

The ISLANDS of
GUERNSEY



Partnership Packages

For Trade Partners

October 2022

Working Together

Teamwork is the best way to get your business in front of the right people, at the right time. By partnering with VisitGuernsey, you can do exactly that.

Why partnering could work for you

- Take advantage of our knowledge, statistics, surveys and research
- Access our already engaged audiences across digital, print, social media and mailers
- Benefit from a relationship with UK and European tour operators and travel agents
- Benefit from our dedicated UK and European PR teams

There are several opportunities for you to add to your marketing, as packages or on an individual basis.

Work with us and let us help you expand your horizons.



Key Statistics



57,284 strong, GDPR compliant, email database



85 million ad impressions



visitguernsey.com delivers over **1.3 million** sessions to over **1 million** users



11,672,028 social ad views (at least 75% completion rate)



314,777 referrals to industry partners



11,000 traditional audience print database

How we are already supporting you

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

- Listing on **visitguernsey.com**, which is searchable indefinitely on the website, resulting in search increases on google and meaning a guaranteed listing for businesses that don't have a website
- Featuring in non-sponsored content, such as organic blog articles and social media posts. For example, **see this article**
- Supporting you to create and develop unique, memorable experiences for visitors, which are easily bookable and promoted free of charge in the special offers section of the **VisitGuernsey website** (visitguernsey.com/planning/offers)

If you're not already taking advantage of all these opportunities you can already get for free, get in touch with Paul at paul.belben@gov.gg



New Opportunities



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
<p>Standard listing* on the VisitGuernsey website</p> <p>Special offer listings on the VisitGuernsey website</p>	<p>Standard listing* on the VisitGuernsey website</p> <p>Special offer listings on the VisitGuernsey website</p> <p>2 x quarter page brochure adverts (one per edition)</p> <p>2 x social media features</p>	<p>Standard listing* on the VisitGuernsey website</p> <p>Special offer listings on the VisitGuernsey website</p> <p>2 x half page brochure adverts (one per edition)</p> <p>2 x social media features</p> <p>2 x exclusive special offers featured in consumer mailers</p> <p>1 month featured listing on VisitGuernsey.com</p>	<p>Standard listing* on the VisitGuernsey website</p> <p>Special offer listings on the VisitGuernsey website</p> <p>2 x full page brochure adverts (one per edition)</p> <p>4 x social media features</p> <p>2 x exclusive special offers featured in consumer mailers</p> <p>2 month featured listing on VisitGuernsey.com</p> <p>1 x content partnership with solus blog post, email and supporting social</p>
Free	£500	£1,500	£3,000

*A standard package includes your name, a 400 word description, location map, a website link, social media posts and unlimited imagery



Individual Marketing Opportunities

VisitGuernsey Brochure

There are more than 11,000 people on our database who request a brochure from us, with an additional 2,000-3,000 (approximately) requesting a brochure via our website. We are already thinking smarter about the content, tailoring our product to better suit those potential visitors.

This year, two smaller, 40-page, seasonal pieces of print will replace the traditional annual VisitGuernsey brochure. This means we can speak more directly to the audience about the very best the Islands have to offer over the coming months.

One of these brochures will be released at the beginning of January, the second at the end of June. Your traditional brochure listing is now included on the website. If you would like to appear in the brochure, the below costs apply.

Full Page (Inset) £950

140mm wide x 220mm high

Full Page (Bleed) £950

165mm wide x 240mm high +3mm bleed

Half Page £550

140mm wide x 105mm high

Quarter Page £250

65mm wide x 105mm high

What is featured content?

The ISLANDS of
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Get 3x more views and website referrals

Featured website content gets you up front within relevant category and landing pages, in high traffic areas on the website.

For example, an accommodation featured listing would appear at the top of the accommodation page. Featured content tiles are sold on a monthly basis and advertisers can book them in advance. Due to the nature of featured content, there is a maximum number of featured tiles that are sold on a first come, first served basis.

