Guernsey Travel Survey

Quarter 4 2018
Issue date January 2019

The Guernsey Travel Survey shows the number of air and sea passengers, broken down by type, purpose and origin, based upon exit surveys undertaken at the airport and harbour

States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Travel Survey is based upon exit surveys undertaken at the airport and harbour, with the findings applied to the actual numbers of passengers (provided by the airport and harbour authorities). The purpose of these surveys is to determine the passenger composition of Guernsey's main air and sea routes, along with the number of visiting cruise passengers and visiting yachtsmen. It includes information on length of stay, purpose of visit, accommodation used, country of origin and party size.

It should be noted that the figures in this report do not include inter-Bailiwick travel (Alderney, Sark and Herm).

From April 2017 the methodology for data collection was updated. Planning and deployment of interview shifts changed from quarterly to monthly, hence year on year figures are subject to methodological changes and may not be strictly comparable.

1.2 Headlines for Q4 2018

• The total number of departing **passengers** (both visitors and residents) for Q4 2018 was 109,218.

• The total number of departing **visitors** for Q4 2018 was 43,581. The total number of departing **residents** was 65,637 in Q4 2018.

• Of the 43,581 departing visitors in Q4 2018, 82% travelled by air and 18% by sea.

• 18% of visitors stayed for business purposes, 33% were visiting friends or relatives, 35% were leisure visitors staying for at least one night and a further 13% visiting for a day trip.

• The average length of stay for those who stayed at least one night in Q4 2018 was 4.15 nights.

• 78% of visitors during Q4 2018 were from the UK, 3% from France, 10% from Jersey and the remainder from elsewhere.

Figure 1.2.1 Q4 departing passenger numbers
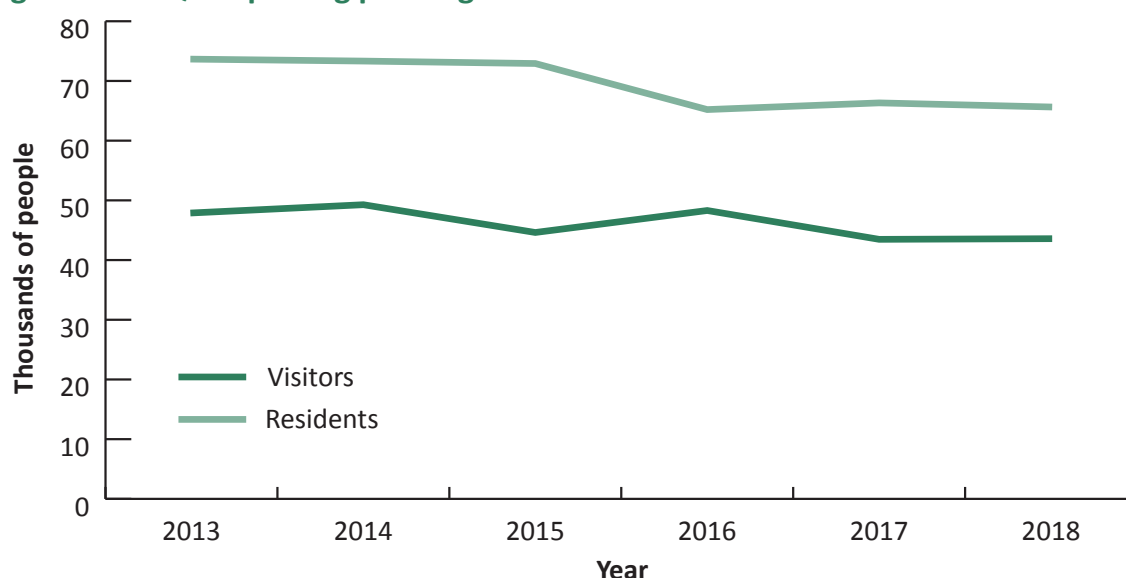
Table 1.3.1 Summary of Q4 2018 results compared with Q4 2017

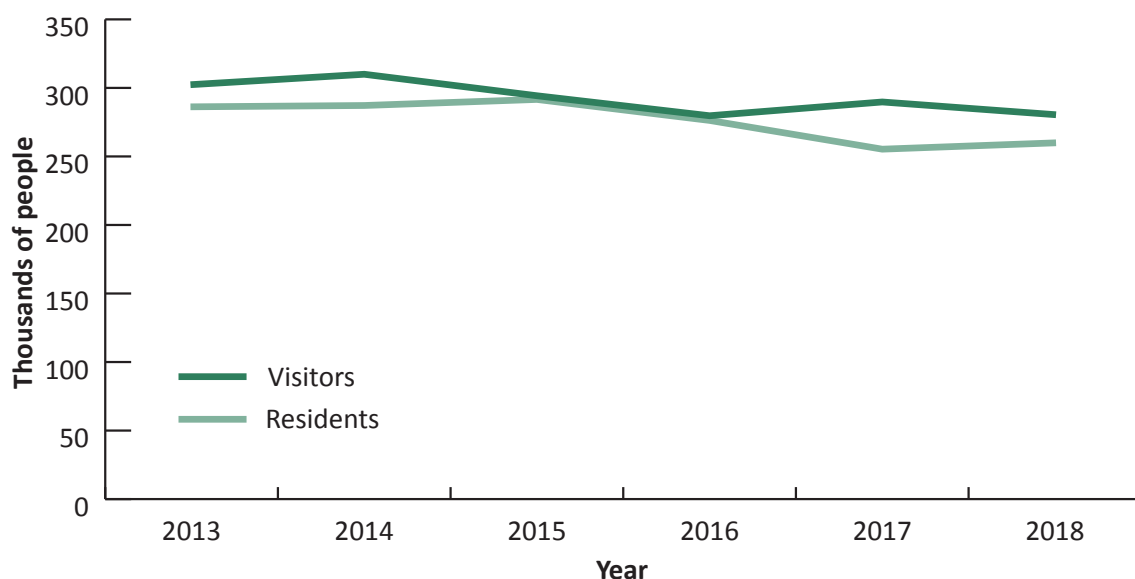|	Q4 2017	Q4 2018	% change
Total departing visitors (including cruise & yachts)	45,241	44,122	-2
Total departing visitors (excluding cruise & yachts)	43,471	43,581	+<1
Total departing residents	66,325	65,637	-1
Total departing passengers	109,796	109,218	-<1
Total returning visitors	665	282	-58
Total passengers	**110,461**	**109,500**	**-1**
Total, including cruise and yacht passengers	112,231	110,041	-2
Departing visitors by air	34,991	35,519	+2
Departing visitors by sea	8,480	8,062	-5
Visitors staying for leisure purposes	13,915	15,289	+10
Visitors staying with friends / relatives	13,053	14,199	+9
Visitors staying for business purposes	8,728	8,017	-8
Total staying visitors (excluding long stay)	**35,696**	**37,506**	**+5**
Average length of stay (excluding long stay)	4.27 nights	4.15 nights	-3
Total number of bed nights	152,331	154,880	+2
Total staying in commercial accommodation	24,195	24,323	+<1
Average stay in commercial accommodation	3.85 nights	3.58 nights	-7
Bed nights in commercial accommodation	93,080	87,066	-7
Day visitors for leisure purposes	4,396	2,644	-40
Day visitors with friends / relatives	184	185	+1
Day visitors for business purposes	2,615	2,839	+9
Total day visitors	**7,195**	**5,668**	**-21**
Visitors from the UK	34,092	33,989	-<1
Visitors from France	1,228	1,395	+14
Visitors from Jersey	3,997	4,198	+5
Visitors from elsewhere	4,152	3,999	-4
Long stay visitors	580	407	-30
Cruise ship passengers	1,203	0	-
Visiting yachtsmen	567*	541	-5
Departing Guernsey residents by air	58,573	57,666	-2
Departing Guernsey residents by sea	7,752	7,971	+3
Net Promoter Score	48.0	56.2	+17

* restated since last publication

- The total number of departing **passengers** (both visitors and residents) for January to December 2018 was 540,398.

- The total number of departing **visitors** for January to December 2018 was 280,475. The total number of departing **residents** was 259,923 in January to December 2018.

- Of the 280,475 departing visitors in January to December 2018, 66% travelled by air and 34% by sea.

- 12% of visitors stayed for business purposes, 20% were visiting friends or relatives, 51% were leisure visitors staying for at least one night and a further 16% visiting for a day trip.

- The average length of stay for those who stayed at least one night in January to December 2018 was 4.66 nights.

- 72% of visitors during January to December 2018 were from the UK, 7% from France, 7% from Jersey and the remainder from elsewhere.

