

The ISLANDS of
GUERNSEY

2026 Marketing Plan
Building on a Year of Momentum

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.

Visit Guernsey Marketing Aims

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 responsive, topical and agile

<https://gov.gg/CHttpHandler.ashx?id=176949&p=0>

Our audience groups

Who

Our H1 2025 data tells us

- 49% of all visitors are aged 55 years and above.
- 19% aged 45-54 (up from 12% in H1 2023).
- 38% traveled as a couple or with a partner.
- 26% traveled with family.
- 18% traveled solo.

The number of visitors from France more than doubled in Q1 2025 compared to Q1 2024, and increased by 74% in Q2 2025 compared to Q2 2024.

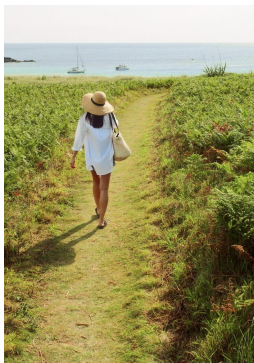
Where

H1 2025 Accommodation: of all visitors who stayed overnight, 61% stayed in hotels, and 29% stayed with friends or family, which we are noticing a shift in favour of these types of stays.

Key Motivations: For leisure visitors in H1 2025, the most enjoyable aspects of their trip were the natural environment, scenery, and beaches (32% of respondents), followed by seeing friends/family (24%) and various activities such as cliff and beach walks, cycling, and boat trips (16%). Other popular attractions included history and heritage (52%) and the opportunity to "island hop" to other islands like Herm and Sark (40%).

Source: States of Guernsey Visitor Survey and States of Guernsey Exit Survey 2024 and 2025

Solo travellers 35+



Family 35+



Couples 35+



Groups 35+



Multi-gen inc 55+

Couples 55+

Groups 55+

High value spenders

With 2025 spend survey still in analysis, 2024 data tells us: Our audience are spending in the higher tier categories (2024 visitor survey) 41% of respondents reported their party spent £1,500 or more on their trip (including travel and accommodation, and up from 32% in 2023), a 21% spent between £1,000 and £1,499 on their trip. The average party size is 2.2

Market Split in Q2 2025

49% UK

13% France

6% Jersey

+74%
Q2 2025 v
Q2 2024

A low-angle, close-up shot of a person's legs and feet walking on a dark, wet cobblestone path. The person is wearing a blue and white horizontally striped beach towel or skirt that is draped over their legs. The person is barefoot. The lighting is warm and golden, suggesting late afternoon or early morning. The cobblestones are dark and reflective, with some water visible between the stones. The background is slightly out of focus, showing more of the path and some small, light-colored stones or pebbles in the distance.

Our 5 Point Plan for 2026

1. Increase consumer and lifestyle appeal

Prioritising our brand and reaching new visitors through

Content-Led Engagement

We will deepen our investment in a content-first approach that tells the island's unique stories. This involves collaborating with credible influencers to reach new audiences and bringing our brand to life across key lifestyle pillars, from family and wellness to history and arts. These channels account for almost a third of decision making in our exit survey.

Authenticity at Our Core

Our authenticity-first approach will remain the foundation of all 2026 marketing materials. We will leverage our unique character and heritage to create campaigns that are both impactful and resonate deeply with our target audience.

Tapping into New Trends

We will tap into a range of evolving travel trends, including 'calm-cations,' men's wellness, and nostalgia tourism.

Aligning with Relevant Partners

Our press and lifestyle strategy will continue to focus on high-end, lifestyle-aligned publications. This allows us to connect with our target audience of affluent travelers in a trusted and aspirational environment.

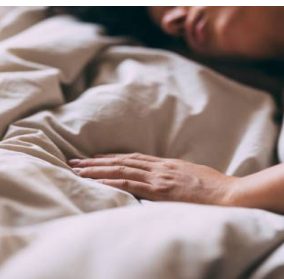
      



1. Leveraging trends for growth (continued)

"Travel trends like stargazing, holiday romance, nostalgia tourism, sleep tourism, digital detoxes and so on show us that people are searching to be reconnected to something bigger than themselves."

