# The ISLANDS of GUERNSEY

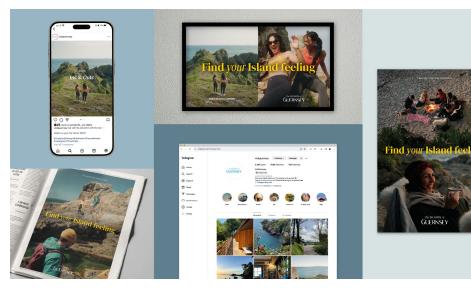
## **Q2 2024 Performance**

### **Q2** Marketing focus

In Q2 we ran our core campaign focusing on:

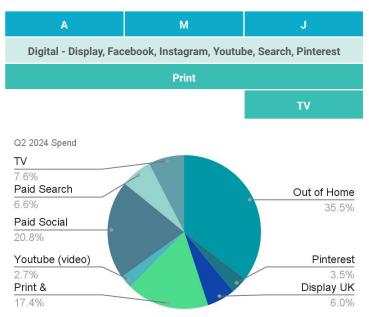
- Off Grid travel / escapism from the city
- Hiking
- Sea Swimming
- Family beach holidays

Targeting affluent travellers, solo, couples and multi-gen families.



Our media delivery for Q2 was weighted towards digital channels alongside targeted print including national newspapers and magazines. In May we ran our digital OOH campaign and in June we ran our on Sky TV campaign.

The ISLAND'S of



### Campaign performance and delivery - UK Q2

### The ISLANDS of GUERNSEY

Find a place where you can make plans and

X

See more

VisitGuernsey 📀

ur Island feeling at

forget them.

3.2k

Our digital advertising for Q2 delivered across core channels

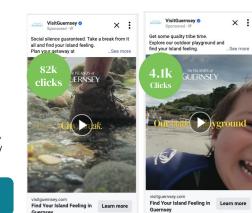
Display YouTube Social Ads Paid search

<b>Total Impressions Q1</b> (How many times our advertising has been served / seen)		Q2
Display	11.4m	5.7m
Youtube	3.8m	3.2m
Social ads	10.7m	10.5m

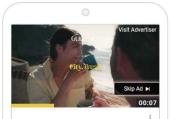
#### Our top performing Facebook and Instagram creative is

- City Break
- Outdoor
   Playground
- Make an itinerary, forget an itinerary

### 153,178 clicks



visitguernsey.com Find Your Island Feeling in Guernsey



2024 Performance Overview 02

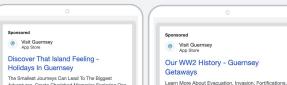
#### YouTube delivered: Views: 2.8m View rate: 87%

Clicks: 2,808

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

#### Paid search campaigns have delivered: Impressions: 120,309 Clicks: 23,132

Leads: 25,062



The Smallest Journeys Can Lead To The Biggest Adventures. Create Cherished Memories Exploring One Of The British Isles' Hidden Gems. Amenities: Beautiful Views, Cosy Restaurants, Best Hotels. Highlights: Brochure Ordering Option Available, Magazine... Impressions: 15,318 Clicks: 575 Leads: 14

Occupation, and Liberation, Visit Our Unique Museums

Documenting This Important Part of Our Past, Learn

More

### Top 5 keywords that drive traffic to the site:

Holidays island Hotels in Guernsey Island holidays destinations Channel Islands Holidays Where can you go on holiday

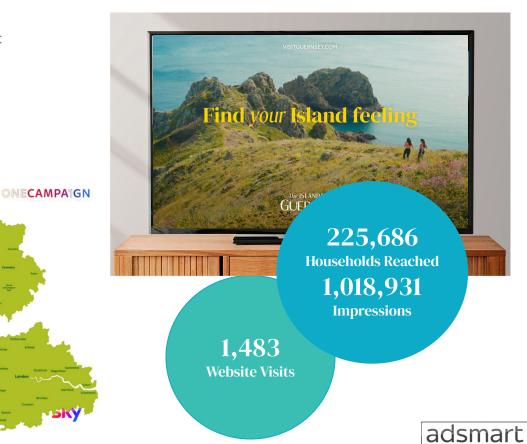


### Media delivery - TV

In June we launched a 6 week TV campaign on Sky Adsmart reaching affluent targeted households around key departure points:

- London
- Manchester
- Birmingham
- South West



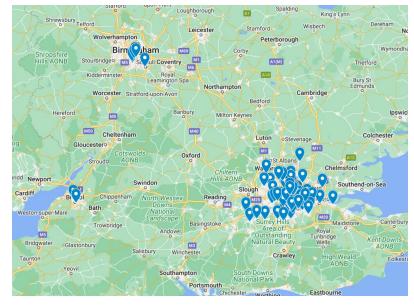


### $\overset{\textit{The ISLANDS of}}{GUERNSEY}$

### Media delivery - OOH

On 22nd April we launched a 2 week OOH campaign on digital D6 sites (street furniture, rail sites, Waitrose sites) encouraging city commuters to 'find their Island feeling' around key departure points:

- London
- Birmingham
- Bristol







### Media delivery - Print - Q2



The ISEANDS of GUERNSEY



Total Circulation 5,105,044 Total Insertions 31

### Social and content performance - Q2

- Overall best performing content across platforms was a combination of history content, UGC, scenic travel reels and influencer content.
- History content has performed very strongly, with both VG produced and History Alice Partnership content garnering 100k+ views. To date History Alice content has garnered 875k plays on Instagram reels.
- Reels content is performing well. Leveraging travel and audio trends has maintained reach and engagement built from Q1. 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.
- Increased 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: Liberation Day, Guernsey Literary Festival

Q2		
Growth	2,180	
Social reach	3,530,728	
Social posts	195 (+c.200 stories)	
Engagement	4.6%	

#### **Blogs & Pages**

285.461 reach

426,813 plays

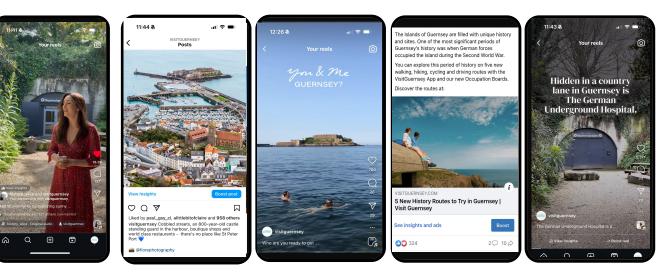
76d 1hr play time

18.513 interactions

Things to do this Month, Arts & Culture Page, 4 Ways Being Near the Sea Improves Your Sleep & Wellbeing, 5 New History Routes to Try in Guernsey, The Best Places to Eat with a Sea View, Celebrated Chef Michel Roux Jr visits Herm, Off Grid Places Places to Stay in Guernsey: The Ultimate Guide to Switching Off for the Weekend, Indoor Activities Page.

### The ISLANDS of GUERNSEY

History Alice Content Partnership - Ran in May & June on Instagram.



10,707 reach 960 likes 17 comments 22 shares 37 saves 11,842 plays 13hr 36m play time 698 likes 26 comments 29 shares 43 saves 9567 reach 16,776 plays 19h hours watch time 570 interactions 25 saves 184k plays 5371 reactions 33 comments 20 shares 83 saves



### PR delivery - UK - Q2



### PR delivery - UK results

#### Press Trips

Hosting and securing press trips with itineraries that catered to specific themes and niches, showcasing a wide range of the island to relevant media (island-hopping, sustainability, history & heritage, Jewish culture, vegan food, family-friendly and dog-based itineraries).

Securing free-of-charge activities across hotel stays, boat tickets, and meals, demonstrating a strong relationship with stakeholders locally and across Sark, Herm and Alderney. Highlights include Les Douvres and The OGH, Balthazar, and the Rocquettes Cider Farm tour. Further strengthening these relationships by hosting a free social media training session for Guernsey Tourism Partnership members.

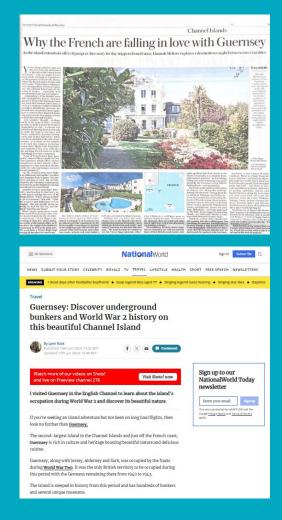
Ensuring we were on hand for any wet-weather or last-minute changes to support visiting media and influencers who had significant changes to their trips due to rain but still delivered glowing feedback and excellent coverage.