Figure 1.4.1 January to December departing passenger numbers

Table 1.5.1 Summary of Jan to Dec 2018 results compared with Jan to Dec 2017

	Jan to Dec 2017	Jan to Dec 2018	% change
Total departing visitors (including cruise & yachts)	419,501	420,140	+<1
Total departing visitors (excluding cruise & yachts)	289,745	280,475	-3
Total departing residents	255,307	259,923	+2
Total departing passengers	545,052	540,398	-1
Total returning visitors	1,866	1,791	-4
Total passengers	**546,918**	**542,189**	**-1**
Total, including cruise and yacht passengers	677,765	681,854	+1
Departing visitors by air	184,625	184,339	-<1
Departing visitors by sea	105,120	96,136	-9
Visitors staying for leisure purposes	146,013	141,871	-3
Visitors staying with friends / relatives	54,895	56,924	+4
Visitors staying for business purposes	32,513	34,057	+5
Total staying visitors (excluding long stay)	**233,421**	**232,852**	**<1**
Average length of stay (excluding long stay)	4.85 nights	4.66 nights	-13
Total number of bed nights	1,131,283	1,085,085	-4
Total staying in commercial accommodation	180,269	179,144	-1
Average stay in commercial accommodation	4.49 nights	4.35 nights	-3
Bed nights in commercial accommodation	808,936	778,744	-4
Day visitors for leisure purposes	40,512	32,504	-20
Day visitors with friends / relatives	983	987	+>1
Day visitors for business purposes	12,462	12,171	-2
Total day visitors	**53,957**	**45,662**	**-15**
Visitors from the UK	206,309	201,500	-2
Visitors from France	25,480	20,343	-20
Visitors from Jersey	23,295	20,209	-13
Visitors from elsewhere	34,652	38,423	+11
Long stay visitors	2,370	1,961	-17
Cruise passengers	110,281	120,969	+10
Visiting yachtsmen	19,475*	18,696	-9
Departing Guernsey residents by air	205,522	204,159	-1
Departing Guernsey residents by sea	49,785	55,765	+12
Net Promoter Score	51.4	56.8	+11

* restated since last publication

Table 2.1.1 Q4 total departing passengers by mode of transport

Year	By air	By sea
	Number	Number
2016	93,791	19,714
2017	93,564	16,232
2018	93,185	16,034

Table 2.1.2 Q4 total departing passengers by air and by type

	Visitors	Residents
	Number	Number
2016	37,771	56,020
2017	34,991	58,573
2018	35,519	57,666

Table 2.1.3 Q4 total departing passengers by sea and by type

	Visitors	Residents
	Number	Number
2016	10,529	9,185
2017	8,480	7,752
2018	8,062	7,971

As shown in **Table 2.1.1**, in Q4 2018 there were 93,185 departing passengers by air and 16,034 by sea (these figures include returning visitors). This represents a <1% change in both air and sea passengers since Q4 2017.

Tables 2.1.2 and **2.1.3** show the number of departing residents and departing visitors by mode of transport (except those visitors who were returning to Guernsey after, for example, a day trip elsewhere).

The numbers of departing passengers by type and mode of transport can be seen in **Figure 2.1.1.**

Table 2.1.4 shows the percentages of departing visitors, returning visitors and residents during Q4.
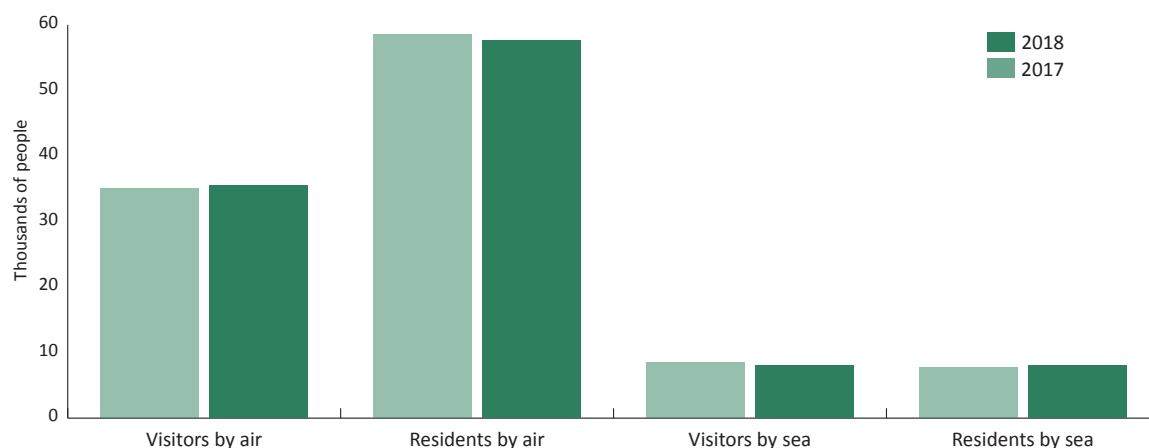
Table 2.1.4 Q4 total departing passengers by type of passenger

	Number of passengers	% departing visitors	% returning visitors	% residents
2016	113,766	42.5	0.2	57.3
2017	110,461	39.4	0.6	60.0
2018	109,500	39.8	0.3	59.9

Figure 2.1.1 Q4 total departing passengers by type and by mode of transport

As shown in **Table 2.2.1**, during the period from January to December 2018 there were 388,497 departing passengers by air and 151,901 by sea (these figures include returning visitors). This represents a drop of <1% in air passenger numbers and 2% in sea passengers since 2017.

Tables 2.2.2 and **2.2.3** show the number of departing residents and departing visitors by mode of transport (except those visitors who were returning to Guernsey after, for example, a day trip elsewhere).

The numbers of departing passengers by type and mode of transport can be seen in **Figure 2.2.1.**

Table 2.2.4 shows the percentages of departing visitors, returning visitors and residents during the period from January to December.

Table 2.2.1 Jan to Dec total departing passengers by mode of transport

Year	By air	By sea
	Number	Number
2016	403,602	152,362
2017	390,147	154,905
2018	388,497	151,901

Table 2.2.2 Jan to Dec total departing passengers by air and by type

	Visitors	Residents
	Number	Number
2016	188,533	215,069
2017	184,625	205,522
2018	184,339	204,159

Table 2.2.4 Jan to Dec total departing passengers by type of passenger

	Number of passengers	% departing visitors	% returning visitors	% residents
2016	557,465	50.2	0.3	49.5
2017	546,918	53.0	0.3	46.7
2018	542,189	51.7	0.3	47.9

Table 2.2.3 Jan to Dec total departing passengers by sea and by type

	Visitors	Residents
	Number	Number
2016	91,158	61,204
2017	105,120	49,785
2018	96,136	55,765
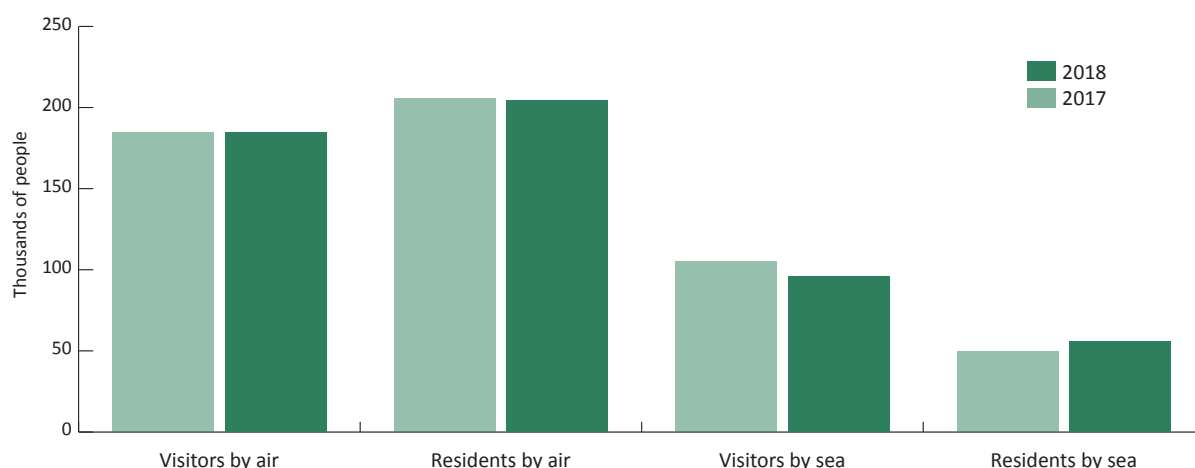
Figure 2.2.1 Jan to Dec total departing passengers by type and by mode of transport

Table 2.3.1 Q4 departing visitors by air

Year		By air	
	Number		**% change**
2013	38,373		
2014	37,211		-3
2015	35,715		-4
2016	37,771		+6
2017	34,991		-7
2018	35,519		+2

Table 2.3.2 Q4 departing visitors by sea

Year		By sea	
	Number		**% change**
2013	9,515		
2014	12,061		+27
2015	8,904		-26
2016	10,529		+19
2017	8,480		-19
2018	8,062		-5

As shown in **Table 2.3.1** and **Table 2.3.2**, in Q4 2018 there were 35,519 departing visitors by air and 8,062 by sea.

This compares with 34,991 by air and 8,480 by sea in Q4 2017.

Figure 2.3.1 Q4 departing visitors by mode of transport
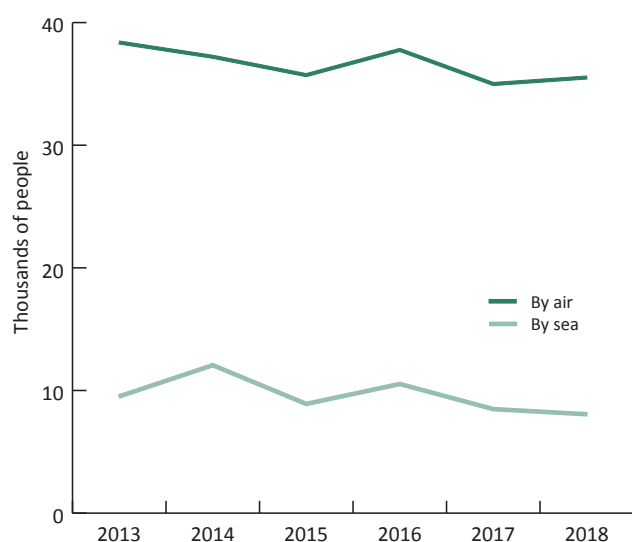
As shown in **Table 2.4.1**, during the period from January to December 2018 there were 184,339 departing visitors by air and 96,136 by sea.

