

# Guernsey Quarterly Travel and Visitor Accommodation Bulletin

Quarter 4 2025

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The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on travellers into and out of the Island of Guernsey and utilisation of visitor accommodation.



States of Guernsey  
Data and Analysis

## 1.1 Introduction

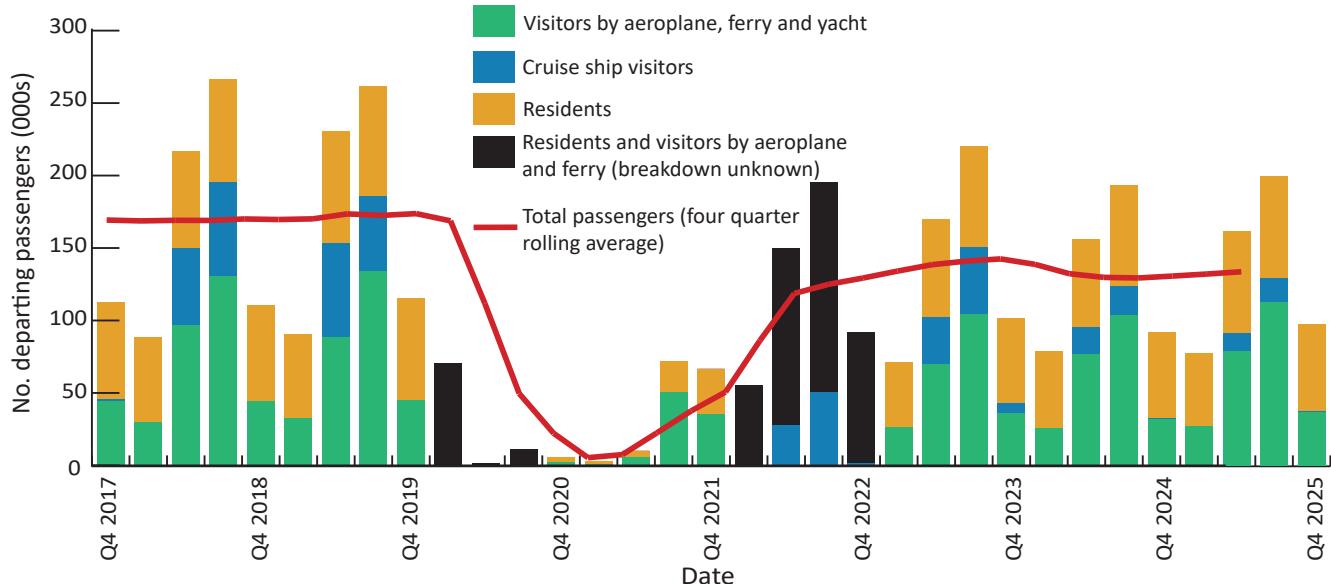
The Guernsey Quarterly Travel and Visitor Accommodation Bulletin provides information on visitors to the Island of Guernsey and the accommodation they stayed in, as well as Guernsey residents travelling to destinations outside the Bailiwick. It uses data gathered via surveys of people leaving Guernsey, alongside data provided by visitor accommodation providers and Guernsey Ports.

Data collection was paused during the COVID-19 pandemic, but was restarted in early 2023 (although, in some cases, using a different methodology to that used before the pandemic). This is the twelfth edition of the Bulletin. Any feedback is welcome. Previous Guernsey Travel Survey reports are available via [https://www.gov.gg/travel\\_and\\_visitor](https://www.gov.gg/travel_and_visitor).

Statistics are presented in a comparable manner over time and with other jurisdictions wherever possible. It should be noted that the passenger volume figures throughout this report exclude travel between the Islands within the Bailiwick of Guernsey. Also, Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick. For reporting purposes within this bulletin, they are classified as Visitors and the purpose of their visit is classified as “Other” (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

## 1.2 Headlines

**Figure 1.2.1 Passenger volumes - departing passengers**



COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. The requirements varied depending on the country of origin and vaccination status of the traveller. All COVID-19 related travel restrictions were lifted on 17th February 2022. As such, comparisons in this report are mainly drawn between 2023, 2024 and 2025. Travel to and from the Island is highly seasonal, as can be seen in [Figure 1.2.1](#), so the same quarter of each year is used for comparison throughout this bulletin.

## 1.2 Headlines (continued)

### All Passengers

- The total number of (resident and visiting) passengers (including cruise and yacht passengers) departing Guernsey was 97,380 during Q4 2025. This compares with 91,205 during Q4 2024; an increase of 7%. It is 4% lower than two years earlier, in Q4 2023.
- The number of passengers travelling by aeroplane in Q4 2025 was 6% higher than Q4 2024 and broadly unchanged from Q4 2023. The number of passengers travelling by ferry was 11% higher than Q4 2024 and 18% higher than Q4 2023. The number of yacht visitors in Q4 2025 was 9% higher than Q4 2024 and 14% higher than Q4 2023. The number of visitors by cruise ship during Q4 2025 was 16% higher than Q4 2024, but 97% lower than Q4 2023. Please note percentage changes for cruise ship and yacht visitors can fluctuate significantly as they are based on low numbers.

### Visitors

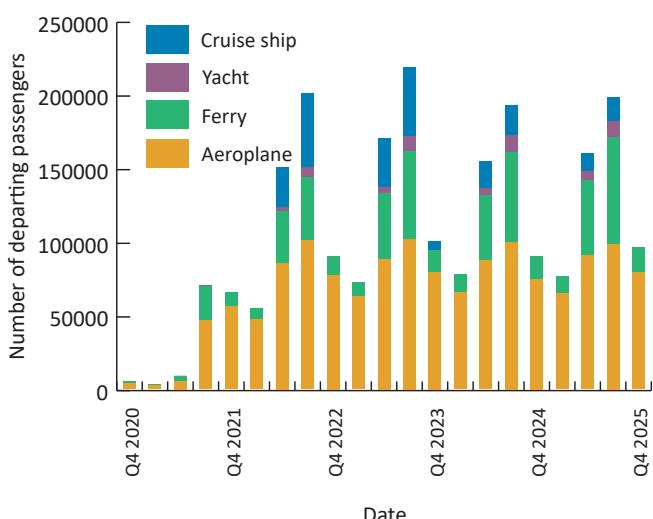
- The number of visitors that stayed in Guernsey for at least one night but no more than 30 nights (having travelled by aeroplane or ferry) was 31,440 people in Q4 2025; 14% higher than Q4 2024 and 5% higher than Q4 2023. Of these, 28% were here for leisure, 38% to see friends/family, 28% for business and 6% for other reasons.
- In Q4 2025, 61% of all visitors staying in Guernsey stayed in hotels, (19,208 people), 30% stayed with friends/family (9,276 people) and 9% stayed in other accommodation (2,956 people).
- The average length of stay for staying visitors in Q4 2025, was 4.0 nights compared with 4.1 nights in Q4 2024 and 4.3 nights in Q4 2023.
- Day trip visitors (who travelled by aeroplane or ferry) totalled 4,373 people in Q4 2025; 30% higher than Q4 2024, but 11% lower than Q4 2023.
- Of these day trip visitors, 15% were here for leisure, 6% to see friends/family, 44% for business and 35% for other purposes.
- Of all visitors that travelled to Guernsey by aeroplane or ferry during Q4 2025, 72% had a country of residence in the UK, 11% were from Jersey, 5% were from France and 13% were from elsewhere. Compared with Q4 2024, there was a 64% increase in the number of visitors from France, a 38% increase in visitors from elsewhere, a 27% increase in visitors from Jersey and a 9% increase in visitors from the UK during Q4 2025.
- 642 visitors travelled to Guernsey on a yacht in Q4 2025. 209 people visited Guernsey on a cruise ship in Q4 2025.
- The net promoter score (NPS) given by visitors (by aeroplane or ferry) was 71 percentage points in Q4 2025 and compares with 53 percentage points in Q4 2024 and 52 percentage points in Q4 2023.
- There were 1,843, 1,826 and 1,767 units of visitor accommodation available for booking in October, November and December 2025 respectively. The occupancy of available units was 60% in October, 44% in November and 45% in December 2025, and compares with occupancy of 53% in October 2024, 39% in November 2024 and 32% in December 2024. Long-stay guests represented 19 percentage points of the occupancy of open units in December 2025 and compares with 11 percentage points in December 2024.

### Residents

- The total number of departing residents in Q4 2025 was 59,963; 2% higher than Q4 2024 and 3% higher than Q4 2023.
- Of the residents, 49,544 residents travelled by aeroplane; 2% lower than Q4 2024 and 3% lower than Q4 2023. 10,419 residents travelled by ferry; 22% higher than Q4 2024 and 43% higher than Q4 2023. 47% of residents travelled during Q4 2025, for leisure purposes, 28% to see friends/family and 9% travelled for business/work. 83% of residents during Q4 2025 travelled to the UK.

## 2.1 Passenger volumes

**Figure 2.1.1 Passenger volumes by mode of transport**



Data is collected by Guernsey Ports on the volumes of passengers travelling into and out of Guernsey. Just the volumes of passengers leaving the Island are presented here to represent the number of people (since most people have both outbound and return travel). It should be noted that these passenger volume figures exclude travel between the Islands within the Bailiwick of Guernsey. Herm, Sark and Alderney residents are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick.

As shown in [Figure 2.1.1](#), with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Total departing passengers in Q4 2025, as shown in [Table 2.1.1](#), was 97,380, 7% higher than Q4 2024, but 4% lower than Q4 2023.

81% of all departing passengers travelled by aeroplane in Q4 2025, 79,131 people, 6% higher than Q4 2024 and broadly unchanged from Q4 2023. 18% of all passengers travelled by ferry in Q4 2025, 17,398 people, 11% higher than Q4 2024 and 18% higher than Q4 2023.

**Table 2.1.1 Passenger volumes**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
Passengers departing Guernsey by aeroplane	79,447	74,698	79,131	6%	≈0%
Passengers departing Guernsey by ferry	14,765	15,739	17,398	11%	18%
Passengers departing Guernsey by yacht	562	588	642	9%	14%
Passengers departing Guernsey by cruise ship	6,474	180	209	16%	-97%
<b>Total departing passengers</b>	<b>101,248</b>	<b>91,205</b>	<b>97,380</b>	<b>7%</b>	<b>-4%</b>

## 2.2 Passenger volumes by destination

Data from Guernsey Ports is also available regarding the destinations of those travelling out of Guernsey by aeroplane and ferry. At present, the destination of those departing on cruise ships or yachts cannot be provided, but the total volume of departures is included for completeness.

