

A photograph of two young girls on a beach. They are kneeling in the shallow water, throwing handfuls of sand into the air. The sand is captured mid-air, creating a dynamic, celebratory effect. The background shows a wide beach, the ocean, and a clear blue sky with some light clouds. The overall mood is joyful and carefree.

The ISLANDS of
GUERNSEY

Q3 2024 Performance

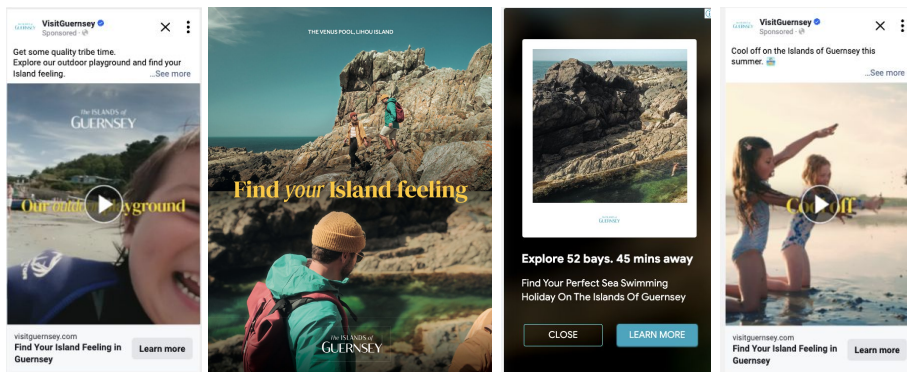
Q3 -Marketing focus

1. Summer campaign continuation

- Off Grid travel / escapism from the city
- Hiking
- Sea Swimming
- Family beach holidays

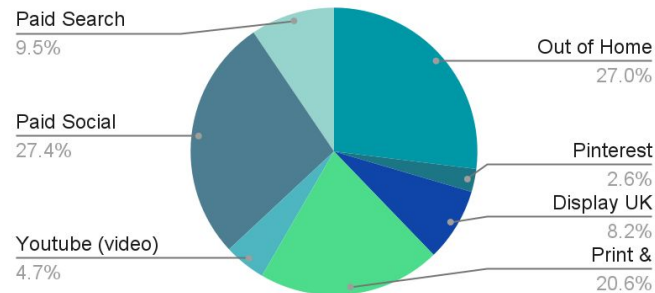
2. Shoulder month campaign - from late August into September

Audience: Targeting affluent travellers, solo, couples and multi-gen families. 35+



Our media delivery for Q3 :

J	A	S
Digital - Display, Facebook, Instagram, Youtube, Search, Pinterest		
Print		
OOH large media		



Topline results

Website sessions
+17.1%
Year on year

Partner referrals
+10.45%
Q3 2024 v
2023

Q3 - Digital Advertising

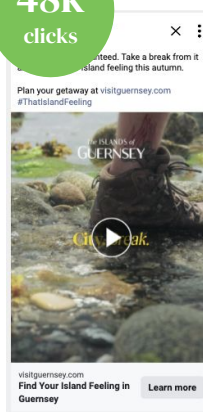
Total Impressions (How many times our advertising has been served / seen)	Q1	Q2	Q3
Display	11.4m	5.7m	1.2m
Youtube	3.8m	3.2m	2.3m
Social ads	10.7m	10.5m	5.1m

Our top performing Facebook and Instagram creative is

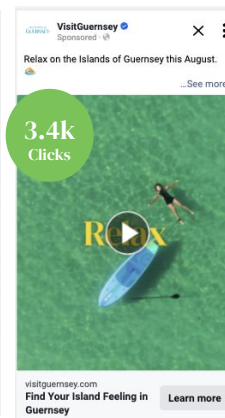
- City Break / Off-grid
- Paddleboard
- Cool off