- **Jasmine Bina, CEO of Concept Bureau and an experienced analyst of consumer behaviour**



Calm-cations

Various reports are citing Calm-cations are the latest travel trend focused on rest and reset

<https://www.forbes.com/sites/rebeccahughes/2025/03/14/try-2025s-calmcation-trend-in-these-stress-free-european-spots/>



Off the beaten track

Concern about overcrowding had prompted tourists to spend their 2025 summer vacations in less popular or off-the-beaten track destinations

<https://www.cnn.com/2025/08/19/coolcations-are-booming-as-tourists-prioritize-quieter-off-peak-trips.html>



Cooler Climates

One of the fastest-rising trends among British travellers is the 'coolcation' - Thomas Cook

<https://www.cnn.com/2025/08/19/coolcations-are-booming-as-tourists-prioritize-quieter-off-peak-trips.html>



New Haydays / Newstalgia

As millennials enter middle age, the holidays they loved as children will be revisited

<https://www.sellingtravel.co.uk/gen-z-and-millennials-feeling-deja-vu-with-nostalgia-travel/>



Men's only wellness

Men-only wellness retreats are on the up according to [booking.com](https://www.booking.com/articles/travelpredictions2025.html)

<https://www.booking.com/articles/travelpredictions2025.html>



Food Destinations

Nearly 1 in 5 will travel specifically to seek out new restaurants or culinary experiences

<https://stories.hilton.com/2025trends/foodies>

2. Diversify our offerings on all fronts

We will diversify our offerings to attract a broader audience and tap into new market segments. This approach is grounded in our understanding of what visitors want, and the success of our previous campaigns.

1. Strategic Product Pillars

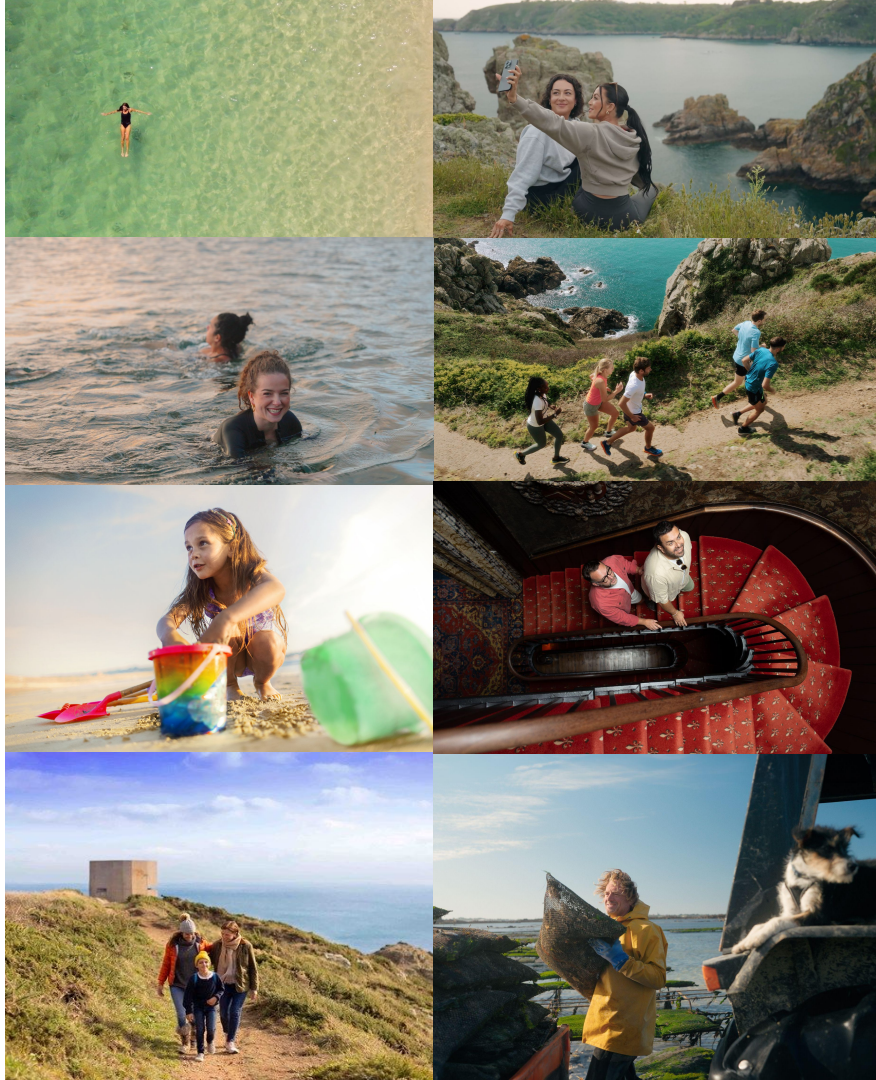
- **Wellness & Outdoor Experiences:** We will capitalise on the growing demand for wellness travel by promoting our outdoor experiences. For 2026, our new focus is on the **men's wellness** movement, creating content and experiences that speak directly to this audience.
- **Food Provenance:** The introduction of a new **food festival** and the promotion of new eateries will position Guernsey as a premier food destination. This is a key focus for 2026.
- **Sports & Active Tourism:** We will work with sports programs to promote Guernsey as a destination for both formal events and informal active pursuits like **trail running and hiking**.
- **History & Arts:** We will continue to build on the success of the Liberation 80 campaign by promoting our rich artistic heritage and history, leveraging our **authentic storytelling model** to engage new audiences.

