



The ISLANDS of
GUERNSEY

2024
Product Development
Workshop

Strategic aims for 2024/25

- **80th anniversary** of the D-Day landings (2024) (UK/French PR). Including our links with **Liberation Route Europe**. Focusing on putting Guernsey on the radar to both the UK and French audiences, and those travelling to Normandy from further afield
- **Heritage / History**, ahead of the 80th anniversary of Liberation Day (2025)
- **Cultural links** – building on the awareness-raising from Renoir, maintaining our profile as a cultural destination, working collaboratively with Art for Guernsey and Guernsey Museums
- **Wellness** – continuing to pitch ourselves as a wellness destination, to a younger demographic
- **Food** – sustainability/provenance, putting local food in front of visitors wherever possible and using it as a hook to attract visitors over
- Working with carriers to support **new routes** in both UK and further afield



Understanding our visitors - and what they are looking for

Visitor data: Q1 & Q2 2023

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

Why are visitors coming here?

- **83%** natural beauty of the island and its beaches
- **52%** history and heritage
- **35%** climate

Who is coming to Guernsey?

- **51%** travelled to Guernsey as a couple or with their partner, **18%** travelled alone and **21%** with family/group
- Over half of all visitors during the first six months of 2023 were aged 55 years and above (57%)
- 23% were aged between 35-54-years-old



The combined 2024 media approach

supported by PR and trade activity

In summary

Digital

Display
PPC Google search
YouTube pre-roll
UK-wide around key departure points

Social

Organic social
Paid social
Instagram
Facebook
Twitter
Pinterest

Out of Home

Large scale OOH
Transit / Travel hubs
Supermarkets
Streets

Print

Affluent newspapers
Lifestyle magazines
Niche publications
& Geographical

TV

Regional VOD - hyper targeted
to affluent audience

Radio

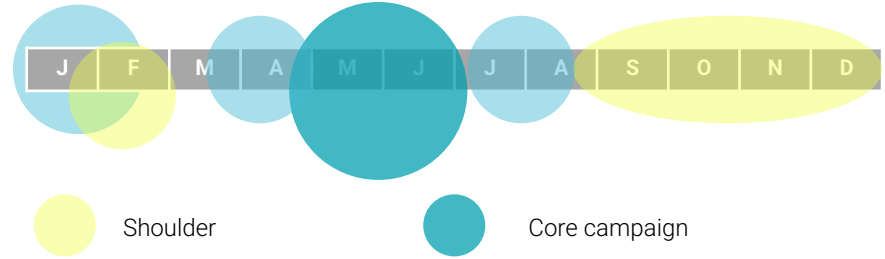
Regional radio
around
key departure
points
Online audio
streaming

PR

Influencers
Trade engagement
Press office



Peak campaign periods



Over the last two years we have strengthened engagement on our channels, seeing significant growth on our social channels and website.

Our results include

- Time spent on VG site is up 20.42% compared to website pre-refresh
- The bounce rate fell by 18.66%, showing increased relevance and engagement (pre and post site refresh)
- Significant 36.8% growth in social channels over three years
- Social ads have delivered 208% uplift in leads (Jan-Aug 2023 v 2022)

A photograph of a coastal fortification, likely a bunker or battery, built with concrete. The foreground shows a concrete structure with a large opening. In the background, there's a view of the ocean and a hillside with some vegetation. A concrete structure is visible on the hillside. The sky is clear and blue.





Key theme
80 years, WW2

Thinking about the audience

We need to segment our offering to suit different needs.

