

# Coming up...

- 2024: the story so far
- 2025 Visit Guernsey Objectives
- Our audience
- Our themes
- 2025 Media
- Trade development
- PR updates UK and European markets
- Improved collaborative working
- The Guernsey Information Centre



### **2024: The story so far** (to September end)



242,626

**Departing visitors** 

Compared to 277,769 in 2023



66%

departed by aeroplane



**17%** 

departed by ferry



**17%** 

departed by cruise ships / yachts



100,409 visited for leisure



47,613 visited to see friends or family



21,707 visited for business



**57,006** visited on a cruise ship / yacht



14,501 visited for other reasons



1,390 were long stay visitors

# 5.0 nights

The average length of stay

Compared to 5.0 nights in 2023





**Occupancy** 

Compared to 60% in 2023



**Estimated total spend** 

Average spend of £635 per ferry & aeroplane visitor

### **TMB Strategy Actions**



- Encourage sustainable tourism, protecting our natural and cultural resources by working with both private and public sector.
- Collaborate to ensure that the tourism products and services align with the wants and needs of our target audience.
- Ensure that our air and sea links align with the needs of our target audience and that we are developing routes that align with the framework for both an incoming and outgoing audience.
- Work collaboratively to ensure that our accommodation offering aligns with the needs of our target audience and safeguard the existing bed stock.
- Ensure a rich visitor experience and by doing so encourage longer stays and a higher spend per visit.

- Extend the season to increase revenue and visitor spend over 12 months.
- Recognise the importance of events-led tourism and exploit opportunities ensuring collaboration between event organisers, agents and carriers; and VisitGuernsey so no marketing and sales opportunity is lost.
- Work with the Sports
  Commission and its members
  to ensure targeted marketing to
  visiting supporters.
- To promote the importance of tourism to the local economy in the local community and ensure that positive stories are told not only about future potential but current wins.

# VisitGuernsey Marketing Objectives

Attracting a more affluent customer, and spending our budget on the right audience fit

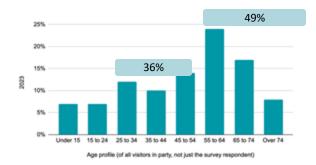
Support tourism pillars set out by the TMB - mainly sustainability, sports, history

Market Guernsey as an all year round destination, using product offering to give compelling and multiple reasons to visit

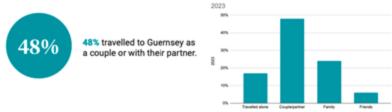
Communicate our relevancy to changing market needs, and remain topical and agile

# Our visitor profile

We are successfully attracting a broader range of ages



#### Couple and solo travellers make up the majority



#### High value spenders

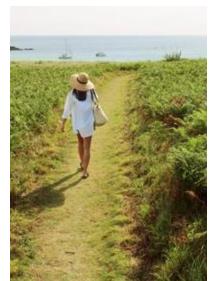
Our audience are spending in the higher tier categories (2023 visitor survey) 32% of respondents reported their party spent £1,500 or more on their trip (including travel and accommodation),



# Our audience groups



Solo travellers 35+



Family 35+





Couples 35+





Couples 55+

Groups 35+





Groups 55+

# Our key markets and audience targeting



- 1. UK & Dublin
- 2. France
- 3. Jersey

Our data tells us they are searching for:

- Short breaks UK
- Weekend breaks UK
- UK Holidays
- Island holidays







We directly target areas with departure points to Guernsey.