As shown in **Figure 2.2.1**, with the exception of the period impacted by COVID-19 related travel requirements (which were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021), the quarterly number of passengers is highly seasonal. Higher numbers of departing passengers are typically recorded during Quarter 2 and Quarter 3 each year, whilst lower numbers of passengers are recorded during Quarter 1 and Quarter 4. For this reason comparisons of passenger volumes are made with equivalent periods in previous years.

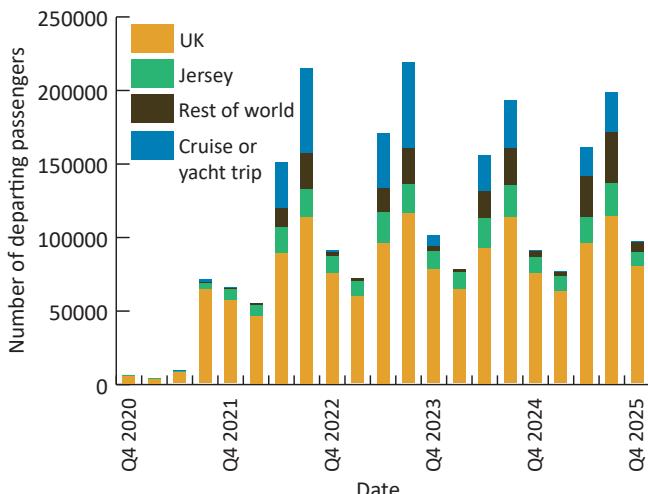
81% of all passengers departed Guernsey for the UK, totalling 79,341 people in Q4 2025, 6% higher than Q4 2024 and 3% higher than Q4 2023.

10% of all passengers departing Guernsey were travelling to Jersey and totalled 9,986 people in Q4 2025, 11% lower than Q4 2024 and 21% lower than Q4 2023. 7% of passengers departed Guernsey for the rest of the world and totalled 7,202 people in Q4 2025, 60% higher than Q4 2024 and 59% higher than Q4 2023. 1% of passengers departed Guernsey on a cruise ship or yacht trip in Q4 2025, 851 people.

**Table 2.2.1 Passenger volumes by destination**

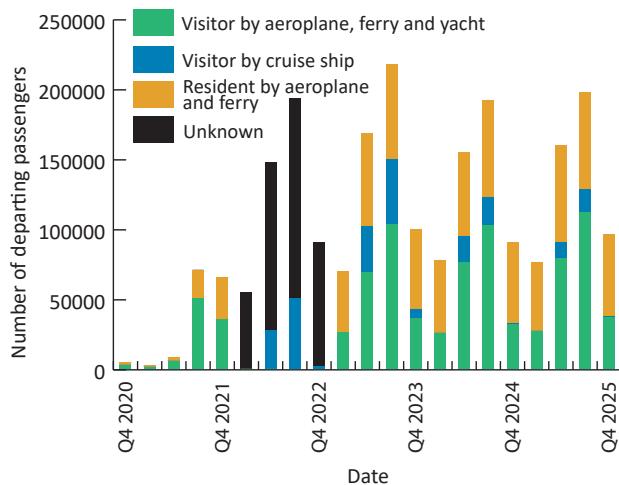
	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>Passengers departing Guernsey for United Kingdom</b>	77,032	74,670	79,341	6%	3%
<b>Passengers departing Guernsey for Jersey</b>	12,640	11,257	9,986	-11%	-21%
<b>Passengers departing Guernsey for rest of world</b>	4,540	4,510	7,202	60%	59%
<b>Passengers departing Guernsey on cruise or yacht trip</b>	7,036	768	851	11%	-88%
<b>Total departing passengers</b>	101,248	91,205	97,380	7%	-4%

**Figure 2.2.1 Passenger volumes by destination**



## 2.3 Passenger volumes - visitors and residents

**Figure 2.3.1 Passenger volumes - visitors and residents by mode of transport**



Data is collected from passengers departing by aeroplane or ferry via a short interview-style survey. 8% of departing passengers were surveyed in Q4 2025 (stratified by destination and port), which provides statistics with 95% confidence that they are accurate to 1%. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

One of the questions asked is whether travellers are resident in Guernsey or a visitor to the Island. It should be noted that within this bulletin, Herm, Sark and Alderney residents are classified as Visitors. They are only included in the analysis if they were in Guernsey “in transit” i.e. travelling via Guernsey to or from somewhere outside of the Bailiwick (along with residents of places outside the Bailiwick of Guernsey that were transiting through Guernsey on their way to or from a destination outside the Bailiwick).

Prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 these surveys were suspended and the breakdown of passengers could not be determined. When the Travel Tracker system was introduced in late 2020, a limited amount of information about passengers could again be collected. However this was discontinued in February 2022.

**Table 2.3.1 Visitor and resident passenger volumes**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>Residents departing Guernsey by aeroplane</b>	51,060	50,453	49,544	-2%	-3%
<b>Residents departing Guernsey by ferry</b>	7,294	8,523	10,419	22%	43%
<b>Visitors by aeroplane</b>	27,877	24,098	29,314	22%	5%
<b>Visitors by ferry</b>	7,357	7,184	6,775	-6%	-8%
<b>Visitors by yacht</b>	562	588	642	9%	14%
<b>Visitors by cruise ship</b>	6,474	180	209	16%	-97%
<b>Total departing residents</b>	58,354	58,976	59,963	2%	3%
<b>Total visitors (excluding cruise ship visitors)</b>	35,796	31,871	36,730	15%	3%
<b>Total visitors (including cruise ship visitors)</b>	42,270	32,051	36,939	15%	-13%
<b>Total visitors returning to Guernsey later</b>	625	178	477	167%	-24%

NB: Figures may not sum exactly to totals due to rounding.

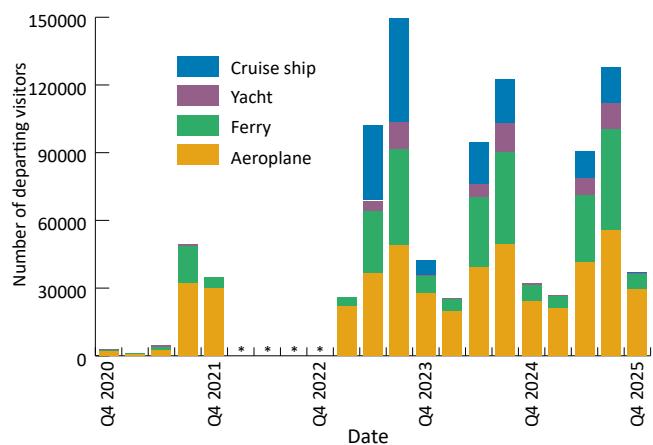
## 2.3 Passenger volumes - visitors and residents

As shown in **Table 2.3.1** and **Figure 2.3.1**, of the 97,380 passengers, 62% of those departing Guernsey in Q4 2025 were residents (59,963 passengers), whilst 38% of those departing Guernsey were visitors (36,939 passengers). A small proportion, less than 1% of visitors reported that they were returning to Guernsey later. In order to avoid duplication in sampling no further visitor information is collected from those passengers who report they are returning later and they are excluded from any subsequent analysis in this bulletin. At present, those departing on cruise ships or yachts are not asked to complete the same survey; within this report it is assumed that all passengers departing on cruise ships or yachts are visitors.

**Figure 2.3.2** shows the volume of visitors travelling by ferry, aeroplane, cruise ship/visiting yacht each quarter. In Q4 2025, excluding those who visited by cruise ship, there were 36,730 visitors, 15% higher than Q4 2024 and 3% higher than Q4 2023. 209 people travelled by cruise ship during Q4 2025. The number of visitors travelling by aeroplane, 29,314 people in Q4 2025, was 22% higher than the number travelling by aeroplane in Q4 2024 and 5% higher than Q4 2023. The number of visitors travelling by ferry in Q4 2025, 6,775 people was 6% lower than Q4 2024 and 8% lower than Q4 2023. 642 people visited by yacht in Q4 2025, 9% higher than Q4 2024 and 14% higher than Q4 2023.

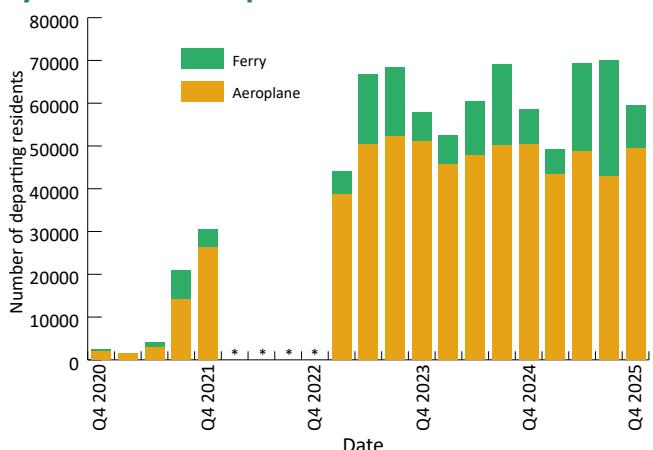
**Figure 2.3.3** shows the volume of residents travelling by ferry and aeroplane each quarter. The total number of departing residents in Q4 2025 was 59,963; 2% higher than Q4 2024 and 3% higher than Q4 2023. The number of residents travelling by aeroplane in Q4 2025 was 2% lower than the number travelling by aeroplane in Q4 2024 and 3% lower than the number travelling by aeroplane in Q4 2023. The number of residents travelling by ferry in Q4 2025 was 22% higher than the number travelling by ferry in Q4 2024 and 43% higher than the number travelling by ferry in Q4 2023.

**Figure 2.3.2 Passenger volumes - visitors by mode of transport**



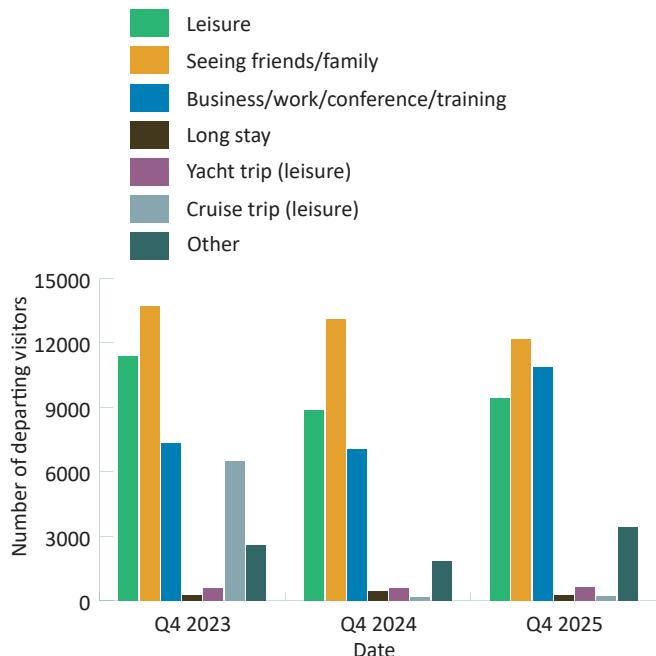
\*When restrictions were put in place to reduce the impact of COVID-19, surveys of exiting passengers at the airport and harbour were suspended between Q1 2020 and Q1 2023. A limited amount of passenger information was collected from the travel tracker system which was in place between Q4 2020 and Q4 2021. In Q1 2023 exit surveys were re-instated and full passenger breakdowns could again be reported.

