

A full-page background image showing two women walking along a grassy cliff edge. The woman on the left is wearing a coral-colored sports top and black leggings, holding a green water bottle. The woman on the right is wearing a yellow sports top and black leggings. They are both smiling and looking towards each other. In the background, there is a bright blue sea, rocky outcrops, and a distant green hill under a clear blue sky.

The ISLANDS of
GUERNSEY

2026 Partnership Packages

For Trade Partners
November 2025

Working Together

Teamwork is the best way to get your business in front of the right people, at the right time. By partnering with VisitGuernsey, you can do exactly that.

Why partnering could work for you

- Take advantage of our knowledge, statistics, surveys and research
- Access our already engaged audiences across digital, social media and email
- Benefit from a relationship with UK and European tour operators and travel agents
- Benefit from our dedicated UK and European PR teams, and content, social and digital marketing expert teams

There are several opportunities for you to add to your marketing, as part of a package or on an individual basis.

Work with us and let us help you to expand your horizons.



Key Statistics



60,058 strong, GDPR
compliant, email database



123,532,829
ad impressions



visitguernsey.com delivers
over **1.34 million** sessions
to over **489,000** users



13,711,051 social ad views
(at least 75%
completion rate)



265,652 referrals to
industry partners



combined social following
of **65,563**

How we are already supporting you

We are dedicated to helping your business reach as large an audience as possible. Here are the ways we are already doing that, **free of charge**.

- A listing on **visitguernsey.com**, which is searchable indefinitely on the website, resulting in search increases on Google and meaning a guaranteed listing for businesses that don't have a website
- Features in our regular organic (non-sponsored) content on the visit guernsey blog and social media channels. See an example **here**
- Guidance with developing unique, memorable experiences for visitors, which are easily bookable and promoted free of charge in the special offers section of the **VisitGuernsey website** (**visitguernsey.com/planning/offers**)

If you're not already taking advantage of all these free opportunities, contact Jo and Lorenzo to get started at jo.dyer@gov.gg and lorenzo.crispini@gov.gg



Photography Packages

Elevate your visual storytelling with Sarah Froome.

Elevate your content with stunning photography by Sarah Froome. These packages provide high-quality images to boost engagement and highlight your brand. Choose from flexible options, all including professionally edited images. Additional photos are available at a reduced rate, making it easier to get the perfect shot for your campaign.

RATES FOR PARTNERS:			
Package	Price	Final Images Included	Additional Images (£25 each)
1 hour shoot	£250	5 images	Available
2 hour shoot	£400	10 images	Available
Up to 3 hours	£500	15 images	Available
Up to 3 hours	£600	25 images	Available

Note: Additional images must be purchased within a week of the shoot to receive the reduced rate of £25 per image. Licensing included, but image exclusivity is not.



Marketing Packages

Making the most of your opportunities with VisitGuernsey

All trade partners are entitled to a bronze package, free of charge, but there are opportunities to enhance your marketing opportunities, whatever your budget, and make sure you get noticed.

PACKAGES						
Bronze	Silver	Gold	Platinum	Platinum+	Blog Partnerships	Individual Prices
Standard listing* on the VisitGuernsey website	Standard listing* on the VisitGuernsey website	Standard listing* on the VisitGuernsey website	Standard listing* on the VisitGuernsey website	Standard listing* on the VisitGuernsey website	1 x individual blog post and Facebook share (800 word limit)	Individual 1 month featured website listing £300
Special offer listings on the VisitGuernsey website	Special offer listings on the VisitGuernsey website	Special offer listings on the VisitGuernsey website	Special offer listings on the VisitGuernsey website	Special offer listings on the VisitGuernsey website	1 x dedicated consumer mailer (300 word limit)	Individual static Facebook post £125
	1 x static Facebook post	2 x static Facebook posts	2 x static Facebook posts	2 x static Facebook posts		Individual blog post (800 word limit) and Facebook share £550
	1 month featured listing on the VisitGuernsey website	2 month featured listing on the VisitGuernsey website	2 month featured listing on the VisitGuernsey website	2 month featured listing on the VisitGuernsey website		Individual special offer in single mailer £200
		1 x exclusive special offer featured in consumer mailers	2 x exclusive special offers featured in consumer mailers	2 x exclusive special offers featured in consumer mailers		Dedicated consumer mailer (300 word limit) £400
			Content Partnership - 1 x dedicated consumer mailer	1 x individual blog post and Facebook share (800 word limit) 2 x dedicated consumer mailers		
Free	£400 (£425 value)	£900 (£1,050 value)	£1,450 (£1,650 value)	£2,300 (£2,600 value)	£875 (£950 value)	
	Save £25	Save £150	Save £200	Save £300	Save £75	

*A standard listing includes your name, a 400 word description, location map, a website link and imagery

What is featured content?

