

A scenic view of a rocky coastline with clear blue water and a couple swimming. The water is exceptionally clear, showing a vibrant greenish-blue hue near the bottom. Two people, a man and a woman, are swimming in the water. The man is on the right, smiling, and the woman is on the left, seen from the back. They are surrounded by large, dark, craggy rock formations that rise steeply from the water's edge. The sky is a clear, bright blue with a few wispy clouds. The overall atmosphere is one of a pristine, natural swimming spot.

2023 Marketing Strategy Overview

The ISLANDS of
GUERNSEY

The context and opportunity

The holiday landscape continues to offer Visit Guernsey a unique opportunity. With consumers still looking for outdoor and family reconnection, we can offer that reconnection much closer to home.

Whilst holidaying locally has increased due to COVID, we need to work harder as consumers rebuild their confidence, and increase their travel list again.

Figure 9. Difference in short break/holiday choices in the next 6 months compared to pre-pandemic, Percentage, August 2022, UK

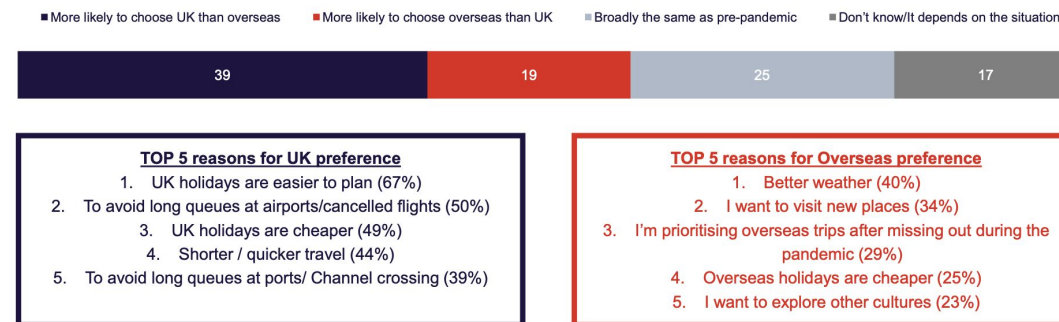


Figure 26. Motivations for UK holidays and short breaks in August to September 2022, Percentage, August 2022, UK, Full list



Figure 27. Motivations for UK holidays and short breaks in October – December 2022, Percentage, August 2022, UK, Full list



Overarching strategy

Strategy

Building and learning on the success of 2022. The general tone is to continue using authenticity and highlight the variety of things to do for a more youthful audience.

Creative approach

Push against old fashioned perceptions to present Guernsey as a place where unique memories are formed - showcasing unique settings, locations and people. Using authenticity to make a connection.

Our media strategy

Help consumers reevaluate what they know about Guernsey with more stand out media placement. Using new formats and channels to attract new audiences.

The media strategy continues with digital as it is cost effective. We will add in digital TV and increase Out of Home promotion.

We will build on regional activity by working with carriers on existing routes where they have capacity and potential for growth.



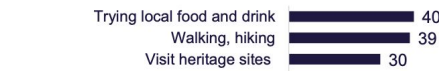
Core audiences

VisitBritain data tells us that majority of trips are being taken by couples and then family / multi-gen who are looking for time together.

Figure 26. Motivations for UK holidays and short breaks in August to September 2022, Percentage, August 2022, UK, Full list



Figure 28. Activities for UK holidays and short breaks, in August to September 2022, Percentage, August 2022, UK, Full list



Primary audience

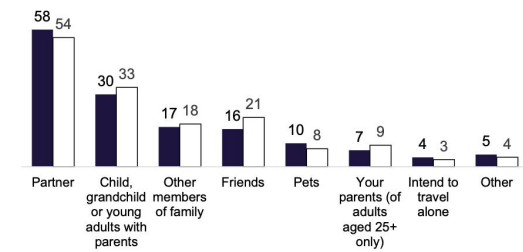
Focusing on a more affluent audience, mainly 35- 65+ couples, who oer index on location +6% South West, +4% South East +4% East of England



Source: (YouGov 2022, (Income) Higher Income: higher than 200% of the median & Medium Income: medium than 200% of the median, (Generation) Baby Boomer (Age & Gender) Male 60+, Female 60+ vs. Nat Rep). (YouGov 2022, (Age) 35-45, Higher Income: higher than 200% of the median & Medium Income: medium than 200% of the median, (Marital Status) Civil Partnership, Married, (Parent/Guardian) Neither are a parent or guardian vs. Nat Rep).

