

Quarterly Travel & Visitor Accommodation Bulletin

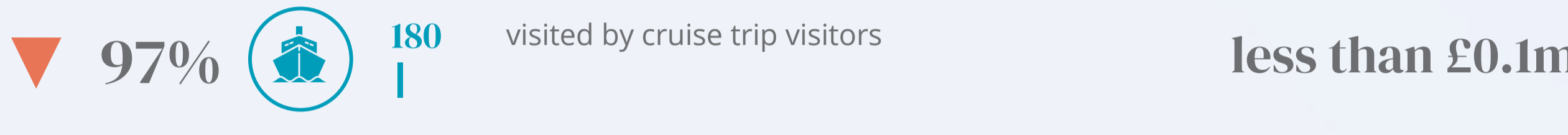
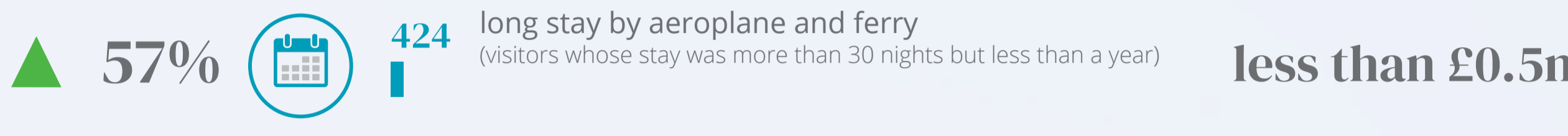
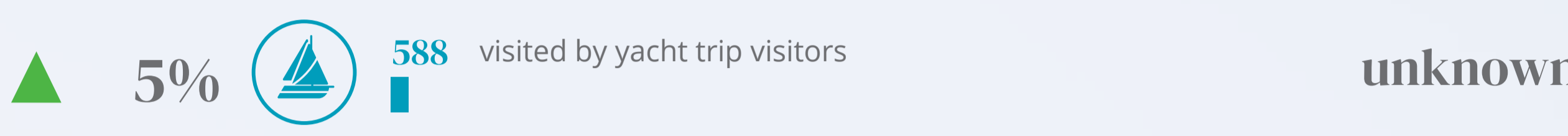
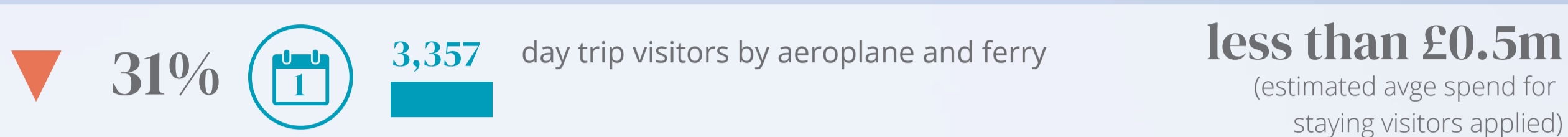
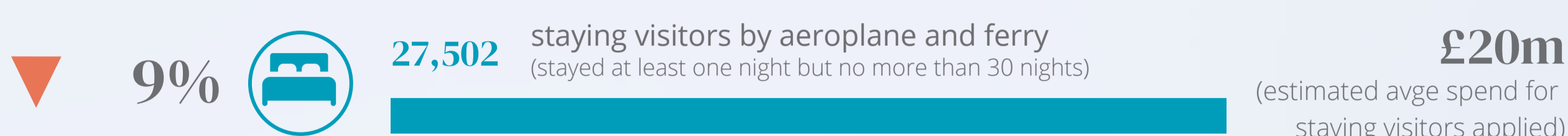
At A Glance

QUARTER 4 2024

Number of visitors

ANNUAL % CHANGE

ESTIMATED TOTAL SPEND*



*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 updated 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.

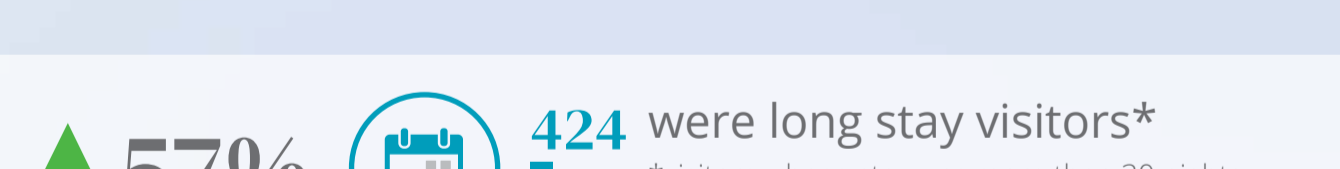
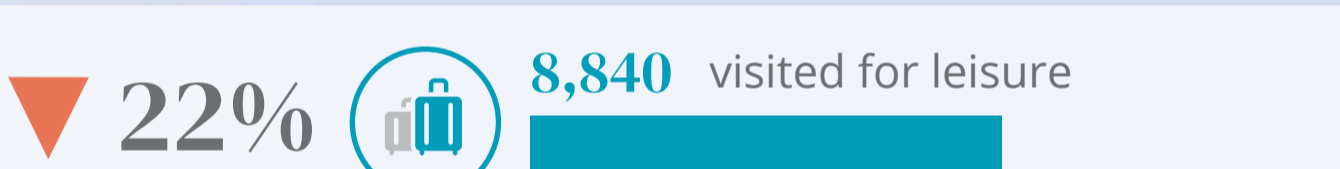
Where are they from?



