

A group of five people are jogging along a dirt path that winds through a dense forest of tall pine trees. The path is covered in dry pine needles. In the background, a body of water is visible, surrounded by green hills and a few buildings on a distant shore. The sky is blue with some white clouds. The overall scene is bright and sunny, with long shadows cast by the trees.

*The ISLANDS of*  
**GUERNSEY**

**2025**  
**Product Development**  
**Workshop**



# Core themes for 2025/26/27

## Wellness

continuing to pitch ourselves as a wellness destination, to a younger demographic

## Arts & Culture

building on awareness-raising from Renoir & Victor Hugo  
maintaining our profile as a cultural destination, working collaboratively with Art for Guernsey and Guernsey Museums

## Heritage / History,

80<sup>th</sup> anniversary of Liberation Day (2025)  
Year of the Normans / William the Conqueror (2027)

## Food

sustainability/provenance, putting local food in front of visitors wherever possible and using it as a hook to attract visitors over

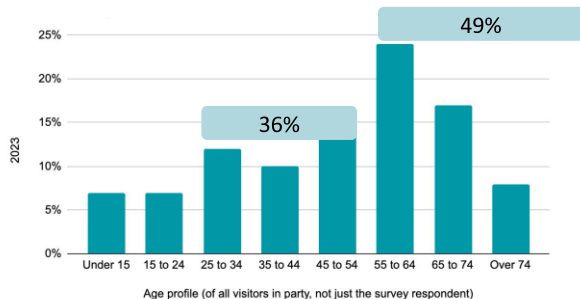
## New Routes

Working with carriers to support **new routes** in both UK and further afield

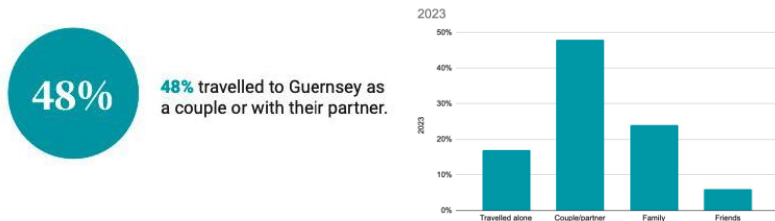


# Our visitor profile

We are successfully attracting a broader range of ages, to help safeguard our tourism future



## Couple and Family travellers make up the majority



## High value spenders

Our audience are spending in the higher tier categories (2023 visitor survey) 32% of respondents reported their party spent £1,500 or more on their trip (including travel and accommodation),





# A balanced media approach

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## Targeted TV through Sky Adsmart

Targeting those with a propensity to travel + take domestic trips



## Out of home

High visibility around key departure points



**Print:** Lifestyle & broad targeting - across age groups, skew towards traditional, examples include:



## Influencers:

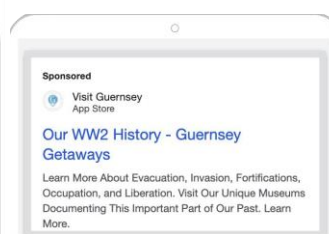
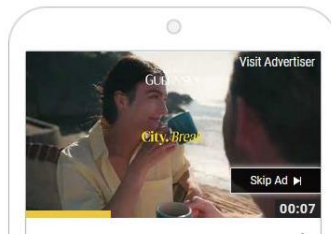
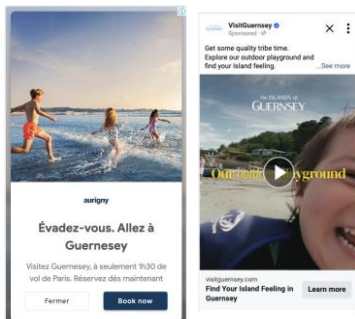
With credible alignment and reach



## Digital Media

35+ audiences optimised with relevant creative (test and learn)

