

Guernsey Visitor Expenditure Survey Report

2025-26

Issue date 26th August 2026

The Guernsey Visitor Expenditure Survey Report provides information on the number, expenditure and experiences of people who visited Guernsey between April 2025 and March 2026.



States of Guernsey
Data and Analysis

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1.1 Introduction

The Guernsey Visitor Expenditure Survey Report provides information on expenditure by visitors travelling by aeroplane, ferry, cruise ship and private yacht to the Island of Guernsey between April 2025 and March 2026. Expenditure includes: package trips, travel to and from Guernsey, accommodation whilst in the Island, items purchased whilst in Guernsey, spend on eating/drinking out, entertainment and other activities, tours, transport and any planned additional expenditure before departure.

The Report includes information on average spend by visitors and the total estimated expenditure this average spend represents when scaled up by the number of visitors between April 2025 and March 2026. The Report includes analysis of overall visitor expenditure by type of spend, purpose of visit, length of stay and country of residence. These aspects are considered in more detail for visitors by aeroplane, visitors by ferry, visitors by cruise ship and visitors by yacht. The Report also provides information from visitors by cruise ship and yacht on their opinions of the island and how they spent their time in Guernsey. Figures are presented in nominal terms throughout the report i.e. without any adjustments for price inflation.

The information in this Report is derived from expenditure surveys, between the start of April 2025 and the end March 2026, conducted face to face by fieldworkers with departing visitors at the airport, harbour terminal and at the cruise tender quay and via an online self-completion questionnaire for those completing the yacht expenditure survey. This is the first time that yacht visitors have been included. In total 4,438 surveys were conducted, which represented 8,691 visitors; just over 2% of all visitors to Guernsey between April 2025 and March 2026. Please see the section on the profile of visitors ([Section 9](#)) for more information regarding who completed the expenditure survey. Visitor volume information, compiled from passenger volume data collected by Guernsey Ports and calibrated based on exit interviews with departing passengers, has been used to estimate the total spend by all visitors to the Island of Guernsey between April 2025 and March 2026.

Despite best efforts, the number of surveys achieved were below target; particularly for cruise ship visitors and visitors by yacht. Please see the methodology, in [Section 8](#), for more details, including the statistical confidence associated with these estimates.

Please note that these results are reflective of the information provided by survey recipients, but may omit expenditure visitors did not wish to disclose e.g. purchases of high value items. The survey is entirely voluntary and a consistent approach was taken in 2019-2020 and 2025-2026, so results are comparable over time. Also please note figures reported within tables throughout the report may not sum to the total due to rounding.

2.1 Headlines

- Overall visitor expenditure over the year between April 2025 and March 2026 was estimated to total £149 million.
- 69% of overall expenditure during 2025-26 was spent by visitors travelling to Guernsey by aeroplane, equating to £103 million (66% from staying visitors travelling by aeroplane and 3% from day trip visitors by aeroplane).
- 28% of overall expenditure during 2025-26 was spent by visitors travelling to Guernsey by ferry, equating to £42 million (26% from staying visitors travelling by ferry and 2% from day trip visitors by ferry).
- 2% of overall expenditure was spent by yacht visitors to Guernsey, totalling £3 million, and 1% of overall expenditure was spent by visitors travelling to Guernsey by cruise ship (£1 million).
- Visitor expenditure was highest for accommodation whilst on island at £39 million, followed by travel to/from Guernsey (£35 million) and eating and drinking out whilst on island (£27 million).
- Expenditure by leisure visitors travelling by aeroplane and ferry totalled £80 million during 2025-26, and represented 53% of all money spent by visitors. Visitors seeing friends and family were the next largest contributors to overall visitor expenditure during 2025-26, accounting for 21% of total spend. Those travelling for business reasons accounted for 17% of total spend, £25 million.
- By average spend, those travelling for leisure had the highest average spend per visitor of £703 per visitor during 2025-26, followed by those travelling for business purposes, who spent on average £698 per visitor. Those seeing friends/family spent on average £508 per visitor.
- Visitors from the UK contributed 72% (£106 million) of the total spend during 2025-26. Visitors from Jersey and France contributed 4% and 5% of the total respectively. Visitors from the Rest of World contributed 16% to overall visitor expenditure (£24 million), with expenditure in this category being highest from visitors from Germany, the Netherlands, Switzerland, the USA and Canada.
- For visitors by cruise ship, the most popular activity (undertaken by 49% of visitors) was eating and/drinking out, followed by shopping (43%), then visiting man-made attractions; museums, galleries and monuments (34%).
- 62% of cruise visitors surveyed said they would visit Guernsey again, 85% of whom would consider returning to Guernsey outside of a cruise. The net promoter score (NPS) for visitors by cruise ship during 2025-26 was 65 percentage points. 66% of those surveyed gave a score of 9 or 10, whilst 1% gave a score of 6 or less.
- For visitors by yacht, the most popular activity (undertaken by 66% of visitors by yacht) was eating and drinking out, followed by shopping (51%). 48% mentioned they had been walking and/or running and 45% had visited sites of natural beauty (including beaches).
- The NPS for visitors by yacht during 2025-26 was 45 percentage points. 58% of those surveyed gave a score of 9 or 10, whilst 13% gave a score of 6 or less.
- For information on activities undertaken by those visiting by aeroplane or ferry, see the **Guernsey Travel and Visitor Annual Report 2025** at https://www.gov.gg/travel_and_visitor.

3.1 Overall visitor expenditure

Table 3.1.1 2019-20 overall visitor expenditure

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Aeroplane	173,345	555	96	*
Ferry	99,115	421	42	*
Cruise	115,243	34	4	*
Yacht	16,413	*	*	*
Total	404,116	*	*	*

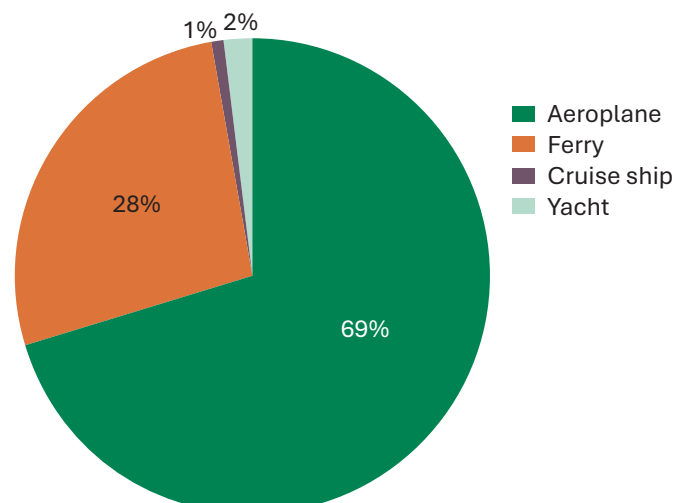
* A yacht visitor expenditure survey was not conducted during 2019-20, so figures for expenditure for visitors by yacht are not available. As such, totals and percentages thereof are not shown here, since they would not be comparable with 2025-26 below.

Table 3.1.2 2025-26 overall visitor expenditure

	Number of visitors	Weighted average spend per visitor (£)	Total spend (£m)	% of total spend
Aeroplane	148,181	693	103	69
Ferry	85,724	487	42	28
Cruise	28,397	46	1	1
Yacht	19,790	164	3	2
Total	282,092	530	149	100

NB. Yacht figures exclude expenditure on mooring fees.

Figure 3.1.1 2025-26 breakdown of overall visitor expenditure



Tables 3.1.1 and **3.1.2** show the number of visitors, the average spend per visitor, the total spend and the proportion this spend represents of overall expenditure for aeroplane, ferry, cruise and yacht visitors in 2019-20 and 2025-26 respectively. Weighted averages have been applied to 2025-26 figures based on the number of staying and day trip visitors travelling by aeroplane and ferry, as the profile of visitors completing the spend survey differs slightly from the profile of visitors reported in the exit survey. See the methodology in **Section 8** for further information regarding the differences in sample composition. The overall value is estimated by calculating the average spend per staying and day trip visitor departing by aeroplane, ferry, cruise ship or yacht and multiplying by the number of staying and day trip visitors travelling by aeroplane, ferry, cruise ship or yacht. The expenditure figures include any spending on travel to/from Guernsey, where applicable, any accommodation or package deals, where applicable, and any other spending whilst on the island including eating/drinking out, transport on island, entertainment and leisure and shopping.

As shown in **Table 3.1.1**, there were 404,116 visitors to Guernsey in 2019-20 (which includes visitors by aeroplane, ferry, cruise ship and yacht) and overall visitor expenditure totalled £142 million (although the figure for 2019-20 excludes expenditure by yacht visitors). **Table 3.1.2** shows there were 282,092 visitors to Guernsey in 2025-26 and overall visitor expenditure totalled £149 million (a figure which includes expenditure by yacht visitors). Average spend per visitor equated to £530 per visitor during 2025-26 and was lowest for visitors by cruise ship, who tend to visit for the day, at £46 per visitor, and highest for visitors by aeroplane with an average spend per visitor of £693.

Figure 3.1.1 shows 69% of overall expenditure during 2025-26 was spent by visitors travelling to Guernsey by aeroplane, equating to £103 million. 28% of overall expenditure during 2025-26 was spent by visitors travelling to Guernsey by ferry, equating to £42 million. 1% of overall expenditure was spent by visitors travelling to Guernsey by cruise ship (£1 million) and 2% of overall expenditure was spent by yacht visitors to Guernsey, totalling £3 million.

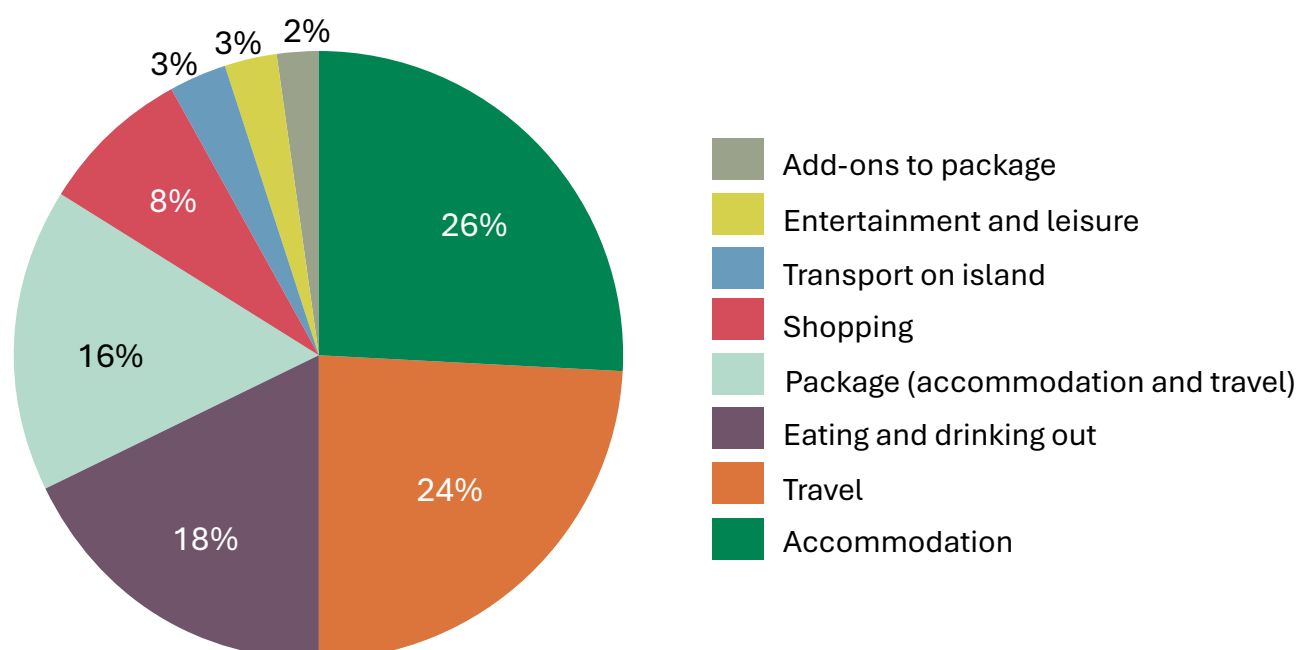
3.2 Overall visitor expenditure - type of expenditure

Table 3.2.1 2025-26 overall visitor expenditure by type of expenditure

	Total spend (£m)
Accommodation	39
Travel	35
Eating and drinking out	27
Package (accommodation and travel)	24
Shopping	12
Transport on island	5
Entertainment and leisure (including any pre-booked tours by cruise ship passengers)	4
Add-ons to package	3
Total	149

Table 3.2.1 shows the total expenditure during 2025-26 broken down by type. Total visitor expenditure was highest for accommodation on island at £39 million (26% of overall visitor expenditure), followed by travel to/from Guernsey (£35 million and 24% of overall visitor expenditure) and eating and drinking out on island (£27 million and 18% of overall visitor expenditure). Expenditure on package trips totalled £24 million during 2025-26, 16% of overall visitor expenditure. Package trips are defined as those where a single combined price has been paid for accommodation and travel. Expenditure for on island other (shopping) totalled £12 million and included any spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops. Expenditure on island transport, which includes any spend on bus and taxi fares, car or bicycle hire and any petrol/diesel bought, totalled £5 million, whilst £4 million was spent by visitors on entertainment and leisure whilst in Guernsey. Add-ons to package include any additional money spent (by those that booked a package) on meals, drinks and any other extras within their accommodation. These totalled £3 million for visitors to Guernsey in 2025-26.

Figure 3.2.1 2025-26 overall visitor expenditure by type



3.3 Overall visitor expenditure - length of stay

Table 3.3.1 2019-20 overall visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitor by aeroplane	154,067	597	92	*
Day trip visitor by aeroplane	19,277	167	3	*
Staying visitor by ferry	73,085	546	40	*
Day trip visitor by ferry	26,031	70	2	*
Cruise ship	115,243	34	4	*
Yacht	16,413	*	*	*
Total	404,116	*	*	*

* A yacht visitor expenditure survey was not conducted during 2019-20, so figures for expenditure for visitors by yacht are not available. As such, totals and percentages thereof are not shown here, since they would not be comparable with 2025-26 below.

Table 3.3.2 2025-26 overall visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitor by aeroplane	131,251	750	98	66
Day trip visitor by aeroplane	16,930	254	4	3
Staying visitor by ferry	59,622	647	39	26
Day trip visitor by ferry	26,102	120	3	2
Cruise ship	28,397	46	1	1
Yacht	19,790	164	3	2
Total	282,092	530	149	100

Tables 3.3.1 and **3.3.2** show the number of visitors, the average spend per visitor, the total spend and the proportion this spend represents of overall expenditure by staying and day trip visitors by aeroplane, ferry, cruise and yacht in 2019-20 and 2025-26. These expenditure figures include spending on travel to/from Guernsey, where applicable, any accommodation or package deals where applicable, any pre-booked tours by those visiting by cruise ship and any other spending whilst on the island including eating/drinking out, transport on island, entertainment and leisure and shopping (including any spending at Guernsey airport and Guernsey harbour terminal retail outlets).

As shown in **Table 3.3.1** in 2019-20 average spend was highest for staying visitors by aeroplane, at £597 per visitor, totalling £92 million. In **Table 3.3.2** 2025-26 average spend was also highest for staying visitors by aeroplane, at £750 per visitor. Staying visitors by aeroplane contributed £98 million to overall visitor expenditure during 2025-26. Staying visitors by ferry had the second highest average spend per visitor during 2025-26 at £647, contributing £39 million to overall visitor expenditure.

Table 3.3.2 also shows the breakdown of overall visitor expenditure for staying visitors and those on a day trip in 2025-26. 66% of overall expenditure during 2025-26 was spent by staying visitors travelling to Guernsey by aeroplane. 26% of overall expenditure during 2025-26 was spent by staying visitors travelling to Guernsey by ferry. 3% of overall expenditure was spent by visitors on a day trip travelling to Guernsey by aeroplane, contributing £4 million to overall visitor expenditure and 2% of overall expenditure was spent by visitors on a day trip to Guernsey travelling by ferry, contributing £3 million to overall visitor expenditure. 1% of overall expenditure was spent by visitors travelling to Guernsey by cruise ship (£1 million) and 2% of overall expenditure was spent by yacht visitors to Guernsey, totalling £3 million.

3.4 Overall visitor expenditure - breakdown by type of expenditure and length of stay

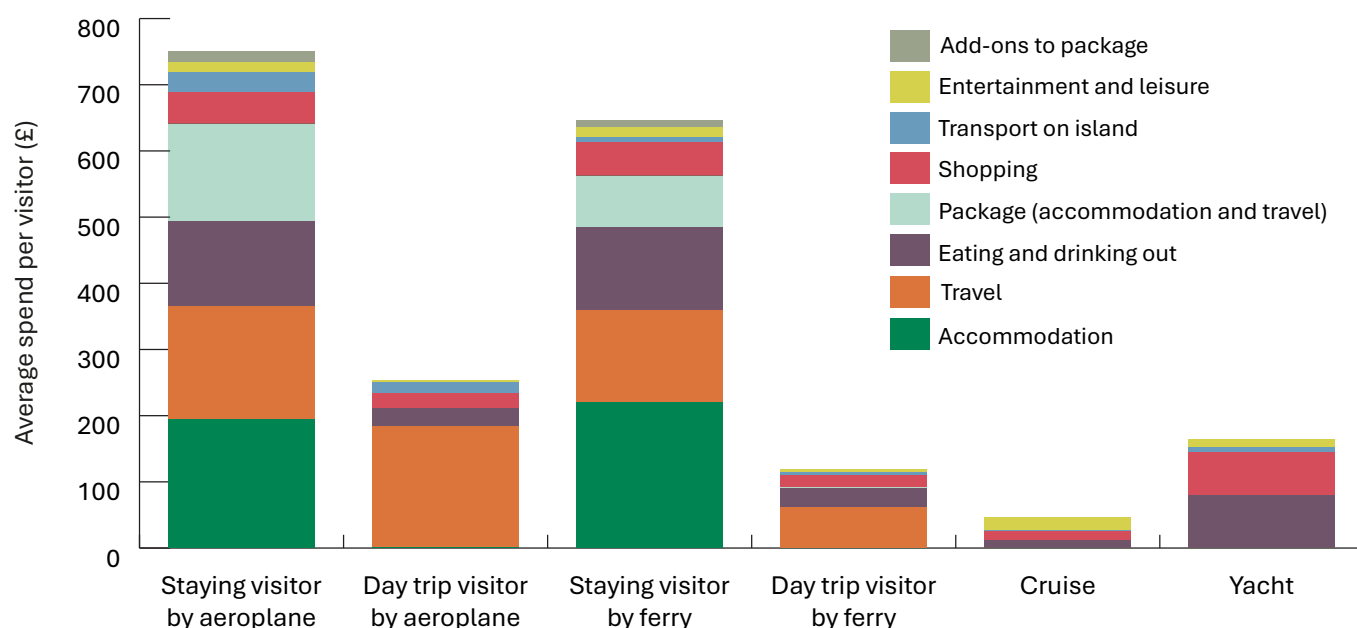
Table 3.4.1 2025-26 overall visitor expenditure by type of expenditure and length of stay

	Staying visitors by aeroplane (£m)	Day trip visitor by aeroplane (£m)	Staying visitors by ferry (£m)	Day trip visitor by ferry (£m)	Visitors by cruise ship (£m)	Visitors by yacht (£m)	Total spend (£m)
Accommodation	25	<1	13	<1	n/a	n/a	39
Travel	22	3	8	2	n/a	n/a	35
Eating and drinking out	17	<1	7	1	<1	2	27
Package (accommodation and travel)	19	0	5	0	n/a	n/a	24
Shopping	6	<1	3	<1	<1	1	12
Transport on island	4	<1	1	<1	<1	<1	5
Entertainment and leisure (including any pre-booked tours by cruise ship passengers)	2	<1	1	<1	1	<1	4
Add-ons to package	2	0	1	0	n/a	n/a	3
Total	98	4	39	3	1	3	149

NB. Yacht figures exclude expenditure on mooring fees.

Table 3.4.1 shows the total expenditure of all visitors by aeroplane, ferry, cruise ship and yacht by type of expenditure during 2025-26. Accommodation costs were the largest component of expenditure for staying visitors by aeroplane and ferry at £25 million and £13 million respectively. Travel costs to/from Guernsey were the largest component for those on a day trip travelling to Guernsey by aeroplane and ferry at £3 million and £2 million respectively. **Figure 3.4.1** shows the composition of average spend for all visitors by aeroplane, ferry, cruise ship and yacht.

Figure 3.4.1 Breakdown of average expenditure per visitor by type and length of stay



3.5 Overall visitor expenditure - purpose of visit

Table 3.5.1 2019-20 overall visitor expenditure and purpose of visit

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Leisure (e.g holiday/ vacation/break)	572	93	*
Seeing friends/family (including weddings, funerals etc)	372	21	*
Business/work/ conference/training	469	19	*
Yacht trip (leisure)	*	*	*
Cruise trip (leisure)	34	4	*
Other	282	4	*
Total	*	*	*

* A yacht visitor expenditure survey was not conducted during 2019-20, so figures for expenditure for visitors by yacht are not available. As such, totals and percentages thereof are not shown here, since they would not be comparable with 2025-26 below.

Table 3.5.2 2025-26 overall visitor expenditure and purpose of visit

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Leisure (e.g holiday/ vacation/break)	703	80	53
Seeing friends/family (including weddings, funerals etc)	508	31	21
Business/work/ conference/training	698	25	17
Yacht trip (leisure)	164	3	2
Cruise trip (leisure)	46	1	1
Other	363	9	6
Total	530	149	100

As seen in **Table 3.1.2** on **page 5**, overall visitor expenditure for all visitors to Guernsey between April 2019 and March 2020 was £142 million (although this figure excludes any spend by yacht visitors) and between April 2025 and March 2026 was £149 million. This total can be broken down by purpose of visit as shown in **Tables 3.5.1** and **3.5.2**. The average spend per visitor includes any spend on travel to and from Guernsey, spend on any accommodation or package deals (depending on how the trip was booked), spend on other activities such as eating out, entertainment, transport whilst on the island, any pre-booked trips by cruise passengers and the amount spent on other goods purchased in retail establishments (including those based in the airport and harbour terminals).

Spending by leisure visitors as shown in **Table 3.5.2** totalled £80 million in 2025-26, and represented 53% of all money spent by visitors (see **Figure 3.5.1**) and compares with £93 million in 2019-20. The decline in expenditure by leisure visitors since 2019-20 has been due to a decline in the number of leisure visitors. In 2019-20 there were 165,520 leisure visitors, in 2025-26 there were 113,252 leisure visitors.

Visitors seeing friends and family were the next largest contributors to overall visitor expenditure during 2025-26, accounting for 21% of total spend, and contributing £31 million, this compares with £21 million in 2019-20. Those travelling for business reasons accounted for 17% of total spend, £25 million, and compares with £19 million in 2019-20.

By average spend, those travelling for leisure had the highest average spend per visitor of £703 per visitor during 2025-26 (£572 in 2019-20). The second highest average spend per visitor were those travelling for business purposes, who spent on average £698 per visitor (£469 in 2019-20). Those seeing friends/family spent on average £508 per visitor (£372 in 2019-20).

3.6 Overall visitor expenditure - country of residence

Table 3.6.1 2019-20 overall visitor expenditure and country of residence

	Average spend per visitor (£)	Total spend (£m)	% of total spend
UK	534	97	*
Jersey	217	4	*
France	287	8	*
Rest of World	670	29	*
Cruise trip	34	4	*
Yacht trip	*	*	*
Total	*	*	*

* A yacht visitor expenditure survey was not conducted during 2019-20, so figures for expenditure for visitors by yacht are not available. As such, totals and percentages thereof are not shown here, since they would not be comparable with 2025-26 below.

Table 3.6.2 2025-26 overall visitor expenditure and country of residence

	Average spend per visitor (£)	Total spend (£m)	% of total spend
UK	689	106	72
Jersey	307	6	4
France	268	8	5
Rest of World	719	24	16
Cruise trip	46	1	1
Yacht trip	164	3	2
Total	530	149	100

Tables 3.6.1 and **3.6.2** show the total spend per visitor broken down by country of residence. Country of residence information is only collected at the airport and harbour and is presented in the quarterly bulletins. Cruise and yacht spend figures are presented alongside the country of residence data for visitors travelling by aeroplane and ferry for completeness. The average spend per visitor presented in **Table 3.6.1** includes any spend on travel to and from Guernsey, any spend on accommodation or package deals (depending on how the trip was booked), items purchased at the airport and harbour and spend on other activities such as eating out, entertainment (including any pre-booked tours by cruise ship visitors), transport whilst on the island and the amount spent on other goods purchased in retail establishments.

Visitors from the UK contributed 72% (£106 million) of the total spend during 2025-26. Visitors from Jersey and France contributed 4% and 5% of the total respectively (see **Figure 3.6.1**). The “Rest of World” category includes visitors from Australia, New Zealand, Switzerland, the Republic of Ireland, South Africa and more than 30 other countries. Visitors from the Rest of World contributed 16% to overall visitor expenditure, £24 million, with total expenditure highest from visitors from Germany, the Netherlands, Switzerland, the USA and Canada. By comparison in 2019-2020 visitors from the UK contributed 68% of total spend (£97 million), whilst visitors from Jersey and France contributed 3% and 6% respectively.

Visitors from the Rest of the World had the highest average spend per visitor at £719 in 2025-26 and compares with £670 in 2019-20. In this category average spend was highest amongst visitors from the Netherlands and the USA and Canada. Visitors from France had the lowest average spend per visitor at £268 in 2025-26 and compares with £287 per visitor in 2019-20. New ferry schedules, introduced during 2025, made day trips by ferry from St Malo to Guernsey possible, whereas previously visitors travelling by ferry from St Malo would have needed to stay overnight in Guernsey. Please note, whether a visitor is a staying visitor or visiting on a day trip has an influence on average spend per visitor, as shown on **pages 7** and **8** of this report.

