

Guernsey Quarterly Travel and Visitor Accommodation Bulletin

Quarter 1 2024

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The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on travellers into and out of the Island of Guernsey and utilisation of visitor accommodation.



States of Guernsey
Data and Analysis

1.1 Introduction

The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on visitors to the Island of Guernsey and the accommodation they stayed in, as well as Guernsey residents travelling to destinations outside the Bailiwick. It uses data gathered via surveys of people leaving Guernsey, alongside data provided by visitor accommodation providers and Guernsey Ports.

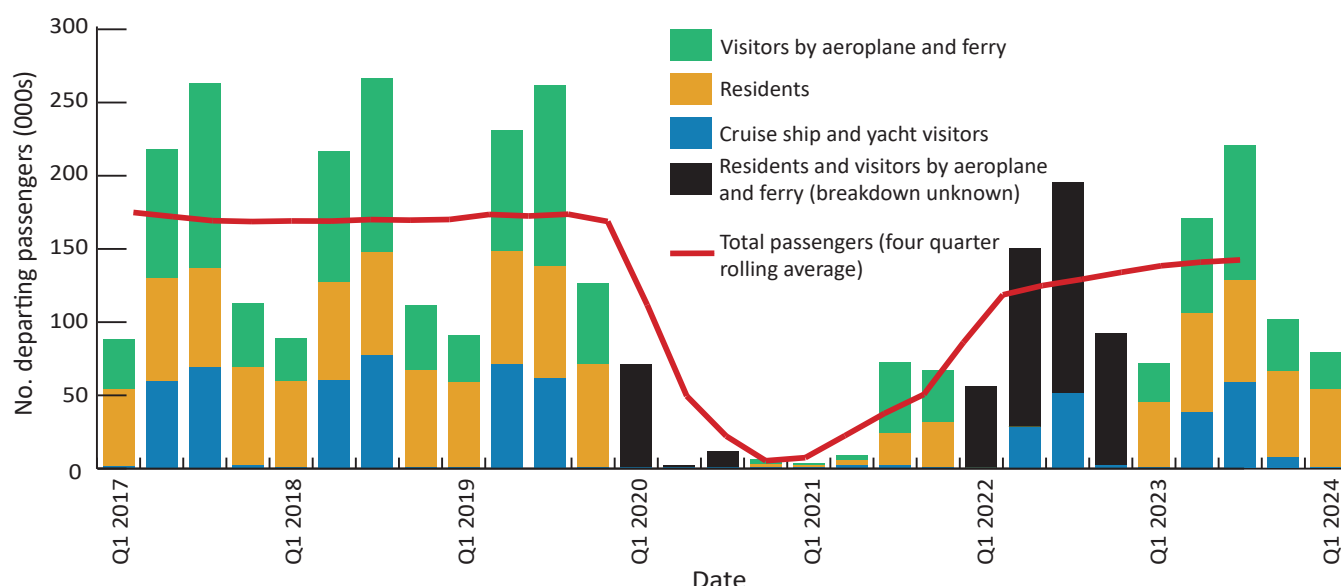
This is the fifth Guernsey Quarterly Travel and Visitor Accommodation Bulletin. Some data was not collected during the COVID-19 pandemic, but is now being collected again (although, in some cases, with a different methodology). Feedback was invited, following publication of the Q1 2023 Bulletin, and as a result, some additional information has been included in subsequent editions. More feedback is always welcome.

Previous Guernsey Travel Survey reports are available via https://www.gov.gg/travel_and_visitor.

Statistics are presented in a comparable manner over time and with other jurisdictions wherever possible. It should be noted that the passenger volume figures throughout this report exclude travel between the Islands within the Bailiwick of Guernsey. Also, Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick. For reporting purposes within this Bulletin, they are classified as Visitors and the purpose of their visit is classified as “Other” (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

1.2 Headlines

Figure 1.2.1 Passenger volumes - departing passengers



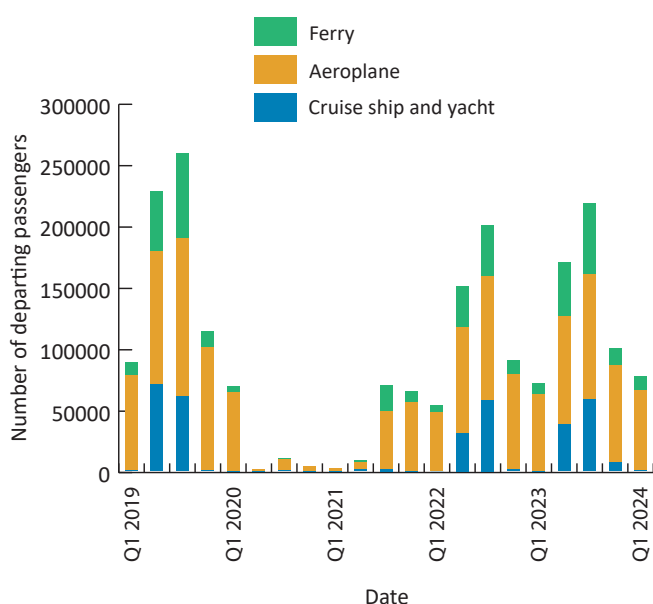
COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. The requirements varied depending on the country of origin and vaccination status of the traveller. All COVID-19 related travel restrictions were lifted on 17th February 2022. As such, comparisons in this report are mainly drawn between 2019, 2023 and 2024. Travel to and from the Island is highly seasonal as can be seen in [Figure 1.2.1](#), so the same quarter of each year is used for comparison throughout this Bulletin.

1.2 Headlines (continued)

- The total number of (resident and visiting) passengers (including cruise and yacht passengers) departing Guernsey was 78,582 during quarter one 2024. This compares with 72,510 during quarter one 2023; an increase of 8%. However, it is 13% lower than in quarter one 2019.
- During the first quarter of 2024, 83% of passengers departed by aeroplane, 16% by ferry and less than 1% by cruise ships or yachts. The number of passengers travelling by aeroplane in Q1 2024 was 5% higher than Q1 2023, but 16% lower than Q1 2019. The number of passengers travelling by ferry was 33% higher than Q1 2023 and 6% higher than Q1 2019.
- 81% of departing passengers were going to an air or sea port in the UK, 15% Jersey, 4% rest of the world and less than 1% were on a cruise ship or yacht trip during Q1 2024.
- The total number of departing visitors (including any cruise and yacht passengers), for Q1 2024 was 25,456; 3% lower than Q1 2023 and 21% lower than Q1 2019. The total number of departing visitors (excluding any cruise and yacht passengers), for Q1 2024 was 25,267; 3% lower than Q1 2023 and 21% lower than Q1 2019.
- The total number of departing residents in Q1 2024 was 52,845; 19% higher than Q1 2023 and 8% lower than Q1 2019.
- Of the residents, the main purpose of their trip away was leisure for 51% (26,727 people). Residents travelling for business purposes totalled 7,048 people in Q1 2024, 3% higher than Q1 2023 but 36% lower than Q1 2019.
- Of the visitors: 38% were mainly seeing friends or family, 25% were mainly visiting for leisure, 27% were visiting for business purposes, 8% were visiting for another main purpose. Those visiting for another main purpose were asked the reason for their visit and 1% of all visitors in Q1 2024 mentioned sport, be it as a participant or spectator. 2% were long stay visitors (staying more than 30 nights but less than 1 year) and less than 1% were on a cruise ship or yacht trip.
- During Q1 2024, 9,609 visitors travelled to Guernsey to see friends and family; a very similar number to that reported in both Q1 2019 and Q1 2023. Visitors travelling for business purposes totalled 6,939 people; 22% lower than Q1 2023 and 37% lower than Q1 2019. Visitors travelling for leisure purposes totalled 6,419 people; 31% higher than Q1 2023, but 32% lower than Q1 2019.
- 71% of visitors during Q1 2024 were from the UK, 1% from France, 16% from Jersey and 11% from elsewhere (including Alderney, Sark and Herm). The country of residence was unknown for less than 1%, who were visiting on a yacht or cruise ship.
- The average length of stay for those who stayed at least one night but no more than 30 nights in Q1 2024, was 4.5 nights. 64% of the visitors that stayed overnight stayed in visitor accommodation, whereas 36% stayed with friends or relatives.
- There were 1,556, 1,601 and 1,900 units of visitor accommodation available for booking in January, February and March 2024 respectively. The occupancy of available units was 37% in January, 42% in February and 45% in March 2024.
- The net promoter score given by visitors leaving by aeroplane or ferry was 50 percentage points. Higher scores (of 61 and 58 percentage points respectively) were given by visitors seeing friends/family and those visiting for leisure than by those visiting for business (32 percentage points).

2.1 Passenger volumes

Figure 2.1.1 Passenger volumes



Data is collected by Guernsey Ports on the volumes of passengers travelling into and out of Guernsey. Just the volumes of passengers leaving the Island are presented here to represent the number of people (since most people have both outbound and return travel). It should be noted that these passenger volume figures exclude travel between the Islands within the Bailiwick of Guernsey. Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick.

As shown in **Figure 2.1.1**, with the exception of the COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason, comparisons of passenger volumes are made with the equivalent periods in previous years. Total departing passengers in Q1 2024, as shown in **Table 2.1.1**, was 78,582, 8% higher than Q1 2023, but 13% lower than pre COVID-19 passenger volumes in Q1 2019.

