

The ISLANDS of
GUERNSEY

Q2 2025
Performance

Q2 Summary

**Partner
referrals**

+21.4%
Q2 2025 v 2024

**Website
sessions**

+9.9%
Q2 2025 v 2024

**French
Website
Sessions**

+43.9%
v Q1 2025

**Click
through**
+136%
Year on year



Q2 - Marketing Focus

1. Wellness

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

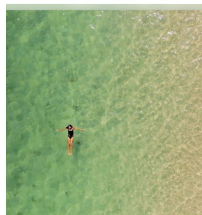
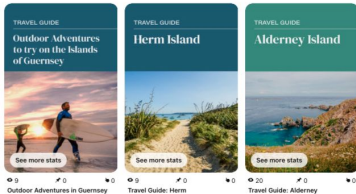
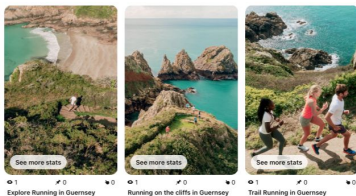
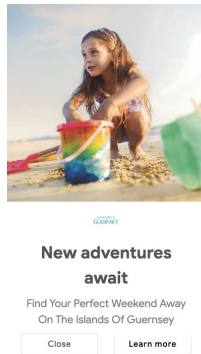
Website
sessions
+9.9%

Year on year

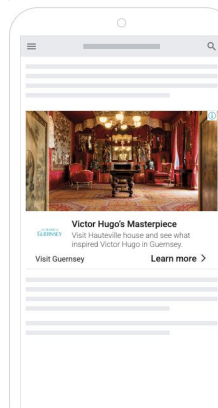
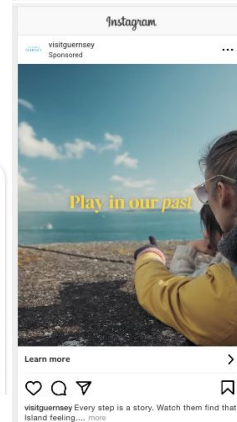
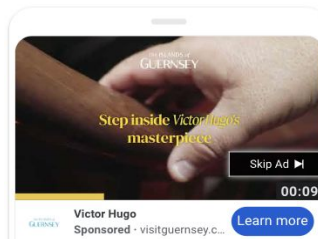
Partner
referrals

+21.4%

Q2 2025 v 2024



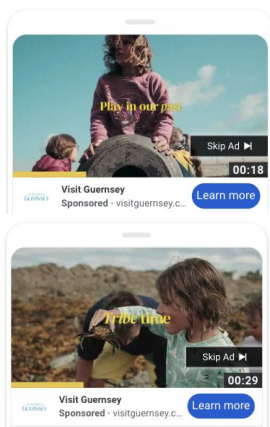
2. History, Arts and Culture



The ISLANDS of
GUERNSEY

Q2 - Digital Advertising - UK

Total Impressions (How many times our advertising has been served / seen)	Q1	Q2
Display	1.4m	1.6m
Youtube	4.8m	6.6m
Social ads	7.8m	7.8m



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+

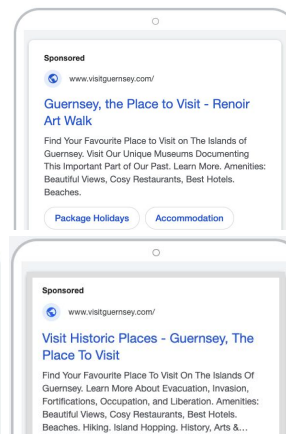
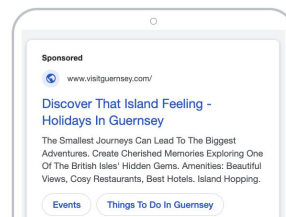
Click through
+136%
Year on year

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



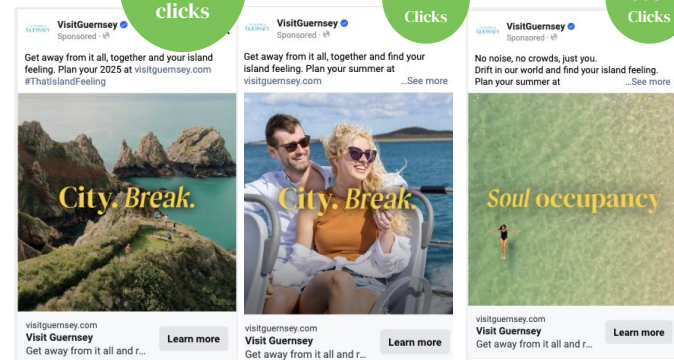
Top 5 keywords that drive traffic to the site:
 Where can you go on holiday
 Islands in UK for holiday
 Channel Islands tourism
 Channel Islands holidays
 Where should I go on holiday

