



2024 Performance Overview

The ISLANDS of
GUERNSEY

VisitGuernsey 2024 Performance Overview

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Introduction

Welcome to the 2024 performance overview, an opportunity to reflect on 2024 – the challenges, the changes and the achievements. To move forward with purpose we must take what we have learnt, adapt and evolve.

In early 2024 the Tourism Management Board, an industry-led group now driving the future direction of tourism, published the Tourism Framework. Their key aims and objectives formed the backbone of our marketing strategy to deliver opportunity and growth across the industry.

Extending the season remained one of those key strategic aims for 2024 and we are seeing some successes with increased occupancy, compared to the previous year, in the months outside of the traditional summer season. There is, of course, still work to do.

Other aims included lowering the average demographic, encouraging visitors to spend more and stay for longer. Data we have collected via our marketing and the exit survey tells us we are also making progress in these areas, which is encouraging.

Our reactive marketing is driving a direct response and collaborative working with carriers and trade partners remains the best way for us to get a consistent message about the Islands of Guernsey in front of as many people as possible.

Understanding our audience allows us to directly target them with relevant content. By working with carriers, we can then follow with a call to action to book. Concurrently, creative partnerships with relevant content creators who have big audiences is a great way of putting us in front of new audiences, in volume.

As we continue through 2025, we know there will be challenges ahead but there is also much to be positive about – new routes, inward and outward investment and the commemorating and celebrating of the 80th anniversary of the Liberation of the Islands.

TMB strategy actions



- Encourage sustainable tourism, protecting our natural and cultural resources by working with both private and public sector.
- Collaborate to ensure that the tourism products and services align with the wants and needs of our target audience.
- Ensure that our air and sea links align with the needs of our target audience and that we are developing routes that align with the framework for both an incoming and outgoing audience.
- Work collaboratively to ensure that our accommodation offering aligns with the needs of our target audience and safeguard the existing bed stock.
- Ensure a rich visitor experience and by doing so encourage longer stays and a higher spend per visit.
- Extend the season to increase revenue and visitor spend over 12 months.
- Recognise the importance of events-led tourism and exploit opportunities ensuring collaboration between event organisers, agents and carriers; and VisitGuernsey so no marketing and sales opportunity is lost.
- Work with the Sports Commission and its members to ensure targeted marketing to visiting supporters.
- To promote the importance of tourism to the local economy in the local community and ensure that positive stories are told not only about future potential but current wins.



Trade engagement

Trade engagement with the following partners, providing support, sharing information or taking part in joint initiatives.

Marketing support for the following partners



The ISLANDS of
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“Our 2024 charter operations from the two Dutch airports - Rotterdam and Groningen - reached a satisfactory load factor with Groningen having performed slightly better than Rotterdam. We have noticed an increasing demand for two centre holidays, combining Guernsey with Jersey. However, the number of Guernsey only stays stabilized and still has a large overall share.”

SUNAIR



INCREASED
ENGAGEMENT
FOR

2024



62

NEWS
ARTICLES
PUBLISHED



15 TRADE MAILERS
WITH A

37.68%

OPENING RATE

89.7%

INCREASE IN USERS
TO THE TRADE SITE,
COMPARED TO 2023

Cruise development

2024 presented some challenges for the cruise sector. We started the season with 76 ships scheduled to visit, but a combination of poor weather and itinerary changes resulted in 51 ships calling in.

We remain higher than average when it comes to the disembarkation rate, with 83% of those on board (37,831 of 45,312) coming ashore.

“The fam trip to Guernsey was invaluable for seeing what the destination has to offer and to tap into new tour opportunities.”

**JO BRYER, CARNIVAL UK,
P&O CRUISES & CUNARD**

2024 development

- Formation of the Cruise Steering Group to facilitate a collaborative approach across relevant SoG parties to improve the offering and increase bookings, investigate Port infrastructure and shore side tender options
- Familiarisation visit for cruise line executives to get a better understanding of what the Islands of Guernsey has to offer, focusing on shore excursions
- Attendance at key Cruise Britain events, Seatrade Global and Seatrade Med
- Increased communication with cruise executives and excursion agents, including itinerary planning
- Targeted advertising campaign in key trade publications including Cruise & Ferry Review
- Remarketing to cruise passengers to encourage return staying
- More direct engagement with the ships calling in
- New bespoke product and shore excursions organised for shore managers
- New creative content for cruise industry to share on their channels, including cruise passenger feedback and experience video including testimonials



Product and carrier development

“For as long as we can remember, we’ve wanted to bring our Spitfires to Guernsey. In 2024, we finally made this a reality. Approvals were granted and we successfully flew more than two dozen local residents around the Island, over their homes and past a number of Guernsey’s most beautiful landmarks. VisitGuernsey’s support in promoting the flights was invaluable, and we look forward to developing packages with the connections they have introduced us to.

The azure blue waters, the rugged coastline and the history that surrounds this picturesque island is extraordinary, not just on the ground but especially when viewed over the wing of the Spitfire, an aircraft that is synonymous with freedom! Bringing this service to life to coincide with VisitGuernsey’s focus on history and heritage has been perfectly timed.”

**MARK HELIER,
HEAD OF OPERATIONS AT SPITFIRES.COM**

Aurigny

A co-funded campaign, developed in partnership with Aurigny, to promote the launch of the new Paris route that commenced in April.

Condor Ferries

Campaigns developed in partnership with both Condor and Condor France, to promote the UK and St Malo routes, respectively, targeting UK consumers early in the year, and French consumer between June and August.



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2024 Marketing Delivery

2024 Marketing Strategy

Following on from the 2023 marketing approach, our core focus for 2024 was to:

- **Diversify our audience appeal** for both short term and long term results
- **Maintain an agile approach** that maximises on opportunity and minimises risk
- **Seek consumers who offer a better conversion opportunity** - focus on quality of leads

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Understanding our visitors - and what they are looking for

For our 2024 strategy, we used our 2023 research.

Source: States of Guernsey Visitor Survey and States of Guernsey Exit Survey 2023.

Why are visitors coming here?

85%

85% of all leisure visitors of 2023 cited that the natural beauty of the island and its beaches attracted them to Guernsey.

54%

The second most popular reason was the history and heritage (54% of respondents).

3rd

The third most popular reason was the climate.

Who is coming to Guernsey?

48%

48% travelled to Guernsey as a couple or with their partner.

49%

49% of all visitors during the first six months of 2023 were aged 55 years and above.

24%

24% were aged between 35-54-years-old.

Our audience groups

The ISLANDS of
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Solo travellers 35+



Family 35+



Couples 35+



Groups 35+



Multi-gen inc 55+



Couples 55+



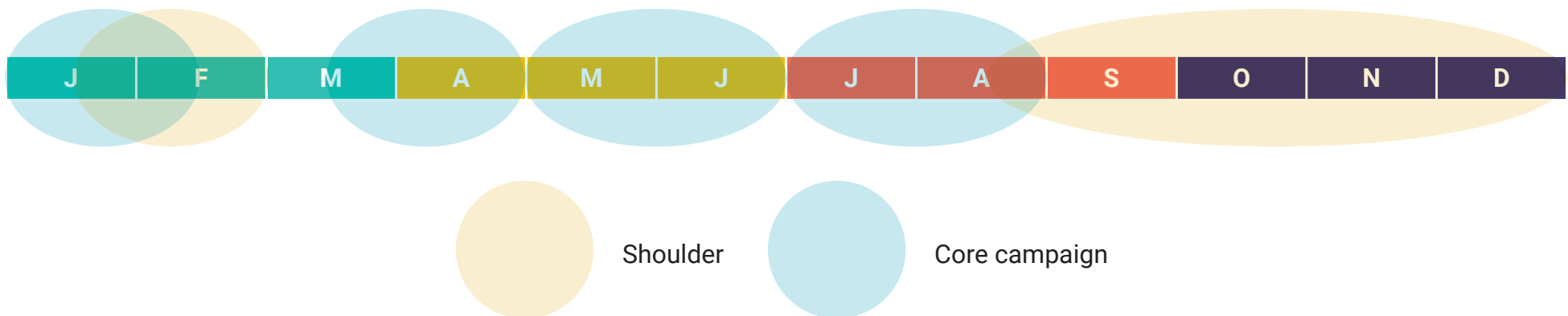
Groups 55+

Key narratives and themes

	Continue from 2023	2024 additional themes
Area 1: Enjoyment of Outdoor spaces	Wellness Swimming Walking Escapism Island Hopping	Acti-holidays Off Grid Hiking with an influencer angle
Area 2: Culture and heritage	Victor Hugo Oysters Renoir	History with a family focus Pirateering Festung
French Market Specific		Anglo-Normandie narrative History and culture with relevant French angles
Contextual relevance	Ease & proximity - following COVID	Alternative - off the beaten track