83% of all departing passengers travelled by aeroplane in Q1 2024, 65,564 people, 5% higher than Q1 2023, but 16% lower than Q1 2019. 16% of all passengers travelled by ferry in Q1 2024, 12,829 people, 33% higher than Q1 2023 and 6% higher than Q1 2019.

Table 2.1.1 Passenger volumes

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Passengers departing Guernsey by aeroplane	77,722	62,710	65,564	5%	-16%
Passengers departing Guernsey by ferry	12,157	9,663	12,829	33%	6%
Passengers departing Guernsey by cruise ship and yacht	337*	137*	189	38%	-44%
Total departing passengers	90,216	72,510	78,582	8%	-13%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

2.2 Passenger volumes by destination

Data from Guernsey Ports is also available regarding the destinations of those travelling out of Guernsey by aeroplane and ferry. At present, the destination of those departing on cruise ships or yachts cannot be provided, but the total volume of departures is included for completeness.

As shown in **Figure 2.2.1**, with the exception of the COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason comparisons of passenger volumes are made with equivalent periods in previous years.

81% of all passengers departed Guernsey for the UK, totalling 63,750 people in Q1 2024, 8% higher than Q1 2023, but 9% lower than Q1 2019. 15% of all passengers departing Guernsey were travelling to Jersey and totalled 11,461 people in Q1 2024, 9% higher than Q1 2023 but 34% lower than Q1 2019. 4% of passengers departed Guernsey for the rest of the world and totalled 3,182 people in Q1 2024, 11% higher than Q1 2023 and 15% higher than Q1 2019. Less than 1% of passengers departed Guernsey on a cruise or yacht trip in Q1 2024, 189 people.

Figure 2.2.1 Passenger volumes by destination

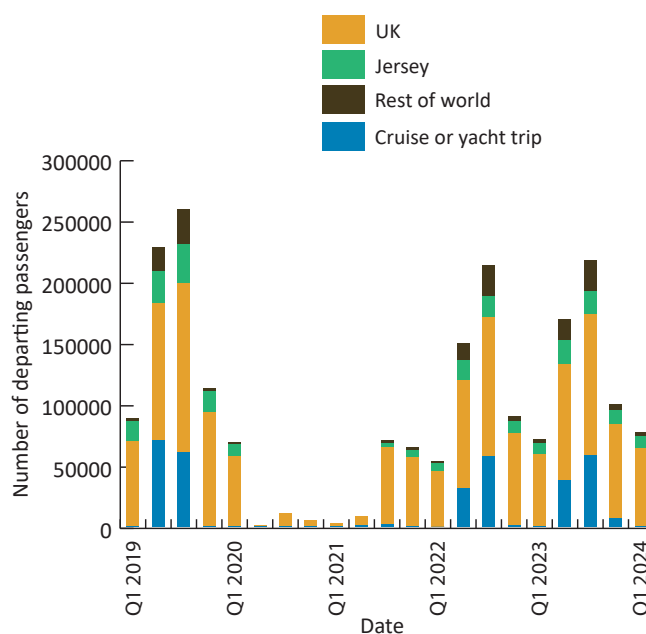


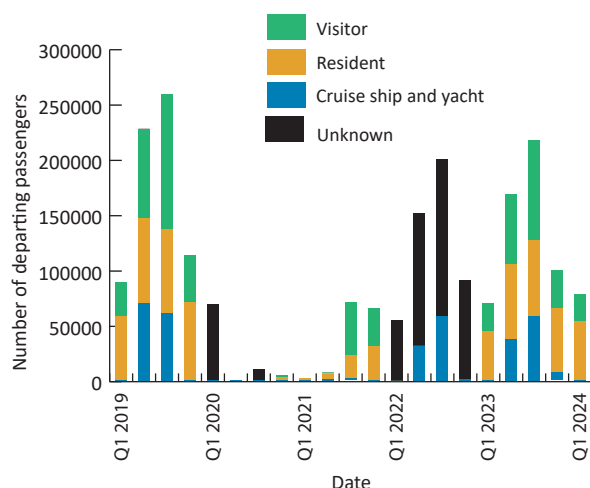
Table 2.2.1 Passenger volumes by destination

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Passengers departing Guernsey for United Kingdom	69,771	59,012	63,750	8%	-9%
Passengers departing Guernsey for Jersey	17,334	10,488	11,461	9%	-34%
Passengers departing Guernsey for rest of world	2,774	2,873	3,182	11%	15%
Passengers departing Guernsey on cruise or yacht trip	337*	137*	189	38%	-44%
Total departing passengers	90,216	72,510	78,582	8%	-13%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

2.3 Passenger volumes - visitors and residents

Figure 2.3.1 Passenger volumes - visitors and residents



Data is collected from passengers departing by aeroplane or ferry via a short interview-style survey. 13% of departing passengers were surveyed in Q1 2024 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to within 1%. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

One of the questions asked is whether travellers are resident in Guernsey or a visitor to the Island. It should be noted that within this Bulletin, Herm, Sark and Alderney residents are classified as Visitors. They are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

Prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 these surveys were suspended and the breakdown of passengers could not be determined. When the Travel Tracker system was introduced in late 2020, a limited amount of information about passengers could again be collected. However this was discontinued in February 2022.

Table 2.3.1 Visitor and resident passenger volumes

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Residents departing Guernsey by aeroplane	50,463	38,736	45,641	18%	-10%
Residents departing Guernsey by ferry	6,947	5,623	7,204	28%	4%
Visitors departing Guernsey by aeroplane	26,826	22,126	19,734	-11%	-26%
Visitors departing Guernsey by ferry	5,180	3,899	5,533	42%	7%
Visitors departing Guernsey by cruise ship and yacht	337*	137*	189	38%	-44%
Total departing residents	57,409	44,360	52,845	19%	-8%
Total departing visitors	32,344	26,162	25,456	-3%	-21%
Total visitors returning to Guernsey later	463	1,988	281	-86%	-39%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

NB: Figures may not sum exactly to totals due to rounding.

2.3 Passenger volumes - visitors and residents

As shown in **Table 2.3.1** and **Figure 2.3.1**, 52,845 passengers, 67% of those departing Guernsey in Q1 2024, were residents, whilst 32% of those departing Guernsey were visitors (25,456 passengers). A small proportion, less than 1%, 281 visitors reported that they were returning to Guernsey later. In order to avoid duplication in sampling no further visitor information is collected from those passengers who report they are returning later and they are excluded from any subsequent analysis in this Bulletin.

At present, those departing on cruise ships or yachts are not asked to complete the same survey; within this report it is assumed that all passengers departing on cruise ships or yachts are visitors.

Figure 2.3.2 shows the volume of residents travelling by ferry and aeroplane each quarter. In Q1 2024, 86%, 45,641 residents travelled by aeroplane, the remainder, 14%, 7,204 residents travelled by ferry. The number of residents travelling by aeroplane in Q1 2024 was 10% lower than the number travelling by aeroplane in Q1 2019, but 18% higher than the number travelling by aeroplane in Q1 2023. The number of residents travelling by ferry in Q1 2024 was 4% higher than the number travelling by ferry in Q1 2019 and 28% higher than the number travelling by ferry in Q1 2023.

Figure 2.3.3 shows the volume of visitors travelling by ferry, aeroplane, cruise ship/visiting yacht each quarter. In Q1 2024, 78%, 19,734 visitors travelled by aeroplane, 22%, 5,533 visitors travelled by ferry and less than 1%, 189 people travelled by visiting yacht or cruise ship. The number of visitors travelling by aeroplane in Q1 2024 was 26% lower than the number travelling by aeroplane in Q1 2019 and 11% lower than the number of visitors travelling by aeroplane in Q1 2023. The number of visitors travelling by ferry in Q1 2024 was 7% higher than the number travelling by ferry in Q1 2019 and 42% higher than the number travelling by ferry in Q1 2023.

Figure 2.3.2 Resident passenger volumes

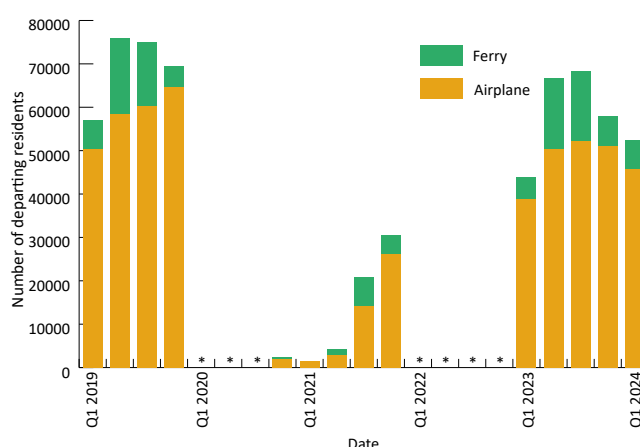
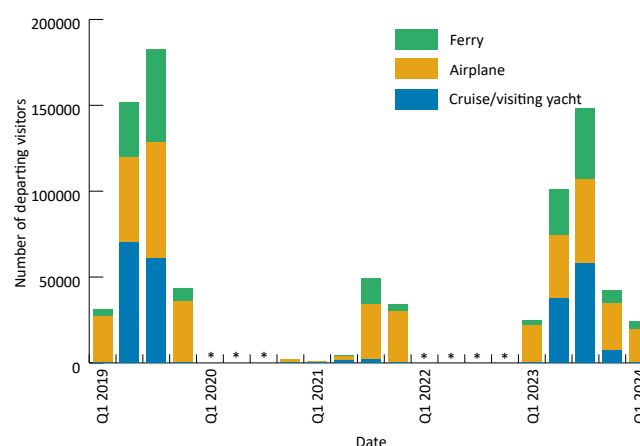


