Quarterly Travel & Visitor Accommodation Bulletin At A Glance

YEAR TO DATE 2026 (Q1 + Q2 + Q3)

Number of visitors

ANNUAL % CHANGE		ESTIMATED SPEND
▲ 9%	173,493 staying visitors by aeroplane and ferry (stayed at least one night)	£124m
▲ 11%	42,706 day trip visitors by aeroplane and ferry	£7m
▼ 3%	27,322 cruise trip visitors	£1m
▼ 2%	18,930 yacht trip visitors	£3m

▲ 7% — **262,451** visitors in total
compared to 245,089 in Q1 + Q2 + Q3 2025

£136m
(compared to £126m in Q1 + Q2 + Q3 2025)

*These spend figures are based on the 2025-26 Guernsey Visitor Spend Survey. Average spend was £750 per staying visitor by aeroplane, £647 per staying visitor by ferry, £254 per day trip visitor by aeroplane, £120 per day trip visitor by ferry, £46 per cruise ship visitor and £164 per visitor by yacht. These values have been multiplied by the actual number of visitors to give an estimate of the total spend. Figures may not sum exactly to totals due to rounding.

Where are they from?



52% UK



12% France



6% Jersey



13% Elsewhere



18% Unknown
(cruise ship and yacht passengers)

Compared to 52%, 11%, 6%, 12% and 19% in Q1 + Q2 + Q3 2025

Reason for Visit

ANNUAL % CHANGE	
▲ 11%	114,084 visited for leisure
▲ 3%	50,761 visited to see friends or family
▲ 3%	27,610 visited for business
▲ 27%	23,744 visited for other reasons
▼ 3%	27,322 visited on a cruise trip (leisure)
▼ 2%	18,930 visited on a yacht trip (leisure)

Staying Visitors

How long did they stay?

4.7 Nights

Compared to 4.7 nights in Q1 + Q2 + Q3 2025

Where did they stay?

77% Stayed in visitor accommodation
23% Stayed with friends/relatives

Compared to 76% and 24% in Q1+Q2+Q3 2025

What was the level of occupancy?

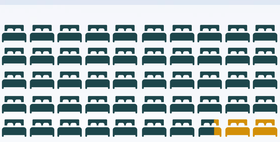
The level of occupancy of open/available units of visitor accommodation in the year to date was :

Q1+Q2+Q3 2026



Compared to 64% in Q1+Q2+Q3 2025

What is our capacity?



The total visitor accommodation capacity for the 2026/27 season is 4,769 people.

During summer 2026, an additional 339 people could be accommodated in equipped tents, cabins, yurts and shepherd's huts. Plus there is further visitor accommodation provided by the campsites of Guernsey and Herm.

Compared to 4,767 in 2025/26

Net Promoter Score



77 percentage points

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

Compared to 67 ppts in Q1 + Q2 + Q3 2025



More detail behind the statistics presented here can be found in the Guernsey Quarterly Travel and Visitor Accommodation Bulletins Quarter 1 2026, Quarter 2 2026 and Quarter 3 2026 available at **www.gov.gg/travel_and_visitor**

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