- YouTube
- Meta (Facebook & Instagram)
- Pinterest
- Google Display
- Search



The Telegraph  
**RadioTimes**

goodfood  
**SAGA**

FAMILY  
**TRAVELLER**

## Organic social

1000s of pieces of content

- Reels
- Stories
- Feed
- Blogs



# Proposed Marketing & PR comms plan

Victor Hugo & Renoir

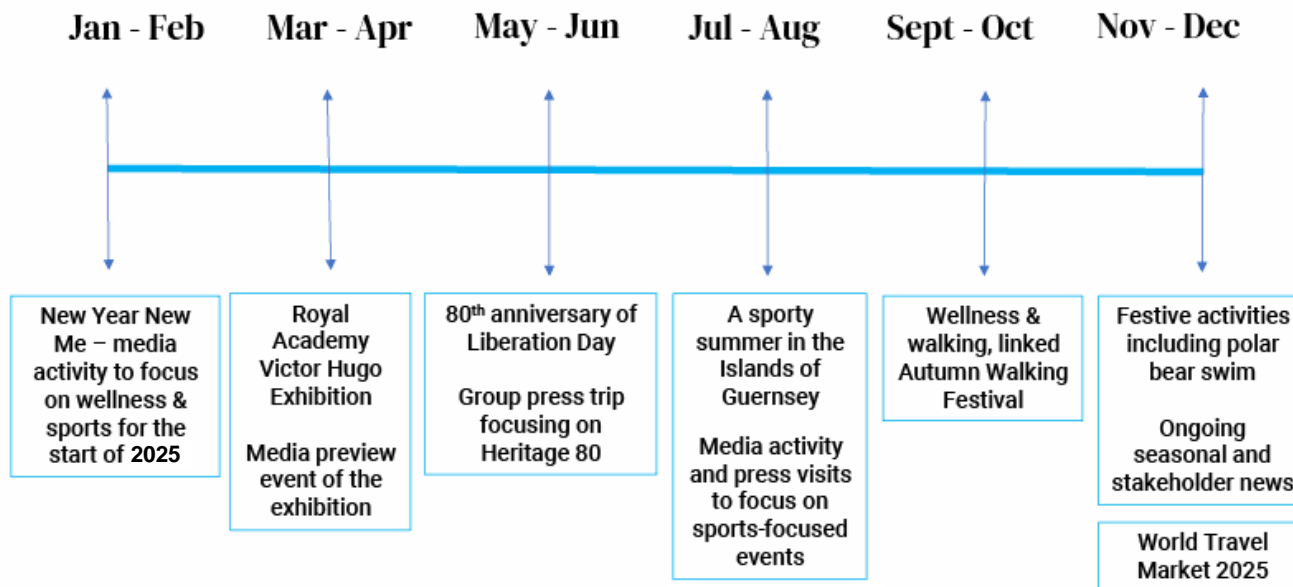
Trade

Wellness

History

80 years

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[illegible]



# Off peak + Slow Travel Aligning with Guernsey

It's a way to travel in a more relaxed and more sustainable way. This trend is all about going deeper into the travel experience, think local craft culture and food nourishment, long walks, appreciation for surroundings, quiet and reflective moments.

This is a core opportunity for **island hopping**.

## Existing Product examples

- Boat travel
- Sark and Herm - Island Hopping
- Alternative travel - by bike
- Camping
- Kiosk culture

## Existing Events

- La Beltaine Sark
- Lé Viaër Marchi





# Outdoor Wellness

## Aligning with Guernsey

Outdoor spaces are an important part of our wellness story, and outdoor therapy is being increasingly sought after to treat stress and over stimulation. This trend doesn't need blue skies nor 5\* spa experiences and is broadening to include families. Think natural luxuries, comfort and warmth alongside outdoor experiences

### Incorporating Product Stories

- Coastline walks
- Wild swimming
- Sports for wellness / togetherness
- Outdoor connection
- Camping / outdoor accommodation
- Hot Haus Sauna

### Existing Events

- Room for development beyond existing retreats



# Food wellness & Provenance

## Aligning with Guernsey

Food is an important part of travel, but we are seeing food provenance playing more of an important role. This trend includes the backstory, the growers and where possible includes the visitor. For this trend think kitchen gardens, pick your own, from farm or greenhouse to table and minimal food miles.