**Figure 2.3.3 Passenger volumes - residents by mode of transport**



## 3.1 Visitors - main purpose of trip to Guernsey

**Figure 3.1.1 Visitors - main purpose of trip to Guernsey**



Visitors are asked during passenger exit surveys what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

In Q4 2025, 9,408 visitors reported the main purpose of their trip to Guernsey was for leisure (8,840 in Q4 2024 and 11,376 in Q4 2023). Additionally, 642 people visited by yacht (most likely for leisure purposes). 12,142 visitors cited they were seeing friends/family (13,109 in Q4 2024 and 13,682 in Q4 2023). 10,845 visitors were here for business, which compares with 7,060 in Q4 2024, 54% higher, and 7,313 business visitors in Q4 2023, 48% higher. 3,418 visitors were here for other reasons during Q4 2025. 634 or 19% of those visitors who cited other reasons mentioned sport, be it as a participant or spectator (representing just under 2% of all visitors in Q4 2025). Various sports were cited by respondents including football, sailing, fishing, and walking. The other category also includes visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes. 276 visitors during Q4 2025 were long stay visitors, having stayed more than 30 nights but less than 1 year. The majority of long stay visitors were in Guernsey for work reasons.

**Table 3.1.1 Visitors - main purpose of trip to Guernsey**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>Leisure (e.g. holiday/vacation/break)</b>	11,376	8,840	9,408	6%	-17%
<b>Seeing friends/family (including weddings, funerals etc)</b>	13,682	13,109	12,142	-7%	-11%
<b>Business/work/conference/training</b>	7,313	7,060	10,845	54%	48%
<b>Long stay (more than 30 nights but less than 1 year for work/other purpose)</b>	270	424	276	-35%	2%
<b>Yacht trip (leisure)</b>	562	588	642	9%	14%
<b>Cruise trip (leisure)</b>	6,474	180	209	16%	-97%
<b>Other</b>	2,594	1,850	3,418	85%	32%
<b>Total</b>	42,270	32,051	36,939	15%	-13%

NB: Figures may not sum exactly to totals due to rounding.

## 3.2 Visitors - country of residence

Another of the questions asked of visitors during passenger exit surveys is their country of residence. Survey results are applied to overall passenger volumes to give figures for the whole quarter. At present, those departing on cruise ships or yachts are not asked to complete the same survey, but the overall number of these visitors is still included in this section for completeness.

During Q4 2025, 70% of all visitors, 25,844 people reported their country of residence was the UK (74%, 23,782 in Q4 2024). 11%, 4,003 visitors were from Jersey (10%, 3,154 in Q4 2024). 4%, 1,645 visitors were from France (3%, 1,006 in Q4 2024), 12%, 4,597 visitors were from the Rest of the world (10%, 3,341 in Q4 2024), and 2%, 851 visitors' country of residence was unknown, as they were visiting by cruise ship or yacht (2%, 768 in Q4 2024).

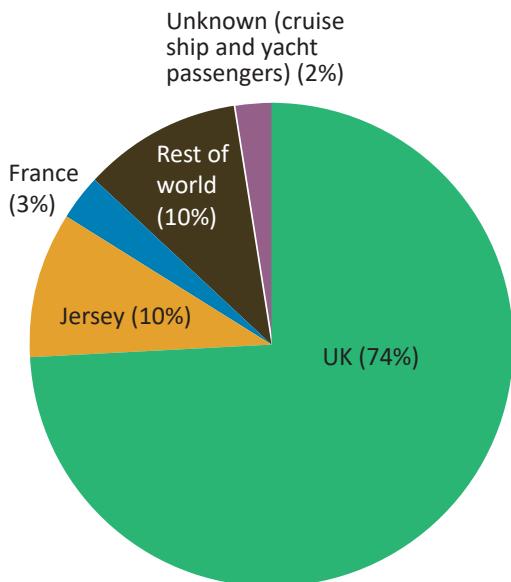
As shown in **Table 3.2.1**, in Q4 2025 the number of visitors whose country of residence was the UK was 9% higher than Q4 2024, but 5% lower than Q4 2023. In Q4 2025 there were 27% more visitors whose country of residence was Jersey compared with Q4 2024 and 5% more than Q4 2023. In Q4 2025 there were 64% more visitors whose country of residence was France compared with Q4 2024 and 309% more than Q4 2023. There were 38% more visitors whose country of residence was Rest of the world compared with Q4 2024 and 23% more than Q4 2023.

**Table 3.2.1** Visitors - country of residence

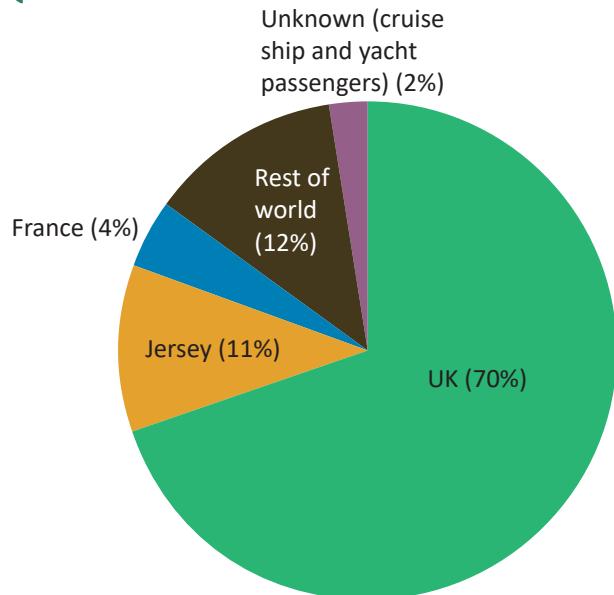
	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>United Kingdom</b>	27,277	23,782	25,844	9%	-5%
<b>Jersey</b>	3,830	3,154	4,003	27%	5%
<b>France</b>	402	1,006	1,645	64%	309%
<b>Rest of world</b>	3,724	3,341	4,597	38%	23%
<b>Unknown (cruise ship and yacht passengers)</b>	7,036	768	851	11%	-88%
<b>Total</b>	42,270	32,051	36,939	15%	-13%

NB: Figures may not sum exactly to totals due to rounding.

**Figure 3.2.1** Visitors - country of residence Q4 2024



**Figure 3.2.2** Visitors - country of residence Q4 2025



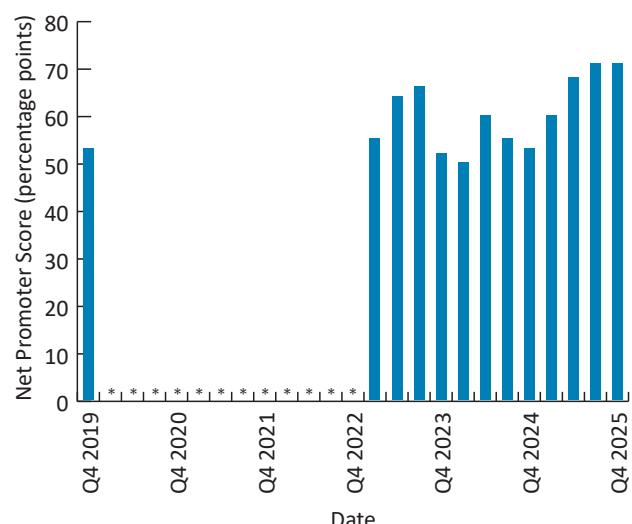
### 3.3 Visitors - net promoter score

Visitors leaving the Island by aeroplane or ferry are asked how likely they would be to recommend Guernsey to a friend or relative (as a score out of 10, with 10 meaning very likely) as part of the exit survey. Prior to 2020 net promoter scores did not include visitors whose country of residence was Alderney, as a high proportion of these passengers were in transit (returning via Guernsey to Alderney). Since Q1 2023 all passengers (regardless of country of residence) that are leaving the Island by aeroplane or ferry after only visiting Guernsey on their way to or from somewhere outside the Bailiwick (and, as such, potentially may not have left the port) are excluded from the net promoter scores analysis on this page. At present, those departing on cruise ships or yachts are not asked to complete the survey and are not represented within net promoter scores. As shown in [Figure 3.3.1](#), prior to March 2020 surveys were conducted at the airport and harbour to determine the composition of passengers. When restrictions were put in place to reduce the impact of COVID-19 surveys were suspended and the passenger breakdown could not be determined or net promoter scores ascertained.

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 surveyed that gave a score of ten or nine out of ten. As shown in [Table 3.3.1](#) and [Figure 3.3.1](#) the net promoter score for Q4 2025 was 71 percentage points compared with 53 percentage points in Q4 2024 and 52 percentage points in Q4 2023. The NPS has increased by 19 percentage points from Q4 2023 and 18 percentage points from Q4 2024. 75% of all visitors to Guernsey during Q4 2025 said they had visited before, 2% of whom had visited Guernsey on a cruise. By main purpose of visit, those seeing friends/family and those visiting for leisure purposes had the highest net promoter score (both 77 percentage points) in Q4 2025. Those visiting on business had the lowest net promoter score, 57 percentage points.

Respondents may choose to provide comments or feedback after providing their net promoter score. Analysis of the 262 comments received during Q4 2025 reveals that the highest number of comments were from respondents who reported they had a great trip to Guernsey and found it to be a beautiful, peaceful and lovely place to visit (22%), a number of whom mentioned that they would like to return in 2026. 9% of comments referred to Guernsey having an excellent bus service, with reliable and regular services, which offers good value for money and helpful bus drivers. 8% of comments related to roads including comments about roadworks, diversions and closures. Some comments noted the volume of traffic on roads and others mentioned that some roads were narrow which made driving difficult at busy times.

