

*The ISLANDS of*  
**GUERNSEY**



# 2024 Partnership Packages

**For Trade Partners**  
February 2024

# Working Together

Teamwork is the best way to get your business in front of the right people, at the right time. By partnering with VisitGuernsey, you can do exactly that.

## Why partnering could work for you

- Take advantage of our knowledge, statistics, surveys and research
- Access our already engaged audiences across digital, social media and email
- Benefit from a relationship with UK and European tour operators and travel agents
- Benefit from our dedicated UK and European PR teams, and content, social and digital marketing expert teams

There are several opportunities for you to add to your marketing, as part of a package or on an individual basis.

Work with us and let us help you to expand your horizons.



# Key Statistics



**60,416** strong, GDPR compliant, email database



**123,532,829** ad impressions



**visitguernsey.com** delivers over **1.34 million** sessions to over **489,000** users



**13,711,051** social ad views (at least 75% completion rate)



**265,652** referrals to industry partners



combined social following of **65,563**

# How we are already supporting you

We are dedicated to helping your business reach as large an audience as possible. Here are the ways we are already doing that, **free of charge**.

- A listing on **visitguernsey.com**, which is searchable indefinitely on the website, resulting in search increases on Google and meaning a guaranteed listing for businesses that don't have a website
- Features in our regular organic (non-sponsored) content on the visit guernsey blog and social media channels. See an example **here**
- Guidance with developing unique, memorable experiences for visitors, which are easily bookable and promoted free of charge in the special offers section of the **VisitGuernsey website** (**visitguernsey.com/planning/offers**)

If you're not already taking advantage of all these free opportunities, contact Jo to get started at [jo.dyer@gov.gg](mailto:jo.dyer@gov.gg)



# New Opportunities



# Marketing Packages

## Making the most of your opportunities with VisitGuernsey

All trade partners are entitled to a bronze package, free of charge, but there are opportunities to enhance your marketing opportunities, whatever your budget, and make sure you get noticed.

| PACKAGES  |   |  |   |  |   |
|---|---|--|---|--|---|
| Bronze  | Silver  | Gold   | Platinum  | Content Partnerships                           | Individual Prices   |
| Standard listing* on the VisitGuernsey website      | Standard listing* on the VisitGuernsey website        | Standard listing* on the VisitGuernsey website           | Standard listing* on the VisitGuernsey website                    | 1 x solus blog post (800 word limit)           | Individual 1 month featured website listing <b>£250</b>       |
| Special offer listings on the VisitGuernsey website | Special offer listings on the VisitGuernsey website   | Special offer listings on the VisitGuernsey website      | Special offer listings on the VisitGuernsey website               | 1 x dedicated consumer mailer (300 word limit) | Individual static Facebook post starting at <b>£100</b>       |
|   | 1 x static Facebook post                              | 2 x static Facebook posts                                | 2 x static Facebook posts   | 1 x static Facebook post                       | Individual static Instagram feed post starting at <b>£200</b> |
|   | 1 month featured listing on the VisitGuernsey website | 2 month featured listing on the VisitGuernsey website    | 2 month featured listing on the VisitGuernsey website             |  | Individual blog post and activity <b>£550</b>                 |
|   |   | 1 x exclusive special offer featured in consumer mailers | 2 x exclusive special offers featured in consumer mailers         |  | Individual special offer in single mailer <b>£200</b>         |
|   |   |  | Content Partnership - dedicated blog and mailer and Facebook post |  | One Solus Email <b>£350</b>                                   |
| <b>Free</b>   | <b>£300</b><br>(£350 value)                           | <b>£850</b><br>(£900 value)                              | <b>£2,000</b><br>(£2,100 value)                                   | <b>£1,000</b>                                  |   |

\*A standard listing includes your name, a 400 word description, location map, a website link and imagery

# What is featured content?

## Get 3x more views and website referrals

Featured content is placed at the top of relevant web pages, meaning your business appears first before other listings.

For example, a featured listing for a hotel would appear at the top of the accommodation page.

As there is obviously limited space on the website for features, the month-long spots are sold on a first come, first served basis and must be booked in advance.