2. Extending the season

We will continue to position Guernsey as an all-year-round destination, building on the positive uplift we've seen in off-peak periods.

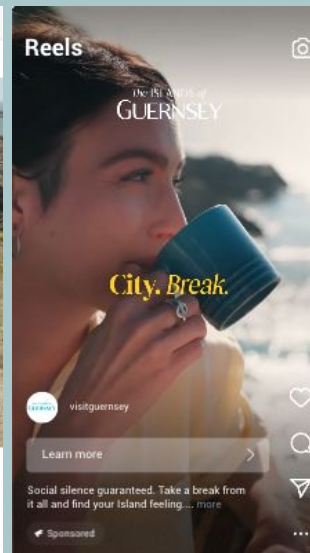
3. Trips of every duration

Our strategy will be to create compelling offers for a variety of trip lengths from day and short term trips to longer term stays across our islands.



3. Develop multi-market and multi route marketing activity to support key routes

- **Deepen the French Connection:** The French market is a strategic triumph and is a core area for 2026 growth. Marketing efforts will be reinvested and expanded, particularly in the key target areas of Paris, Normandy, and Brittany. Focusing on day trips whilst encouraging extended stays. We will continue to work with specialised agencies and deliver region specific communications.
- **Refine UK Targeting:** The strategy should continue to target our key departure points; London, Birmingham, Bristol and the South West, with targeting seasonal routes where appropriate. Continuing to promote Guernsey as a year-round destination to a more targeted segment of UK travelers who are looking to escape the crowded hotspots of continental Europe.
- **Revitalise the Jersey Market:** The decline in visitors from Jersey is primarily a result of connectivity issues. The 2026 strategy should frame its approach to this market as a "reconnection" strategy, with a primary focus on working with travel partners to re-establish and promote reliable inter-island services and two centre Channel Island holidays.



4. Optimise media budget for both brand growth and partner referrals

Brand and visibility

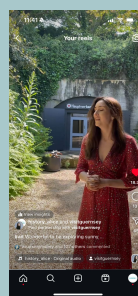
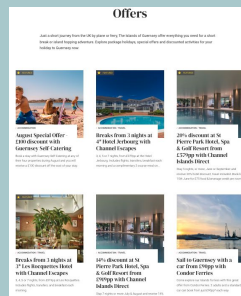
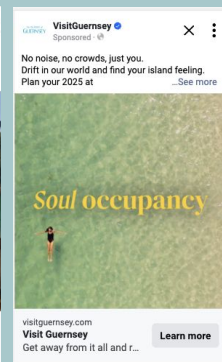
- High-Impact OOH: Secure prime out-of-home advertising placements near key departure points to build brand presence and drive awareness at the moment of travel consideration.
- Targeted Video: Hyper-targeted VOD (Video on Demand) delivery and paid social media campaigns to reach our 35+ audience with relevant, lifestyle-aligned content that inspires travel.
- Credible Endorsements: Leverage authentic PR and influential partnerships to tell our story in trusted publications and platforms, enhancing our credibility and reach.