This compares with 184,625 by air and 105,120 by sea from January to December 2017.

Table 2.4.1 Jan to Dec departing visitors by air

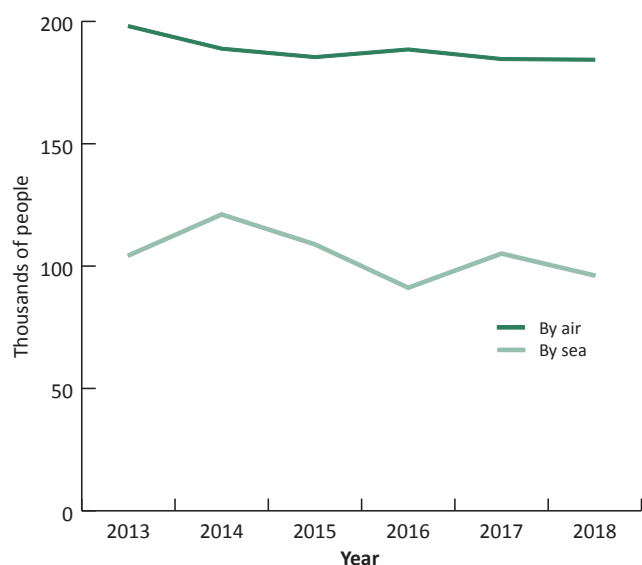| Year		By air
	Number	**% change**
2013	198,070	
2014	188,856	-5
2015	185,407	-2
2016	188,533	+2
2017	184,625	-2
2018	184,339	<-1

Figure 2.4.1 Jan to Dec departing visitors by mode of transport

Table 2.4.2 Jan to Dec departing visitors by sea

Year		By sea
	Number	**% change**
2013	104,324	
2014	121,104	+16
2015	108,882	-10
2016	91,158	-16
2017	105,120	+15
2018	96,136	-9

Figure 2.4.2 Departing visitors by mode of transport and by quarter
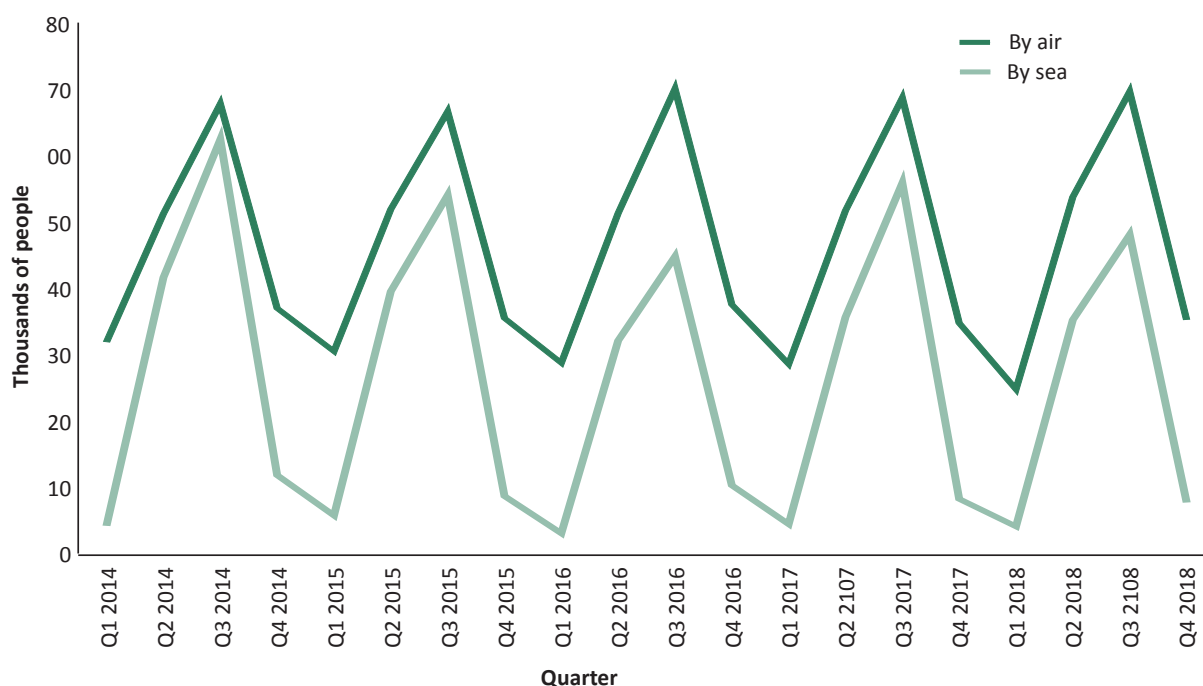
2.5 Departing visitors Q4 - by purpose of visit

Table 2.5.1 shows the number of departing visitors during Q4 2018 broken down by purpose of visit. In Q4 2018 the highest proportion of visitors were staying leisure visitors (35%), followed by visitors staying with friends or relatives (VFR) (33%).

In Q4 2017 the respective percentages were 32% and 30%.

The total number of day visitors during Q4 was 5,668 in 2018, 13% of total visitors. The equivalent figure in Q4 2017 was 7,195, which was 17% of the total visitors for that period.

Table 2.5.1 Q4 departing visitors by purpose of visit

Purpose		2017		2018
	Number	%	Number	%
Staying leisure	13,915	32	15,289	35
Visiting friends / relatives	13,053	30	14,199	33
Staying business	8,728	20	8,017	18
Day visit leisure	4,396	10	2,644	6
Day visit friends / relatives	184	<1	185	<1
Day visit business	2,615	6	2,839	7
Long stay visitors	580	1	407	1
TOTAL	**43,471**	**100.0**	**43,581**	**100.0**

Figure 2.5.1 Proportions of Q4 departing visitors by purpose of visit
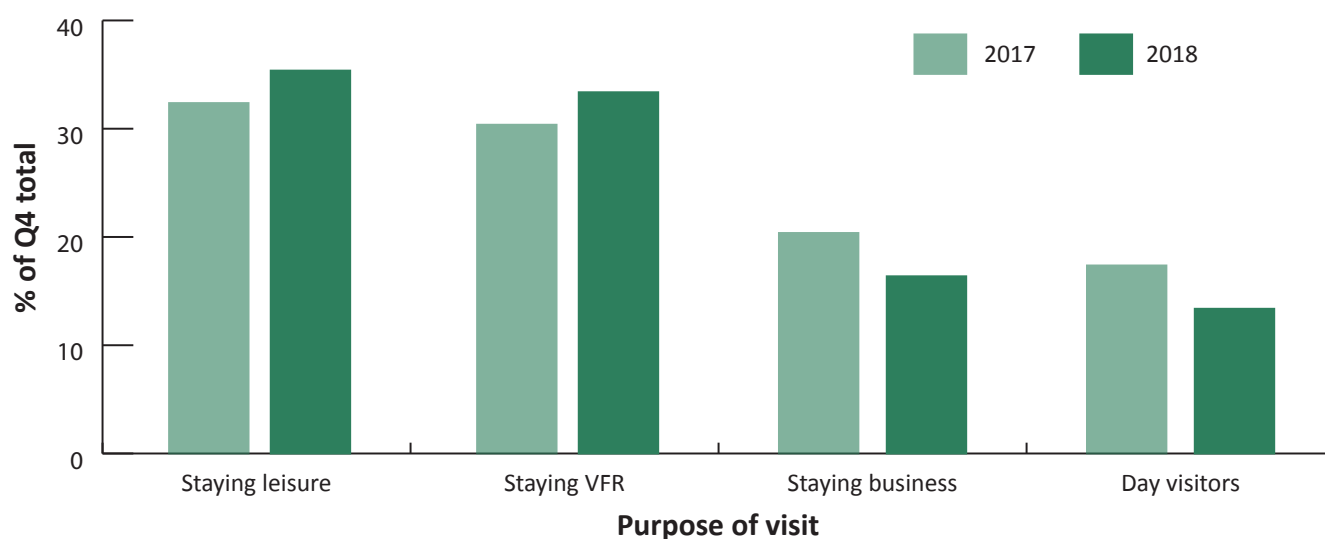
2.5 Departing visitors Q4 - by purpose of visit (continued)

Table 2.5.2 shows the number of departing visitors during Q4 2018 broken down by mode of transport and purpose of visit. In Q4 2018 the highest proportion of visitors by air were those staying at least one night with friends or family (35%) followed by staying leisure visitors, whereas for visitors travelling by sea, the highest was staying leisure (47%) followed by those staying with friends or family.