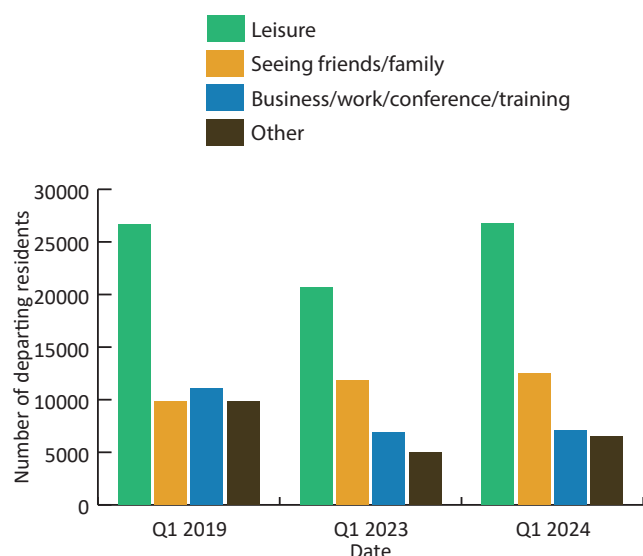
Figure 2.3.3 Visitor passenger volumes



*When restrictions were put in place to reduce the impact of COVID-19, surveys of exiting passengers at the airport and harbour were suspended between Q1 2020 and Q1 2023. A limited amount of passenger information was collected from the travel tracker system which was in place between Q4 2020 and Q4 2021. In Q1 2023 exit surveys were re-instigated and full passenger breakdown could again be reported.

3.1 Residents - main purpose of trip away from Guernsey

Figure 3.1.1 Residents - main purpose of trip away from Guernsey



Data is collected from a stratified sample of passengers departing Guernsey by aeroplane or ferry via a short interview-style survey. One of the questions asked of residents is what the main purpose of their trip away is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

In Q1 2024, 51%, 26,727 residents reported the main purpose of their trip away from Guernsey was for leisure, a very similar figure to the 26,640 residents who reported they were travelling for leisure in Q1 2019 and 29% higher than the 20,718 residents travelling for leisure purposes in Q1 2023.

24% of all residents, 12,521 people cited they were seeing friends/family, 27% higher than the 9,858 who reported they were travelling to see friends/family in Q1 2019 and 6% higher than the 11,824 residents travelling to see friends/family in Q1 2023.

13%, 7,048 residents were leaving on business (36% lower than the 11,088 residents in Q1 2019 and 3% higher than the 6,851 residents travelling for business in Q1 2023) and 12%, 6,550 were leaving for other reasons (9,824 in Q1 2019). Other reasons include residents travelling for medical/hospital purposes, residents participating in sport and residents on a school trip/visit.

Table 3.1.1 Residents - main purpose of trip away from Guernsey

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/break)	26,640	20,718	26,727	29%	Less than 1%
Seeing friends/family (including weddings, funerals etc)	9,858	11,824	12,521	6%	27%
Business/work/conference/training	11,088	6,851	7,048	3%	-36%
Other	9,824	4,968	6,550	32%	-33%
Total	57,409	44,360	52,845	19%	-8%

NB: Figures may not sum exactly to totals due to rounding.

3.2 Residents - destination and length of trip away from Guernsey

Passenger exit survey questions include asking residents what their destination port is, whether this is their final destination port and how many nights they plan to spend away from the Island. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The majority, 82% of residents, 43,252 people were travelling to the UK in Q1 2024, (in Q1 2019 the equivalent figure was 78% of residents and 44,663 people).

13% of residents travelled to Jersey, 6,887 people, for Q1 2019 this was 19% of residents and 10,701 people. The number of residents travelling to Jersey during Q1 2024 was 36% lower than for Q1 2019, but 16% higher than Q1 2023. 5% of residents, 2,706 people travelled elsewhere during Q1 2024 (4%, 2,045 residents travelled elsewhere in Q1 2019), 32% higher than Q1 2019 and 26% higher than Q1 2023.

72% of all those surveyed during Q1 2024 stated that their final destination was nearby to the airport/port travelled to. Residents travelling to London Gatwick were most likely to state that their final destination was not nearby; 51% said their final destination was nearby.

Day trips accounted for 7% of all residents trips during Q1 2024. The average length of trip by residents during Q1 2024 was 7 nights.

Figure 3.2.1 Residents - destination port Q1 2019

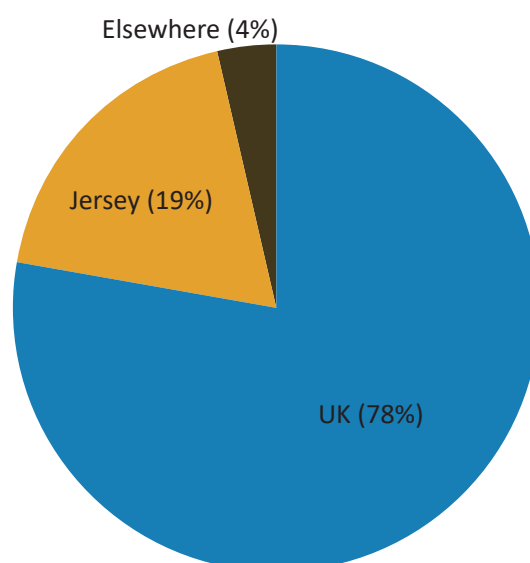


Figure 3.2.2 Residents - destination port Q1 2024

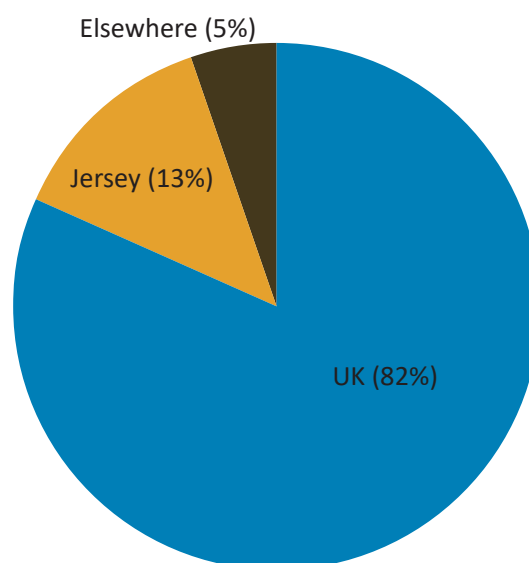


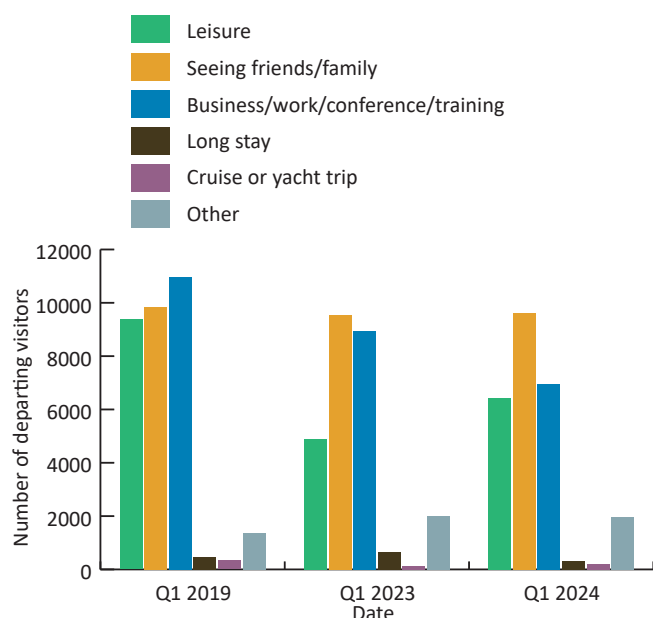
Table 3.2.1 Residents - destination port

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
United Kingdom	44,663	36,276	43,252	19%	-3%
Jersey	10,701	5,940	6,887	16%	-36%
Rest of world	2,045	2,144	2,706	26%	32%
Total	57,409	44,360	52,845	19%	-8%

NB: Figures may not sum exactly to totals due to rounding.

4.1 Visitors - main purpose of trip to Guernsey

Figure 4.1.1 Visitors - main purpose of trip to Guernsey



Visitors are asked during passenger exit surveys what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

In Q1 2024, 6,419 visitors reported the main purpose of their trip to Guernsey was for leisure (9,372 in Q1 2019 and 4,891 in Q1 2023). 9,609 visitors cited they were seeing friends/family (9,829 in Q4 2019 and 9,538 in Q1 2023). 6,939 visitors were here for business, which compares with 10,981 business visitors in Q1 2019, 37% lower, and 8,937 visitors in Q1 2023, 22% lower. 1,969 visitors were here for other reasons during Q1 2024. 356 or 18% of those visitors who cited other reasons mentioned sport, be it as a participant or spectator (representing 1% of all visitors in Q1 2024). The other category also includes visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

189 people visited by yacht or cruise ship during Q1 2024. 332 visitors during Q1 2024 were long stay visitors, having stayed more than 30 nights but less than 1 year. The majority of long stay visitors were in Guernsey for work reasons. 80% of all visitors to Guernsey during Q1 2024 said they had visited Guernsey before, 2% of whom had visited Guernsey on a cruise.