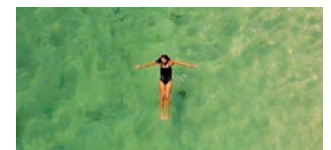
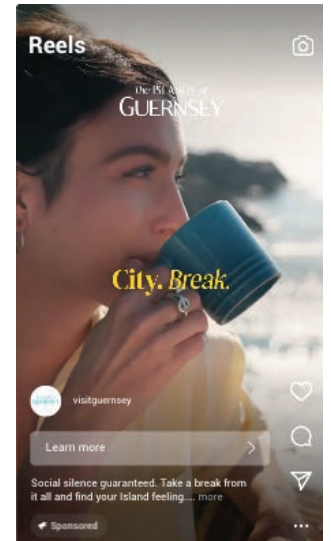
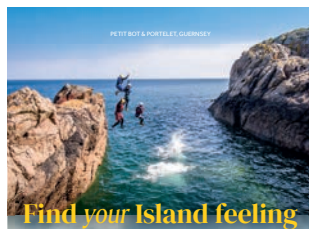
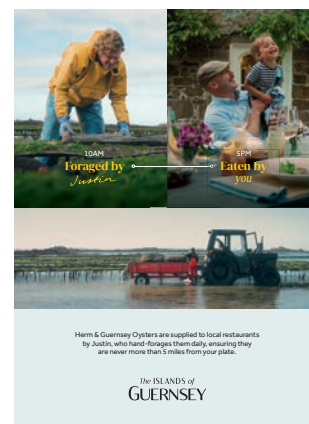
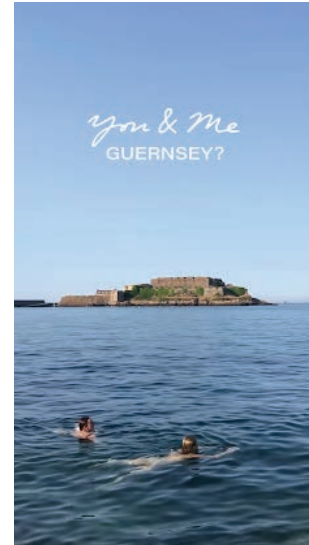
Our key markets and audience targeting

UK & Dublin	France	Jersey
<p>Broad targeting : 35+ Couples, families inc multi-generational, boomers and solo travel</p>		
<p>Our data tells us they are searching for</p> <ul style="list-style-type: none"> • Short breaks UK • Weekend breaks UK • UK Holidays • Island holidays <p>(Google search data)</p> <p>Google segments</p> <ul style="list-style-type: none"> • Beachbound Travellers • Family Holidayers • Luxury Travellers 	<p>Following the 2024 route development, we will be continuing to advertise to the French market, who are looking to holiday away from the warmer Southern regions.</p> <p>Our past performance has given us insight into our audience profiling, which is very similar to UK audience</p>	<p>Building on 2023 neighbouring island advertising to encourage inter island connectivity.</p> <p>Mass targeting with themes relevant to Jersey</p>



Creative snapshot

The ISLANDS of GUERNSEY



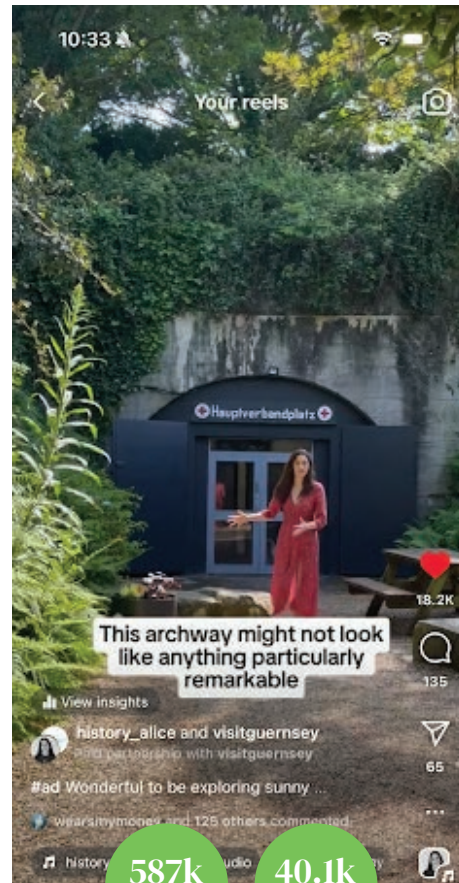
New creative partnerships

In 2024 we developed new creative partnerships with historians, authors, chefs and podcasters, focused on creating engaging social content.

- History podcast We Have Ways of Making You Talk came to Guernsey to record three episodes exploring the Occupation, which have had 210,000 listens to date.
- Our partnership with History Alice reached over 597k people across the her collaborative video series.
- James Strawbridge created 6+ engaging videos diving into Guernsey food, small businesses and swimming that garnered over 70k views.
- We produced content with Dawn O'Porter around her favourite places to visit on our Islands that has reached 40k people.

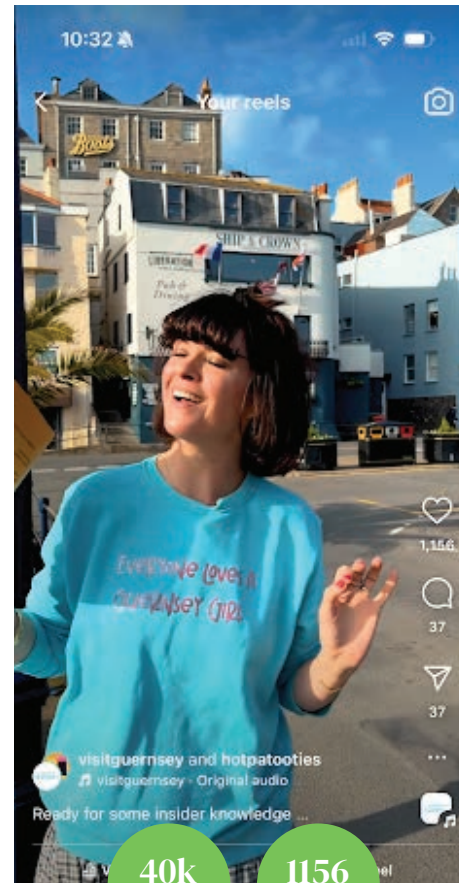


210k
Listens



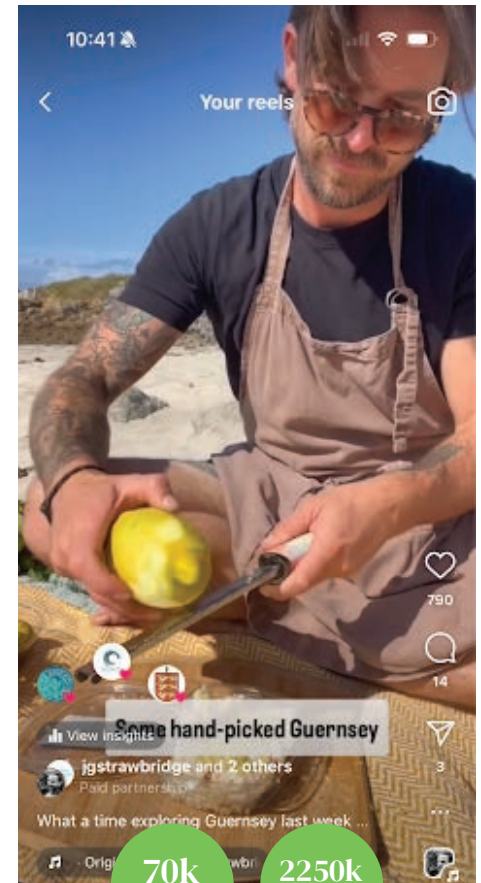
587k
Reach

40.1k
Likes



40k
Plays

1156
Likes

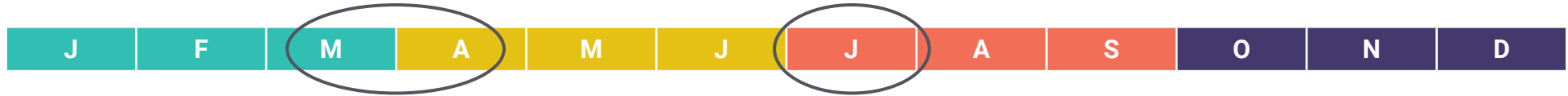


70k
Reach

2250k
Likes

Media delivery

2024 - Media - TV - Sky Adsmart



For 2024, we developed a TV advert to target a more affluent audience, using Sky Adsmart.

Our audience were chosen based on their likelihood to travel domestically.

Experian targeting data:

Prestige Positions, Domestic Success, City Prosperity.

Areas:

Bath, Bournemouth, Bristol, Dorchester, Exeter, Plymouth, Portsmouth, Southampton, Salisbury, Taunton, Torquay.

The campaign was amplified with Aurigny taking our reach further to Dublin, Birmingham and Manchester.