4.1 Visitors by aeroplane expenditure

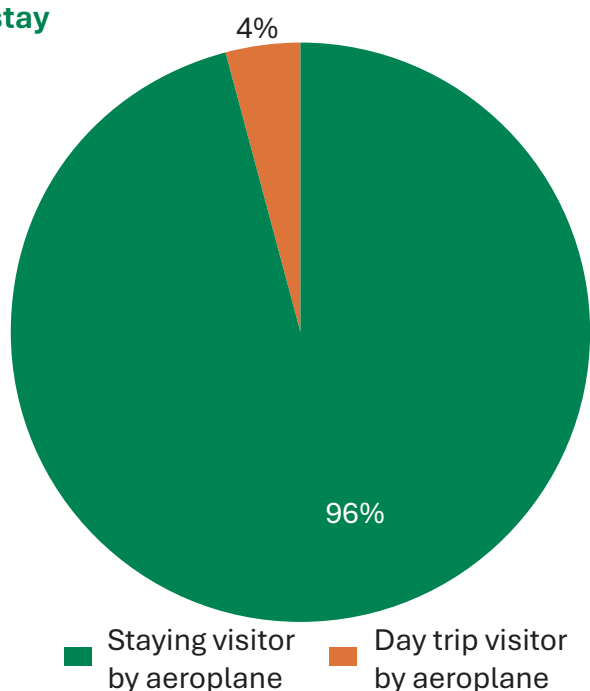
Table 4.1.1 2019-20 aeroplane visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitors	154,067	597	92	97
Day trip visitors	19,277	167	3	3
Total visitors	173,345	555	96	100

Table 4.1.2 2025-26 aeroplane visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitors	131,251	750	98	96
Day trip visitors	16,930	254	4	4
Total visitors	148,181	693	103	100

Figure 4.1.1 2025-26 proportion of aeroplane visitor expenditure by length of stay



Tables 4.1.1 and **4.1.2** show the number of visitors travelling by aeroplane, the average spend per visitor, the total spend and the proportion this spend represents of overall expenditure by staying and day trip visitors by aeroplane in 2019-20 and 2025-26. These expenditure figures include spending on travel to/from Guernsey, where applicable, any accommodation or package deals where applicable, and any other spending whilst on the island including eating/drinking out, transport on island, entertainment and leisure and shopping (including any spending at Guernsey airport and Guernsey harbour terminal retail outlets).

As shown in **Table 4.1.1**, in 2019-20 average spend for visitors by aeroplane was £555 per visitor, and contributed £96 million to overall visitor expenditure. Staying visitors travelling by aeroplane contributed £92 million, with an average spend of £597 per visitor, whilst day visitors by aeroplane contributed £3 million, with an average spend per visitor of £167.

In **Table 4.1.2** 2025-26 average spend for visitors by aeroplane was £693 per visitor, contributing £103 million to overall visitor expenditure during 2025-26. Staying visitors travelling by aeroplane contributed £98 million, with an average spend of £750 per visitor, whilst visitors on a day trip travelling by aeroplane contributed £4 million, with an average spend per visitor of £254.

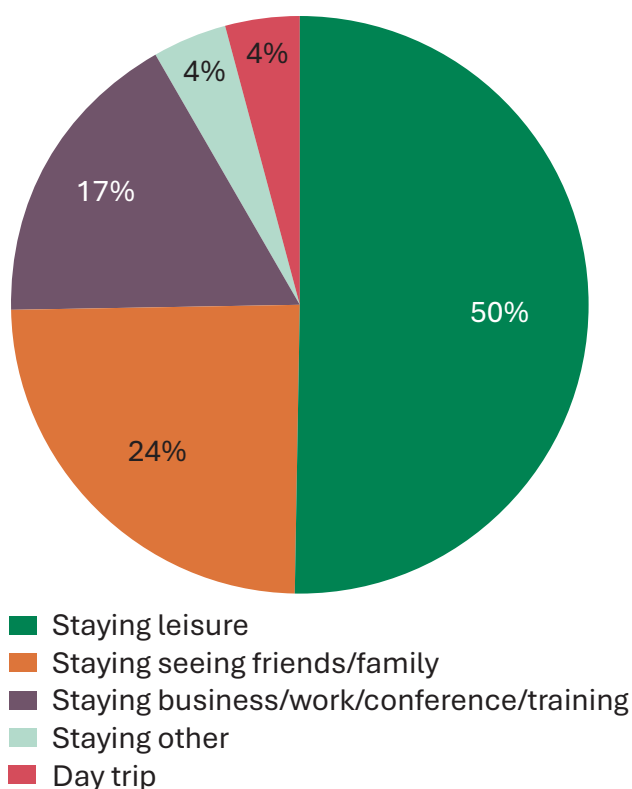
Figure 4.1.1 shows the breakdown of aeroplane visitor expenditure for staying visitors and those on a day trip in 2025-26. 96% of expenditure for visitors travelling by aeroplane during 2025-26 was spent by staying visitors, whilst 4% was spent by visitors on a day trip.

4.2 Visitors by aeroplane expenditure - purpose of visit

Table 4.2.1 2025-26 aeroplane visitor expenditure and purpose of visit

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying leisure (e.g holiday/vacation/break)	970	52	50
Staying seeing friends/family (including weddings, funerals etc)	516	25	24
Staying business/work/conference/training	686	17	17
Staying other	528	3	4
Day trip	254	4	4
Total	693	103	100

Figure 4.2.1 2025-26 proportion of aeroplane visitor expenditure by purpose of visit



As seen in **Table 4.1.2** on **page 11**, visitor expenditure for all visitors to Guernsey travelling by aeroplane between April 2025 and March 2026 was £103 million. This total can be broken down by purpose of visit for those staying overnight as shown in **Table 4.2.1**. Average spend for day trip visitors by aeroplane is also presented in this table, although due to the low number of spend surveys completed by aeroplane visitors on a day trip these cannot be analysed by purpose of visit. The average spend per visitor includes any spend on travel to and from Guernsey, spend on any accommodation or package deals (depending on how the trip was booked), spend on other activities such as eating out, entertainment, transport whilst on the island and the amount spent on other goods purchased in retail establishments (including those based at the airport and harbour terminals).

Spending for those staying leisure visitors travelling by aeroplane as shown in **Table 4.2.1** totalled £52 million in 2025-26, and represented 50% of all money spent by visitors travelling by aeroplane. Staying visitors seeing friends and family were the next largest contributors to visitor expenditure for those travelling by aeroplane during 2025-26, accounting for 24% of total spend, as shown in **Figure 4.2.1**, and contributing £25 million. Those staying visitors travelling for business reasons accounted for 17% of spend, £17 million. Staying visitors travelling for other reasons include visitors to Guernsey in transit, visitors on a school trip/visit, visitors in Guernsey for medical/hospital purposes and visitors participating in sport, they accounted for 4% of all expenditure by visitors travelling by aeroplane (£3 million). Visitors travelling by aeroplane on a day trip accounted for 4% of total spend (£4 million), the majority of whom were travelling for business or other reasons.

By average spend, those staying visitors travelling by aeroplane for leisure had the highest average spend per visitor of £970 per visitor during 2025-26. The second highest average spend per visitor were those staying and travelling for business purposes, who spent on average £686 per visitor. Those seeing friends/family spent on average £516 per visitor.

4.3 Visitors by aeroplane expenditure - country of residence

Table 4.3.1 2025-26 aeroplane visitor expenditure and country of residence

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitor from UK	726	77	75
Staying visitor from Jersey	511	4	4
Staying visitor from France	868	<1	<1
Staying visitor from Rest of World	988	16	16
Day trip visitor	254	4	4
Total	693	103	100

Figure 4.3.1 2025-26 proportion of aeroplane visitor expenditure by country of residence

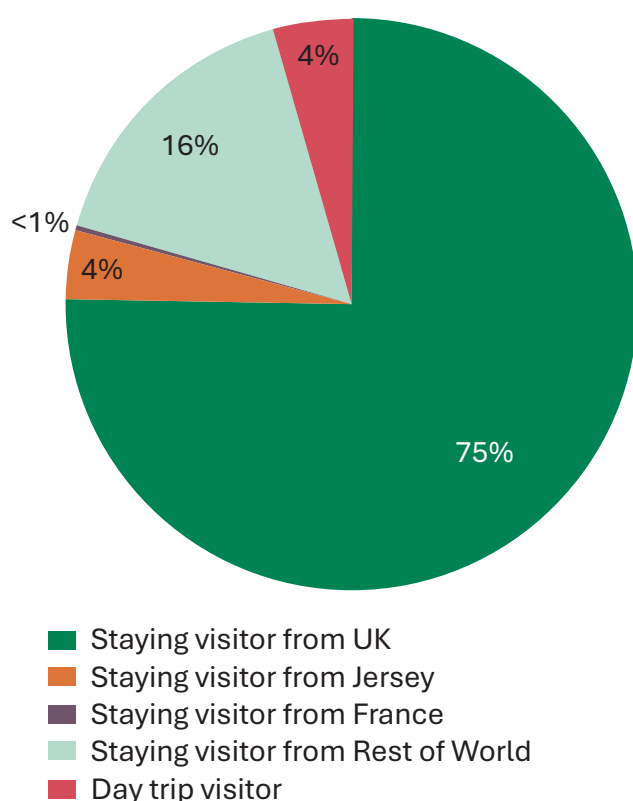


Table 4.3.1 shows the total spend per visitor broken down by country of residence for staying visitors. Average spend for day trip visitors by aeroplane is also presented in this table, although due to the low number of spend surveys completed by aeroplane visitors on a day trip these cannot be analysed by country of residence. That said, it is worth noting that over 75% of all visitors on a day trip travelling by aeroplane cited their country of residence as either the UK or Jersey.

The average spend per visitor presented in **Table 4.3.1** includes any spend on travel to and from Guernsey, any spend on accommodation or package deals (depending on how the trip was booked), items purchased at the airport and harbour and spend on other activities such as eating out, entertainment and leisure, transport whilst on the island and the amount spent on other goods purchased in retail establishments.

Staying visitors from the UK contributed 75% (£77 million) of the total spend for all visitors travelling by aeroplane during 2025-26. Staying visitors from Jersey contributed 4% of the total, £4 million, (see **Figure 4.3.1**) and staying visitors from France contributed less than 1%, less than £1 million. Visitors from the Rest of World during 2025/25 contributed 16% to visitor expenditure for those travelling by aeroplane, £16m. The “Rest of World” category includes visitors from Australia, New Zealand, Switzerland, the Republic of Ireland, South Africa and more than 30 other countries. Notably the highest number of visitors in the “Rest of World” category during 2025-26 came from the Netherlands, Germany, Switzerland, the USA and Canada.

Staying visitors travelling by aeroplane from the Rest of the World had the highest average spend per visitor at £988 in 2025-26. Staying visitors travelling by aeroplane from Jersey had the lowest average spend per visitor at £511. It should be noted that visitors from the Rest of the World by aeroplane tended to stay longer than those staying visitors by aeroplane from Jersey, 4.3 nights and 2.4 nights respectively, and these differing lengths of stay will impact upon spend.

4.4 Visitors by aeroplane expenditure - breakdown by type of expenditure and length of stay

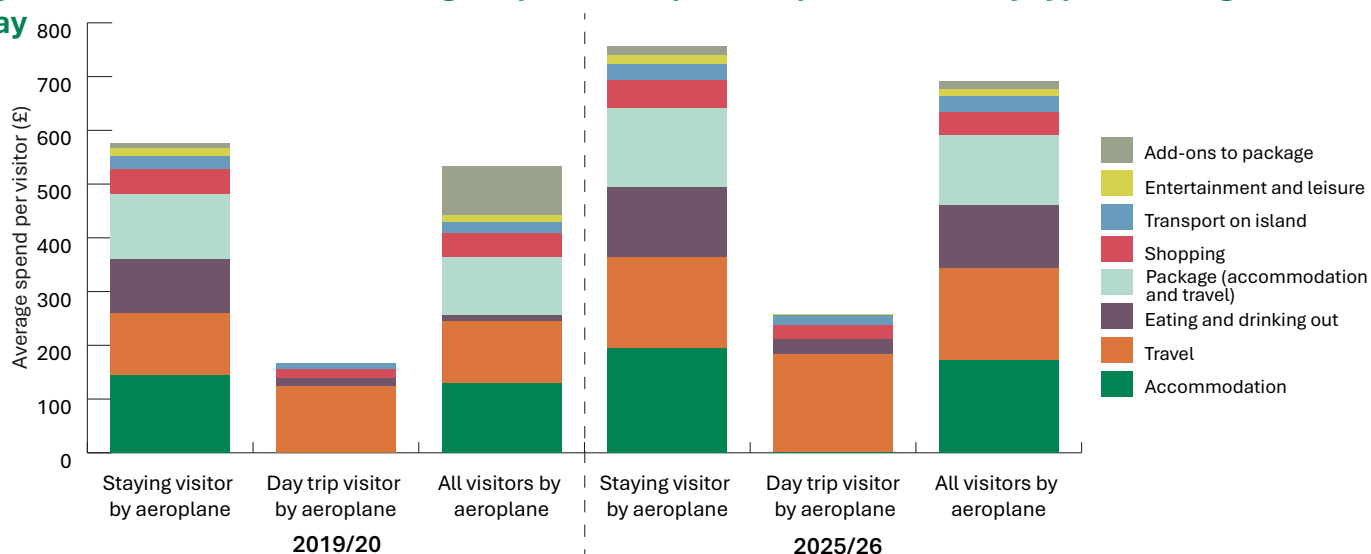
Table 4.4.1 Aeroplane visitor expenditure by type of expenditure and length of stay

	2019-20			2025-26		
	Staying visitors (£m)	Day trip visitors (£m)	Total spend (£m)	Staying visitors (£m)	Day trip visitors (£m)	Total spend (£m)
Accommodation	23	0	23	25	0	25
Travel	19	2	21	22	3	26
Eating and drinking out	16	<1	17	17	<1	17
Package (accommodation and travel)	19	0	19	19	0	19
Shopping	8	<1	8	7	<1	7
Transport on island	4	<1	4	4	<1	2
Entertainment and leisure	2	<1	2	2	<1	2
Add-ons to package	2	0	2	2	0	2
Total	92	3	96	98	4	103

Table 4.4.1 shows total expenditure of all staying and day trip visitors by aeroplane by expenditure type during 2019-20 and 2025-26. Expenditure by staying visitors travelling by aeroplane was distributed across all categories in both 2019-20 and 2025-26, with the exception of harbour terminal shops. During 2025-26 expenditure for staying visitors travelling by aeroplane was highest for accommodation (£25 million) and compares with £23 million in 2019-20. Expenditure for day trip visitors travelling by aeroplane was only evident in the travel costs, eating/drinking on island, shopping on island, transport on island, entertainment on island in both 2019-20 and 2025-26, and was highest for travel costs at £3 million during 2025/25 (£2 million during 2019-20).

Figure 4.4.1 shows the composition of average spend for staying and day trip visitors travelling by aeroplane. Average spend per visitor for staying visitors travelling by aeroplane was £750 per visitor in 2025-26 (£597 in 2019-20), with accommodation, travel to/from Guernsey, package and on island eating/drinking accounting for 85% of all spend. Average spend per visitor for day trip visitors travelling by aeroplane was £254 per visitor in 2025/25 (£167 in 2019-20), with travel costs accounting for 72% of average spend (£183 per day trip visitor), for comparison travel costs were £171 per staying visitor travelling by aeroplane.

Figure 4.4.1 Breakdown of average expenditure per aeroplane visitor by type and length of stay



5.1 Visitors by ferry expenditure

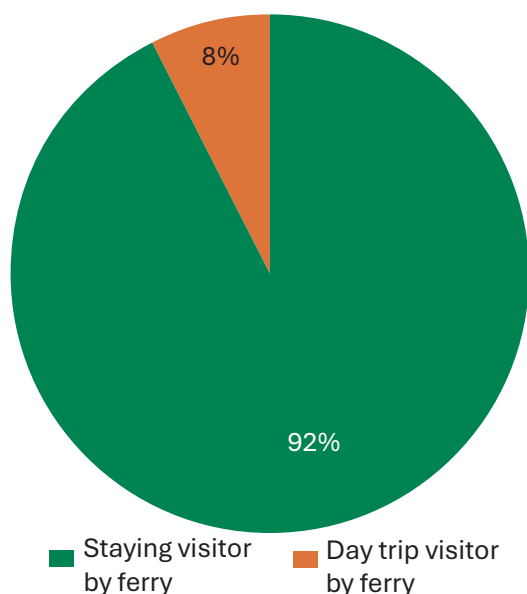
Table 5.1.1 2019-20 ferry visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitors	73,085	546	40	96
Day trip visitors	26,031	70	2	4
Total visitors	99,115	421	42	100

Table 5.1.2 2025-26 ferry visitor expenditure and length of stay

	Number of visitors	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitors	59,622	647	39	92
Day trip visitors	26,102	120	3	8
Total visitors	85,724	487	42	100

Figure 5.1.1 2025-26 proportion of ferry visitor expenditure by length of stay



Tables 5.1.1 and **5.1.2** show the number of visitors travelling by ferry, the average spend per visitor, the total spend and the proportion this spend represents of overall expenditure by staying and day trip visitors by ferry in 2019-20 and 2025-26. These expenditure figures include spending on travel to/from Guernsey, where applicable, any accommodation or package deals where applicable, and any other spending whilst on the island including eating/drinking out, transport on island, entertainment and leisure and shopping (including any spending at Guernsey airport and Guernsey harbour terminal retail outlets).

As shown in **Table 5.1.1**, in 2019-20 average spend for visitors by ferry was £421 per visitor, and contributed £42 million to overall visitor expenditure. Staying visitors travelling by ferry contributed £40 million, with an average spend of £546 per visitor, whilst visitors on a day trip by ferry contributed £2 million, with an average spend per visitor of £70.

In **Table 5.1.2** 2025-26 average spend for visitors by ferry was £487 per visitor, contributing £42 million to overall visitor expenditure during 2025-26. Staying visitors travelling by ferry contributed £39 million, with an average spend of £647 per visitor, whilst day visitors by ferry contributed £3 million, with an average spend per visitor of £120.

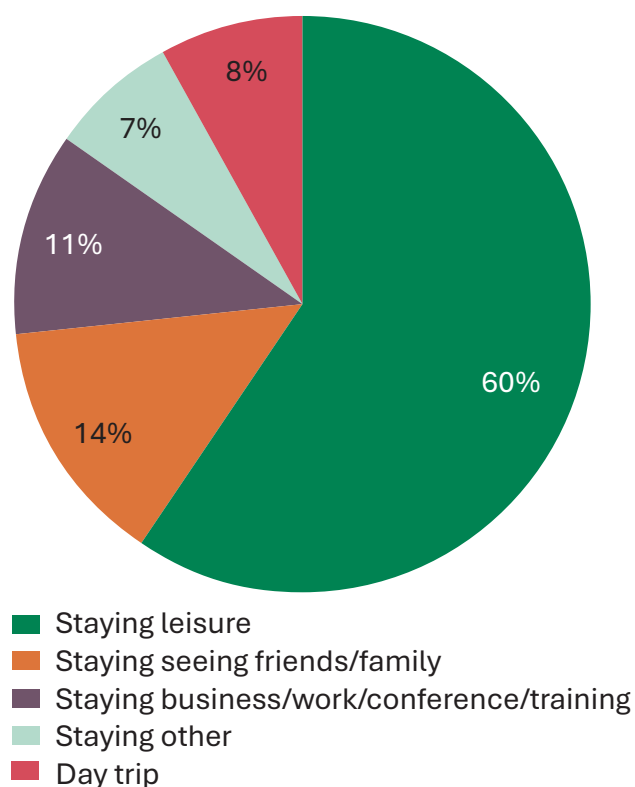
Figure 5.1.1 shows the breakdown of ferry visitor expenditure for staying visitors and those on a day trip in 2025-26. 92% of expenditure for visitors travelling by ferry during 2025-26 was spent by staying visitors, whilst 8% was spent by visitors travelling by ferry on a day trip.

5.2 Visitors by ferry expenditure - purpose of visit

Table 5.2.1 2025-26 ferry visitor expenditure and purpose of visit

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying leisure (e.g holiday/vacation/break)	662	25	60
Staying seeing friends/family (including weddings, funerals etc)	511	6	14
Staying business/work/conference/training	1,084	5	11
Staying other	524	3	7
Day trip	120	3	8
Total	487	42	100

Figure 5.2.1 2025-26 proportion of ferry visitor expenditure by purpose of visit



As seen in **Table 5.1.2** on **page 15**, visitor expenditure for all visitors to Guernsey travelling by ferry between April 2025 and March 2026 was £42 million. This total can be broken down by purpose of visit for those staying overnight as shown in **Table 5.2.1**. Average spend for day trip visitors by ferry is also presented in this table, although due to the low number of spend surveys completed by ferry visitors on a day trip for some categories these cannot be analysed by purpose of visit. That said, it is worth noting 90% of visitors travelling by ferry on day trip were visiting for leisure reasons. The average spend per visitor includes any spend on travel to and from Guernsey, spend on any accommodation or package deals (depending on how the trip was booked), spend on other activities such as eating out, entertainment, transport whilst on the island and the amount spent on other goods purchased in retail establishments (including those based at the airport and harbour).

Spending for those staying leisure visitors travelling by ferry as shown in **Table 5.2.1** totalled £25 million in 2025-26, and represented 60% of all expenditure by visitors travelling by ferry. Staying visitors travelling by ferry and seeing friends and family were the next largest contributors to visitor expenditure during 2025-26, accounting for 14% of total spend by ferry visitors, as shown in **Figure 5.2.1**, and contributing £6 million. Those staying visitors travelling for business reasons accounted for 11% of spend, £5 million. Staying visitors travelling for other reasons include visitors to Guernsey in transit, visitors on a school trip/visit, visitors in Guernsey for medical/hospital purposes and visitors participating in sport, they accounted for 7% of all expenditure by visitors travelling by ferry (£3 million). Visitors travelling by ferry on a day trip accounted for 8% of total spend (£3 million).

By average spend those staying visitors travelling by ferry for business reasons had the highest average spend per visitor of £1,084 per visitor. Those seeing family/friends had the lowest average spend per visitor of £511. Please note the average length of stay for those travelling for business purposes by ferry (5.3 nights) was longer than for all staying visitors by ferry (3.0 nights) and this will impact average spend.

5.3 Visitors by ferry expenditure - country of residence

Table 5.3.1 2025-26 ferry visitor expenditure and country of residence

	Average spend per visitor (£)	Total spend (£m)	% of total spend
Staying visitor from UK	754	26	62
Staying visitor from Jersey	268	1	3
Staying visitor from France	411	5	12
Staying visitor from Rest of World	768	7	16
Day trip visitor from UK	163	1	2
Day trip visitor from Jersey	141	<1	1
Day trip visitor from France	109	2	4
Day trip visitor from Rest of World	104	<1	1
Total	487	42	100

Figure 5.3.1 2025-26 proportion of ferry visitor expenditure by country of residence

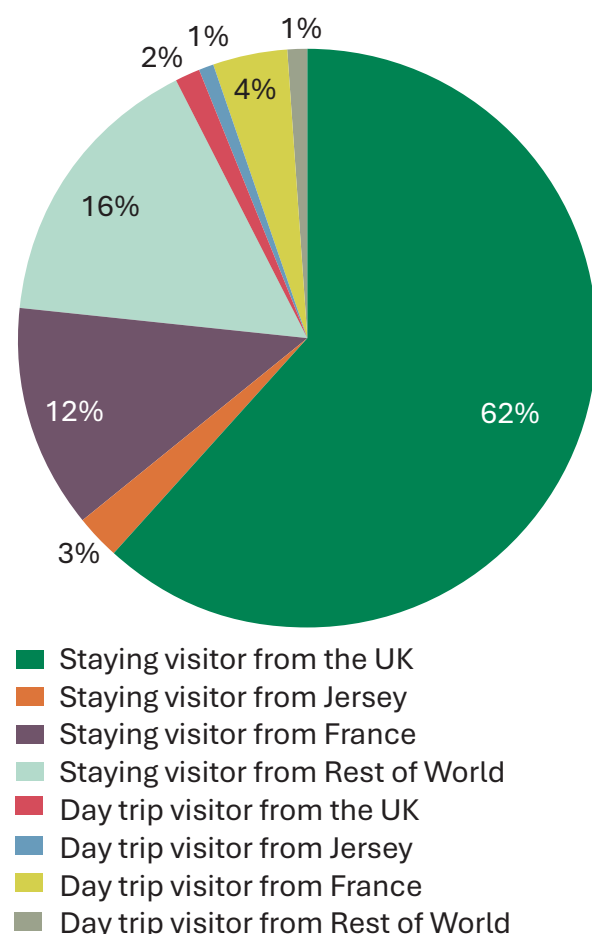


Table 5.3.1 shows the total spend per visitor broken down by country of residence for staying visitors and those on a day trip. The average spend per visitor presented in **Table 5.3.1** includes any spend on travel to and from Guernsey, any spend on accommodation or package deals (depending on how the trip was booked), items purchased at the airport and harbour and spend on other activities such as eating out, entertainment, transport whilst on the island and the amount spent on other goods purchased in retail establishments.

Staying visitors from the UK travelling by ferry contributed 62% (£26 million) of total expenditure for all visitors travelling by ferry during 2025-26. Staying visitors from Jersey contributed 3% of the total, £1 million, (see **Figure 5.3.1**) and staying visitors from France contributed 12%, £5 million. Staying visitors from the Rest of World during 2025/25 contributed 16% to visitor expenditure for those travelling by ferry, £7 million. Notably the highest number of visitors in the “Rest of World” category during 2025-26 came from the Netherlands, Germany, Switzerland, the USA and Canada.

Visitors on a day trip from the UK travelling by ferry contributed 2% (£1 million) of total expenditure for all visitors travelling by ferry during 2025-26. Day trip visitors from Jersey contributed 1% of the total, less than £1 million, (see **Figure 5.3.1**) and day trip visitors from France contributed 4%, £2 million. Day trip visitors from the Rest of World during 2025-26 contributed 1% to visitor expenditure for those travelling by ferry, less than £1 million.

Of the staying visitors travelling by ferry, those from the Rest of the World had the highest average spend per visitor at £768 in 2025-26. Staying visitors travelling by ferry from France had the lowest average spend per visitor at £411. It should be noted that visitors from the Rest of the World by ferry tended to stay slightly longer than those staying visitors by ferry from France, 2.9 nights and 2.0 nights respectively, and these differing lengths of stay will impact on spend.

Average spend for those on a day trip by ferry was highest for visitors from the UK at £163 per visitor and lowest for those on a day trip from the Rest of World, at £104 per visitor.