Table 4.1.1 Visitors - main purpose of trip to Guernsey

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/break)	9,372	4,891	6,419	31%	-32%
Seeing friends/family (including weddings, funerals etc)	9,829	9,538	9,609	1%	-2%
Business/work/conference/training	10,981	8,937	6,939	-22%	-37%
Long stay (more than 30 nights but less than 1 year for work/other purpose)	452	644	332	-48%	-26%
Cruise or yacht trip*	337*	137*	189	38%	-44%
Other	1,373	2,014	1,969	-2%	43%
Total	32,344	26,162	25,456	-3%	-21%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.
NB: Figures may not sum exactly to totals due to rounding.

4.2 Visitors - country of residence

Another of the questions asked of visitors during passenger exit surveys is their country of residence. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

During Q1 2024, 71% of all visitors, 18,097 people reported their country of residence was the UK (70%, 22,645 in Q1 2019). 1%, 360 visitors were from France (3%, 914 in Q1 2019). 16%, 3,988 visitors were from Jersey (15%, 4,933 in Q1 2019), 11%, 2,823 visitors were from the Rest of the world (11%, 3,515 in Q1 2019), and less than 1%, 189 visitor's country of residence was unknown, as they were visiting by cruise ship or yacht (1%, 337 in Q1 2019).

As shown in **Table 4.2.1**, in Q1 2024 there were 8% fewer visitors whose country of residence was the UK compared to Q1 2023 and 20% fewer than Q1 2019. In Q1 2024 there were 25% more visitors whose country of residence was Jersey compared with Q1 2023, but 19% fewer than Q1 2019. In Q1 2024 there were 45% and 61% fewer visitors whose country of residence was France compared with Q1 2023 and Q1 2019 respectively. There were 9% more visitors whose country of residence was Rest of the world compared with Q1 2023, but 20% fewer than Q1 2019.

Table 4.2.1 Visitors - country of residence

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
United Kingdom	22,645	19,593	18,097	-8%	-20%
Jersey	4,933	3,192	3,988	25%	-19%
France	914	651	360	-45%	-61%
Rest of world	3,515	2,589	2,823	9%	-20%
Unknown (cruise ship and yacht passengers)*	337*	137*	189	38%	-44%
Total	32,344	26,162	25,456	-3%	-21%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

NB: Figures may not sum exactly to totals due to rounding.

Figure 4.2.1 Visitors - country of residence Q1 2019

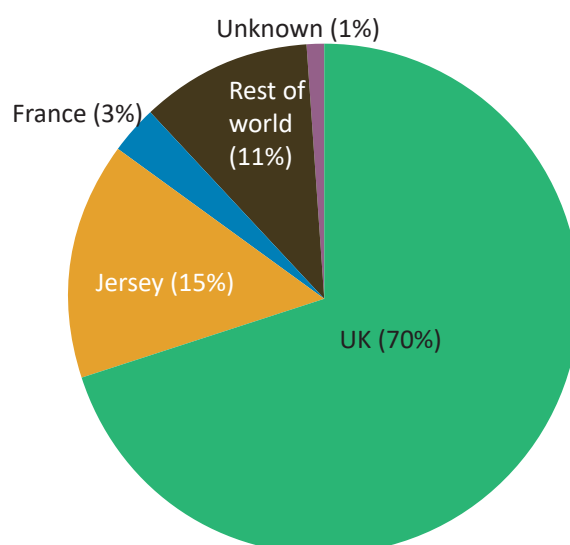
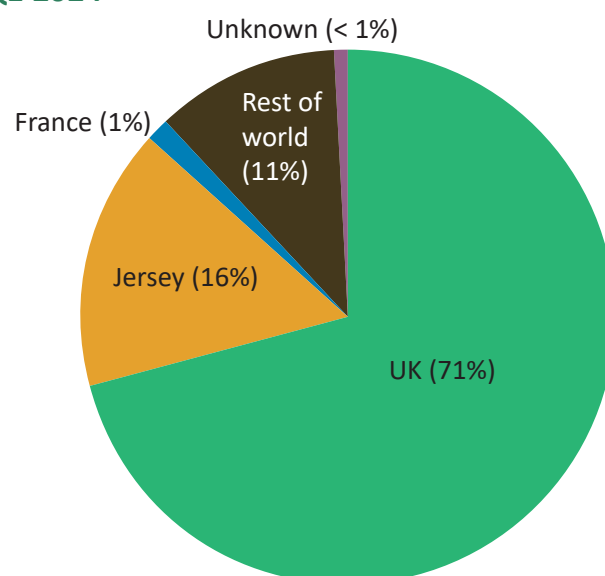


Figure 4.2.2 Visitors - country of residence Q1 2024



4.3 Visitors - length of stay in Guernsey

Figure 4.3.1 Visitors - length of stay in Guernsey Q1 2019

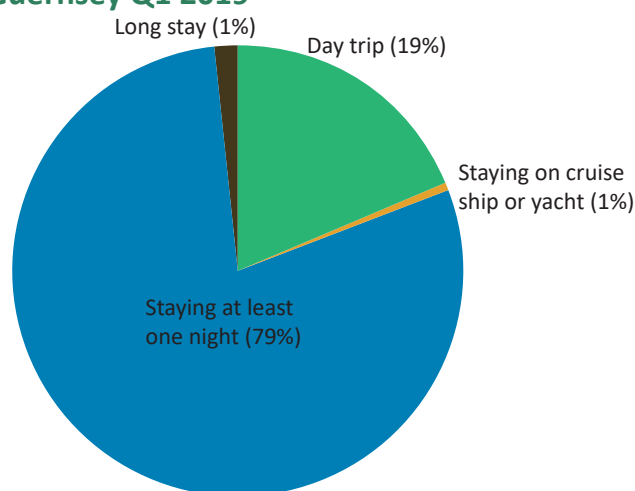
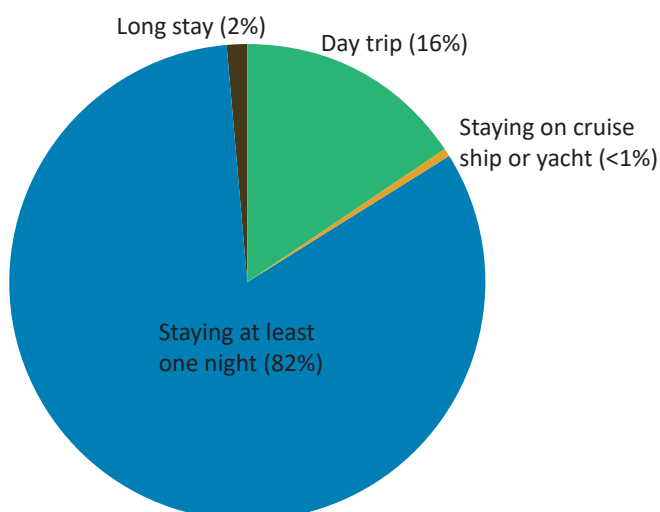


Figure 4.3.2 Visitors - length of stay in Guernsey Q1 2024



Visitors are also asked how many nights they spent in Guernsey within passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

In Q1 2024, 3,970 people visited Guernsey on a day trip, representing 16% of all visitors (6,033 people, 19% in Q1 2019). The majority, 82% of visitors, 20,965 people, stayed at least one night but less than 31 nights (25,522 people, 79% in Q1 2019). During Q1 2024 2% of visitors were long stay visitors (332 people).

Comparison between Q1 2024, Q1 2023 and Q1 2019 reveals that in Q1 2024 there were 34% fewer visitors on a day trip compared with Q1 2019, but 7% more visitors on a day trip compared with Q1 2023. 18% and 3% fewer visitors staying at least one night (but less than 31 nights) compared with Q1 2019 and Q1 2023 respectively.

Table 4.3.1 Visitors - length of stay in Guernsey

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Day trip to Guernsey	6,033	3,719	3,970	7%	-34%
Staying on a cruise ship or yacht*	337*	137*	189	38%	-44%
Staying at least one night in Guernsey (but 30 or less nights)	25,522	21,661	20,965	-3%	-18%
Long stay (more than 30 nights but less than 1 year)	452	644	332	-48%	-26%
Total	32,344	26,162	25,456	-3	-21%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

NB: Figures may not sum exactly to totals due to rounding.

