

Quarterly Travel & Visitor Accommodation Bulletin

At A Glance

YEAR TO DATE 2024 (Q1 & Q2)

Number of visitors



119,923
Departing visitors

Compared to 128,139 in Q1 & Q2 2023

Reason for visit

47,247 visited for leisure

25,417 visited to see friends or family

14,613 visited for business

24,603 visited on a cruise ship / yacht

7,362 visited for other reasons

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

Compared to 41,523, 23,786, 16,518, 37,845, 7,382, and 1,084 in Q1 & Q2 2023

How did they get here?



49% by aeroplane



30% by ferry



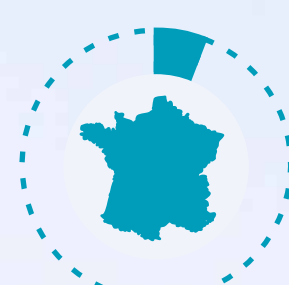
21% by cruise ship or yacht

Compared to 46%, 25% and 30% in Q1 & Q2 2023

Where were they from?



54% UK



6% France



8% Jersey



11% Elsewhere



21% Unknown
(cruise ship and yacht passengers)

Compared to 50%, 5%, 7%, 9% and 30% in Q1 & Q2 2023

How long did they stay?



visited on a day trip



stayed for 1-30 nights



stayed for more than 30 nights



visited on a cruise ship or yacht trip

Compared to 11%, 58%, <1% and 30% in Q1 & Q2 2023

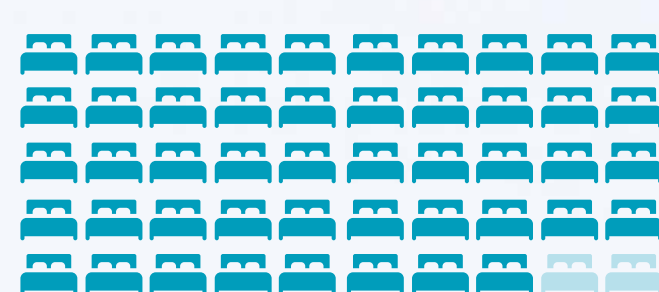
How many nights?

The average length of stay was

4.7 Nights

Compared to 4.5 nights in Q1 & Q2 2023

What is our capacity?



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

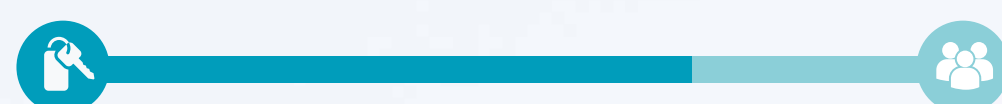
*Visitor accommodation capacity figures for 2024/25 including those temporarily unavailable (due to refurbishments) was 5,011.

Compared to 4,818 in 2023/24 season

Where did they stay?

71% Stayed in visitor accommodation

29% Stayed with friends/relatives or other



Compared to 70% and 30% in Q1 & Q2 2023

What is our net promoter score?



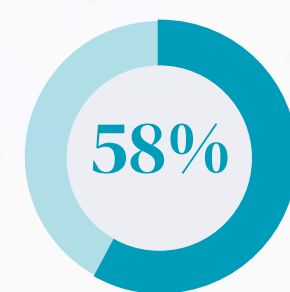
56 percentage points

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

Compared to 61 in Q1 & Q2 2023

What is our occupancy?

Year to Date 2024 (Q1 & Q2 2024)



Compared to 52% in Q1 & Q2 2023

How much did they spend?



Estimated total spend of £61.1 million during Q1 & Q2 2024

Estimated average spend per ferry and aeroplane visitor £628 in Q1 and £635 in Q2*

Estimated average spend per cruise ship visitor £42 in Q2*

113,734 Departing visitors (excluding visitors by yacht) during Q1 & Q2

*These figures are based on the last Guernsey Visitor Spend Survey (£511 average spend per departing ferry and aeroplane visitor) 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. There were no visitors by cruise ship during Q1 2024.

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