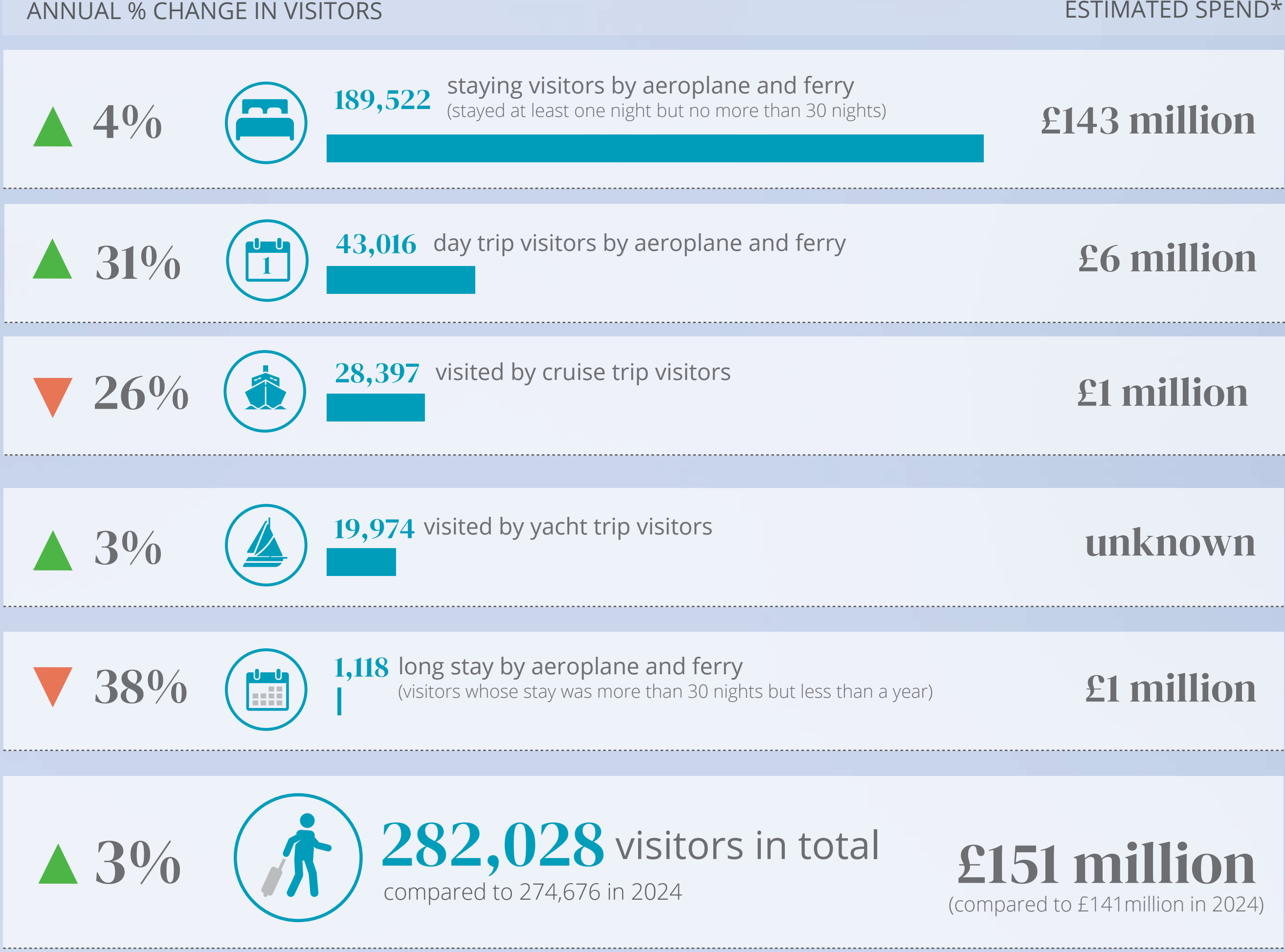


Guernsey Travel & Visitor Annual Report At A Glance

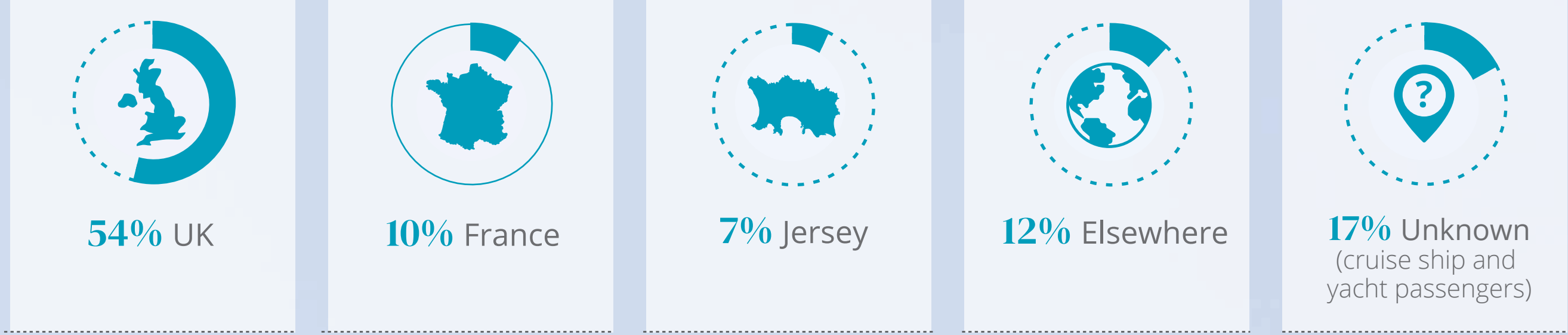
2025

Number of visitors



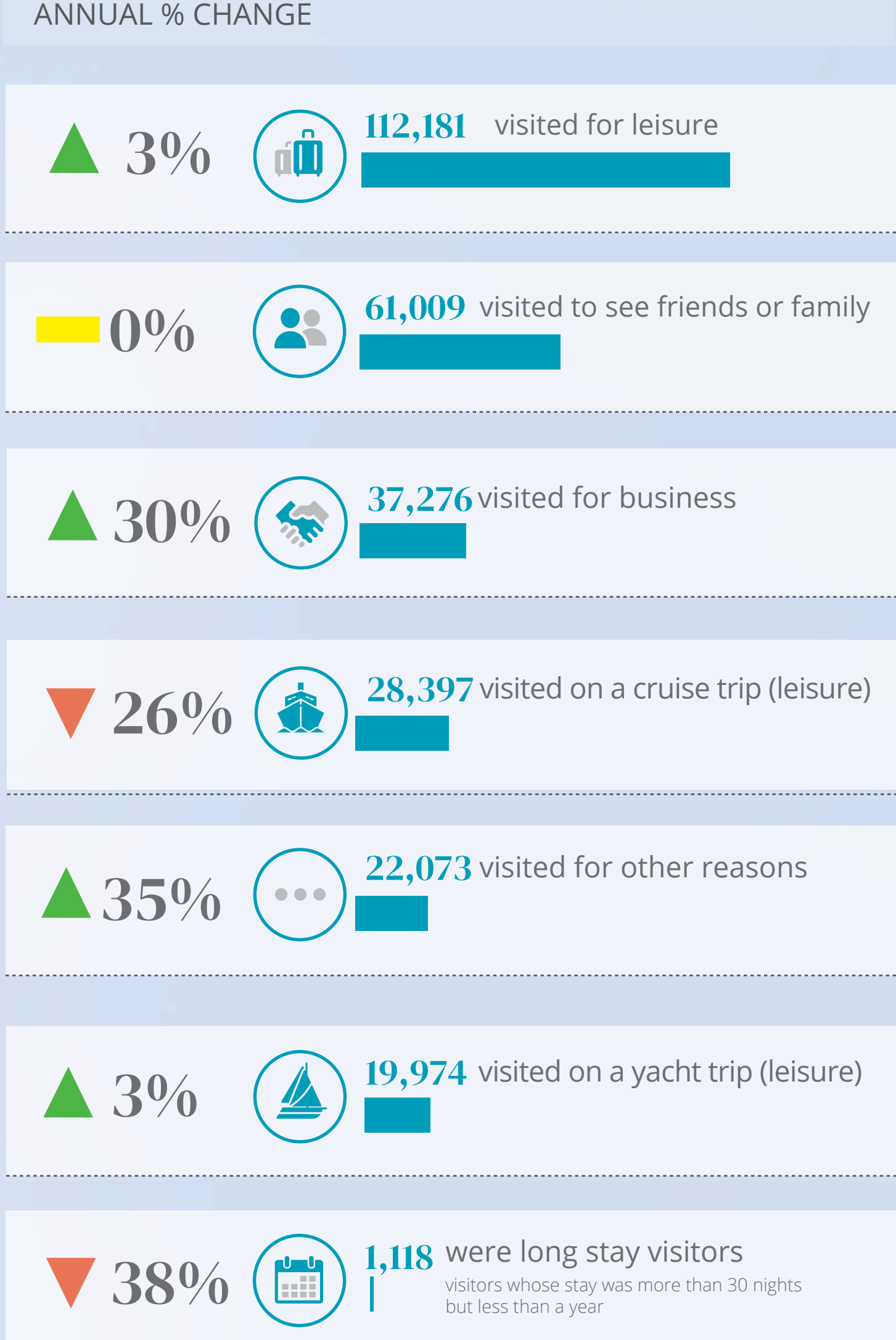
*These spend figures are based on the last Guernsey Visitor Spend Survey (£582 average spend per staying visitor by aeroplane and ferry and £112 average spend per day trip visitor by aeroplane and ferry) and Guernsey Cruise Visitor Exit Survey (£34 average spend in Guernsey per cruise visitor), which took place during 2019/20. These values have been updated using the Guernsey RPI and multiplied by the actual number of visitors to give an estimate of the total spend. The average spend of people visiting on yachts is unknown, so is not included in the total. Figures may not sum exactly to totals due to rounding

