Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 2 2025

Number of visitors

ANNUAL % CHANGE

ESTIMATED TOTAL SPEND*



58,204

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

12,864 day trip visitors by aeroplane and ferry

long stay by aeroplane and ferry

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

£44m



12%





7,309 visited by yacht trip visitors

less than £0.2m

35%



11,982 visited by cruise trip visitors

£0.5m



208

90,567 visitors in total £46 million (estimated spend during Q2 2025) Compared to 94,491 in Q2 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?



49% UK



13% France



6% Jersey



11% Elsewhere



21% Unknown (cruise ship and yacht passengers)

Compared to 49%, 7%, 6%, 11% and 26% in Q2 2024

Reason for Visit

ANNUAL % CHANGE



38,321 visited for leisure





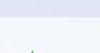
16,443 visited to see friends or family







11,982 visited on a cruise trip (leisure)





7,309 visited on a yacht trip (leisure)



41%



7,631 visited for other reasons







▲13%



8,673 visited for business





208 were long stay visitors*

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

Staying Visitors

How long did they stay?



Where did they stay?

78% Stayed in visitor accommodation

22% Stayed with friends/relatives



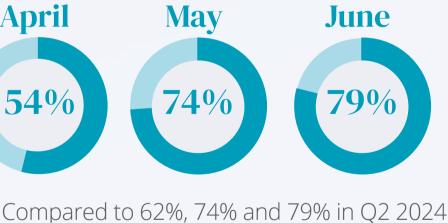
Compared to 79% and 21% in Q2 2024

What was the level of occupancy?

The level of occupancy of open/available units of visitor accommodation in Q2 2025 was:

April

May

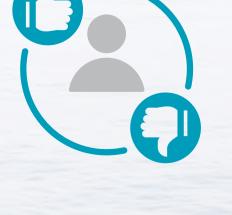


What is our capacity?

The total visitor accommodation capacity for the 2025/26 season is 4,767* people. This figure differs from those presented in the Q1 2025 Infographic, which were provisional since the renewal process for 2025/26 had not been completed at the time of publication. During summer 2025, an additional

315 people can be accommodated in equipped tents, 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



(given by all visitors departing by aeroplane or ferry)

Compared to 60 ppts in Q2 2024

68 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 2 2025 available at www.gov.gg/travel_and_visitor