### Incorporating Product Stories

- Seafood and oysters
- States Dairy
- Locally grown & Guernsey Mark
- Hedge veg
- Gin & Cider

### Existing Events

- Food Festival
- Edible
- James Strawbridge partnership





# Sports & active

## Aligning with Guernsey

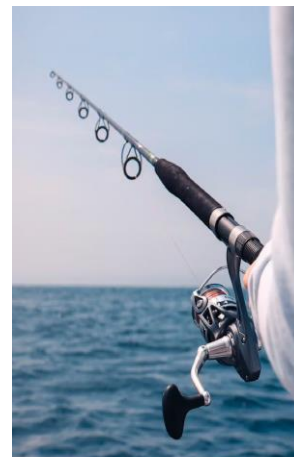
Again set in outdoor spaces, this trend brings together individuals and groups. Less laid back than our general wellness trends, our sports audience are pushing their limits and taking on new sports or challenges. Likely to have equipment, training and dietary needs. Looking for new marathons, courses and legs to add to their bucket list.

### Incorporating Product Stories

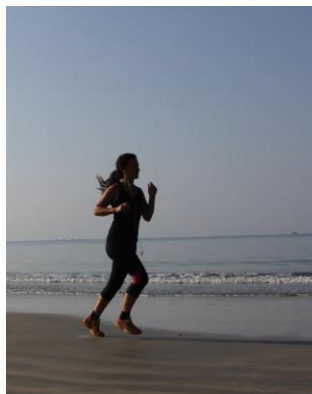
Outdoor / water sports  
Fishing challenges  
Running & Fitness  
Cycling  
Football & Rugby

### Existing Events

Marathon / half marathons  
Round island walk  
30 bays  
Cycling routes  
Team sports



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# History tourism

## Aligning with Guernsey

With a younger demographic driving new opportunity, we have a new opportunity to retell our stories to new audiences whilst capitalising on existing older volumes.

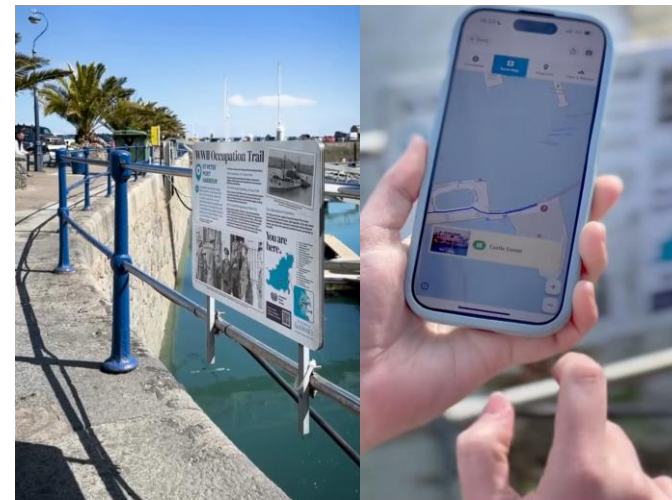
Think instagram moments, more engaging formats to retell our stories, fully immersive experiences that bring another dimension and personalisation to the educational experience.

### Incorporating Product Stories

- Monuments and fortifications
- Museums
- App and history layer
- Walks
- Podcasts

### Existing Events

- Liberation
- European Bunker Day
- Fete d'Etai
- HistoryFest





# Arts & Craft tourism

## Aligning with Guernsey

Art Tourism is more than just exhibitions, it's about visitors immersing themselves into a destinations cultural and art offerings, current and past.

As with our other trends, it's a holistic experience with opportunity beyond galleries.

### Incorporating Product Stories

Turner & Renoir  
Victor Hugo -  
Local craft and makers  
Museums

### Existing Events

Museum arts  
programme  
Lé Viaër Marchi  
Le French Festival



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## Visitor Information Centre

- New Location – By Easter
- Update the team with your news
- A vibrant central position
- Supply Brochures/leaflets
- Pop in and meet the team
- What's on list





# Coffee Break





A woman wearing a wide-brimmed straw hat and a long white dress is walking on a grassy dune. The dune is covered in tall, green grass. In the background, a sandy beach leads to a blue ocean with a few small boats. A green hill is visible on the far side of the water. The sky is clear and blue.