**Figure 3.3.1 Net promoter score**



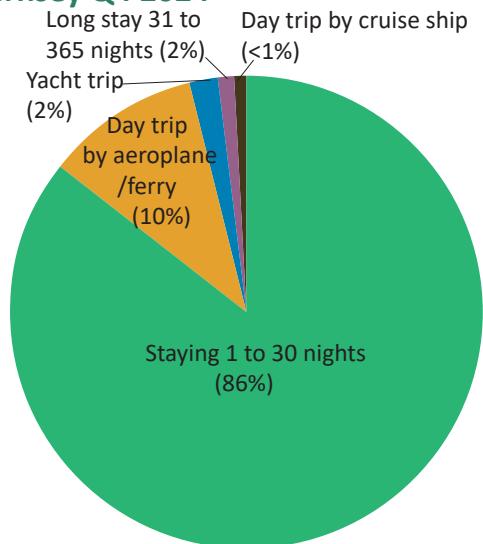
\*Between Q1 2020 and Q4 2022 net promoter scores were not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and net promoter scores could again be reported.

**Table 3.3.1 Net promoter score**

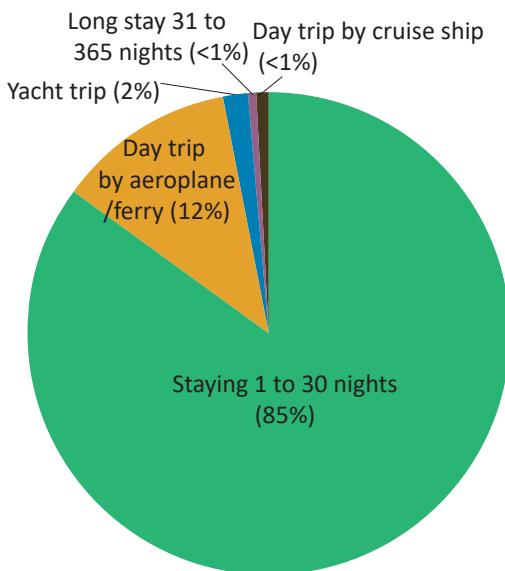
	Q4 2023	Q4 2024	Q4 2025
Net Promoter Score (percentage points)	52	53	71

## 3.4 Visitors - length of stay in Guernsey

**Figure 3.4.1** Visitors - length of stay in Guernsey Q4 2024



**Figure 3.4.2** Visitors - length of stay in Guernsey Q4 2025



Visitors are also asked how many nights they spent in Guernsey within passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

At present, those departing on cruise ships or yachts are not asked to complete the same survey. The overall number of these visitors (who, for the most part, likely stay overnight on their boat and visit Guernsey for day trips) is included in this section for completeness.

In Q4 2025, 4,373 people visited Guernsey on a day trip, representing 12% of all visitors (3,357 people, 10% in Q4 2024). The majority, 85% of visitors, 31,440 people, stayed at least one night but less than 31 nights (27,502 people, 86% in Q4 2024). During Q4 2025, less than 1% of visitors were long stay visitors (276 people).

Comparison between Q4 2023, Q4 2024 and Q4 2025 reveals that in Q4 2025 there were 5% more visitors who stayed at least one night (but less than 31 nights) compared with Q4 2023 and 14% more visitors who stayed at least one night compared with Q4 2024. There were 11% fewer visitors on a day trip compared with Q4 2023, but 30% more visitors on a day trip compared with Q4 2024.

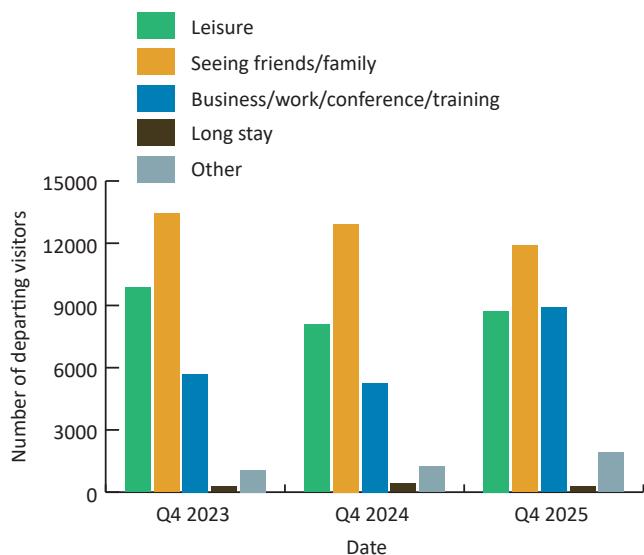
**Table 3.4.1** Visitors - length of stay in Guernsey

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2yr % change
Staying 1 to 30 nights by aeroplane or ferry	30,075	27,502	31,440	14%	5%
Day trip by aeroplane or ferry	4,889	3,357	4,373	30%	-11%
Yacht trip	562	588	642	9%	14%
Long stay (more than 30 nights but less than 1 year) by aeroplane or ferry	270	424	276	-35%	2%
Day trip by cruise ship	6,474	180	209	16%	-97%
<b>Total</b>	<b>42,270</b>	<b>32,051</b>	<b>36,939</b>	<b>15%</b>	<b>-13%</b>

NB: Figures may not sum exactly to totals due to rounding.

## 4.1 Visitors - main purpose of visit of staying visitors

**Figure 4.1.1 Main purpose of trip of staying visitors**



Visitors by aeroplane and ferry and staying in Guernsey are asked what the main purpose of their trip to Guernsey is. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

In Q4 2025, 28% or 8,734 of all staying visitors reported the main purpose of their trip to Guernsey was for leisure (9,875 in Q4 2023 and 8,069 in Q4 2024). 37% or 11,885 of staying visitors cited they were seeing friends/family (compared with 13,433 in Q4 2023 and 12,932 in Q4 2024). 28%, 8,912 were here for business or work reasons (5,693 in Q4 2023 and 5,262 in Q4 2024) and 6%, 1,909 were here for other reasons (1,074 in Q4 2023 and 1,239 in Q4 2024). Less than 1% or 276 visitors were long stay visitors, having stayed more than 30 nights but less than 1 year, in Q4 2025 (270 visitors in Q4 2023 and 424 in Q4 2024).

Comparison between Q4 2025, Q4 2024 and Q4 2023 reveals that there were 12% fewer staying visitors visiting for leisure purposes compared to Q4 2023, but 8% more than Q4 2024. The number of staying visitors seeing friends/family in Q4 2025 was 12% lower than Q4 2023 and 8% lower than Q4 2024. In Q4 2025, 57% more staying visitors travelled for business/work compared with Q4 2023 and 69% more people than Q4 2024. The number of visitors travelling to Guernsey for other reasons was 78% higher than Q4 2023 and 54% higher than Q4 2024. The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

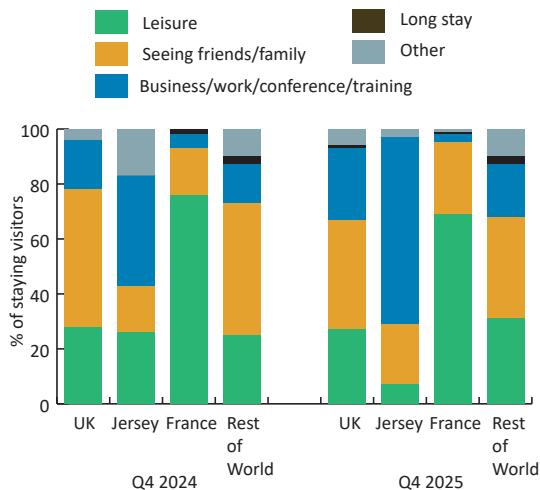
**Table 4.1.1 Main purpose of trip of staying visitors**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	9,875	8,069	8,734	8%	-12%
Seeing friends/family (including weddings, funerals etc)	13,433	12,932	11,885	-8%	-12%
Business/work/conference/training	5,693	5,262	8,912	69%	57%
Long stay (more than 30 nights but less than 1 year)	270	424	276	-35%	2%
Other	1,074	1,239	1,909	54%	78%
<b>Total</b>	<b>30,344</b>	<b>27,925</b>	<b>31,715</b>	<b>14%</b>	<b>5%</b>

NB: Main purpose of visitor breakdown may not add to totals due to rounding. Sample proportions are applied to actual passenger numbers to determine purpose of trip for staying visitors.

## 4.2 Visitors - country of residence by main purpose of trip of staying visitors

**Figure 4.2.1 Staying visitors - country of residence by main purpose of visit**



**Table 4.2.1 Q4 2024 Staying visitors - country of residence by main purpose of visit**

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	28	26	76	25
Seeing friends/family (including weddings, funerals etc)	50	17	17	48
Business/work/conference/training	18	39	5	14
Long stay (more than 30 nights but less than 1 year)	1	0	2	3
Other	3	17	0	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 4.2.2 Q4 2025 Staying visitors - country of residence by main purpose of visit**

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	27	7	69	31
Seeing friends/family (including weddings, funerals etc)	40	22	26	37
Business/work/conference/training	26	68	3	19
Long stay	1	0	1	3
Other	6	3	1	10
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for staying visitors, by country of residence and main purpose of visit, is provided in **Figure 4.2.1** and **Tables 4.2.1** and **4.2.2**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by yacht.

In Q4 2025, 27% of staying visitors from the UK reported the main purpose of their trip to Guernsey was for leisure, compared with 28% in Q4 2024. 40% of staying visitors from the UK were seeing friends/family, compared to 50% in Q4 2024, and 26% of staying visitors from the UK were in Guernsey for business/work reasons, compared to 18% in Q4 2024.

The principal reason for staying visits in Q4 2025 from those with country of residence was Jersey were business/work, 68% and compares with 39% for business/work in Q4 2024. 22% of staying visitors were in Guernsey seeing friends/family and compares with 17% in Q4 2024. 7% of visitors from Jersey were in Guernsey for leisure purposes, compared with 26% in Q4 2024.

Staying visitors whose country of residence was France were most likely to report in Q4 2025 that their main purpose of visit was for leisure, 69%. This compares with 76% of staying visitors from France in Q4 2024. 26% whose country of residence was France reported they were visiting to see friends/family in Q4 2025, 17% in Q4 2024. A further 3% cited they were in Guernsey for business/work.

In Q4 2025, 31% of staying visitors whose country of residence was the Rest of the world reported they were in Guernsey for leisure purpose (25% in Q4 2024) and a further 37% to see friends/family. 19% of staying visitors whose country of residence was the Rest of the world reported they were staying in Guernsey for business reasons and 10% were visiting for other reasons.