Table 2.5.2 Q4 departing visitors by mode of transport and purpose of visit

Purpose		by air				by sea
	2017	2018	% change	2017	2018	% change
Staying leisure	10,624	11,480	+8	3,291	3,809	+16
Visiting friends / relatives	11,698	12,589	+8	1,354	1,610	+19
Staying business	7,769	7,224	-7	960	793	-17
Day visit leisure	1,826	1,095	-40	2,570	1,550	-40
Day visit friends / relatives	116	134	+16	69	51	-26
Day visit business	2,541	2,709	+7	74	131	+77
Long stay visitors	417	289	-31	163	118	-28
TOTAL	**34,991**	**35,519**	**+2**	**8,480**	**8,062**	**-5**

Figure 2.5.2 Q4 2018 departing visitors by air - purpose of visit

- Staying leisure
- Staying with friends /relatives
- Staying business
- Day trip leisure
- Day trip friends / relatives
- Day trip business
- Long stay
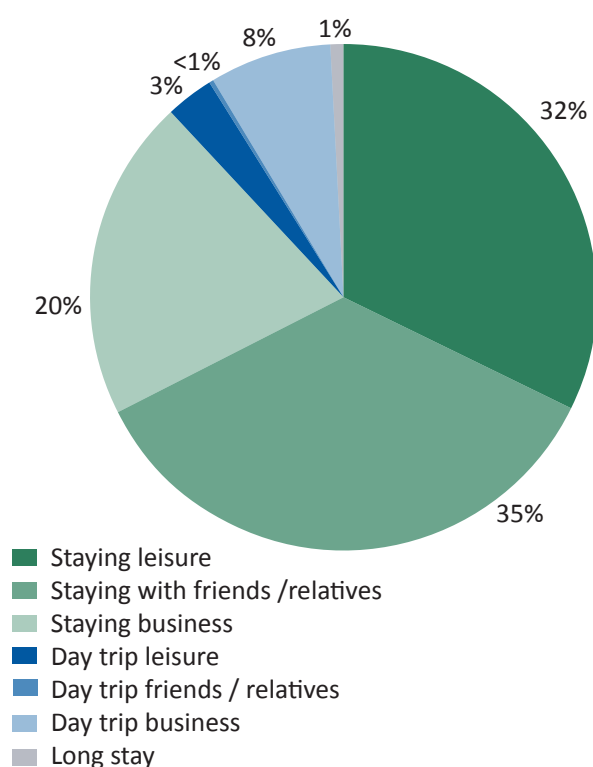
Figure 2.5.3 Q4 2018 departing visitors by sea - purpose of visit

- Staying leisure
- Visiting friends / relatives
- Staying business
- Day trip leisure
- Day trip friends / relatives
- Day trip business
- Long stay
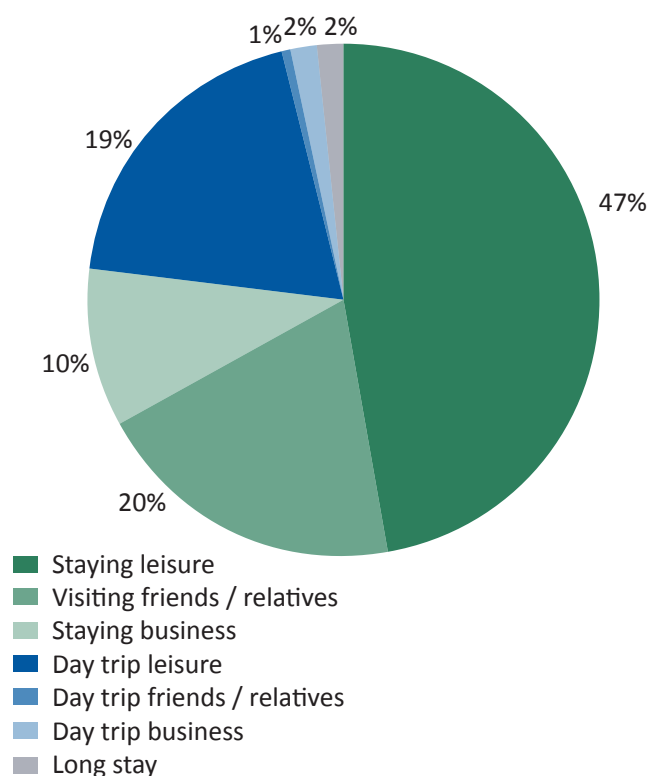
Table 2.6.1 shows the number of departing visitors for the period from January to December 2018 broken down by purpose of visit. In this period the highest proportion of visitors were staying leisure visitors (51%), followed by visitors staying with friends or relatives (VFR) (20%) and staying business visitors (12%).

From January to December 2017 the respective percentages were 50%, 19% and 11%.

The total number of day visitors during the period January to December was 45,662 in 2018, 16% of total visitors. The equivalent figures for the period January to December 2017 were 53,957 and 19%.

Table 2.6.1 Jan to Dec departing visitors by purpose of visit

Purpose	2017		2018	
	Number	%	Number	%
Staying leisure*	146,013	50	141,871	51
Visiting friends / relatives	54,895	19	56,924	20
Staying business	32,513	11	34,057	12
Day visit leisure*	40,512	14	32,504	12
Day visit friends / relatives	983	<1	987	<1
Day visit business	12,462	4	12,171	4
Long stay visitors	2,370	1	1,961	1
TOTAL	**289,745**	**100.0**	**280,475**	**100.0**

Figure 2.6.1 Proportions of Jan to Dec departing visitors by purpose of visit
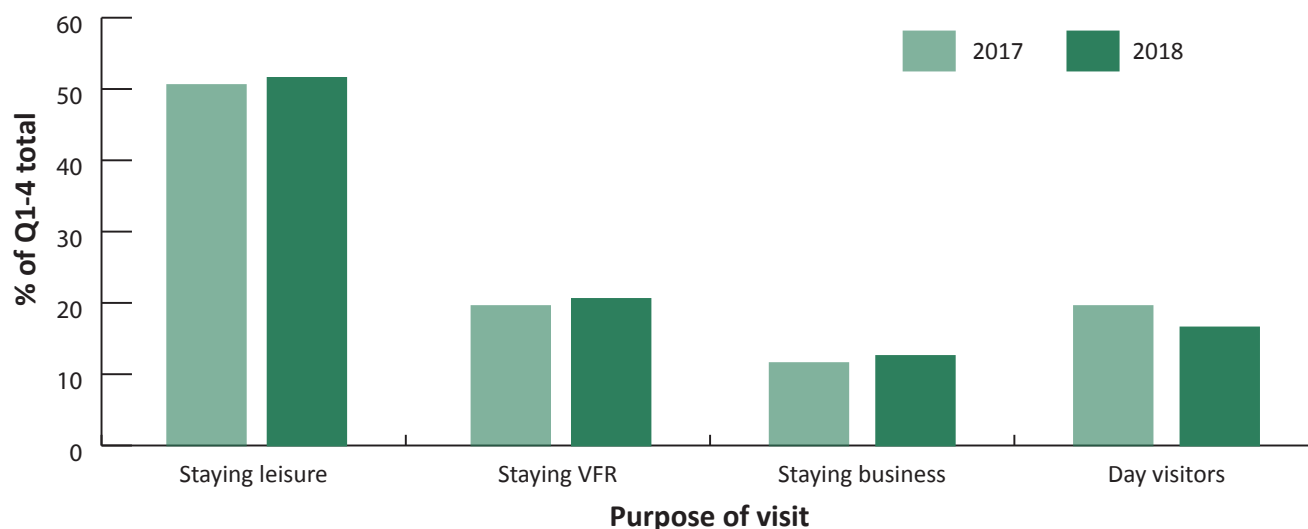
Table 2.6.2 shows the number of departing visitors during the period from January to December 2018 broken down by mode of transport and purpose of visit. In this period the highest proportion of visitors by both air and sea were staying leisure visitors (46% and 60% respectively).

Table 2.6.2 Jan to Dec departing visitors by mode of transport and purpose of visit

Purpose			by air			by sea
	2017	**2018**	**% change**	**2017**	**2018**	**% change**
Staying leisure*	85,973	84,115	-2	60,040	57,755	-4
Visiting friends / relatives	47,327	48,369	+2	7,567	8,556	+13
Staying business	27,109	28,966	+7	5,404	5,090	-6
Day visit leisure*	9,948	9,728	-2	30,563	22,776	-25
Day visit friends / relatives	573	590	+3	410	397	-3
Day visit business	11,893	11,189	-6	568	982	+73
Long stay visitors	1,801	1,381	-23	568	580	+2
TOTAL	**184,625**	**184,339**	**<1**	**105,120**	**96,136**	**-9**