The ISLANDS of
GUERNSEY

48k
clicks

17k
Clicks

10.6k
Clicks

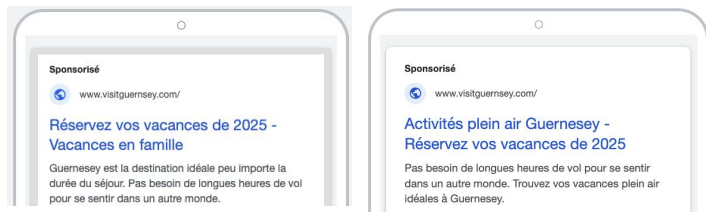


Q2 - Digital Advertising - France

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

PARIS Paid search
campaigns have delivered
Impressions: 47,330
Clicks: 7,589
Leads: 3,498



**Paid Social
Impressions
70,647**

**1.58%
CTR**

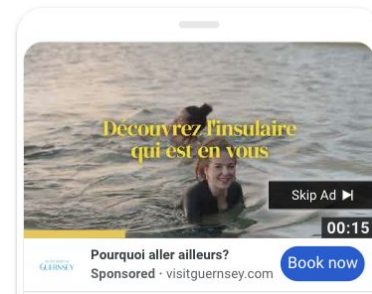
YouTube delivered

Views: 147,712

View rate: 26.02%

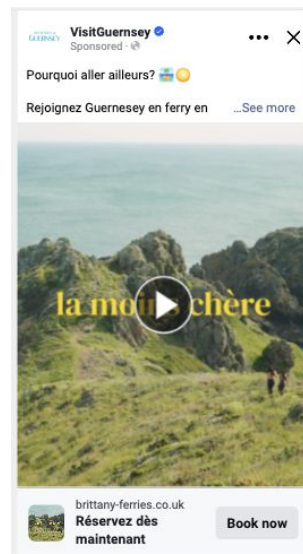
CTR: 0.35%

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



The ISLANDS of
GUERNSEY

Top cities:
Paris
Rennes
Nantes
Saint-Malo
Cherbourg-Octeville
Brest
Lyon
Bordeaux
Boulogne-sur-Mer



Q2 - Media delivery - TV

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



1,199,866
Impressions

210
Website Visits



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
 - D6 Waitrose x 18
 - TVZ Rail x 8
- **153** individual creative variants including the next available flight to Guernsey from Gatwick or City Airports, depending where & where placement is.

208
Central Sites
9,370,797
Impressions



Q2 - Social and Content

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

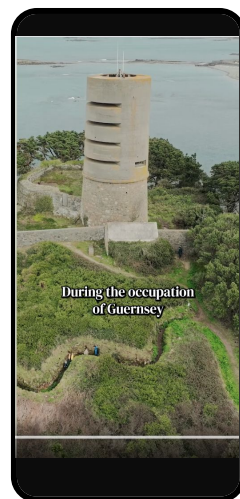
Key external events: Liberation Day, D-Day in May, and Summer Prep in June.

Blogs published: Things to do this Month; Exploring the World of Seaweed Foraging in Guernsey; Festivals on The Islands of Guernsey 2025; Marking 80 Years of Liberation in Guernsey; FindMyPast: How to Follow in Your Ancestors' Footsteps in Guernsey; Discover the Guernsey Underground News Services of WW2; Art, 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 Guernsey.

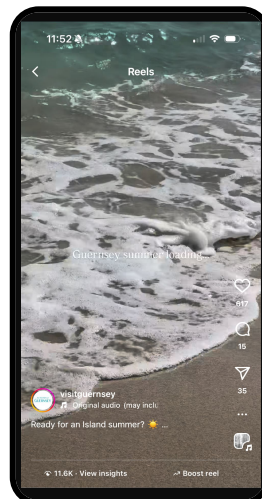
The ISLANDS of
GUERNSEY

+ push on
History,
Summer &
Liberation Day

Q2	
Growth	1,579
Social reach	1,975,326
Social posts	c.100 (+c.100 stories)
Engagement	4.83%



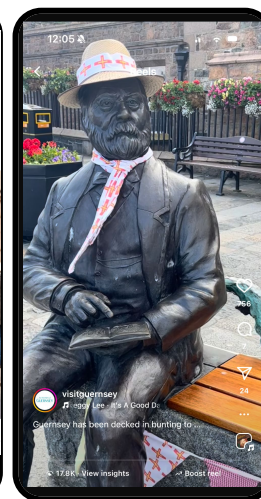
51,264 views
5d 7h play time
907 likes
41 comments
248 shares
48 saves