5.4 Visitors by ferry expenditure - breakdown by type of expenditure and length of stay

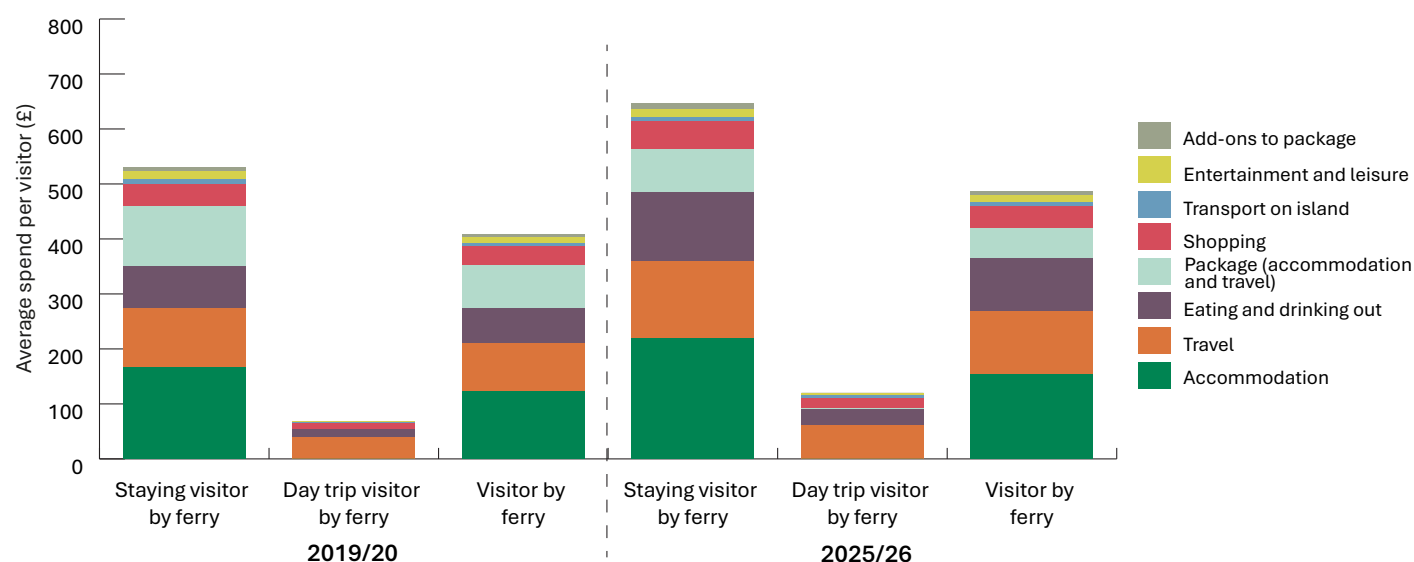
Table 5.4.1 Ferry visitor expenditure by type of expenditure and length of stay

	2019-20			2025-26		
	Staying visitors (£m)	Day trip visitors (£m)	Total spend (£m)	Staying visitors (£m)	Day trip visitors (£m)	Total spend (£m)
Accommodation	12	0	12	13	0	13
Travel	8	1	9	8	2	10
Eating and drinking out	6	<1	6	7	1	8
Package (accommodation and travel)	8	0	8	5	0	5
Shopping	3	<1	3	3	<1	4
Transport on island	1	<1	1	1	<1	1
Entertainment and leisure	1	<1	1	1	<1	1
Add-ons to package	1	0	1	1	0	1
Total	39	2	42	39	3	42

Table 5.4.1 shows the total expenditure of all staying and day trip visitors travelling by ferry by type of expenditure during 2019-20 and 2025-26. Expenditure by staying visitors travelling by ferry was distributed across all categories in both 2019-20 and 2025-26. Expenditure for staying visitors travelling by ferry during 2025-26 was highest for accommodation (£13 million), and compares with £12 million in 2019-20. Expenditure for day trip visitors travelling by ferry for both 2019-20 and 2025-26 was only evident in the travel costs, eating/drinking on island, shopping on island, transport on island, entertainment on island categories and was highest during 2025-26 for travel costs at £2 million (compared with £1 million in 2019-20).

Figure 5.4.1 shows the composition of average spend for staying and day trip visitors during 2019-20 and 2025-26 travelling by ferry. Average spend per staying visitor travelling by ferry was £647 per visitor in 2025-26 (£546 in 2019-20), with spend highest for accommodation, £220 per staying visitor. Average spend per day trip visitor travelling by ferry was £120 per visitor during 2025-26 (£70 in 2019-20), with spend highest for travel costs, £61 per visitor (compared with £39 in 2019-20).

Figure 5.4.1 Breakdown of average expenditure per ferry visitor by type and length of stay



6.1 Visitors by cruise ship - expenditure and activities undertaken

Table 6.1.1 Cruise ship visitor expenditure

	Number of visitors	Average spend per visitor (£)	Total spend (£m)
2019-20	115,243	34	4
2025-26	28,397	46	1

Table 6.1.2 Activities undertaken by cruise ship visitors whilst ashore in Guernsey

	2019-20		2025-26	
	%	Number of visitors	%	Number of visitors
Eating and/or drinking out	64	73,929	49	13,913
Shopping	69	80,093	43	12,201
Visiting man-made attractions: museums, galleries monuments	31	35,846	34	9,656
Tour(s) by coach, Land Rover, Petit Train or boat	25	28,388	34	9,568
Visiting sites of natural beauty (including beaches)	*	*	24	6,759
Walking and/or running	*	*	9	2,414
Walking tour(s)	3	3,480	7	2,063
Cycling	*	*	5	1,448
Other	19	21,676	4	1,185
Sea swimming, snorkelling and/or diving	*	*	3	790
None of the above e.g just general browsing	*	*	46	13,035

* Survey respondents were give additional options in 2025-26, which were not recorded 2019-20.

NB. Percentages do not sum to 100 as some parties did more than one activity.

Table 6.1.1 shows the number of visitors by cruise ship who disembarked/came ashore in Guernsey, the average spend per visitor, and the total spend in 2019-20 and 2025-26. Cruise ship visitors were asked to provide information regarding how much they had spent on various activities in Guernsey. These expenditure figures include any spending whilst on the island including eating/drinking out, transport on island, entertainment (including any pre-booked tours by cruise ship passengers) and shopping.

The average spend per disembarking cruise ship visitor was £46 in 2025-26 (please see the methodology in **Section 8.3** for more detail regarding the statistical error associated with the 2025-26 average spend figure, which has increased as a result of fewer cruise visitors and a smaller sample size) and compares with £34 per visitor in 2019-20 as presented in **Table 6.1.1**. It is estimated that those visitors collectively spent £1.3 million in Guernsey in 2025-26, compared with £3.9 million in 2019-20. Total spend is estimated by calculating the average spend per disembarking visitor and multiplying this by the total number of disembarking cruise visitors. There were 115,243 cruise visitors to Guernsey during 2019-20, compared with 28,397 in 2025-26, see **Table 6.1.1**.

Cruise ship visitors were asked to provide information regarding activities undertaken while ashore, as shown in **Table 6.1.2**. These sample percentages have been applied to the actual number of cruise visitors in a given year to provide an indication of the number of people undertaking these activities. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.3** for more detail. Comparisons between 2019-20 and 2025-26 are presented in **Table 6.1.2**, although it should be noted that the question included some additional activities in 2025-26, which were not recorded 2019-20.

6.2 Visitors by cruise ship expenditure - breakdown by type of expenditure

Table 6.2.1 Cruise ship visitor expenditure by type of expenditure

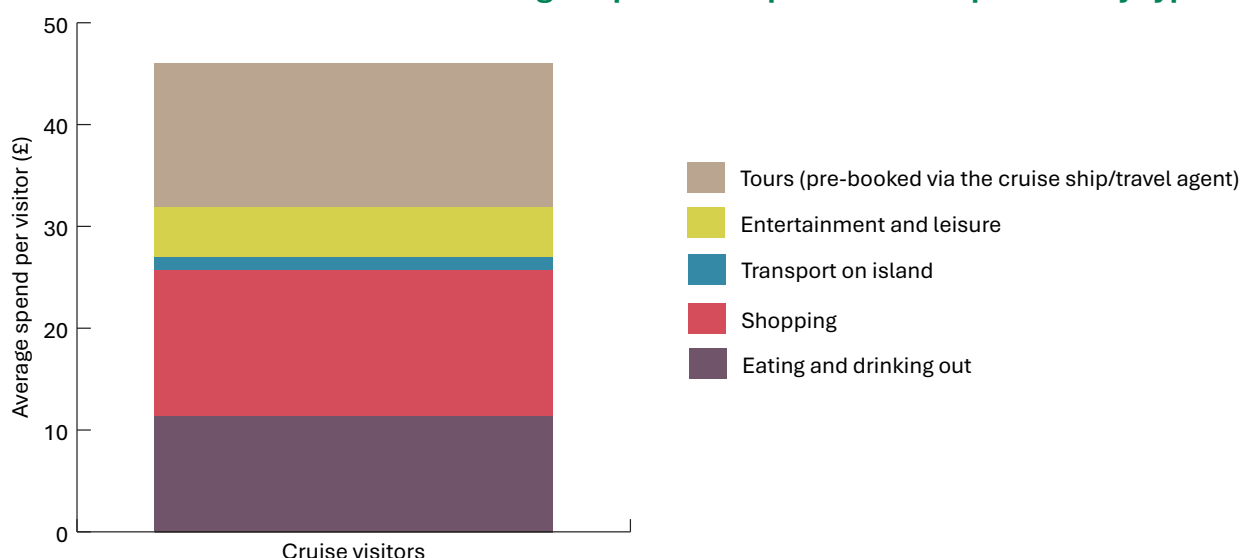
	2019-20	2025-6
	Total spend (£m)	Total spend (£m)
Eating and drinking out	0.6	0.3
Shopping	2.1	0.4
Transport on island	0.1	>0.1
Entertainment and leisure	0.6	0.1
Tours (pre-booked via the cruise ship/travel agent)*	0.6	0.4
Total	3.9	1.3

* For information, a 30% deduction was applied to account for commission taken by the cruise operators and/or excursion agents, who operate outside of Guernsey and therefore this element of passenger spend falls outside of the Guernsey economy. The figures and percentages presented in **Table 6.2.1** and **Figure 6.2.1** show the estimated amount directly received by Guernsey providers. Some visitors paid for their excursion in US dollars, or Euros. The total amount was converted into pounds and the conversion rates used can be found in **section 8.3**.

Table 6.2.1 shows the amount spent on various activities in Guernsey (£1.3m in 2025-26). Comparisons are made with 2019-20, although there have been slight changes in categorisation since 2019-20. Specifically the 'Transport' category was labelled 'Other' in 2019-20 and included items of expenditure such as tours and trips to Herm, Sark, Alderney or Jersey. These items are now included within the Entertainment category, please see the methodology in **Section 8.3** for more detail.

On island other, which includes spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops, totalled £0.4 million (£2.1 million in 2019-20). Spend on tours pre-booked via the cruise ship/travel agent also totalled £0.4 million in 2025-26 (£0.6 million in 2019-20), some of these tours were included in the overall price of their cruise package. Cruise ship passengers spent £0.3 million on eating/drinking in restaurants, cafés, bars and takeaways (£0.6 million in 2019-20), whilst entertainment and transport totalled £0.1 million and less than £0.1 million during 2025-26 respectively. Average spend, as shown in **Figure 6.2.1**, for those spending money on island other (shopping) was £14 per visitor. Average spend per visitor on pre-booked tours was £14. The average spend on restaurants, cafés, bars and takeaways was £11 per visitor.

Figure 6.2.1 2025-26 breakdown of average expenditure per cruise ship visitor by type



6.3 Visitors by cruise ship - time spent ashore

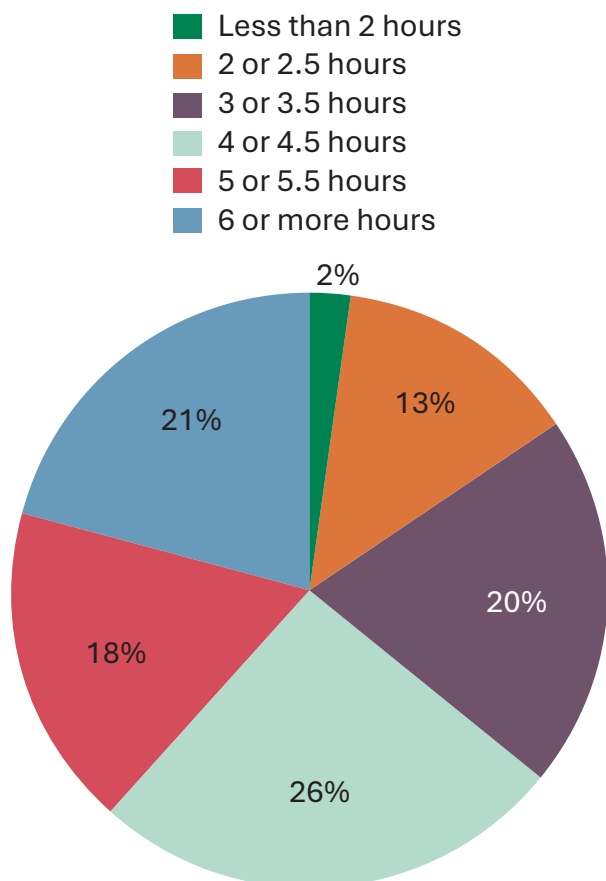
Table 6.3.1 Hours spent ashore by cruise ship visitors

	2019-20		2025-26	
	%	Number of visitors	%	Number of visitors
Less than 2 hours	2	2,305	2	658
2 or 2.5 hours	14	16,134	13	3,818
3 or 3.5 hours	35	40,335	20	5,750
4 or 4.5 hours	30	34,573	26	7,286
5 or 5.5 hours	13	14,982	18	5,003
6 or more hours	4	4,610	21	5,881
Unknown	6	6,915	0	0
Total	100	115,243	100	28,397

Survey respondents were asked to provide various details about their party's visit including the length of time spent ashore. As such, the figures included on this page are presented as a portion of the total number of visitors represented by the survey sample. These sample percentages have been applied to the actual number of cruise visitors in a given year to provide an indication of the number of hours spent ashore by cruise passengers. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in [Section 8.3](#) for more detail on the statistical margin of error.

In 2025-26, 64% of cruise visitors who were interviewed for the survey had spent between 3 and 5.5 hours ashore at the time of the interview (see [Table 6.3.1](#) and [Figure 6.3.1](#)) and equates to 18,039 cruise ship passengers. This compares to 2019-20, 78% and 89,980 passengers.

Figure 6.3.1 2025-26 hours spent ashore by cruise ship visitors



Notably, there has been an increase both in percentage and numerical terms in cruise ship visitors spending 6 or more hours ashore in Guernsey. In 2025-26, 21% of cruise visitors (an estimated 5,881 passengers) spent 6 or more hours ashore in Guernsey and compares with 4% of cruise visitors (4,610 passengers) in 2019-20.

16% of cruise visitors spent less than 3 hours in Guernsey, which is the same proportion as for 2019-20.

6.4 Visitors by cruise ship - opinions of Guernsey

Table 6.4.1 Cruise ship visitor opinions score

	2019-20	2025-26
Safety and security	*	4.9
Cleanliness	4.8	4.8
Guernsey in general	4.7	4.7
Organised tours and activities	*	4.7
Attractions	4.6	4.6
Eating/drinking out	4.5	4.5
Shops/retail	4.5	4.3

* Survey respondents were give additional options in 2025-26, which were not recorded 2019-20.

Figure 6.4.1 Likelihood of returning to Guernsey after cruise

- Yes, in the next year or two
- Likely, but not in the next year or two
- Not sure
- No

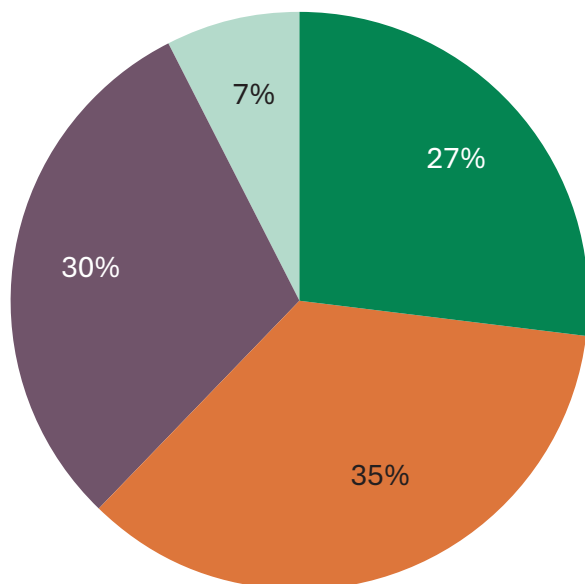


Table 6.4.2 Likelihood of returning to Guernsey after cruise

	2019-20	2025-26
	% of visitors who responded	% of visitors who responded
Yes/likely	70	62
Not sure	19	30
No	11	7
Total	100	100

Cruise visitors were asked to rate different aspects of Guernsey on a scale of 1 to 5, with 1 being very poor and 5 being excellent. The average score for each category is displayed in **Table 6.4.1**. There is an average score of 4.3 or more for each category in 2025-26. A number of additional categories were included in the 2025-26 survey, specifically safety and security and organised tours and activities. In addition the restaurants/cafés/bars category has been changed to eating/drinking out.

Cruise visitor opinions were highest for safety and security in 2025-26, with an average score of 4.9 out of 5 for this category. This was followed by cleanliness which had an average score of 4.8 (unchanged from 2019-20). Guernsey in general and organised tours and activities both received a score of 4.7 (both unchanged from 2019-20). Attractions were rated as 4.6 out of 5, whilst eating/drinking out was rated as 4.5, both of these scores were unchanged from 2019-20. Shops/retail received the lowest average score in 2025-26 of 4.3 out of 5, 0.2 points lower than 2019-20.

During 2025-26, 62% of cruise visitors said they would visit Guernsey again (see **Table 6.4.2**). In 2019-20 the equivalent figure was 70%. **Figure 6.4.1** shows that 27% would return within the next year or two (33% in 2019-20) and 35% said they would be likely to return, but not in the next year or two (36% in 2019-20). 30% of visitors were unsure whether or not they would return to Guernsey (19% in 2019-20) and 7% said they would not return to Guernsey (11% in 2019-20).

Of the 62% of cruise visitors who said they would visit Guernsey again, 85% would consider returning outside of a cruise whilst 15% would only return on a cruise. Cruise visitors were also asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 being very likely). The net promoter score (NPS) is calculated by deducting the percentage of visitors surveyed that gave a score of six or less out of ten from the percentage of visitors that gave a score of ten or nine out of ten. The NPS for cruise visitors during 2025-26 was 65 percentage points. 66% of those surveyed gave a score of 9 or 10, whilst 1% gave a score of 6 or less.

7.1 Visitors by yacht - expenditure, activities undertaken and mode of transport

Table 7.1.1 Yacht visitor expenditure

	Number of visitors	Average spend per visitor (£)	Total spend (£m)
2019-20	16,413	*	*
2025-26	19,790	164	3

* A yacht visitor expenditure survey was not conducted during 2019-20, so figures for expenditure for visitors by yacht are not available.

NB. Yacht figures exclude expenditure on mooring fees whilst in Guernsey.

Table 7.1.2 2025-26 activities undertaken by yacht visitors whilst ashore in Guernsey

	2025-26	
	%	Number of visitors
Eating and/or drinking out	66	13,146
Shopping	51	10,107
Walking and/or running	48	9,400
Visiting sites of natural beauty (including beaches)	45	8,976
Visiting man-made attractions: museums, galleries monuments	35	6,927
Walking tour(s)	35	6,856
Sea swimming, snorkelling and/or diving	24	4,735
Tour(s) by coach, Land Rover, Petit Train or boat	14	2,827
Cycling	13	2,615
Other	10	1,979
None of the above e.g just general browsing	5	1,060
Prefer not to say	3	565

NB. Percentages do not sum to 100 as some parties did more than one activity.

Table 7.1.1 shows the number of visitors travelling by private yacht in 2019-20 and 2025-26, the average spend per visitor, and the total spend for 2025-26 only. Visitors by yacht were asked to provide information regarding how much they had spent on various activities in Guernsey. These expenditure figures include any spending whilst on the island including eating/drinking out, transport on island, entertainment and leisure, shopping and any planned additional spending in Guernsey before they depart. The average spend per yacht visitor was £164 in 2025-26 (please see the methodology in **Section 8.4** for more detail regarding the statistical error associated with the 2025-26 average yacht visitor spend figure, which has a small sample size). It is estimated that those visitors collectively spent £3.2 million in Guernsey in 2025-26. Total spend is estimated by calculating average spend per yacht visitor and multiplying this by the number of visitors by yacht. There were 16,413 yacht visitors to Guernsey during 2019-20, compared with 19,790 in 2025-26, see **Table 7.1.1**.

Visitors by yacht were asked what activities they had undertaken while ashore, as shown in **Table 7.1.2**. These sample percentages have been applied to the actual number of visitors by yacht to provide an indication of the number of people undertaking these activities. A degree of error will be present when scaling sample percentages, please see the methodology in **Section 8.4** for more detail. The most popular activity (undertaken by 66% of visitors by yacht) during 2025-26 was eating and/or drinking out, followed by shopping, 51%. 48% mentioned they had been walking and/or running and 45% had visited sites of natural beauty (including beaches). 35% mentioned they had visited man-made attractions; museums, galleries and monuments and a further 35% of yacht visitors went on a walking tour. 24% of yacht visitors went sea swimming, snorkelling and/or diving.

Visitors by yacht were also asked “Which method(s) of transport did you use during your visit to Guernsey?”. Percentages do not add up to 100% for this question as respondents were able to select more than one option. The most popular method of transport in 2025-26, used by 59% of all visitors was the bus, followed by own boat at 23%, and hired bicycle (9% of yacht visitors).

7.2 Visitors by yacht expenditure - breakdown by type of expenditure

Table 7.2.1 2025-26 yacht visitors expenditure by type of expenditure

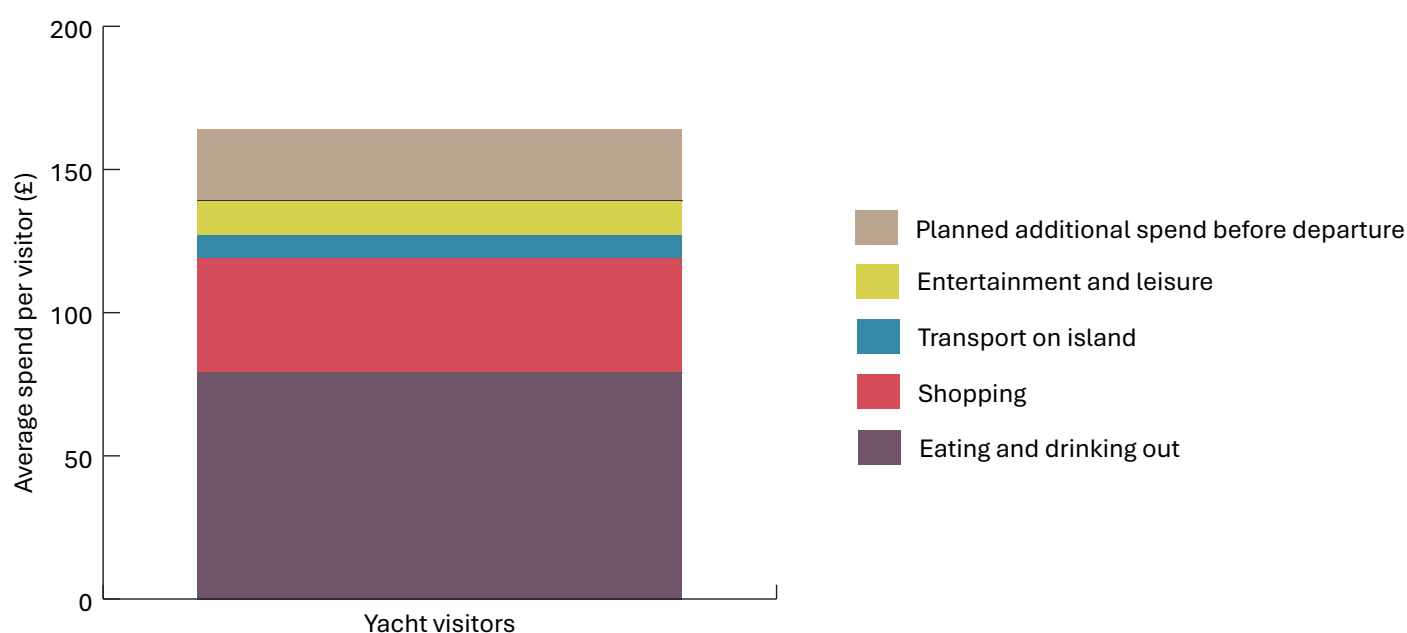
	Total spend (£m)
Eating and drinking out	1.6
Shopping	0.8
Transport on island	0.2
Entertainment and leisure	0.2
Planned additional spend before departure	0.5
Total	3.2

NB. Yacht figures exclude expenditure on mooring fees whilst in Guernsey.

Table 7.2.1 shows the amount spent on various activities in Guernsey by yacht visitors in 2025-26. Expenditure by yacht visitors during 2025-26 was highest for on island eating and drinking out which includes any money spent in restaurants, cafés, bars and takeaways (£1.6 million). On island other, which includes spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops, contributed £0.8 million to total expenditure by yacht visitors in 2025-26. Spend on entertainment totalled £0.2 million. Expenditure on island transport also totalled £0.2 million during 2025-26.

Average spend during 2025-26, as shown in **Figure 7.2.1**, for those spending money on island eating and drinking in restaurants, cafés, bars and takeaways was £79 per yacht visitor. Average spend per yacht visitor on island other (shopping) was £40 per visitor. The average spend on entertainment was £12 per visitor, whilst the average spend for on island transport was £8 per visitor. Additional planned expenditure was on average £25 per visitor.

Figure 7.2.1 2025-26 breakdown of average expenditure per yacht visitor by type

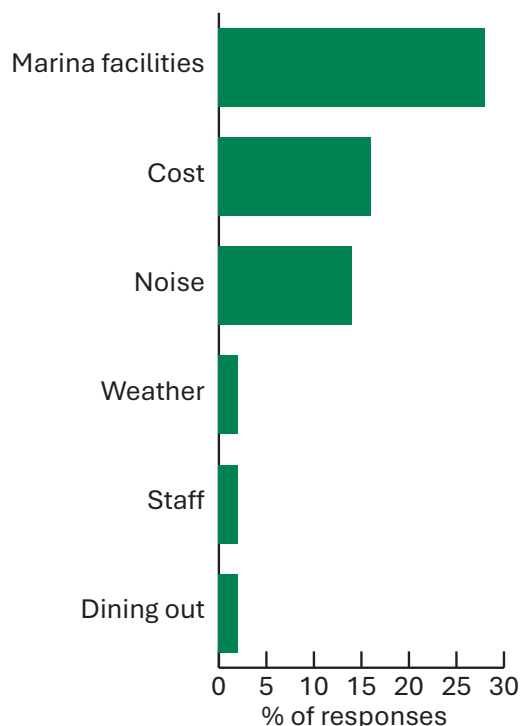


7.3 Visitors by yacht - opinions of Guernsey

Figure 7.3.1 2025-26 most enjoyable aspect of yacht visit



Figure 7.3.2 2025-26 least enjoyable aspect of yacht visit



Yacht visitors were asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 being very likely). The net promoter score (NPS) is calculated by deducting the percentage of visitors surveyed that gave a score of six or less out of ten from the percentage of visitors that gave a score of ten or nine out of ten. The NPS for yacht visitors during 2025-26 was 45 percentage points. 58% of those surveyed gave a score of 9 or 10, whilst 13% gave a score of 6 or less. 89% of yacht visitors had visited Guernsey before.

