

Media Releases issued 2018

Date issued	Title	Summary
18.01.18	<u>Visit Guernsey's 2017 'Guernsey Memories' campaign shortlisted for the UK Travel Marketing Awards</u>	VisitGuernsey and Vivid short listed for 'The Best Integrated Campaign of the Year'
05.01.18	<u>Staying Leisure Visitors up by 5% in 2017</u>	2017 full year stats.
06.02.18	<u>VisitGuernsey attends leading travel and consumer shows</u>	VG's attendance at Destinations Manchester and London, and plans to attend Countrylife and BBC Gardeners World.
12.02.18	<u>Loganair to operate new route from Guernsey</u>	New Glasgow-Guernsey route announced for 2018 season.
12.03.18	<u>VisitGuernsey attend ITB Berlin Convention to develop European visitor market</u>	Attendance at travel trade show ITB in March 2018.
15.03.18	<u>Lily James to attend film premiere in Guernsey to celebrate the release of "the Guernsey Literary and Potato Peel Pie Society"</u>	News that stars of film will attend local premiere on 12 April 2018.
21.03.18	<u>VisitGuernsey launches 'Guernsey Literary and Potato Peel Pie Society' movie micro-site</u>	Guernsey film themed micro-site launched.
22.03.18	<u>Cream of the Crop</u>	Guernsey ice cream sent to film Premiere in London
27.03.18	<u>Visit the island that inspired the story</u>	VisitGuernsey's TV advertising campaign.
28.03.18	<u>St Peter Port prepares to welcome over 100 ships during the 2018 cruise season</u>	Update on cruise calls for 2018 season
06.04.18	<u>Over 70 guided walks to put a 'spring' in your step</u>	Spring Walking Festival 2018
13.04.18	<u>Renowned Occupation experts to speak in Guernsey</u>	Guest lecturers as part of Guernsey Heritage Festival 2018
16.04.18	<u>Guernsey retailers are being asked to get in the Festival spirit</u>	The Guernsey Heritage window competition 2018
19.04.18	<u>VisitGuernsey announces partnership with Bloomsbury and retail giant WHSmith</u>	Stickered versions of the Guernsey book – a promotion to win a holiday
24.04.18	<u>Guernsey Travel Trade Workshop returns for 2018</u>	Details about Guernsey biennial event in April 2018.
03.05.18	<u>VisitGuernsey and STUDIOCANAL partner with Nectar, Riverford and Oddbins</u>	Competitions with UK companies to promote Guernsey film
04.05.18	<u>VisitGuernsey "Going for Gold" with Raymond Evison</u>	VisitGuernsey "Going for Gold" with Raymond Evison

08.05.18	<u>2018 Visitor Exit Survey Results</u>	January – March 2018 visitor stats
11.05.18	<u>Community raise their glasses to Cheers Off Licence at Grandes Rocques, winners of the Guernsey Heritage Festival Window Competition</u>	Cheers at Grandes Rocques announced as winner of 2018 Heritage Window display competition.
15.05.18	<u>VisitGuernsey's trade partners report healthy uplift in holiday bookings since nationwide release of film</u>	VisitGuernsey's trade partners are reporting a healthy increase in holiday bookings, as tourists plan visits to 'The island that inspired the film'.
23.05.18	<u>Busy day on Saturday 26 May for cruise visitors</u>	Two cruise ships visiting on 26 May: Royal Princess & Royal Caribbean's Brilliance of the seas.
12.06.18	<u>Floral Festival launched across the Bailiwick</u>	Saturday 9 June until Sunday 17th June, over 20 special events will take place as part of a newly organised Floral Festival for Guernsey.
27.06.18	<u>Further investment in marketing activity to capitalise on the UK and US digital release of the Potato Peel Pie film</u>	A further £215,000 investment to capitalise on the UK digital and DVD/Blu-ray release of the Guernsey Literary and Potato Peel Pie Society film, as well as the national release of the film in the United States on Netflix.
16.07.18	<u>The World, Residences at Sea Visits Guernsey</u>	The World, the largest privately owned residential yacht on earth (aboardtheworld.com), returning to St Peter Port on Wednesday 17 July 2018.
06.08.18	<u>Guernsey makes its mark on Blenheim Palace</u>	VisitGuernsey's attendance at Countryfile Live Show.
09.08.18	<u>VisitGuernsey and STUDIOCANAL partner to promote the home entertainment releases of 'The Guernsey Literary and Potato Peel Pie Society'</u>	VisitGuernsey partnering with STUDIOCANAL to capitalise on the digital download, Blu-ray and DVD release of the film and to promote tourism to 'the island that inspired the film.'
15.08.18	<u>13,000 additional bed nights sold in commercial accommodation in Q2 2018 versus Q2 2017</u>	Quarter 2 and January – June stats 2018.
03.09.18	<u>Autumn Walking Festival open for bookings</u>	Details of the Autumn Walking Festival 2018.
10.09.18	<u>VisitGuernsey's PR and Marketing Campaigns for the European release of the Guernsey Literary and Potato Peel Pie Society</u>	Promotional work taking place in Belgium, Spain, Germany and France.
10.09.18	<u>VisitGuernsey's PR and Marketing Campaigns to support the Netflix release of the Guernsey Literary and Potato Peel Pie Society in the USA</u>	Promotional work in USA following Netflix release of film.
21.09.18	<u>Events group funding 2019</u>	The Committee for Economic Development has confirmed its ongoing commitment to supporting events and festivals staged by the Arts