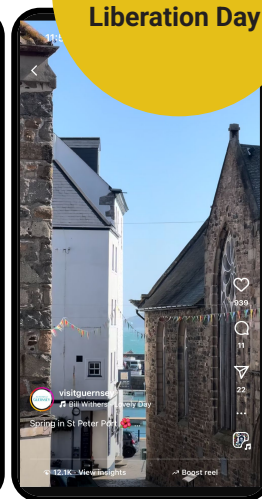
34,788 views
2d 2h play time
631 likes
35 comments
107 shares
18 saves



33,735 views
1,495 likes
37 comments
102 shares
3 saves



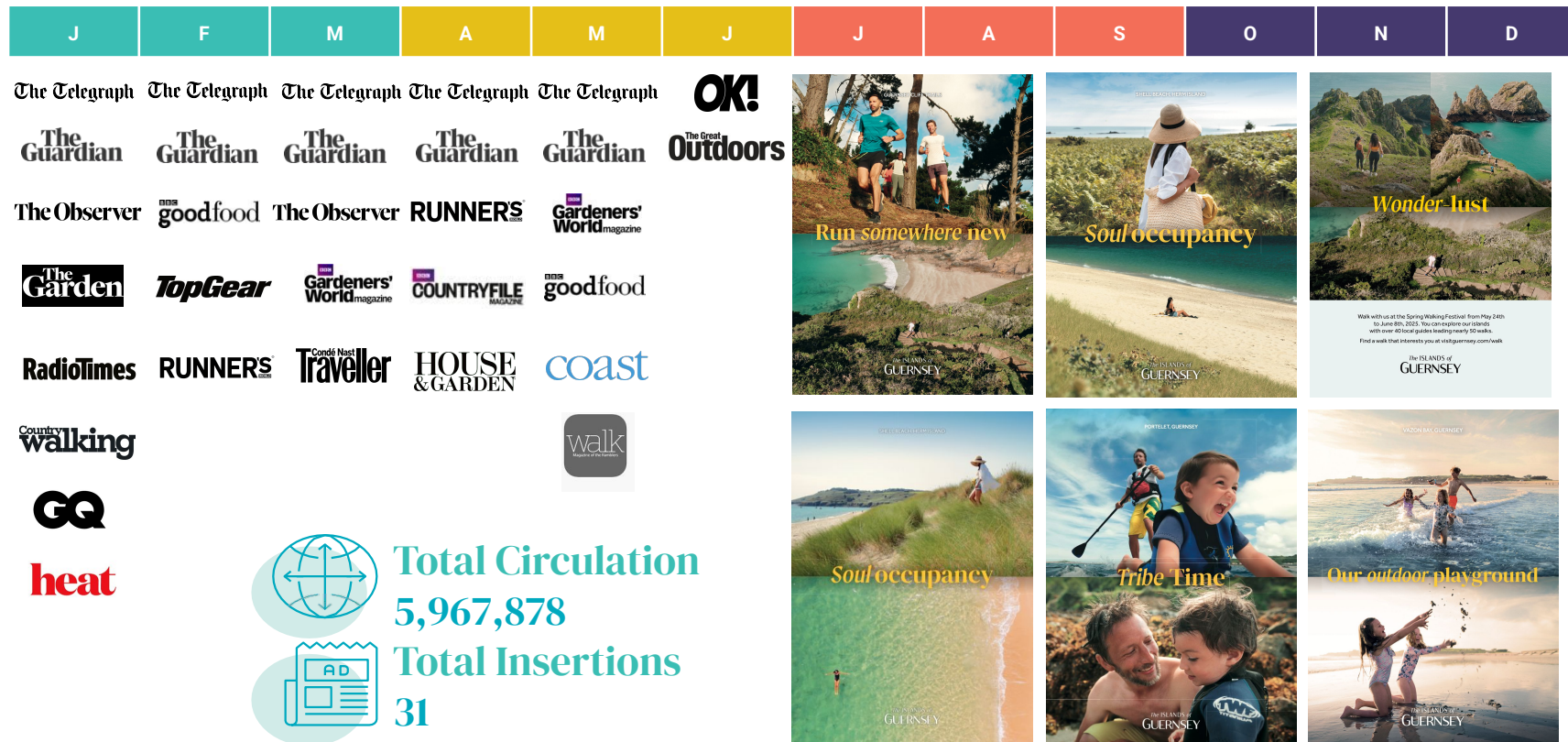
17,887 views
12hrs 52m play time
756 likes
7 comments
24 shares
9 saves



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

Q2 - Media Delivery - Print

The ISLANDS of
GUERNSEY



Q2 - PR Delivery - UK



J	F	M	A	M	J	J	A	S	O	N	D
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Impacts
240,739,484



Media value
£1,001,310

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.