## 4.3 Visitors - staying visitors length of stay in Guernsey

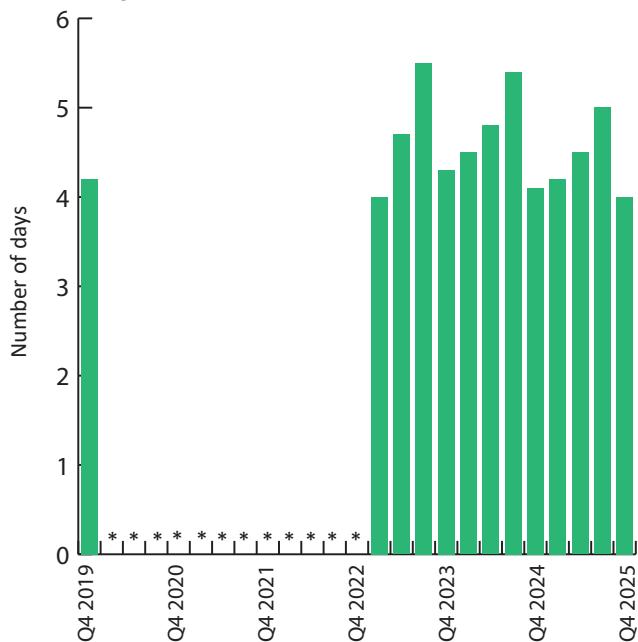
As shown in **Figure 4.3.1** visitor length of stay varies by quarter and displays some seasonality. There is a tendency for visitors to stay longer during Quarter 2 and Quarter 3 each year (in Q3 2023 the average length of stay for visitors was 5.5 nights) whilst visitors during Quarter 1 and Quarter 4 tend to stay in Guernsey for shorter durations (in Q1 2023 the average length of stay was 4.0 nights). For this reason, comparisons of length of stay are made with equivalent periods in previous years. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry. Trends in length of stay will continue to be monitored and reported in future editions of this bulletin.

The average length of stay for visitors staying at least one night but less than 31 nights was 4.0 nights in Q4 2025 and compares with 4.1 nights in Q4 2024, and 4.3 nights in Q4 2023. The slight decrease in average length of stay between Q4 2024 and Q4 2025 was apparent for those who travelled by both plane and by sea. Visitors travelling by plane stayed for 3.8 nights in Q4 2025, compared with 4.0 nights in Q4 2024. Visitors who travelled by ferry stayed for 4.6 nights in Q4 2025 compared with 4.7 nights in Q4 2024.

The average length of stay multiplied by the number of staying visitors equates to the number of bed nights spent in Guernsey each quarter, as shown in **Figure 4.3.2**. As with the length of stay data there is seasonality in the figures and comparisons are made with equivalent periods in previous years.

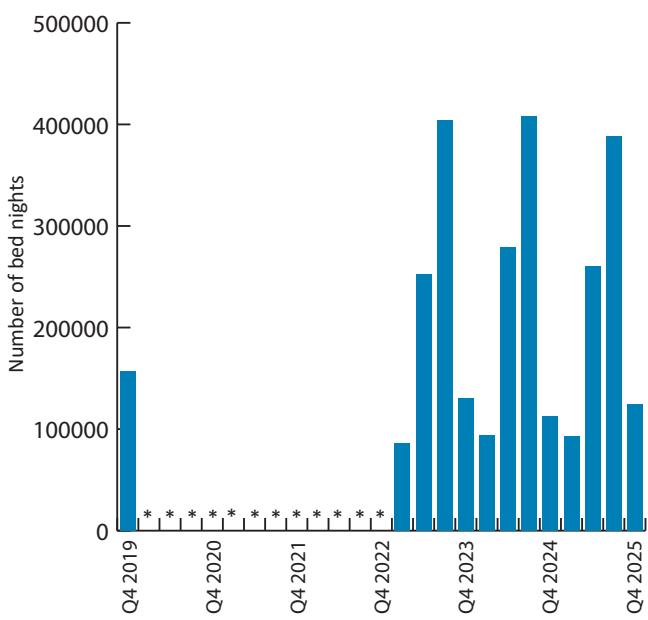
During Q4 2025, visitors spent the equivalent of 124,846 bed nights in Guernsey which compares with 112,291 bed nights in Q4 2024 (an 11% increase) and 130,040 bed nights in Q4 2023 (a 4% decrease).

**Figure 4.3.1** Visitors - length of stay in Guernsey



\*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay could again be reported.

**Figure 4.3.2** Visitors - bed nights in Guernsey



\*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instigated and bed nights could again be reported.

## 4.4 Visitors - accommodation of staying visitors

Visitors who stayed in Guernsey overnight are asked an extra question about the type of accommodation they stayed in as part of the exit survey. Survey results are applied to overall passenger volumes to give figures for the whole quarter. Those visitors staying in Guernsey more than 30 nights (long stay) are excluded from this analysis. Those departing on yachts are not asked to complete the same survey and therefore the figures presented on this page represent only those travelling by aeroplane or ferry.

As shown in [Figure 4.4.1](#), [Figure 4.4.2](#) and [Table 4.4.1](#), in Q4 2025, 61% of all visitors staying in Guernsey stayed in hotels, (19,208 people), 9% stayed in other accommodation (2,956 people) and 30% stayed with friends/family (9,276 people). The other category includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc.

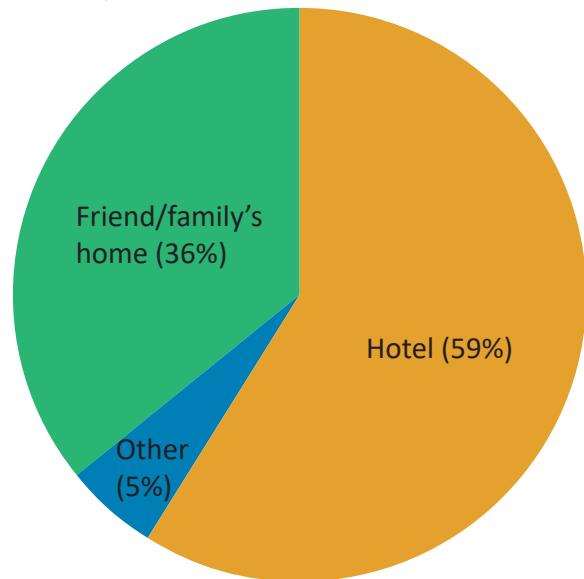
Comparison between Q4 2025, Q4 2024 and Q4 2023 reveals that in Q4 2025 there were 6% more visitors staying in hotels than Q4 2023 and 18% more visitors staying in hotels than Q4 2024. 75% more visitors stayed in Other accommodation in Q4 2025 compared with Q4 2023 and 96% more than Q4 2024. The percentage changes for those staying in Other accommodation in Quarter 4 can fluctuate significantly as they are based on low numbers. In Q4 2025 there were 10% fewer visitors staying in friend/family's homes than Q4 2023 and 5% fewer than Q4 2024.

**Table 4.4.1 Accommodation for staying visitors**

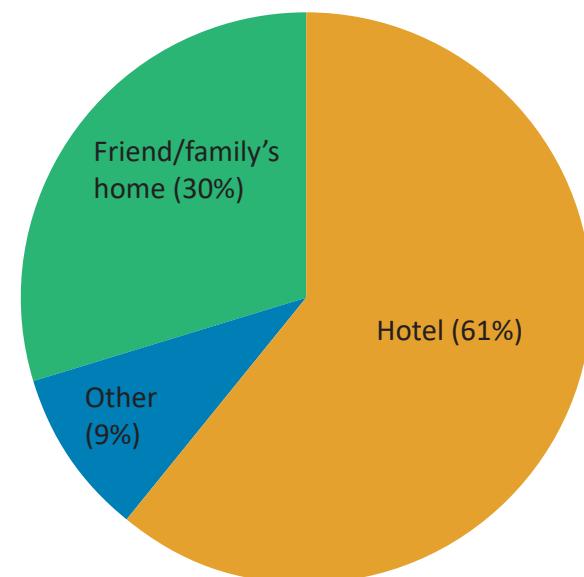
	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>Hotel</b>	18,107	16,209	19,208	18%	6%
<b>Other (including guest houses, accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc)</b>	1,690	1,511	2,956	96%	75%
<b>Commercial accommodation (includes hotel, guest houses, self-catering, Airbnb or other online booking portals and campsites etc)</b>	19,797	17,721	22,164	25%	12%
<b>Friend/family's home</b>	10,278	9,781	9,276	-5%	-10%
<b>Total staying visitors</b>	<b>30,075</b>	<b>27,502</b>	<b>31,440</b>	<b>14%</b>	<b>5%</b>

NB: Figures may not sum exactly to totals due to rounding.

**Figure 4.4.1 Accommodation for staying visitors Q4 2024**



**Figure 4.4.2 Accommodation for staying visitors Q4 2025**



## 4.4 Visitors - accommodation of staying visitors cont/d

**Figure 4.4.3** shows the number of bed nights each quarter for staying visitors in Guernsey by accommodation type. **Table 4.4.2** shows length of stay by accommodation type. The number of bed nights varies by quarter and displays seasonality. This is due to a higher number of visitors during Quarters 2 and 3 each year when compared with Quarters 1 and 4 and a tendency for visitors to stay longer during Quarter 2 and Quarter 3, when compared to Quarter 1 and Quarter 4. For this reason comparisons of number of bed nights and length of stay are made with equivalent periods in previous years.

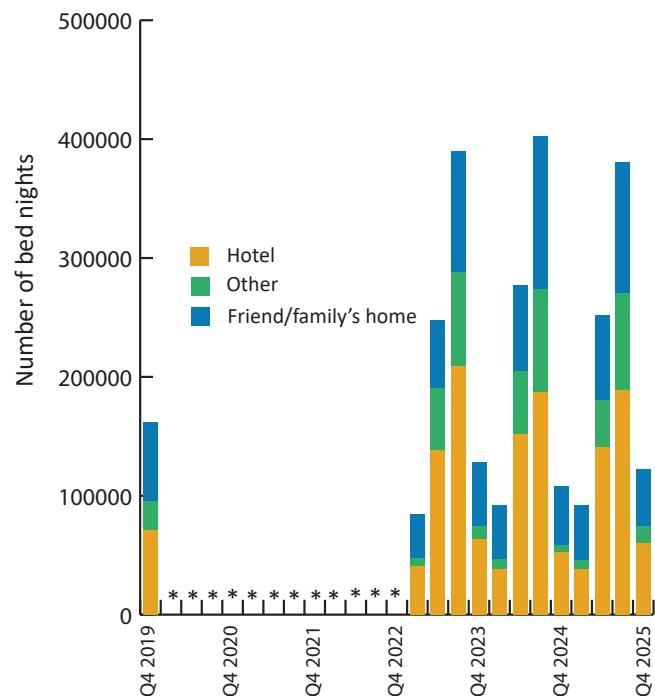
On average visitors in hotels stayed 3.1 nights in Q4 2025, which equates to 60,037 bed nights (3.5 nights in Q4 2023 and 3.2 nights in Q4 2024). The average length of stay in other accommodation (which includes guest houses, any accommodation listed on Airbnb or other online booking portals, self-catering units and campsites etc) was 4.9 nights (equating to 14,584 bed nights). The average stay in commercial accommodation in Q4 2025 which includes both hotels and other accommodation was 3.4 nights, equating to 74,621 bed nights. Average stay in commercial accommodation in Q4 2025 was 2% longer than Q4 2024, but 11% shorter than Q4 2023.