Digital first comms

- Multi-message delivery targeting 35+ audiences with a propensity to travel, around key departure points
- Driving traffic to VisitGuernsey.com and partner sites

Owned channel optimisation

- Partner Offers: Leverage our email database to distribute exclusive partner offers, providing a direct route to conversion and nurturing our existing audience.
- Consistent Engagement: Maintain a consistent organic social media presence, delivering weekly content that continues to build our community and keep Guernsey top-of-mind.



5. Maximizing impact through partnerships and cofund budgets

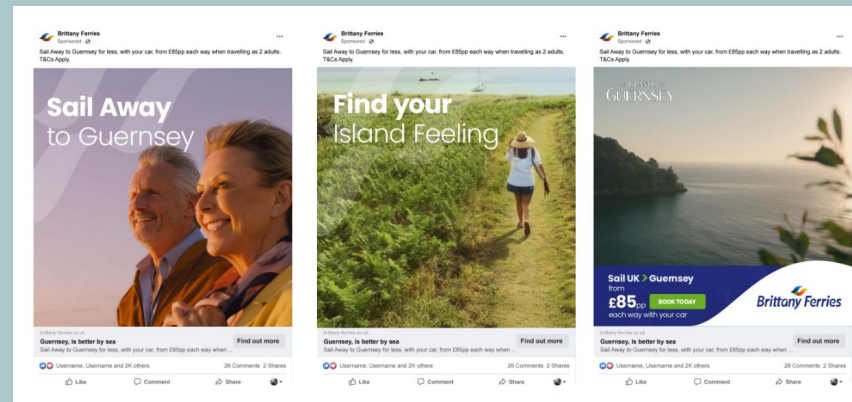
Cofunds

Following the success of our co-fund campaigns in the French and UK markets, we will deepen our collaborative activity with partners. This strategy will allow us to pool budgets for larger-scale, more impactful campaigns.

- **Nationwide and Targeted TV:** Previous cofund campaigns have included national TV campaigns, using our high-quality assets to build brand awareness on a nationwide scale and leveraging targeted platforms like Sky Adsmart to reach specific, high-value audiences.
- **Regional Radio:** Our cofund radio campaigns have historically included direct calls to action to drive conversion, targeting localised audiences with a strong propensity to travel.
- **Direct Conversion & Acquisition:** Our cofund campaigns are a unified effort to not only raise awareness but also drive direct bookings and customer acquisition, ensuring a clear return on investment for both VisitGuernsey and our partners.

Partnerships

- **Cruise development:** We support Guernsey Ports in cruise development by collaboratively managing marketing and relationships with existing, returning, and new cruise lines.



In 2026 we will welcome new cofund partnerships to help us move collaboratively towards our goals.

The VisitGuernsey 2026

5 Point Plan Summary

1. **Increase Consumer and Lifestyle Appeal:** Attract a high-value audience through a content-led approach, influencer collaborations, and aligning with high-end publications.
2. **Diversify Offerings:** Focus on key product pillars: Wellness & Outdoor Experiences, Food Provenance, Sports & Active Tourism, and History & Arts.
3. **Multi-Market and Multi-Route Marketing Activity:** Deepen the connection with the French market, refine targeting in the UK, and revitalise the Jersey market.
4. **Optimise Media Budget:** Deploy a mix of high-impact out-of-home advertising, targeted video on demand, PR, and owned channel optimization to reach the target audience.
5. **Maximise Impact through Partnerships and Co-funding:** Continue successful co-funding campaigns with partners to amplify the marketing message through nationwide and targeted TV, regional radio, and direct conversion campaigns.



Explore our product stories and download assets on
guernseytrademedia.com

The ISLANDS of
GUERNSEY