Birmingham

Bristol

Dublin

Edinburgh

Exeter

**Jersey** 

London

Manchester

Paris

Southampton

Poole

Portsmouth

St Malo

### A balanced media approach

#### The ISLANDS of **GUERNSEY**

#### **Targeted TV through Sky Adsmart**

Targeting those with a propensity to travel + take domestic trips



#### Out of home

High visibility around key departure points



Print: Lifestyle & broad targeting across age groups, skew towards traditional, examples include:



TRAVELLER SAGA TRAVELLER

#### Influencers:

With credible alignment and reach



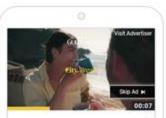
#### Digital Media

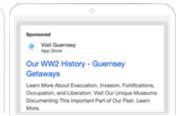
35+ - 65+ audiences optimised with relevant creative (test and leam)

- YouTube
- Meta (Facebook & Instagram)
- Pinterest
- Google Display
- Search











#### Organic social 1000s of pieces of content

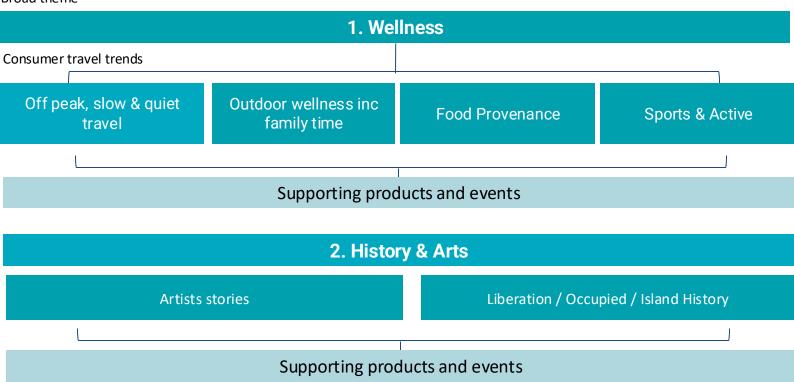
- Reels
- Stories
- Feed
- Blogs



### **Core themes**







# Heritage 80

- WWII Occupation Trail
- Liberation Exhibition Trail
- Liberation 80
- Product Development Workshop
- Find My Past / Genealogy tourism
- Festung Guernsey















### Trade insight





- 2024 capacity: Rotterdam 80% & Gronningen 90%
- 22nd November brochure went to print. Distributed to every agent in Holland before Christmas.
- December is their busy booking period.
- NEW: Highlights of Guernsey, group excursion trip Due to popular demand,
- 'The Channel Islands and Guernsey in particular is very popular with Dutch tourists.'

# rolf meier reisen

- 2025 Introduce new route Bern.
- Very happy with 2024. The product is good.
- **NEW:** 19 April 10 May 25 from Bern
- 17 May 23 August 25 from Zurich
- They want to prolong the season by adding these earlier flights

# premierholidays

- 28th November 2025 Marketing Plan
- June was a very strong month. Guernsey & Jersey TV series.
- Trade events year round. 10–15 per month. Window competitions, webinars, coffee morning, instore events, working lunches/dinners etc.
- September / October is their busiest booking time.
- May, June and September are most popular for their customers

### Trade development

# The ISLANDS of GUERNSEY

#### **French Trade Events**

- **IFTM Top Resa** Paris
- Rendez-Vous en Cotentin Cotentin Peninsula
- European Forum WTC 2027 Caen (Year of the Normans)

### **Operators**

Continued outreach to high-profile operators to create new sales platforms and additional revenue opportunities for industry:

- **Beaches of Normandy** International clientele promoting our WWII heritage. Has programmed 6 channel island tours for 2025/26.
- Swimming Operators Introduction pack sent. (Swim Quest, Strel Swimming Adventures, Active England Tours, Swim Wild UK, Large Outdoors, The Wild Swimming Co)

### New trade focused platform

 Equator Learning Platform. Equator Global is one of the biggest travel trade platforms globally It has 88,000 UK & Ireland sales professionals.







