The ISLANDS of GUERNSEY



Q1 2025 Performance



Q1 - Marketing Focus



1. Wellness

- Island hopping
- Sports and active
- Outdoor enjoyment
- Family time
- Holistic island experience

Website +19.6%

Partner referrals +20.0%











City Break Book in some you time. Unwind

on your own terms and find your Island feeling.









inspired Victor Hugo in Guernsey.

Learn more





OOA

visitguernsey Every step is a story. Watch them find that



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Q1 - Digital Advertising - UK







Click through +292%

YouTube delivered

Views: 940,865 View rate: 27.00%

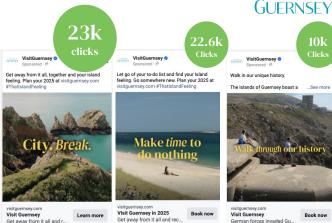
CTR: 0.22% (+292% v Q1 2024) Clicks: 10,877 (+399% v Q1 2024)

The most engaged audience segment is 35-54 and 65+

Our top performing Facebook and Instagram creative is

- City Break Herm Ferry and Pea Stacks
- Soul Occupancy





Paid search delivered Impressions: 159,648

Clicks: 21,420 Leads: 21.971



Sponsored

www.visitguensey.com/

Explore Victor Hugo's Home - Book
Your Holiday Now

Vist Our Unique Museums Documenting This

Visit Our Unique Museums Documenting This Important Part of Our Past. Learn More. Find Your Favourite Place to Visit on The Islands of Guernsey. Amenities: Beautiful Yiews, Cosy Restaurants, Best Hotels. Beaches. History, Arts & Culture. Island...

Sponsored

S www.visitguemsey.com/

Visit Historic Places - Guernsey, The Place To Visit

Find Your Favourite Place To Visit On The Islands Of Guernsey, Learn More About Evaquation, Invasion.

Fortifications, Occupation, and Liberation, Amenities:

Beautiful Views, Cosy Restaurants, Best Hotels,

Beaches, Hiking, Island Hopping, History, Arts &...

Top 5 keywords that drive traffic to the site:

The ISLANDS of

Island holiday destinations Island travel destinations Holidays island Where should I go on holiday Channel Islands holidays

Q1 - Digital Advertising - France

With new route investment with Paris, we partnered with carriers to create co-fund campaigns. The majority of clicks come from Meta.



Youtube

Social ads 1.1m

YouTube delivered Views: 11,715 View rate: 23.05% CTR: 0.47%

35-44 was the primary audience segment that saw video ads with a 14.73% view rate.



The ISLANDS of GUERNSEY

PARIS Paid search campaigns have delivered

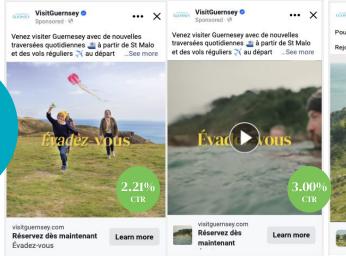
Impressions: 40,826 Clicks: 6,162



Paid Social Impressions 1,121,673

61k

25,122 Clicks





Q1 - Social and Content



Best performing content was a combination of summer activity content, family, sports and scenic shots.

UGC continues to play a role in our strategy providing key social proof.

Blogs on Facebook continue to drive traffic to the VG website

Key external events: build up to Guernsey Marathon & Spring Food Festival in April.

Q1				
Growth	1,184			
Social reach	3,162,714			
Social posts	c.100 (+c.100 stories)			
Engagement	4.54%			

Blogs & Pages

Things to do this Month, Explore our Islands with Dawn O'Porter, Things to do this February Half Term, Travel Guide: A Solo Trip to Herm, Your Guide to Running in Guernsey, Discover Women of Guernsey WW2 History, Explore the Guernsey Literary Festival 2025, Things to do for Couples, Horse Riding in Guernsey. Additional updates made to History & Heritage blogs for Liberation 80.