2024 - Media - OOH



In April, May and July we launched two OOH campaigns on digital D6 sites (street furniture, rail sites, Waitrose sites) and 20 x 48 cross track zone 1 sites on the London Underground encouraging city commuters to 'find their Island feeling'.

Underground Campaign
20
Zone 1 Sites
4,858,050
Impact

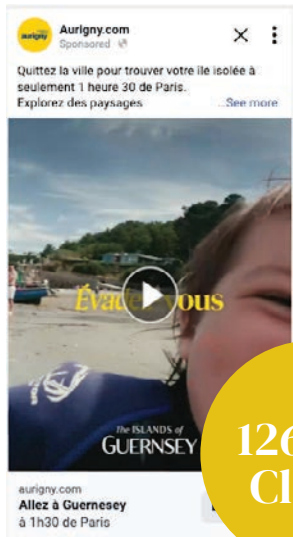


Digital OOH Campaign
151
Central Sites
24,698,500
Total Impressions

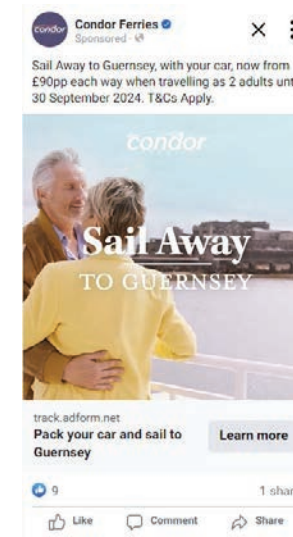


2024 - Media - Carrier Partner Campaigns

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126,077 Clicks



The Condor UK Co-Fund Campaigns:

Quantcast: 720,681 impressions

Meta: 2,897,057 impressions / 19,369 clicks

ITV X: 500k impressions

ITV Meridian Hampshire: 900k impressions

Classic FM South: 1.49 million impacts



Aurigny Co-Fund Campaigns:

Dublin - Radio & Sky AdSmart

New Routes campaign:

Sky AdSmart (London Stansted, Edinburgh, Liverpool) and YouTube Pre Roll (Cornwall)

Paris campaign: digital advertising

Shoulder Months campaign:

OOH, digital advertising - Edinburgh and Paris

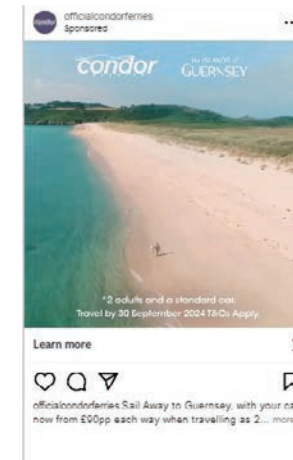


The Condor France Co-Fund Campaigns:

Targeting ages 28 – 65+, all genders, the whole of France:

Google Ads: 24,412,163 impressions / 781,686 clicks / 3.2% CTR

Meta: 63.1 million impressions / 64,432 clicks



Quantcast

Meta

itvX

itv
MERIDIAN

CLASSIC fm

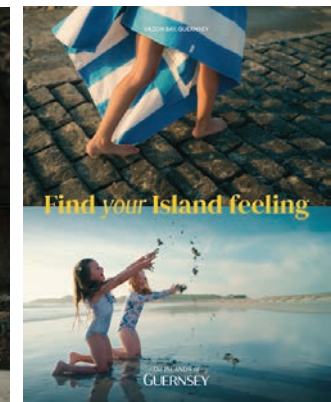


2024 Media delivery - Print

J	F	M	A	M	J	J	A	S	O	N	D
The Telegraph	The Telegraph	The Telegraph	The Telegraph	The Telegraph	COUNTRYFILE MAGAZINE	Gardeners' World magazine	walk	COUNTRYFILE MAGAZINE			
The Guardian	The Guardian	The Guardian	The Guardian	The Guardian	coast	Discover Britain	GQ	Closer			
The Observer	goodfood	The Observer	WIRED FOR ADVENTURE THE PURSUIT OF FREEDOM	goodfood	BAZAAR		goodfood	heat			
The Garden	Condé Nast Traveler	Gardeners' World magazine		Gardeners' World magazine			Gardeners' World magazine	NewScientist			
RadioTimes		HOUSE & GARDEN		SAGA			delicious. MAGAZINE				
Country walking		FAMILY TRAVELLER		OK!			BBC olive				
				BRITISH TRAVEL JOURNAL			The Garden				
								CHARITABLE TRAVEL <small>per month, not per year!</small>			

 **Total Circulation**
5,818,100

 **Total Insertions**
39

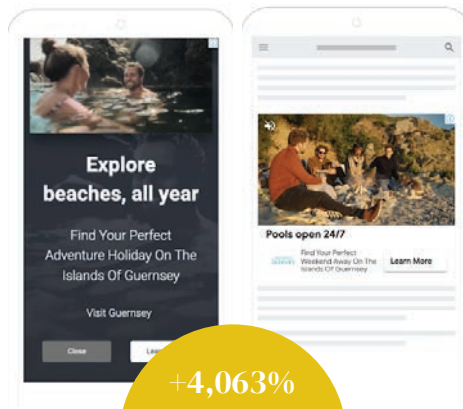


Media delivery - Paid digital campaigns - UK & Jersey

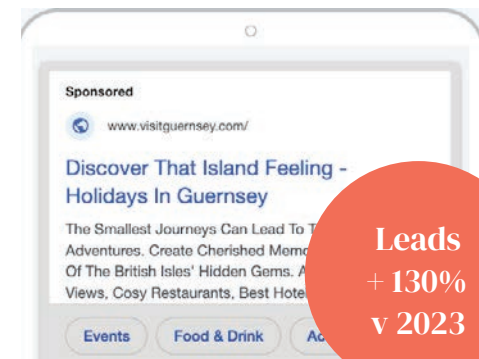
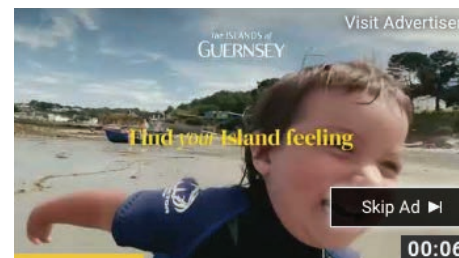
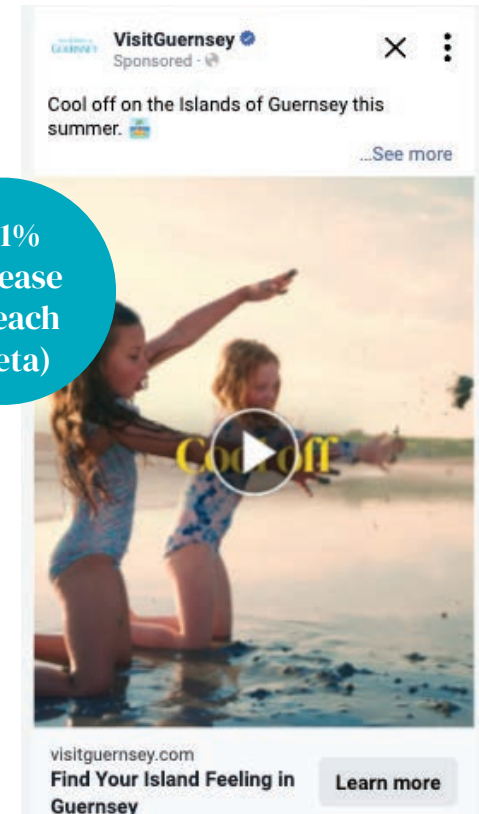
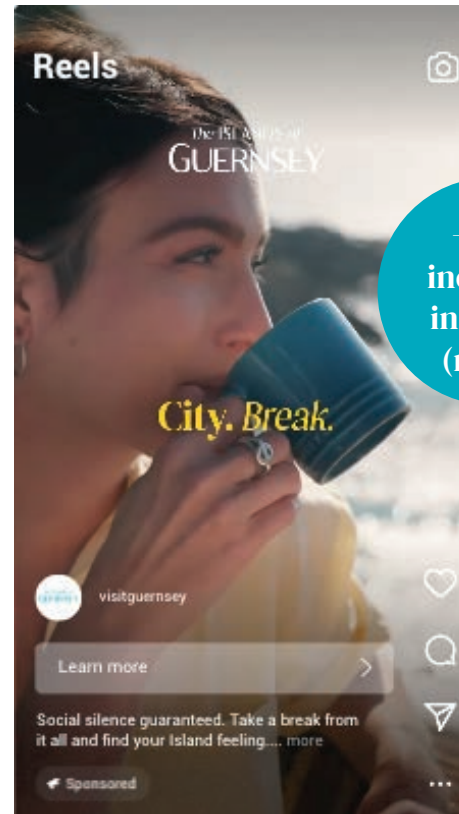
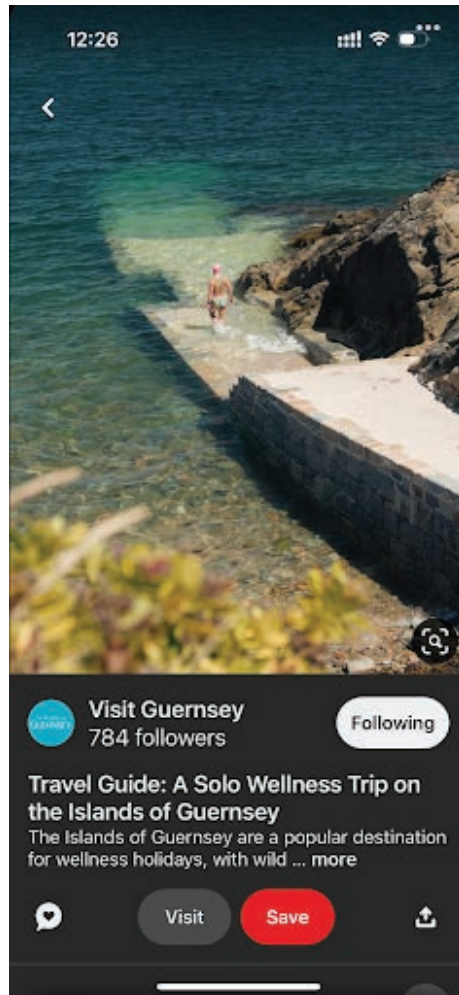
We deploy a number of digital assets and campaigns across the year, across multiple channels.