Figure 2.6.2 Jan to Dec 2018 departing visitors by air - purpose of visit

- Staying leisure
- Staying with friends /relatives
- Staying business
- Day trip leisure
- Day trip friends / relatives
- Day trip business
- Long stay
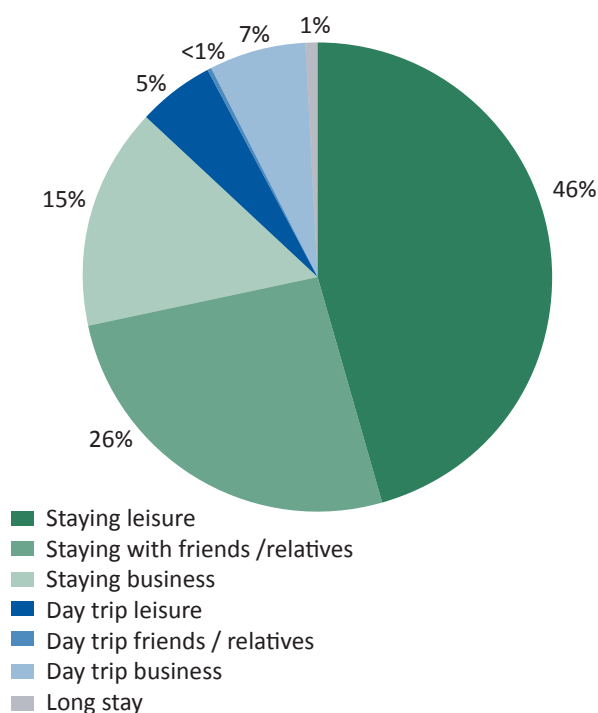
Figure 2.6.3 Jan to Dec 2018 departing visitors by sea - purpose of visit

- Staying leisure
- Visiting friends / relatives
- Staying business
- Day trip leisure
- Day trip friends / relatives
- Day trip business
- Long stay
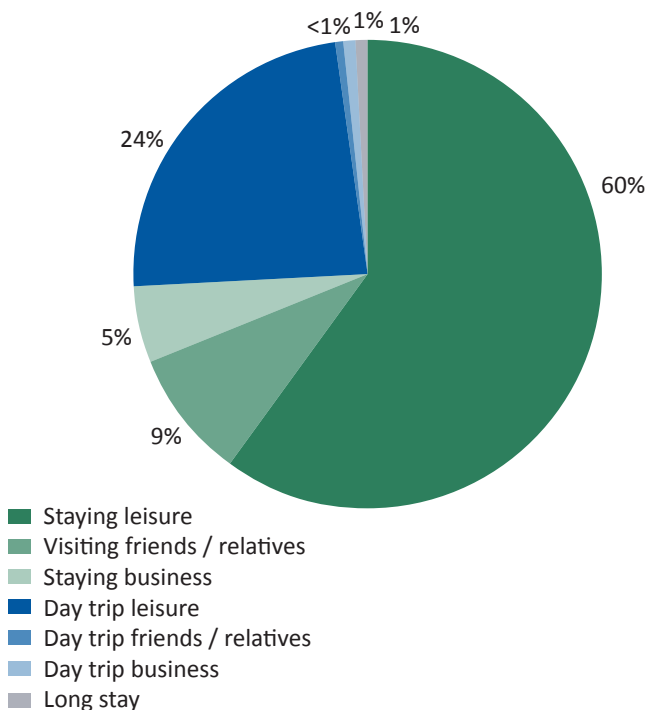
Figure 2.7.1 Q4 2018 departing visitors by country of residence
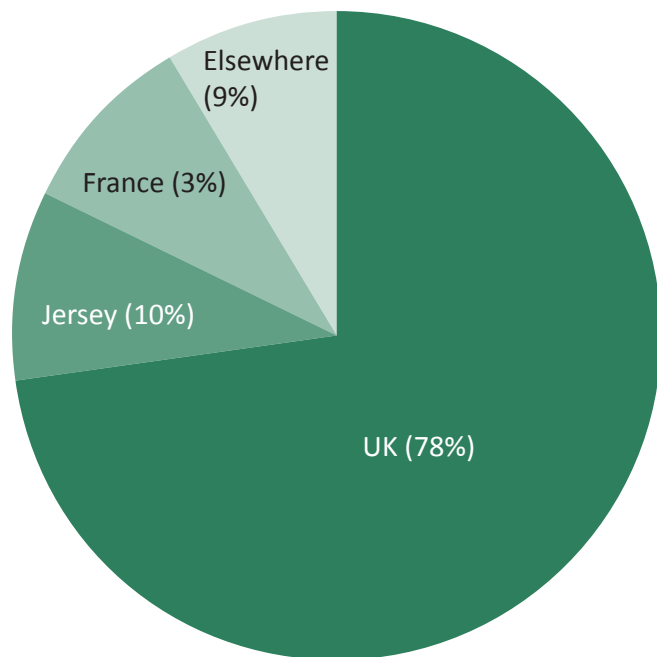
The majority of visitors during Q4 2018 were from the UK, as can be seen in **Figure 2.7.1** and **Table 2.7.1**.

Within the "Elsewhere" category, the most common countries were Germany, Holland, Australia and the USA.

Table 2.7.1 Q4 departing visitors by country of residence

	UK	Jersey	France	Elsewhere
2013	34,982	7,023	1,366	4,342
2014	37,063	6,489	1,700	4,021
2015	34,956	4,212	1,451	4,000
2016	36,404	5,649	1,792	4,455
2017	34,092	3,997	1,228	4,152
2018	33,989	4,198	1,395	3,999

2.8 Departing visitors January to December - by country of residence

The majority of visitors during the January to December period 2018 were from the UK, as can be seen in **Figure 2.8.1** and **Table 2.8.1**.

Within the "Elsewhere" category, the most common countries were Germany, Holland, Australia, the USA and Switzerland.

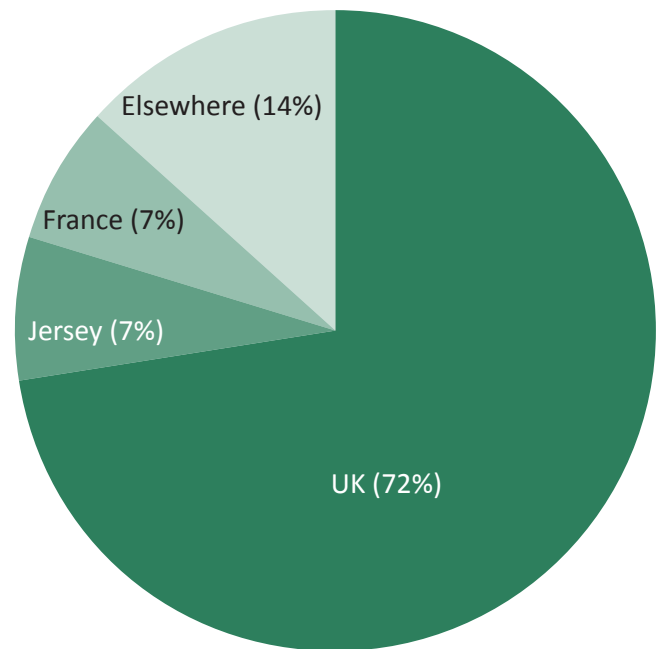**Figure 2.8.1 Jan to Dec 2018 departing visitors by country of residence**

Table 2.8.1 Jan to Dec departing visitors by country of residence

	UK	Jersey	France	Elsewhere
2013	211,914	32,649	24,708	32,939
2014	216,390	35,187	19,441	38,939
2015	215,533	27,338	16,806	34,604
2016	200,618	24,575	22,996	31,498
2017	206,309	23,295	25,480	34,652
2018	201,500	20,209	20,343	38,420

Table 2.9.1 Q4 2018 departing visitors by type of accommodation

	2018	% of total
Hotel	20,870	56
Guest accom.	501	1
Self catering	1,719	5
Camping	44	<1
Friends/relatives	13,035	35
Other	1,189	3

Table 2.9.2 Q4 2018 average length of stay (number of nights)

	Average length of stay
2013	4.19
2014	4.30
2015	4.39
2016	4.29
2017	4.27
2018	4.15

More people stayed in hotel accommodation than in any other type of accommodation in Q4 2018 (56%) (**Table 2.9.1**).

The overall average length of stay was 4.15 nights in Q4 2018.

In total there were 154,880 overnight stays in Q4 2018, of which 87,066 were in commercial accommodation.

In quarter 4 2017 these figures were 152,331 and 93,080.

Figure 2.9.1 Average length of stay by accommodation type Q4 2018

More people stayed in hotel accommodation than in any other type of accommodation during the period January to December 2018 (62%) (**Table 2.10.1**).

The overall average length of stay was 4.66 nights during the period January to December 2018.

In total there were 1,085,085 overnight stays during the period January to December 2018, of which 778,744 were in commercial accommodation.

In the same period of 2017 these figures were 1,131,283 and 808,935, giving decreases of 4% each.

