

Q2 - Marketing Focus

The ISLANDS of GUERNSEY

1. Wellness

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

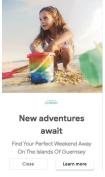
Website sessions +9.9% Year on year

Partner referrals +21.4% 02 2025 y 2024



Herm Island

Alderney Island







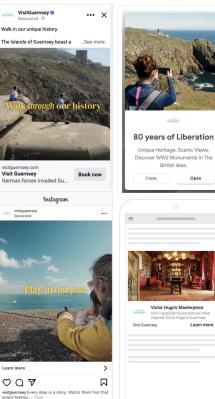
2. History, Arts and Culture



Skip Ad M

Learn more

Sponsored · visitguernsev.c...





Q2 - Digital Advertising - UK



Social ads 7.8m 7.8m





through
+136%
Year on year

Click

YouTube delivered

Views: 1,226,201 View rate: 28.57%

CTR: 0.21% (+136% v Q2 2024) Clicks: 13,675 (+387% v Q2 2024)

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

Our top performing Facebook and Instagram creative is

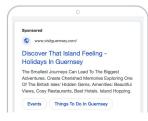
- City Break Herm
- City Break Couple
- Soul Occupancy

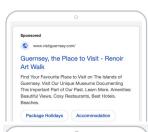


144,906 clicks

Paid search delivered Impressions: 159,370 Clicks: 29,219

Leads: 31.189







Top 5 keywords that drive traffic to the site: Where can you go on holiday Islands in UK for holiday Channel Islands tourism Channel Islands holidays Where should I go on holiday

The ISLANDS of

Q2 - Digital Advertising - France

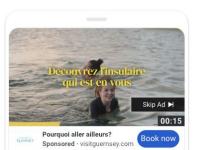
With continued route investment in Paris and St Malo, we partnered with carriers on co-fund campaigns. The majority of clicks come from Meta.

Total Impressions (How many times our advertising has been served / seen)	Q1	Q2
Youtube	61k	806k
Display	-	1.9m
Social ads	1.1m	71k

YouTube delivered

Views: 147,712 View rate: 26.02% CTR: 0.35%

The most engaged audience segment was 55+ with a 20% view rate.



The ISLANDS of

GUERNSEY

PARIS Paid search campaigns have delivered

Impressions: 47,330

Clicks: 7,589 Leads: 3,498

Sponsorisé

www.visitguernsey.com/

Réservez vos vacances de 2025
Vacances en famille

Guernesey est la destination idéale peu importe la durée du séjour. Pas besoin de longues heures de vol pour se sentir dans un autre monde.



Paid Social Impressions 70,647





Top cities:

Paris

Rennes Nantes

Saint-Malo

Cherbourg-Octeville

Brest

Lyon

Bordeaux

Boulogne-sur-Mer

Q2 - Media delivery - TV

The ISLANDS of **GUERNSEY**

In June we ran our second campaign on Skysmart, using 3 x 10 second ads that speak to different audiences - families, active groups and solo travellers.

- London, Birmingham, Manchester, Guilford, Cambridge, Bristol & Oxford
- Targeting segments: Cities, travel, prestige positions, domestic success





210







Q2- Media delivery - Programmatic OOH



- Campaign live dates 28 April 11 May
- Key commuter times and weekends at Waitrose
- Environments
 - D6 Rail x 82
 - D6 Street Furniture x 100
 - o D6 Waitrose x 18
 - o TV7 Rail x 8
- 153 individual creative variants including the next available flight to Guernsey from Gatwick or City Airports, depending where & where placement is.



Q2 - Social and Content

The ISLANDS of GUERNSEY

Best performing content was a combination of summer activity content, history, Liberation 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: Liberation Day, D-Day in May, and Summer Prep in June.

02

During the occupation of Guernsey

Guernsey.

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Blogs published: Things to do this Month; Exploring the World of Seaweed Foraging in Guernsey; Festivals

Your Ancestors' Footsteps in Guernsey; Discover the Guernsey Underground News Services of WW2; Art,

on The Islands of Guernsey 2025; Marking 80 Years of Liberation in Guernsey; FindMyPast: How to Follow in

Music and Cultural Events in Guernsey; Unique Places to Stay this Summer on the Islands of Guernsey; Your

Guide to Running in Sark; Travel Guide: 7 Days in the Islands of Guernsey; Gardens to Visit in The Islands of



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generally has been deleted in burding to

1 of the fixed windings.