Total visibility / Impressions

Display	19.2m
Youtube	10m
Facebook & Instagram	25.8m
Google Search	366k



+4,063%
increase
display
clicks

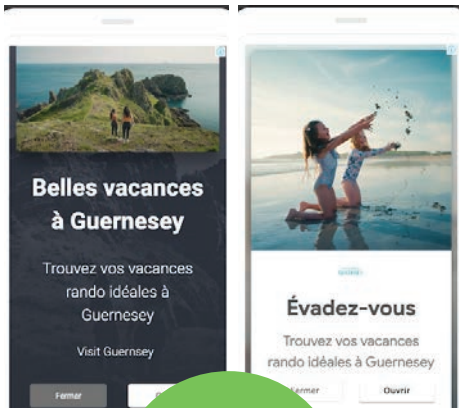


Leads
+130%
v 2023

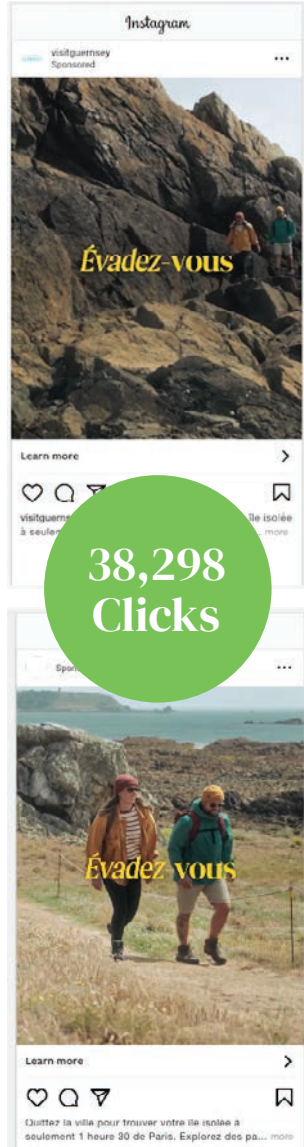
Media delivery - Paid digital campaigns - France

We deploy a number of digital assets and campaigns across the year, across multiple channels.

Total visibility / Impressions	
Display	8.3m
Youtube	1.2m
Facebook & Instagram	2.3m
Search	169k



11,675 Clicks

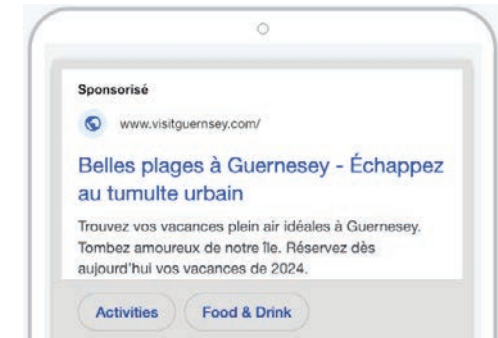


38,298 Clicks

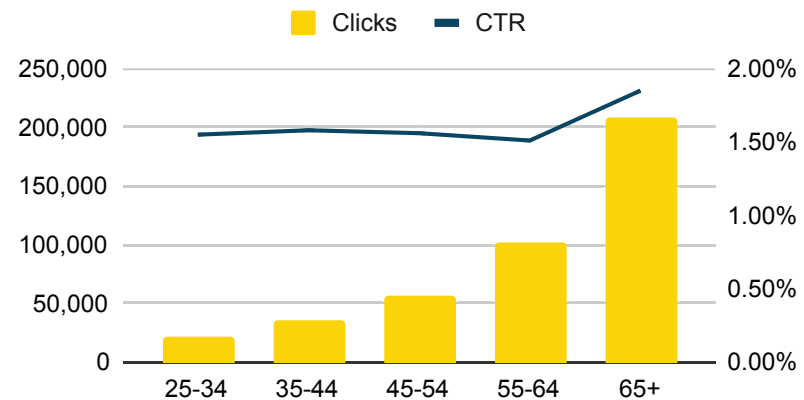


564,786 Views

PARIS Paid search campaigns have delivered:
Impressions: 169,267
Clicks: 24,469
Partner referrals: 11,734



Paris

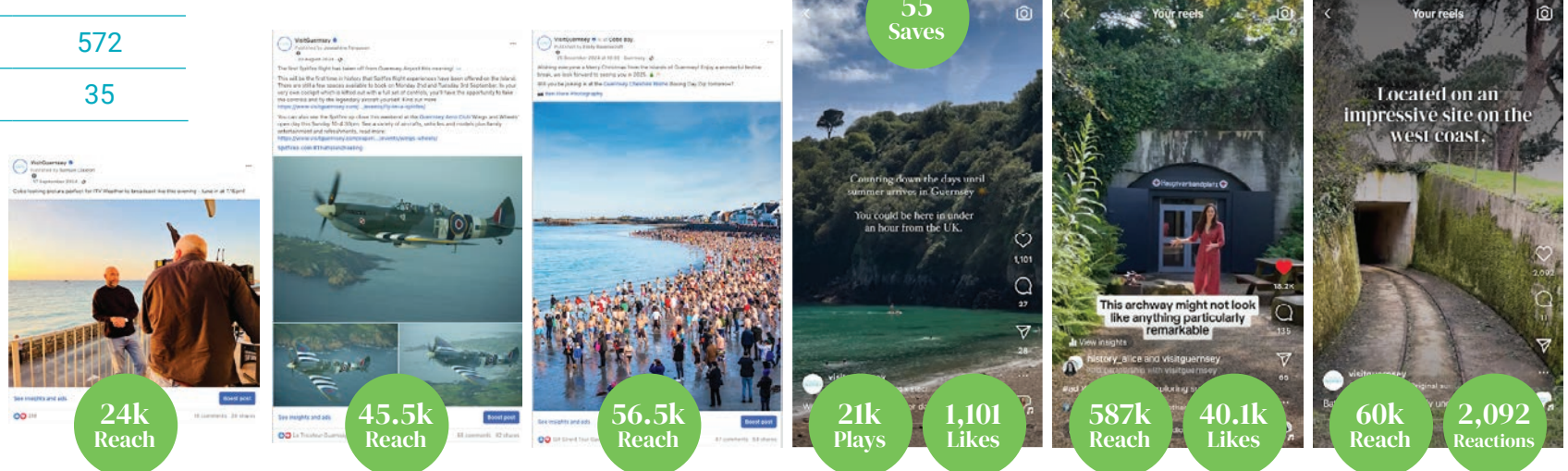
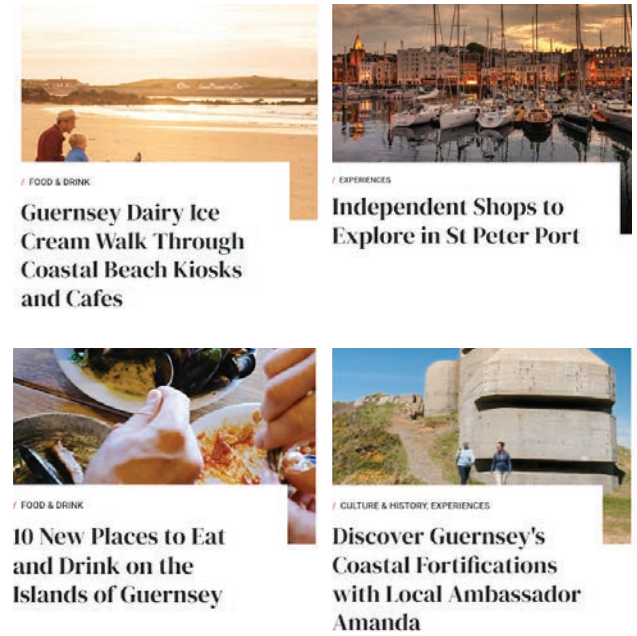
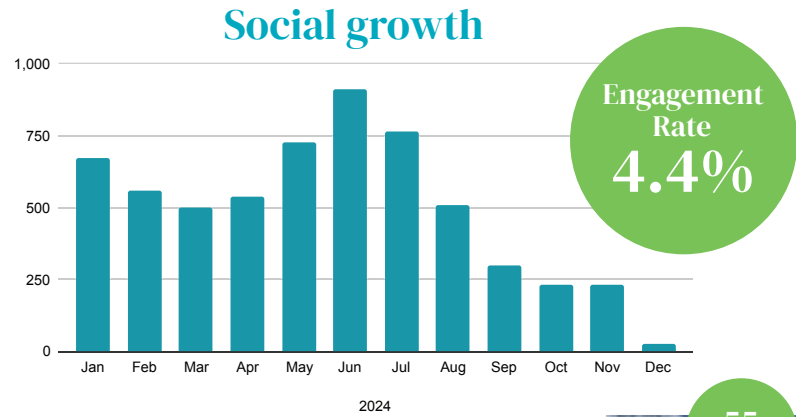