103,858 clicks

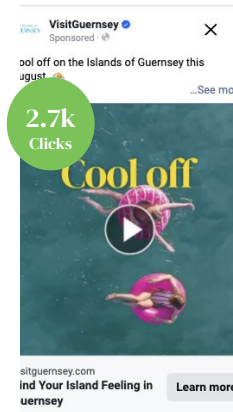
48k clicks



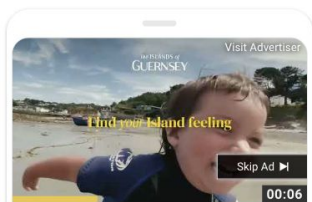
3.4k Clicks



2.7k Clicks



The ISLANDS of GUERNSEY



YouTube delivered:

Views: 1.9m

View rate: 80% (+192% v Q3 2023)

Clicks: 5,526 (+97% v Q2, +39.40% v Q3 2023)

Highest coverage with people in market and interested in traveling. Highest view rates also amongst this audience.

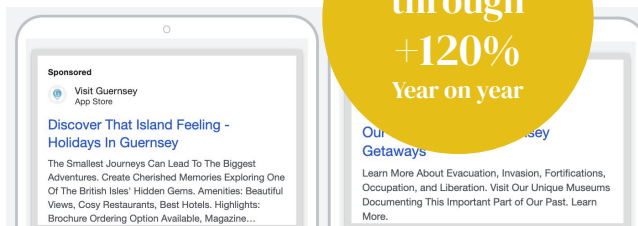
Paid search campaigns have delivered:

Impressions: 69,043

Clicks: 15,124

Leads: 14,188

Click through +120% Year on year



Top 5 keywords that drive traffic to the site:

- Holidays island
- Channel Islands Holidays
- Island holidays destinations
- Breaks to Guernsey
- Island travel destinations

Q3- OOH Delivery

On 1st July we launched a 2 week OOH campaign on 20 x 48 cross track zone 1 sites on the London Underground encouraging city commuters to 'find their Island feeling'

20
Zone 1 Sites
4,858,050
Impacts



Q3 - 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 Magazine	COUNTRYFILE MAGAZINE			
The Guardian	The Guardian	The Guardian	The Guardian	The Guardian	coast	Discover Britain					
The Observer	goodfood	The Observer	WIRED FOR ADVENTURE THE PURSUIT OF FREEDOM	Gardeners' World magazine	BAZAAR	GQ	Closer				
The Garden	Condé Nast Traveller	Gardeners' World magazine		goodfood			heat				
RadioTimes		HOUSE & GARDEN		SAGA			NewScientist				
Country Walking		FAMILY TRAVELLER		OK!							
				BRITISH TRAVEL JOURNAL							



Total Circulation
5,818,100

Total Insertions
39

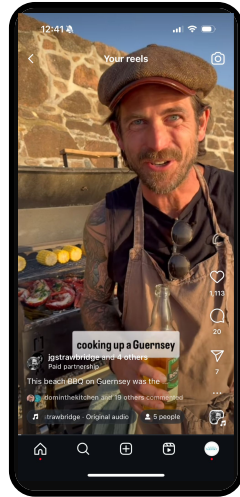
Q3 - Social and content performance

- Overall best performing content across platforms was a combination of food influencer content, water lead imagery and summer activity content.
- James Strawbridge partnership performed well with 6 collaborative reels featuring local produce, small businesses and activities.
- A blend of reels and carousels/multi image perform. Carousels with music are proving effective for saves. UGC continues to play a role in our strategy providing key social proof.
- Blog articles on Facebook continue to drive traffic to the VG website.
- We have maintained a strong engagement rate across key channels, with particular focus on Instagram. Comments and saves across Facebook & Instagram have remained at a higher level.
- Key external events: Royal Visit, James Strawbridge Partnership, Spitfire Visit.