Visitors by yacht were asked what was the most enjoyable aspect of their visit to Guernsey. Answers to this question have been grouped into themes. Percentages do not add up to 100% for this question as more than one reason could be provided.

During 2025-26, 34% of respondents rated the natural environment as the most enjoyable aspect of their visit, with respondents citing the scenery, landscapes and beaches as particularly enjoyable. The second most enjoyable aspect for yacht visitors was dining out, with 16% of respondents mentioning the great restaurants they had visited. The third most enjoyable aspect for yacht visitors were the people they had met including staff based at the harbour and locals who they were remarked were very friendly.

Visitors by yacht were also asked what was the least enjoyable aspect of their visit to Guernsey. Answers to this question have been grouped into themes. Percentages do not add up to 100% for this question as more than one reason could be provided.

Marina facilities were cited by respondents as the least enjoyable aspect of their visit, with 28% of respondents mentioning these. In particular respondents cited the poor shower and toilet blocks, which some felt needed updating, a lack of power and wifi on some pontoons and a lack of marina security. 16% of respondents mentioned the cost as the least enjoyable aspect, including marina mooring fees and fuel costs. Noise was mentioned as the least enjoyable aspect by 14% of respondents who cited road noise from cars and motorbikes and noise from pubs and clubs and early morning refuse trucks.

8.1 Methodology for visitors by aeroplane expenditure surveys

Table 8.1.1 2025-26 sampling by length of stay for visitors by aeroplane

	% of sample in exit survey	% of sample in expenditure survey
Staying visitor	89	95
Day trip visitor	11	5
Total	100	100

Table 8.1.2 2025-26 sampling by purpose of visit for visitors by aeroplane

	% of sample in exit survey	% of sample in expenditure survey
UK	78	78
Jersey	8	6
France	<1	1
Rest of World	14	15
Total	100	100

Table 8.1.3 2025-26 sampling by country of residence for visitors by aeroplane

	% of sample in exit survey	% of sample in expenditure survey
Staying leisure	35	43
Staying seeing friends/family	32	33
Staying business/work/conference/training	16	13
Staying other	4	5
Day trip by aeroplane	11	5
Total	100	100

Table 8.1.4 2025-26 conversion rates

Currency	Conversion rate to £
US Dollar	0.75
Euro	0.86
Canadian Dollar	0.54
CHF (Swiss Francs)	0.93
Swedish Krona	0.08
Australian Dollar	0.49
New Zealand Dollar	0.44
Japanese Yen	0.005
South African Rand	0.04
Singapore Dollar	0.58

Face-to-face surveys were conducted at Guernsey's airport between April 2025 and March 2026 by a team of fieldworkers. Between April 2025 and March 2026, a total of 2,614 interviews were completed at the airport. One survey was removed as an outlier. The remaining 2,613 surveys represented 4,531 visitors. This equates to a 3% sample of the total number of visitors departing Guernsey by aeroplane between April 2025 and March 2026. The total spend values were estimated by calculating the average spend per visitor based on the survey responses and then multiplying this up by the total number of visitors departing by staying visitor by aeroplane and day trip visitor by aeroplane according to exit interview data. Some visitors paid for their package deal in currencies other than GBP. The total amount was converted into pounds using the conversion rates shown in **Table 8.1.4**.

Please note that the figures presented in this report are estimates because they are based on survey data. All reasonable steps have been taken to ensure the survey sample is representative of the whole visitor population and to obtain an adequate sample size in order to ensure high confidence. All sample surveys are subject to a degree of statistical error. The average spend per visitor by aeroplane during 2025-26 is estimated to be £693 per person plus or minus £16, at a 95% confidence level i.e. the true mean for the population is estimated to lie between £676 and £710. Additionally, it needs to be noted that other types of non-sampling error could have an impact on the accuracy of the figures, for example the non-disclosure of high value (VAT free) purchases.

Tables 8.1.1 to 8.1.3 show how the sample for the visitor expenditure survey differ from the sample for the routine exit surveys. The expenditure survey data has required a weighting based on length of stay to be applied, as a lower proportion of day trip visitors answered spend questions (5%) than were reported in exit interviews (11%). Weighting was not required during the 2019/20 expenditure survey. More detailed information on the number and profile of visitors departing by aeroplane can be found in the latest edition of the Guernsey Travel and Visitor Accommodation Bulletin at https://www.gov.gg/travel_and_visitor.

8.2 Methodology for visitors by ferry expenditure surveys

Table 8.2.1 2025-26 sampling by length of stay for visitors by ferry

	% of sample in exit survey	% of sample in expenditure survey
Staying visitor	70	73
Day trip visitor	30	27
Total	100	100

Table 8.2.2 2025-26 sampling by country of residence for visitors by ferry

	% of sample in exit survey	% of sample in expenditure survey
UK	45	42
Jersey	8	9
France	32	32
Rest of World	15	17
Total	100	100

Table 8.2.3 2025-26 sampling by purpose of visit for visitors by ferry

	% of sample in exit survey	% of sample in expenditure survey
Staying leisure	45	48
Staying seeing friends/family	13	15
Staying business/work/conference/training	5	7
Staying other	6	3
Day trip by ferry	30	27
Total	100	100

Table 8.2.4 2025-26 conversion rates

Currency	Conversion rate to £
US Dollar	0.75
Euro	0.86
Canadian Dollar	0.54
CHF (Swiss Francs)	0.93
Swedish Krona	0.08
Australian Dollar	0.49
New Zealand Dollar	0.44
Japanese Yen	0.005
South African Rand	0.04
Singapore Dollar	0.58

Face-to-face surveys were conducted at Guernsey's harbour passenger and car terminals between April 2025 and March 2026 by a team of fieldworkers. Between April 2025 and March 2026, a total of 1,444 interviews were completed at the harbour. The 1,444 surveys represented 3,233 visitors. This equates to a 4% sample of the total number of visitors departing Guernsey by ferry between April 2025 and March 2026. The total spend values were estimated by calculating the average spend per visitor based on the survey responses and then multiplying this up by the total number of visitors departing by staying visitor by ferry and day trip visitor by ferry. Some visitors paid for their package deal in currencies other than GBP. The total amount was converted into pounds using the conversion rates shown in **Table 8.2.4**.

Please note that the figures presented in this report are estimates because they are based on survey data. All reasonable steps have been taken to ensure the survey sample is representative of the whole visitor population and to obtain an adequate sample size in order to ensure high confidence. All sample surveys are subject to a degree of statistical error. The average spend per visitor by ferry during 2025-26 is estimated to be £487 per person plus or minus £23, at a 95% confidence level i.e. the true mean for the population is estimated to lie between £464 and £510. Additionally, it needs to be noted that other types of non-sampling error could have an impact on the accuracy of the figures, for example the non-disclosure of high value (VAT free) purchases.

Tables 8.2.1 to 8.2.3 show how the sample for the visitor expenditure survey differs from the sample for the routine exit surveys. The expenditure survey data has required a weighting based on length of stay to be applied, as a lower proportion of day trip visitors answered spend questions (27%) than were reported in exit interviews (30%). Weighting was not required during the 2019/20 expenditure survey. More detailed information on the number and profile of visitors departing by ferry can be found in the latest edition of the Guernsey Travel and Visitor Accommodation Bulletin at https://www.gov.gg/travel_and_visitor.

8.3 Methodology for cruise ship visitors expenditure survey

Face-to-face surveys were conducted with cruise passengers at Guernsey's harbour between April and September 2025 by a team of fieldworkers. The questionnaire comprised questions relating to the type of activities undertaken in Guernsey, expenditure, cruise visitors experience of Guernsey and a number of profiling questions.

The interviews were conducted in shifts, covering a variety of ships, month of call, day of the week of the call and stage of call (e.g first port of call, last port of call etc.). **Table 8.3.1** lists the 23 cruise ships from which visitors were interviewed between April and September 2025. They also show the proportion of visitors from each ship who took part in the survey, including every person in the party. A total of 50 ships visited Guernsey in 2025 and a further 16 were cancelled due to adverse weather conditions. The full schedule of cruise ships visiting Guernsey in 2025 can be found on the Visit Guernsey website: <https://trade.visitguernsey.com/data-research/tourism-statistics/>.

The interviewee selection process is as random as possible and targets one person per visiting party. In 2025-26, a total of 300 interviews were completed.

Once the data had been input and cleaned, nineteen surveys were removed from the analysis since they contained insufficient information. The remaining 281 surveys represented 647 visitors. This equates to a 2.3% sample of the total number of cruise visitors that came ashore in Guernsey during 2025-26. Initial planning targeted a sample rate of 5% of all cruise passengers and the lower sample rate than targeted has impacted upon the margin of error.

All sample surveys are subject to a degree of statistical error. The average cruise spend per disembarking visitor in 2025-26 is estimated to be £46 per person plus or minus £6, at a 95% confidence level i.e. between £40 and £52. The margin of error is larger than the 2019 spend survey, due to a lower sampling rate than expected combined with much a lower number of cruise visitors in 2025-26. In 2019-20 there were 115,243 cruise visitors to Guernsey, compared with 28,397 in 2025-26. Additionally, it needs to be noted that other types of error could have an impact on the accuracy of the figures, for example the non-disclosure of high value (VAT free) purchases.

Table 8.3.1 Cruise ships interviewed (April to September)

	Cruise ship	% of visitors coming ashore who took part in survey
April	Silver Endeavour	8
	Ambition	3
May	Le Bellot	17
	Le Lyrial	10
	Silver Endeavour	11
	World Traveller	29
	Star Pride	8
	Ambition	2
June	Azamara	10
	Silver Dawn	4
July	Ambience	1
	Seven Seas Voyager	7
	Ilma	5
	Aurora	6
	Hamburg	12
	Europa II	8
August	Ventura	<1
	Seadream II	21
	Ambition	3
	Hebridean Princess	31
September	Island Sky	19
	Arcadia	3
	Ventura	3

8.3 Methodology for cruise ship visitors expenditure survey

Table 8.3.2 Cruise ships surveyed

Month	No. ships surveyed	No. surveys completed
April	2	21
May	6	62
June	2	36
July	6	80
August	4	27
September	3	55
Total	23	281

The cruise liner exit survey was completed by 281 visitors (from 23 cruise ships) who visited Guernsey between April and September 2025 (see [Table 8.3.2](#)).

In total, there were 28,397 cruise visitors who came ashore in Guernsey in 2025, compared to 38,456 in 2024 and 115,243 in 2019, the last time the cruise visitor survey was conducted (see [Table 8.3.3](#)).

The survey sample included ships visiting Guernsey as a first, middle and last port of call as shown in [Table 8.3.4](#).

Table 8.3.3 Number of cruise visitors

	No. visitors coming ashore	Annual % change in number of visitors coming ashore
2018	118,708	
2019	115,243	-3
2020	0	-
2021	0	-
2022	79,476	-
2023	85,541	8
2024	38,456	-55
2025	28,397	-26

The total spend values were estimated by calculating the average spend per visitor based on the survey responses and then multiplying this up by the total number of disembarking cruise visitors. Where a 'don't know' response was recorded, this response was excluded from the analysis.

Some visitors paid for their excursion in US dollars or euros. The total amount was converted into pounds and the conversion rates used can be found in [Table 8.3.5](#).

Comparisons are made with 2019-20 throughout the report, although there have been slight changes in expenditure categorisation, specifically the transport expenditure category was labelled 'Other' in 2019-20 and included items of expenditure such as tours booked whilst ashore and trips to Herm, Sark, Alderney or Jersey, these items are now included within the Entertainment and leisure category.

Table 8.3.4 Sampling by port of call

	% visitors from all cruise ships	% visitors from sampled cruise ships
First	16	19
Middle	30	52
Last	54	29
Total	100	100

Table 8.3.5 Conversion rate

Currency	Conversion rate to £
US Dollar	0.75
Euro	0.86

8.4 Methodology for yacht visitor spend survey

Table 8.4.1 Yachts surveyed (April 2025 to March 2026)

	Surveys completed	Total yacht visitors
Visitors by yacht	280	19,790
Visiting yacht vessels	100	7,741
Average number of people per yacht	2.8	2.6
Total number of nights (vessels)	625	14,289
Average length of stay per vessel	6.3	1.8

Visitors by yacht during 2025-26 were met by marina staff and encouraged to complete an online survey on Microsoft Teams accessed by a QR link during their stay in Guernsey. As the survey was usually completed during their stay and before all expenditure had been completed the survey also included a question regarding the amount they were intending to spend on any further purchases before leaving the harbour. The survey was directed to one person per visiting yacht vessel. The questionnaire comprised questions relating to the type of activities undertaken in Guernsey, expenditure, yacht visitors' experiences of Guernsey and the marina and a number of profiling questions. All data was checked and cleaned and the expenditure values were estimated by calculating the average spend per yacht visitor based on the survey responses and then multiplying this by the total number of visitors by yacht during 2025-26.

As the survey was an online self completion survey, response rates were significantly lower than for the aeroplane, ferry and cruise visitor surveys, which were conducted face to face by a team of fieldworkers, and this has impacted upon the margin of error associated with the estimated expenditure by yacht visitors. Between April 2025 and March 2026, 100 surveys were completed by visitors by yacht and this represented 280 visitors. This equates to a 1.4% sample of the total number of yacht visitors between April 2025 and March 2026.

All sample surveys are subject to a degree of statistical error. The average spend per yacht visitor in 2025-26 is estimated to be £164 per person (excluding mooring fees) plus or minus £32, at a 95% confidence level it is expected that the true average spend per yacht visitor lies somewhere between £132 and £196 per visitor. The margin of error is larger than hoped for, and is due to typically low response rates for self completion questionnaires.

The information presented in this report is based on the sample of responses received from the visitor spend survey. The sample differs in some aspects from the actual number of visitors by yacht reported in the Guernsey Travel and Visitor Accommodation Surveys. **Table 8.4.1** shows the differences. In particular average length of stay for those yacht visitors completing the visitor expenditure survey was much longer (6.3 nights) than the average length of stay for all yacht visitors (1.8 nights). More detailed information on the number of visitors by yacht can be found in the latest edition of the Guernsey Travel and Visitor Accommodation Bulletin at https://www.gov.gg/travel_and_visitor.

9.1 Profile of survey respondents for visitors by aeroplane expenditure survey

Table 9.1.1 Survey respondents travelling by aeroplane by purpose of visit

Purpose	April 2025 to March 2026	
	Number	%
Staying leisure	1,948	43
Staying seeing friends/family	1,505	33
Staying business/work/conference/training	607	13
Staying other	238	5
Day trip by aeroplane	233	5
Total	4,531	100

Table 9.1.2 Survey respondents travelling by aeroplane by country of residence

Country of residence	April 2025 to March 2026	
	Number	%
UK	3,543	78
Jersey	276	6
France	45	1
Rest of World	667	15
Total	4,531	100

Survey respondents completed the survey on behalf of their party, which could be just themselves or a group of more than one person. 2,613 expenditure surveys were completed by visitors by aeroplane, representing 4,531 visitors.

The profile of visitors represented by those that completed the spend survey is presented in **Tables 9.1.1** and **9.1.2**.

As shown on **page 26**, the profile of expenditure survey respondents differs slightly to the profile of respondents to the exit interview data included within the Guernsey Travel and Visitor Accommodation Survey bulletins, which are based on a different, larger sample. However, with the exception of length of stay, whereby the expenditure survey recorded a higher proportion of staying visitors than the exit survey, they are broadly comparable.

Of the 4,531 visitors travelling by aeroplane and represented by the survey, 43% were leisure visitors staying for at least one night, 33% were seeing friends/family and 78% were from the UK (see **Tables 9.1.1** and **9.1.2**).

9.2 Profile of survey respondents for visitors by ferry expenditure survey

Table 9.2.1 Survey respondents travelling by ferry by purpose of visit

Purpose	April 2025 to March 2026	
	Number	%
Staying leisure	1,566	48
Staying seeing friends/family	485	15
Staying business/work/conference/training	219	7
Staying other	106	3
Day trip by ferry	857	27
Total	3,233	100

Table 9.2.2 Survey respondents travelling by ferry by country of residence

Country of residence	April 2025 to March 2026	
	Number	%
UK	1,361	42
Jersey	293	9
France	1,042	32
Rest of World	537	17
Total	3,233	100

Survey respondents completed the survey on behalf of their party, which could be just themselves or a group of more than one person. 1,444 expenditure surveys were completed by visitors by ferry, representing 3,233 visitors.

The profile of visitors represented by those that completed the spend survey is presented in **Tables 9.1.1** and **9.1.2**.

As shown on **page 27**, the profile of expenditure survey respondents differs slightly to the profile of respondents to the exit interview data included within the Guernsey Travel and Visitor Accommodation Survey bulletins, which are based on a different, larger sample. However, with the exception of length of stay, whereby the expenditure survey recorded a higher proportion of staying visitors than the exit survey, they are broadly comparable.

Of the 3,233 visitors travelling by ferry and represented by the survey, 48% were leisure visitors staying for at least one night and 27% were visiting for a day trip. 42% were from the UK and 32% were from France (see **Tables 9.2.1** and **9.2.2**).

9.3 Profile of survey respondents for cruise ship expenditure survey

Table 9.3.1 Survey respondents by country of residence

Country	2019-20		2025-26	
	Count	%	Count	%
UK	452	53	123	44
USA	209	24	69	25
Europe	111	13	53	19
Asia	21	2	17	6
Canada	45	5	8	3
Australia	14	2	7	2
Other	6	1	4	1
Unknown	2	<1	0	0
Total	860	100	281	100

Table 9.3.2 Survey respondents by visitor type

Visitor type	2019-20		2025-26	
	Count	%	Count	%
Passenger	832	97	249	89
Crew	27	3	32	11
Unknown	1	<1	0	0
Total	860	100	281	100

Table 9.3.3 Survey respondents by party size

Party size	2019-20		2025-26	
	Count	%	Count	%
1	50	6	37	13
2	586	68	195	69
3	59	7	17	6
4	105	12	18	6
More than 4	60	7	14	5
Total	860	100	281	100

Survey respondents were asked to provide various details including their country of residence and party size.

44% of survey respondents were from the UK (53% in 2019-20), 25% were from the USA (24% in 2019-20) and 19% were from Europe (13% in 2019-20) (see [Table 9.3.1](#)).

As shown in [Table 9.3.2](#), 89% of survey respondents were cruise ship passengers and the remaining 11% were crew members during 2025-26. This compares with 97% of survey respondents being cruise ship passengers and 3% being crew members in 2019-20.

[Table 9.3.3](#) shows the party sizes represented by survey respondents in 2019-20 and 2025-26. During 2019-20 and 2025-26 the majority (68% and 69% respectively) had a party size of two. The proportion of solo travellers surveyed on cruise ships has increased from 6% in 2019-20 to 13% of all survey respondents during 2025-26. The average party size for cruise ship passengers was 2.7 people per party in 2019-20 and 2.3 people per party during 2025-26.

Please note that this information relates only to the visitors who completed the survey and not all the people included in their party.

9.4 Profile of survey respondents for yacht expenditure survey

Table 9.4.1 Survey respondents travelling by yacht by home port

Country of residence	April 2025 to March 2026	
	Number	%
UK	111	40
Jersey	9	3
France	77	28
Rest of World	38	14
No response	45	16
Total	280	100

Table 9.4.2 Survey respondents travelling by yacht by party size

Party size	April 2025 to March 2026	
	Number	%
1	<5	<1
2	124	44
3	39	14
4	56	20
More than 4	60	21
Total	280	100

Survey respondents completed the survey on behalf of their party, which could be just themselves or a group of more than one person. 100 expenditure surveys were completed by visitors by yacht, representing 280 visitors.

The profile of visitors represented by those that completed the spend survey is presented in **Tables 9.4.1** and **9.4.2**.

Of the 280 visitors travelling by yacht and represented by the survey, 40% were from the UK and 28% were from France (see **Table 9.4.1**).

By party size, as shown in **Table 9.4.2**, 44% of respondents travelled on yachts with a party size of 2, 14% travelled with 3 people on board, 20% travelled with 4 people on board and 21% travelled with more than 4 people per vessel.

10.1 Contact details

You may also be interested in other States of Guernsey Data and Analysis publications, which are all available online at www.gov.gg/data. Please contact us for further information.

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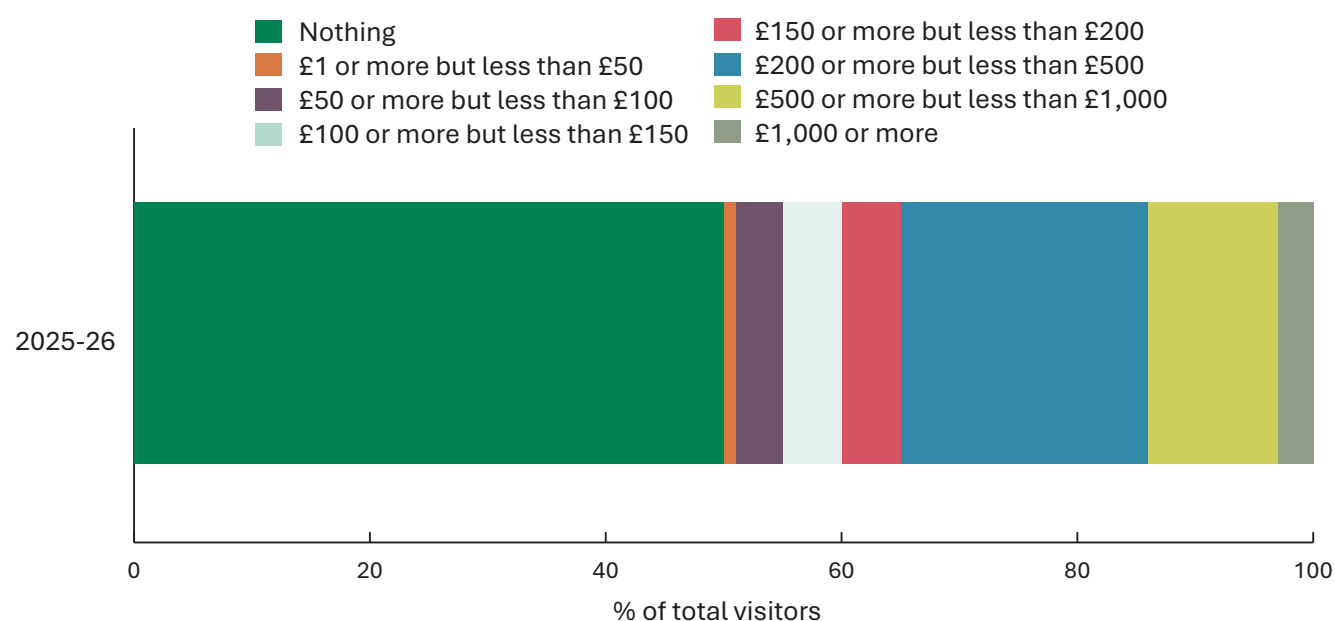
Appendix 1.1 - Staying visitors by aeroplane - expenditure on accommodation

Table A1.1.1 Staying visitors by aeroplane expenditure on accommodation

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	44	-	57,350
£1 to £49	1	3	1,496
£50 to £99	3	7	4,092
£100 to £149	5	11	6,199
£150 to £199	4	10	5,649
£200 to £499	18	42	24,003
£500 to £999	10	22	12,856
Over £1,000	3	6	3,451
Don't know	12	-	16,154
Total	100	100	131,251

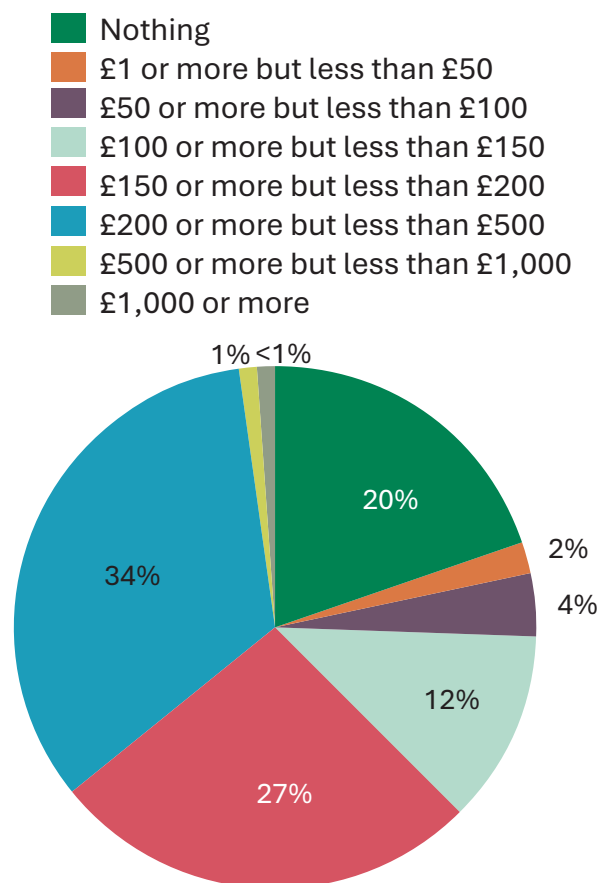
Table A1.1.1 and **Figure A1.1.1** show that during 2025-26 12% of staying visitors by aeroplane did not know how much money they spent on accommodation and 44% of staying visitors did not spend any money on accommodation, possible reasons for this could include having prepaid for their accommodation as part of a package (see **Section A1.4**) or they could be staying at no cost with friends/family. For the 44% of staying visitors by aeroplane who did spend money on accommodation in Guernsey and knew the cost, 42% spent between £200 and £499 per person on accommodation. 22% spent between £500 and £999 per person. 21% spent between £100 and £199 per person, whilst 10% spent less than £100 per person and 6% spent more than £1,000 per person. These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on accommodation by price band.

Figure A1.1.1 Staying visitors by aeroplane expenditure on accommodation



Appendix 1.2 - Staying visitors by aeroplane - expenditure on travel

Figure A1.2.1 Staying visitors by aeroplane expenditure on travel



During 2025-26, 17% of staying visitors by aeroplane said that did not know or would rather not say how much they spent on travel getting to/from Guernsey. 16% of staying visitors by aeroplane reported spending £0 on travel to/from Guernsey. 2% spent between £1 and £49 per visitor, 3% spent between £50 and £99 per visitor and 10% spent between £100 and £149 per visitor (see [Table A1.2.1](#)). 22% of all staying visitors by aeroplane spent between £150 and £199 per visitor, 28% spent between £200 and £499 per visitor, whilst just over 1% spent more than £500 per visitor on travel getting to/from Guernsey.