45 036 views

2d 5hr play time

1505 likes

28 comments

195 shares

79 saves











ws 35,936 view.
2d 17hr play ti
nts 724 likes
8 28 comment
10 shares

11,190 views 759 likes 4 comments 19 shares 35 saves

Q1 - Media Delivery - Print



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						Jen I	ALTERNATION OF THE SECOND			Walk with us at the Spring Walking to June 8th, 2025, You can et with over 40 local guides leads Find a walk that interests you at vi	splore our islands ng nearly 50 walks.
RadioTimes	walking	HOUSE &GARDEN				GUERN H	SEY	GUERN!	SEY	The ISLANDS GUERNS	ÉY
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	18										

Q1 - PR Delivery - UK





Eastern Daily Press



Q1 - PR Delivery - UK

Press Trips

Secured and hosted two individual press trips, with itineraries that catered to specific themes and niches, from a selection of top tier national, travel and lifestyle publications.

Six itineraries created for upcoming trips to cater to specific themes and niches, showcasing a wide range of the island to relevant media.

Sourced key WW2 publications to gift in press bags, as well as other local produce with a particular focus on Liberation Day.

Stakeholders

Secured comped opportunities from numerous stakeholders including Hotel de Havelet and Le Fregate. Maintaining relationships by sharing all mentioned parties any coverage.

Newsgen

Supplied ideas weekly to drive media opportunities, including a story about a Guernsey evacuee who served as a Wren during WW2, the launch of the Sark flag emoji, Herm re-launching ghost tours, an international fitness race called the Tornado race, many of which directly resulted in national coverage.

History & Heritage

Secured and organised three trips with history influencers to showcase the history and heritage of Guernsey, linked to the 80th anniversary of Liberation Day.

Organised and hosted a media preview event for 25 UK press at the Royal Academy of Arts in London, marking the opening of Astonishing Things: The Drawings of Victor Hugo which is sponsored by VisitGuernsev.

Travel Round Ups & Hot Lists 50

History & Heritage



POLITICS FOOTBALL CELEBS SHOPPING

Sundrenched oasis feels like it's on the equator but is 60 miles from UK

Go see Guernsey - the Channel Island has sunshine, good food and charm, says Jessica Molyneux, along with a whole lot of history. She decided to pay it a quick visit

Press trips +100%Year on year

THE YORKSHIRE POST

Ghana, Greenland and Guernsey: Where to go on holiday in 2025

Despite the attempts of technology to make our worlds shrink, the planet remains an overwhelmingly vast place. Improved infrastructure, better access and new attractions make it much easier to explore but deciding where to go is still a difficult choice.

Media

Press

64

PR delivery - France - Q1 - 2025



















s.Life



Impacts 7,401,703



Media value £ 196,217.40

PR delivery - France Results

Group Press Trips

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
- Marie Claire Idées (123 983 copies)
- L'Alsace (51 843 copies)

And we are waiting for

- Avantage (271 820 copies)
- Groupe Entreprendre (40 000 copies)

Individual Press Trip Themes

- ⇒ (April 7-14) Christophe Migeon, who is writing for 3 different media:
 - Le Figaro (225,669 copies)
 - Passion Rando (48,689 copies)
 - Terre Sauvage (52,014 copies)
- \Rightarrow (May 26 30) Fiona Le Brun & Vincent Toussaint for Voyage Voyage (35 000 copies)
- \Rightarrow (June 9 11) Hubert Prolongeau, who is writing for Le Monde (114 773 copies)

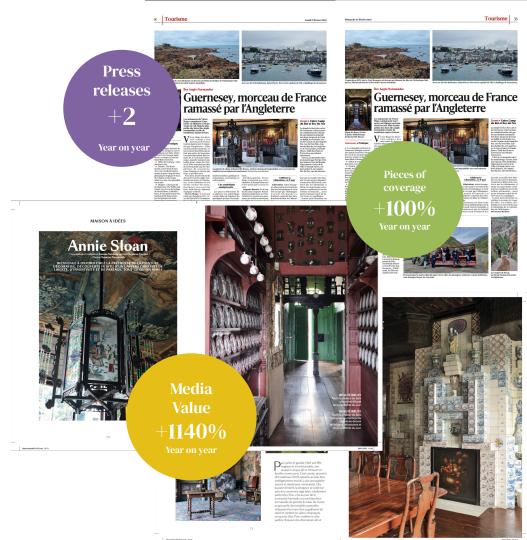
Press releases

January - Guernsey in 2025: a year of festivities, culture and history March - Guernsey, an open-air museum of the Second World War