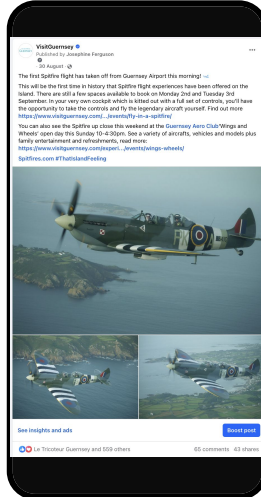
SwimTrek & James Strawbridge Partnerships - Ran in August & September on Instagram.

Blogs & Pages
 Things to do this Month, A Guide to Exploring History & Heritage, Local Ambassador: Amanda, How to Spend a Rugby Weekend in Guernsey, 10 Reasons to Make Guernsey Your Autumn Getaway, Discover A Table In Guernsey Food Festival, Things to do Indoors on a Rainy Day, 10 New Places to Eat and Drink, Pride 2024, Guernsey Dairy Ice Cream Walk, Explore Guernsey with the Discovery Pass, Meet Richard Heaume from the Occupation Museum, Walk in the Royal Footsteps, What are the Guernsey Golden Goats?, Island Hopping and Day Trips from Guernsey

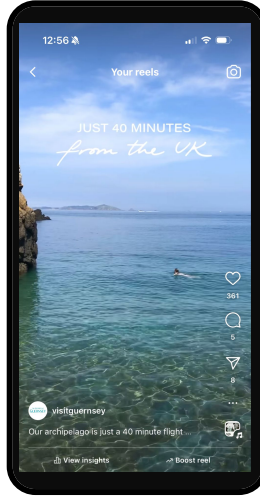
Q3	
Growth	1,573
Social reach	3,185,468
Social posts	199 (+c.200 stories)
Engagement	4.43%



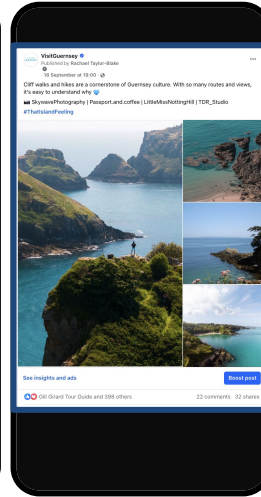
19,731 reach
 2d 9hr play time
 1192 likes
 22 comments
 8 shares



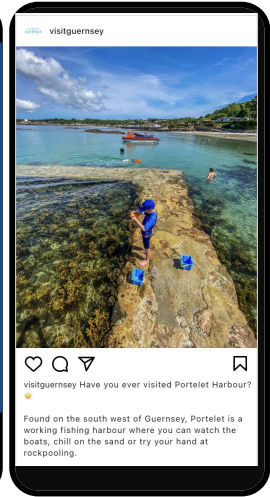
45,413 reach
 560 likes
 65 comments
 43 shares
 7 saves
 198 link clicks



7,604 plays
 8hr 29m play time
 358 likes
 5 comments
 8 shares
 18 saves



24,650 reach
 399 likes
 22 comments
 32 shares





5,288 reach
 523 likes
 18 comments
 5 shares
 21 saves

Q3 - PR delivery - UK



J	F	M	A	M	J	J	A	S	O	N	D
itv	THE TIMES	COSMOPOLITAN	The Telegraph	Woman's Weekly	DAILY EXPRESS	Discover Britain	The Guardian	The Telegraph			
THE Sun	THE SUNDAY TIMES	The Telegraph	Swimmer	BBC	ONational World	woman&home	HOMES & ANTIQUES	i			
DAILY EXPRESS	DAILY STAR	ONational World	DAILY Mirror	THE JC	THE SCOTSMAN	THE Sun	Woman's Weekly	SUNDAY Mirror			
LiverpoolWorld	SUNDAY Mirror	THE SCOTSMAN	ECHO	TRAVELWEEKLY	Edinburgh News	Daily Mail	THE SCOTSMAN	THE TIMES			
Love EXPLORING	i	THE Sun	METRO	The Telegraph	Daily Mail	i	THE Sun	TimeOut			
msn	Bella	THE TIMES	Confidentials Liverpool	DAILY EXPRESS	SUNDAY Mirror	DAILY Mirror	EXPRESS	THE Sun			
	THE Sun	Closer	Woman's Own	coast	The Mail	The Telegraph		yahoo!			
	ECHO	EssexLive	Manchester EveningNews	WAR HISTORY ONLINE	Discover Britain	Manchester EveningNews		msn			
					THE Sun						

