

Quarterly Travel & Visitor Accommodation Bulletin

At A Glance

QUARTER 1 2024

Number of visitors



25,456
Departing visitors

Compared to 26,162 in Q1 2023

How did they get here?



78% by aeroplane



22% by ferry



<1% by cruise ships or yachts

Compared to 85%, 15% and less than 1% in Q1 2023

Reason for visit



6,419 visited for leisure



9,609 visited to see friends or family



6,939 visited for business



189 visited on a cruise ship / yacht



1,969 visited for other reasons



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

Compared to 4,891, 9,538, 8,937, 137, 2,014, and 644 in Q1 2023

Where were they from?



71% UK



1% France



16% Jersey



11% Elsewhere



<1% Unknown

Compared to 75%, 2%, 12%, 10% and 1% in Q1 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 14%, 83%, 2% and 1% in Q1 2023

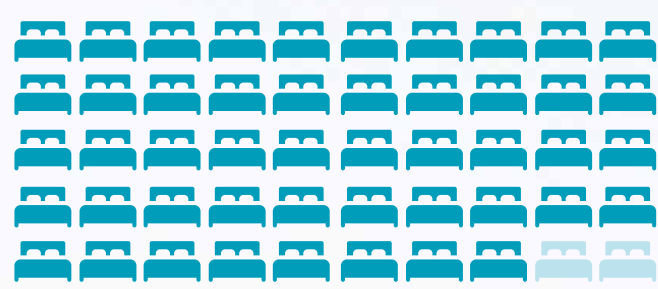
How many nights?

The average length of stay was



Compared to 4.0 nights in Q1 2023

What is our capacity?



The total visitor accommodation capacity for the 2024/25 season is **4,758***.

*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. The total including those temporarily unavailable (due to refurbishments) was 4,959

Compared to 4,818 in Q1 2023

Where did they stay?

64% Stayed in visitor accommodation

36% Stayed with friends or relatives



Compared to 66% and 34% in Q1 2023

What is our net promoter score?



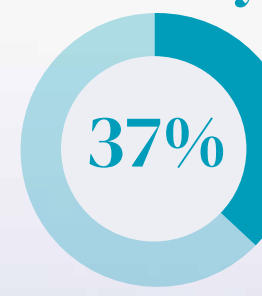
50 percentage points

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

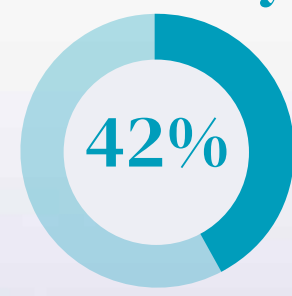
Compared to 55 in Q1 2023

What is our Q1 occupancy?

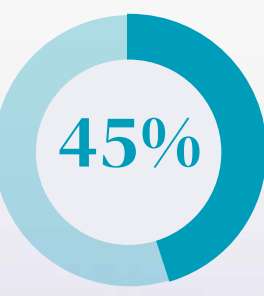
January



February



March



Compared to 28%, 35% and 42% in Q1 2023

The ISLANDS of
GUERNSEY

More detail behind the statistics presented here can be found in the Guernsey Quarterly Travel and Visitor Accommodation Bulletin Quarter 1 2024 available at www.gov.gg/travel_and_visitor