Get 3x more views and website referrals

Featured content is placed at the top of relevant web pages, meaning your business appears first before other listings.

For example, a featured listing for a hotel would appear at the top of the accommodation page.

As there is obviously limited space on the website for features, the month-long spots are sold on a first come, first served basis and must be booked in advance.

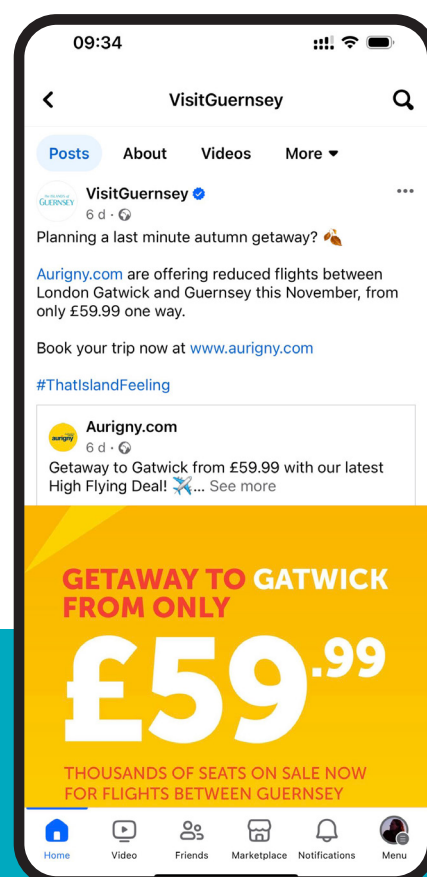
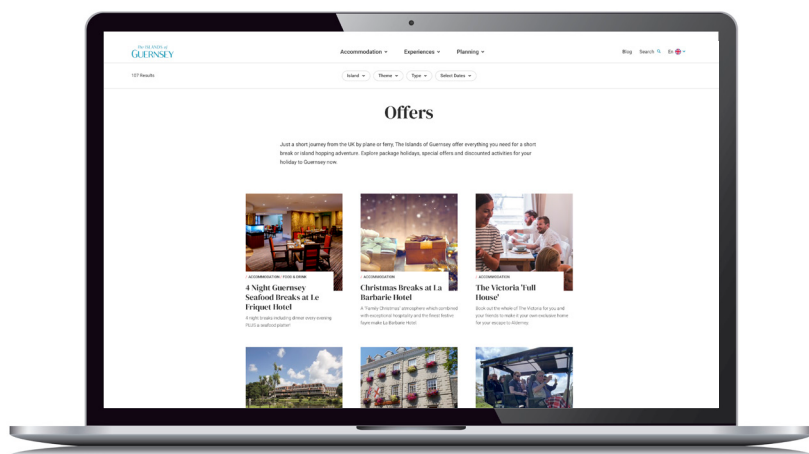
Individual 1 month featured listing is £300.

Increase your social reach

We have a strong, highly engaged social media following of 65,563 people who want to hear more about The Islands of Guernsey. Let us get your business in front of those potential customers.

Our social media team will work with you to craft tailored content that can promote your business and offers in the best way for our audience.

Individual static Facebook post starting at £125.



Exclusive special offers featured in consumer mailers

The ISLANDS of
GUERNSEY

Promote your business to our 60,058 strong, GDPR compliant, database.