During Q4 2025 the average length of stay with friends/family was 5.1 nights, equating to 47,660 bed nights (5.2 nights in Q4 2023 and 5.1 nights in Q4 2024).

**Table 4.4.2 Average length of stay by accommodation**

	Q4 2023 (nights)	Q4 2024 (nights)	Q4 2025 (nights)	Annual % change	2 yr % change
<b>Hotel</b>	3.5	3.2	3.1	-3%	-11%
<b>Other</b>	6.5	4.1	4.9	20%	-24%
<b>Average stay in commercial accommodation</b>	3.8	3.3	3.4	2%	-11%
<b>Friend/family's home</b>	5.2	5.1	5.1	1%	-1%

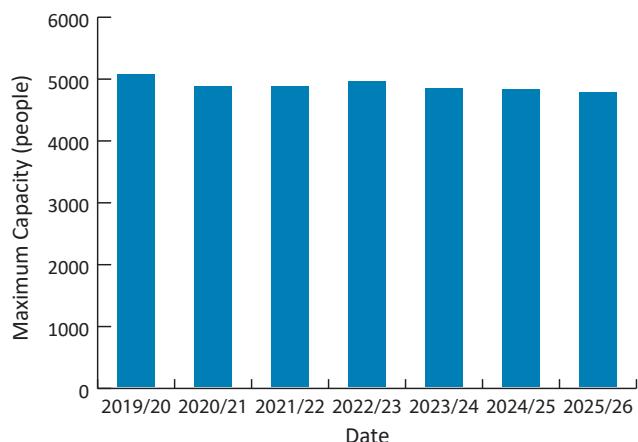
**Figure 4.4.3 Number of bed nights by accommodation for staying visitors**



\*Between Q1 2020 and Q4 2022 length of stay by visitors was not determined. When restrictions were put in place to reduce the impact of COVID-19, exit passenger surveys at the airport and harbour were suspended. In Q1 2023 exit surveys were re-instated and length of stay and number of bed nights could again be reported.

## 5.1 Visitor accommodation - capacity

**Figure 5.1.1 Visitor accommodation capacity**



**Table 5.1.1 Visitor accommodation capacity**

	2020 /21	2021 /22	2022 /23	2023 /24	2024 /25	2025 /26*
Maximum capacity (people)	4,854	4,863	4,938	4,818	4,810	4,767

**Table 5.1.2 Additional summer capacity**

	2023	2024	2025
Maximum additional capacity (people)	320	349	315
Additional number of units (equipped tents, log cabins, yurts, shepherd's huts etc)	60	66	62

The visitor accommodation capacity in Guernsey and Herm can be monitored over time through the number of accommodation providers with active permits each year and the maximum capacity of each accommodation provider, as shown in [Figure 5.1.1](#) and [Table 5.1.1](#).

Visitor accommodation capacity shows the maximum number of people that could be accommodated in permanent building structures, such as hotels, guest houses, hostels, self-catering units and other similar accommodation with an active boarding permit. Temporary structures, such as those provided by accommodation providers for glamping and camping are excluded from the capacity (for comparability with other jurisdictions). It should be noted that the capacity reported does not include accommodation that is publicly advertised (for example, via airbnb.co.uk or other booking portals), but does not have an active boarding permit.

The capacity of accommodation providers with an active boarding permit for the 2025/26 season was 4,767 people, as shown in [Table 5.1.1](#), which is 43 people less, or 0.9% lower than the previous year (2024/25 boarding permit season) and 51 people less, or 1.1% lower than 2 years ago (2023/24 boarding permit season).

Each year additional visitor accommodation is provided by the campsites of Guernsey and Herm. [Table 5.1.2](#) indicates the maximum additional capacity provided by temporary glamping and camping structures predominantly during the summer season. For summer 2025, an additional 315 people could be accommodated in 62 units which include equipped tents, cabins, yurts and shepherd's huts. These figures do not include camping/motorhome pitches where visitors provide their own accommodation. This information has been collected since 2023 to help give a fuller picture of visitor accommodation.

## 5.2 Visitor accommodation - availability

Each month, visitor accommodation providers with active permits are asked to provide data on the availability and occupancy of their accommodation units. The responses received in October, November and December 2025 include different accommodation types and sizes and statistics for these months are accurate to at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island. 2024/25 boarding permit information was used to scale up the figures for the first quarter of 2025, whilst 2025/26 boarding permit information was used to scale up the second, third and fourth quarters of 2025.

Units are classified as not available for booking *only* if the whole site is closed; either seasonally (in a regular pattern) or for six months or more (for refurbishment, for example). Units are added into or taken out of the total (sum of open and closed units) if a site's use is officially changed via a successful planning application or if there have been physical changes to building(s).

Occupancy (see next page) is calculated as a proportion of the available units in each month i.e. a proportion of those that could be booked. This approach is in alignment with methods used in other jurisdictions.

This information is only available from 2022 onwards, following changes to the way data is collected from accommodation providers.

**Table 5.2.1** and **Figure 5.2.1** show that there were 1,894 visitor accommodation units in Q4 2025. During Q4 2025 there were some visitor accommodation closures. The proportion of visitor accommodation units available to be booked was 97.3%, 96.4% and 93.6% in October, November and December 2025 respectively.

**Table 5.2.1 Availability of visitor accommodation**

	Number of units available to be booked	Number of units not available to be booked	Total number of units
Dec 2024	1,725	192	1,917
Jan 2025*	1,772	145	1,917
Feb 2025	1,704	213	1,917
Mar 2025	1,917	0	1,917
Apr 2025	1,890	4	1,894
May 2025	1,890	4	1,894
Jun 2025	1,893	1	1,894
Jul 2025	1,893	1	1,894
Aug 2025	1,894	0	1,894
Sep 2025	1,885	9	1,894
Oct 2025	1,843	51	1,894
Nov 2025	1,826	68	1,894
Dec 2025	1,773	121	1,894

\* There was a lower than normal response rate in January 2025, which means the accuracy plus/minus range is wider than normal for this month.

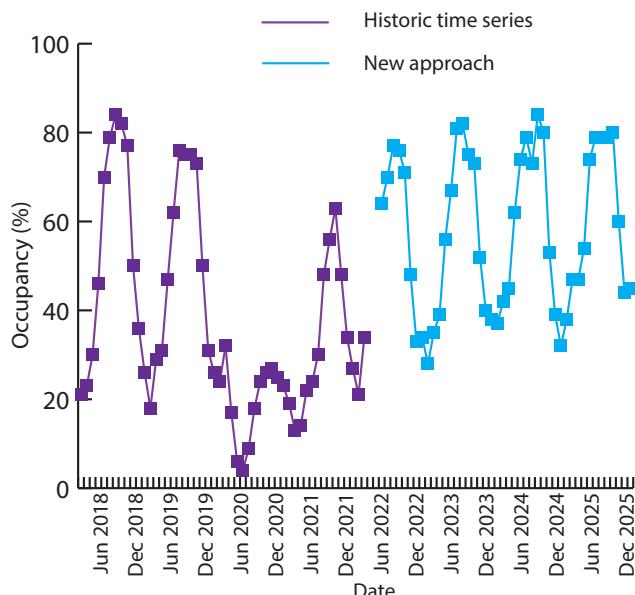
**Figure 5.2.1 Availability of visitor accommodation**



NB: Availability and occupancy are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

## 5.3 Visitor accommodation - occupancy

**Figure 5.3.1 Occupancy of open/available accommodation units**



**Table 5.3.1 Occupancy of open/available accommodation units**

	2020	2021	2022	2023	2024	2025
<b>January</b>	24%	19%	21%	28%	37%	38%
<b>February</b>	32%	13%	34%	35%	42%	47%
<b>March</b>	17%	14%	*	42%	45%	47%
<b>April</b>	6%	22%	*	56%	62%	54%
<b>May</b>	4%	24%	64%	67%	74%	74%
<b>June</b>	9%	30%	70%	81%	79%	79%
<b>July</b>	18%	48%	77%	82%	73%	79%
<b>August</b>	24%	56%	76%	75%	84%	79%
<b>September</b>	26%	63%	71%	73%	80%	80%
<b>October</b>	27%	48%	48%	52%	53%	60%
<b>November</b>	25%	34%	33%	40%	39%	44%
<b>December</b>	23%	27%	34%	38%	32%	45%

\*There was a wave of COVID-19 cases, which impacted on the ability to collect full data in March and April 2022.

NB: Availability and occupancy are presented as numbers of units of visitor accommodation, since bookings are taken per whole unit, rather than per number of people to be accommodated in the unit(s). The number of units includes each hotel, guest house and hostel room plus each self-catering unit with an active boarding permit. Glamping and camping units are not included within availability and occupancy statistics for alignment with methods used in other jurisdictions.

Occupancy is presented as a percentage of the number of available units (see p18). As shown in **Figure 5.3.1**, there is usually a seasonal pattern in occupancy, with peaks in July, August or September and troughs in December or January each year. This pattern was severely disrupted in 2020 during the COVID-19 pandemic, but can be seen again in 2021 and 2022.

Temporary planning exemptions were introduced during the COVID-19 pandemic. From 25th March 2020, providers of visitor accommodation have been permitted to accommodate non-visitors and long-stay residents all year round, provided that the establishments revert to their usual use for visitor accommodation once the temporary exemptions cease to apply (on 28th February 2027). Exemptions allowing long-stay visitors would normally apply only to self-catering establishments during the Winter Let period from 1st November to 31st March each year. There was a wave of cases of COVID-19, which impacted on the ability to collect full data in March and April 2022.

Occupancy of open units increased from a low of 38% in January 2025 to a peak of 80% in September 2025, it has since decreased to 45% in December 2025. Occupancy during Quarter 4 2025 of 60% in October 2025, 44% in November 2025 and 45% in December 2025 compares with occupancy of 53% in October 2024, 39% in November 2024 and 32% in December 2024.

Additional information began being collected in June 2023, which makes it possible to determine the percentage of units occupied by long-stay guests. In October 2025, November 2025 and December 2025, 13%, 31% and 43% respectively of all open units were occupied by long-stay guests and compares with 17% in October 2024, 27% in November 2024 and 35% in December 2024. Long-stay guests represented just over 19 percentage points of the 45% occupancy of open units in December 2025, i.e. if long stay guests are excluded from occupancy, the occupancy in December 2025 would be 25%.