#### **History & Heritage**

Ensuring the history & heritage group trip and History Alice's visit went smoothly, organising a range of historical activities and arranging accommodation at late notice for her family members. Working with local publishers to create a bespoke welcome pack with relevant local books for both trips secured at a reduced rate.

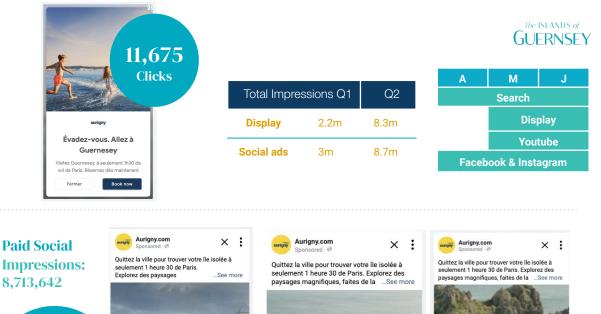
Press trips	13
Press releases	11
Pieces of coverage	303
'A' Media	88%
Feature-length	25
Travel round-ups and hot-lists	26
History & Heritage	11
Social media	6



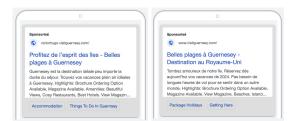


### **Media delivery - France**

With new route investment with Paris, we partnered with carriers to create co-fund campaigns.



PARIS Paid search campaigns have delivered: Impressions: 86,264 Clicks: 11,915 Leads: 6,172







Book now

aurigny.com **Allez à Guernesey** à 1h30 de Paris Understands w GUERNSEY aurigny.com Allez à Guernesey à 1h30 de Paris



aurigny.com Allez à Guernesey à 1h30 de Paris

Book now



### PR delivery - France - Q2



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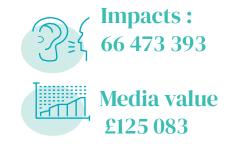
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**COSMOPOLITAN** 

saner 107.7



### **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 (Sanef radio), cultural heritage (Geo web or Europe 1 radio), natural heritage (TF1 and France 2 TV), the islands' general tourist offer (Yonder web, Grazia web, Milk web).

#### Hotels and Wellness

In regular contact with journalists specialising in hotels and wellbeing who are looking for good addresses, away from the crowds, for the summer season. It's often after pitching and sending information and photos that we manage to get press coverage in the written press (Biba and Elle magazines).

GALA's weeklong photoshoot in Guernsey for a 60-page fashion feature in their A/W issue went well. Organising their entire itinerary, and ensuring local venues (such as churches, schools, pubs/ eateries etc) opened for them, sometimes privately. Ensuring constant communication with stakeholders to cater for their last-minute changes. Hosting the group out of hours to ensure a successful trip and providing copy and imagery for inclusion in editorial.

Press trips	2 (1 group)
Press releases	3
Pieces of coverage	10
Travel round-ups and hot-lists	4
Natural Heritage	2
Cultural Heritage	2
Hotel and Wellness	2



### Nos trois activités coup de cœur à faire à Guernesev quand on aime la nature Grazia o Lifestyle o Voyage A 1h30 de Paris, cette île anglaise b d'eau turquoise offre dépaysement émerveillement loin des touristes



GFC

sur l'île Anglo-Normande

Prenez le large, mais restez près des côtes françaises... Juste à côté de Jersey et de l'archipel de Chausey, l'île de Guernessey au charme so british invite les visiteurs à une escapade nature bercée p l'art. YONDER s'y est rendu pour quelques jours afin de dénicher les bornes adresses de Guernesey pour le versé-rend. Suiver le quidé l



GRAZIA

Ces 4 spots isolés assurent une déconnexion totale. C'est sûr, personne ne viendra vous déranger!