 Impacts
1,376,927,256

 Media value
£3,999,225

Q3 - PR delivery - UK results

Press Trips

Securing and hosting two individual press trips and one group press trip with itineraries that catered to specific themes and niches, showcasing the Islands' variety of offering (luxury, family-friendly and island-hopping itineraries).

Five itineraries catered to specific themes and niches (sustainability, Sark, food-based, family-friendly and luxury) showcasing a wide range of the island to relevant media.

Planning and supporting visits from food influencer James Strawbridge and TV chef Ching He Huang and comedian Al Murray

Stakeholders

Securing comped opportunities from numerous stakeholders including the OGH, Fermain Valley Hotel, and The White House Hotel. Maintaining relationships by sharing all mentioned parties any coverage.

News-gen

Supplying ideas weekly to drive media opportunities, including Carl Hester's biopic, the 'Table in Guernsey' Food Festival, Sark's new emoji flag, the Spitfire visit, a sighting of a humpback whale, many of which directly resulted in national coverage.

Press trips	6
Press releases	10
Pieces of coverage	112
'A' Media	88%
Feature-length	23
Travel round-ups and hot-lists	29
History & Heritage	13



Q3 - Media delivery - France

The ISLANDS of GUERNSEY

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

J	A	S	Total Impressions Q1	Q2	Q3	
Search			Display	2.2m	8.3m	-
Facebook & Instagram			Social ads	3m	8.7m	8.6m

PARIS Paid search campaigns have delivered:
Impressions: 34,751
Clicks: 5,578
Leads: 2,523

Paid Social Impressions:
8,572,562

126,077 Clicks

Q3 - PR delivery - France



LE FIGARO **ELLE** **BIBA** **GRAZIA** **GEO** **TF1** **Europe 1** The Good Life
TOURNAI **FIGARO nautisme** **GEO** **YONDER** **PARIS NORMANDIE QUOTIDIEN NORMAND** **TF1** **Gala**
GEO **Milk** **france.2** **TF1**
MAGAZINE
marie france
COSMOPOLITAN
sanef 107.7

Impacts :
17,975,092

Media value
£ 1,446,206

PR delivery - France results

Press Trip Themes

Organise press trips with itineraries based on specific themes and niches, in order to present the island's diverse offering to the media concerned (e.g. cultural heritage, natural heritage, tourist attractions, hotels).

Natural and Cultural heritage

In contact with journalists from different types of media (TV, radio, print, web) to cover the islands of Guernsey from different angles: the most beautiful walks (Europe 1), cultural heritage (Geo web), natural heritage (TF1 and France 2 TV), the islands' general tourist offer (Paris Normandie, Marie France, The Good Life).

The diversity and plurality of the islands

In regular contact with journalists from various radio and TV channels to cover the qualities of the different islands. It's often after pitching and sending out press releases that we manage to get coverage on national TV.

On island itineraries

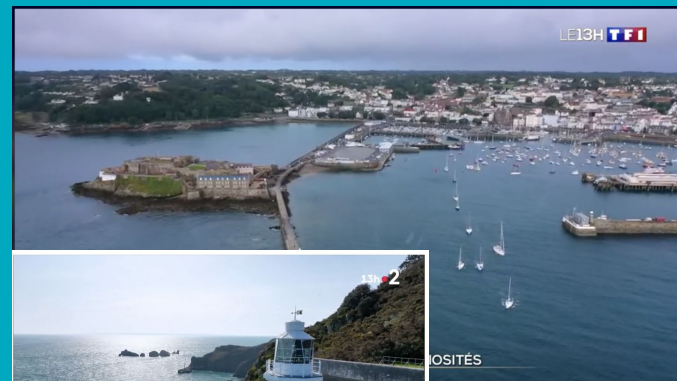
French:

Putting together itineraries for a French group trip and Marie Claire individual trip and working on the fly to make adjustments as required. Securing comped stays at La Fregate and The Peninsula. Implementing new tier system to streamline itineraries and stick to budget.