Table 2.10.1 Jan to Dec 2018 departing visitors by type of accommodation

	2018	% of total
Hotel	145,305	62
Guest accom.	4,647	2
Self catering	15,460	7
Camping	5,711	2
Friends/relatives	53,559	23
Other	8,021	3

Table 2.10.2 Jan to Dec 2018 average length of stay (number of nights)

	Average length of stay
2013	4.75
2014	4.79
2015	4.88
2016	4.75
2017	4.85
2018	4.66

Figure 2.10.1 Average length of stay by accommodation type Jan to Dec 2018
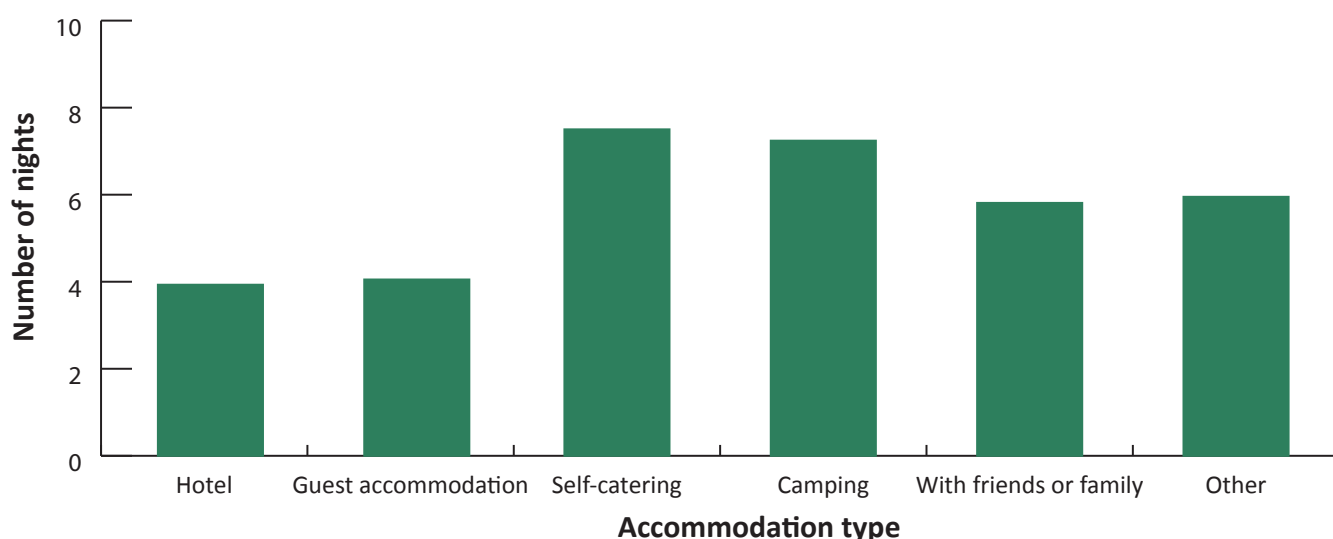
Table 2.11.1 Q4 day visitors as percentage of total departing visitors

	Departing day visitors	Total departing visitors	Day visitors as % total departing visitors
2013	10,680	47,887	22
2014	10,676	49,272	22
2015	7,931	44,619	18
2016	7,604	48,300	16
2017	7,195	43,471	17
2018	5,668	43,581	13

Table 2.11.2 Q4 day visitors

	2018	
	Number	**%**
Day visit leisure*	2,644	47
Day visit friends / relatives	185	3
Day visit business	2,839	50
Total day visitors	5,668	100

The majority of departing visitors on a day trip were travelling by air (69% in Q4 2018), as shown in **Figure 2.11.1**.

As a percentage of overall departing visitors, day visitors comprised 13% of the total (**Table 2.11.1**).

Table 2.11.2 shows that 47% of day visits were for leisure purposes, and 50% for business purposes.

Figure 2.11.1 Q4 2018 day visitors by mode of transport
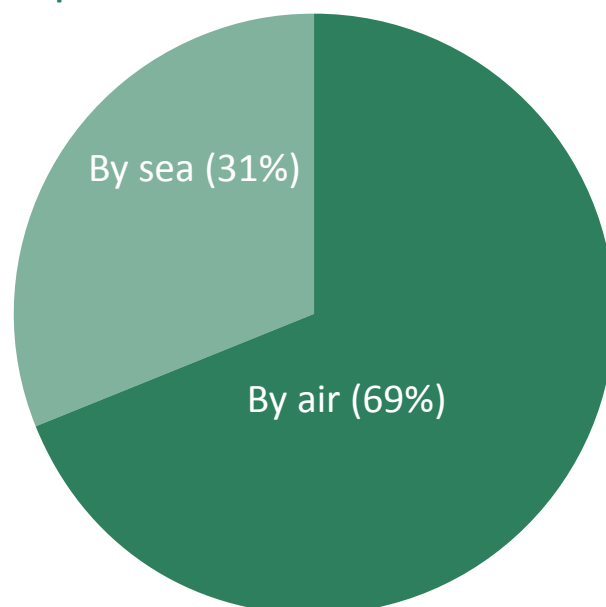
By sea (31%)

By air (69%)

The majority of departing visitors on a day trip were travelling by sea (53% in the period January to December 2018), as shown in **Figure 2.12.1**.

As a percentage of overall departing visitors, day visitors comprised 16% of the total (**Table 2.12.1**).

Table 2.12.2 shows that 71% of day visits were for leisure purposes, and 27% for business purposes.

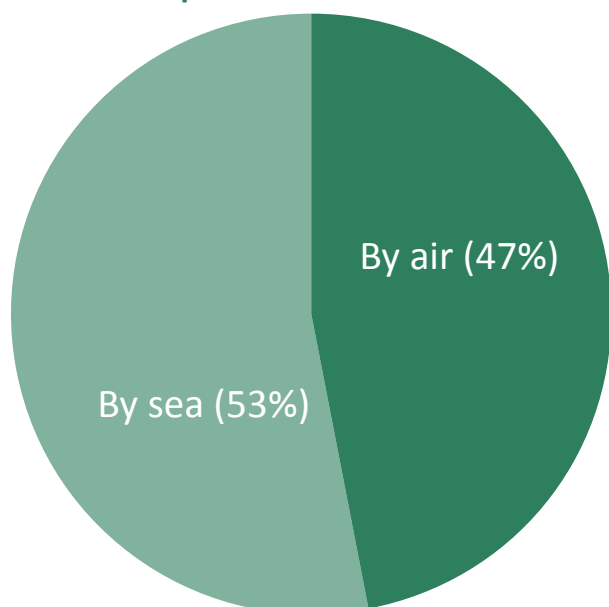**Figure 2.12.1 Jan to Dec 2018 day visitors by mode of transport**

**Table 2.12.1 Jan to Dec day visitors as percentage of total departing visitors**

	Departing day visitors	Total departing visitors	Day visitors as % total departing visitors
2013	74,557	302,393	25
2014	79,253	309,960	26
2015	61,798	294,288	21
2016	50,102	279,691	18
2017	53,957	289,745	19
2018	45,662	280,475	16

Table 2.12.2 Jan to Dec day visitors

		2018	
		Number	**%**
Day visit leisure*		32,504	71
Day visit friends / relatives		987	2
Day visit business		12,171	27
Total day visitors		45,662	100

Figure 2.13.1 Q4 visitors who had visited Guernsey previously
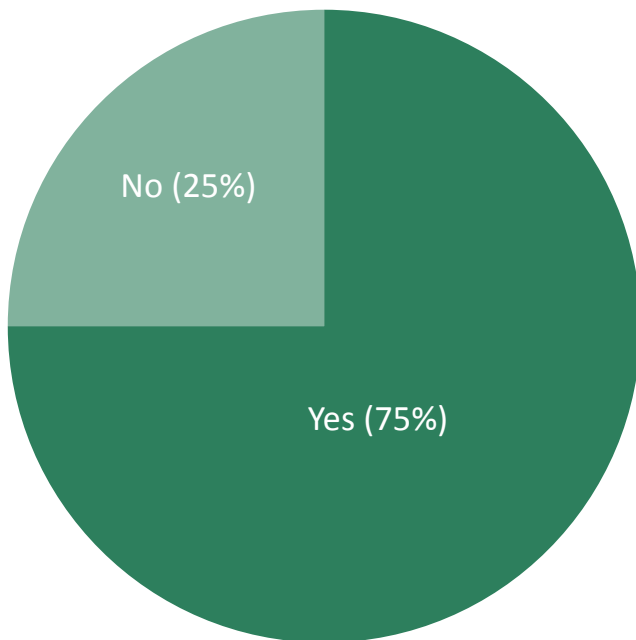
Respondents were asked if they had visited Guernsey before and, if so, had they visited on a cruise ship.

In Q4 2018, 75% of all visitors had been to Guernsey previously.

Of those who had visited previously, 2.5% had visited on a cruise ship.

## 2.14 Previous visits to Guernsey - January to December

Respondents were asked if they had visited Guernsey before and, if so, had they visited on a cruise ship.

During the period January to December 2018, 65% of all visitors had been to Guernsey previously.

71% of those travelling by air and 53% of those travelling by sea had visited previously.
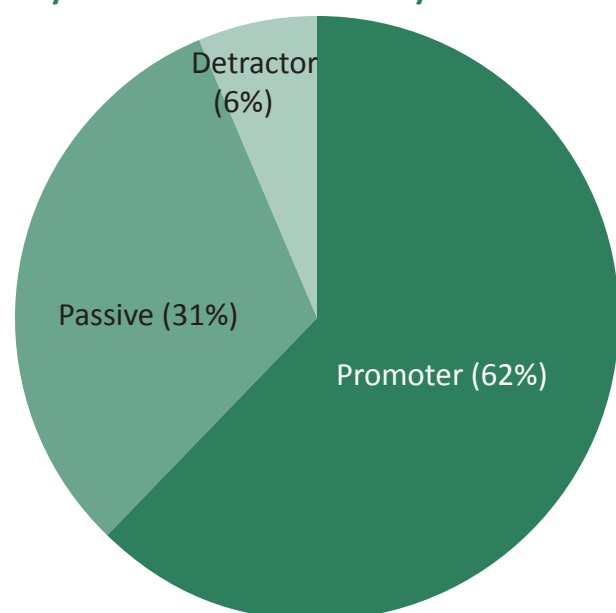
Of those who had visited previously, 2.7% had visited on a cruise ship.