+ push on History, Summer & Liberation Day



 Social reach
 1,975,326

 Social posts
 c.100 (+c.100 stories)

 Engagement
 4.83%

1.579

51,264 views 5d 7h play time 907 likes 41 comments 248 shares 48 saves 34,788 views
2d 2h play time
631 likes
35 comments
107 shares
18 saves

33,735 views 1,495 likes 37 comments 102 shares 3 saves 17,887 views
12hrs 52m play time
756 likes
7 comments
24 shares
9 saves

12,146 views
16hrs 15m play time
939 likes
11 comments
22 shares
31 saves

Growth

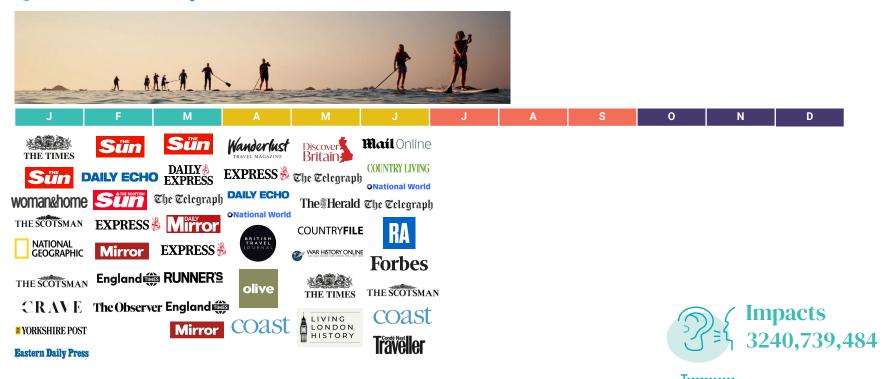
Q2 - Media Delivery - Print



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The Guardian	The Guardian	The Guardian	The Guardian	The Guardian	Outdoors			1		11	
The Observer	goodfood	The Observer	RUNNERS	Gardeners' World _{magazine}		Run somew	here new	Soul occu	pancy	Wonder	-lust
G ^{The} den	<i>TopGear</i>	Gardeners' Worldmagazine	COUNTRYFILE	\mathbf{good} food				A		Walk with us at the Spring Walking to June 8th, 2025, You cane	plore our islands
RadioTimes	RUNNERS	Traveller	HOUSE &GARDEN	coast		GUERN	T CE	GUERNS	SEY -	with over 40 local guides leaful Pind a walk that interests you at it vi Par ISLANDS GUERNS	ng nearly 50 walks. sitiguernsey.com/welk
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Q2 - PR Delivery - UK





Q2 - PR Delivery - UK

Press Trips

Progressed seven individual press trips, with itineraries that catered to specific themes and niches, from a selection of top tier national, travel and lifestyle publications. Hosted the History & Heritage group press trip over Liberation Day with four top-tier media.

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

Created press bags with literature and goodies for journalists who have been brought to the island by Condor.

Stakeholders

Continued to strengthen relationships with key stakeholders for press trips, such as the Red Carnation Group, Little Big Hotel Group, Sark Tourism, Outdoor Guernsey, Festung and more. Maintained relationships by sharing all mentioned parties resulting coverage.

Newsgen

Supplied ideas on an ad-hoc basis to drive media opportunities, including an occupation focused musical named Radio Silence, a story about tourism chiefs on Sark hoping to attract more stargazing tourists by creating an all-weather planetarium, the Sark flag emoji being released and Herm launching a loyalty scheme for visitors.

Influencer activity

Continued to organise three trips with history influencers to showcase the history and heritage of Guernsey, linked to the 80th anniversary of Liberation Day. Liaised on content approvals and worked with the influencers to have the content go live on Liberation Day.

Began working on various influencer conferences including Waypoint in London on 15th & 16th July and Traverse, held on-island on 8th-13th September.

Travel Round Ups & Hot Lists

Press trips +100%Year on year



How To Spend The Perfect Weekend In Guernsey

By Lewis Nunn, Contributor. (1) Lewis Nunn is a Senior Travel Editor based in ... v

Published Jun 25, 2025, 09:45am EDT, Updated Jun 25, 2025, 10:08am EDT

Share □ Save □ Comment 0

Guernsey offers the perfect weekend retreat, from wild beaches to capital mansion hotels, seafood galore, and eye-boggling history, says Lewis Nunn.



