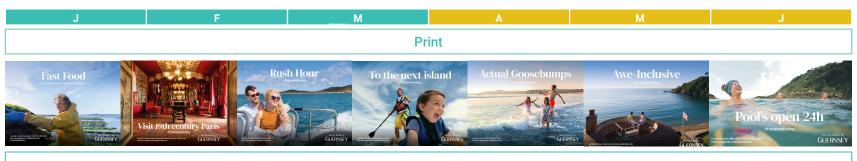
The ISLANDS of GUERNSEY

Performance Update Year to Date Q2 2023

Media delivery - All Channels



from Sky



Summer Planning Digital Campaign

ΤV

Summer BOOK NOW Digital campaign

adsmart	adsmart







Media delivery - Print - YTD





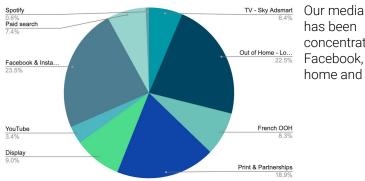
Media delivery - OOH

We have delivered high impact out of home advertising across regional, London and French locations:



The ISLANDS of GUERNSEY

Campaign performance and delivery - YTD



Our media budget concentrated on Facebook, out of home and print





Book

now

Total Impressions Q1 & Q2
(How many times our advertising has been served / seen)

Display	53.1m
Youtube	10.6m
Social ads	24.2m

Our top performing creative: Display: Oysters, Morning Swim, Fermain Social: Fermain, Herm Ferry, Oyster, Family Beach

adsmart



2023 Performance Overview Q2

TV Campaign Results (including Aurigny co fund) 172,629 Households Reached 1,433,589 Total Impressions

Paid search campaigns have delivered: **Impressions: 646,987 Clicks: 36,012** Leads: 9,407

Ad - www.visitguemsey.com/beach-holiday Travel by Air or Sea | Visit Guernsey |

Create Cherished Memories Exploring One Of The British Isles' Hidden Gems. Find Your Channel Island Holiday On

Guernsey Getaway

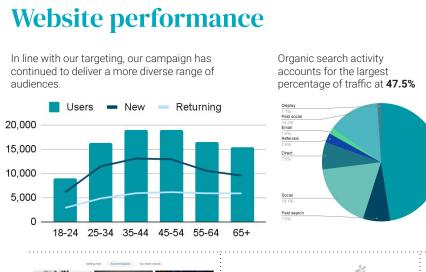
The Islands Of Guernsey

Activities Events Accommodation

Getting Here

Top 5 keywords that drive traffic to the site:

UK Getaway UK Holidays Channel Island Holidays Short Breaks UK **Destinations for couples**





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

Top 5 cities: London Birmingham Wolverhampton: Manchester Plymouth

51.29% (-13.58%) Google Analytics



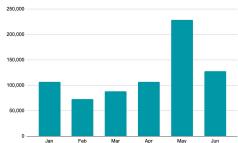
10.2%

Organic search

	Q1	Q2	
Website sessions	268,000	464,000	+73%
Partner referrals	60,760	81,585	+34%
Brochure download	1,873	1,954	+4%

May gave us our highest level of website visits -Website sessions +109% MoM, and 98% YoY

The ISLANDS of GUFRNSFY





72.2%

Social and content performance - YTD & Q2

The ISLANDS of GUERNSEY

0 V

8.8k

39.k

FB Reach

8.1k

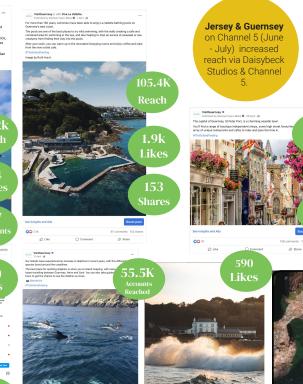
Reach

- · Greatest post reach so far this year Channel 5 with 604 shares.
- Overall best performing content across platforms was a combination of scenic cliff/beach photos and reels, Guernsey in the media and Ambassador content.
- · Trade Paid Partnership content continued to be well received, but this was less of a feature in 02.
- · Ambassador content performed well particularly on Instagram.
- · Blog articles are providing a foundation for social content and integrating key themes around food, sport and summer planning.
- · Summer partnership with Ruth Hurst began. Instagram following hit 18k.
- Kev external events: Lit Fest, Island Games promo. Channel 5.

Q2		YTD
Growth	1,714	4,190
Social reach	3,365,708	6,484,825
Social posts	160	350
Blog articles	17	34

2023 Performance Overview 02

VisitGuernsey G WeltGuernsey is with Vive La Vallette uson 🕒 · 8 June at 10:05 · 🥲 Jolished by Rechael Taylor-Blake Ø - 1 April - Q We are very happy to announce that a new 6 part TV series, narrated by Alan Titchmarsh, for more than 150 years, swimmers have been able to enjoy La Vallette bathing pools on celebrating the stunningly beautiful Channel Islands, will start airing on Channel 5 from nex Thursday 15th June at 8pm. me poors are one or the best places to try wild swimming, with the walls creating contained area for wimming in the sea, and also helping to stop an excess of sea restarse from finding their way into the pools. We've been working closely for several months with the production crew on content. logistic: scheduling and introducing them to some of our islands' wonderful residents whose families have lived here for generations If you like the programme and want to experience our island lifestyle for yourself why not pla your next trip to the Islands of Guernsey! Get inspired at: JERSEY & GUERNSEY 117.21 Reach 604 Shares THURSDAYS AT 8PM ON CHANNEL 5 FROM 15TH JUNE 00 1.38 See Insights and Ads CO 1.1K 220 comments 604 shares n Like Comment 55.5K 980 Likes 20.2 9.7k



