Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 1 2025

Number of visitors

ANNUAL % CHANGE

ESTIMATED TOTAL SPEND*





21,928

staying visitors by aeroplane and ferry (stayed at least one night but no more than 30 nights) £16m

(estimated avge spend for staying visitors applied)





6%



day trip visitors by aeroplane and ferry

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

£0.6m

(estimated avge spend for day visitors applied)



353 visited by yacht trip visitors

unknown



396

long stay by aeroplane and ferry

less than £0.5m



visited by cruise trip visitors

20m



26,899 visitors in total £17 million Compared to 25,456 in Q1 2024

(estimated spend during Q1 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?



73% UK



3% France



14% Jersey



9% Elsewhere



1% Unknown (cruise ship and yacht passengers)

Compared to 71%, 1%, 16%, 11% and 1% in Q1 2024

Reason for Visit

ANNUAL % CHANGE

10%



5,768 visited for leisure





10,112 visited to see friends or family



visited on a cruise trip (leisure)

▲ 87%





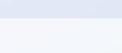
353 visited on a yacht trip (leisure)







1,841 visited for other reasons





8,428 visited for business



396 were long stay visitors*

*visitors whose stay was more than 30 nights

Staying Visitors

How long did they stay?



Compared to 4.5 nights in Q1 2024

Where did they stay?

63% Stayed in visitor accommodation

37% Stayed with friends/relatives





Compared to 64% and 36% in Q1 2024

What was the level of occupancy?

The level of occupancy of open/available units of visitor accommodation in Q1 2025 was:

January

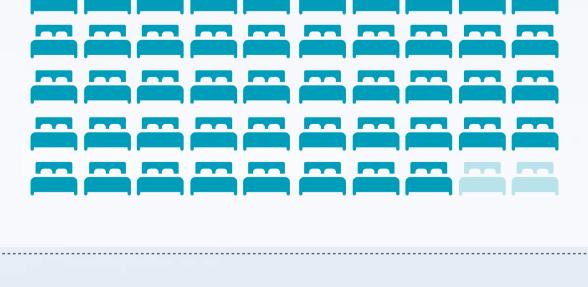
38%

February

March

Compared to 37%, 42% and 45% in Q1 2024

What is our capacity?

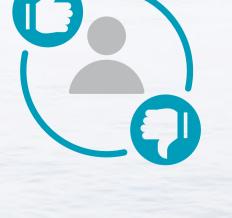


for the 2025/26 season is 4,775* people. *Provisional figure, since the permit renewal process for 2025/26 had not been completed at the time of producing this infographic. During summer 2025, an additional 315 people can be accommodated in equipped tents,

The total visitor accommodation capacity

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



60 percentage points

The net promoter score (given by all visitors departing by aeroplane or ferry) Compared to 50 ppts in Q1 2024

More detail behind the statistics presented here can be found in

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