Other trips:

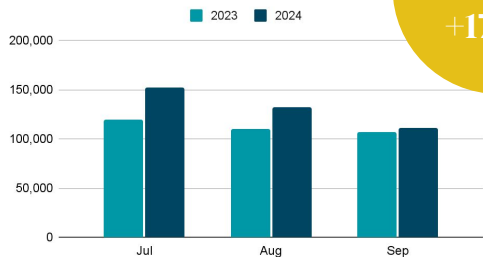
Putting together itineraries for Dutch tour operators from EuroScanbrit, and creating the itinerary for Estonian TV show Kolm Nast Karavanis. Dropping press passes and press bags to the above and for P&O cruise's creative agency at Castle Cornet.

Press trips	2 (1 group)
Press releases	2
Pieces of coverage	11
Natural Heritage	2
Cultural Heritage	4
The diversity and plurality of the islands	5



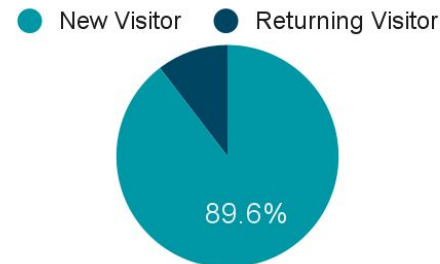
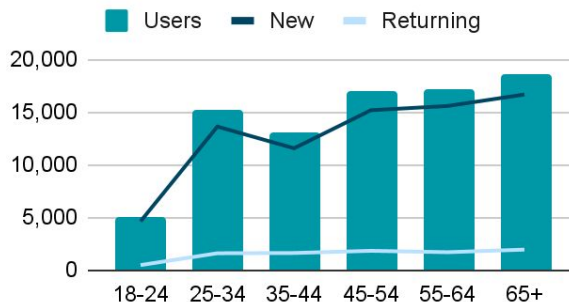
Website performance

Q3 Website sessions 2023 vs 2024



Website sessions
+17.1%

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
 St Helier
 Birmingham
 Edinburgh
 Wolverhampton
 Norwich
 Milton Keynes
 Newcastle-upon-Tyne



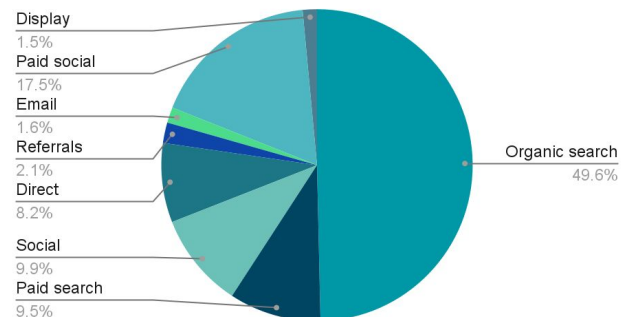
Time on site:
1m 01 sec



Bounce rate:
25.85%

Google Analytics

Organic and social channels drive the majority of web sessions



Partner referrals

	Jul	Aug	Sep
Partner referrals	33,161	29,996	21,930



Referrals - top 10

Referrals - top 10	Count
outbound_condorferries_com	4,820
outbound_aurigny_com	4,531
outbound_channelescapes_com	3,257
outbound_www_channelislandsdirect_co_uk	2,774
outbound_www_condorferries_co_uk	1,903
outbound_www_manche_iles_com	1,482
outbound_www_fermainvalley_com	1,409
outbound_www_selfcatering_gg	1,211
outbound_www_blueislands_com	1,181
outbound_www_loganair_co_uk	1,068

Occupancy

	Jul	Aug	Sep
2024	73%	84%	TBC%
2023	82%	75%	81%

Special Offers



/ ENDS 31 DEC

Pre-pay and save at The Old Government Hotel

Pre-pay 30 days or more ahead of your arrival date and enjoy savings of up to 20%.