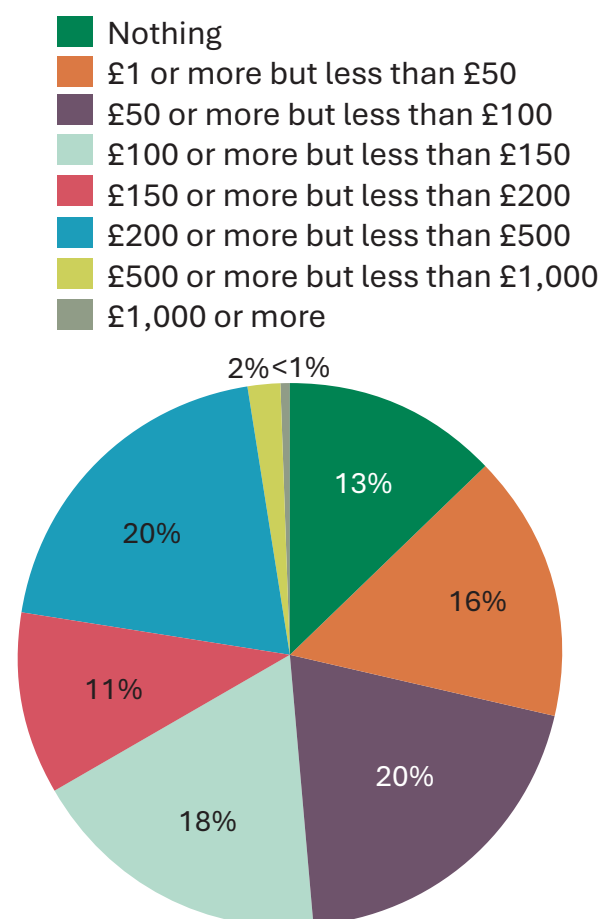
Of the 67% of staying visitors by aeroplane who reported they had spent money on travel during 2025-26, 2% of them spent less than £49 per visitor. 5% spent between £50 and £99 per visitor, 15% spent between £100 and £149 per visitor. 33% spent £150 and £199 per visitor, 42% spent between £200 and £499 per visitor, 2% spent between £500 and £999 per visitor and less than 1% spent over £1,000 per visitor (see [Table A1.2.1](#)). These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on travel costs by price band.

Table A1.2.1 Staying visitors by aeroplane expenditure on travel

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	16	-	21,529
£1 to £49	2	2	1,985
£50 to £99	3	5	4,245
£100 to £149	10	15	13,467
£150 to £199	22	33	29,194
£200 to £499	28	42	36,951
£500 to £999	1	2	1,405
Over £1,000	<1	<1	550
Don't know	17	-	21,926
Total	100	100	131,251

Appendix 1.3 - Staying visitors by aeroplane - expenditure on eating and drinking out

Figure A1.3.1 Staying visitors by aeroplane expenditure on eating and drinking out



During 2025-26, 3% of staying visitors by aeroplane said that did not know or would rather not say how much they spent on eating and drinking in restaurants, cafés, bars and takeaways whilst in Guernsey. 13% of staying visitors by aeroplane reported spending £0 on eating and drinking in Guernsey. 15% spent between £1 and £49 per visitor, 19% spent between £50 and £99 per visitor and 18% spent between £100 and £149 per visitor (see [Table A1.3.1](#)). 10% of all staying visitors by aeroplane spent between £150 and £199 per visitor, 19% spent between £200 and £499 per visitor, whilst 2% spent between £500 and £999 per visitor on eating and drinking out in Guernsey.

Of the 85% of staying visitors by aeroplane who reported they had spent money on eating/drinking out during 2025-26, 18% of them spent less than £49 per visitor. 23% spent between £50 and £99 per visitor, 21% spent between £100 and £149 per visitor. 12% spent £150 and £199 per visitor, 22% spent between £200 and £499 per visitor, 3% spent between £500 and £999 per visitor and less than 1% spent over £1,000 per visitor (see [Table A1.3.1](#)). These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on eating and drinking by price band.

Table A1.3.1 Staying visitors by aeroplane expenditure on eating and drinking out

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	13	0	16,613
£1 to £49	15	18	20,155
£50 to £99	19	23	25,560
£100 to £149	18	21	23,422
£150 to £199	10	12	13,528
£200 to £499	19	22	25,041
£500 to £999	2	3	3,176
Over £1,000	<1	<1	458
Don't know	3	-	3,298
Total	100	100	131,251

Appendix 1.4 - Staying visitors by aeroplane - expenditure on package

Table A1.4.1 Staying visitors by aeroplane expenditure on package

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	83	-	109,417
£1 to £49	1	3	672
£50 to £99	<1	<1	61
£100 to £149	<1	<1	61
£150 to £199	<1	<1	92
£200 to £499	4	25	5,039
£500 to £999	7	44	8,673
£1,000 to £1,999	3	22	4,397
Over £2,000	1	4	825
Don't know	2	-	2,015
Total	100	100	131,251

NB. Please note a 15% deduction was applied to package trips to account for commission taken by the booking company, who operate outside of Guernsey and therefore this element of passenger spend falls outside of the Guernsey economy.

Table A1.4.1 and **Figure A1.4.1** show that during 2025-26 2% of staying visitors by aeroplane did not know how much money they spent on package trips and 83% of staying visitors did not spend any money on package trips. Package trips are defined as those where a single combined price has been paid for accommodation and travel. For the 15% of staying visitors by aeroplane who did spend money on package trips and knew the cost, 25% spent between £200 and £499 per person, 44% spent between £500 and £999 per person on the package trip and 22% spent between £1,000 and £1,999 per person. 4% spent less than £200 per person, whilst 4% spent more than £2,000 per person. These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on package trips by price band.

Figure A1.4.1 Staying visitors by aeroplane expenditure on package



Appendix 1.5 - Staying visitors by aeroplane - expenditure on shopping

Table A1.5.1 Staying visitors by aeroplane expenditure on shopping

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	31	-	41,134
£1 to £9	13	20	17,620
£10 to £19	13	19	17,009
£20 to £29	9	13	11,177
£30 to £39	5	8	6,688
£40 to £49	4	6	5,191
£50 to £99	11	17	14,811
£100 or more	12	18	16,002
Don't know	1	-	1,618
Total	100	100	131,251

Figure A1.5.1 Staying visitors by aeroplane expenditure on shopping

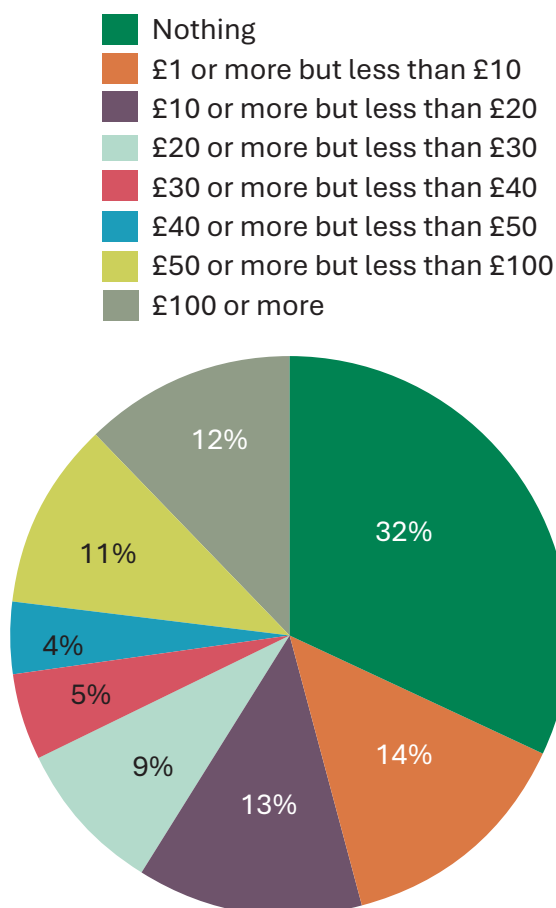


Table A1.5.1 shows that during 2025-26 31% of visitors did not spend any money on island other (shopping) and 1% did not know how much they had spent. This category includes any spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops and any spend in retail outlets at the airport and harbour terminals. For the 67% of staying visitors travelling by aeroplane who did spend money in shops in Guernsey during 2025-26, the spend was fairly evenly distributed across the price bands. 20% of those who made a retail purchase spent less than £10 per person and 19% spent between £10 to £19 per person. 17% of those staying visitors travelling by aeroplane and spending money on retail during 2025-26, reported spending between £50 and £99 per person, whilst 18% reported spending more than £100 per person.

It should be noted that they may be an element of under-reporting of higher value purchases, such as the non-disclosure of high value (VAT free) purchases.

Appendix 1.6 - Staying visitors by aeroplane - expenditure on transport on island

Table A1.6.1 Staying visitors by aeroplane expenditure on transport on island

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	32	-	41,837
£1 to £9	12	18	15,452
£10 to £19	16	24	21,285
£20 to £29	11	16	14,353
£30 to £39	6	9	8,001
£40 to £49	4	6	5,314
£50 to £99	9	14	12,001
£100 or more	8	12	10,688
Don't know	2	-	2,321
Total	100	100	131,251

Figure A1.6.1 Staying visitors by aeroplane expenditure on transport on island

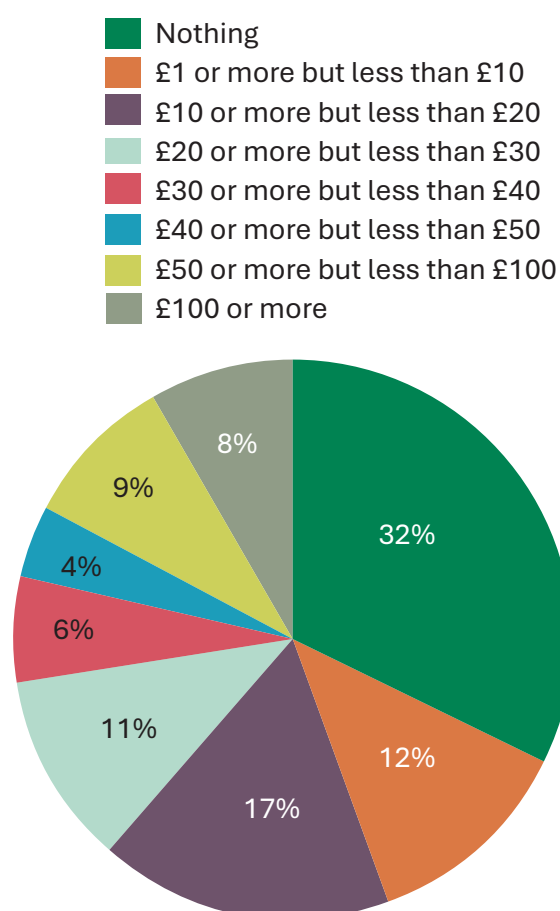


Table A1.6.1 shows that during 2025-26, 32% of visitors did not spend any money on transport whilst in Guernsey and 2% did not know how much they had spent. This category includes any spend on bus and taxi fares, car or bicycle hire and any petrol/diesel bought.

For the 66% of staying visitors travelling by aeroplane who did spend money on transport whilst in Guernsey during 2025-26, 18% spent less than £10 per person. 24% spent between £10 and £19 per person. 16% of those staying visitors travelling by aeroplane and spending money on transport during 2025-26, reported spending between £20 and £29 per person. 14% of staying visitors reported spending between £50 and £99 per person and 12% reported spending more than £100 per person.

These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on transport whilst in Guernsey by price band.

Appendix 1.7 - Staying visitors by aeroplane - expenditure on entertainment and leisure

Table A1.7.1 Staying visitors by aeroplane expenditure on entertainment and leisure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	56	-	73,321
£1 to £9	6	14	7,757
£10 to £19	13	30	16,948
£20 to £29	8	18	10,077
£30 to £39	7	15	8,825
£40 to £49	3	7	4,092
£50 to £99	6	13	7,604
£100 or more	2	4	2,077
Don't know	<1	-	550
Total	100	100	131,251

Figure A1.7.1 Staying visitors by aeroplane expenditure on entertainment and leisure

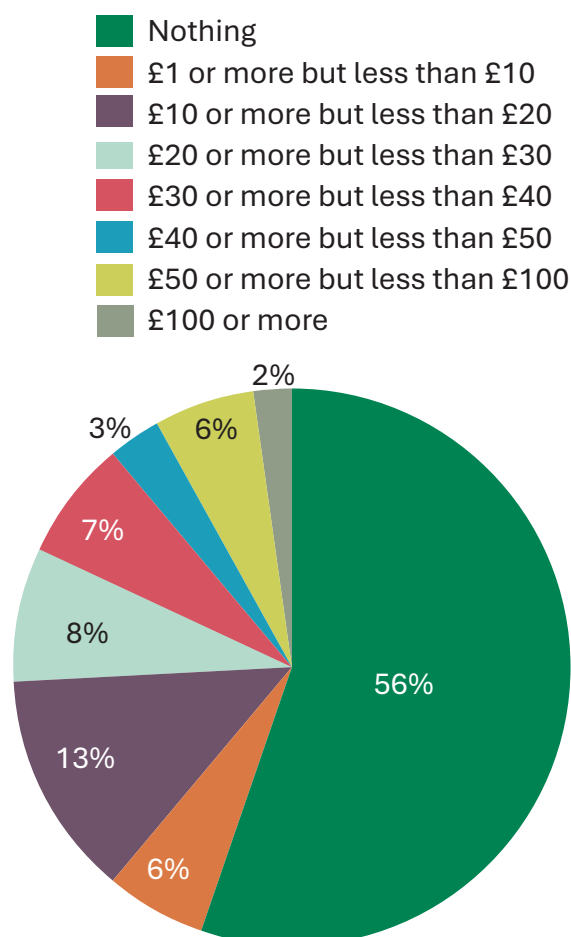


Table A1.7.1 shows that 56% of staying visitors travelling by aeroplane did not report spending any money on entertainment and leisure during 2025-26. Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc.

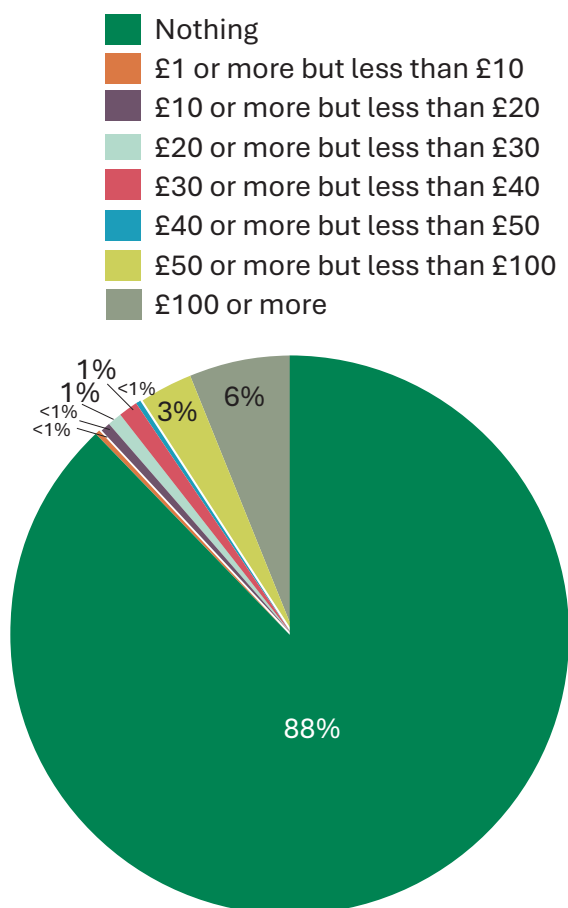
For the 44% of staying visitors who did report spending money on entertainment and leisure during 2025-26 (see **Figure A1.7.1**), 14% of staying visitors travelling by aeroplane reported spending less than £10 per person, and 30% of reported spending between £10 and £19 per person. 40% of visitors reported spending between £20 and £49 per person on entertainment and leisure. 13% spent between £50 and £99 per person on entertainment and leisure during 2025-26 and 4% spent £100 or more on entertainment and leisure, see **Table A1.7.1**. These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on entertainment and leisure whilst in Guernsey by price band.

Appendix 1.8 - Staying visitors by aeroplane - expenditure on add-ons to package trips

Table A1.8.1 Staying visitors by aeroplane expenditure on add-ons to package trips

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	88	-	115,555
£1 to £9	<1	2	305
£10 to £19	<1	4	641
£20 to £29	1	7	1,038
£30 to £39	1	5	702
£40 to £49	<1	3	458
£50 to £99	3	25	3,787
£100 or more	6	54	8,154
Don't know	<1	<1	611
Total	100	100	131,251

Figure A1.8.1 Staying visitors by aeroplane expenditure on add-ons to package trips



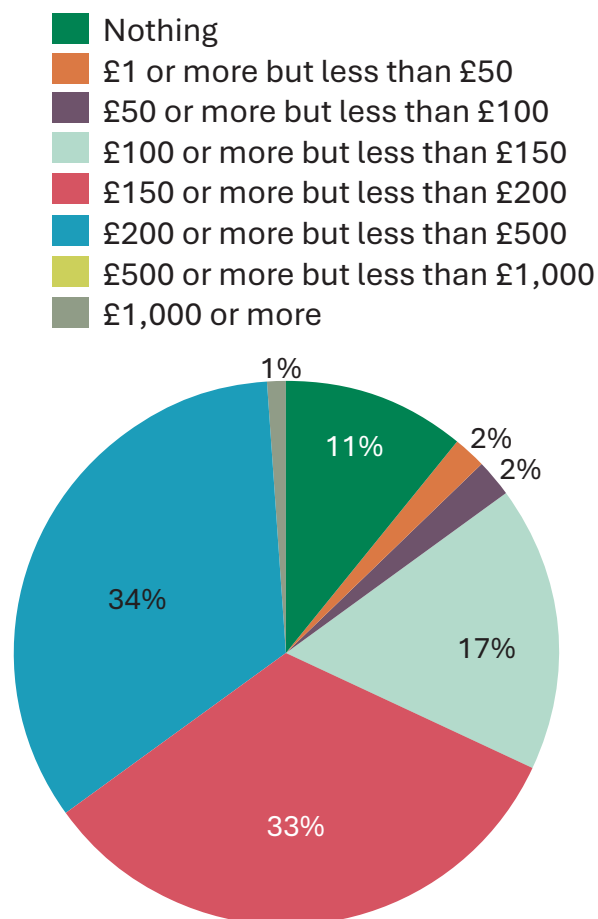
Staying visitors travelling by aeroplane who had spent money on a package trip were asked whether they had spent any money on meals, drinks and any other extras in the accommodation within which they stayed, over and above the cost of the package.

Table A1.8.1 shows that 88% of staying visitors travelling by aeroplane did not report spending any money on any add-ons to package trips during 2025-26 (it should be noted that 83% of all staying visitors travelling by aeroplane reported they had not spent money on a package trip).

For the 11% of staying visitors who did report spending money on add-ons to package trips during 2025-26 (see **Figure A1.8.1**), 25% of staying visitors travelling by aeroplane reported spending between £50 and £99 per person at the accommodation they stayed at, whilst 54% spent more than £100 per person on add-ons to the package trip at the accommodation they stayed at. These percentages have been applied to the actual number of staying visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of staying visitors by aeroplane spending on add-ons to package trips whilst in Guernsey by price band.

Appendix 2.1 - Day trip visitors by aeroplane - expenditure on travel

Figure A2.1.1 Day trip visitors by aeroplane expenditure on travel



During 2025-26, 47% of visitors on a day trip by aeroplane said that did not know or would rather not say how much they spent on travel getting to/from Guernsey. Please note a significant number of those reporting did not know were business travellers who had their travel costs booked for and paid by someone else. 6% of visitors on a day trip by aeroplane reported spending £0 on travel costs to/from Guernsey (see [Table A2.1.1](#)).

Of the 47% of visitors on a day trip by aeroplane who reported they had spent money on travel costs during 2025-26, 3% of them spent less than £49 per visitor. 2% spent between £50 and £99 per visitor, 19% spent between £100 and £149 per visitor. 37% spent £150 and £199 per visitor, 39% spent between £200 and £499 per visitor and 1% spent over £1,000 per visitor (see [Table A2.1.1](#)). These percentages have been applied to the actual number of day trip visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of day trip visitors by aeroplane spending on travel costs by price band.

Table A2.1.1 Day trip visitors by aeroplane expenditure on travel

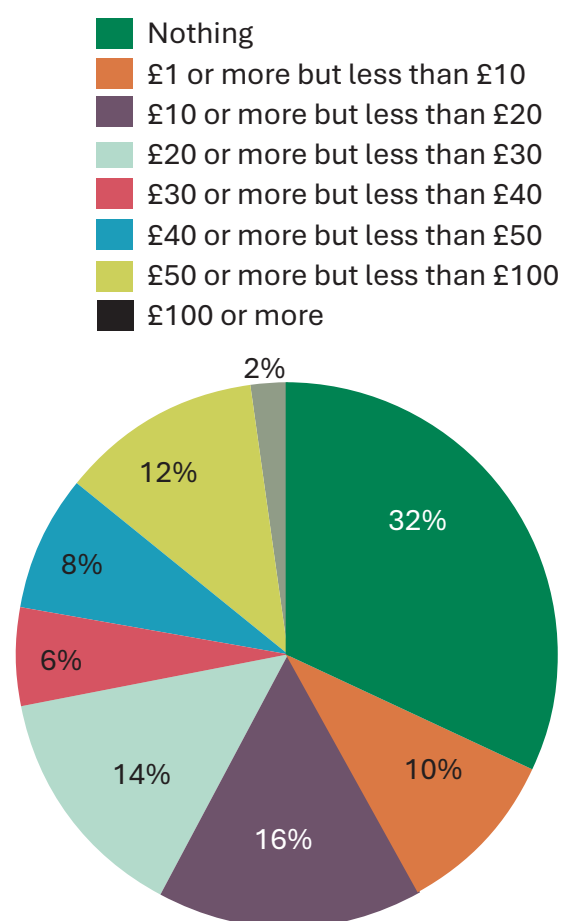
	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	6	-	1,017
£1 to £49	1	3	218
£50 to £99	1	2	145
£100 to £149	9	19	1,526
£150 to £199	17	37	2,906
£200 to £499	18	39	3,052
£500 to £999	0	0	-
Over £1,000	<1	1	73
Don't know	47	-	7,993
Total	100	100	16,930

Appendix 2.2 - Day trip visitors by aeroplane - expenditure on eating and drinking out

Table A2.2.1 Day trip visitors by aeroplane expenditure on eating and drinking out

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	32	-	5,377
£1 to £9	10	15	1,671
£10 to £19	16	24	2,761
£20 to £29	14	20	2,325
£30 to £39	6	9	1,017
£40 to £49	8	11	1,308
£50 to £99	12	18	2,035
£100 or more	2	3	363
Don't know	<1	-	73
Total	100	100	16,930

Figure A2.2.1 Day trip visitors by aeroplane expenditure on eating and drinking out



During 2025-26, less than 1% of visitors on a day trip by aeroplane said that did not know or would rather not say how much they spent on and drinking in restaurants, cafés, bars and takeaways whilst in Guernsey. 32% of day trip visitors by aeroplane reported spending £0 on eating and drinking out Guernsey. 10% spent between £1 and £9 per visitor, 16% spent between £10 and £19 per visitor and 14% spent between £20 and £29 per visitor (see [Table A2.2.1](#) and [Figure A2.2.1](#)). 6% of all visitors on a day trip by aeroplane spent between £30 and £39 per visitor, 8% spent between £40 and £49 per visitor, whilst 12% spent between £50 and £99 and 2% spent more than £100 per visitor on eating and drinking out in Guernsey.

Of the 68% of visitors on a day trip by aeroplane who reported they had spent money on eating/drinking out during 2025-26, 59% of them spent less than £30 per visitor. 20% spent between £30 and £49 per visitor, and 21% spent over £50 per visitor (see [Table A2.2.1](#)). These percentages have been applied to the actual number of day trip visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of day trip visitors by aeroplane spending on eating and drinking by price band.

Appendix 2.3 - Day trip visitors by aeroplane - expenditure on shopping

Table A2.3.1 Day trip visitors by aeroplane expenditure on shopping

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	52	-	8,865
£1 to £9	13	28	2,252
£10 to £19	18	38	3,052
£20 to £29	4	8	654
£30 to £39	1	3	218
£40 to £49	1	3	218
£50 to £99	4	9	727
£100 or more	5	11	872
Don't know	<1	-	73
Total	100	100	16,930

Figure A2.3.1 Day trip visitors by aeroplane expenditure on shopping

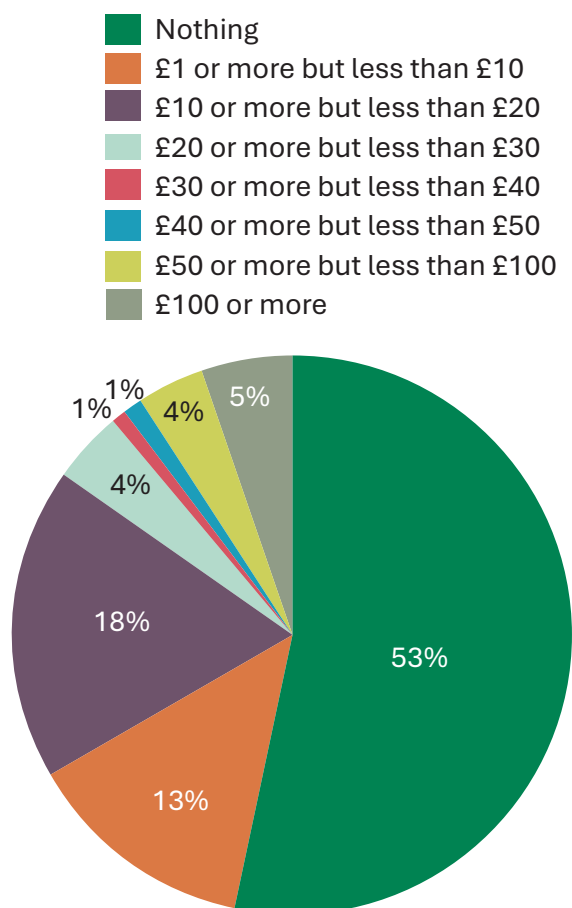


Table A2.3.1 shows that during 2025-26 52% of day trip visitors travelling by aeroplane did not spend any money on island other (shopping) and less than 1% did not know how much they had spent. This category includes any spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops and anything purchased at the airport and harbour terminal. For the 47% of day trip visitors travelling by aeroplane who did spend money in shops in Guernsey during 2025-26, 66% of all spend was less than £20 per visitor. 28% of those who made a retail purchase spent less than £10 per person and 38% spent between £10 and £19 per person. 9% of those day trip visitors travelling by aeroplane and spending money on retail during 2025-26, reported spending between £50 and £99 per person, whilst 11% reported spending more than £100 per person.

