



Media Release

Embargo: Thursday 3rd August 00:01

Date: 2 August 2017

Quarter 2 and January to June 2017 Visitor Exit Survey Results

The second quarter (Q2) of 2017 saw an overall increase in departing visitors excluding cruise ship passengers and visiting yachtsmen of **+4.7%**. This was largely driven by increases in staying leisure visitors, the “value” segment of the tourism market, with +16,900 more bed nights sold in commercial accommodation versus 2016.

Quarter 2

Departing visitors excluding cruise ship passengers and visiting yachtsmen increased by **+4.7%** in Q2, with healthy growth within the “value” staying visitor segment of the market. Total Staying visitors increased by **+7.7%** overall (+5,050 visitors), aided by a large increase in those visitors visiting friends and relative (VFR), **+17.9%** versus the same period in 2016. Staying leisure visitors increased by **+8.3%** in the quarter, visitors staying in commercial accommodation increased by **+5.1%** and importantly, bed nights in commercial accommodation increased by a healthy **+7.3%** (+16,900 bed nights).

Departing visitors by air remained fairly static, with a **+0.8%** (+400) increase versus Q2 2016. Departing visitors by sea showed a strong increase of **+11.0%** (+3,550 visits).

The overall day visitor market showed a decline in Q2, decreasing by **-6.0%** compared with Q2 2016.

Visiting yachtsmen increased by **+28.9%** versus Q2 2016 (+1,600 visitors). Conversely, the cruise market experienced a difficult quarter, with a **-20.4%** fall in cruise ship passengers (-13,280) due to passenger disembarkation cancellations, caused by weather-related issues preventing tender operations. A disproportionately high number of the 9 ships cancelled were larger cruise ships, carrying a combined 10,257 passengers.

January to June 2017

January to June 2017 visitor numbers showed a similar trend to the Q2 data, with total departing visitors excluding cruise passengers and visiting yachtsmen increasing by **+4.4%** versus the first half of 2016. This equated to an additional 5,200 visitors versus the year before.

Total staying visitors showed healthy growth across the first half of 2017, an increase of **+6%** (5,550 visitors), bed nights in commercial accommodation increased by **+8.9%** (+24,900 bed nights versus

2016) and visitors staying in commercial accommodation increased by **+6.8%** (+4,850 visitors). Staying business visitors increased by **+8.4%** (1,250 visitors) versus 2016.

Visitors visiting friends and relatives (VFR) remained fairly static across the first half of 2017.

All segments of the day visitor market fell during the first six months of 2017. Total day visits declined by **-2.9%** overall (-700 visits) versus 2016, day leisure visitors dropped by **-3.9% (-650)** and day business visitors fell by **-2.8%** (-200).

Deputy Peter Ferbrache, member of the Committee *for* Economic Development said, “The healthy quarterly and half yearly growth experienced for staying visitors and for visitors staying in commercial accommodation is particularly encouraging, with both of these groups generating the greatest financial return to the local Guernsey economy.

“The next few weeks are set to be busy, with plans well under way for the Guernsey Food Festival, now in its third year, followed by the second Autumn Walking festival which continues to grow in popularity. Additionally, much preparation work has been done to capitalise on the film version of the ‘Guernsey Literary and Potato Peel Pie Society’ novel, which is set to be released during 2018”.

Ends

Notes to Media

For media enquiries, in the first instance, please email emily.dorey@gov.gg or wendy.pedder@gov.gg



Committee *for*
Economic Development