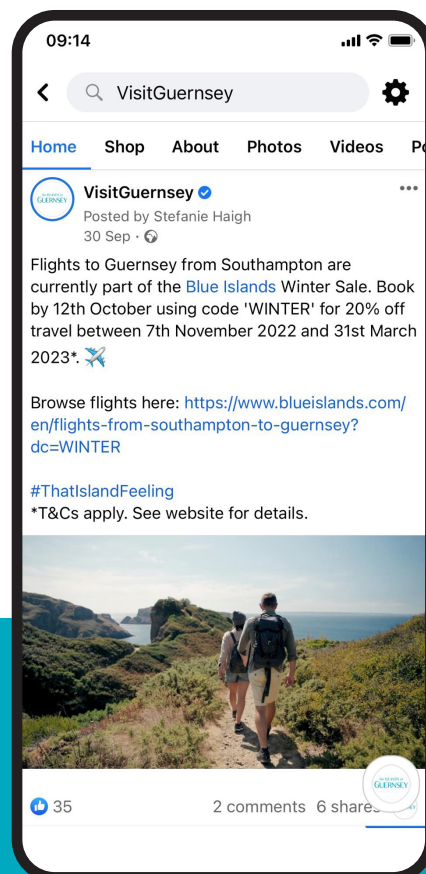
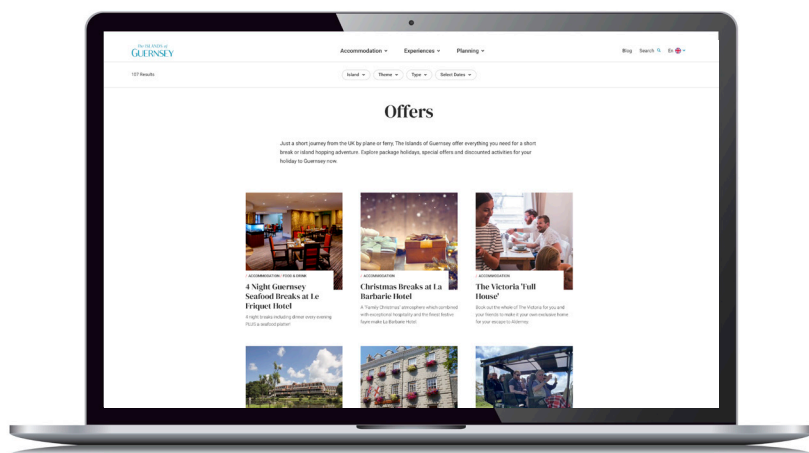
Individual 1 month featured listing is £200.

Increase your social reach

We have a strong, highly engaged social media following of 60,000 people who want to hear more about The Islands of Guernsey. We had a combined reach of around 10 million across Facebook, Instagram and Twitter in 2021. Put your business right in front of those engaged potential customers.

Our social media team will work with you to craft tailored content that can promote your business and offers in the best way.

Individual social feature starting at £50.



Exclusive special offers featured in consumer mailers

The ISLANDS of
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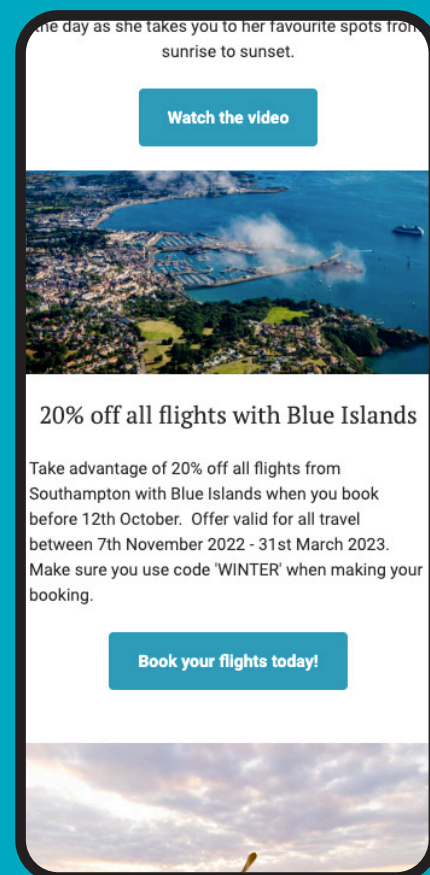
Promote your business to our 57,000 strong, GDPR compliant, database.

The mailer is being rebranded as an exclusive club, so offers promoted in this way have an added benefit for those who have signed up.

Twice monthly **consumer mailers** are sent out to our email database, highlighting the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

- 1 An image of 600 pixels wide by 500 pixels tall. (Supplied as a Jpeg to include a commercial message)
- 2 A link to your website

Individual special offer in single mailer is £100.



Content partnership

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Our content partnership includes a dedicated blog post on our website created by our editorial team, a solus email to our 57,000 strong database promoting that blog post (with any accompanying offers you have) and supporting social media content.

Blog Post

Online content is an important part of our marketing activity, and allows advertisers to promote a service, activity, or event in greater detail than any other format. Images, videos and hyperlinks are a key benefit within this advertising format.