It should be noted that they may be an element of under-reporting of higher value purchases, such as the non-disclosure of high value (VAT free) purchases.

Appendix 2.4 - Day trip visitors by aeroplane - expenditure on transport on island

Table A2.4.1 Day trip visitors by aeroplane expenditure on transport on island

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	35	-	5,958
£1 to £9	15	26	2,616
£10 to £19	13	23	2,252
£20 to £29	15	26	2,543
£30 to £39	5	8	799
£40 to £49	6	9	945
£50 to £99	4	7	727
£100 or more	<1	1	73
Don't know	6	-	1,017
Total	100	100	16,930

Figure A2.4.1 Day trip visitors by aeroplane expenditure on transport on island

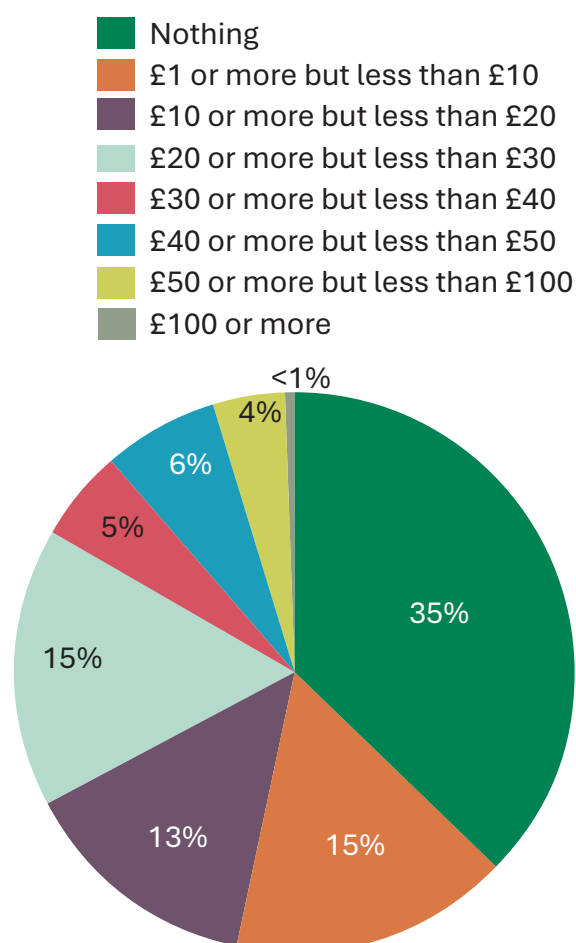


Table A2.4.1 shows that during 2025-26 35% of visitors on a day trip travelling by aeroplane did not spend any money on transport whilst in Guernsey and 6% did not know how much they had spent. This category includes any spend on bus and taxi fares, car or bicycle hire and any petrol/diesel bought.

For the 59% of visitors on a day trip travelling by aeroplane who did spend money on transport whilst in Guernsey during 2025-26, 26% spent less than £10 per person. 23% spent between £10 and £19 per person. 26% of those day trip visitors travelling by aeroplane and spending money on transport during 2025-26, reported spending between £20 and £29 per person. 18% of visitors on a day trip reported spending between £30 and £49 per person and 8% reported spending more than £50 per person.

These percentages have been applied to the actual number of visitors on a day trip by aeroplane between April 2025 and March 2026 to give an indication of the number of day trip visitors by aeroplane and their spending on transport by price band whilst in Guernsey.

Appendix 2.5 - Day trip visitors by aeroplane - expenditure on entertainment and leisure

Table A2.5.1 Day trip visitors by aeroplane expenditure on entertainment and leisure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	91	-	15,404
£1 to £9	1	15	218
£10 to £19	3	40	581
£20 to £29	2	25	363
£30 to £39	2	20	291
£40 to £49	0	0	-
£50 to £99	0	0	-
£100 or more	0	0	-
Don't know	<1	-	73
Total	100	100	16,930

Figure A2.5.1 Day trip visitors by aeroplane expenditure on entertainment and leisure

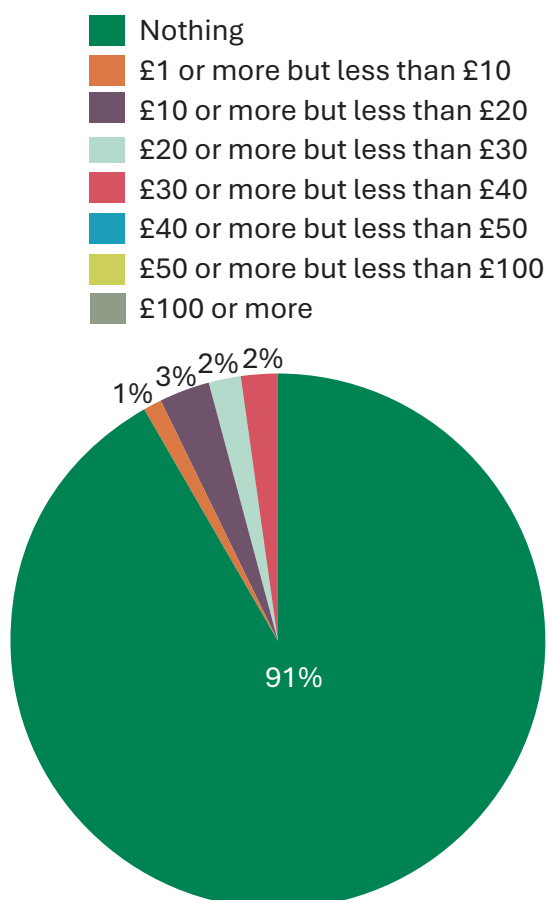


Table A2.5.1 shows that 91% of day trip visitors travelling by aeroplane did not report spending any money on entertainment and leisure during 2025-26. Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc.

For the 9% of day trip visitors travelling by aeroplane who did spend money on entertainment and leisure, 15% reported spending less than £10 per person (see **Figure A2.5.1**). 40% reported spending between £10 and £19 per person. 25% of visitors reported spending between £20 and £29 per person on entertainment and leisure. 20% spent between £30 and £39 per person on entertainment and leisure during 2025-26, see **Table A2.5.1**. These percentages have been applied to the actual number of day trip visitors by aeroplane between April 2025 and March 2026 to give an indication of the number of day trip visitors by aeroplane spending on entertainment and leisure whilst in Guernsey by price band.

Appendix 3.1 - Staying visitors by ferry - expenditure on accommodation

Table A3.1.1 Staying visitors by ferry expenditure on accommodation

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	32	-	19,071
£1 to £49	2	4	1,430
£50 to £99	6	11	3,864
£100 to £149	9	15	5,295
£150 to £199	6	11	3,613
£200 to £499	22	37	12,948
£500 to £999	10	17	5,822
Over £1,000	3	5	1,606
Don't know	10	-	5,972
Total	100	100	59,622

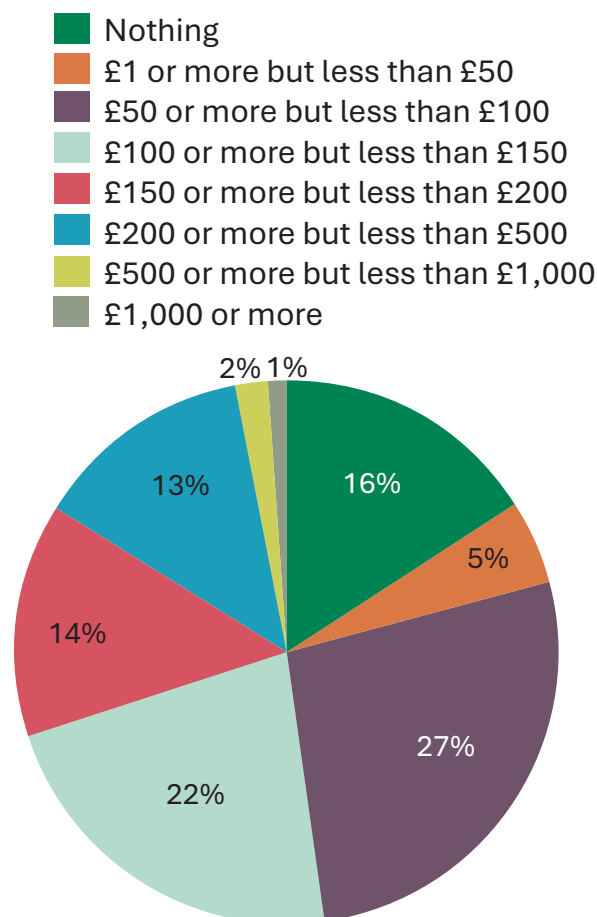
Table A3.1.1 and **Figure A3.1.1** show that during 2025-26 10% of staying visitors by ferry did not know how much money they spent on accommodation and 32% of staying visitors did not spend any money on accommodation. Possible reasons for this could include having prepaid for their accommodation as part of a package (see **Section A3.4**) or they could be staying at no cost with friends/family. For the 58% of staying visitors by ferry who did spend money on accommodation in Guernsey and knew the cost, 37% spent between £200 and £499 per person on accommodation. 17% spent between £500 and £999 per person. 26% spent between £100 and £199 per person, whilst 15% spent less than £100 per person and 5% spent more than £1,000 per person. These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on accommodation by price band.

Figure A3.1.1 Staying visitors by ferry expenditure on accommodation



Appendix 3.2 - Staying visitors by ferry - expenditure on travel

Figure A3.2.1 Staying visitors by ferry expenditure on travel



During 2025-26, 14% of staying visitors by ferry said that they did not know or would rather not say how much they spent on travel getting to/from Guernsey. 14% of staying visitors by ferry reported spending £0 on travel to/from Guernsey. 5% spent between £1 and £49 per visitor, 23% spent between £50 and £99 per visitor and 19% spent between £100 and £149 per visitor (see [Table A3.2.1](#)). 12% of all staying visitors by ferry spent between £150 and £199 per visitor, 11% spent between £200 and £499 per visitor, whilst 2% spent more than £500 per visitor on travel getting to/from Guernsey.

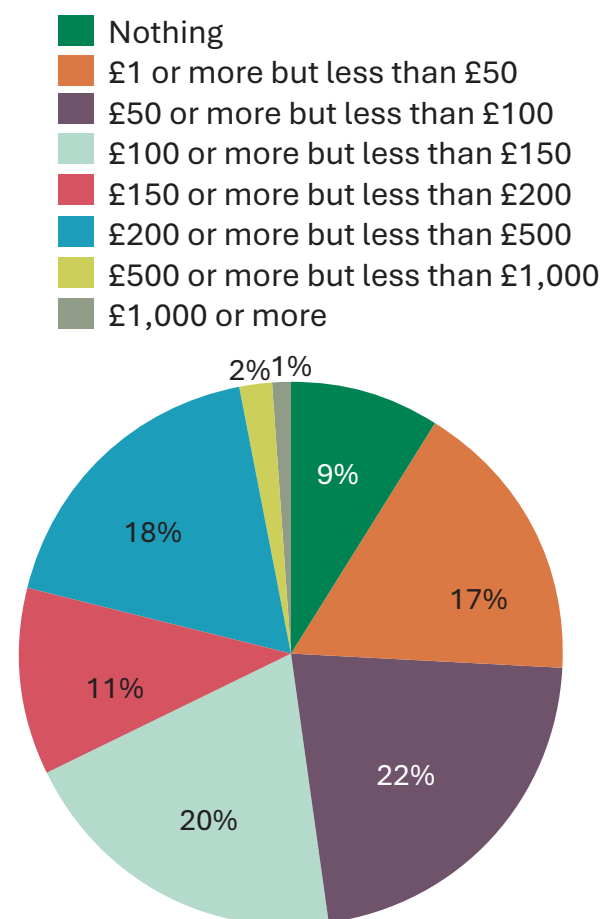
Of the 72% of staying visitors by ferry who reported they had spent money on travel during 2025-26, 6% of them spent less than £49 per visitor. 32% spent between £50 and £99 per visitor, 26% spent between £100 and £149 per visitor. 17% spent £150 and £199 per visitor, 15% spent between £200 and £499 per visitor, 2% spent between £500 and £999 per visitor and 1% spent over £1,000 per visitor (see [Table A3.2.1](#)). These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on travel by price band.

Table A3.2.1 Staying visitors by ferry expenditure on travel

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	14	-	8,180
£1 to £49	5	6	2,785
£50 to £99	23	32	13,701
£100 to £149	19	26	11,242
£150 to £199	12	17	7,377
£200 to £499	11	15	6,449
£500 to £999	2	2	1,004
Over £1,000	1	1	401
Don't know	14	-	8,482
Total	100	100	59,622

Appendix 3.3 - Staying visitors by ferry - expenditure on eating and drinking out

Figure A3.3.1 Staying visitors by ferry expenditure on eating and drinking out



During 2025-26, 7% of staying visitors by ferry said that did not know or would rather not say how much they spent on eating and drinking out in restaurants, cafés, bars and takeaways whilst in Guernsey. 9% of staying visitors by ferry reported spending £0 on eating/drinking out Guernsey. 16% spent between £1 and £49 per visitor, 21% spent between £50 and £99 per visitor and 18% spent between £100 and £149 per visitor (see [Table A3.3.1](#)). 10% of all staying visitors by ferry spent between £150 and £199 per visitor, 16% spent between £200 and £499 per visitor, whilst 2% spent between £500 and £999 per visitor on eating and drinking out in Guernsey.

Of the 84% of staying visitors by ferry who reported they had spent money on eating and drinking out during 2025-26, 19% of them spent less than £49 per visitor. 24% spent between £50 and £99 per visitor, 22% spent between £100 and £149 per visitor. 12% spent between £150 and £199 per visitor, 19% spent between £200 and £499 per visitor, 3% spent between £500 and £999 per visitor and 1% spent over £1,000 per visitor (see [Table A3.3.1](#)). These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on eating and drinking out by price band.

Table A3.3.1 Staying visitors by ferry expenditure on eating and drinking out

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	9	-	5,144
£1 to £49	16	19	9,485
£50 to £99	21	24	12,271
£100 to £149	18	22	10,815
£150 to £199	10	12	6,223
£200 to £499	16	19	9,686
£500 to £999	2	3	1,280
Over £1,000	1	1	326
Don't know	7	-	4,391
Total	100	100	59,622

Appendix 3.4 - Staying visitors by ferry - expenditure on package

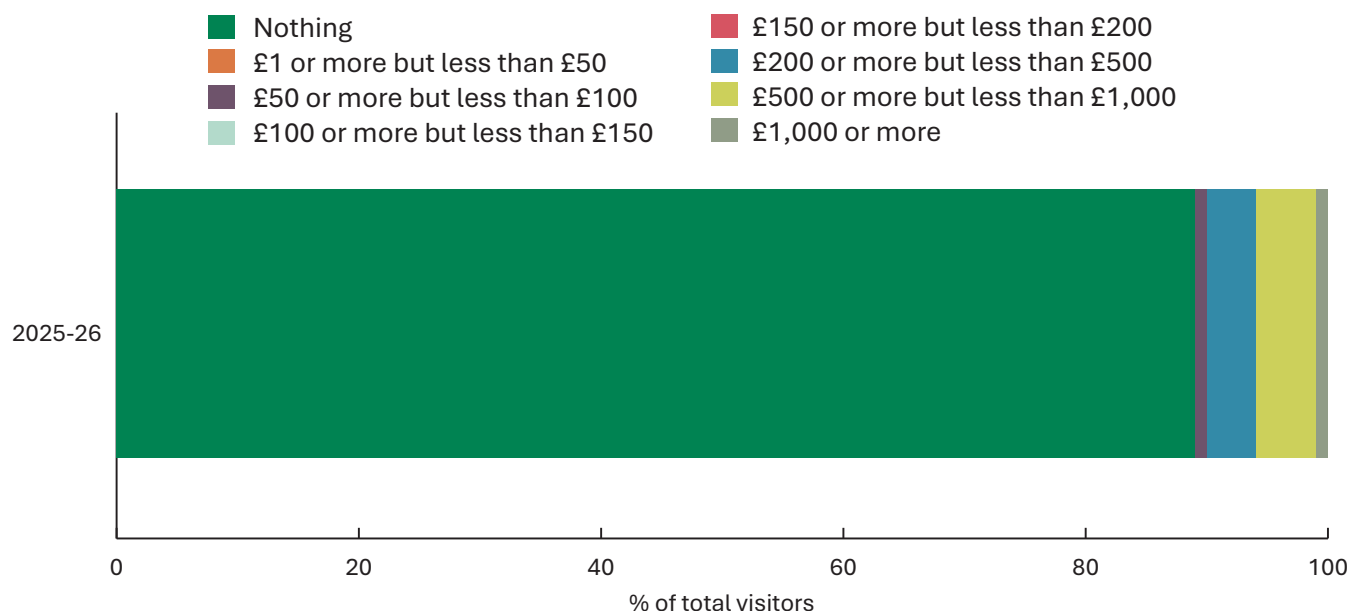
Table A3.4.1 Staying visitors by ferry expenditure on package

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	86	-	51,140
£1 to £49	0	4	276
£50 to £99	1	9	703
£100 to £149	<1	3	201
£150 to £199	<1	1	100
£200 to £499	4	34	2,585
£500 to £999	5	38	2,886
£1,000 to £1,999	1	11	803
Over £2,000	<1	1	75
Don't know	1	-	853
Total	100	100	59,622

NB. Please note a 15% deduction was applied to package trips to account for commission taken by the booking company, who operate outside of Guernsey and therefore this element of passenger spend falls outside of the Guernsey economy.

Table A3.4.1 and **Figure A3.4.1** show that during 2025-26 1% of staying visitors by ferry did not know how much money they spent on package trips and 86% of staying visitors did not spend any money on package trips. Package trips are defined as those where a single combined price has been paid for accommodation and travel. For the 13% of staying visitors by ferry who did spend money on package trips and knew the cost, 34% spent between £200 and £499 per person, 38% spent between £500 and £999 per person on the package trip and 11% spent between £1,000 and £1,999 per person. 4% spent less than £50 per person, whilst 1% spent more than £2,000 per person. These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on package trips by price band.

Figure A3.4.1 Staying visitors by ferry expenditure on package



Appendix 3.5 - Staying visitors by ferry - expenditure on shopping

Table A3.5.1 Staying visitors by ferry expenditure on shopping

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	29	-	17,415
£1 to £9	13	19	7,503
£10 to £19	13	19	7,528
£20 to £29	9	14	5,420
£30 to £39	4	6	2,258
£40 to £49	3	4	1,631
£50 to £99	12	19	7,327
£100 or more	12	19	7,302
Don't know	5	-	3,237
Total	100	100	59,622

Figure A3.5.1 Staying visitors by ferry expenditure on shopping

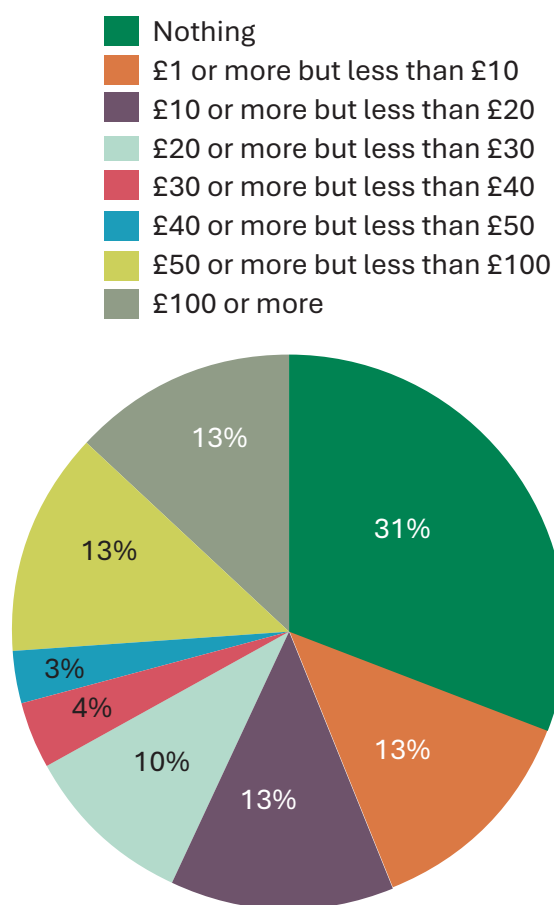


Table A3.5.1 shows that during 2025-26 29% of staying visitors travelling by ferry did not spend any money on island other (shopping) and 5% did not know how much they had spent. This category includes any spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops and any spend at airport and harbour retail outlets. For the 65% of staying visitors travelling by ferry who did spend money in shops in Guernsey during 2025-26, the spend was distributed across all price bands. 19% of those who made a retail purchase spent less than £10 per person, with 19% spending between £10 and £19 per person. 19% of those staying visitors travelling by ferry and spending money on retail during 2025-26, reported spending between £50 and £99 per person, whilst 19% reported spending more than £100 per person.

It should be noted that there may be an element of under-reporting of higher value purchases, such as the non-disclosure of high value (VAT free) purchases.

Appendix 3.6 - Staying visitors by ferry - expenditure on transport on island

Table A3.6.1 Staying visitors by ferry expenditure on transport on island

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	54	-	32,270
£1 to £9	18	40	10,489
£10 to £19	14	32	8,431
£20 to £29	6	13	3,337
£30 to £39	2	5	1,255
£40 to £49	1	3	703
£50 to £99	2	4	1,154
£100 or more	2	4	1,179
Don't know	1	-	803
Total	100	100	59,622

Figure A3.6.1 Staying visitors by ferry expenditure on transport on island

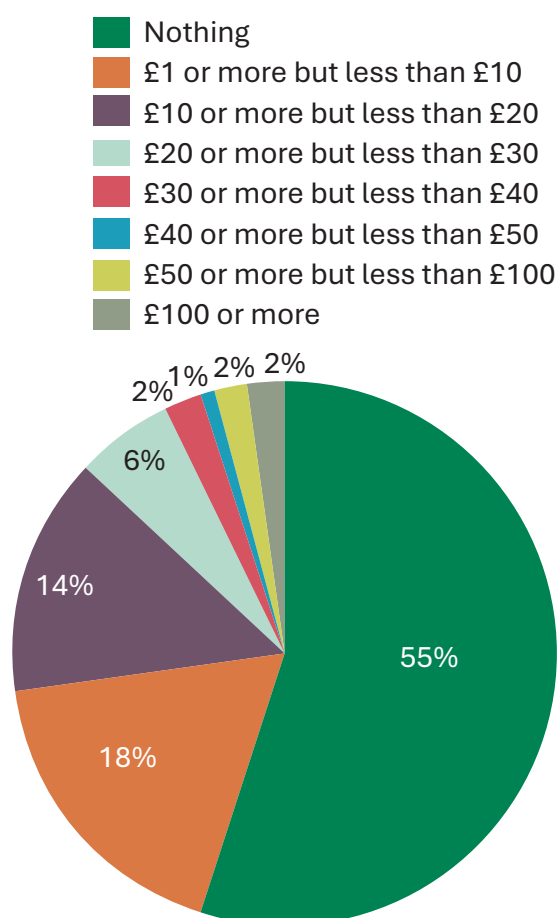


Table A3.6.1 shows that during 2025-26 54% of staying visitors travelling by ferry did not spend any money on transport whilst in Guernsey and 1% did not know how much they had spent. This category includes any spend on bus and taxi fares, car or bicycle hire and any petrol/diesel bought.

For the 45% of staying visitors travelling by ferry who did spend money on transport whilst in Guernsey during 2025-26, 40% spent less than £10 per person. 32% spent between £10 and £19 per person. 13% of those staying visitors travelling by ferry and spending money on transport during 2025-26, reported spending between £20 and £29 per person. 9% of staying visitors reported spending more than £50 per person.

These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on transport whilst in Guernsey by price band.

Appendix 3.7 - Staying visitors by ferry - expenditure on entertainment and leisure

Table A3.7.1 Staying visitors by ferry expenditure on entertainment and leisure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	48	-	28,330
£1 to £9	9	19	5,646
£10 to £19	17	35	10,389
£20 to £29	7	13	3,889
£30 to £39	5	11	3,162
£40 to £49	3	6	1,656
£50 to £99	6	12	3,664
£100 or more	2	4	1,230
Don't know	3	0	1,656
Total	100	100	59,622

Figure A3.7.1 Staying visitors by ferry expenditure on entertainment and leisure

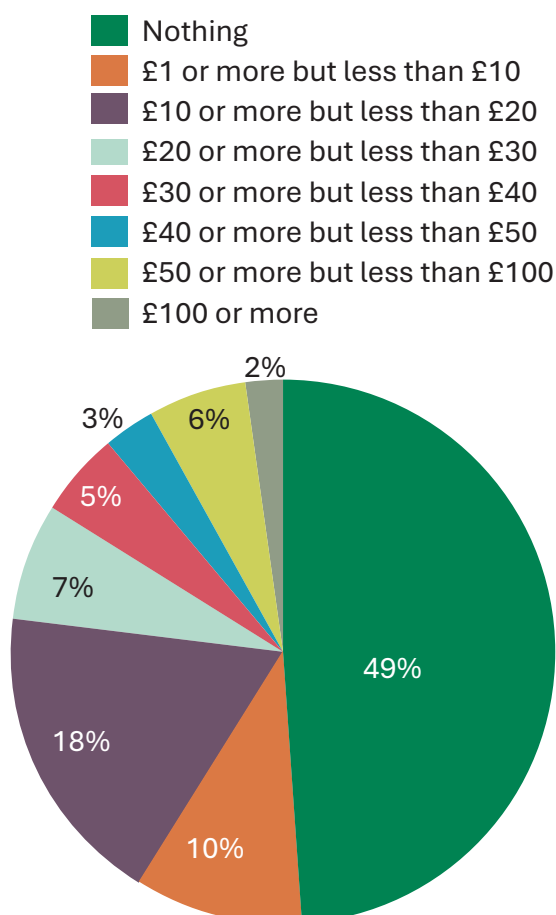


Table A3.7.1 shows that 48% of staying visitors travelling by ferry did not report spending any money on entertainment and leisure during 2025-26, whilst 3% of staying visitors travelling by ferry did not know their spending. Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc.