Newsge

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
17

History &
Heritage
Trips
11

Press
trips
+100%
Year on year

'A'
Media
70%

Press
releases
/ alerts
5

Coverage
47

Forbes

How To Spend The Perfect Weekend In Guernsey

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

By [Lewis Nunn](#), Contributor. © Lewis Nunn is a Senior Travel Editor based in ...

Follow Author

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Floral South Coast Cliffs
VISIT GUERNSEY

Q2 - PR delivery - France



J	F	M	A	M	J	J	A	S	O	N	D
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marie claire
rallye



LE FIGARO lintern@ute avantages



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désirs de VOYAGE VOYAGE



s.Life

Impacts

Q2 : 115,652,846

Year-to-date : 123,054,549



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

Press
trips
8



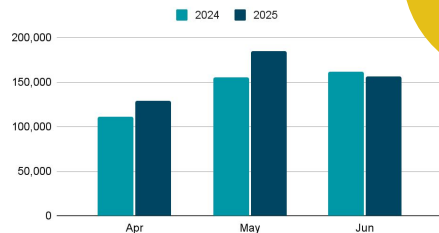
Media
Value
+385%
Year on year



Pieces of
coverage
+170%
Year on year

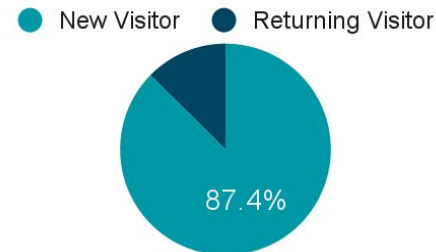
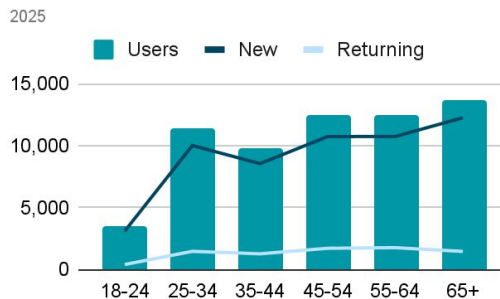
Q2 - Website Performance

Q2 Website sessions 2024 vs 2025



Website
sessions
+9.9%

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

Norwich
+88%
v Q2 2024



Time on site:
1m 07 sec

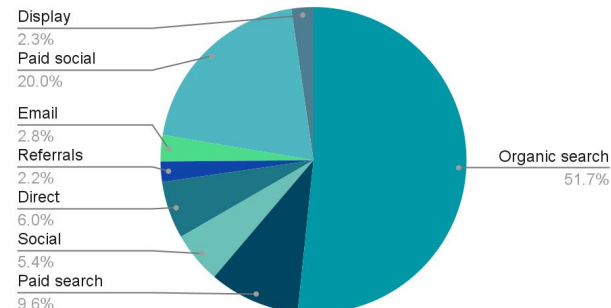


Bounce rate:
23.7%

Google Analytics

Organic search and social channels drive the majority of sessions

Traffic sources (2025)



Q2 - App Performance


Visit Guernsey
 Sponsored · 

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

Download our App



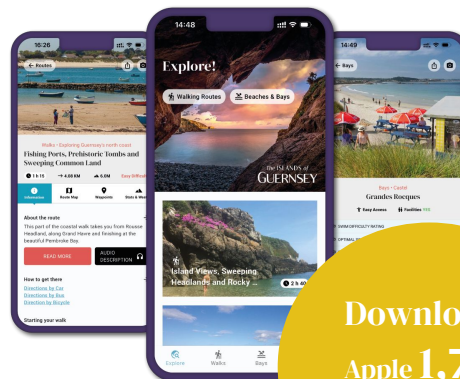
The official Visit Guernsey...

Install now

Explore history



The official Visit Gu...



Downloads

Apple 1,777

Google 1,011

	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

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

+21.4%
Q2 2025 v
2024

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

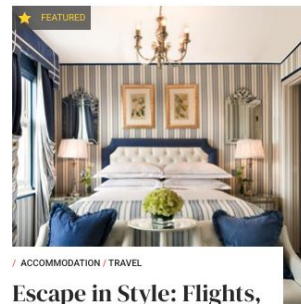
The ISLANDS of
GUERNSEY

	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.



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.