

The ISLANDS of
GUERNSEY

**Print Advertorial
& Editorial**

Jan - Mar 2022

DAREDEVILS CAN EARN DISCOUNT

THRILLSEEKERS can get their kicks and earn a reward simply for taking a walk on the wild side.

A travel company wants adrenalin junkies to test out adventure trips – in exchange for a massive discount.

No Boundaries' Activity Tester programme gives budget travellers 80 per cent off when they sample an activity-themed holiday.

There is a catch . . . but only a small one. Adventurers will have to post about their trip on social media, write a report when they get

home and fill out a "post-adventure questionnaire".

The activities include safaris in South Africa, skiing in Italy, ice climbing in Norway, hiking in California and wild trekking in Sardinia.

Find out more at noboundaries.co.uk/activity-tester.

THE Channel Islands of Jersey and Guernsey have both removed testing and isolation measures for all arrivals. Jersey will drop tests from February 7. Guernsey is already open to visitors.



SPANISH DELIGHT

THOMAS Cook has added holidays to Granada and A Coruna from April. Granada is in the heart of Andalusia while A Coruna is in Spain's northern Galicia region. Prices from £134pp for three nights room only, including flights in April (thomascook.com).

GUERNSEY-BOUND

TRAVEL to Guernsey has been made easier with the removal of all testing requirements for travellers from the UK. Visitors from the UK, Ireland, Jersey and the Isle of Man will also not be required to isolate on arrival (visitguernsey.com).

WINTER CHEER

OLYMPIC Holidays (olympicholidays.com) has a range of deals this winter. Seven nights self-catering in Tenerife costs from £479pp (saving 41 per cent)

Travel Notes

What's new and how to get the best from your holiday



Including flights on February 4. Seven nights half-board in Paphos costs from £655pp (saving 34 per cent) with flights on February 20.

RAPID TEST

THE Regenerative Clinic is launching a 60-minute PCR test. At £199 it doesn't come cheap, and tests are only available in London's Marylebone and Canary Wharf (theregenerativeclinic.co.uk).

HUGO BROWN

For more than 35 years, the Islands of Guernsey have been home to Raymond Evison's Clematis Nursery.

The Islands of Guernsey are home to five varieties of Guernsey Clematis. Rare, Adorned and L'Isle-aux-Islets with their own unique character. From Guernsey, Jersey and Sark, the best clematis plants in the world. So the Raymond Evison Clematis Nursery is the most wonderful place to visit. The nursery is open to the public. A Victorian greenhouse has also been lovingly restored.

ISLAND HOP AND SEE - WHAT OUR FIVE GLORIOUS ISLANDS HAVE TO OFFER.

La Ségneurie house and Gardens, Sark

Every Week, March to end of Oct

Get behind Guernsey's most beautiful island, make and flowers. La Ségneurie Gardens is one of the most enchanting gardens in the Channel Islands.

www.lasigneurie.com

Herm Island Garden Tours

Every From: 12 April - 14 Sept

Let by the island gardeners explore Herm's garden of some of the loveliest plants in the Channel Islands.

www.hermisland.com

Bloomin' Alderney

April 6 June - Sun 12 June

An opportunity to peek behind the garden gates of some of the loveliest private gardens in Alderney.

www.alderney.com

Explore Lihou Island

Guernsey's most accredited walking tour of Guernsey goes across the island. Our guided walks take you across the island, all the way to the Channel Islands, most recently to the Channel Islands, most recently to the Channel Islands.

www.lihou.com

Spring Walking Festival

21 May - 5 June 2022

Autumn Walking Festival

17 September - 2 October 2022

Our new Walking App is now live!

Whether you're an ambler, a runner or a cyclist, this app offers you a new way to explore the Islands of Guernsey.

Two walking festivals take place each year. Led by a team of Guernsey accredited guides, they are a great way to find out more about our glorious islands.

The app includes a series of walks around different areas of the Islands of Guernsey, many of which are themed, so that walkers can delve further into our history, culture and folklore.

Prices of tickets such as entries and bus routes are also marked on each route too.

The app currently features 10 walks - covering Guernsey, Alderney, Sark and Herm - with more walks being added in the coming weeks.

Available to download from both the Apple and Google stores on your mobile device.

www.visitguernsey.com

GUERNSEY ACCREDITED GUIDES

Walking is one of the best ways to see our glorious Islands.