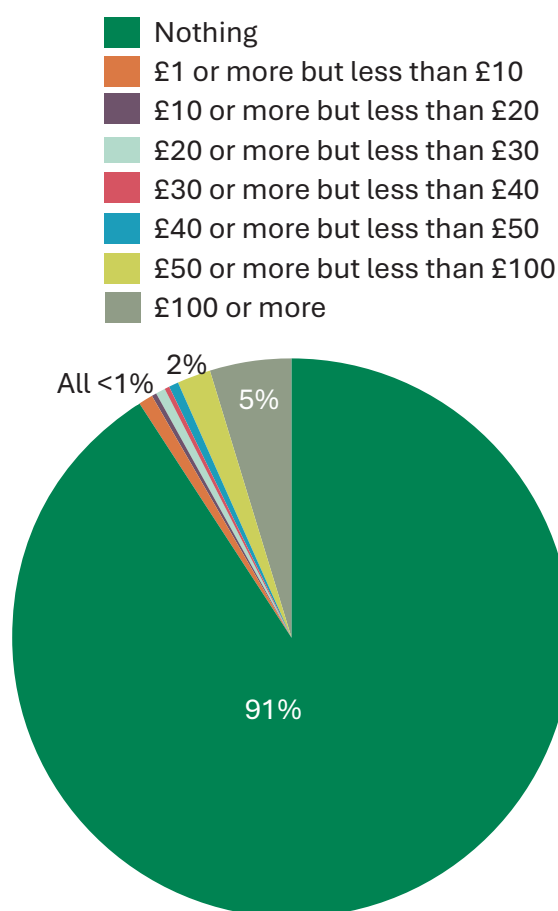
For the 50% of staying visitors travelling by ferry who did report spending money on entertainment and leisure during 2025-26, 19% reported spending less than £10 per person, (see **Table A3.7.1**), and 35% reported spending between £10 and £19 per person. 29% of visitors reported spending between £20 and £49 per person on entertainment and leisure. 12% spent between £50 and £99 per person on entertainment and leisure during 2025-26 and 4% spent £100 or more on entertainment and leisure, see **Table A3.7.1**. These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on entertainment and leisure whilst in Guernsey by price band.

Appendix 3.8 - Staying visitors by ferry - expenditure on add-ons to package trips

Table A3.8.1 Staying visitors by ferry expenditure on add-ons to package

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	90	-	53,951
£1 to £9	1	10	552
£10 to £19	<1	1	50
£20 to £29	1	7	376
£30 to £39	<1	5	251
£40 to £49	1	6	326
£50 to £99	2	20	1,079
£100 or more	5	51	2,760
Don't know	<1	-	276
Total	100	100	59,622

Figure A3.8.1 Staying visitors by expenditure on add-ons to package



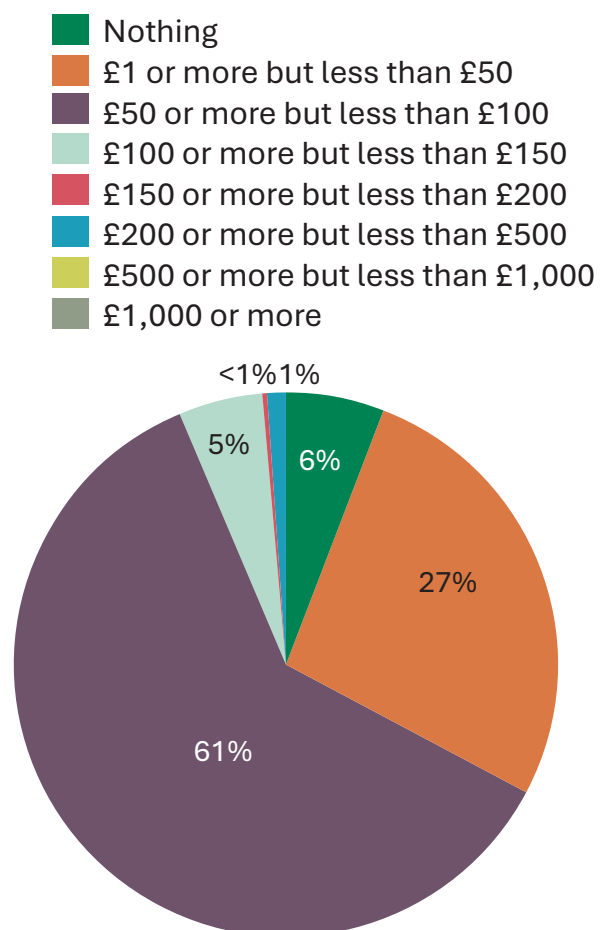
Staying visitors travelling by ferry who had spent money on a package trip were asked whether they had spent any money on meals, drinks and any other extras in the accommodation within which they stayed, over and above the cost of the package.

Table A3.8.1 shows that 90% of staying visitors travelling by ferry did not report spending any money on any add-ons to package trips during 2025-26 (it should be noted that 86% of all staying visitors travelling by ferry reported they had not spent money on a package trip).

For the 9% of staying visitors travelling by ferry who did report spending money on any add-ons to package trips during 2025-26, 20% reported spending between £50 and £99 per person at the accommodation they stayed at, whilst 51% spent more than £100 per person on add-ons to the package trip at the accommodation they stayed at (see **Figure A3.8.1**). These percentages have been applied to the actual number of staying visitors by ferry between April 2025 and March 2026 to give an indication of the number of staying visitors by ferry spending on add-ons to package trips whilst in Guernsey by price band.

Appendix 4.1 - Day trip visitors by ferry - expenditure on travel

Figure A4.1.1 Day trip visitors by ferry expenditure on travel



During 2025-26, 9% of visitors on a day trip by ferry said that did not know or would rather not say how much they spent on travel costs getting to/from Guernsey. 5% of visitors on a day trip by ferry reported spending £0 on travel costs to/from Guernsey (see [Table A4.1.1](#)).

Of the 85% of visitors on a day trip by ferry who reported they had spent money on travel costs during 2025-26, 28% of them spent less than £49 per visitor. 65% spent between £50 and £99 per visitor, 5% spent between £100 and £149 per visitor. Only 1% spent over £150 per visitor (see [Table A4.1.1](#)). These percentages have been applied to the actual number of day trip visitors by ferry between April 2025 and March 2026 to give an indication of the number of day trip visitors by ferry spending on travel by price band.

Table A4.1.1 Day trip visitors by ferry expenditure on travel

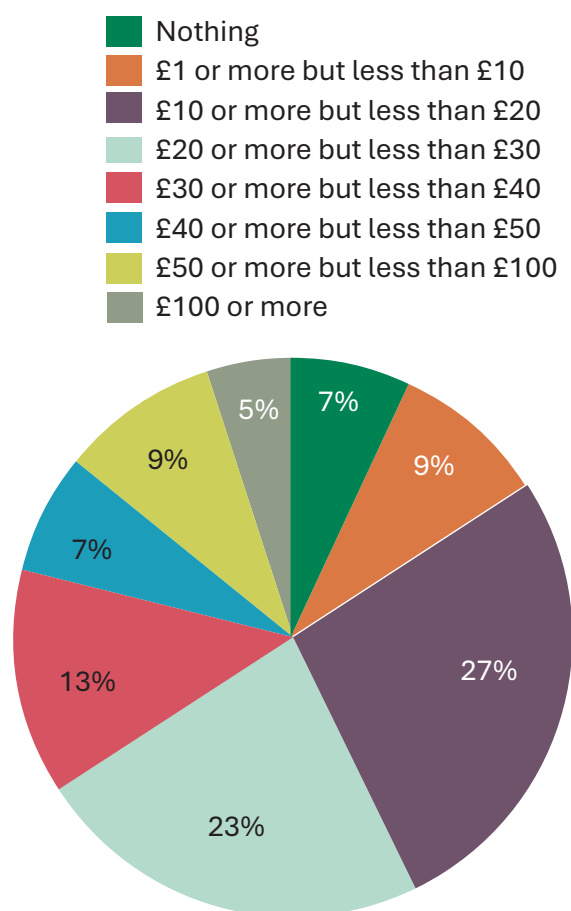
	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	5	0	1,371
£1 to £49	24	28	6,305
£50 to £99	56	65	14,528
£100 to £149	5	5	1,188
£150 to £199	<1	<1	61
£200 to £499	1	1	213
£500 to £999	0	0	-
Over £1,000	0	0	-
Don't know	9	-	2,437
Total	100	100	26,102

Appendix 4.2 - Day trip visitors by ferry - expenditure on eating and drinking out

Table A4.2.1 Day trip visitors by ferry expenditure on eating and drinking out

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	7	-	1,706
£1 to £9	8	10	2,193
£10 to £19	25	29	6,457
£20 to £29	22	25	5,665
£30 to £39	12	14	3,198
£40 to £49	6	7	1,645
£50 to £99	9	10	2,284
£100 or more	4	5	1,096
Don't know	7	-	1,858
Total	100	100	26,102

Figure A4.2.1 Day trip visitors by ferry expenditure on eating and drinking out



During 2025-26, 7% of visitors on a day trip by ferry said that they did not know or would rather not say how much they spent on eating and drinking in restaurants, cafés, bars and takeaways whilst in Guernsey. 7% of visitors on a day trip by ferry reported spending £0 on eating and drinking out Guernsey. 8% spent between £1 and £9 per visitor, 25% spent between £10 and £19 per visitor and 22% spent between £20 and £29 per visitor (see [Table A4.2.1](#) and [Figure A4.2.1](#)). 12% of all visitors on a day trip by ferry spent between £30 and £39 per visitor, 6% spent between £40 and £49 per visitor, whilst 9% spent between £50 and £99 and 5% spent more than £100 per visitor on eating and drinking out in Guernsey.

Of the 86% of visitors on a day trip by ferry who reported they had spent money on eating and drinking out during 2025-26, 64% of them spent less than £30 per visitor. 21% spent between £30 and £49 per visitor, and 15% spent over £50 per visitor (see [Table A4.2.1](#)). These percentages have been applied to the actual number of day trip visitors by ferry between April 2025 and March 2026 to give an indication of the number of day trip visitors by ferry spending on eating and drinking by price band.

Appendix 4.3 - Day trip visitors by ferry - expenditure on shopping

Table A4.3.1 Day trip visitors by ferry expenditure on shopping

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	37	-	9,716
£1 to £9	23	40	5,939
£10 to £19	18	33	4,782
£20 to £29	6	10	1,462
£30 to £39	2	3	426
£40 to £49	2	3	396
£50 to £99	4	7	1,005
£100 or more	3	5	701
Don't know	6	-	1,675
Total	100	100	26,102

Figure A4.3.1 Day trip visitors by ferry expenditure on shopping

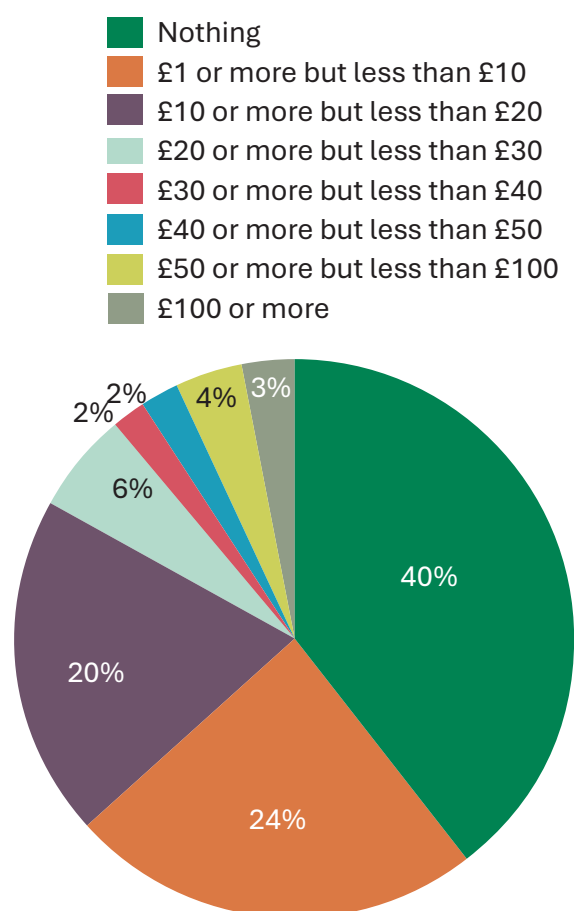


Table A4.3.1 shows that during 2025-26 37% of day trip visitors travelling by ferry did not spend any money on island other (shopping) and 6% did not know how much they had spent. This category includes any spend on souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops and any money spent in retail outlets at the airport and harbour. For the 56% of day trip visitors travelling by ferry who did spend money in shops in Guernsey during 2025-26, 73% of all spend was less than £20 per visitor. 40% of those who made a retail purchase spent less than £10 per person and 33% spent between £10 and £19 per person. 10% of those day trip visitors travelling by ferry and spending money on retail during 2025-26, reported spending between £20 and £29 per person, whilst 12% reported spending more than £50 per person.

It should be noted that they may be an element of under-reporting of higher value purchases, such as the non-disclosure of high value (VAT free) purchases.

Appendix 4.4 - Day trip visitors by ferry - expenditure on transport on island

Table A4.4.1 Day trip visitors by ferry expenditure on transport on island

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	59	-	15,411
£1 to £9	25	66	6,396
£10 to £19	7	19	1,858
£20 to £29	2	6	579
£30 to £39	1	3	335
£40 to £49	1	3	335
£50 to £99	<1	1	91
£100 or more	1	2	152
Don't know	4	-	944
Total	100	100	26,102

Figure A4.4.1 Day trip visitors by ferry expenditure on transport on island

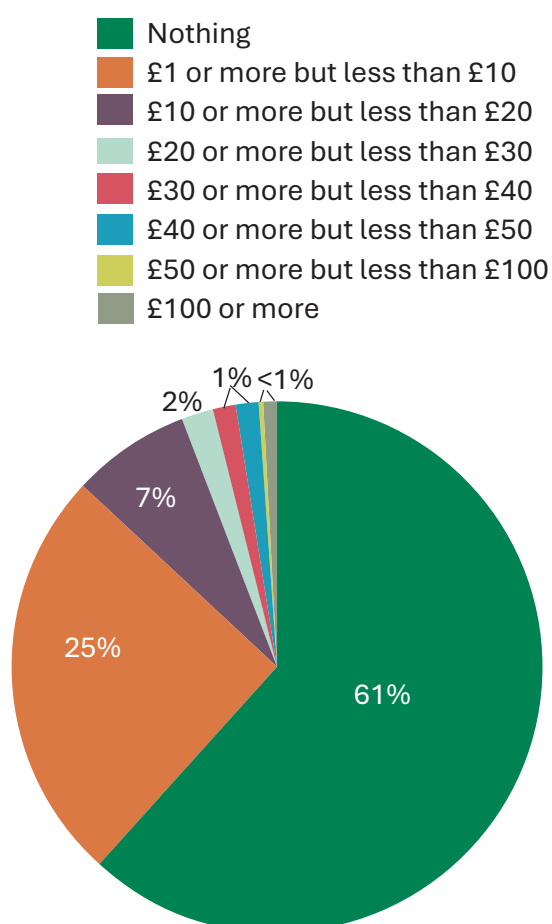


Table A4.4.1 shows that during 2025-26 59% of visitors on a day trip by ferry did not spend any money on transport whilst in Guernsey and 4% did not know how much they had spent. This category includes any spend on bus and taxi fares, car or bicycle hire and any petrol/diesel bought.

For the 37% of visitors on a day trip travelling by ferry who did spend money on transport whilst in Guernsey during 2025-26, 66% spent less than £10 per person. 19% spent between £10 and £19 per person. 6% of those day trip visitors travelling by ferry and spending money on transport during 2025-26, reported spending between £20 and £29 per person. 7% of staying visitors reported spending between £30 and £49 per person and 3% reported spending more than £50 per person.

These percentages have been applied to the actual number of visitors on a day trip by ferry between April 2025 and March 2026 to give an indication of the number of day trip visitors by ferry and their spending on transport by price band whilst in Guernsey.

Appendix 4.5 - Day trip visitors by ferry - expenditure on entertainment and leisure

Table A4.5.1 Day trip visitors by ferry expenditure on entertainment and leisure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	61	-	15,807
£1 to £9	10	28	2,650
£10 to £19	22	60	5,756
£20 to £29	3	8	731
£30 to £39	<1	<1	30
£40 to £49	0	0	-
£50 to £99	1	3	305
£100 or more	<1	1	91
Don't know	3	-	731
Total	100	100	26,102

Figure A4.5.1 Day trip visitors by ferry expenditure on entertainment and leisure

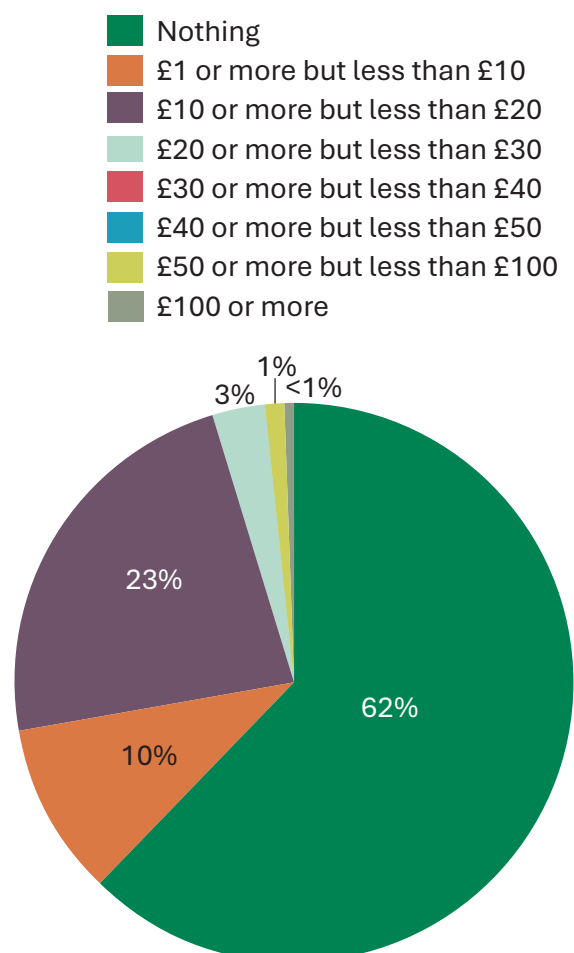
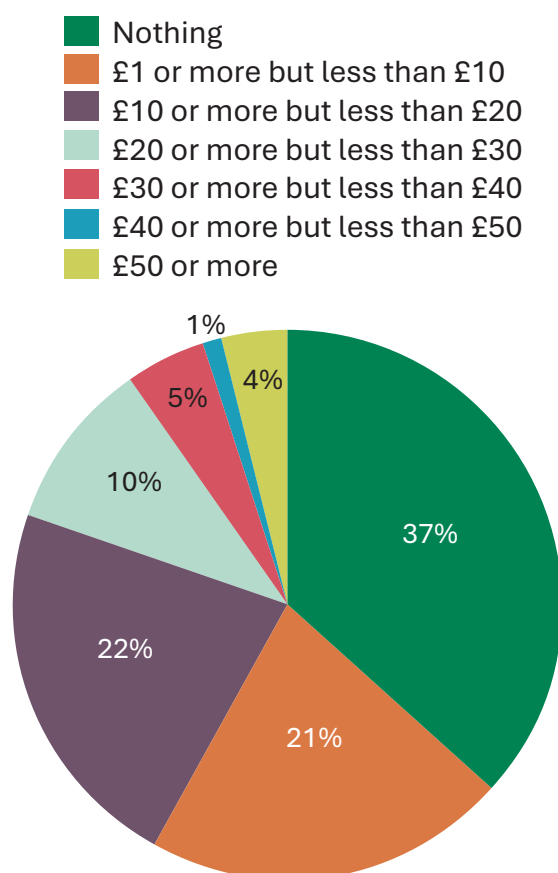


Table A4.5.1 shows that 61% of day trip visitors travelling by ferry did not report spending any money on entertainment and leisure during 2025-26 and 3% did not know how much they spent. Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc.

For the 37% of day trip visitors travelling by ferry who did report spending money on entertainment and leisure during 2025-26, 28% reported spending less than £10 per person (see **Figure A4.5.1**) and 60% reported spending between £10 and £19 per person. 8% of visitors reported spending between £20 and £29 per person on entertainment and leisure. 4% spent more than £50 per person on entertainment and leisure during 2025-26, see **Table A4.5.1**. These percentages have been applied to the actual number of day trip visitors by ferry between April 2025 and March 2026 to give an indication of the number of day trip visitors by ferry spending on entertainment and leisure whilst in Guernsey by price band.

Appendix 5.1 - Visitors by cruise ship - expenditure on eating and drinking out

Figure A5.1.1 Visitors by cruise ship expenditure on eating and drinking out



During 2025-26, 37% of cruise visitors spent nothing on eating and/drinking in restaurants, cafés, bars and takeaways (43% in 2019-2020). 63% of cruise visitors did purchase food and drink in restaurants, cafés, bars and takeaways (56% in 2019-2020) (see [Table A5.1.1](#) and [Figure A5.1.1](#)). 44% of all cruise visitors spent between £1 and £19 per visitor in restaurants, cafés, bars and takeaways (51% in 2019-20).

Of the 63% of cruise visitors who purchased food and drink in restaurants, cafés, bars and takeaways during 2025-26, 34% of them spent less than £10 per visitor (71% in 2019-20). 35% spent between £10 and £19 per visitor (21% in 2019-20), 23% spent between £20 and £39 per visitor (8% in 2019-20). The remaining 8% spent £40 or more per visitor, less than 1% in 2019-2020, (see [Table A5.1.1](#)). A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in [Section 8.3](#) for more detail.

Table A5.1.1 Visitors by cruise ship expenditure on eating and drinking out

	2019-20			2025-26		
	% total visitors	% of visitors that spent £1 or more	Number of visitors	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	43	-	49,170	37	-	10,402
£1 to £9	39	71	45,391	21	34	6,101
£10 to £19	12	21	13,423	22	35	6,276
£20 to £29	3	5	3,082	10	16	2,809
£30 to £39	2	3	2,038	5	8	1,361
£40 to £49	<1	<1	99	1	1	263
£50 or more	<1	<1	149	4	6	1,097
Don't know	2	-	1,889	<1	-	88
Total	100	100	115,243	100	100	28,397

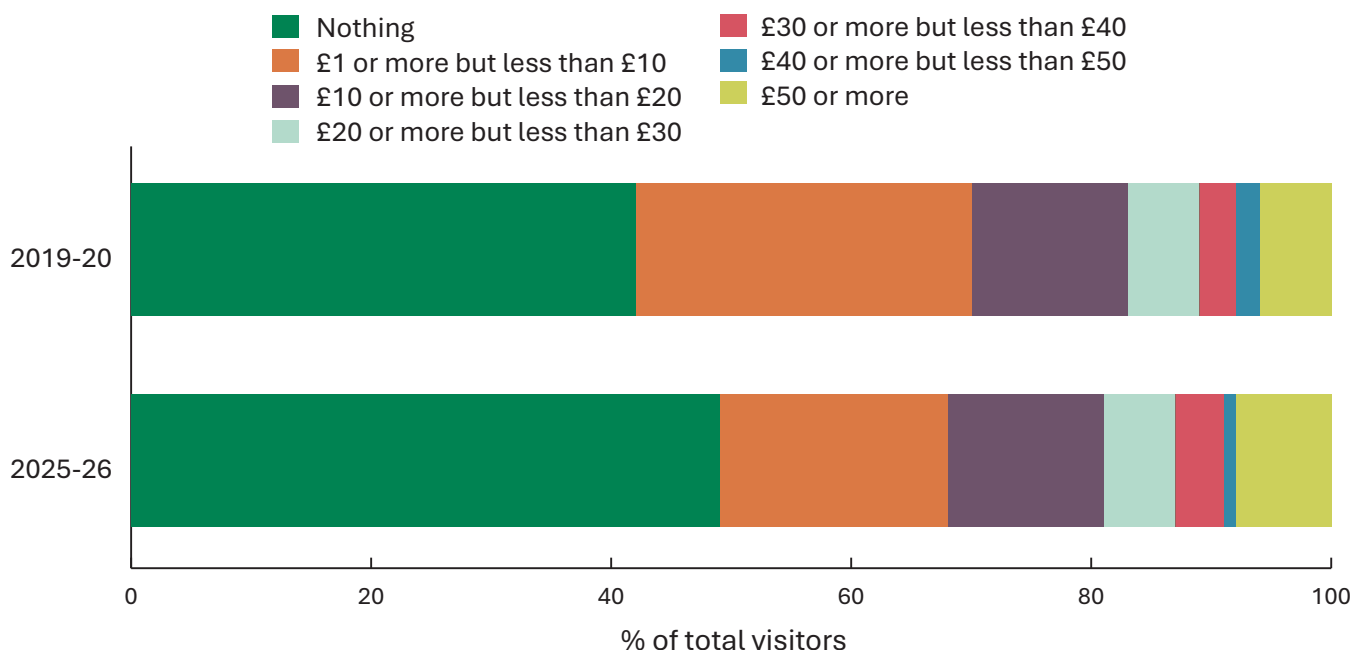
Appendix 5.2 Visitors by cruise ship - expenditure on shopping

Table A5.2.1 Visitors by cruise ship expenditure on shopping

	2019-20			2025-26		
	% total visitors	% of visitors that spent £1 or more	Number of visitors	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	42	-	48,914	49	-	13,913
£1 to £9	28	49	32,145	19	38	5,399
£10 to £19	13	22	14,629	13	26	3,643
£20 to £29	6	11	7,016	6	11	1,624
£30 to £39	3	5	2,936	4	7	1,053
£40 to £49	2	3	1,990	1	2	219
£50 or more	6	10	6,419	8	16	2,195
Don't know	1	-	1,194	1	-	351
Total	100	100	115,243	100	100	28,397

Table A5.2.1 and **Figure A5.2.1** show that during 2025-26 49% of visitors did not spend any money on retail (42% in 2019-20). The retail category includes souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops. For the 50% of cruise visitors who did spend money in shops in Guernsey during 2025 (57% in 2019-20), the majority of spend was under £20 per person, with 38% of those who made a retail purchase spending less than £10 per person (49% in 2019-20) and 26% spending between £10 and £19 per person (22% in 2019-20). 16% of those cruise visitors spending money on retail during 2025-26, reported spending £50 or more per person (10% in 2019-20). A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.3** for more detail on the statistical margin of error.