4.3 Visitors - length of stay in Guernsey

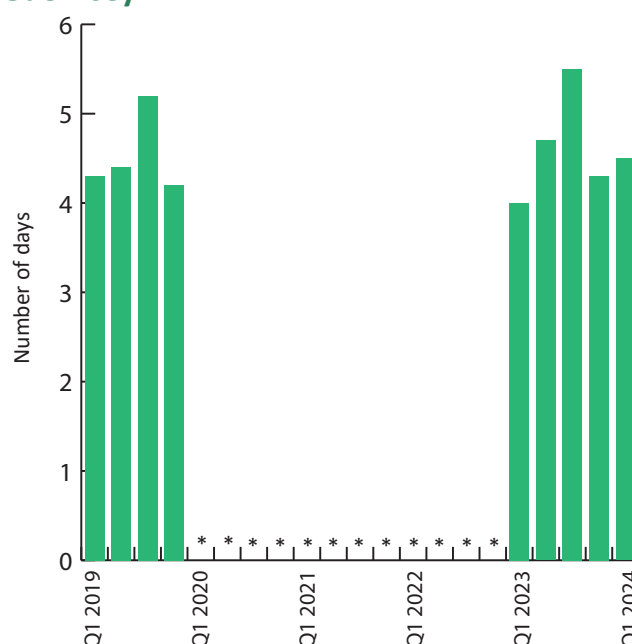
As shown in **Figure 4.3.3** visitor length of stay varies by quarter and displays some seasonality. There is a tendency for visitors to stay longer during Quarter 2 and Quarter 3 each year (in Q3 2019 the average length of stay for visitors was 5.2 nights) whilst visitors during Quarter 1 and Quarter 4 tend to stay in Guernsey for shorter durations (in Q1 2019 the average length of stay was 4.3 nights). For this reason, comparisons of length of stay are made with equivalent periods in previous years. Those departing on cruise ships or yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry. Trends in length of stay will be continue to be monitored and reported in future editions of this bulletin.

The average length of stay for visitors staying at least one night but less than 31 nights was 4.5 nights in Q1 2024 and compares with 4.0 nights in Q1 2023, and 4.3 nights in Q1 2019. The increase in average length of stay between Q1 2023 and Q1 2024 is due to a combination of a higher proportion of visitors travelling by ferry in Q1 2024, compared with Q1 2023 (ferry visitors tend to stay long than those travelling by aeroplane) and an increase in the length of stay for those visitors who did travel by aeroplane (3.8 nights in Q1 2023, compared with 4.4 nights in Q1 2024). By contrast, the length of stay for visitors who travelled by ferry has decreased from 6.3 nights in Q1 2023 to 5.1 nights in Q1 2024.

The average length of stay multiplied by the number of staying visitors equates to the number of bed nights spent in Guernsey each quarter, as shown in **Figure 4.3.4**. As with the length of stay data there is seasonality in the figures and comparisons are made with equivalent periods in previous years.

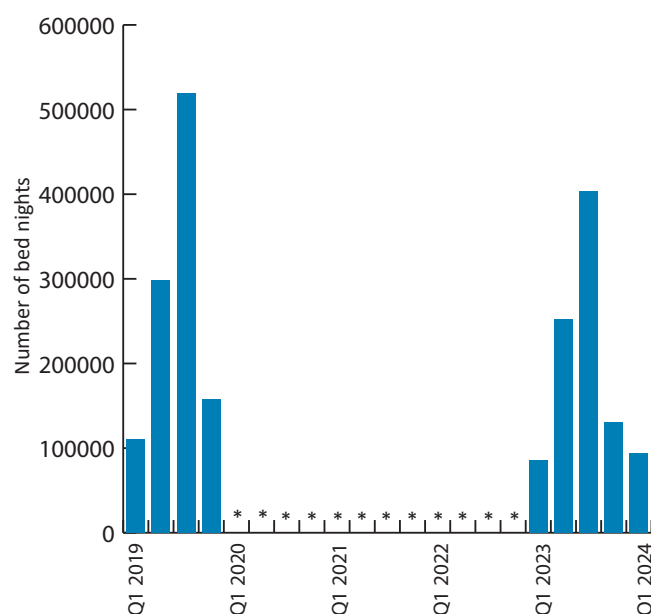
During Q1 2024, visitors spent the equivalent of 93,649 bed nights in Guernsey which compares with 86,022 bed nights in Q1 2023 (a 9% increase) and 110,805 bed nights in Q1 2019 (a 15% decrease).

Figure 4.3.3 Visitors - length of stay in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and length of stay could again be reported.

Figure 4.3.4 Visitors - bed nights in Guernsey



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and bed nights could again be reported.

4.4 Visitors - main purpose of trip of day trip visitors

Visitors on day trips are asked what the main purpose of their trip to Guernsey is within the passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

During Q1 2024, 25% of all visitors on a day trip to Guernsey, 1,058 people, reported the main purpose of their trip to Guernsey was for leisure (40% lower than the 1,773 people who reported their day trip was for leisure purposes in Q1 2019 but 193% higher than the 361 who reported their day trip was for leisure in Q1 2023). 201 visitors who visited Guernsey on a day trip, 5% of day trippers, cited they were seeing friends/family (283 in Q1 2019 and 192 in Q1 2023), 1,732 were here for business, 42% of all day trip visitors, (3,490 in Q1 2019 and 2,412 in Q1 2023) and 979 day trip visitors (24%) were here for other reasons (487 in Q1 2019 and 754 in Q1 2023).

Comparison between Q1 2024, Q1 2023 and Q1 2019 reveals that in Q1 2024 there were 40% fewer day trippers visiting for leisure purposes than Q1 2019 but 193% more than Q1 2023. 29% fewer day visitors seeing friends/family than Q1 2019 but 5% more than Q1 2023. In Q1 2024 there were 50% and 28% fewer day visitors who travelled for business/work compared with Q1 2019 and Q1 2023 respectively.

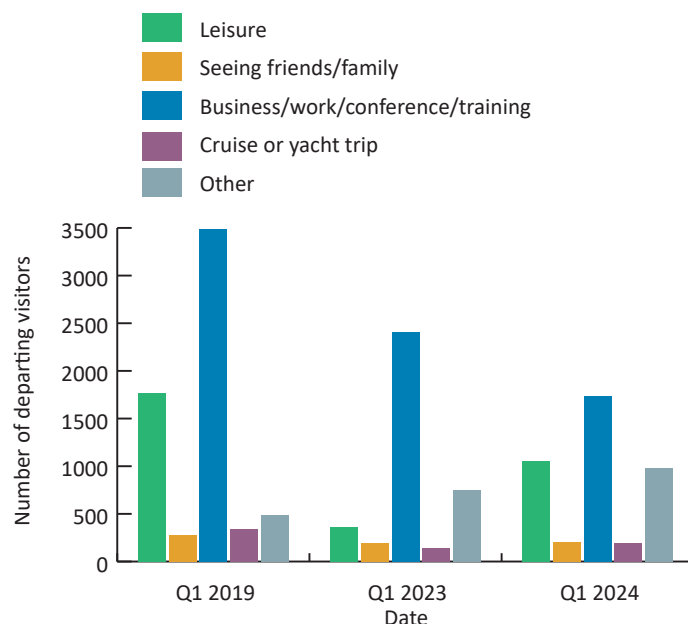
Table 4.4.1 Main purpose of trip of day trip visitors

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/break)	1,773	361	1,058	193%	-40%
Seeing friends/family (including weddings, funerals etc)	283	192	201	5%	-29%
Business/work/conference/training	3,490	2,412	1,732	-28%	-50%
Cruise or yacht trip*	337*	137*	189	38%	-44%
Other	487	754	979	30%	101%
Total	6,370	3,856	4,159	8%	-35%

*Between Q1 2019 and Q1 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

NB: Figures may not sum exactly to totals due to rounding.

Figure 4.4.1 Main purpose of trip of day trip visitors



4.4 Visitors - country of residence by main purpose of trip of day visitors

Figure 4.4.2 Day trip visitors - country of residence by main purpose of visit

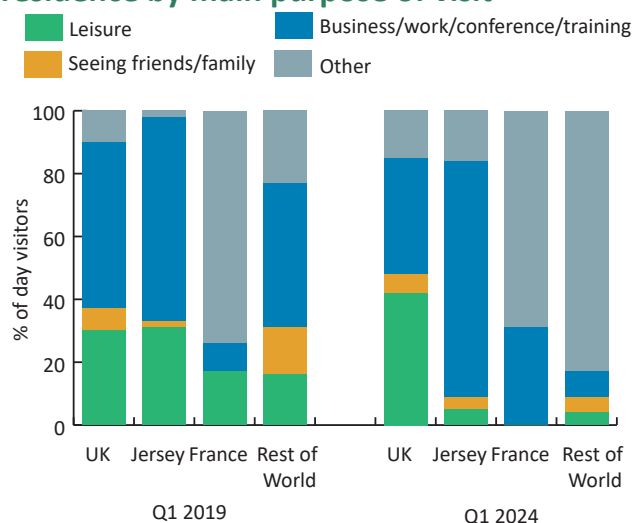


Table 4.4.2 Q1 2019 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	30	31	17	16
Seeing friends/family (including weddings, funerals etc)	7	2	0	15
Business/work/conference/training	53	65	9	47
Other	10	2	75	23
Total	100	100	100	100

Table 4.4.3 Q1 2024 Day trip visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	42	5	0	4
Seeing friends/family (including weddings, funerals etc)	6	4	0	5
Business/work/conference/training	37	76	31	8
Other	15	16	69	84
Total	100	100	100	100

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for day trip visitors, by country of residence and main purpose of visit, is provided in **Figure 4.4.2** and **Tables 4.4.2** and **4.4.3**.

In Q1 2024, 42% of day trip visitors from the UK reported the main purpose of their day trip to Guernsey was for leisure, compared with 30% in Q1 2019. 37% of day trip visitors from the UK were here for business purposes, compared with 53% in Q1 2019, and 15% of day trip visitors from the UK were in Guernsey for other reasons.

