



Media Release

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Q3 2018 Visitor Exit Survey Report

Q3 2018 saw an increase of **+1,388 (+0.7%)** visitors versus the same period last year, including cruise ship and visiting yacht passengers. This was largely driven by a strong increase in visitors travelling on cruise ships of **+14.9% (+8,393 passengers)**.

Excluding cruise ship and visiting yacht passengers, there were **118,130** departing visitors during Q3 2018, a decrease of **-5%** versus the same period last year (**-6,859** visitors). Total staying visitors, the highest value segment of the visitor market, remained stable at **99,888** visitors. This fall in visitors was mainly driven by a drop in day visitors of **-27% (-6,490 visitors)**, largely caused by a decline in sea travel of **-14%** versus Q3 2017, with a number of ferries being cancelled during the quarter. French visitors travelling by sea, in particular, were negatively impacted. Overall French visitors decreased by **-41%** in Q3 2018 compared with the same period in 2017 (**-5,578** visitors).

Despite a strong Q2 and a stable Q3, the year to date (January – September 2018) saw total departing visitors (including cruise passengers and visiting yachtsmen) show a slight decline of **-0.5%** versus 2017 - a fall of **-1,810** visitors, due to a challenging first quarter of the year, with poor weather conditions negatively impacting travel to the island.

Quarter 3 2018 Results

Including cruise passengers and visiting yachtsmen, total visitor numbers increased by **+0.7%** from July – September 2018 (194,227 compared with 192,839 in Q3 2017). Excluding cruise passengers and visiting yachtsmen, visitor numbers decreased by **-5%** (118,130 compared with 124,989 in Q3 2017).

There were over 64,000 cruise passengers during the quarter, a healthy increase of **+14.9%**.

Total staying visitors remained stable at **99,888**, while total day visitors showed a large decline of **-27%** to 17,665. Day business visitors increased by a healthy **+16%** versus 2017, but this increase was not large enough to counteract the sharp fall in leisure day visitors of **-33%** (-6,951).

There was a **-4%** decrease in visitors from the UK (-3,341), visitors from Jersey, however, increased by **+18%** (+1,043), with visitors from France declining by **-41%**. Visitors from other destinations increased by **+5%** (+968) – this included a strong uplift in visitors from Germany of **+42%** (+1,804).

Visitors travelling by air increased by **+1%** (+941). However, those travelling by sea decreased by **-14%** (-7,800).

Year to date results

Including cruise passengers and visiting yachtsmen, total visitor numbers decreased by **-0.5%** from January – September 2018 (372,457 compared with 374,267 in 2017). Visitors from cruise ships showed a healthy increase to date, with over 8,000 additional passengers versus the same period in 2017.

Excluding cruise passengers and visiting yachtsmen, visitor numbers were **-4%** lower than in 2017 (-9,380 visitors). This fall in visitors was mainly driven by a decrease in sea travel of **-9%** (-8,566 visitors), with the first quarter of the year impacted by poor weather conditions including fog and Q3 suffering from a number of ferry cancellations.

Deputy Dawn Tindall, member of the Committee *for* Economic Development said:

“We’re delighted to see such a healthy increase in cruise passenger numbers during both the quarter and the year to date and also the strong growth in visitors from Germany during Q3. This growth has been eroded somewhat by the challenges experienced with sea travel during this most important quarter for the visitor market, particularly the French visitor segment. However, it is encouraging that overall Q3 visitor numbers still show a modest increase.

“Looking ahead, plans are well in motion for the 2019 season, with the popular Heritage Festival launching in April and Hauteville House, an important attraction for the French market, set to reopen in April.”

Deputy Tindall added:

“VisitGuernsey continues its marketing activities to help capitalise on the release of the Guernsey Literary & Potato Peel Pie Society film, with new tour operator partners in the US and Canadian markets, offering Potato Peel Pie-themed Guernsey holidays. It is expected the investment in marketing activity to capitalise on the film will help drive increased bookings during 2019, and feedback so far from the trade and industry indicates healthy forward bookings for 2019”.

Notes to Media

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