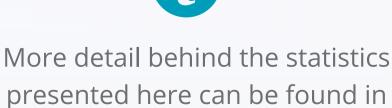
67 percentage points in Q1+Q2+Q3 2025

Net Promoter Score



(given by all visitors departing by aeroplane or ferry) Compared to 56 ppts in Q1+Q2+Q3 2024

The net promoter score



the Guernsey Quarterly Travel and Visitor Accommodation Bulletins Quarter 1 2025, Quarter 2 2025, Quarter 3 2025 available at www.gov.gg/travel_and_visitor



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GUERNSEY



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