		Commission, Sports Commission, Taste Guernsey and Floral Guernsey for 2019.
05.11.18	<u>Dutch Tour Operator Sunair launches additional weekly charter flight from the Netherlands to Guernsey in 2019</u>	Channel Island specialist tour operator Sunair Vakanties has announced that they will be increasing the flight capacity from the Netherlands to Guernsey in 2019.
12.11.18	<u>Committee for Economic Development sets out priorities for air and sea links policy</u>	The Committee for Economic Development submitted a policy letter for the December States meeting entitled 'States of Guernsey Air and Sea Route Policy Development and Investment Objectives'.
16.11.18	<u>2018 Q3 Visitor Exit Survey Report</u>	Quarter 3 and January – September stats 2018.
16.11.18	<u>Loganair launches new routes to Channel Islands from Bournemouth Airport</u>	Scottish airline Loganair has announced new routes from the airport to the Channel Islands for 2019.
03.12.18	<u>Successful PR and Marketing Campaign puts Guernsey on the map in the U.S</u>	VisitGuernsey has embarked on a multi-phased PR media programme and promotional campaign to help raise awareness of Guernsey as a holiday destination in key US markets.
05.12.18	<u>It's a hat trick! Guernsey wins Best UK & British Isles Port of Call in Cruise Critic UK Editors' Picks Awards for third time.</u>	Guernsey - winner of the 'Best UK / British Isles Port of Call' category in the 2018 Cruise Critic Editors' Picks Awards, winning the title for the third time in four years.

Visit Guernsey's 2017 'Guernsey Memories' campaign shortlisted for the UK Travel Marketing Awards

Date: 18 January 2018

VisitGuernsey and their creative agency, Vivid, have been shortlisted for this year's UK Travel Marketing Awards, sponsored by the Chartered Institute of Marketing. VisitGuernsey and Vivid have been short listed for '**The Best Integrated Campaign of the Year**'. They are in esteemed company as big hitters such as Virgin Atlantic, VisitBritain, Heathrow airport, Viking Cruises, British Airways, Avios, P&O Ferries, Sandals Resorts, to name but a few, have all made submissions for this year's travel awards.

The 2017 campaign 'Guernsey Memories' is the integrated campaign shortlisted for the award this year. The campaign including creative executions advertised and promoted through TV, digital, social media, outdoor, press, PR and radio media channels was developed by VisitGuernsey's marketing team led by Anita Walker – Marketing Manager Brand and Communications, Wendy Pedder – Marketing Manager Trade and PR, and Peter Amory – Marketing Manager Digital, in partnership with Vivid their creative agency. The winners are to be announced at an awards ceremony in London on 12th March.

