



Media Release

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Q1 2018 Visitor Exit Survey Results

A challenging first quarter with bad weather in Q1 of 2018 contributed to an overall decrease of total departing visitors of **-14.9%** including cruise passengers and visiting yachtsmen, and **-12%** excluding cruise ship passenger and visiting yachtsmen.

Quarter 1

Including cruise passengers and visiting yachtsmen, total visitor numbers decreased by **-14.9%** from January – March 2018 (29,616 compared to 34,811 in Q1 2017), with bad weather conditions resulting in 2 ships being cancelled accounting for 1300 shortfall in passengers visiting the island. Excluding cruise passengers and visiting yachtsmen, visitor numbers decreased by **-12%** (29,330 compared to 33,484 in Q1 2017).

Total leisure visitors saw a decline of **-23%** (-2,046), whilst total staying visitors declined by **-12%** (-3,124). Those staying in commercial accommodation decreased by **-16%** (-2,833) with a **-16%** reduction in bed nights (-9,295). The average length of stay however increased by **+9%** (4.44 nights compared to 4.09 nights in 2016).

Business visitors also saw a decrease with a **-10%** (-846) decrease in staying business, whilst business day visits decreased by **-24%** (1,004). Leisure day visits also saw a decrease of **-8%** (-173).

Whilst there was a **-18%** decrease in visitors from the UK (-4,631), visitors from France increased by **+63%** (+407).

Visiting yachtsmen saw an increase of **+31%** (+67) compared to 2017.

Visitors travelling by air decreased by **-13%** (-3,805). Those travelling by sea decreased by **-7%** (-349).

The decrease in visitor numbers can be explained in part due to the poor weather in this period including high winds, fog as well as snow and ice both in Guernsey and in the UK with the months of February and March particularly impacted.

Mike Hopkins, Director of Marketing and Tourism said “Whilst it is very disappointing to see a drop in numbers, following a 4% rise in total visitors during 2017, it is important to note that Q1 represents only a small percentage of the total visitors over the course of the year – the decline equating to just over 1% of total visitors during 2017. With lots of activity kicking off in April surrounding the release of “The Guernsey Literary and Potato Peel Pie Society” generating positive interest in the Island, as well as a number of exciting events taking place across the year such as the Guernsey Heritage Festival, Spring and Autumn Walking Festivals and the new Guernsey Floral Festival in June, the rest of 2018 looks to be more promising for Guernsey’s tourism industry.”

-ENDS-

Notes to Media

Issued by: Media team The Office *of the* Committee *for* Economic Development.

Contact: Wendy Pedder, Emily Queripel or Chloe Steadman.

Tel: 01481 234567

Email: wendy.pedder@gov.gg / chloe.steadman@gov.gg