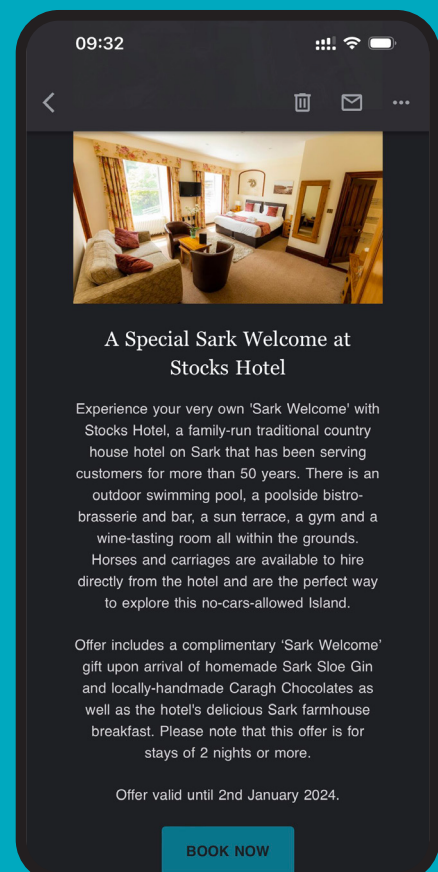
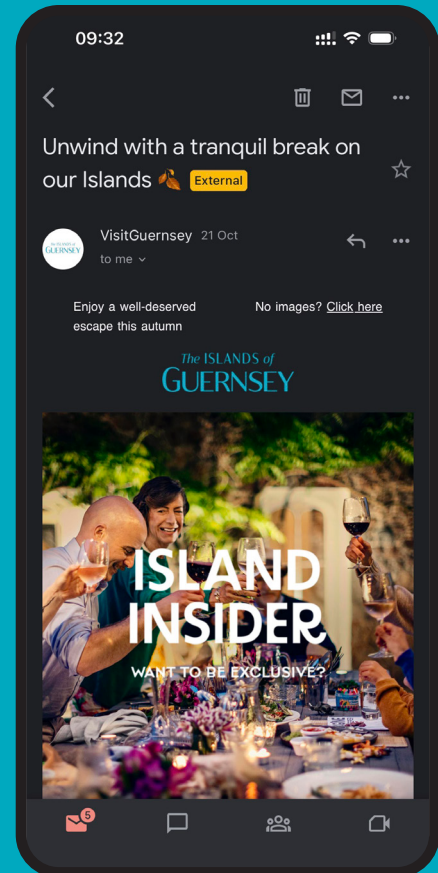
The mailer is being rebranded as an exclusive club, so offers promoted in this way have an added benefit for those who have signed up.

Consumer mailers are sent out twice a month to our email database, highlighting the key events in the coming months, combined with two commercial spaces on each mailer for advertisers.

This includes:

- 1 An image of 600 pixels wide by 500 pixels tall (supplied as a jpeg to include a commercial message)
- 2 100 words describing your offer
- 3 A link to your website

Individual special offer in single mailer is £200.



Content partnership

The ISLANDS of
GUERNSEY

Our content partnership includes a dedicated blog post on our website created by our editorial team, a solus email to our 60,058 strong database promoting that blog post (with any accompanying offers you have) and supporting social media content.

Blog Post

Online content is an important part of our marketing activity, and allows advertisers to promote a service, activity, or event in greater detail than any other format. Images, videos and hyperlinks are a key benefit within this advertising format.

All blogs are shared to our social media audience, and remain live and searchable on our website.

Individual blog post and Facebook share is £550.

Dedicated Consumer Mailer

Featuring both your blog post and any accompanying special offers, our solus emails are dedicated to promoting your business alone. The email can be sent on a date of your choosing and include links directly to your website.

One Dedicated Consumer Mailer is £400.

“Our collaboration with VisitGuernsey has been a great success, with their partnership package we effectively extended our reach through consumer mailers and social media channels. We’re excited for more fruitful collaborations in the future, reaching an even broader audience.”

Hand Picked Hotels

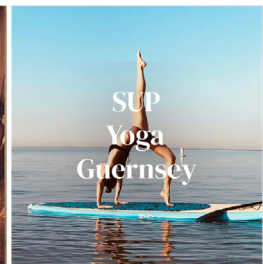
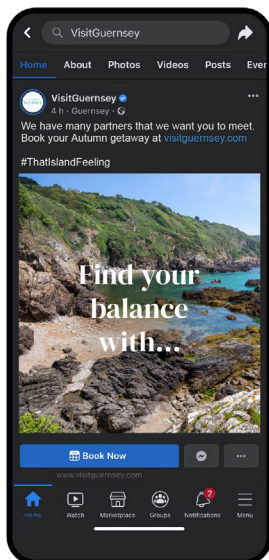


Bespoke partner campaigns

The ISLANDS of
GUERNSEY

We can work with you to create bespoke partner campaigns based on your offerings.

If you would like to talk to us about creating a bespoke partner campaign, then please email jo.dyer@gov.gg



If you have any further questions, please contact us:

Jo Dyer at jo.dyer@gov.gg and
Lorenzo Crispini at lorenzo.crispini@gov.gg