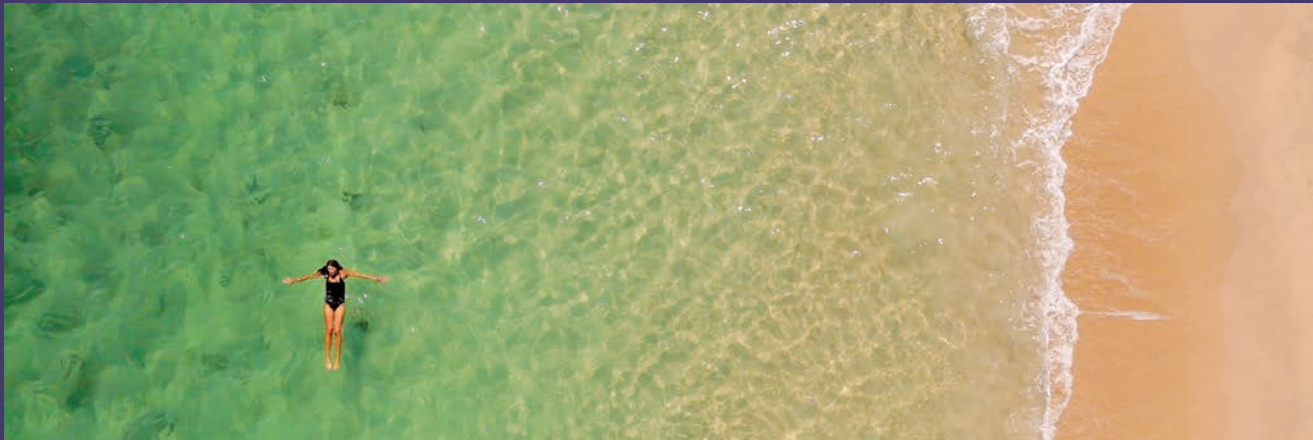
Social and content performance 2024

For 2024, we continued on from our success learnings in 2023 and created web & social content around the main themes of the overall strategy whilst also including trending search topics, and social media trends. We also had dedicated social media partnerships with influencers including History Alice and James Strawbridge. As a result, our engagement, plays and reach increased compared to 2023.

Blog articles included:
The Guernsey Blue Plaque System, Off Grid Places to Stay, Michel Roux Visits Guernsey, 4 Ways Being Near the Sea Improves Wellbeing, Ask the Celebrant: Queerly Beloved, 5 New History Routes to Hike, The Best Places to Eat with a Sea View, What are the Royal Guernsey Golden Goats, 10 New Places to Eat and Drink, Guernsey Dairy Ice Cream Route, Indoor Activities to Try in Guernsey, Independent Shops to Explore, 10 Coffee Spots to Visit.

Social Engagement	
Social audience (growth)	5,304
Social reach	12,032,932
Social ad plays	29,519,872
Social ad impressions	31,360,352
Social posts	572
Blog articles	35





PR delivery - Overview

Press Trips

This year we hosted 34 press trips and created a total of 82 itineraries.

We developed a new press trip tier systems with the aim of managing costs per trip, and setting a consistent standard to be used going forwards.

A highlight of 2024 was hosting French publication GALA magazine (17-24 June) for a week-long photoshoot, liaising with and scouting venues, being on hand to adjust the itinerary at short notice and ensuring that they had everything they needed for the shoot to be a success. Significant stakeholder management was required to get all of the shooting locations agreed, and to feedback the successful results.

Stakeholders

We secured 34 comped hotel visits, representing 10 with Hand Picked Hotels, 8 with Red Carnation, 6 with Little Big Hotel Group, 5 at La Fregate, and 13 at other hotels.

We also secured comped meals through stakeholder relationships at restaurants including Balthazar, HOOK, La Fregate, Buho, Saltwater, Les Douvres, Rosso, and more.

We continue to build these relationships by sharing any coverage with mentioned parties, and asking them to tag VisitGuernsey on socials to illustrate the benefits of collaboration.

We presented at the Guernsey Tourism Partnership AGM, and hosted a free social media training session for members, adding additional value and further strengthening stakeholder relationships.

Press trips	25
Press releases	18
Itineraries	82
Pieces of coverage	518
'A' Media	88%
Feature-length	124
Travel round-ups and hot-lists	63
History & Heritage	111

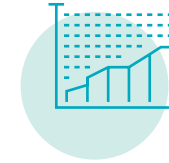


PR delivery - UK

The ISLANDS of
GUERNSEY



Impacts
1,933,905,117



Media value
£5,195,907

J	F	M	A	M	J	J	A	S	O	N	D
itv	THE SUNDAY TIMES	COSMOPOLITAN	The Telegraph	Woman's Weekly	DAILY EXPRESS	Discover Britain	The Guardian	The Telegraph	Woman's Weekly	COUNTRY LIVING	THE Sun
THE Sun	THE SUNDAY TIMES	The Telegraph	OUTDOOR Swimmer	BBC	oNational World	woman&home	HOMES & ANTIQUES	i	THE Sun	yahoo!	TRAVELWEEKLY
DAILY EXPRESS	DAILY STAR	oNational World	DAILY Mirror	THE JC	THE SCOTSMAN	THE Sun	Woman's Weekly	SUNDAY Mirror	The Telegraph	loveit!	THE IRISH NEWS
LiverpoolWorld	SUNDAY Mirror	THE Sun	ECHO 24	TRAVELWEEKLY	Edinburgh News	Daily Mail	THE SCOTSMAN	THE SUNDAY TIMES	yahoo!	The Irish Post	yahoo!
love EXPLORING	i	THE Sun	METRO	The Telegraph	Daily Mail	i	THE Sun	TimeOut	coast	oNational World	Wanderlust
msn	Bella	THE SUNDAY TIMES	Confidentials Liverpool	DAILY EXPRESS	SUNDAY Mirror	DAILY Mirror	DAILY EXPRESS	THE Sun	FAMILY TRAVELLER	THE SCOTSMAN	THE Sun
THE Sun	Closer	Woman's Own	coast	The Mail	The Telegraph	yahoo!	msn	TRAVELWEEKLY	i		
ECHO 24	EssexLive	Manchester EveningNews	WAR HISTORY ONLINE	Discover Britain	Manchester EveningNews	msn	Manchester EveningNews	WAR HISTORY ONLINE	ChronicleLive		
				THE Sun				ECHO 24			BBC

News generation

We shared a minimum of 3 local stories per week that make compelling e-alerts and/or press releases, and generated over 20 pieces of UK press coverage:



Humpback whale spotted in local waters



Renoir cottage resorted and rentable



Spitfires available for passenger flights



Guernsey Walking Festival launches



Vietnam war helmet found in Guernsey charity shop returned



Guernsey Food Festival launches



German bunker converted into home



Herm Teacher vacancy

PR delivery - UK results

Press Trips

We hosted a total of 22 itineraries, consisting of 19 individual press trips and 3 group press trips with itineraries that catered to specific themes and niches, showcasing the Islands' variety of offerings (luxury, family-friendly #GlobalRecyclingDay and island-hopping itineraries).

We created bespoke welcome packs, delivering them to the relevant hotels for 5 key one-off occasions.

History Alice (May)

Secured a partnership between History Alice and VisitGuernsey which entailed Alice visiting the island on 8 to 11 May to shoot history-related content for her channels. Confirmed deliverables and worked in collaboration with Alice on developing the proposed content by briefing her on the history of the islands.