**Individual 1 month featured listing is £250.**

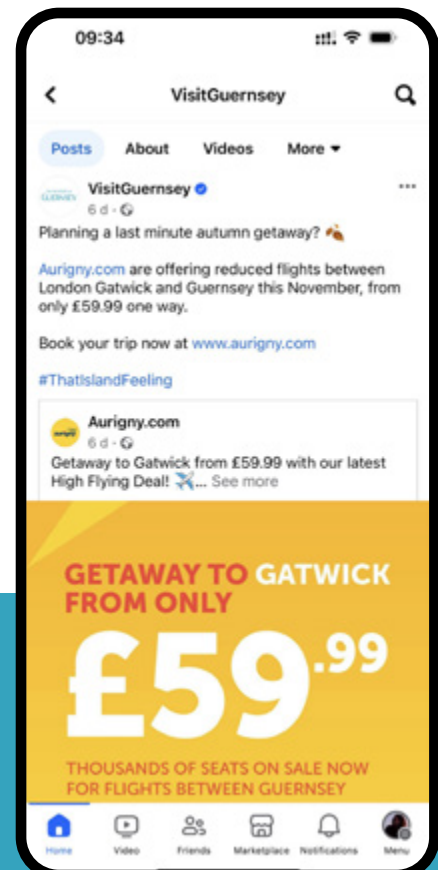
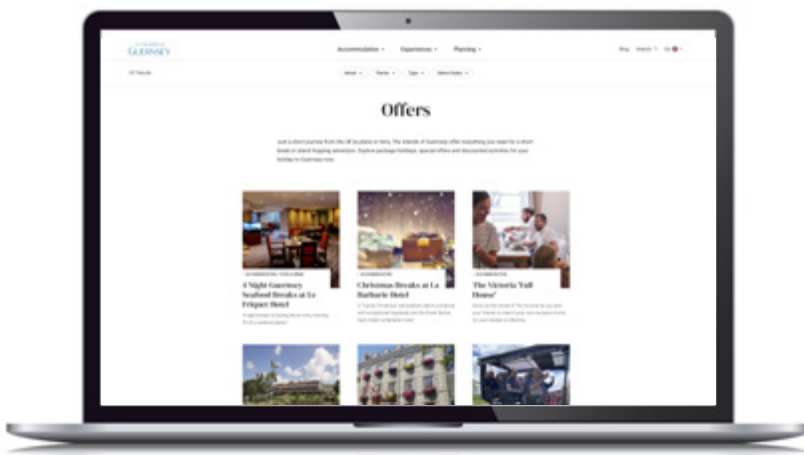
## Increase your social reach

We have a strong, highly engaged social media following of 65,563 people who want to hear more about The Islands of Guernsey. Let us get your business in front of those potential customers.

Our social media team will work with you to craft tailored content that can promote your business and offers in the best way for our audience.

**Individual static Facebook post starting at £100.**

**Individual static Instagram feed post starting at £200.**



# Exclusive special offers featured in consumer mailers

Promote your business to our 60,416 strong, GDPR compliant, database.

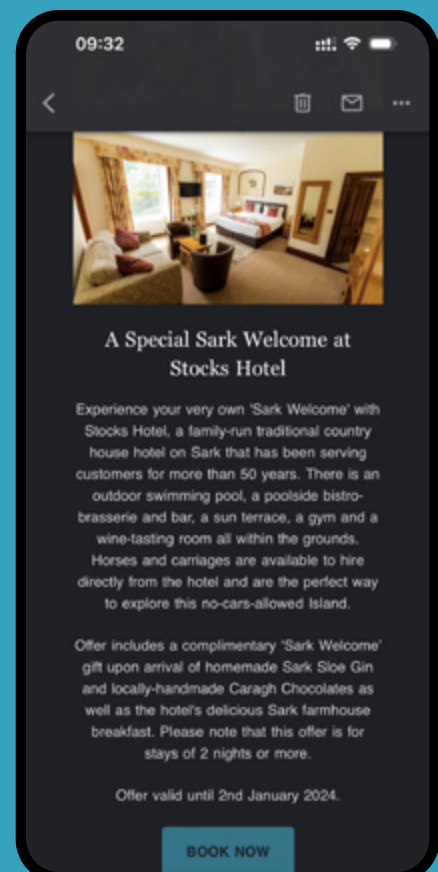
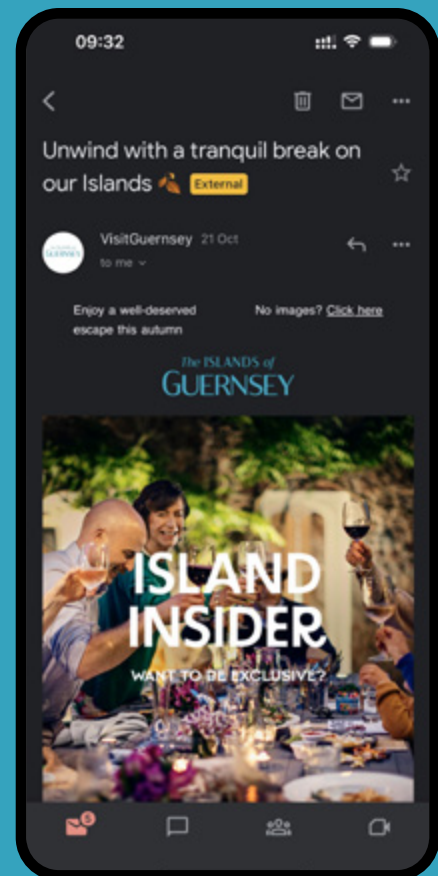
The mailer is being rebranded as an exclusive club, so offers promoted in this way have an added benefit for those who have signed up.