Where are they from?

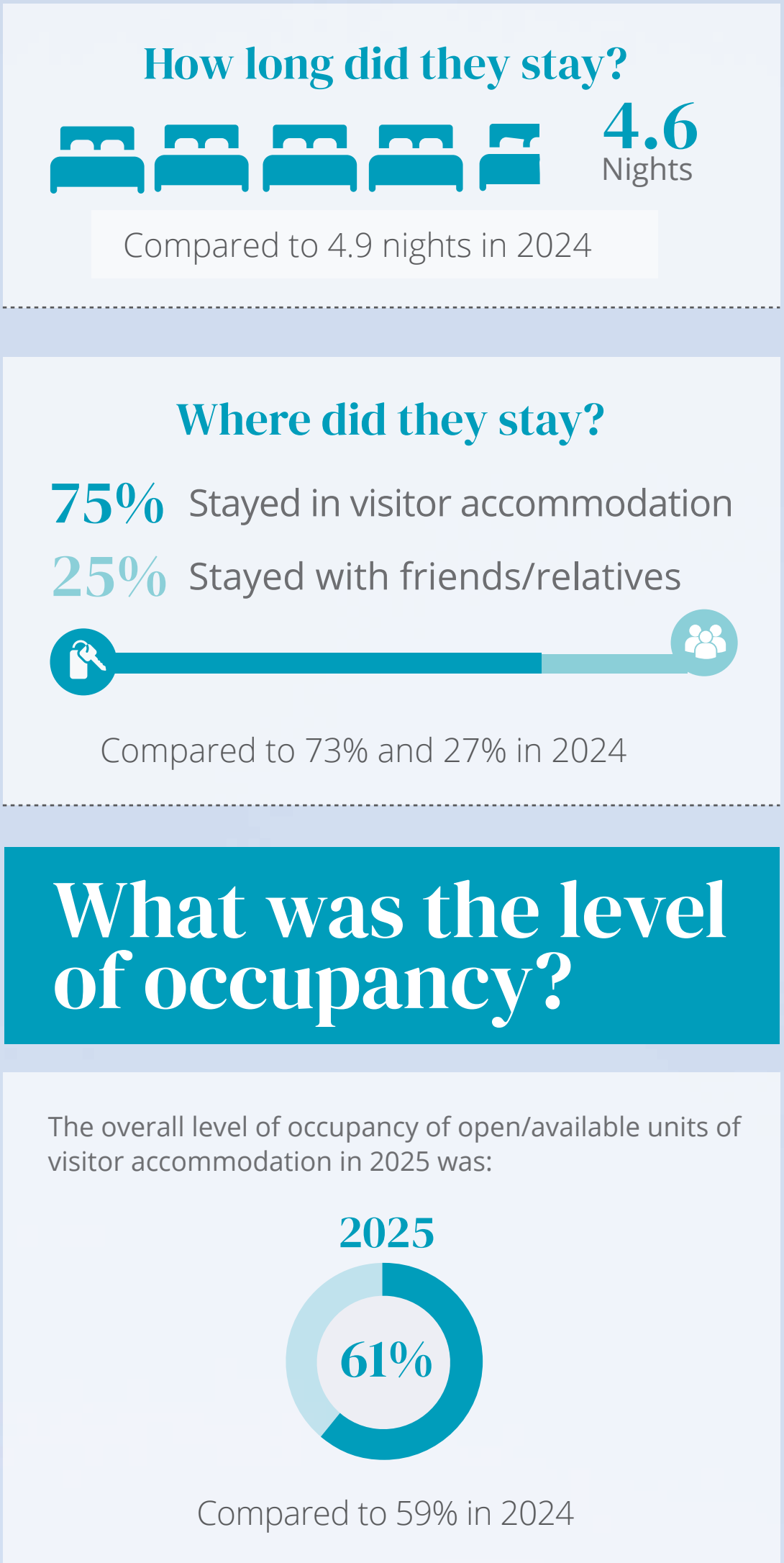


Compared to 55%, 6%, 7%, 11% and 21% in 2024

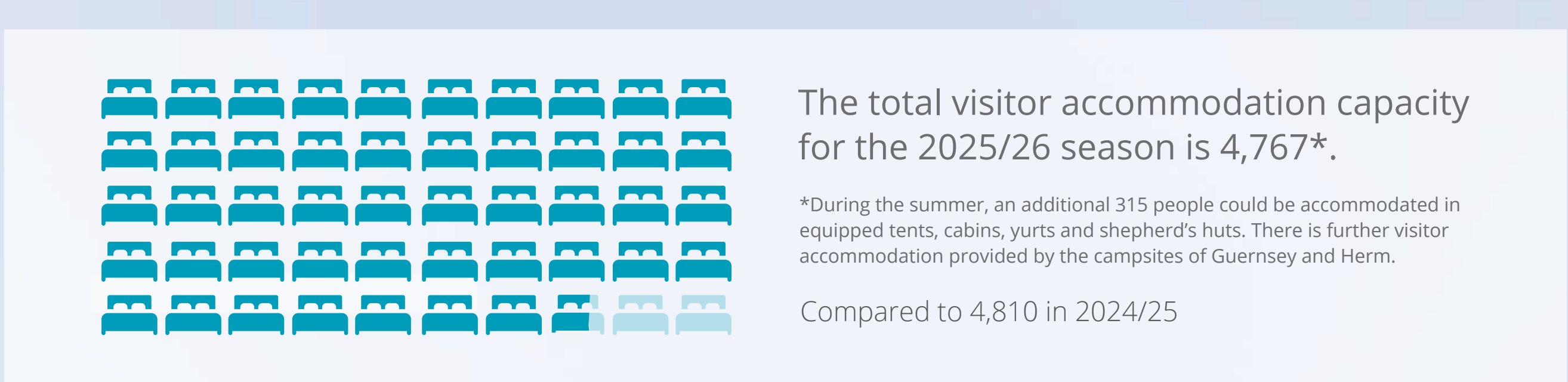
Reason for Visit



Staying Visitors



What is our capacity?