Figure A5.2.1 Visitors by cruise ship expenditure on shopping

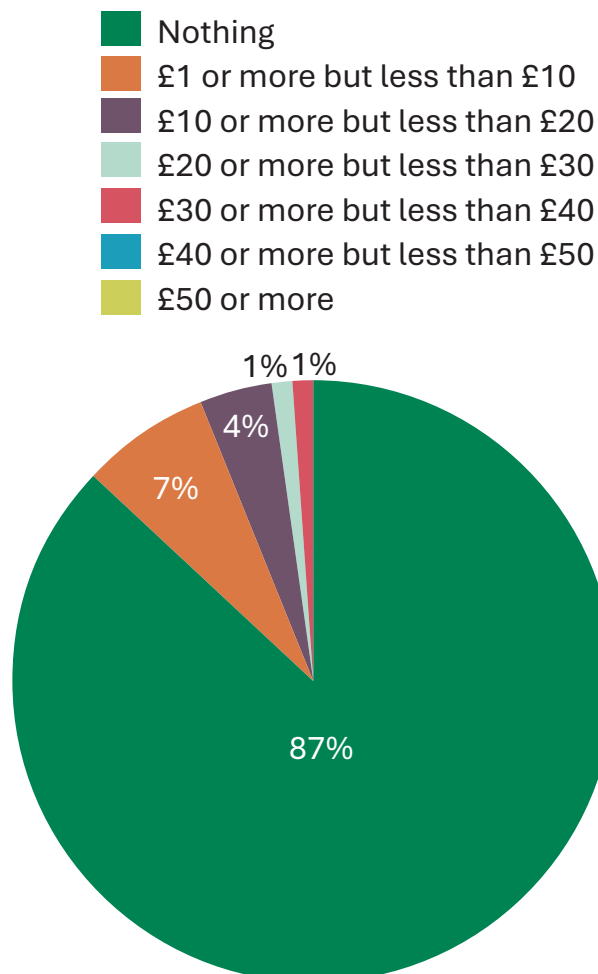


Appendix 5.3 Visitors by cruise ship - expenditure on transport on island

Table A5.3.1 Visitors by cruise ship expenditure on transport on island

	2019-20			2025-26		
	% total visitors	% of visitors that spent £1 or more	Number of visitors	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	82	-	94,145	87	-	24,710
£1 to £9	17	93	19,356	7	57	2,063
£10 to £19	1	6	1,194	4	28	1,009
£20 to £29	>1	>1	100	1	5	176
£30 to £39	0	0	-	1	7	263
£40 to £49	>1	>1	50	0	0	-
£50 or more	>1	>1	100	>1	2	88
Don't know	>1	-	398	>1	-	88
Total	100	100	115,243	100	100	28,397

Figure A5.3.1 Visitors by cruise ship expenditure on transport on island



The information presented in this section relates to spend on transport, which includes bus and taxi fares, car or bicycle hire and any petrol/diesel bought. Comparisons are made with 2019-20 in this table, although there have been slight changes. Specifically the transport category was labelled 'Other' in 2019-20 and included items of expenditure such as tours and trips to Herm, Sark, Alderney or Jersey, these items are now included within the Entertainment and leisure category.

Figure A5.3.1 shows that 13% of cruise visitors spent money on transport in 2025-26, whilst 87% of cruise visitors spent nothing on transport (18% and 82% in 2019-20).

Of the 13% who spent money on transport, 57% spent less than £10 per person (93% in 2019-20) and 28% spent between £10 and £19 per person (6% in 2019-20) (see **Table A5.3.1**). 2% of those cruise visitors spending money on transport during 2025-26 spent more than £50 per person on transport. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.3** for more detail on the statistical margin of error.

Appendix 5.4 Visitors by cruise ship - expenditure on entertainment and leisure

Table A5.4.1 Visitors by cruise ship expenditure on entertainment and leisure

	2019-20			2025-26		
	% total visitors	% of visitors that spent £1 or more	Number of visitors	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	71	-	81,705	80	-	22,691
£1 to £9	8	29	9,106	8	42	2,370
£10 to £19	13	49	15,326	5	25	1,404
£20 to £29	<1	1	398	1	4	219
£30 to £39	2	6	1,891	2	9	527
£40 to £49	2	6	1,990	0	0	-
£50 or more	2	9	2,787	4	20	1,097
Don't know	2	-	2,040	<1	-	88
Total	100	100	115,243	100	100	28,397

Figure A5.4.1 Visitors by cruise ship expenditure on entertainment and leisure

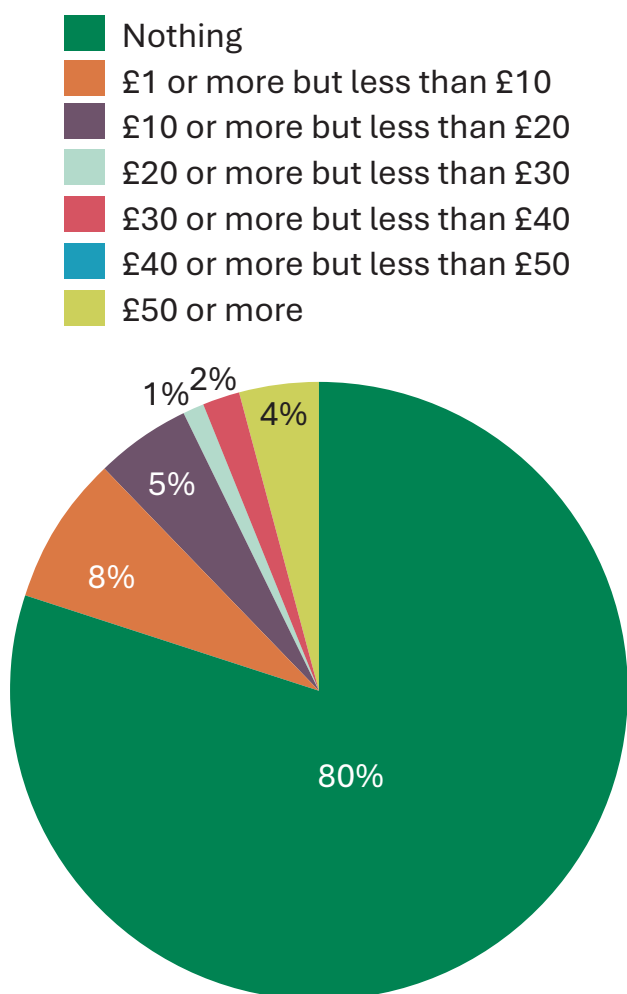


Table A5.4.1 shows that 80% of cruise visitors did not report spending any money on entertainment and leisure during 2025-26 (71% in 2019-20). Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc. Comparisons are made with 2019 in this table, although there have been slight changes in categorisation since 2019-20. Previously items of expenditure such as tours and trips to Herm, Sark, Alderney or Jersey were included in the 'Other' category, in 2025-26 these items are now included within the Entertainment and leisure category.

For the 20% of cruise survey respondents who did report spending money on entertainment and leisure during 2025-26 (see **Table A5.4.1** and **Figure A5.4.1**), the majority spent under £20 per person. 42% of cruise visitors reported spending less than £10 per person (29% in 2019-20), and 25% (49% in 2019-20) of cruise visitors reported spending between £10 and £19 per person. 20% of visitors reported spending more than £50 per person on entertainment and leisure during 2025-26 (9% in 2019-20), see **Table A5.4.1**. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.3** for more detail.

Appendix 5.5 Visitors by cruise ship - expenditure on pre-booked tours

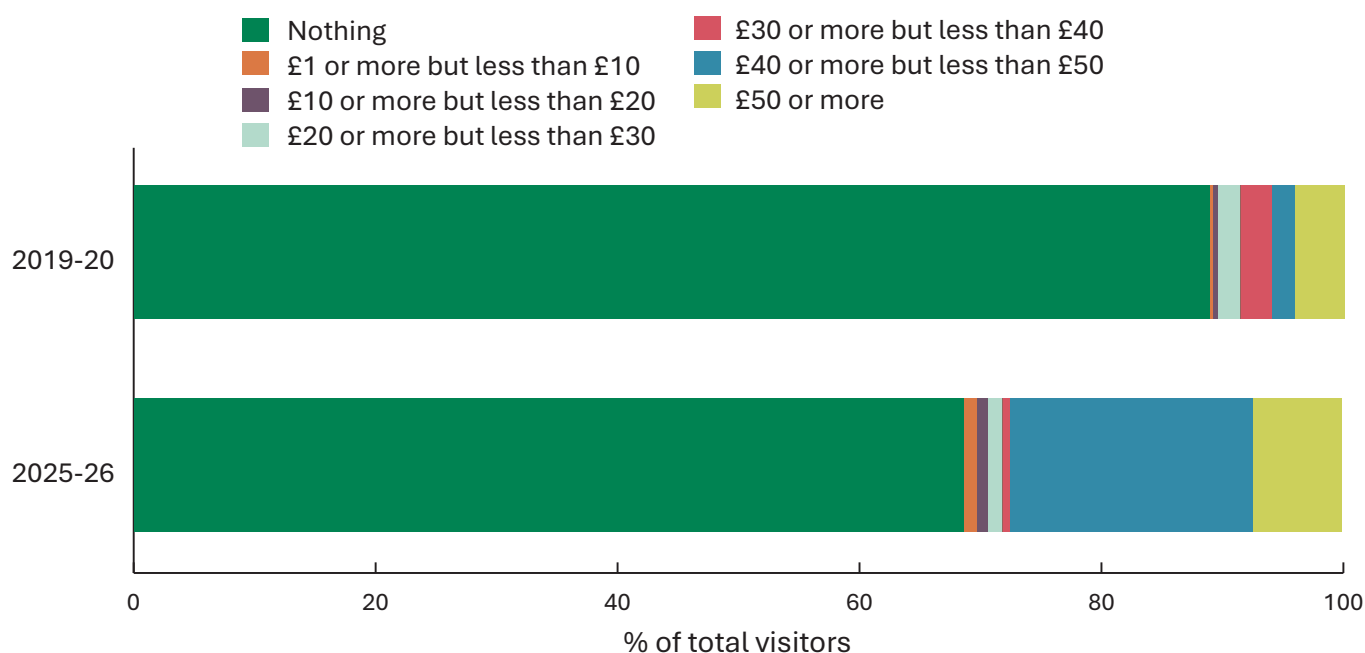
Table A5.5.1 Visitors by cruise ship expenditure on pre-booked tours

	2019-20			2025-26		
	% total visitors	% of visitors that spent £1 or more	Number of visitors	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	85	-	97,643	69	-	19,487
£1 to £9	<1	2	298	1	3	307
£10 to £19	<1	3	398	1	3	263
£20 to £29	2	17	2,038	1	4	351
£30 to £39	2	23	2,834	1	2	176
£40 to £49	2	17	2,038	20	64	5,706
£50 or more	4	37	4,524	7	24	2,107
Don't know	5	-	5,469	0	-	-
Total	100	100	115,243	100	100	28,397

Table A5.5.1 and **Figure A5.5.1** show that during 2025-26 69% of visitors did not pre-book a tour via a cruise ship/travel agent (85% in 2019-20). Conversely, 31% of cruise visitors did pre-book an excursion/tour through the cruise ship or their travel agent (11% in 2019-20). Of these, the majority (88%) spent £40 or more per visitor. By comparison, in 2019-20 54% spent £40 or more per visitor. The amount spent on tours covers transport, tour guides, entry fees to any attractions visited and any refreshments included within the tour price. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.3** for more detail on the statistical margin of error.

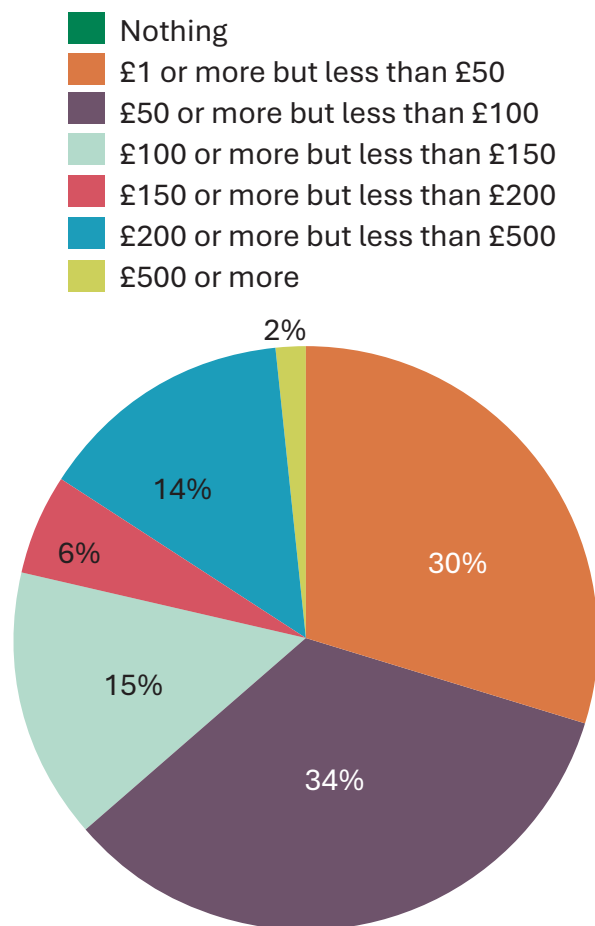
As outlined on **page 20**, 30% has been deducted from the average spend per visitor on excursions pre-booked through the cruise ship or travel agent to account for commission received.

Figure A5.5.1 Visitors by cruise ship expenditure on pre-booked tours



Appendix 6.1 Visitors by yacht - expenditure on eating and drinking out

Figure A6.1.1 Visitors by yacht expenditure on eating and drinking out



During 2025-26, 55% of yacht visitors said that did not know or would rather not say how much they spent on eating and drinking out in restaurants, cafés, bars and takeaways in Guernsey. None of the yacht visitors reported spending £0 on eating and drinking out in Guernsey. 14% spent between £1 and £49 per visitor, 15% spent between £50 and £99 per visitor and 7% spent between £100 and £149 per visitor (see [Table A6.1.1](#)). 9% of all yacht visitors spent between £200 to £499 per visitor and 1% spent more £500 on eating/drinking out whilst in Guernsey.

Of the 45% of yacht visitors who reported they had purchased food and drink in restaurants, cafés, bars and takeaways during 2025-26, 30% of them spent less than £49 per visitor. 34% spent between £50 and £99 per visitor, 15% spent between £100 and £149 per visitor. 6% spent between £150 and £199 per visitor, 14% spent between £200 and £499 per visitor and 2% spent more than £500 per visitor (see [Table A6.1.1](#)). A degree of error will be present when scaling sample percentages to actual visitors by yacht, please see the methodology in [Section 8.4](#) for more detail.

Table A6.1.1 Visitors by yacht expenditure on eating and drinking out

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	0	-	0
£1 to £49	14	30	2,686
£50 to £99	15	34	3,039
£100 to £149	7	15	1,343
£150 to £199	3	6	495
£200 to £499	6	14	1,272
£500 or more	1	2	141
Don't know	55	-	10,814
Total	100	100	19,790

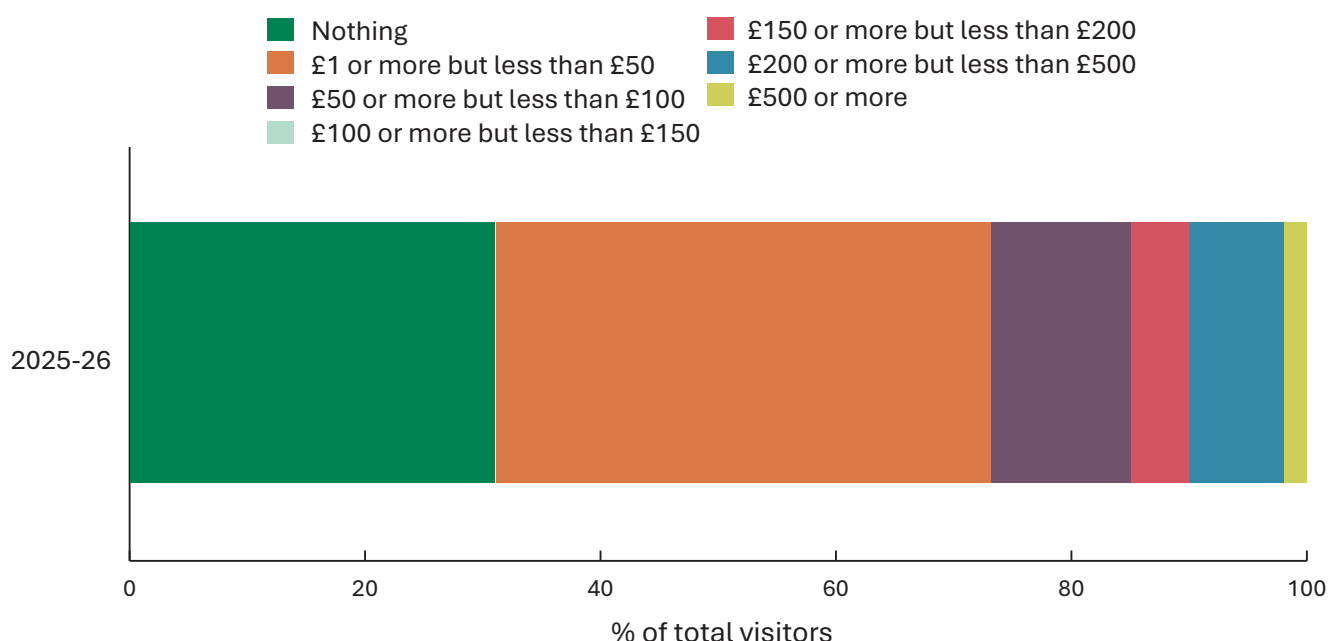
Appendix 6.2 Visitors by yacht - expenditure on shopping

Table A6.2.1 Visitors by yacht expenditure on shopping

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	12	-	2,403
£1 to £49	16	61	3,251
£50 to £99	5	17	919
£100 to £149	0	0	0
£150 to £199	2	8	424
£200 to £499	3	12	636
£500 or more	1	3	141
Don't know	61	-	12,015
Total	100	100	19,790

Table A6.2.1 and **Figure A6.2.1** show that during 2025-26 12% of yacht visitors did not spend any money on island other, 61% of yacht visitors did not know or would rather not say. The on island other category includes shopping for souvenirs, clothing and footwear, electrical goods, jewellery and food and drink bought in shops. For the 27% of visitors by yacht who did spend money in shops in Guernsey during 2025-26, the majority of spend was under £50 per person, with 61% of those who made a retail purchase spending less than £50 per person. 17% spent between £50 and £99 per person, 8% spent between £150 and £199 per person. 12% of those visitors by yacht spending money on retail during 2025-26, reported spending between £200 and £499 per person and 3% spent more than £500. A degree of error will be present when scaling sample percentages to actual visitors by yacht, please see the methodology in **Section 8.4** for more detail on the statistical margin of error.

Figure A6.2.1 Visitors by yacht expenditure on shopping

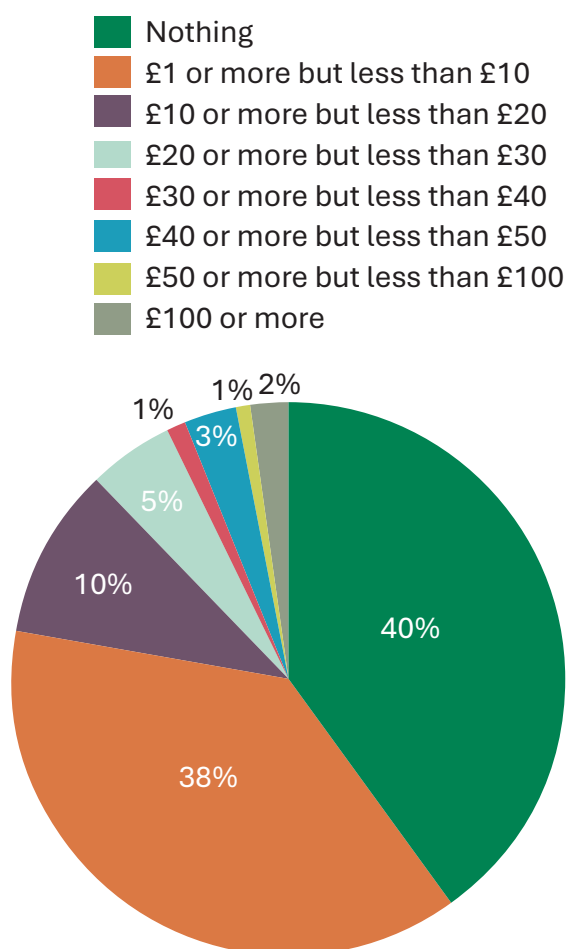


Appendix 6.3 Visitors by yacht - expenditure on transport on island

Table A6.3.1 Visitors by yacht expenditure on transport on island

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	24	-	4,665
£1 to £9	23	63	4,453
£10 to £19	6	17	1,202
£20 to £29	3	8	565
£30 to £39	1	2	141
£40 to £49	2	5	353
£50 to £99	1	2	141
£100 or more	1	3	212
Don't know	41	-	8,057
Total	100	100	19,790

Figure A6.3.1 Visitors by yacht expenditure on transport on island



The information presented in this section relates to spend on transport, which includes bus and taxi fares, car or bicycle hire and any petrol/diesel bought.

Table A6.3.1 shows that 24% of yacht visitors spent nothing on transport in 2025-26, whilst a further 41% of respondents said they did not know or would rather not say.

Of those who spent money on transport, 63% spent less than £10 per person and 17% spent between £10 and £19 per person (see **Table A6.3.1**). 15% of those yacht visitors spending money on transport during 2025-26 spent between £20 and £49 per person. 5% spent more than £50 per person. A degree of error will be present when scaling sample percentages to actual visitors by yacht, please see the methodology in **Section 8.4** for more detail on the statistical margin of error.

Appendix 6.4 Visitors by yacht - expenditure on entertainment and leisure

Table A6.4.1 Visitors by yacht expenditure on entertainment and leisure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	33	-	6,502
£1 to £9	3	20	636
£10 to £19	4	24	777
£20 to £29	1	9	283
£30 to £39	1	7	212
£40 to £49	0	0	0
£50 to £99	2	13	424
£100 or more	5	28	919
Don't know	51	-	10,036
Total	100	100	19,790

Figure A6.4.1 Visitors by yacht expenditure on entertainment and leisure

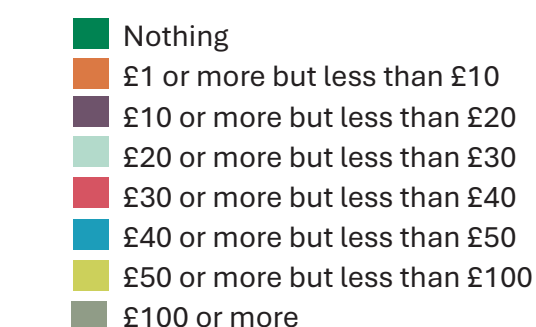


Table A6.4.1 shows that 33% of yacht visitors did not report spending any money on entertainment and leisure during 2025-26 and a further 51% did not know or would rather not say how much they spent on entertainment and leisure. Entertainment and leisure includes tours booked while ashore, museums, visitor attractions, trips to Herm, Sark, Alderney and Jersey and sporting activities, shows etc.

For the 16% of yacht visitor respondents who did report spending money on entertainment and leisure during 2025-26 (see **Figure A6.4.1**), 20% of yacht visitors reported spending less than £10 per person, and 24% of yacht visitors reported spending between £10 and £19 per person. 15% of visitors reported spending between £20 and £49 per person on entertainment and leisure during 2025-26 and 28% spent £100 or more on entertainment and leisure, see **Table A6.4.1**. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.4** for more detail.

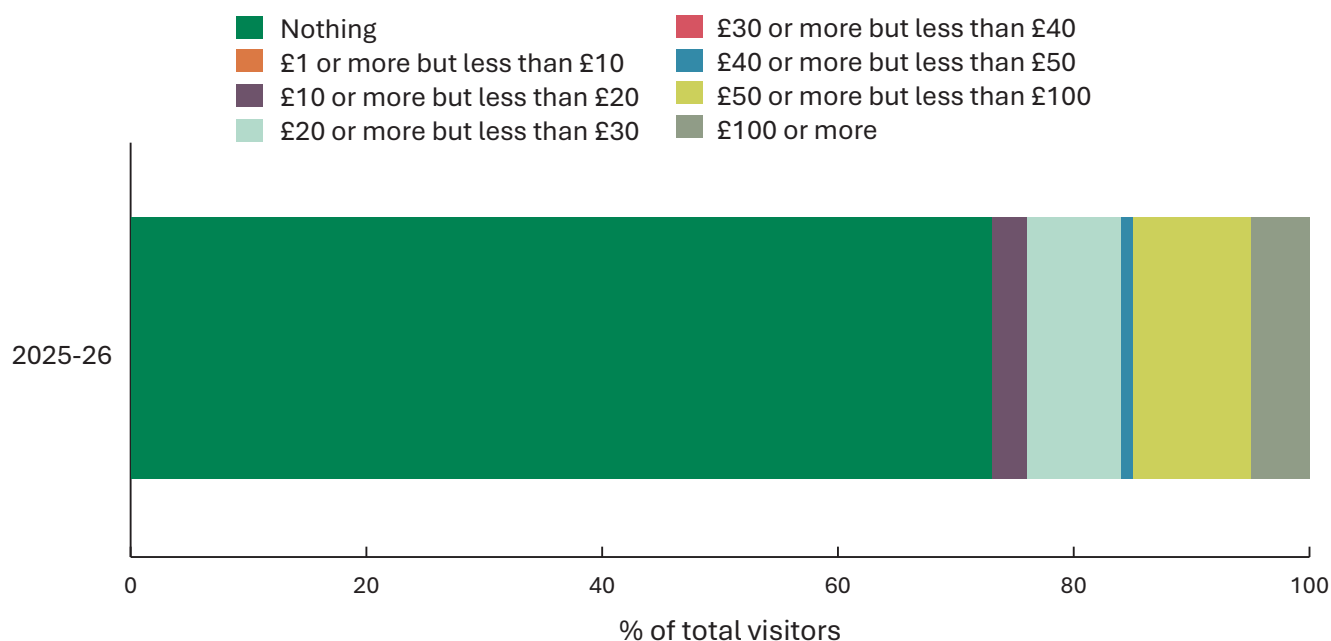
Appendix 6.5 Visitors by yacht - planned additional expenditure before departure

Table 6.5.1 Visitors by yacht planned additional expenditure before departure

	% total visitors	% of visitors that spent £1 or more	Number of visitors
£0	39	-	7,775
£1 to £9	0	0	0
£10 to £19	1	10	283
£20 to £29	4	29	848
£30 to £39	0	0	0
£40 to £49	1	5	141
£50 to £99	5	37	1,060
£100 or more	3	20	565
Don't know	46	-	9,118
Total	100	100	19,790

Table A6.5.1 and **Figure A6.5.1** show that during 2025-26 39% of yacht visitors did not intend to make any additional expenditure before departure, a further 46% of respondents did not know or would rather not say their intended planned additional expenditure. For the 15% of yacht visitors who were planning some additional expenditure before departure, 10% were planning on spending between £10 and £19 before departure, 29% were planning on spending £20 to £29 per visitor, 5% were planning on spending £40 to £49 per visitor, whilst 37% were planning on spending between £50 and £99 per visitor and 20% were intending to spend £100 or more. A degree of error will be present when scaling sample percentages to actual cruise passengers, please see the methodology in **Section 8.4** for more detail on the statistical margin of error.

Figure A6.5.1 Visitors by yacht planned additional expenditure before departure





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