

TOURISM
MANAGEMENT BOARD

Meet the team - Trade

- Hannah Beacom – Chair
- Nico Bezuidenhout – Carrier
- Clare Crowson - Agent
- Ian Vaudin – On island transportation
- Charlie Walker – Accommodation
- Natalie Davidson – Events
- Keith Beecham - Consultant

Meet the team – States of Guernsey

- Deputy Simon Vermeulen – Committee for Economic Development, Tourism lead
- Mary Putra, MBE – Director of Communications

1. Introduction

2. The Value of Tourism

The Bailiwick of Guernsey is a small island in the English Channel, but it has a big story to tell. Our island is a beautiful and historic destination, and we are proud to be a member of the Channel Islands. Our island is a beautiful and historic destination, and we are proud to be a member of the Channel Islands.

Why does the visitor economy matter to Guernsey?

In addition to the fiscal benefits and contribution to our overall economy, the visitor economy helps make Guernsey a better place to live, work and do business. It supports our external and internal travel links and the development of 'products' from which our community benefits, whether that be our bars and restaurants, sporting, cultural and arts events or heritage and culture. Tourism is a global, fiercely competitive export industry and it is one of Guernsey's few indigenous industries. It is important that collectively we understand its current value and potential.

2023 Visitor Survey analysis shows that the spend of visiting parties was distributed as follows:



Average spend per plane and ferry visitor
 £511 in 2019/20 | £603 in 2023**

Average spend per cruise visitor
 £34 in 2019/20 | £40 in 2023

Combined total expenditure of visitors
 £139m in 2019/20 | £134m in 2023**

**The average party size was 2 people and the average length of stay was 3 nights.

***This is an aggregated figure based on the 2023 Visitor Survey data.



- 🌀 Foreword from Deputy Vermeulen
- 🌀 Introduction
- 🌀 The Value of Tourism
- 🌀 Current Challenges
- 🌀 Key Strategic Aims
- 🌀 Short Term Aims and Actions 2024 - 2025
- 🌀 Long Term Framework
- 🌀 Summary
- 🌀 Contacts

Key Strategic Aims

- Data
- Extending the season
- Political Understanding
- Private sector understanding – encouraging maximum spend
- Bedstock – amount and quality
- Air and sealinks – protect and maintain

How will we measure success

- Review the detail of the arrival data
- Reliability of sea and air routes
- Continued reporting on bedstock levels
- Stable and growing occupancy levels
- Increasing length of stay
- Increase average spend
- Growing occupancy in shoulder months

How will we measure success

- Success of the product development grant projects
- Success of event grant projects
- Increased engagement and contribution from Industry
- Net Promoter scores

Short term aims

- Encourage sustainable tourism
- Collaborations on new products
- Events led tourism
- Sports tourism
- Promote the importance of the industry to the local community and our politicians



Guernsey
Ambassador
Scheme



Guernsey
Mark

More work to do

- Sustainability
- Land use
- Ease of entering the industry
- Staffing
- Bed levels



Where to find more data
www.guernseytrademedia.com