Organising a range of historical activities and arranging accommodation at late notice for her family members. We arranged costumes and tickets for the Hangar Ball, as well as an exclusive guide for the day. We worked with Blue Ormer publishers to create a bespoke welcome pack with relevant local books secured at a reduced rate.



James Strawbridge (September)

Working with local stakeholders such as Camp de Rêves, Wild Islands, The Guernsey Seaweed Company, Guernsey Oysters, and The Pollinator Project, and planning a bespoke hedge veg cycling tour to put together a unique food itinerary for James and his mother. We attended 2 activities to lend support and capture video content for James' social channels.

Dawn O'Porter (November)

We delivered a press bag of local produce to Dawn's family home, and worked with Hand Picked Hotels to obtain comped spa treatments for Dawn and her Aunt - resulting in a dedicated Instagram post on Dawn's page (514k followers) with St Pierre Park, Hotel, Spa and Golf Resort being tagged as well as a feature in the next issue of Hand Picked Hotels Magazine.

Harley Davidson (April)

Harley became delayed in Guernsey with illness, so we quickly re-arranged her flight and hire car drop off, secured her an extra night in the hotel and organised a care package delivery.

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PR delivery - UK results - continued

Press Trips

The press trips secured for key UK media included:

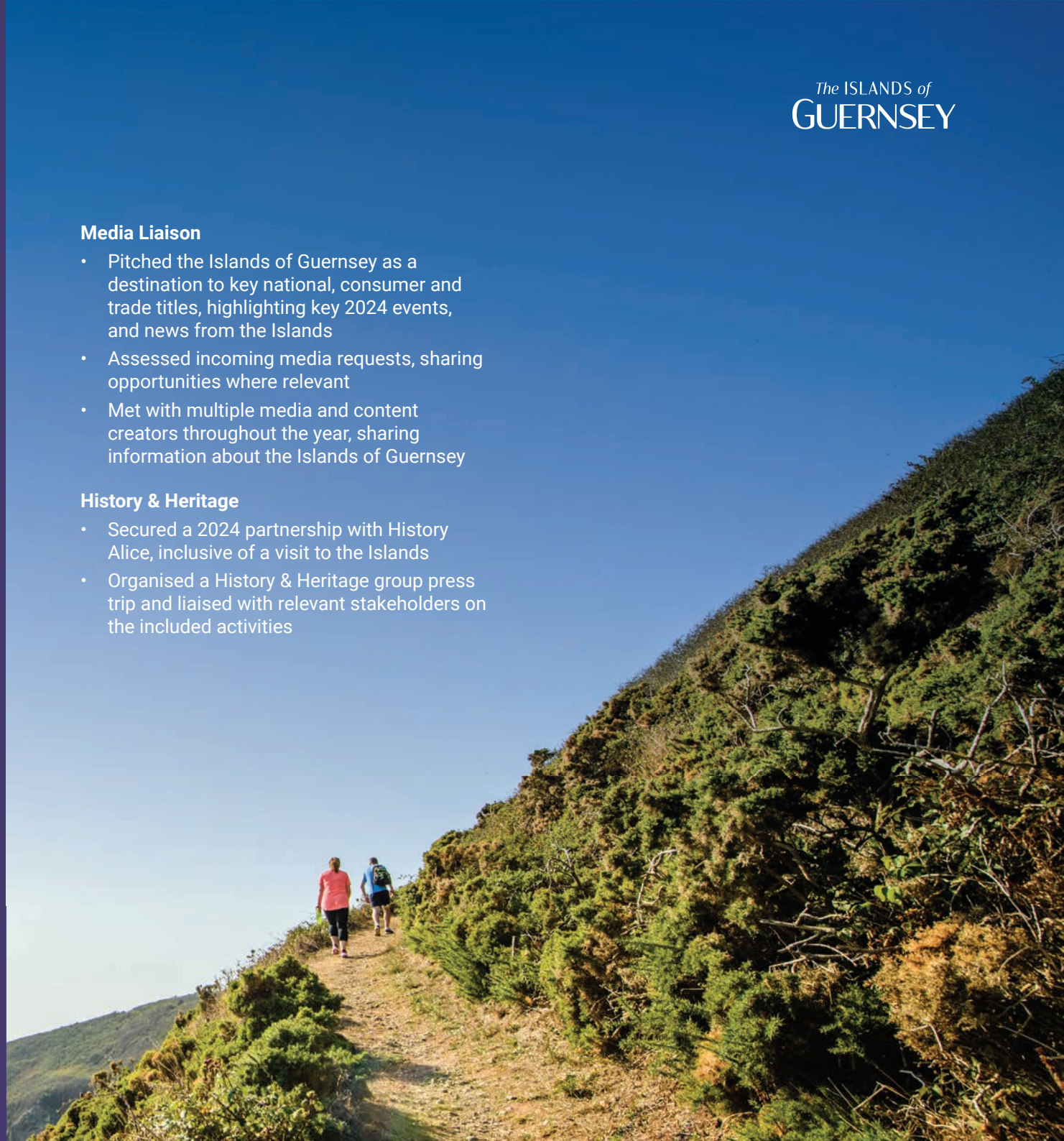
- Ella Foote, Outdoor Swimmer (March 2024)
- Hannah Meltzer, The Telegraph (April 2024)
- Harley Young, Liverpool Confidential, Leeds Confidential and Manchester Confidential (April 2024)
- History & Heritage Group Press Trip (May 2024)
- Cathy Winston, The Jewish Chronicle and MummyTravels (May 2024)
- Antonia Windsor, Discover Britain (May 2024)
- Kate Wickers, The Scotsman and Lodestars Anthology (May 2024)
- Maureen Grant, The Scottish Sun (May - June 2024)
- Isabella Boneham, NationalWorld (June 2024)
- Kim Jones, Family Traveller (May – June 2024)
- Sarah Baxter, The Guardian and The i (June 2024)
- Amanda Cassidy, IMAGE Magazine (2024)
- Sophie's Suitcase, Outdoor Adventure Girls (July 2024)
- Lewis Nunn, Forbes (August 2024)
- Hannah Giacardi, Country & Town House (September 2024)
- Bi-island group trip with VisitGuernsey and Visit Jersey (September 2024)

Media Liaison

- Pitched the Islands of Guernsey as a destination to key national, consumer and trade titles, highlighting key 2024 events, and news from the Islands
- Assessed incoming media requests, sharing opportunities where relevant
- Met with multiple media and content creators throughout the year, sharing information about the Islands of Guernsey

History & Heritage

- Secured a 2024 partnership with History Alice, inclusive of a visit to the Islands
- Organised a History & Heritage group press trip and liaised with relevant stakeholders on the included activities



Enhancing the on-island experience

The ISLANDS of
GUERNSEY

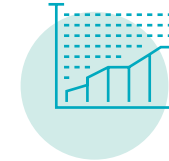


PR delivery - France

The ISLANDS of
GUERNSEY



Impacts
226,703,509



Media value
£1,786,517

J	F	M	A	M	J	J	A	S	O	N	D
		LE FIGARO	ELLE	BIBA	GRAZIA	GEO	TFI	Europe 1	The Good Life	INFOTRAVEL	easyVoyage
		TOURNAI	FIGARO nautisme	GEO	YONDER	PARIS NORMANDIE	TFI	Gala		routard.com	MISTER TRAVEL
			GEO	Milk MAGAZINE	PARIS NORMANDIE	TFI	Télérama			Télérama	Échappées Belles
				COSMOPOLITAN	france 2	TFI				Télérama	
				sahef 107.7			marie france			TOURNAI	
										L'ECHO	

PR delivery - France results

Group Press Trips

Following the organisation of the 2 group press trips (9 journalists in total), we have had (so far) 6 press clippings in the print and/or web press:

- Paris Normandie web: 2.613M monthly visits / print : 35 099 copies
- Grazia web: 3.906M monthly visits
- Yonder web: 197,902 monthly visits
- The Good Life web: 68,360 monthly visits
- Marie France (print): 90 000 copies

And we are waiting for:

- Marie Claire Idées: 123 983 copies
- L'Alsace: 51 843 copies
- Avantage: 271 820 copies
- Groupe Entreprendre: 40 000 copies

Individual Press Trips

This year, we organised 3 press trips, including the Gala Fashion shooting which generated 60 pages in the magazine Gala (147 358 copies) for the September cover. Thanks to these individual press trips, we also had 3 articles in GEO web (7.820M monthly visits) and a web article (6.243M monthly visits) and a print article (430 529 copies) in Télérama.

Media pitching and press releases sent

We are regularly in contact with journalists from various print, web, radio and TV channels to cover the different islands of Guernsey. It is often after launching and sending press releases or pitching them that we manage to get coverage.

