VISITGUERNSEY

Tourism Seminar 2018

2017 VISITOR EXIT SURVEY

GUERNSEY
HERM • SARK • ALDERNEY

2017 TOTAL VISITORS (INC CRUISE & YACHTS')

- 421,000 -2%

2017 TOTAL VISITORS (EX CRUISE & YACHTS')

- Excluding Cruise & Yachts – 290,000 +4%
- Staying Leisure – 146,000 +5%
- VFR – 55,000 -4%
- Staying Business – 32,000 +5%
- Total Staying Visitors – 233,000 +3%
- Total In Paid Accomm' – 180,000 +4%
- Total Paid Bed Nights – 808,000 + 5%

PUT INTO CONTEXT

Staying Leisure	Highest since 2009
Total Staying	Highest since 2012
Total in Paid Acc'	Highest since 2012
Total Paid Beds	Highest since 2010

1H 2018 VISITOR EXIT SURVEY

GUERNSEY
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1H 2017 TOTAL VISITORS (INC CRUISE & YACHTS')

- 175,000

2017 TOTAL VISITORS (EX CRUISE & YACHTS')

- Excluding Cruise & Yachts – 119,000 -2%
- Staying Leisure – 56,000 -4%
- VFR – 22,500 -5%
- Staying Business – 17,000 +7%
- Total Staying Visitors – 95,000 -2%
- Total Paid Accomm' –75,000 -1%
- Total Paid Bed Nights – 307,000 + 1%

TOUGH FIRST HALF

Q1 -12% Beast from the East & Fog

Q2 +2% Paid Bed Nights up +5%

Opportunities

- Release of The Guernsey Literary & Potato Peel Pie Society Movie
- Weak £Sterling

THE GUERNSEY LITERARY & POTATO PEEL PIE SOCIETY MOVIE

GUERNSEY
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ONCE IN A LIFETIME OPPORTUNITY!

- £1/2 Million additional marketing budget
- Studio Canal Support
- Trade and Industry support
- Fabulous exposure for Guernsey

LOOKING AHEAD TO 2019

2019 KEY AIMS

- C5% growth
- Consolidate Guernsey movie opportunity (UK, Europe & USA)
- 2019 campaign Industry support
- Drive new website / digital growth
- Continue Charter & Cruise growth