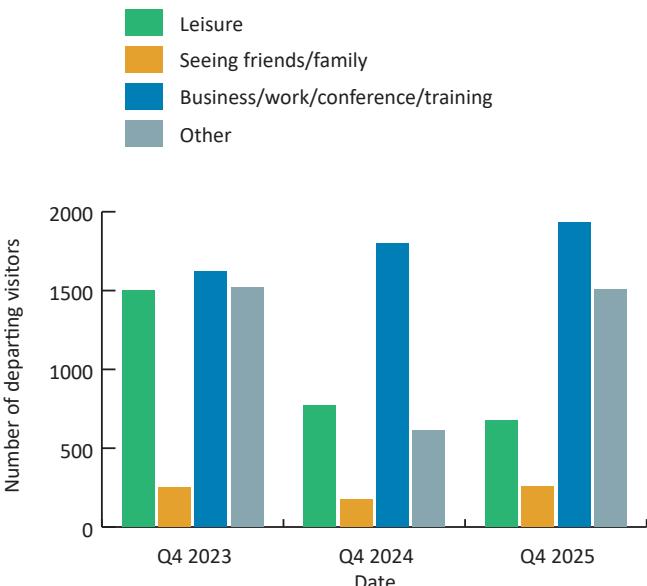
## 6.1 Visitors - day trip visitors by aeroplane and ferry

Visitors on day trips are asked what the main purpose of their trip to Guernsey is within the passenger exit surveys. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

During Q4 2025, 15% of all visitors on a day trip to Guernsey, 674 people, reported the main purpose of their trip to Guernsey was for leisure (1,502 people in Q4 2023 and 771 people in Q4 2024). 257 visitors, 6% of all day trippers, cited they were seeing friends/family (248 in Q4 2023 and 177 in Q4 2024). 1,933 visitors on a day trip were in Guernsey for business, 44% of all day trip visitors, (1,620 in Q4 2023 and 1,798 in Q4 2024) and 1,509 day trip visitors (35%) were here for other reasons (1,519 in Q4 2023 and 611 in Q4 2024). The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

Comparison between Q4 2025, Q4 2024 and Q4 2023 reveals that in Q4 2025 there were 55% fewer day trippers visiting for leisure purposes than Q4 2023 and 13% fewer than Q4 2024. 4% more day visitors cited they were seeing friends/family than Q4 2023 and 45% more than Q4 2024. In Q4 2025 there were 19% more day visitors who travelled for business/work compared with Q4 2023 and 7% more than Q4 2024.

**Figure 6.1.1 Main purpose of trip of day trip visitors**



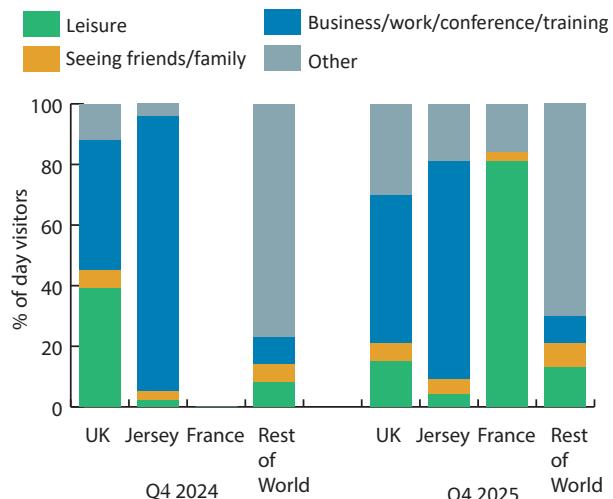
**Table 6.1.1 Main purpose of trip of day trip visitors**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	1,502	771	674	-13%	-55%
Seeing friends/family (including weddings, funerals etc)	248	177	257	45%	4%
Business/work/conference/training	1,620	1,798	1,933	7%	19%
Other	1,519	611	1,509	147%	-1%
<b>Total</b>	<b>4,889</b>	<b>3,357</b>	<b>4,373</b>	<b>30%</b>	<b>-11%</b>

NB: Figures may not sum exactly to totals due to rounding.

## 6.1 Visitors - day trip visitors by aeroplane and ferry continued

**Figure 6.1.2 Day trip visitors - country of residence by main purpose of visit**



**Table 6.1.2 Q4 2024 Day trip visitors - country of residence by main purpose of visit**

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	39	2	-	8
Seeing friends/family (including weddings, funerals etc)	6	3	-	6
Business/work/conference/training	43	91	-	9
Other	12	4	-	76
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 6.1.3 Q4 2025 Day trip visitors - country of residence by main purpose of visit**

	UK (%)	Jersey (%)	France (%)	Rest of World (%)
Leisure (e.g. holiday/vacation/break)	15	4	81	13
Seeing friends/family (including weddings, funerals etc)	6	5	3	8
Business/work/conference/training	49	72	0	9
Other	30	19	16	70
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

NB: Figures may not sum exactly to 100 due to rounding.

A further breakdown for day trip visitors by country of residence and main purpose of visit, is provided in **Figure 6.1.2** and **Tables 6.1.2** and **6.1.3**. The analysis presented on this page is based on visitors travelling to Guernsey by aeroplane and ferry only and does not include those visiting by cruise ship.

In Q4 2025, 15% of day trip visitors from the UK were here for leisure purposes, compared with 39% in Q4 2024. 6% of day trip visitors from the UK were seeing friends/family in Guernsey (also 6% in Q4 2024). 49% of day trip visitors from the UK reported the main purpose of their day trip to Guernsey was for business/work, compared with 43% in Q4 2024.

The principal reason for day trip visits in Q4 2025 from those whose country of residence is Jersey was business/work, 72%; this compares with 91% in Q4 2024. 19% of day trip visitors whose country of residence is Jersey visited for other reasons in Q4 2025 and compares with 4% in Q4 2024. The other category includes participants and spectators of sport, visitors to Guernsey in transit, visitors on a school trip/visit and visitors in Guernsey for medical/hospital purposes.

81% of day trip visitors whose country of residence was France during Q4 2025 cited they were in Guernsey for leisure purposes. 16% of day trip visitors from France during Q4 2025 were in Guernsey for other reasons. There were no exit surveys undertaken with day trip visitors whose country of residence was France during Q4 2024. This was most likely due to very limited day trip opportunities from France during Q4 2024.

70% of day trip visitors to Guernsey during Q4 2025 whose country of residence was the Rest of the world reported they were in Guernsey for other reasons, compared with 76% in Q4 2024. 13% of day trip visitors from the Rest of the world were in Guernsey for leisure purposes during Q4 2025 (8% in Q4 2024).

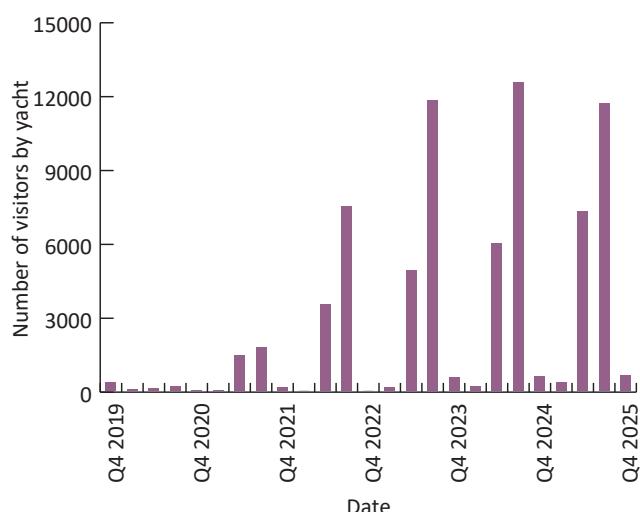
## 7.1 Visitors - yacht trip visitors

Guernsey Marinas collect comprehensive information on the number of visiting yachts, the number of yacht passengers and the number of nights spent by visiting yacht vessels in Guernsey during each quarter. As shown in [Figure 7.1.1](#), the number of visitors by yacht displays seasonality. Higher numbers of visitors by yacht are typically recorded during Quarter 2 and Quarter 3 each year, whilst much lower numbers of visitors by yacht are recorded during Quarter 1 and Quarter 4. For this reason, comparisons of yacht visitor volumes are made with the equivalent periods in previous years.

The number of visitors travelling to Guernsey by yacht totalled 642 people in Q4 2025, 9% higher than Q4 2024 and 14% higher than Q4 2023. The number of visiting yacht vessels during Q4 2025 totalled 207 vessels and compares with 210 vessels in Q4 2024 and 227 vessels in Q4 2023.

The total length of stay by visiting yachts during Q4 2025 was 366 nights - equating to an average length of stay of 1.8 nights per vessel. By comparison the total length of stay by visiting yachts during Q4 2024 was 431 nights, equating to an average length of stay of 2.1 nights per vessel. During Q4 2023 the total number of nights was 446 nights - equating to an average length of stay of 2.0 nights per vessel.

**Figure 7.1.1 Visitors by yacht**



NB: Between Q1 2019 and Q2 2023 the number of people visiting by yacht was unknown, but the number has been inferred from the number of visiting yachts and the average number of people each vessel typically has on board.

**Table 7.1.1 Yacht visitors, yacht vessels, nights and length of stay for vessels**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
Visitors by yacht	562	588	642	9%	14%
Visiting yacht vessels	227	210	207	-1%	-9%
Total number of nights (vessels)	446	431	366	-15%	-18%
Average length of stay per vessel	2.0	2.1	1.8	-14%	-10%

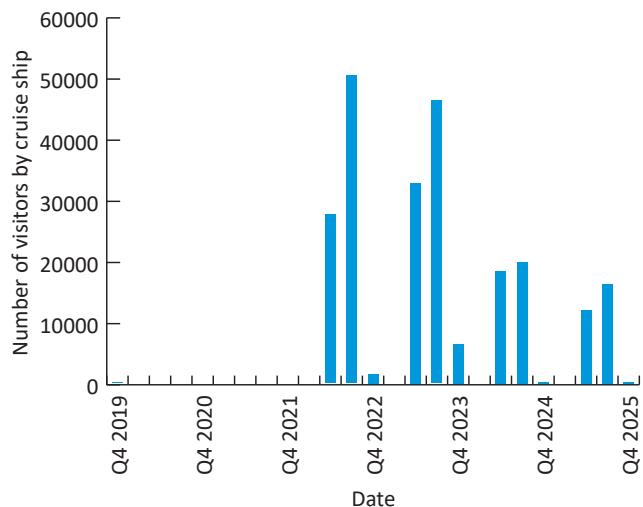
## 8.1 Visitors - cruise ship visitors

Guernsey Harbours collect comprehensive information on the number of cruise ship passengers that chose to visit Guernsey, the number of cruise ships and the total number of cruise ship passengers aboard each ship each quarter. COVID-19 related requirements were put in place for people travelling into Guernsey in February 2020 and remained in place throughout 2021 with no non-essential travel allowed between 12th March 2020 and 20th May 2020 or between 14th January 2021 and 22nd March 2021. All COVID-19 related travel restrictions were lifted on 17th February 2022.