If successful this will be the second UK Travel Marketing Award in the past two years that working with Vivid. In 2016 won the 'Best TV advertising' award for our TV campaign 'Great things Happen in Guernsey'

Mike Hopkins, Director of Marketing and Tourism said "this is fantastic news for the two teams. To be nominated by the UK industry's top travel and tourism organisations and the pre-eminent professional marketing organisation, The Chartered Institute of Marketing, is testament to the excellent work produced by the very talented teams at VisitGuernsey and Vivid in support of Guernsey's tourism trade and industry"

Ends

Staying Leisure Visitors up by 5% in 2017

Date: 05 February 2018

2017 saw positive growth in visitor numbers, with an overall increase of departing visitors excluding cruise ship passengers and visiting yachtsman of **+4%**. This was largely driven by a **+5%** increase in staying leisure visitors, the “value” segment of the tourism market, with an additional **36,264** bed nights in commercial accommodation versus 2016.

2017

Whilst bad weather in Q4 led to a **-10%** (-4,829) decrease in total departing visitors compared to October-December 2016, total departing visitors excluding cruise passengers and visiting yachtsmen for 2017 as a whole increased by **+4%** versus 2016. This equated to an additional **+10,054** visitors versus the year before.

Total staying visitors saw an increase of **+3%** (+6,270) with a **+5%** (+7,273) increase in those staying for leisure purposes. Visitors staying in commercial accommodation increased by **+4%** (6,254), whilst bed nights in commercial accommodation increased by **+5%** (+36,264 bed nights versus 2016).

Visitors staying for business purposes also saw an increase of **5%** (+1,493), however visitors staying with friends and relatives declined by **-4%** (-2,496).

The day visitor market saw a healthy increase of **+8%** (+3,855), with a **+14%** (+5,069) increase in leisure day visits versus 2016. Those on a day trip for business purposes however declined by **-10%** (-1,462).

Whilst visitors travelling by air saw a slight decrease over the course of 2017 of **-2%** (-3,908), visitors travelling by sea in 2017 saw a positive **+15%** (+13,962) growth compared to 2016. This was despite a difficult Q4, which saw a **-19%** (-2,049) decline on Q4 2016 due to the bad weather.

Visitors from the UK increased by **+3%** (+5,691) in 2017, whilst visitors from France increased by **+11%** (+2,484). Visitors from Jersey however saw a decline of **-5%** (-1,280).

Visiting yachtsmen increased by **+23%** (+3,881) versus 2016, however the cruise market experienced difficulties due to bad weather, with many passengers unable to disembark the ship. This has led to a **-17%** decrease (-22,673) compared to 2016.

Deputy Charles Parkinson, president of the Committee *for* Economic Development said “It is encouraging to see such healthy growth in overall visitor numbers over the course of 2017, despite the bad weather in quarter 4. It is especially encouraging to see such positive growth in staying leisure visitors and those staying in commercial accommodation as these drive the greatest financial return to the Guernsey economy.”

Mike Hopkins, Director of Marketing and Tourism added “We are delighted to see a healthy growth in visitor numbers over the course of 2017. 2018 is set to be an exciting year, with plans to capitalise on the release of the film version of the best-selling novel, “The Guernsey Literary and Potato Peel Pie Society” on 20th April. We also have a number of fantastic events planned for the 2018 Guernsey Heritage Festival, which this year focuses on Guernsey’s Occupation and Liberation past, as well as the Spring Walking Festival in May and a new Floral Festival in June.”

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VisitGuernsey attends leading travel and consumer shows

Date: 6 February 2018

During January, Guernsey and its sister islands are being promoted as the perfect holiday destination at the UK's major travel and consumer shows.

The Destinations London show is now live and runs until the 4th February. This is the biggest and longest running travel show with the largest selection of exhibitors anywhere in the UK. Last year saw over 45,000 visitors attend and attendance numbers are expected to increase in 2018.

Last month, VisitGuernsey exhibited at the Destinations Manchester show, the North's essential consumer event for those seeking travel inspiration from destinations around the World.

Plans to attend further shows later in the year are well under way. In June, one of the nation's favourite TV programme's BBC Gardeners World is brought to life! This is the largest gardening show in the UK, which also includes the BBC Good Food Show. It is ideal for visitors interested in gardening, floral, food and drink. The VisitGuernsey stand is positioned between both shows giving access to both audiences and therefore a great platform to promote our food festivals and autumn events. With over 90,000 visitors estimated this offers a great way to directly speak to our core target markets.