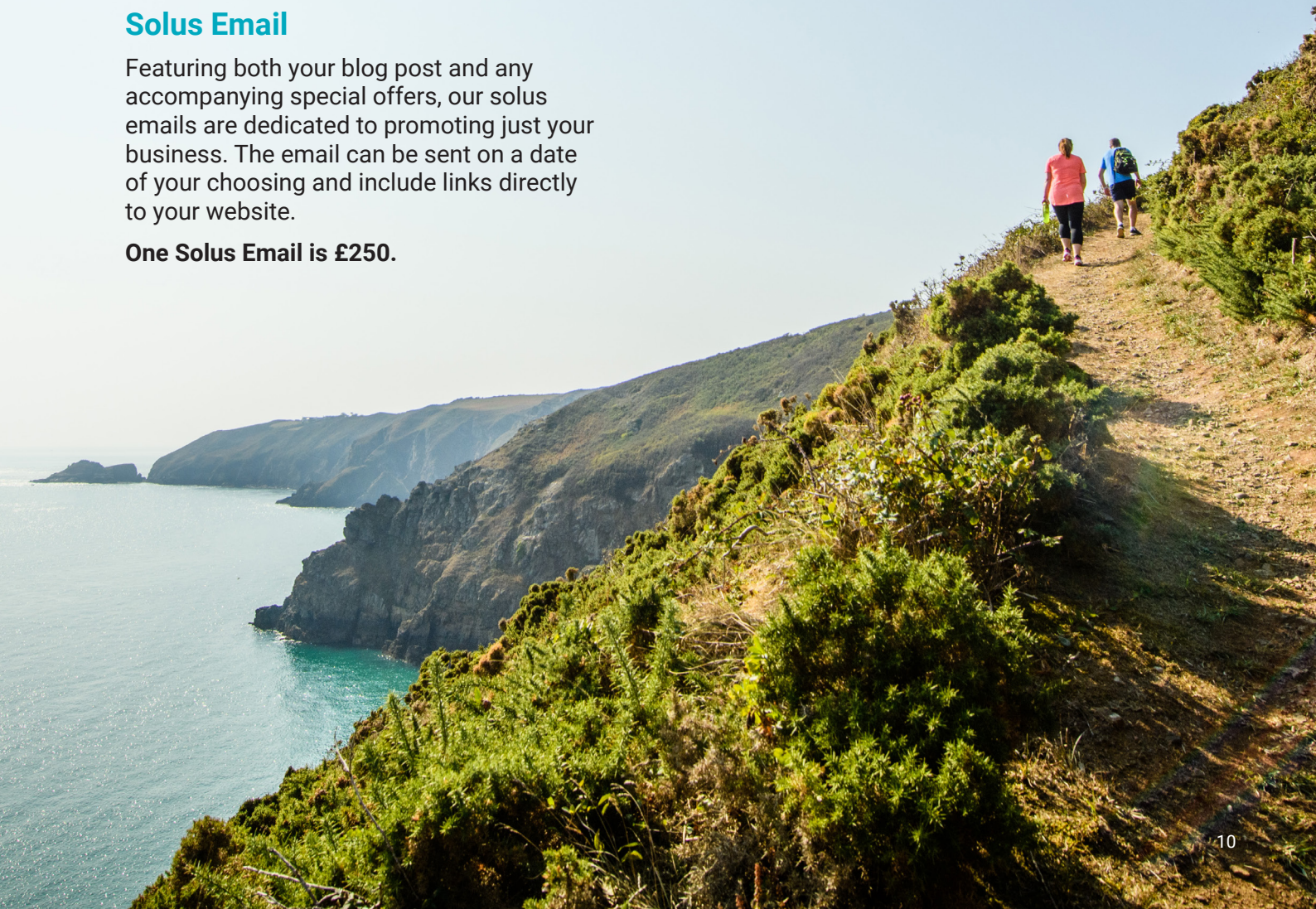
All Blogs are shared to our social media audience, and remain live and searchable on our website.

Individual Blog post and activity is £450.

Solus Email

Featuring both your blog post and any accompanying special offers, our solus emails are dedicated to promoting just your business. The email can be sent on a date of your choosing and include links directly to your website.

One Solus Email is £250.

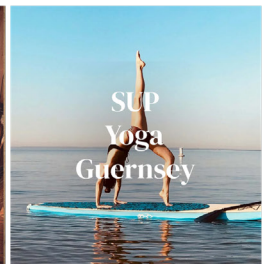
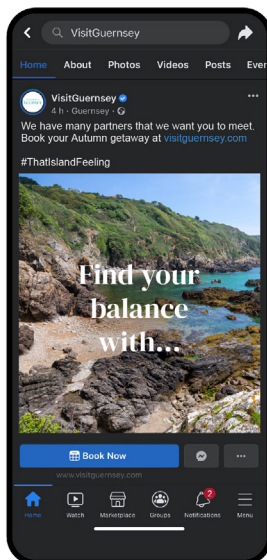


Bespoke partner campaigns

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We will work with you to create bespoke partner campaigns based on your offerings where relevant.

If you would like to talk to us about creating a bespoke partner campaign, then please email **paul.belben@gov.gg**



If you have any further questions, please contact
Paul Belben at **paul.belben@gov.gg**