# Product Development



## Case study – Island Coachways

- 80 Years of Liberation
- Literary and Potato Peel Society

Identified themes and opportunities:

Aligned with VG marketing strategy

ICW partnered with:

The Bean Jar, Golden Guernsey Goats, Le Tricoteur,  
The German Underground Hospital and  
La Vallette Military Museum to create new tours.

**Defined Product:** Description, name, multiple dates, duration,  
meeting point and price.

**Recognised opportunity:** Increased French and European  
visitors. Installed coaches with pre-recorded translated audio.

**VG Promote:** Website, PR news alert, itineraries, trade events.



## Join the dots

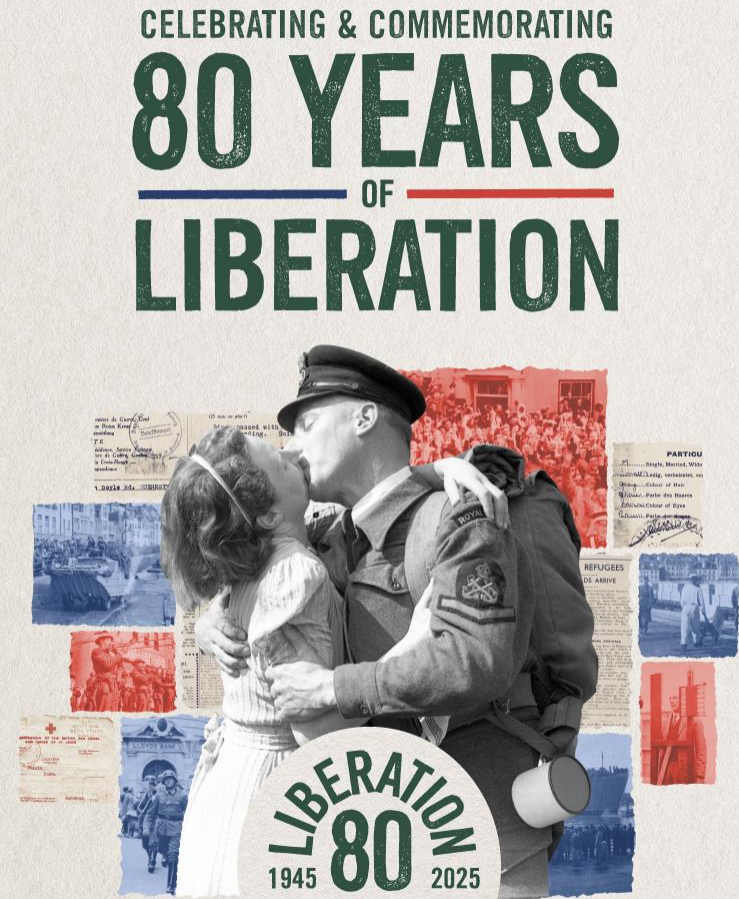
- Think about the experience
- What makes you unique
- Collaborate
- Easy booking
- Added value





## Liberation 80

- [www.liberationday.gg](http://www.liberationday.gg)
- Find My Past / Genealogy Tourism
- WWII Occupation Trail boards (Island wide)
- Occupation Exhibition Trail (St PP)
- Island Memories Project – Guernsey Museums
- Festung Guernsey
- Bunker Opening
- Occupation Museums
- Re-enactment group – pop up events
- Screenings of Occupation related films  
(Fermain, Mallard, BSJ, Candie)  
Coffee morning/ dinner/ tour
- Pannel Discussion
- Literary Festival



# Open Gardens & Nature

- Frequent Requests
  - Theme: Sustainability & slow travel
  - Bird watching
    - Bird sanctuary, RAMSAR sites, Nature reserves
    - Bird Hides
- La Société Guernesiaise
- Photography Tours
  - Bailiwick Wildlife Photography Exhibition
- Floral Events
  - Hidden Gardens of St Pierre du Bois
  - National Gardening Scheme
- Bioluminescence
- Stargazing
- <https://rendezvousauxjardins.culture.gouv.fr/>
- <https://ngs.org.uk/>