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www.visitguernsey.com

THE ISLANDS of GUERNSEY
visitguernsey.com



Cruise Industry News

THE ISLANDS of GUERNSEY

Step off the ship into beautiful St Peter Port

For more information, please contact
Chloe Steadman at VisitGuernsey@chloe.steadman@gov.gg
www.cruiseguernsey.com

The ISLANDS of
GUERNSEY

February 2022

THE
Irish Post

GUERNSEY OPENS UP TO IRELAND
New flight connects Dublin to the beauty of the Channel Islands

SUNDAY WORLD

c.130,000

TRAVEL APPDATE
BY NIGEL THOMPSON

DAILY STAR

c.222,474

Travel appdate
BY NIGEL THOMPSON

c.21,000

DAILY Mirror

c.301,226



Take a hike with the new free release from Guernsey's tourism chiefs. Out now for Android and Apple devices, it enables visitors to explore the Channel Island plus Herm, Sark and Alderney on foot with themed, self-guided walking routes and interactive maps. There are an initial 10 options with more to come and the app tracks your steps and highlights points of interest along the way, including refreshment stops, activities and attractions. Walks are rated by difficulty and the length of time to complete, with themes including the Second World War, secret coves and Renoir's favourite bays. visitguernsey.com

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CoachToursUK
OPERATORS

c.5,200



c.500,000

Evening Standard

The magazine for group travel organisers
Group Leisure & Travel

CoachTouring
the modern voice of coach tourism



The ISLANDS of
GUERNSEY

March 2022

c.721,305

The Telegraph



Discover that Island feeling

An island holiday is closer than you think.
Escape close to home in a place that feels worlds away.
#TheIslandFeeling

The ISLANDS of
GUERNSEY
visitguernsey.com

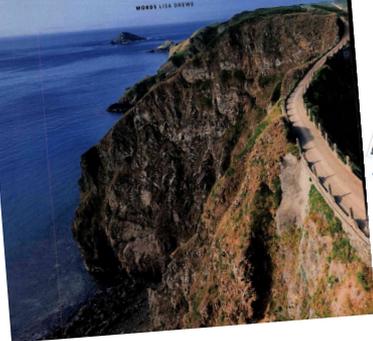
SOUTH EAST
walker
Recent Editions

c.23,000

DESTINATION
**The Channel
Island Way**

This unofficial trail is an alluring walkers' escape around the coastlines of five charming islands that are resolutely British, yet feel more Mediterranean.

WARRIOR LISA DEWEE



Unrestricted travel to the Islands of Guernsey

The Islands of Guernsey have opened air routes, making entry via the requirement to complete a COVID-19 form.

Travelers from all countries, regardless of vaccination status, can now travel to the Islands of Guernsey without the need for a COVID-19 form. This is a significant step towards normalizing travel to the Islands of Guernsey. The Islands of Guernsey are a beautiful destination with a rich history and culture. The Channel Islands are a unique and beautiful destination. The Islands of Guernsey are a beautiful destination with a rich history and culture. The Islands of Guernsey are a beautiful destination with a rich history and culture.

c.6,000

The International
Travel Writers
Alliance

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SUNDAY
Mirror

c.721,305

Take the bus. Gus...
the Islands of Guernsey...
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SUNDAY EXPRESS

c.191,062

Just a 45-minute flight from London, the Islands of Guernsey offer short-haul escapism

Where a long weekend away feels like a proper holiday. Where the smallest of journeys can lead to the biggest adventures. If you've missed fresh air, big open spaces and the great outdoors, the Islands of Guernsey could be just what you need. From cliff paths to clear waters, pristine parks to cycle routes, choose your own pace to reconnect with your loved ones in the outdoors. The smallest Islands, Herm and Lihou, can only be explored on foot, while cycling offers a fantastic way to get around Sark, Alderney and Guernsey. Meander down rural paths and discover charming hedge veg stalls and secret views you'd miss from the main road. Kick off your shoes, feel the sand between your toes, build sandcastles and explore low-tide rock pools on uncrowded beaches.

The past isn't consigned to history books. It's present in towers you can climb, ancient stone carvings you can touch, a unique little chapel you can play hide and seek in, and museums that encourage interaction.



Guernsey's coastlines boast miles of unspoilt cliff paths to hike along, with views to clear your mind and to write home about. Once you've built up an appetite exploring, choose to dine at a multitude of eateries, from beachside kiosks and cafés to local pubs and award-winning restaurants. Get away from it all and recharge the batteries. Create memories to last a lifetime. The Islands of Guernsey are ready to welcome you.



The ISLANDS of
GUERNSEY
Find out more at visitguernsey.com

Waterside
YOUR LIFESTYLE MAGAZINE

c.20,000

THE SUNDAY TIMES c.647,622

Digital Advertising Stats Jan-Mar 22

visitguernsey.com



Google Ads



 PARTNER REFERRALS
VISITGUERNSEY.GA

74,166

 SOCIAL AD LEADS
VISITGUERNSEY.FB.ADS

1,314

 GOOGLE CONV.
VISITGUERNSEY

2,930

 YOUTUBE VIEWS
VISITGUERNSEY

580,413

 WEBSITE SESSIONS
VISITGUERNSEY.GA

213,207

 SOCIAL AD IMPRESSIONS
VISITGUERNSEY.FB.ADS

5,445,814

 GOOGLE CLICKS
VISITGUERNSEY

27,583

 YOUTUBE VIEW RATE
VISITGUERNSEY

15.14%

 WEBSITE USERS
VISITGUERNSEY.GA

169,820

 SOCIAL AD VIDEO PLAYS AT 75%
VISITGUERNSEY.FB.ADS

2,192,142

DISPLAY IMPRESSIONS
QUANTCAST DISPLAY

7,464,173