For example, we got coverage about: the most beautiful walks (Europe 1: 10,449,815 weekly listeners), natural heritage on the different islands (TF1: 4,680,000 listeners and France 2 TV: 3,000,000 listeners), cultural heritage (Echappées Belles magazine about Victor Hugo: 60,000 copies)

Press trips	12
Press releases	7 press releases / 6 BtoC Newsletters
Pieces of coverage	35
Natural Heritage	4
Cultural Heritage	6
New routes (flights and ferry)	7
The diversity and plurality of the islands	18

Press Releases

1 Feb

Guernsey more accessible than ever from France

2 April

Discover the different islands of Guernsey

3 May

VisitGuernsey has launched five new World War II walking routes

4 July

Victor Hugo: his exile in Guernsey, a creative chapter of his life

5 Oct

Guernsey, a magnificent playground between land and sea for all the family

6 Nov

Brittany Ferries announces its 2025 sailings schedule

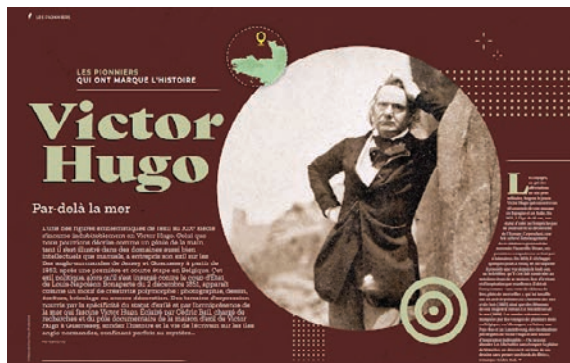
7 Dec

Guernsey, a winter getaway not to be missed



PR best coverages - France

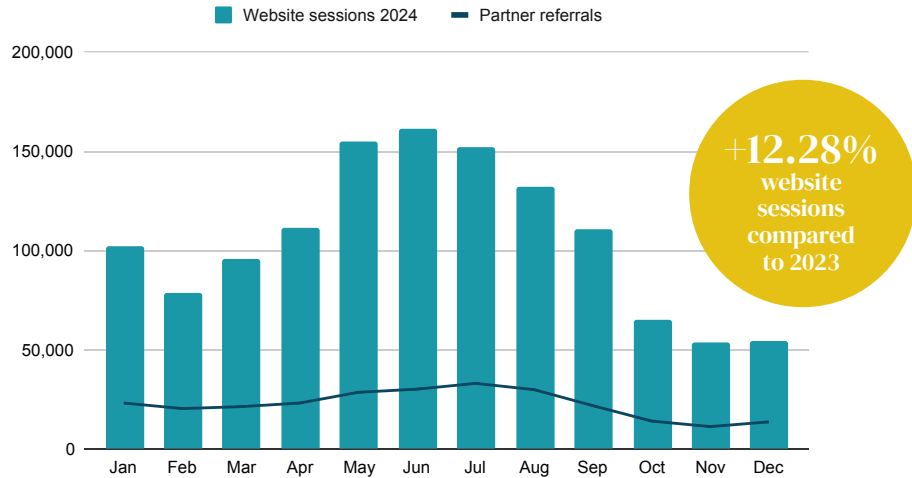
The ISLANDS of
GUERNSEY



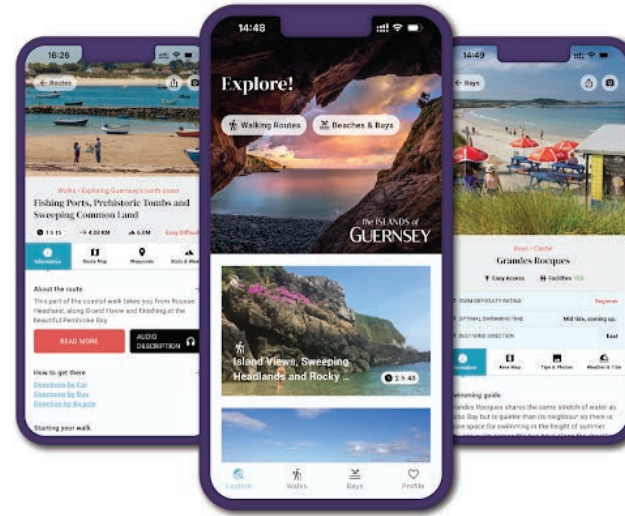
Website & App performance

Website performance

Website sessions have generally followed an even pattern, with clear spikes in May through to July. Partner referrals stayed fairly consistent throughout the year with a dip in Q4.



	Q1	Q2	Q3	Q4	2024 totals
Website sessions	276,546	427,909	395,107	173,789	1,273,351
Partner referrals	65,181	82,197	85,087	39,338	271,803



7,589 App downloads

Offers

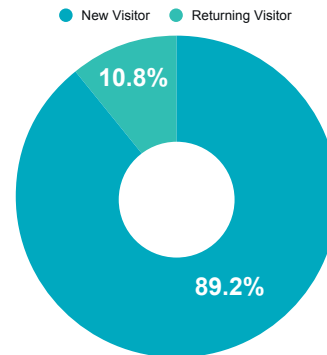
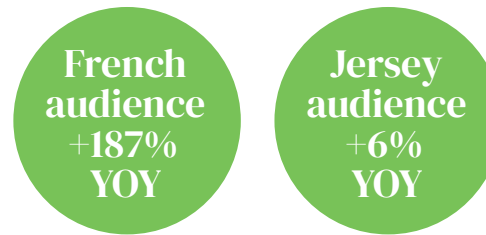
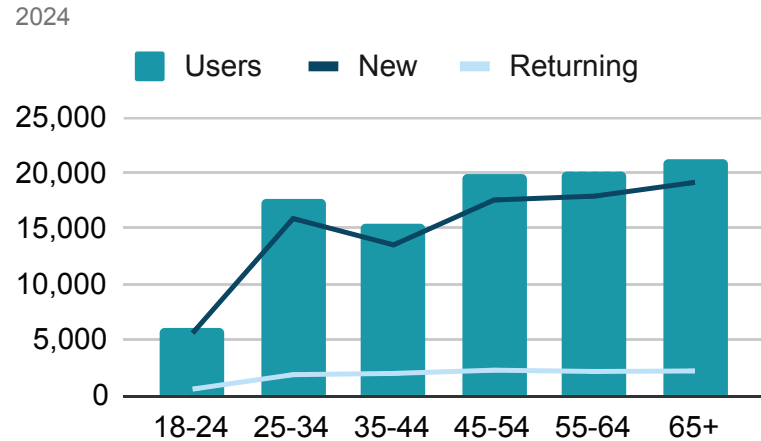
Just a short journey from the UK by plane or ferry, the Islands of Guernsey offer everything you need for a short break or island hopping adventure. Explore package holidays, special offers and discounted activities for your holiday to Guernsey now.

- August Special Offer - £100 discount with Guernsey Self Catering**
- Breaks from 3 nights at 4* Hotel Jerbourg with Guernsey Self Catering**
- 20% discount at St Pierre Park Hotel, Spa & Golf Resort from £579pp with Channel Islands Direct**
- Breaks from 3 nights at 3* Les Rocquettes Hotel with Channel Escapes**
- 14% discount at St Pierre Park Hotel, Spa & Golf Resort from £919pp with Channel Islands Direct**
- Sail to Guernsey with a car from £99pp with Condor Ferries**

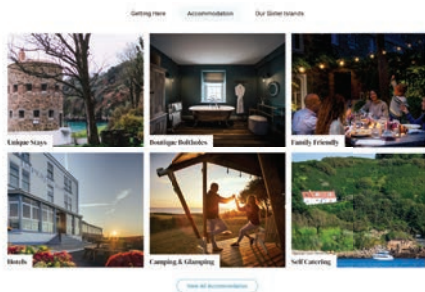
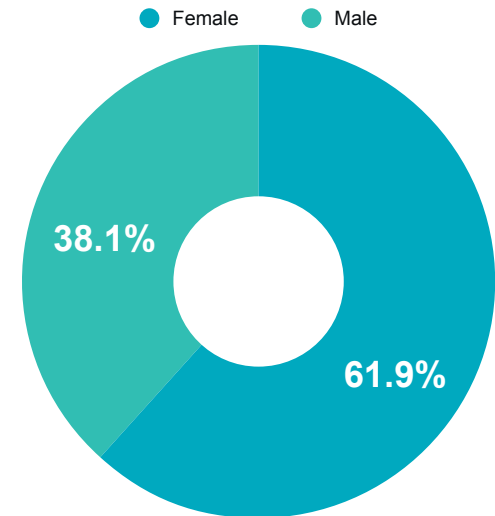
+7.33 Partner referrals YOY

Website performance - engagement & audience

In line with our targeting, our campaign has delivered a more diverse range of audiences.