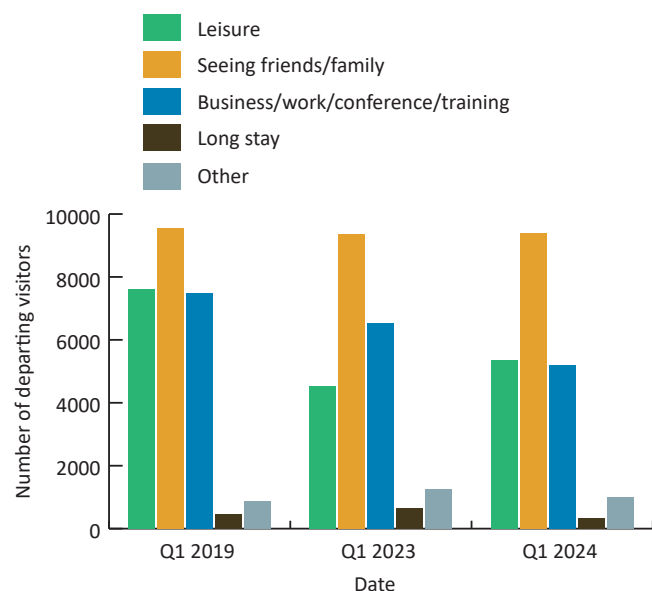
The principal reasons for day trip visits in Q1 2024 from those whose country of residence is Jersey were business reasons 76%; this compares with 65% in Q1 2019. 5% of day trip visitors whose country of residence is Jersey visited for leisure in Q1 2024, which compares with 31% in Q1 2019.

Visitors from France were most likely to report in Q1 2024 that their main purpose of visit was other; 69%. This compares with 75% in Q1 2019.

84% of day trip visitors to Guernsey during Q1 2024 whose country of residence was the Rest of the world reported they were in Guernsey for other reasons, compared with 23% in Q1 2019. 8% of day trip visitors from the Rest of the world were in Guernsey for business purposes during Q1 2024.

4.5 Visitors - main purpose of visit of staying visitors

Figure 4.5.1 Main purpose of trip of staying visitors



Visitors staying in Guernsey are also asked what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. Those departing on cruise ships or yachts are included in [section 4.4](#) alongside day trip visitors, since they, for the most part, likely stay overnight on their boat rather than ashore in Guernsey.

In Q1 2024, 25% or 5,361 of all staying visitors reported the main purpose of their trip to Guernsey was for leisure (7,599 in Q1 2019 and 4,530 in Q1 2023). 44% or 9,408 staying visitors cited they were seeing friends/family (a similar level to the 9,546 who reported they were seeing friends/family in Q1 2019 and the 9,346 in Q1 2023). 24%, 5,207 were here for business or work reasons (7,492 in Q1 2019 and 6,525 in Q1 2023) and 5%, 989 were here for other reasons (885 in Q1 2019 and 1,260 in Q1 2023). Less than 2% or 332 visitors were long stay visitors, having stayed more than 30 nights but less than 1 year, in Q1 2024 (452 visitors in Q1 2019 and 644 in Q1 2023).

Comparison between Q1 2024, Q1 2023 and Q1 2019 reveals that in Q1 2024 there were 29% fewer staying visitors visiting for leisure purposes compared to Q1 2019, but 18% more than Q1 2023. The number of visitors seeing friends/family was very similar in Q1 2019, Q1 2023 and Q1 2024. In Q1 2024 30% fewer staying visitors travelled for business/work compared with Q1 2019 and 20% fewer travelled for business/work compared with Q1 2023.

Table 4.5.1 Main purpose of trip of staying visitors

	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Leisure (e.g. holiday/vacation/break)	7,599	4,530	5,361	18%	-29%
Seeing friends/family (including weddings, funerals etc)	9,546	9,346	9,408	1%	-1%
Business/work/conference/training	7,492	6,525	5,207	-20%	-30%
Long stay (more than 30 nights but less than 1 year)	452	644	332	-48%	-26%
Other	885	1,260	989	-21%	12%
Total	25,974	22,306	21,297	-5%	-18%

NB: Main purpose of visitor breakdown may not add to totals due to rounding. Sample proportions are applied to actual passenger numbers to determine purpose of trip for staying visitors.

4.5 Visitors - country of residence by main purpose of trip of staying visitors

Figure 4.5.2 Staying visitors - country of residence by main purpose of visit

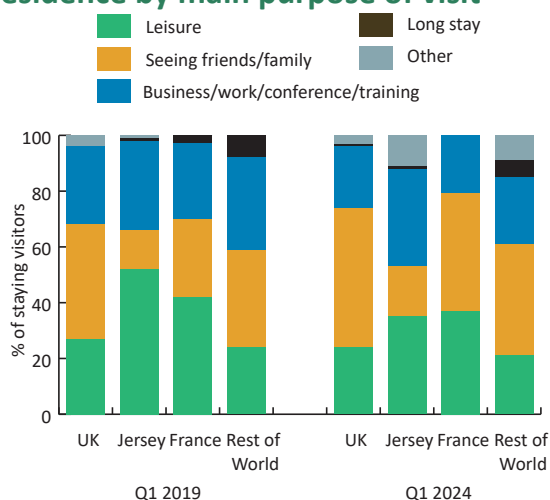


Table 4.5.2 Q1 2019 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	27	52	43	24
Seeing friends/family (including weddings, funerals etc)	41	14	28	35
Business/work/conference/training	28	32	27	33
Long stay (more than 30 nights but less than 1 year)	<1	<1	3	8
Other	3	1	0	<1
Total	100	100	100	100

Table 4.5.3 Q1 2024 Staying visitors - country of residence by main purpose of visit

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	24	35	37	21
Seeing friends/family (including weddings, funerals etc)	50	18	41	40
Business/work/conference/training	22	34	21	24
Long stay	<1	1	0	6
Other	3	11	0	9
Total	100	100	100	100

A further breakdown for staying visitors, by country of residence and main purpose of visit, is provided in **Figure 4.5.2** and **Tables 4.5.2** and **4.5.3**.

In Q1 2024, 50% of staying visitors from the UK reported the main purpose of their trip to Guernsey was seeing friends/family, compared with 41% in Q1 2019. 24% of staying visitors from the UK were leisure visitors, compared to 27% in Q1 2019, and 22% of staying visitors from the UK were in Guernsey for business/work reasons.

The principal reasons for staying visits in Q1 2024 from those with country of residence of Jersey were leisure and business reasons; 35% and 34% respectively. This compares with 52% and 32% in Q1 2019.

Visitors from France were most likely to report in Q1 2024 that their main purpose of visit was for seeing friends/family, at 41%. This compares with 28% of staying visitors from France in Q1 2019. 37% whose country of residence was France reported they were visiting for leisure in Q1 2024. 21% cited they were in Guernsey for business purposes.

In Q1 2024, 40% of staying visitors whose country of residence was the Rest of the world reported they were visiting Guernsey to see friends/family for leisure purposes and a further 24% were in Guernsey for business purposes. 21% of staying visitors whose country of residence was the Rest of the world reported they were staying in Guernsey for leisure reasons and 6% were long stay visitors (having stayed more than 30 nights but less than 1 year).

NB: Figures may not sum exactly to 100 due to rounding.

4.6 Visitors - accommodation of staying visitors

Visitors who stayed in Guernsey overnight are asked an extra question about the type of accommodation they stayed in as part of the exit survey. Survey results are applied to overall passenger volumes to give figures for the whole quarter. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis.

As shown in **Figure 4.6.1**, **Figure 4.6.2** and **Table 4.6.1**, in Q1 2024, 59% of all visitors staying in Guernsey stayed in hotels, (12,389 people), 36% stayed with friends/family (7,605 people) and 5% stayed in other accommodation (971 people). The other category includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc.

Comparison between Q1 2024, Q1 2023 and Q1 2019 reveals that in Q1 2024 there were 15% fewer visitors staying in hotels than Q1 2019 and 4% fewer than Q1 2023. In Q1 2024 there were 19% fewer visitors staying in friend/family's homes than Q1 2019 and 3% more than Q1 2023. 39% fewer visitors stayed in Other accommodation in Q1 2024 compared with Q1 2019 and 25% fewer than Q1 2023.