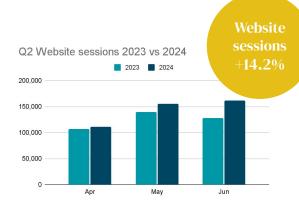
Fermain Valley sur l'Île de Guernesey, Trajet : il faut compter 2h30 de traversée depuis Cherbourg pour rejoindre cette île anglo-normande à la beauté sauvage. Niché au sommet d'une falaise et entouré de verdure, le Fermain Valley accueille ses hôtes dans des chambres ultra-cosy à la déco british. On adore son Tree House Spa et ses traitements combo visage et corps. Le plus : s'offrir un tea time avec vue au Valley Tea Rooms. EEDMAIN VALLEY LICITEL EEDMAIN LANE ST DETED DODT CHEDNIEY CV117



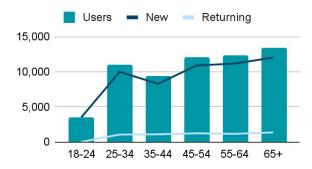
la compagnie aérienne de Guernesey, Aurigny Air ervices ouvre cette année sa première ligne directe gulière depuis Paris-Charles-de-Gaulle. Une elle occasion de découv es sentiers et cottages de l'île anglo-normande et, bien sür, la maison de Victor Huao auriany com

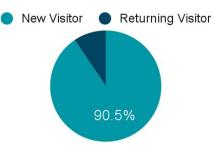
#### The ISLANDS of GUERNSEY

### Website performance



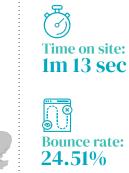
In line with our targeting, our campaign has continued to deliver a more diverse range of audiences.





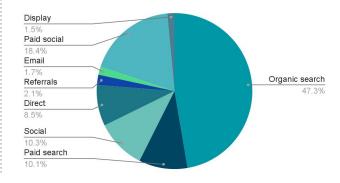


Top most visited pages: /planning/offers/ /accommodation/ /planning/getting-here/ /experiences/events/ /experiences/activities/ Top cities: London St Helier Birmingham Paris Dublin Edinburgh Plymouth Wolverhampton Milton Keynes



Google Analytics

Organic and social channels drive the majority of web sessions



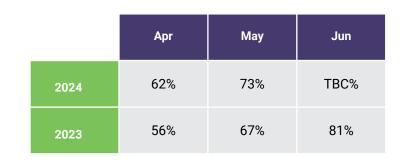
## Apr May Jun

Partner referrals 23,257 28,676 30,264

Referrals - top 10	Count
outbound_aurigny_com	5695
outbound_condorferries_com	5005
outbound_channelescapes_com	3693
outbound_www_channelislandsdirect_co_uk	3007
outbound_www_condorferries_co_uk	2235
outbound_www_fermainvalley_com	1669
outbound_www_manche_iles_com	1645
outbound_www_guernseytravel_com	1231
outbound_www_loganair_co_uk	1126
outbound_www_blueislands_com	1106

Partner referrals +26.1% (Q2 2024 vs Q1 2024)

### Occupancy



#### Special Offers



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%.



#### 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.



The ISLANDS of

**GUERNSEY** 

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	2392
Camp de Reves Glamping	1470
Fermain Tower	1255
Waves Apartments	1206
Beaucette Marina Shepherd Huts	1200
Old Government House Hotel	824
Premier Inn	598
Vazon Bay Apartments	553
Cobo Bay Hotel	543
Adair Bungalows	510

Food/Drink Top 10	Views
Auberge du Val	838
Vistas Beach Cafe	397
Bathing Pools Cafe at La Vallette	362
Le Gouffre Cafe	271
Fermain Beach Cafe	256
Renoir Tea Garden	230
The Hook	227
Le Nautique	193
Hathaways	185
Dhaka	179

Activites Top 10	Views
Hauteville House	2564
The Little Chapel	1476
La Vallette Underground Military Museum	1366
La Vallette Bathing Pools	1153
Castle Cornet	869
Cobo Bay	740
German Underground Hospital	666
German Occupation Museum	637
Candie Gardens	595
Fermain Bay	595



The ISLANDS of



 Total Year to Date
 Total Lifetime

 1,336
 5,277

 2,500
 10,200

 3,836
 15,477

The ISLAND'S of