Active users by gender:



Top most visited pages:

- /planning/offers/
- /accommodation/
- /planning/getting-here/
- /experiences/events/
- /planning/getting-here/sail-to-guernsey/

Active users by interests:

- News & Politics
- Travel
- Media & Entertainment
- Food & Dining
- Sports & Fitness
- Shopping

Active users by Town/City:

- London
- St Helier
- Paris
- Birmingham
- Dublin
- Edinburgh
- Wolverhampton



Time on site:
1m 09 sec



Bounce rate:
24.7%

Google Analytics

Overall performance

Understanding our impact

Our key strategic aims are:

1. Maintaining a younger and more affluent audience
2. Extending the duration of the average trip
3. Extending the season

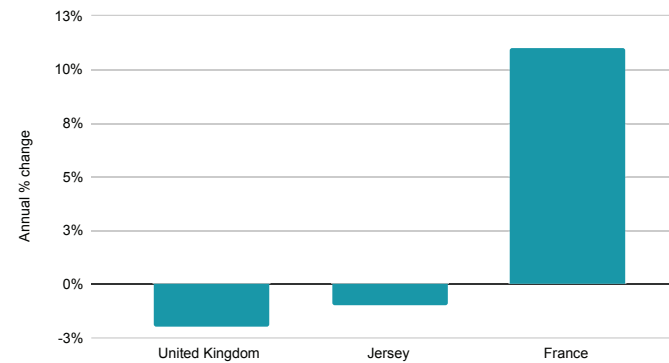
Growing our French visitor numbers

The French market has grown 11% in the last year, an area which we will continue to grow.

Source: 2024 Travel & Visitor Annual Report

Biggest segment 55-64 yrs

Visitors country of residence: 2023 v 2024



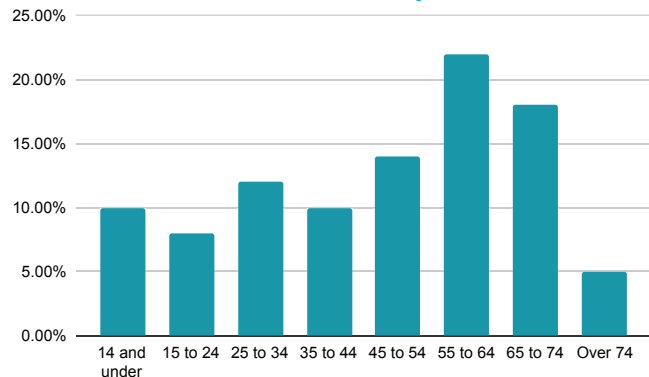
French market +11%

Audience diversification and value

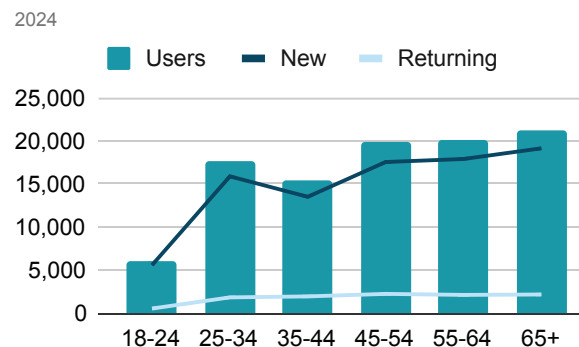
We have successfully diversified our audience appeal - our biggest segment used to be **over 65**.

Of those that have visited, **55-64-years-old** are our biggest segment. On our website we have noticed a significant shift to a much more diverse audience, helping to build appeal amongst future audiences too.

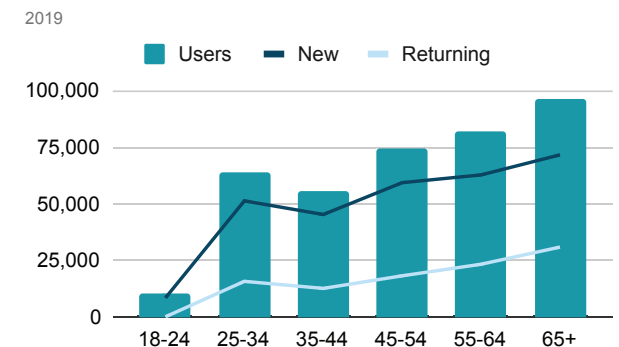
Visitor survey



2024 VG Website



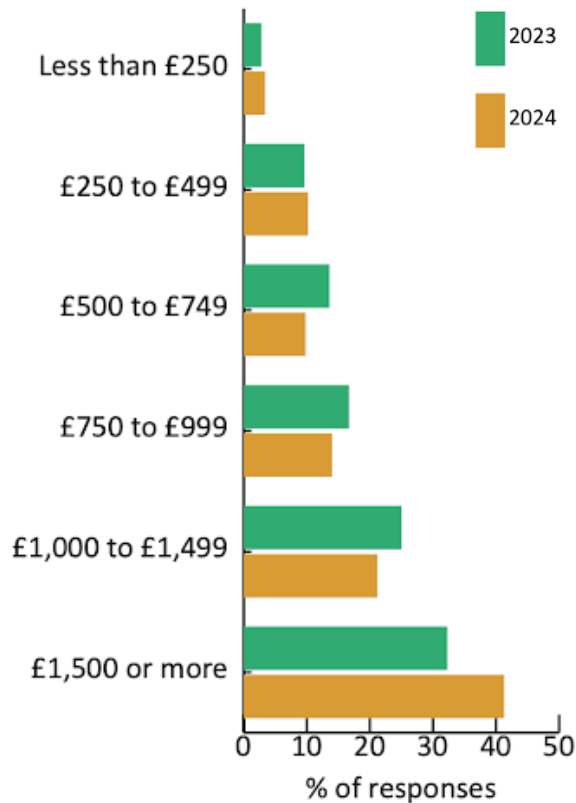
2019 VG Website



Understanding our impact

Visitors are spending more

Our audience are spending in the higher tier categories (2024 visitor survey) 41% of respondents reported their party spent £1,500 or more on their trip (including travel and accommodation, and up from 32% in 2023), and 21% spent between £1,000 and £1,499 on their trip. Only 3% of respondents reported their party spent less than £250 on their trip. The average party size of respondents to the Visitor survey during 2024 was 2.2 people (and increase from 2 in 2023).



41% spent more than £1,500

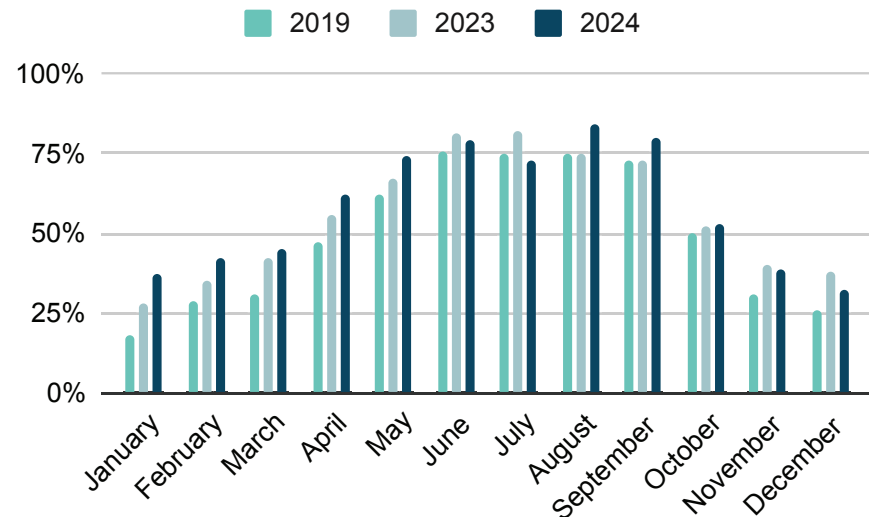
The average length of stay for staying visitors during 2024 was 4.9 nights compared with 4.9 nights in 2023 and 4.7 nights in 2019.

SOURCE: 2024 TRAVEL & VISITOR ANNUAL REPORT



Extending the season

Industry data shows an increase in off peak or shoulder month occupancy. The occupancy chart (below) highlights uplifts over the last two years from 2019 data.



Our role

Putting the Islands of Guernsey in front of a new audience

With improvements to the VisitGuernsey website and audience targeting, web sessions were up 12%, compared to 2023, delivering more than 1.2m website sessions, with 89% of that traffic being new visitors. That resulted in delivering more than a quarter of a million partner referrals, up 7%, year on year.

Working with influencers and a revised social strategy has seen our social activity deliver high levels of reach, more than 12 million, a platform also increasingly somewhere visitors go when planning a trip.

An agile approach means we can reach volume, via our digital billboard and TV campaigns, as well as tailoring content that speaks directly to what potential visitors are looking for.

2024 also saw us maintain an increased average length of stay and an increase in visitor spend.

Targeting the right audience for our partners to thrive

The better we understand our visitor, via our own results and what they are searching for, the more we can tailor our product to fit - and that's where you come in.

Collaborative working continues to be the most effective way of marketing the Islands.

The 2024 travel and visitor annual report showed 45% of those planning a trip use the VG website, an increase of 4% on 2023, demonstrating what a great shop window the website is for our trade partners.

The report also shows the activities visitors are doing when they are here is consistent with the marketing. By aligning our marketing with your product and offers, we present a more attractive package.





Thank you