Figure 24. Visitor party make-up for trips taken from August to September 2022, Percentage, July and August 2022, UK

■ July/August 2022 data □ July/August 2021 data
Data from VisitBritain.com - Aug 2022



Secondary audience

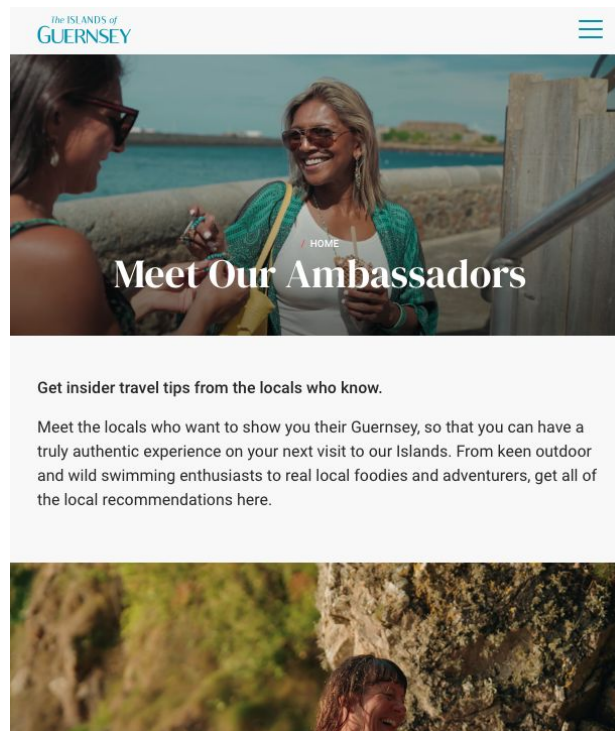
Focusing on a multi-generational family audience - where spend is likely to be high across larger group bookings



Working with ambassadors to capture #ThatIslandFeeling

Get insider travel tips from the locals who know.

Meet the locals who want to show you their Guernsey, so that you can have a truly authentic experience on your next visit to our Islands. From keen outdoor and wild swimming enthusiasts to real local foodies and adventurers, get all of the local recommendations here: visitguernsey.com/ambassadors



The campaign approach

Break away this year

An all year flexible approach that allows us to show a variety of scenes and locations, capturing quirk and authenticity to truly deliver #ThatIslandFeeling

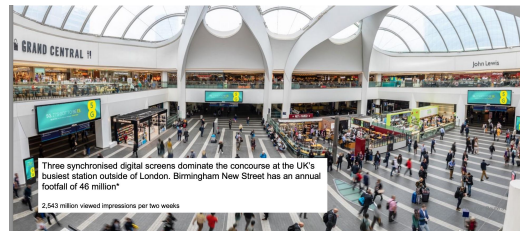
The campaign will feature 5 key scenarios that will be added to as the campaign evolves.



2023 Marketing delivery - building on areas that have worked for us in 2022

Larger format and disruptive media has been proven to be effective, working alongside digital activity. As tested this year.

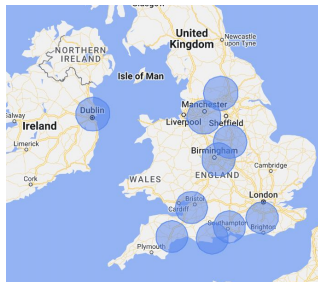
Large scale digital OOH - London and Regional (proximity to departure points) inc supermarket OOH



Hyper targeted digital TVC delivery with Sky - focusing on SW regions around departure points



Regional digital delivery across platforms +25 mile radius around departures



Instagram

Adding new lifestyle digital targeting - focused around departure points



Targeted print advertising and partnerships, achieving a balance between mainstream and specialist