As shown in **Figure 8.1.1**, the number of visitors by cruise ship to Guernsey displays seasonality. Far higher numbers of visitors by cruise ship are typically recorded during Q2 and Q3 each year, whilst very low numbers of visitors by cruise ship are recorded during Q1 and Q4.

The number of visitors that came ashore in Guernsey by cruise ship totalled 209 people in Q4 2025, 97% lower than Q4 2023 and 16% higher than Q4 2024. Please note percentage changes for cruise ships during Quarter 4 can fluctuate significantly as they are based on low numbers. 1 cruise ship visited during Q4 2025, 2 had planned visits but one was cancelled due to weather. The total number of passengers on board totalled 211 in Q4 2025. 99% of all cruise ship passengers came ashore during Q4 2025 and this compares with 86% in Q4 2023 and 97% in Q4 2024.

**Figure 8.1.1** Visitors by cruise ship

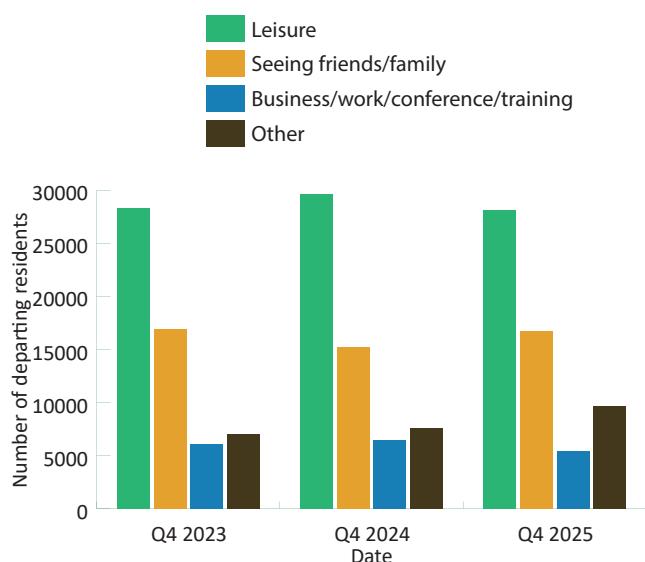


**Table 8.1.1** Visitors by cruise ship

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
<b>Visitors by cruise ship</b>	6,474	180	209	16%	-97%
<b>Total passengers on board visiting cruise ships</b>	7,537	185	211	14%	-97%
<b>Proportion of total cruise ship passengers that came ashore in Guernsey</b>	86%	97%	99%	+2 ppts	+15 ppts
<b>Number of planned cruise ship visits</b>	4	4	2	-50%	-50%
<b>Number of actual cruise ship visits</b>	4	1	1	0%	-75%

## 9.1 Residents - main purpose of trip away from Guernsey

**Figure 9.1.1 Residents - main purpose of trip away from Guernsey**



Data is collected from a stratified sample of passengers departing Guernsey by aeroplane or ferry via a short interview-style survey. One of the questions asked of residents is what is the main purpose of their trip away. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The total number of departing residents in Q4 2025 was 59,963; 2% higher than Q4 2024 and 3% higher than Q4 2023.

In Q4 2025, 47%, 28,126 residents reported the main purpose of their trip away from Guernsey was for leisure, 5% lower than the 28,335 residents who reported they were travelling for leisure in Q4 2023 and 1% lower than the 29,685 residents travelling for leisure purposes in Q4 2024.

28% of all residents, 16,715 people cited they were seeing friends/family, 1% lower than the 16,894 who reported they were travelling to see friends/family in Q4 2023, but 10% higher than the 15,250 residents travelling to see friends/family in Q4 2024.

9%, 5,466 residents were leaving on business (11% lower than the 6,110 residents in Q4 2023 and 15% lower than the 6,467 residents travelling for business in Q4 2024) and 16%, 9,657 were leaving for other reasons (7,015 in Q4 2023 and 7,573 in Q4 2024). Other reasons include residents travelling for medical/hospital purposes, residents participating in sport and residents on a school trip/visit.

**Table 9.1.1 Residents - main purpose of trip away from Guernsey**

	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
Leisure (e.g. holiday/vacation/break)	28,335	29,685	28,126	-5%	-1%
Seeing friends/family (including weddings, funerals etc)	16,894	15,250	16,715	10%	-1%
Business/work/conference/training	6,110	6,467	5,466	-15%	-11%
Other	7,015	7,573	9,657	28%	38%
<b>Total</b>	<b>58,354</b>	<b>58,976</b>	<b>59,963</b>	<b>2%</b>	<b>3%</b>

NB: Figures may not sum exactly to totals due to rounding.

## 9.2 Residents - destination and length of trip away from Guernsey

Passenger exit survey questions also include asking residents what their destination port is, whether this is their final destination port and how many nights they plan to spend away from the Island. Survey results are applied to overall passenger volumes to give figures for the whole quarter.

The majority, 83% of residents, 50,048 people were travelling to the UK in Q4 2025, (in Q4 2024 the equivalent figure was 82% of residents and 48,452 people). The number of residents travelling to the UK during Q4 2025 was 5% higher than for Q4 2023 and 3% higher than Q4 2024.

9% of residents travelled to Jersey, 5,317 people. For Q4 2024 this was 13% of residents and 7,379 people. 8% of residents, 4,599 people travelled elsewhere during Q4 2025 (5%, 3,145 residents travelled elsewhere in Q4 2024), 36% higher than Q4 2023 and 46% higher than Q4 2024.

75% of all those surveyed during Q4 2025 stated that their final destination was nearby to the airport/port travelled to. Residents travelling to London Gatwick were most likely to state that their final destination was not nearby; 53% said their final destination was nearby.

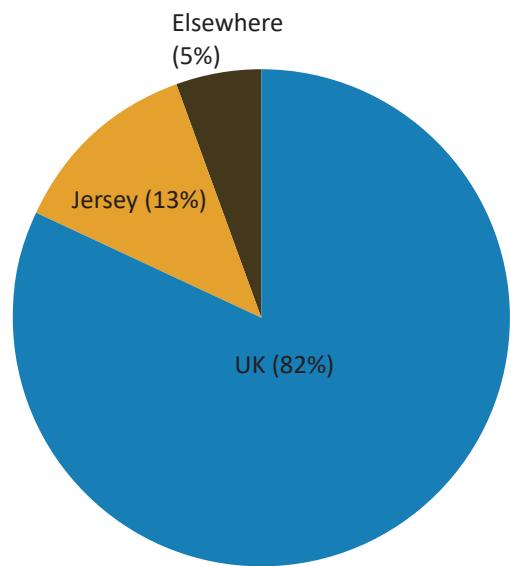
Day trips accounted for 7% of all residents' trips during Q4 2025, in Q4 2024 it was 12%. The average length of trip by residents during Q4 2025 was 7.0 nights, and compares with 6.1 nights during Q4 2024.

**Table 9.2.1 Residents - destination port**

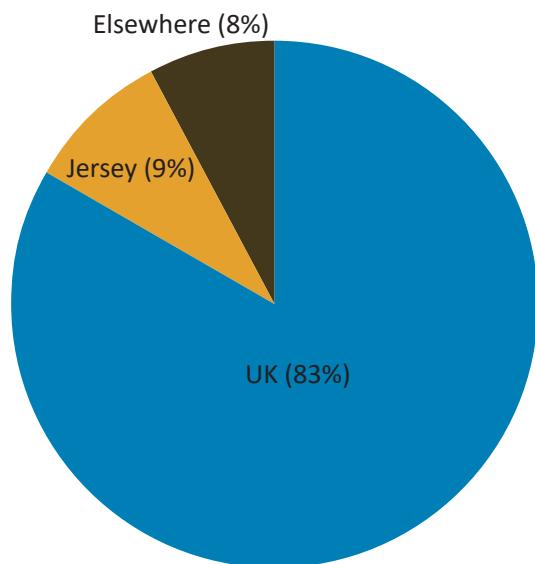
	Q4 2023	Q4 2024	Q4 2025	Annual % change	2 yr % change
United Kingdom	47,845	48,452	50,048	3%	5%
Jersey	7,134	7,379	5,317	-28%	-25%
Rest of world	3,375	3,145	4,599	46%	36%
<b>Total</b>	<b>58,354</b>	<b>58,976</b>	<b>59,963</b>	<b>2%</b>	<b>3%</b>

NB: Figures may not sum exactly to totals due to rounding.

**Figure 9.2.1 Residents - destination port Q4 2024**



**Figure 9.2.2 Residents - destination port Q4 2025**



## 10.1 Methodology

Exit surveys are undertaken daily at the airport and harbour, with a random sample of departing passengers being interviewed. The proportions of resident versus visitor travellers are then applied to the actual numbers of total passengers (provided by the airport and harbour authorities) to determine the passenger composition of Guernsey's main air and sea routes. The survey is conducted using internationally accepted methodology.

In Q4 2025, 4,448 completed interviews were conducted with individuals at the harbour and airport, who responded to the survey on behalf of their immediate travelling party. These interviews represented a total party size of 7,503 passengers, which is 8% of the total number of passengers departing Guernsey during Q4 2025 (excluding those travelling within the islands of the Bailiwick and those departing by cruise ship or yacht).

All sample surveys are subject to a degree of statistical error. This quarter there were 4,448 interviews conducted and it was found that 38% of respondents were departing visitors. With a 95% confidence level, the margin of error is plus or minus 1%. In other words, there is a 95% probability that the proportion of departing visitors lies within the range of 39% to 37%. As the sample sizes decrease (for individual routes, purposes of visit and types of accommodation for example), so the margin of error increases.

Each month, visitor accommodation providers with active permits are also asked to provide data on the availability and occupancy of their accommodation units. The responses received in October, November and December 2025 include various different accommodation types and sizes and statistics for these months are accurate to within at least plus or minus 2% (at a confidence level of 95%). The responses are scaled up by the total amount of visitor accommodation (with both an active boarding permit and an aligned building use type) in order to give figures for the whole Island.

## 10.2 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](http://www.gov.gg/data). Please contact us for further information.

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