Compared to 65%, 1%, 9%, 9% and 17% in Q4 2023

Reason for Visit

ANNUAL % CHANGE



Staying Visitors

How long did they stay?



Compared to 4.3 nights in Q4 2023

Where did they stay?

64% Stayed in visitor accommodation

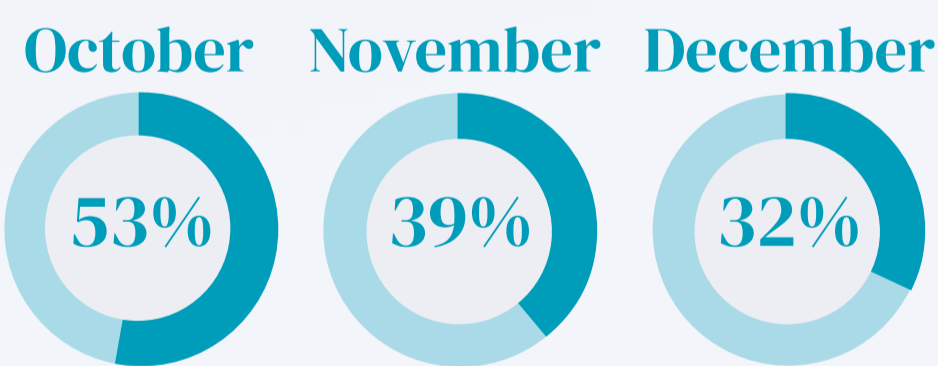
36% Stayed with friends/relatives



Compared to 66% and 34% in Q4 2023

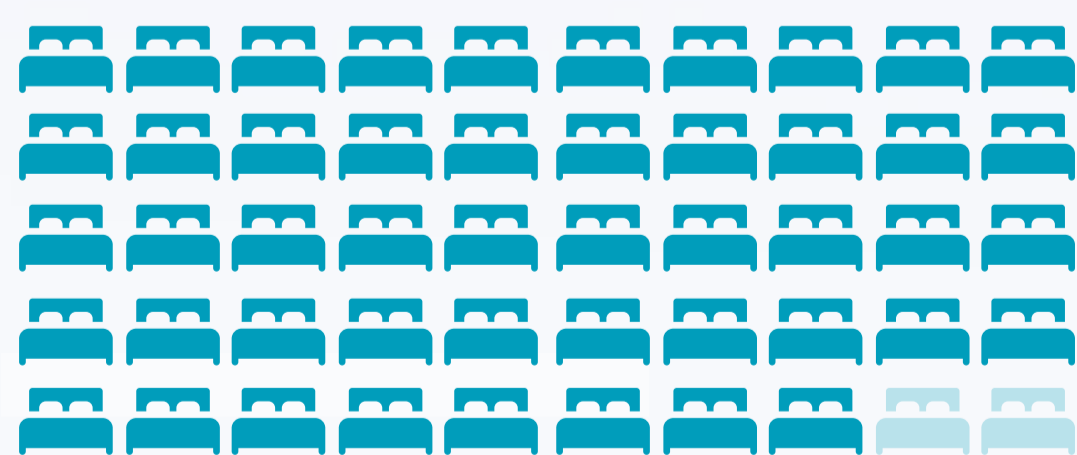
What was the level of occupancy?

The level of occupancy of open/available units of visitor accommodation in Q4 2024 was:



Compared to 52%, 40% and 38% in Q4 2023

What is our capacity?



The total visitor accommodation capacity for the 2024/25 season is 4,810*.

*During the summer, an additional 349 people could be accommodated in equipped tents, cabins, yurts and shepherd's huts. There is further visitor accommodation provided by the campsites of Guernsey and Herm.

Compared to 4,818 in 2023/24

Net Promoter Score



53 percentage points

The net promoter score (given by all visitors departing by aeroplane or ferry)

Compared to 52 ppts in Q4 2023



More detail behind the statistics presented here can be found in the Guernsey Quarterly Travel and Visitor Accommodation Bulletin Quarter 4 2024 available at www.gov.gg/travel_and_visitor