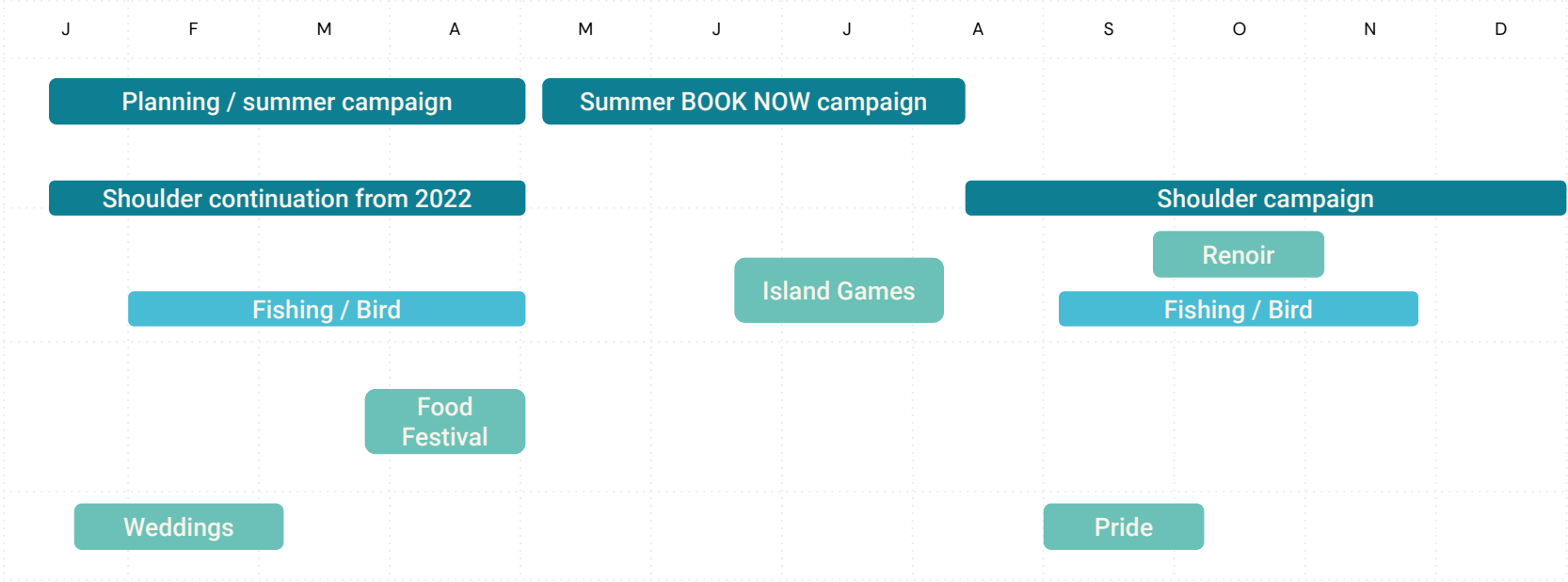


2023 Media Schedule

For 2023, we want to create 3 spikes across the year, January to help inspire travel and give us share of voice amongst other holiday planning, to begin our summer campaign, in April with continual support across the summer months, plus an additional spike in September to boost shoulder month activity.

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Campaign & comms plan



Invitation to Advertise 2023

Making the most of opportunities with VisitGuernsey with new partnership packages - Free, Silver, Gold & Platinum

All trade partners are entitled to a bronze package, free of charge, but there are opportunities to enhance marketing opportunities, whatever the budget, which include:

- Listings on visitguernsey.com
- Special offer listings
- Quarter page or full page ads in new brochures
- Social media features
- Special offers included in consumer mailers
- Featured listings on visitguernsey.com
- Content partnerships

The ISLANDS of GUERNSEY

Partner Packages

For Trade Partners

How we are already supporting you

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

- Listing on visitguernsey.com searchable instantly on resulting in search income meaning a guaranteed website that don't have a website
- Featuring in new brochures as organic blog and posts. For example
- Supporting your unique, creative which are our free of charge of the VisitGuernsey website
- If you've got it, you've got it

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.