	Audience size			
	Subject Buffs	History enthusiasts	General knowledge / learners	No direct history interest
Who are they?	Into specific subject matters, may travel for events / shows	The opportunity to explore history in general, and add to their history knowledge	Like to learn in general, highly likely to visit exhibitions and events. Learning about a place's culture and heritage is important	We maybe able to interest them on a rainy day, and the promise of something to do, here for something else
What would interest them?	Expert knowledge and exclusive events - Liberation Day Specific subject matters - Naval History, Victor Hugo	General history, broader than subject buffs. e.g Occupation as a broad subject	Museums, culture and history in general - broad interest	Lifestyle alignment Kids events / holiday specific
How we engage them	Specialist media, groups and digital targeting	Digital targeting, general history channels, influencers	Media with an educational / informative angle, more generalised targeting	Through existing VG channels

Our WW2 Campaign Materials: In Progress

Subject Buﬀs	History enthusiasts	General knowledge / learners	No direct history interest
Exclusive Bunker tours and experiences with specialist groups	History Alice - influencer partnership	POV Content series, walk with us	Family ambassador partnership Social content featuring structures, promoting things to do
			
For subject enthusiasts we give them access to new bunker openings and once in a lifetime opportunities with our on island experts	Working with leading influencer to make our stories more accessible	Bringing our walks to life in video content for promotional content	Working with local ambassador to deliver on family relevance - POV bunker exploration Social media content featuring monuments with a lifestyle focus

Proposed Marketing & PR comms plan

Victor Hugo & Renoir

D-day

Walk in

Occupation

80 years

The ISLANDS of
GUERNSEY

	2024												2025						
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M		
Bufs							Festung exclusive experiences					Occupied life content - niche			Lib day round up & distribution				
		D-day PR																	
Enthusiasts	Victor Hugo Microsite and Ambassador - UK and France						History Alice Partnership		Artistic inspiration - social content					Occupation stories podcast / youtube / other					
Knowledge					Renoir walk content - UK & France						Walk content / promotional teaser - video / social				Accessible History - Family ambassador				
No interest	Explore whilst you are here - comms																		

Product Development



Case study – Tours of Guernsey

- Amanda worked with Festung to create guided tours at the historic sites.
- Develop:
Description, name, multiple dates, duration, meeting point and price.
- Package, text and imagery and send to VisitGuernsey.
- VisitGuernsey upload this to the Website.
- VisitGuernsey include in PR update, for journalists or influencers.
- VG include in channels as appropriate.



Join the dots

- Think about the experience
- What makes you unique
- Collaborate
- Easy booking
- Added value



What we need from you

Heritage themed products that match our target audience.

- Name of event
- Description of the event/activity etc.
(50 words max)
- Dates
- Price(s)
- Total group size
- Booking mechanism / Contact info



Your Role – Create & Tell Us

- Renew
- Research
- Reinspire
- Reimagine

Our Role – Share & Promote

- Digital
- Social
- Out of Home
- Print
- PR
- TV
- Radio
- Website
- App



Need some inspiration?



Price ▾

Time of day ▾

Language offered ▾

Art and culture

Entertainment

Food and drink

11 experiences



★ 4.96 (390) · 2 hours
Alpaca trekking Cornwall
From £40 / person



★ 4.99 (77) · 2 hours
Hidden St Ives Guided eBike Tour
From £55 / person



★ 4.88 (160) · 1.5 hours
The Chocolate Making experience
From £30 / person



★ 5.0 (9) · 3 hours
Essex Beekeeping Experience
From £65 / person



★ 4.95 (93) · 1.5 hours
August Botanical Candle Workshop Margate
From £48 / person



★ 4.98 (94) · 2 hours
Walk a micro pig
From £46 / person



★ 5.0 (8) · 2 hours
Marazion Paddleboard Lesson
From £45 / person



★ 5.0 (39) · 2.5 hours
Cornish Foraging and wildlife walks for groups
From £40 / person



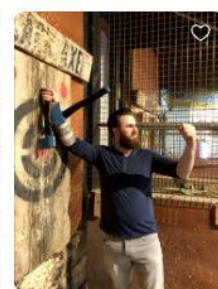
★ 4.97 (70) · 1.5 hours
Vibrant Storytelling Tour Through Falmouth
From £16 / person



★ 4.94 (48) · 2 hours
Mini donkey walk in an ancient orchard
From £34 / person



★ 5.0 (18) · 1.5 hours
Canterbury Running Tours
From £25 / person



★ 5.0 (26) · 1 hour
Award-winning axe throwing experience in Margate
From £20 / person

Link: www.airbnb.com/experiences



Thank you

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