Blog articles include:

1.5K

Likes

Reach

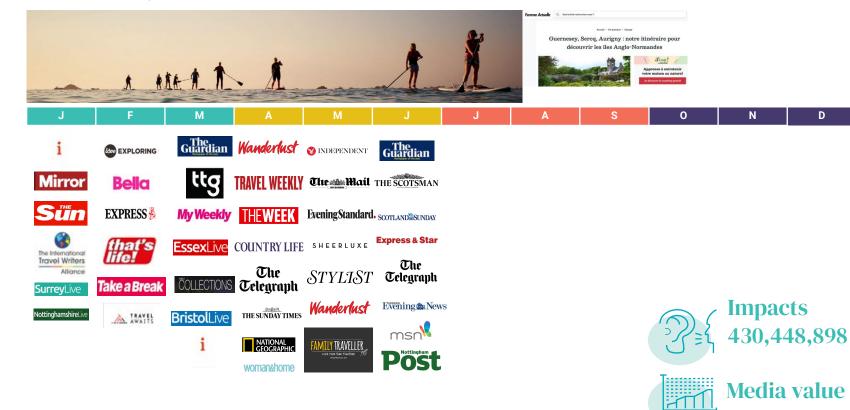
8.5k

Festivals on our Islands. Getting Active. Liberation & Coronation. History & Heritage Sites. Joh & Annette Ambassador Blogs, Beach Kiosks, Breakfast, Outdoor Adventures, Al Fresco Dining, Group Activities. What are the Island Games. Fishing on our Islands.

PR delivery - UK - YTD



£834,689





PR delivery -UK results

Press Trip Themes

Hosting press trips with itineraries that catered to specific themes and niches, showcasing the diverse offering of the island to relevant media (e.g. wellness)

Renoir

Successful launch of the upcoming exhibition, securing coverage, press interviews and press visits. July Christie's media event and pop-up painting class in London

Wellness

Targeted wellbeing media, positioning the islands as authentic and a year-round destination for wellbeing travel

Secondary Focuses

Liaised with relevant media to introduce them to recent developments in trade, gastronomy and changes in the cruise industry for 2023

Press trips	5
Press releases	5
Pieces of coverage	118
'A' Media	55%
Feature-length	29
Travel round-ups and hot-lists	66
Renoir	4
Wellness	22
Secondary Focuses	13



Forbes

Art In Travel: Shedding Light On Renoir's Love Affair With Guernsey

Angelina Villa-Clarke Contributor © Chasing the dream: I write about travel and the world around me



Jul 10, 2023, 11:11am ED7

Smudged skies skudded with pink clouds; luminescent seas that seem to twinkle from the canvas... any art fan will instantly recognise Guernsey's unspoilt bays and spectacular landscapes from a small collection of Pierre-Auguste Renoir's paintings, which he created during a monthlong break on the island some 140 years ago.

This year, to mark the anniversary – and the impact it had on the art world – **Art for Guernsey**, a charitable initiative, is holding a series of events to celebrate the artist's time on the island.



Our audience focus

Focusing on a more affluent audience, mainly 35-65+ couples, who over index on location +6% South West, +4% South East +4% East of England. An audience that are less price conscious in a cost of living crisis.



Preferred channels Our heartland visitor. Affluent and older. **Bullseye audience** 9.0% many are regular visitors to the Islands and **Digital** Baby they hold a special place in their hearts. 94.9% Email 56-65 of the population boomers They are looking for a safe and familiar environment that is close to home home owners Own large detached - 2 million households **Experian Mosaic:** houses, highly - 4.5 million individuals **Prestige Positions** educated, high Interests: Food & Drink, Natural Beauty discretionary income (Cliffs, Walking), Heritage Families looking to reconnect. This group Email **Bullseye audience** Multi-7.05% will be motivated by a broad variety of TV 36-45 accommodation options in a safe generation 88.1% **Direct Mail** of the population environment with a host of family & friends Email & families - 2 million households activities catering for all ages. home owners Families with children. - 4.3 million individuals mid to high income, **Experian Mosaic:** Detached houses - Average two children Interests: Food & Drink, Beaches, Island mortgages, online - £70-99k income Domestic success Hopping shoppers Mobile digital 3.97% Millennials A new younger audience - looking for Bullseye audience Messaging apps experiences together. Looking for escapism 49.1% Email with no 26 - 35of the population and Instagram moments. children Interests: Food & Drink. Activities. Beaches. Island Hopping, Wellness **Experian Mosaic:** low car ownership. More likely to opt **City Prosperity** high internet usage out of advertising