Figure 2.14.1 Jan to Dec visitors who had visited Guernsey previously

No (35%)

Yes (65%)
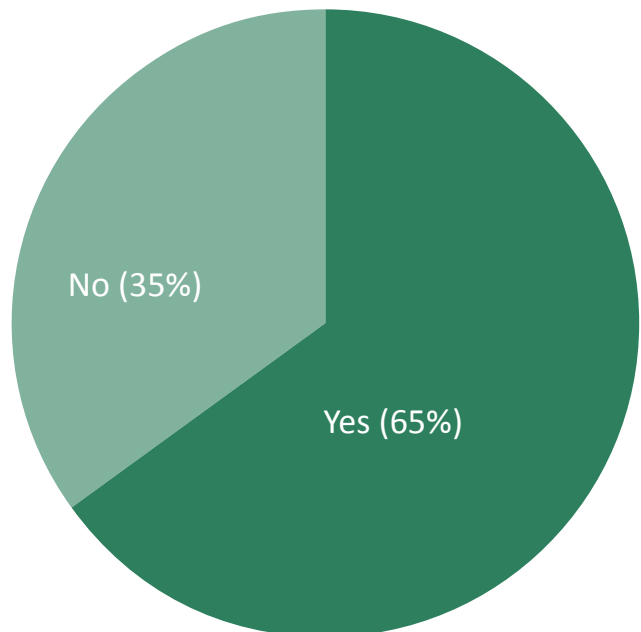
3.1 Recommendations of Guernsey - Q4

Figure 3.1.1 Q4 2018 breakdown of visitors likely to recommend Guernsey

Detractor (6%)

Passive (31%)

Promoter (62%)

Since 2014 visitors have been asked how likely they were, on a scale of 1 to 10, to recommend Guernsey to friends and family.

Those giving an answer of 9 or 10 were categorised as "promoters", those giving 7 or 8 were "passives" and those giving 0 to 6 were "detractors" (**Table 3.1.1**). An overall net promoter score (NPS) was found by subtracting the proportion of detractors from the proportion of promoters.

In Q4 2018 the NPS was 56.2. This compares with 48.0 in Q4 2017.

A breakdown of promoters, passives and detractors is given in **Figure 3.1.1**.

Table 3.1.1 Q4 number of promoters, passives and detractors

		2018
	Number	as %
Promoters	1,768	62.4
Passives	888	31.4
Detractors	176	6.2
Net Promoter Score		56.2

3.2 Recommendations of Guernsey - January to December

Since 2014 visitors have been asked how likely they were, on a scale of 1 to 10, to recommend Guernsey to friends and family.

Those giving an answer of 9 or 10 were categorised as "promoters", those giving 7 or 8 were "passives" and those giving 0 to 6 were "detractors" (**Table 3.2.1**). An overall net promoter score (NPS) was found by subtracting the proportion of detractors from the proportion of promoters.

For the period January to December 2018 the NPS was 56.8. This compares with 51.4 for the whole of 2017.

A breakdown of promoters, passives and detractors is given in **Figure 3.2.1**.

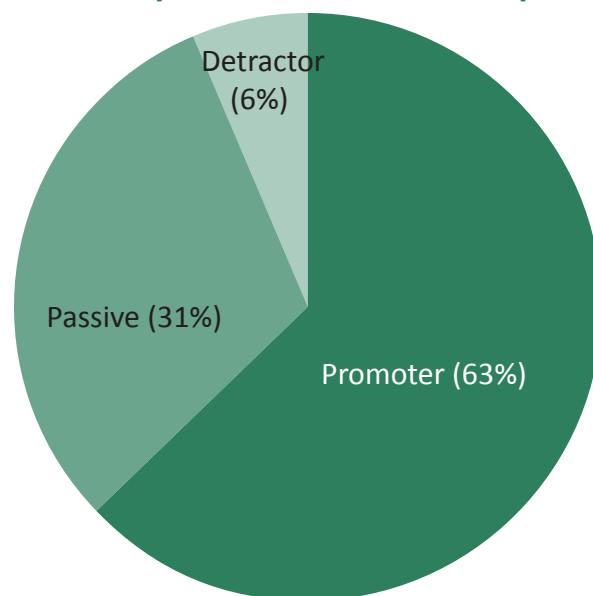**Figure 3.2.1 Jan to Dec 2018 breakdown of visitors likely to recommend Guernsey**

Table 3.2.1 Jan to Dec 2018 number of promoters, passives and detractors

		2018
	Number	as %
Promoters	10,057	63.0
Passives	4,909	30.8
Detractors	987	6.2
Net Promoter Score		56.8

Table 4.1.1 Q4 departing residents

	Total number	as % of total departing passengers
2013	73,656	61
2014	73,330	60
2015	72,920	62
2016	65,205	57
2017	66,325	60
2018	65,637	60

Table 4.1.2 Q4 departing residents by mode of transport

	by air	by sea
2013	61,116	12,540
2014	62,047	11,284
2015	64,241	8,679
2016	56,020	9,185
2017	58,573	7,752
2018	57,666	7,971

The number of departing residents was 65,627 in Q4 2018.

The majority of departing residents travelled by air (88%) as can be seen in **Table 4.1.2**.

The number of departing residents was 259,923 during the period January to December 2018. This represented 48% of all departing passengers.

The majority of departing residents travelled by air (79%) as can be seen in **Table 4.2.2**.

Table 4.2.1 Jan to Dec departing residents

	Total number	as % of total departing passengers
2013	286,210	49
2014	287,170	48
2015	291,590	50
2016	276,274	50
2017	255,307	47
2018	259,923	48

Table 4.2.2 Jan to Dec departing residents by mode of transport

	by air	by sea
2013	212,150	74,060
2014	222,433	64,739
2015	226,472	65,117
2016	215,069	61,204
2017	205,522	49,785
2018	204,159	55,765

5.1 Onward flights

Residents and departing visitors were asked if they were flying onwards after their initial destination airport.

Table 5.1.1 shows that in Q4 2018, 20% of all passengers were flying on to another airport. 10,838 Guernsey residents (19% of total) and 7,609 of departing visitors (21% of total) were flying onwards in the fourth quarter of 2018.
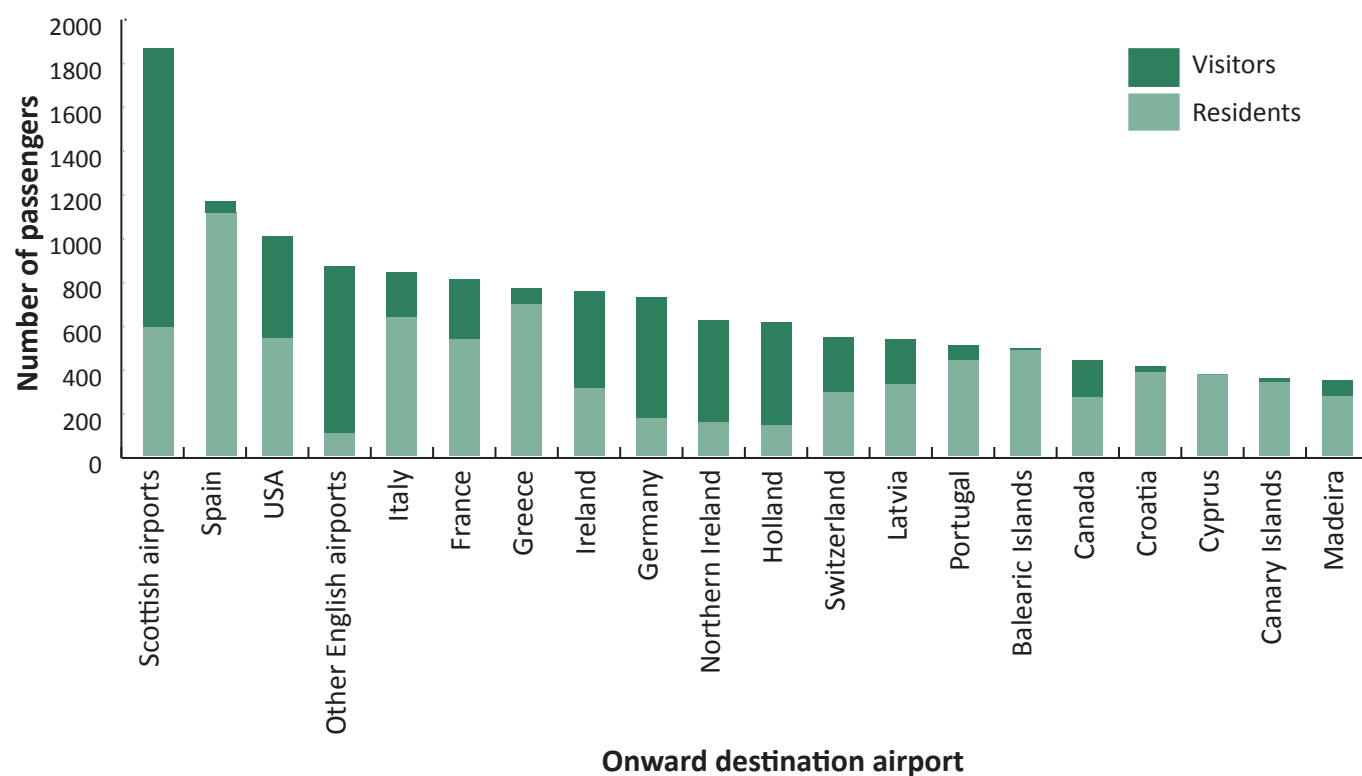
Table 5.1.1 Q4 Onwards flights

Initial destination airport	Visitor departures	Visitors travelling onward	Resident departures	Residents travelling onward
Birmingham	2,098	523	2,131	340
Bristol	1,365	95	1,457	42
East Midlands	1,471	16	680	91
Exeter	1,543	215	1,986	38
Gatwick	12,723	3,299	28,172	8,767
Manchester	3,551	103	4,760	122
Southampton	5,980	1,936	8,469	490
Stansted	1,753	498	1,169	717
Other UK airports	263	-	27	-
Jersey	4,447	924	8,674	231
Foreign airports	336	-	130	-
Total	35,530	7,609	57,655	10,838

The most popular destinations for onward travel are shown in **Figure 5.1.1**. The highest number of residents were flying on to Spain, Italy and the USA. The most popular destinations for departing visitors were Scotland, other English airports and Germany.