Next ones

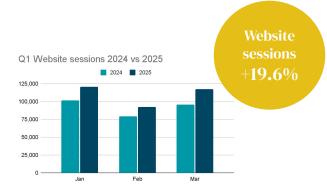
- Guernsey, the island that inspired Renoir: an original impressionist tour
- Guernsey's maritime heritage: a history rooted in the waves
- Guernsey's finest addresses: restaurants, pubs, hotels and shops
- Enjoy a wellness break in Guernsey

A magical Christmas in Guernsey: traditions and festive markets

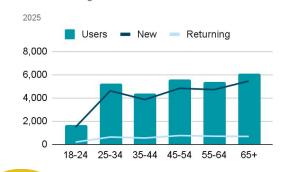


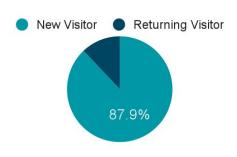
Q1 Website Performance





In line with our targeting, our campaign has continued to deliver a more diverse range of audiences.







Top most visited pages: /planning/offers/ /accommodation/ /planning/getting-here/ /experiences/events/ /experiences/activities/ Top cities: London Paris Birmingham Dublin St Helier Wolverhampton Edinburgh Milton Keynes Norwich

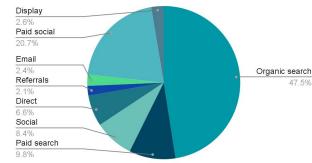
Paris +196% v Q1 2024

Time on site: 1m 13 sec



Organic search and social channels drive the majority of sessions



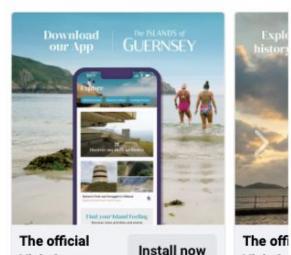


Q1 - App Performance





Whether it's the rugged south coast cliff paths and hidden bays, the long sweeping beaches of the west, exploring our archipelago ... See more



Visit Gu





The ISLANDS of **GUERNSEY**



Visit Guernse...

Q1 Partner Listings

Accommodation Top 10	Views	
Tree House at Fermain Valley	1,401	
Fermain Tower	952	
Camp de Reves Glamping	839	
Les Petits Merles	745	
Lihou House	661	
Old Government House Hotel	599	
Renoir Cottage	597	
St George's Guest House	543	
Waves Guest Suites	504	
La Madeleine Holiday Apartments	454	

Food/Drink Top 10	Views
Auberge du Val	622
Vistas Beach Cafe	295
Dhaka	283
Lola	215
The Longfrie Inn	199
Bathing Pools Cafe at La Vallette	135
Fermain Beach Cafe	132
Le Nautique	116
Hook	110
Red Grill House & Cocktail Bar	108

Activites Top 10	Views		
Victor Hugo House Hauteville House	1,290		
La Vallette Bathing Pools	824		
Lihou Island	752		
The Little Chapel	585		
Underground Military Museum	533		
German Underground Hospital	500		
Castle Cornet	464		
German Occupation Museum	414		
Candie Gardens	362		
Cobo Bay	341		



Q1 Partner Referrals

 Jan
 Feb
 Mar

 Partner referrals
 28,250
 22,581
 27,397

Partner referrals +20.0% Q1 2025 v 2024

Q1 Occupancy



	Jan	Feb	Mar
2025	38% +2.70%+	47% +11.90%+	47% +4.44%+
2024	37%	42%	45%

Count
6247
4694
3670
2738
2041
1682
1523
1195
1192
1022



Unwind at Hotel Jerbourg: 3-7 Nights with flights, dinner & more included from £498pp

Stay at the cliffside Hotel Jerbourg from just £498pp, where stunning sea views, fine dining, and a peaceful retreat await.



/ ACCOMMODATION / TRAVEL

Escape in Style: Flights, fine dining & luxury stay at Duke of Richmond from £379pp

3, 4, 5, 6 or 7 nights, from £379pp at Duke of Richmond. Includes flights, transfers, and breakfast each morning.



/ ACCOMMODATION / TRAVEL / FOOD & DRINK

5 nights at the Le Friquet Hotel including 80 Years of Liberation coach tour from £639pp

Price includes return travel, accommodation, breakfast every day and '80 Years of Liberation' coach tour.