Figure 4.6.1 Accommodation for staying visitors Q1 2019

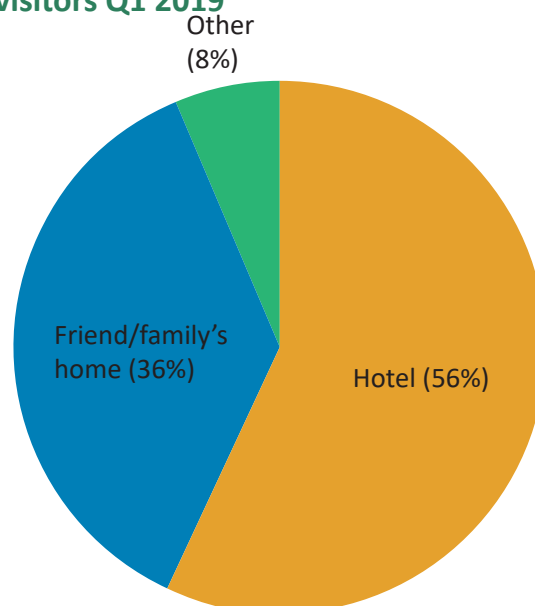


Figure 4.6.2 Accommodation for staying visitors Q1 2024

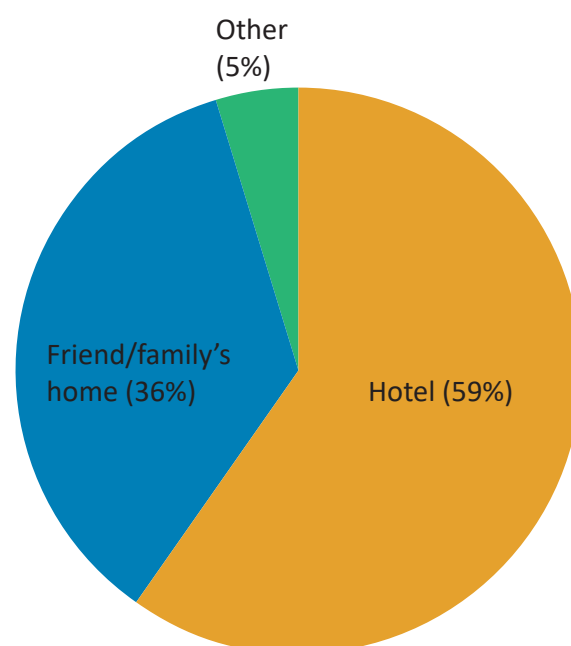


Table 4.6.1 Accommodation for staying visitors

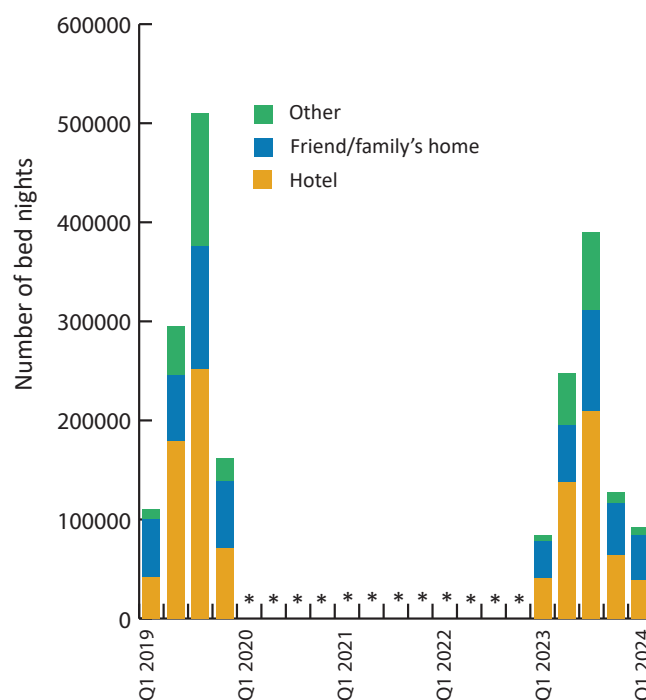
	Q1 2019	Q1 2023	Q1 2024	Annual % change	5 yr % change
Hotel	14,596	12,951	12,389	-4%	-15%
Friend/family's home	9,343	7,418	7,605	3%	-19%
Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)	1,583	1,292	971	-25%	-39%
Total staying visitors	25,522	21,661	20,965	-3%	-18%

4.6 Visitors - accommodation of staying visitors

Figure 4.6.3 shows the number of bed nights each quarter for staying visitors in Guernsey by accommodation type. **Table 4.6.2** shows length of stay by accommodation type. The number of bed nights varies by quarter and displays seasonality. This is due to a higher number of visitors during Quarters 2 and 3 each year when compared with Quarters 1 and 4 and a tendency for visitors to stay longer during Quarter 2 and Quarter 3, when compared to Quarter 1 and Quarter 4. For this reason comparisons of number of bed nights and length of stay are made with equivalent periods in previous years.

On average visitors in hotels stayed 3.1 nights in Q1 2024, which equates to 38,386 bed nights (2.9 nights in Q1 2019, 3.2 nights in Q1 2023). During Q1 2024 the average length of stay with friends/family was 6.0 nights, equating to 45,980 bed nights (6.3 nights in Q1 2019 and 4.9 nights in Q1 2023) and the average length of stay in other accommodation (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 7.8 nights (equating to 7,613 bed nights). The average stay in commercial accommodation in Q1 2024 which includes Hotels and other accommodation was 3.2 nights, which is the same duration as reported in Q1 2023 and Q1 2019.

Figure 4.6.3 Number of bed nights by accommodation for staying visitors



*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and length of stay and number of bed nights could again be reported.

Table 4.6.2 Length of stay by accommodation

	Q1 2019 (nights)	Q1 2023 (nights)	Q1 2024 (nights)	Annual % change	5 yr % change
Hotel	2.9	3.2	3.1	-2%	7%
Friend/family's home	6.3	4.9	6.0	23%	-3%
Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)	5.5	5.0	7.8	56%	43%
Average stay in commercial accommodation (includes hotel, guest houses, self-catering, Airbnb or other online booking portals and campsites)	3.2	3.2	3.2	Less than 1%	Less than 1%

5.1 Visitor accommodation - capacity

Figure 5.1.1 Visitor accommodation capacity

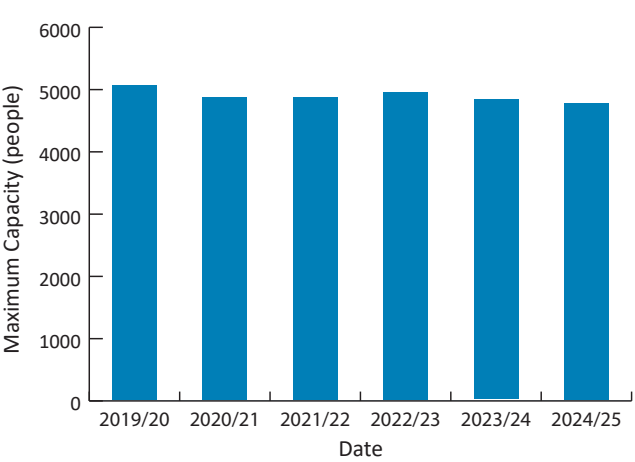


Table 5.1.1 Visitor accommodation capacity

	2019 /20	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25*
Maximum capacity (people)	5,055	4,854	4,863	4,938	4,818	4,758
Temporarily unavailable capacity e.g. closed for refurbishment	0	0	0	120	201	201
Total (including temporarily unavailable)	5,055	4,854	4,863	5,058	5,019	4,959

* Visitor accommodation capacity figures for 2024/25 are provisional at the time of publication as the renewal process for 2024/25 is not yet complete.

Table 5.1.2 Additional summer capacity

	2023	2024
Maximum additional capacity (people)	320	349
Additional number of units (equipped tents, log cabins, yurts, shepherd's huts etc)	60	66

The visitor accommodation capacity in Guernsey and Herm can be monitored over time through the number of accommodation providers with active permits each year and the maximum capacity of each accommodation provider, as shown in **Figure 5.1.1** and **Table 5.1.1**.

Visitor accommodation capacity shows the maximum number of people that could be accommodated in permanent building structures, such as hotels, guest houses, hostels, self-catering units and other similar accommodation with an active boarding permit. Temporary structures, such as those provided by accommodation providers for glamping and camping are excluded from the capacity (for comparability with other jurisdictions). It should be noted that the capacity reported does not include accommodation that is publicly advertised (for example, via [airbnb.co.uk](https://www.airbnb.co.uk) or other booking portals), but does not have an active boarding permit.

The capacity of accommodation providers with an active boarding permit for the 2024 summer season and winter 2024/25 was 4,758, as shown in **Table 5.1.1**. Please note figures for 2024/25 are provisional as the renewal process for 2024/25 is not yet complete. Capacity for 201 more people was removed during 2022 and 2023, but part or all of this capacity is expected to be added back in once refurbishments have completed.

Each summer there is additional visitor accommodation provided by the campsites of Guernsey and Herm. **Table 5.1.2** indicates the maximum additional capacity provided by temporary glamping and camping structures during the summer season. For summer 2024, an additional 349 people can be accommodated in 66 units which include equipped tents, cabins, yurts and shepherd's huts. These figures do not include camping/motorhome pitches where visitors provide their own accommodation. The additional summer capacity will be recorded each year so trends in summer capacity can be monitored going forwards.

5.1 Visitor accommodation - availability

Each month, visitor accommodation providers with active permits are asked to provide data on the availability and occupancy of their accommodation units. The responses received in January, February and March 2024 include different accommodation types and sizes and statistics for these months are accurate to at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island. 2023/24 boarding permit information was used to scale up the figures for the second, third and fourth quarters of 2023 and first quarter of 2024.

Units are classified as not available for booking *only* if the whole site is closed; either seasonally (in a regular pattern) or for six months or more (for refurbishment, for example). Units are added into or taken out of the total (sum of open and closed units) if a site's use is officially changed via a successful planning application or if there have been physical changes to building(s).

Occupancy (see next page) is calculated as a proportion of the available units in each month i.e. a proportion of those that could be booked.

This approach is in alignment with methods used in other jurisdictions.