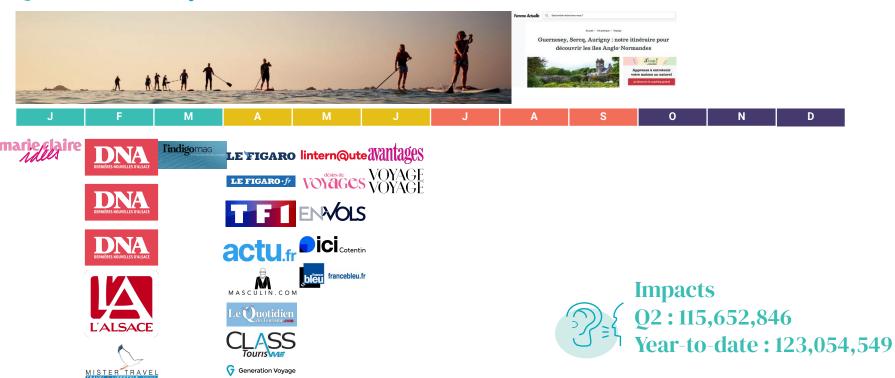
VISIT GUERNSEY

Media

Press alerts

Q2 - PR delivery - France





s.Life



Media value

Q2:£416,220

YTD: £ 612,437.40

Q2 - PR delivery - France Results

Group Press Trips

⇒ (June 30 - July 4) Group Press Trip

We are expecting coverage in the following:

Lonelyplanet.fr: 493,618 monthly visits

Santé Magazine : 280 688 copies

La Voix du Nord: 131 221 copies/19.95M monthly visits

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)
- ⇒ (May 26 30) Fiona Le Brun & Vincent Toussaint for Voyage Voyage (35 000 copies)
- ⇒ (June 2 6) Laurence Ogiela for Version Femina (1,903,663 copies)
- ⇒ (June 6 9) Christian Goupi for Auto Journal Evasion & SUV (45,986 copies)
- ⇒ (June 9 11) Hubert Prolongeau, who is writing for Le Monde (114 773 copies)

Press releases

- Guernsey, the island that inspired Renoir: an original impressionist tour.
- Guernsey's finest addresses: restaurants, pubs, hotels and shops

Next ones

- Guernsey's maritime heritage: a history rooted in the waves
- Enjoy a wellness break in Guernsey
- A magical Christmas in Guernsey: traditions and festive markets

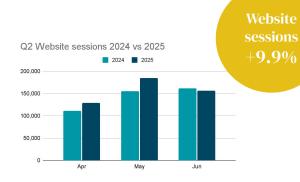
Newsletter

Summer getaway in Guernsey: a new restaurant, outdoor concerts, and a craft fair



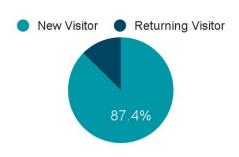
Q2 - Website Performance





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







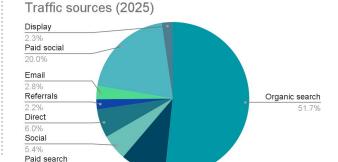
Top most visited pages: /planning/offers/ /accommodation/ /experiences/events/ /planning/getting-here/ /experiences/activities/

Top cities:
London
Birmingham
St Helier
Wolverhampton
Norwich
Milton Keynes
Paris
Edinburgh
Newcastle upon Tyne

Time on site: 1m 07 sec



Organic search and social channels drive the majority of sessions

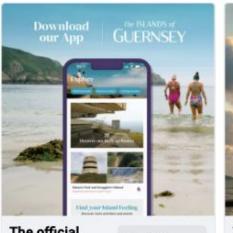


Q2 - App Performance



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





Install now







	Total Year to Date	Total Lifetime
Google	1,293	3,999
Apple	2,504	15,191
Total	3,797	19,190

Q2 - Top 10 Partner Listings



Accommodation Top 10	Views
Tree House at Fermain Valley	1,483
Camp de Reves Glamping	986
Fermain Tower	937
Old Government House Hotel	853
Les Petits Merles	789
The Granary Self Catering	788
Renoir Cottage	720
Vazon Bay Apartments	608
Cobo Bay Hotel	576
Waves Guest Suites	574

Food/Drink Top 10	Views
Auberge du Val	734
Vraic	597
Fermain Beach Cafe	318
Vistas Beach Cafe	269
Renoir Tea Garden	211
Le Nautique	209
Bathing Pools Cafe at La Vallette	196
Shell Beach Cafe	179
Hook	177
Lola	108

Activites Top 10	Views
Victor Hugo House Hauteville House	2206
La Vallette Bathing Pools	1165
The Little Chapel	1010
Castle Cornet	854
La Valette Underground Military Museum	845
Cobo Bay	783
Renoir Walk	752
German Occupation Museum	720
German Underground Hospital	716
Candie Gardens	579



Q2 - Partner Referrals

+21.4% Q2 2025 v 2024

	Apr	May	Jun
Partner referrals	28,327	36,917	34,525

Top 10 Referrals	Count
Condor/Brittany Ferries	8,661
Aurigny	6,132
Channel Escapes	4,029
Channel Islands Direct	3,612
Guernsey Together	2,238
AirBnB	1,713
Blue Islands	1,683
Buses	1,583
Guernsey Tickets	1,341
Manche Iles	1,270

Q2 - Occupancy



	Apr	May	Jun
2025	54%	74%	79%
2024	62%	74%	79%



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.



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.