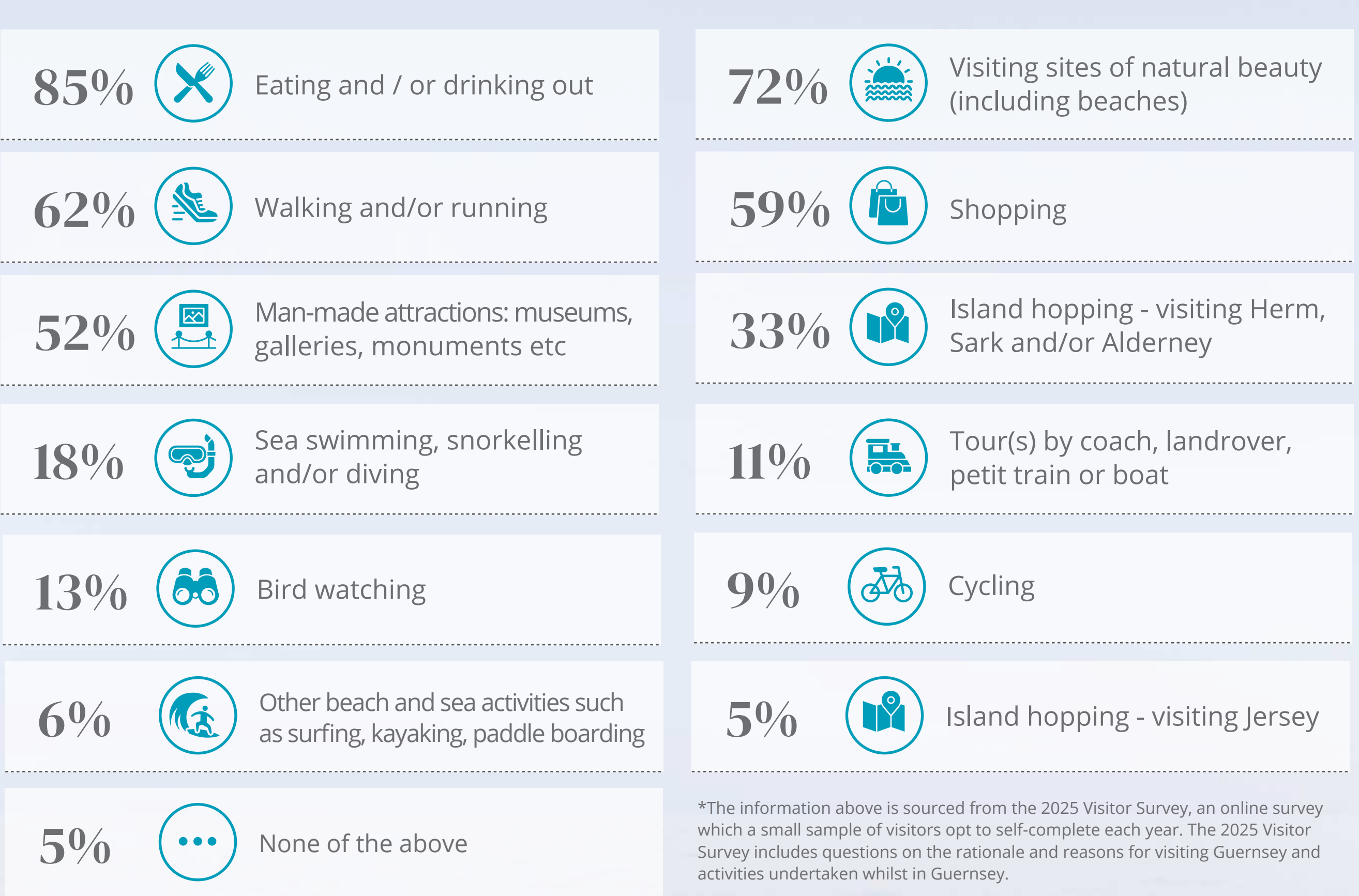


What attracted people to visit?*



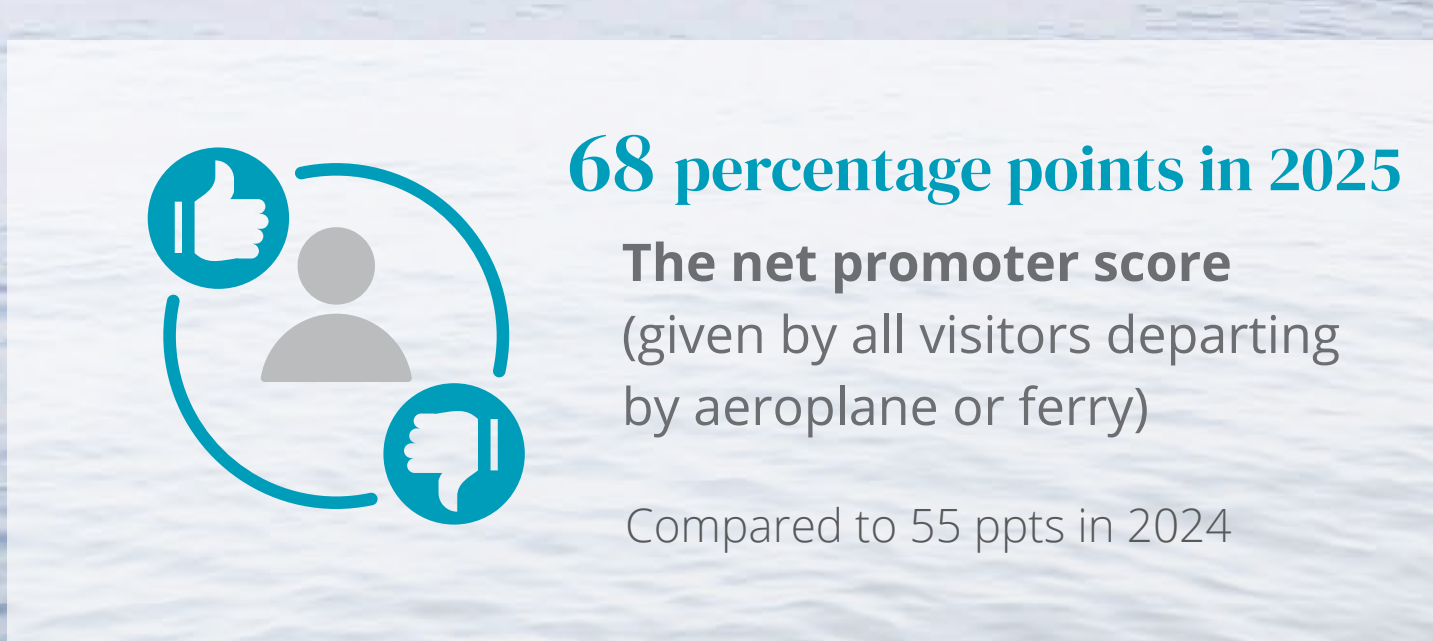
*The information above is sourced from the 2025 Visitor Survey, an online survey which a small sample of visitors opt to self-complete each year. The 2025 Visitor Survey includes questions on the rationale and reasons for visiting Guernsey and activities undertaken whilst in Guernsey.

What did people do during their visit?*



*The information above is sourced from the 2025 Visitor Survey, an online survey which a small sample of visitors opt to self-complete each year. The 2025 Visitor Survey includes questions on the rationale and reasons for visiting Guernsey and activities undertaken whilst in Guernsey.

Net Promoter Score



More detail behind the statistics presented here can be found in the 2025 Guernsey Travel and Visitor Annual Report available at www.gov.gg/travel_and_visitor