/ ENDS 31 DEC

The Victoria 'Full House'

Book out the whole of The Victoria for you and your friends to make it your own exclusive home for your escape to Alderney.



/ ENDS 19 MAY

Reclaim yourself in Sark - Yoga Retreat

Unwind in Nature's Embrace. Discover Serenity at our Sark Island Yoga Retreat

Partner listings

Accommodation Top 10	Views
Tree House at Fermain Valley	1,351
Fermain Tower	809
Beaucette Marina Shepherd Huts	758
Camp de Reves Glamping	712
Old Government House Hotel	529
Cobo Bay Hotel	398
Vazon Bay Apartments	397
Adair Bungalows	368
The Duke of Richmond Hotel	343
Renoir Cottage	332

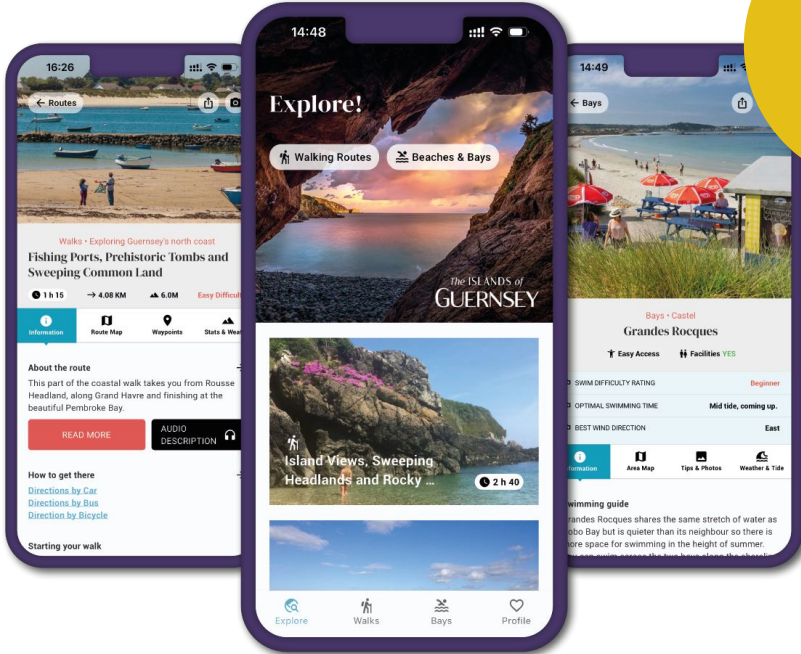
Food/Drink Top 10	Views
Auberge du Val	704
Lola	560
Fermain Beach Cafe	361
Vistas Beach Cafe	343
Bathing Pools Cafe	214
Dhaka	209
Renoir Tea Garden	180
Le Gouffre Cafe	163
Le Nautique	150
Petit Bot Tea Room	136

Activites Top 10	Views
Victor Hugo House Hauteville House	2,473
The Little Chapel	1,631
La Vallette Bathing Pools	1,158
Underground Military Museum	1,073
Castle Cornet	835
Cobo Bay	609
Lihou Island	543
German Underground Hospital	531
Fermain Bay	518
Candie Gardens	500



Q3 - App performance

App Downloads
Apple
2,160
Google
1,095



	Total Year to Date	Total Lifetime
Google	2,449	2,586
Apple	4,667	12,317
Total	7,116	14,903