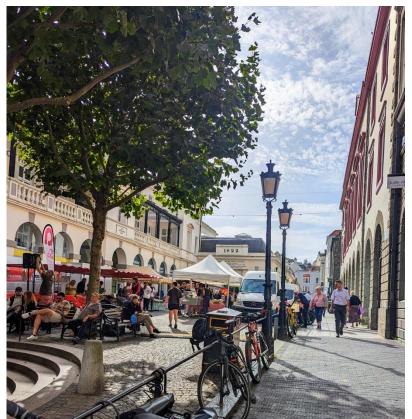






# The ISLANDS of GUERNSEY

# **Guernsey Information Centre**











#### **UK PR**

#### Top line UK PR activity

- Press releases
- Media alerts
- Visiting journalists
- Media events

#### **Key themes**

- History & Heritage
- Wellness

#### **Visiting Journalist Programme**

- 436 pieces of coverage in 2024
- Group trip x 2 history focused / wellness focused
- The Guardian, The Telegraph, Discover Britain, The i
- War History Online, Outdoor Swimmer





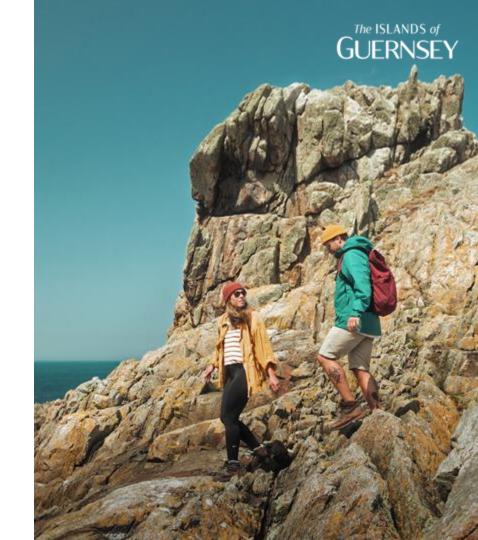






### German PR and trade

- Work is ongoing to implement a new seasonal route from Munich with a new airline, to commence in 2026
- If the seasonal route is unsuccessful, Plan B is to implement a new charter route organised in partnership with Wolters Tui
- VisitGuernsey will attend the ITB in Berlin in March 2025, in partnership with Visit Jersey to jointly promote the Channel Islands
- New flight with Rolf Meier Reisen from Bern in Switzerland starting with four rotations. We are also in discussion with an Austrian operator to drive a new summer charter from Vienna
- Collaborative approach with the Guernsey Hospitality Association
- Following the implementation of a new seasonal or charter route, PR work with visiting journalists and media will recommence



### French PR and marketing

- Visiting Journalist Programme
  - 3 x group trips plus a series of individuals
    - Grazia 3.9m monthly visits
    - Paris-Normandie 1.2m monthly visits
    - GEO WEB 14m monthly visits
    - GALA 15.6m readers
- Media releases and consumer mailers.
- Awareness raising campaigns, in particular to promote the new Brittany Ferries timetable
- Co-funds with Condor France / Brittany Ferries and Aurigny
- Collaborative working with Tourism Offices in the Brittany and Normandy regions



### **Working together**

- Adapt and expand to capitalise on the themes we are focusing on
- Make the most of our assets
- Check and review your listing on the VG website to ensure it is accurate and up to date
- Make sure your special offers are on the VisitGuernsey site
- Stay in touch let us know how you are doing
- Take our partnership packages
- Stay engaged read the trade mailers

VisitGuernsey offer an extensive, free-to-use library of official images and videos.

You can also keep up-todate with the latest news, strategy and campaign activity

guernseytrademedia.com

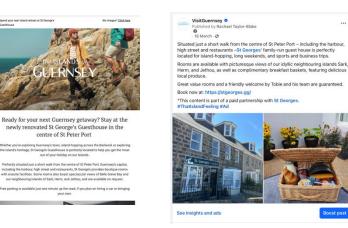






Advertise with VisitGuernsey. All trade partners are entitled to a bronze package, free of charge, but there are opportunities to make the most of our connections, to improve yours, whatever your budget. These include:

- Listings on visitguernsey.com
- Special offer listings
- Social media features
- Special offers includers in consumer mailers
- Featured listings on visitguernsey.com
- Bespoke content partnerships





Bespoke content partnership with St Georges delivered:

- Dedicated mailer to VisitGuernsey database (58,000+) opened by 11,841 people (21.58%) resulting in 490 direct referrals to their website
- 13,546 organic impressions on Facebook and 950 engagements