Bronze	Silver	Gold	Platinum
Standard listing on the VisitGuernsey website	Standard listing on the VisitGuernsey website	Standard listing on the VisitGuernsey website	Standard listing 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	Special offer listings on the VisitGuernsey website
2 x quarter page brochure adverts (one per edition)	2 x half page brochure adverts (one per edition)	2 x full page brochure adverts (one per edition)	2 x exclusive special offers featured in consumer mailers
2 x social media features	2 x social media features	2 x social media features	2 x exclusive special offers featured in consumer mailers
	2 x exclusive special offers featured in consumer mailers	2 x exclusive special offers featured in consumer mailers	2 x exclusive special offers featured in consumer mailers
	1 month featured listing on VisitGuernsey.com	1 month featured listing on VisitGuernsey.com	1 month featured listing on VisitGuernsey.com
		2 month featured listing on VisitGuernsey.com	2 month featured listing on VisitGuernsey.com
			3 x content partnership with radio May event marketing supporting social
Free	£500	£1,500	£3,000

*All prices include VAT. Prices are for one year. A full second year package is available for a further fee. Social media posts are provided on request.

6

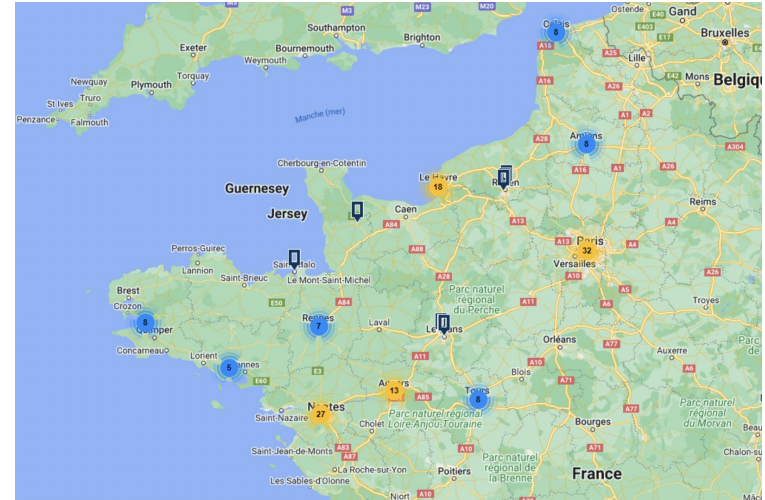
Europe activity

France

- Continue with the visiting journalist programme in France.
- Promotion of the Renoir exhibition will be a big highlight for french media.
- Joint partnership activity with the carriers to promote the french routes.
- New PR representation in France.
- Promotion of Tour de La Ports de La Manche welcoming 650 visiting yachtsmen, including supporting the organisation of a vin d'honneur at The Crown Pier.

Germany

- Continue with the visiting journalist programme in Germany.
- Lobby Lubeck Air to programme Guernsey for 2023
- Trade Roadshow to build on relationships
- Considering attending ITB



PR

The visiting journalist programme will continue

Working on opportunities with brand partners
(Muddy Puddles)

Opportunity on the Island Games

Cultural Tourism focus with Renoir exhibition
and the Photography festival

Continue with niche audiences in Fishing &
Bird Watching

Trade

Partnership Marketing will continue

Reach out activity for new operators already in
progress

Looking into Online Travel Training for 2023

Working with Travel Weekly & Group Travel
Organiser

Consideration of “Destination Guernsey” trade
workshop for 2023 - if interest on-island for
this

Cruise

Attendance at SeaTrade Global

Reach out to new & existing cruise
liners

First ever familiarisation trip

Membership of Cruise Britain

New video & photography

Continue to promote to cruise media

Product activity for 2023

- **Event Groups funding** - We have already provided funding to the GHA to support the “Taste Guernsey Food Festival” from 1st to 30th April 2023.
- **Marketing Sports Tourism** - Island Games, Velo Club, Sports Commission, Visiting Yachtsmen
- **Island Hopping** - continue to promote our unique island hopping opportunity and visibility in #thatislandfeeling
- **We will continue with joint marketing** with tour operators and carriers. In addition to this we will be putting a proposal together to present to the carriers to join us in marketing campaigns.

A couple is silhouetted against a bright, scenic view of a coastline seen through a cave opening. The man is holding a camera up to take a picture. The landscape features a deep blue sea, a prominent rocky outcrop, and a steep, mossy cliff. The sky is clear and blue.

Thank you