## Destination Wedding

- Tour operator enquiries
- Search volumes: January to March > Spring/Summer
- Wedding Packages – tiered
- Hen/ Stag Do
  - Wellness weekend
  - Low/No Alcohol
  - Activity weekend
- Popular Wedding Search Trends & Keywords
- Unique and Scenic Locations
- Sustainable and Eco-Friendly Weddings
- Themed and Non-Traditional Weddings
- Alfresco and Destination Wedding Trends





# European Days of Culture

- French - Ministry of Culture  
[www.culture.gouv.fr/fr](http://www.culture.gouv.fr/fr)
- Garden Days, 6th, 7th and 8th June
- Archaeology Days, dates TBC  
European Archaeology Days
- Fete de la Musique, 21st June
- Heritage Days , 20th and 21st September





## WTC 2027 - Year of the Norman

- 'A Shared History Across Europe'
- VG, Guernsey Museums & Guernsey Arts met with: British, Irish, Italians, Danes, Norwegians, French, and beyond
- TV Show 'King and Conqueror' (2025)
- Re-building 'La Mora' – Viking style ship
- European Route
  - Cross promoting destinations
- Artist and culture exchanges
- Language
- Architecture
- Storytelling



## 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?

- [www.guernseytrademedia.com](http://www.guernseytrademedia.com)
- 2025 Marketing Strategy
- Latest Travel Trends

TPA Market Insights

## The latest trends

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GUERNSEY &

TPA



### Digital marketing trends

- Holidays in Guernsey searches are up +400% in 2024 versus 2023
- Guernsey flute clematis +2,650% in searches
- People are starting to search for what to do during Christmas break. In August, 200 people searched for 'Christmas break in Guernsey', and that was an 80% increase in the last three months

Source: Google and TPA team



Price ▼ Time of day ▼ Language offered ▼ Art and culture Entertainment Food and drink

11 experiences



★ 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



★ 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](https://www.airbnb.com/experiences)

# Working together - partnership packages deliver results

Advertise with VisitGuernsey. All trade partners are entitled to a bronze package, free of charge, but there are opportunities to make the most of our connections, to improve yours, whatever your budget. These include:

- Listings on visitguernsey.com
- Special offer listings
- Social media features
- Special offers included in consumer mailers
- Featured listings on visitguernsey.com
- Bespoke content partnerships

## 2025 - Website

Jan Sessions 120,980

Jan Partner Referrals 28,250

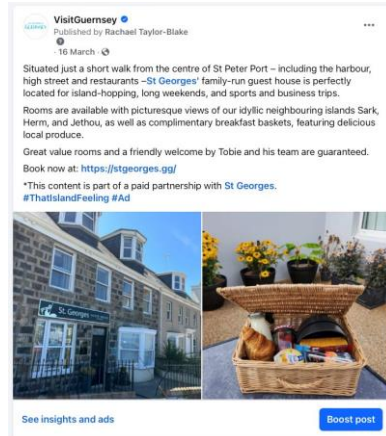


Ready for your next Guernsey getaway? Stay at the newly renovated St George's Guesthouse in the centre of St Peter Port

Whether you're exploring Guernsey's town, island-hopping across the Bailiwick or exploring the island's heritage, St George's Guesthouse is perfectly located to help you get the most out of your holiday on our islands.

Perfectly situated just a short walk from the centre of St Peter Port, Guernsey's capital, including the harbour, high street and restaurants, St George's provides boutique rooms with ensuite facilities. Some rooms also boast spectacular views of Belle Greve Bay and our neighbouring islands of Sark, Herm, and Jethou, and are available on request.

Free parking is available just one minute up the road, if you plan on hiring a car or bringing your own.



Bespoke content partnership with St Georges delivered:

- Dedicated mailer to VisitGuernsey database (58,000+) opened by 11,841 people (21.58%) resulting in 490 direct referrals to their website
- 13,546 organic impressions on Facebook and 950 engagements





Thank you

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