Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 4 2024

Number of visitors

ANNUAL % CHANGE

ESTIMATED TOTAL SPEND*





27,502

staying visitors by aeroplane and ferry (stayed at least one night but no more than 30 nights) £20m

(estimated avge spend for staying visitors applied)





day trip visitors by aeroplane and ferry



31%



3,357

less than £0.5m

(estimated avge spend for staying visitors applied)





588 visited by yacht trip visitors

unknown





180

visited by cruise trip visitors

long stay by aeroplane and ferry

less than £0.5m





less than £0.1m

V24%



32,051 visitors in total £21 million Compared to 42,270 in Q4 2023

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

(estimated spend during Q4 2024)

*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?



74% UK



3% France



10% Jersey



10% Elsewhere



2% Unknown (cruise ship and yacht passengers)

Nights

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

Reason for Visit

ANNUAL % CHANGE





8,840 visited for leisure





13,109 visited to see friends or family





180 visited on a cruise trip (leisure)







29%



588 visited on a yacht trip (leisure)





1,850 visited for other reasons





7,060 visited for business





424 were long stay visitors* *visitors whose stay was more than 30 nights

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



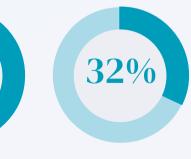
Compared to 66% and 34% in Q4 2023

What was the level of occupancy?

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

53%

October November December 39%



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

What is our capacity?

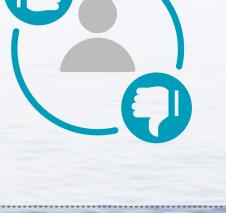


for the 2024/25 season is 4,810*. *During the summer, an additional 349 people could be accommodated in equipped tents, cabins, yurts and shepherd's huts. There is further visitor accommodation provided by the campsites of Guernsey and Herm.

The total visitor accommodation capacity

Compared to 4,818 in 2023/24

Net Promoter Score



(given by all visitors departing by aeroplane or ferry)

Compared to 52 ppts in Q4 2023

53 percentage points

The net promoter score

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



