Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 3 2025

Number of visitors

ANNUAL % CHANGE

ESTIMATED TOTAL SPEND

A 3%



staying visitors by aeroplane and ferry 78,170 (stayed at least one night but no more than 30 nights)

£59m

55%



21,592 day trip visitors by aeroplane and ferry



£3m



long stay by aeroplane and ferry

11,670 visited by yacht trip visitors

56%

18%



16,206 visited by cruise trip visitors

£0.7m

£0.2m



316

127,954 visitors in total Compared to 122,678 in Q3 2024

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

£63m

(estimated spend during 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?



50% UK



11% France



5% Jersey



13% Elsewhere



22% Unknown (cruise ship and yacht passengers)

Compared to 52%, 7%, 4%, 11% and 26% in Q3 2024

Reason for Visit

ANNUAL % CHANGE

11%



58,778 visited for leisure

1%



22,296 visited to see friends or family





16,206 visited on a cruise trip (leisure)



11,670 visited on a yacht trip (leisure)







9,402 visited for business



A 30%







316 were long stay visitors*

9,287 visited for other reasons



but less than a year

*visitors whose stay was more than 30 nights

Staying Visitors

How long did they stay?

Compared to 5.4 nights in Q3 2024

Where did they stay?

78% Stayed in visitor accommodation

22% Stayed with friends/relatives

Compared to 75% and 25% in Q3 2024

What was the level of occupancy?

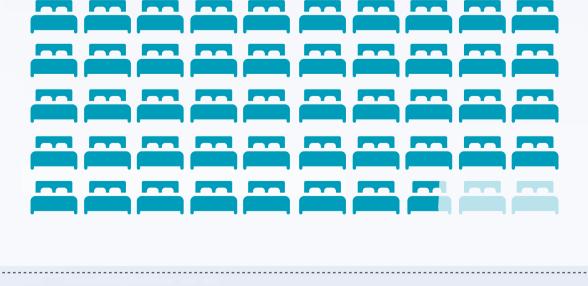
The level of occupancy of open/available units of visitor accommodation in Q3 2025 was:

July

August

September Compared to 73%, 84% and 80% in Q3 2024

What is our capacity?



for the 2025/26 season is 4,767* people. 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

Net Promoter Score



(given by all visitors departing

71 percentage points

The net promoter score

by aeroplane or ferry) Compared to 55 ppts in Q3 2024 More detail behind the statistics presented here can be found in

the Guernsey Quarterly Travel and Visitor Accommodation Bulletin Quarter 3 2025 available at www.gov.gg/travel_and_visitor