**Consumer mailers** are sent out twice a month to our email database, highlighting the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

## This includes:

- 1 An image of 600 pixels wide by 500 pixels tall (supplied as a jpeg to include a commercial message)
- 2 100 words describing your offer
- 3 A link to your website

**Individual special offer in single mailer is £200.**





# Content partnership

Our content partnership includes a dedicated blog post on our website created by our editorial team, a solus email to our 60,416 strong database promoting that blog post (with any accompanying offers you have) and supporting social media content.

## Blog Post

Online content is an important part of our marketing activity, and allows advertisers to promote a service, activity, or event in greater detail than any other format. Images, videos and hyperlinks are a key benefit within this advertising format.

All blogs are shared to our social media audience, and remain live and searchable on our website.

**Individual blog post and activity is £550.**

## Solus Email

Featuring both your blog post and any accompanying special offers, our solus emails are dedicated to promoting your business alone. The email can be sent on a date of your choosing and include links directly to your website.

**One Solus Email is £350.**

“Our collaboration with VisitGuernsey has been a great success, with their partnership package we effectively extended our reach through consumer mailers and social media channels. We’re excited for more fruitful collaborations in the future, reaching an even broader audience.”

**Hand Picked Hotels**

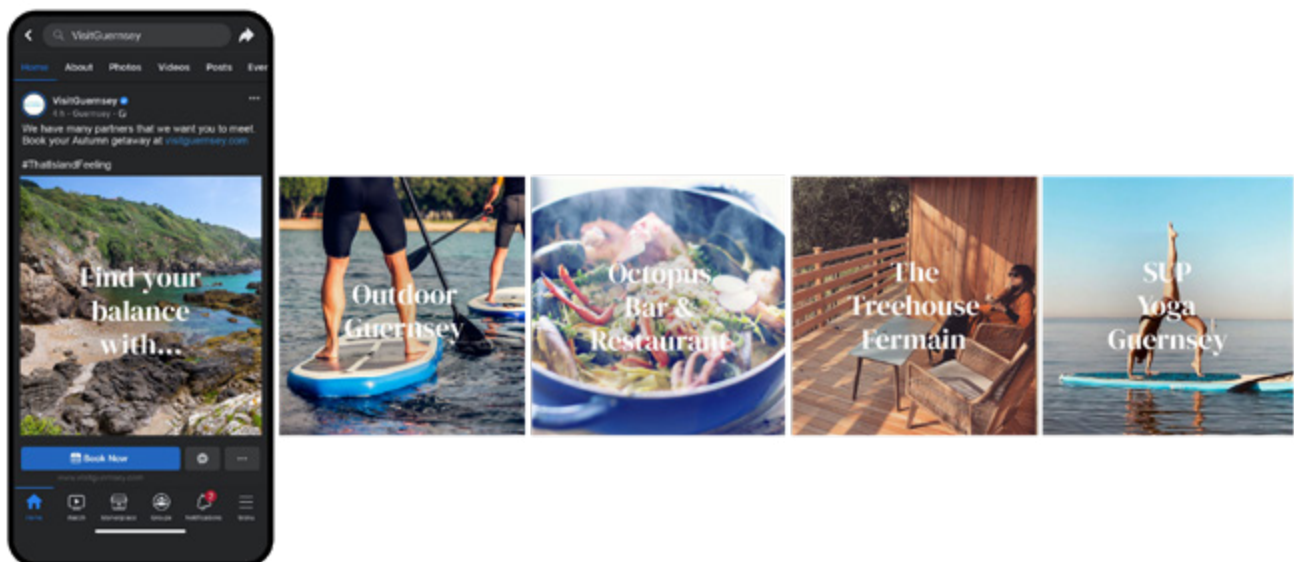


# Bespoke partner campaigns

The ISLANDS of  
GUERNSEY

We can work with you to create bespoke partner campaigns based on your offerings.

If you would like to talk to us about creating a bespoke partner campaign, then please email [jo.dyer@gov.gg](mailto:jo.dyer@gov.gg)



If you have any further questions, please contact  
Jo Dyer at [jo.dyer@gov.gg](mailto:jo.dyer@gov.gg)