

The ISLANDS of
GUERNSEY

**Print Advertorial
& Editorial**

Jan - Mar 2022

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](https://www.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' milder climate makes for an ideal environment for clematis breeding and growing, resulting in a huge number of prize-winning (and many awards at the Chelsea Flower Show).

Just a 30 minute flight or a 3 hour ferry crossing from the UK, the islands of Guernsey offer what has long been

**La Ségneur House
and Gardens, Sark**

Every Wild, March to end of Oct

Set between clematis walled, La Ségneur House, Sark and Sark, La Ségneur House is one of the most beautiful gardens in the Channel Islands.

www.laseigneurgardens.com

**Herm Island
Garden Tours**

Every Tour, 11 April - 14 Sept

Lead by the island's gardeners, explore Herm's award winning Rose and Herb.

www.herm.com

Bloomin' Alderney

May to June - Sun 12 June

An opportunity to park behind the garden of some of the finest private gentry in Alderney.

www.alderney.com

Explore Lihou Island

Ballivick of Guernsey golf accredited garden. Old Grand, back walks, views to the most scenery of the Channel Islands. Lihou Island, back, sunset and full moon.

Old also runs a series of virtual walks of history.

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www.visitguernsey.com

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

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

Whether you're an ambler, a rambler or a serious hiker, you can choose your own pace to explore the Islands of Guernsey. Two walking festivals take place each year. Led by the Islands' 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 history, culture and folklore.

Points of interests such as castles and houses are also marked on each route map.

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

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GUERNSEY
visitguernsey.com

Spring Walking Festival

21 May - 5 June 2022

Autumn Walking Festival

17 September - 2 October 2022

www.visitguernsey.com/walking

Our new Walking App is now live!

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visitguernsey.com



c.1,200,000

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.



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 at
chloe.steadman@gov.gg
www.cruiseguernsey.com



The ISLANDS of
GUERNSEY

February 2022

TRAVEL APPDATE
BY NIGEL THOMPSON

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

DAILY STAR

c.222,474

Travel appdate
BY NIGEL THOMPSON

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DAILY Mirror

c.301,226

THE Irish Post

c.21,000

GUERNSEY OPENS UP TO IRELAND

New flight connects Dublin to the beauty of the Channel Islands

BY FRANK RUSSETT
A NEW flight connecting Ireland with the Islands of Guernsey will be launched next month. The Guernsey service, launched by the Channel Islands Airports Authority, will make the islands, which they hope will bring a new wave of tourism, more accessible. The flight, which will operate on a weekly basis, will start on Tuesday and Thursday. With a journey time of just over an hour, it will make the islands, which are renowned for their scenic beauty, more accessible. The flight, which will operate on a weekly basis, will start on Tuesday and Thursday. With a journey time of just over an hour, it will make the islands, which are renowned for their scenic beauty, more accessible. The flight, which will operate on a weekly basis, will start on Tuesday and Thursday. With a journey time of just over an hour, it will make the islands, which are renowned for their scenic beauty, more accessible.

FAIRWAY TO HEAVEN

One golfers in the winter sun with a relaxing green to play on - a golf course in Guernsey. The Channel Islands Airports Authority has announced a new flight connecting Ireland with the Islands of Guernsey. The flight, which will operate on a weekly basis, will start on Tuesday and Thursday. With a journey time of just over an hour, it will make the islands, which are renowned for their scenic beauty, more accessible. The flight, which will operate on a weekly basis, will start on Tuesday and Thursday. With a journey time of just over an hour, it will make the islands, which are renowned for their scenic beauty, more accessible.

SUNDAY WORLD

c.130,000

The magazine for group travel organisers
Group Leisure & Travel

CoachTouring
the modern voice of coach tourism



CoachToursUK
OPERATORS

c.5,200



c.500,000

Evening Standard



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