Quarterly Travel & Visitor Accommodation Bulletin At A Glance

QUARTER 3 2026

Number of visitors

ANNUAL % CHANGE		ESTIMATED SPEND
▲ 9%	**85,520** staying visitors by aeroplane and ferry (stayed at least one night)	£61m
▲ 4%	**22,535** day trip visitors by aeroplane and ferry	£4m
▼ 1%	**11,609** yacht trip visitors	£2m
▲ 24%	**20,110** cruise trip visitors	£1m
▲ 9%	**139,774** visitors in total compared to 127,954 in Q3 2025	£67m (compared to £63m in Q3 2025)

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

Where are they from?



48% UK



12% France



4% Jersey



14% Elsewhere



23% Unknown (cruise ship and yacht passengers)

Compared to 50%, 11%, 5%, 13% and 22% in Q3 2025

Reason for Visit

ANNUAL % CHANGE		
▲ 11%	65,095 visited for leisure	
▲ 4%	23,241 visited to see friends or family	
▲ 3%	9,731 visited for business	
▲ 7%	9,988 visited for other reasons	
▲ 24%	20,110 visited on a cruise trip (leisure)	
▼ 1%	11,609 visited on a yacht trip (leisure)	

Staying Visitors

How long did they stay?

5.1 Nights

Where did they stay?

78% Stayed in visitor accommodation

22% Stayed with friends/relatives



Compared to 78% and 22% in Q3 2025

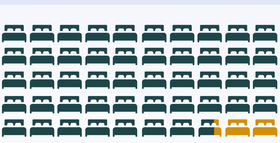
What was the level of occupancy?

The level of occupancy of open/available units of visitor accommodation in Q3 2026 was:

July	August	September
84%	84%	82%

Compared to 79%, 79% and 80% in Q3 2025

What is our capacity?



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

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

Compared to 4,767 in 2025/26

Net Promoter Score



78 percentage points

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

Compared to 71 ppts in Q3 2025

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

ISLANDS of GUERNSEY

GuernseyPorts
YOUR GATEWAYS TO THE CHANNEL ISLANDS