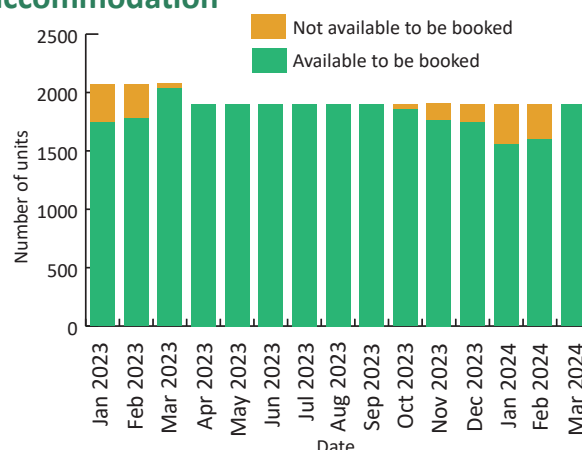
This information is only available from 2023 onwards, following changes to the way data is collected from accommodation providers.

Table 5.1.3 and **Figure 5.1.3** show that there were 1,902 visitor accommodation units in Q1 2024. During Q1 2024 there were a number of visitor accommodation seasonal closures. The proportion of visitor accommodation units available to be booked was 82%, 84% and >99% in January 2024, February 2024 and March 2024 respectively.

Table 5.1.3 Availability of visitor accommodation

	Number of units available to be booked	Number of units not available to be booked	Total number of units
Jan 2023	1,745	329	2,074
Feb 2023	1,775	299	2,074
Mar 2023	2,031	43	2,074
Apr 2023	1,902	0	1,902
May 2023	1,902	0	1,902
Jun 2023	1,902	0	1,902
Jul 2023	1,902	0	1,902
Aug 2023	1,902	0	1,902
Sep 2023	1,902	0	1,902
Oct 2023	1,858	44	1,902
Nov 2023	1,764	138	1,902
Dec 2023	1,744	158	1,902
Jan 2024	1,556	346	1,902
Feb 2024	1,601	301	1,902
Mar 2024	1,900	2	1,902

Figure 5.1.3 Availability of visitor accommodation



NB: Availability and occupancy (on the next page) are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit (including those listed on Airbnb or other online booking portals) with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

5.2 Visitor accommodation - occupancy

Figure 5.2.1 Occupancy of open/available accommodation units

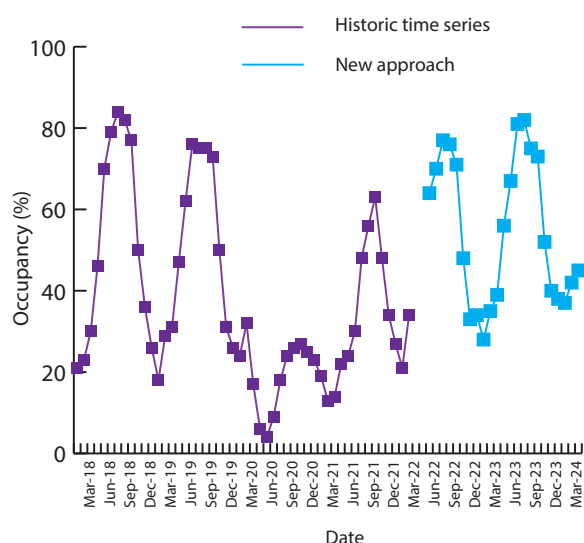


Table 5.2.1 Occupancy of open/available accommodation units

	2019	2020	2021	2022	2023	2024
January	18%	24%	19%	21%	28%	37%
February	29%	32%	13%	34%	35%	42%
March	31%	17%	14%	*	42%	45%
April	47%	6%	22%	*	56%	
May	62%	4%	24%	64%	67%	
June	76%	9%	30%	70%	81%	
July	75%	18%	48%	77%	82%	
August	75%	24%	56%	76%	75%	
September	73%	26%	63%	71%	73%	
October	50%	27%	48%	48%	52%	
November	31%	25%	34%	33%	40%	
December	26%	23%	27%	34%	38%	

*There was a wave of cases of the Omicron variant of COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy is presented as a percentage of the number of available units (see p19). As shown in **Figure 5.2.1**, there is usually a seasonal pattern in occupancy, with peaks in July, August or September and troughs in January each year. This pattern was severely disrupted in 2020 during the COVID-19 pandemic, but can be seen again in 2021 and 2022.

Temporary planning exemptions were introduced during the COVID-19 pandemic. From 25th March 2020, providers of visitor accommodation have been permitted to accommodate non-visitors and long-stay residents all year round, provided that the establishments revert to their usual use for visitor accommodation once the temporary exemptions cease to apply (on 31st December 2024). Exemptions allowing long-stay visitors would normally apply only to self-catering establishments during the Winter Let period from 1st November to 31st March each year. There was a wave of cases of the Omicron variant of COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy of open units in 2023 peaked at 82% in July 2023 decreasing to 38% in December 2023 and 37% in January 2024. Since January 2024 occupancy of open units has begun to increase again, with an occupancy of 42% recorded in February 2024 and 45% in March 2024.

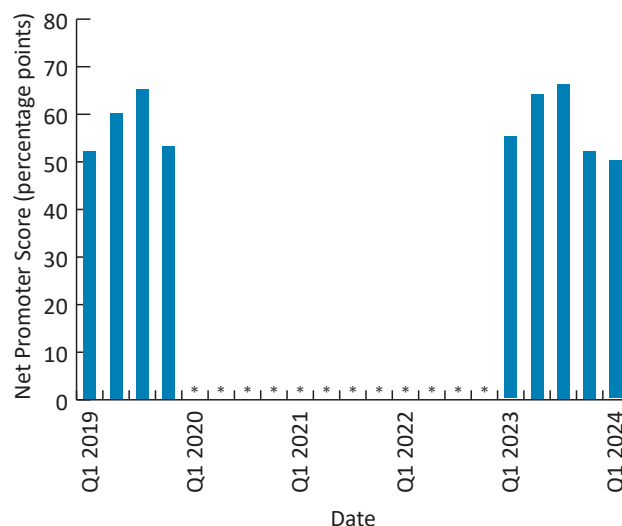
Additional information began being collected in June 2023, which makes it possible to determine that 30% of open units in January 2024 were occupied by long-stay guests. In February 2024 29% of open units were occupied by long-stay guests and in March 2024 23% of open units were occupied by long-stay guests. This means that long-stay guests represented 10 percentage points of the 45% occupancy of open units in March 2024.

6.1 Net promoter score

Visitors leaving the Island by aeroplane or ferry are asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 meaning very likely) as part of the exit survey. Prior to 2020 net promoter scores did not include visitors whose country of residence was Alderney, as a high proportion of these passengers were in transit (returning via Guernsey to Alderney). Since Q1 2023 all passengers (regardless of country of residence) that are leaving the Island by aeroplane or ferry after only visiting Guernsey on their way to or from somewhere outside the Bailiwick (and, as such, potentially may not have left the port) are excluded from the net promoter scores analysis on this page. At present, those departing on cruise ships or yachts are not asked to complete the survey and are not represented within net promoter scores. As shown in **Figure 6.1.1** prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 surveys were suspended and the passenger breakdown could not be determined or net promoter scores ascertained.

The net promoter score is calculated by deducting the percentage of visitors surveyed that gave a score of six or less out of ten from the percentage of visitors surveyed that gave a score of ten or nine out of ten. As shown in **Table 6.1.1** and **Figure 6.1.1** the net promoter score for Q1 2024 was 50 percentage points and compares with 55 percentage points in Q1 2023 and 52 percentage points in Q1 2019. By main purpose of visit, those seeing friends/family had the highest net promoter score (61 percentage points) in Q1 2024, followed by those visiting for leisure purposes (58 percentage points). Those visiting on business / work purposes had the lowest net promoter score, 32 percentage points, with many business travellers commenting that they haven't seen much during their visit. By country of residence, net promoter scores were highest for visitors from the UK in Q1 2024 (56 percentage points). Those visiting from Jersey and France had the lowest net promoter scores (26 and 30 percentage points respectively). Please note there can be differences in how the net promoter score question is interpreted by country of residence.

Figure 6.1.1 Net promoter score



*Between Q1 2020 and Q4 2022 net promoter scores were not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and net promoter scores could again be reported.

Table 6.1.1 Net promoter score

	Q1 2019	Q1 2023	Q1 2024
Net Promoter Score (percentage points)	52	55	50

7.1 Methodology

Exit surveys are undertaken daily at the airport and harbour, with a random sample of departing passengers being interviewed. The proportions of resident versus visitor travellers are then applied to the actual numbers of total passengers (provided by the airport and harbour authorities) to determine the passenger composition of Guernsey's main air and sea routes. The survey is conducted using internationally accepted methodology.

In Q1 2024, 5,942 completed interviews were conducted with individuals at the harbour and airport, who responded to the survey on behalf of their immediate travelling party. These interviews represented a total party size of 10,461 passengers, which is 13% of the total number of passengers departing Guernsey during Q1 2024 (excluding those travelling within the islands of the Bailiwick and those departing by cruise ship or yacht).

All sample surveys are subject to a degree of statistical error. This quarter there were 5,942 interviews conducted and it was found that 32% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus or minus 1%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 31% to 33%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Each month, visitor accommodation providers with active permits are also asked to provide data on the availability and occupancy of their accommodation units. The responses received in January, February and March 2024 include various different accommodation types and sizes and statistics for these months are accurate to within at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island.

7.2 Contact details

You may also be interested in other States of Guernsey Data and Analysis publications, which are all available online at www.gov.gg/data. Please contact us for further information.

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