Figure 5.1.1 Most popular destinations for onward travel

Residents and departing visitors were asked if they were flying onwards after their initial destination airport.

Table 5.2.1 shows that in 2018, 20% of all passengers were flying on to another airport. 51,329 Guernsey residents (25% of total) and 26,413 of departing visitors (14% of total) were flying onwards in the whole of 2018.

Table 5.2.1 2018 Onward flights

| Initial destination airport	Visitor departures	Visitors travelling onward	Resident departures	Residents travelling onward
Birmingham	10,623	1,843	6,922	1,519
Bristol	7,256	267	5,074	95
East Midlands	7,335	31	2,312	164
Exeter	8,296	447	6,410	290
Gatwick	62,523	12,214	102,600	42,521
Manchester	20,876	408	12,777	744
Southampton	30,435	6,125	29,618	2,939
Stansted	9,320	1,223	4,579	1,943
Other UK airports	4,660	64	1,178	-
Jersey	19,709	3,736	31,364	1,114
Foreign airports	3,315	55	1,312	-
Total	**184,348**	**26,413**	**204,146**	**51,329**

The most popular destinations for onward travel are shown in **Figure 5.2.1**. The highest number of residents were flying on to the Spanish mainland, followed by airports in Switzerland, the USA, Scotland and Italy. The most popular destinations for departing visitors were Scotland, other English airports and Germany.

Figure 5.2.1 Most popular destinations for onward travel
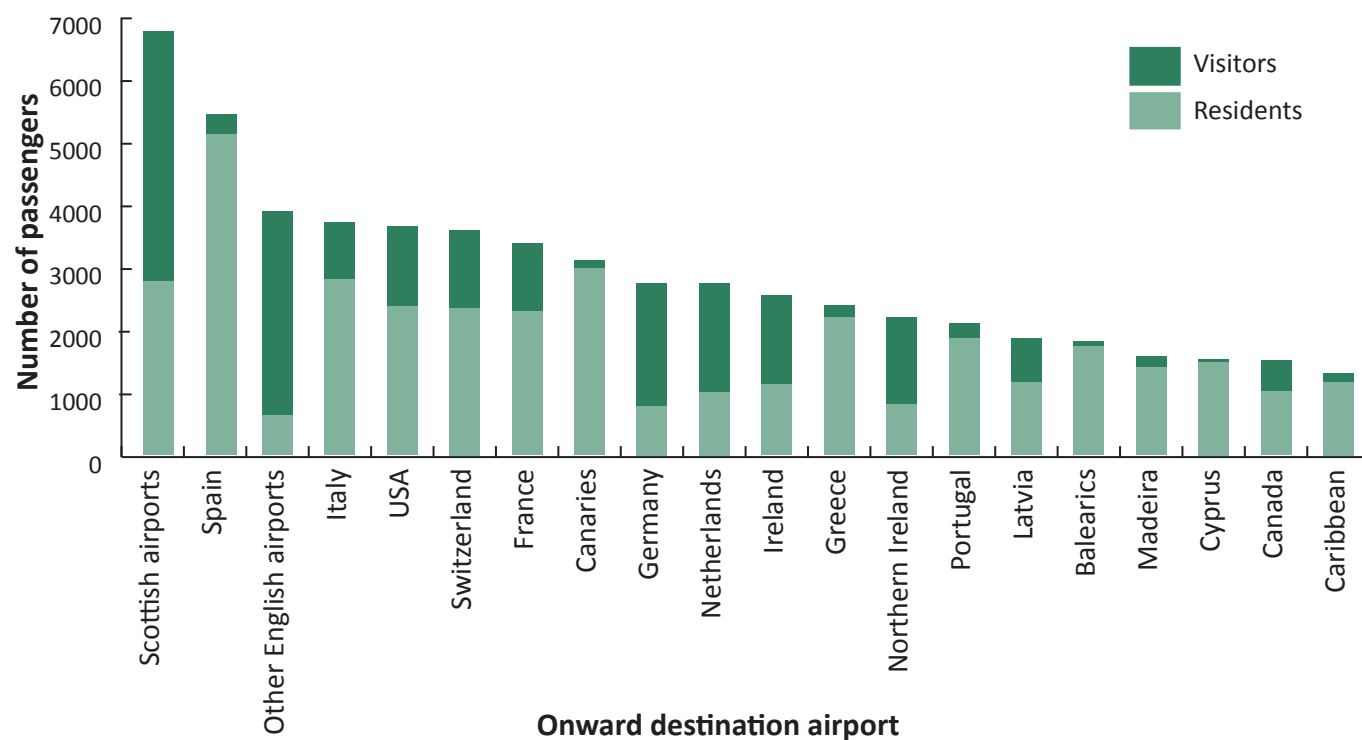
Figure 6.1.1 Cruise passenger numbers
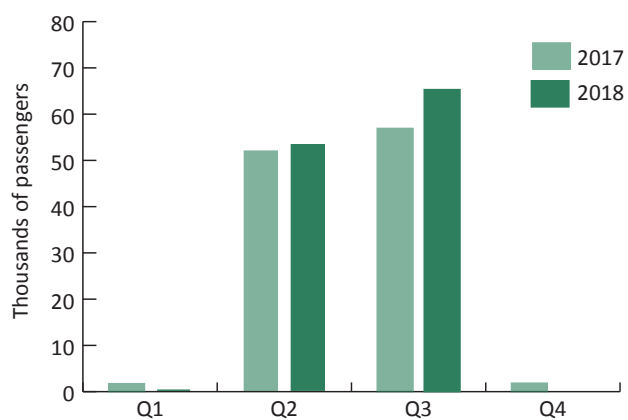
Guernsey Harbours collates information on the number of cruise ships and passengers visiting the island, depicted in **Table 6.1.1** and **Figure 6.1.1**.

The total number of visiting cruise passengers in 2018 was 120,969, compared with 110,281 in 2017.

Table 6.1.1 Cruise passenger numbers

	2017	2018
Q1	1,100	0
Q2	51,690	53,066
Q3	56,288	64,681
Q4	1,203	0

Guernsey Harbours collates information on the number of passengers on pleasure craft visiting the island, depicted in **Table 6.2.1** and **Figure 6.2.1**.

The total number of visiting yachtsmen in 2018 was 18,696, compared with 19,475* in 2017.
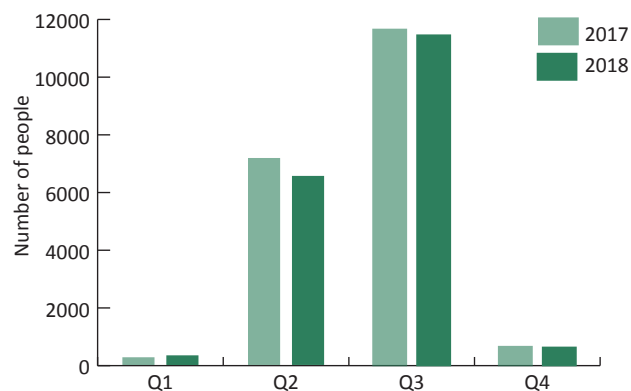
Figure 6.2.1 Visiting yachtsmen

Table 6.2.1 Visiting yachtsmen

	2017	2018
Q1	219	286
Q2	7,127	6,506
Q3	11,562	11,363
Q4	567*	541

* restated since last publication

7.1 Methodology

Surveys are undertaken at Guernsey's airport and harbour to determine the composition of passengers. The results are analysed and applied to the actual numbers of passengers (provided by the airport and harbour authorities). For the smaller routes, cumulative passenger numbers are used, giving more statistically accurate results.

The face-to-face interviews are conducted in shifts, covering all routes, days of the week and times of day. The interviewee selection process is as random as possible and targets one person per travelling party.

In April 2017 the interview questionnaire was updated following a move from paper-based, face-to-face interviews to a digital questionnaire. In addition, the move from quarterly to monthly data collection meant that shift patterns were also updated to reflect this.

In Q4 2018 a total of 7,053 interviews were completed, which represented 13,156 passengers. This is 12% of the total number of passengers departing Guernsey during Q4 2018 (excluding inter-Bailiwick travel). On an annual basis, the 28,803 interviews represented 11% of all departing passengers.

7.2 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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