For the first time, Guernsey will be represented at the BBC Countryfile Live Show in August. Set in the beautiful surroundings of Blenheim Palace, a staggering 120,226 BBC Countryfile fans and event goers attended the show in 2017. Celebrating the countryside in all its glory, this show is the perfect fit for showcasing Guernsey's stunning scenery and outdoor offering to potential holidaymakers.

Mike Hopkins, Director of Marketing & Tourism for VisitGuernsey says "The travel and consumer shows are held in targeted locations for us and last year's shows were an overwhelming success with prime stand locations allowing us to attract a good number of high quality visitors. New for 2018, the stand design includes Guernsey's very own blue letterbox, which has been a great success in attracting interest from the public, many of whom are fascinated by the unique colour! This is a working letterbox, as visitors to the stand have been posting their entries inside it, to win a trip to Guernsey.

"It is fantastic to be able to sell the Island, meet potential and repeat visitors face to face and hear their feedback about our glorious islands."

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In Europe, **Vakantiebeurs**, the largest travel event in the Netherlands has already been attended from 10th – 14th January in Utrecht, Holland. Over 120,000 visitors attended the show in 2017 and 70% attend to find information before booking a holiday. This was a great opportunity to support and promote the Rotterdam charter which operates weekly from April – September.

The VisitGuernsey trade team will be exhibiting at the World's leading travel trade show, **ITB Berlin** from 7th – 9th March and will attending **World Travel Market** in London from 5th -7th November.

Destinations Manchester: 18th-21st January is held in EventCity, Manchester

Destinations London: 1st - 4th February is held in London Olympia

BBC Gardener's World Live: 14th-17th June is held NEC, Birmingham

BBC Countryfile Show Live: 2nd- 5th August is held at Blenheim Place, Oxford

Loganair to operate new route from Guernsey

Date: 12 February 2018

Loganair is launching a new route from Guernsey as the carrier announces its Summer 2018 Schedule.

The Scottish airline will introduce a direct, non-stop service from Glasgow to Guernsey in May.

Starting on the 26th May a weekend summer service will operate, provided by a 50-seater Saab 2000 aircraft.

The service will depart Guernsey at 16:20 every Saturday, arriving into Glasgow at 18:05. A return flight will leave Glasgow at 14:00 arriving into Guernsey at 15:40. The one-way lead in fare is £69.99 including taxes and a hold bag of up to 20kg.

Managing Director Jonathan Hinkles says: "It's always a pleasure to introduce new routes, and the Glasgow to Guernsey service will be the only direct non-stop connection between Scotland and Guernsey. Glasgow is a fantastic destination for a break, offering some of the best shopping, museums and nightlife in the UK. We also operate an extensive network from Glasgow Airport to the Scottish Highlands and Islands, opening up some of the most beautiful parts of the country to people from Guernsey."

VisitGuernsey Director of Marketing and Tourism Mike Hopkins says "VisitGuernsey's ongoing aim is to support the development of new routes to and from the island making Guernsey more accessible for, and more attractive to prospective visitors. The new Loganair flight opens up a direct link to the important Scottish market for us and will help us to achieve our visitor growth objectives. ."

Loganair summer services are available to book at www.loganair.co.uk or **0344 800 2855** from December 19 with travel up to and including 26th October 2018.

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About Loganair

Loganair is the only major UK airline owned and headquartered in Scotland. Part of the Airline Investments Limited (AIL) group, Loganair was founded in 1962 and employs approximately 600 staff to undertake approximately 1000 air services each week using a fleet of 30 aircraft. The company is privately owned and consistently profitable.

It carries nearly 700,000 passengers each year and connects Shetland, Orkney and the Western Isles to key destinations in Scotland, as well as providing other regional air links from its operational bases at Glasgow, Edinburgh, Aberdeen, Dundee, Inverness, Kirkwall and Norwich. Loganair is a codeshare partner of British Airways and sister airline of bmi Regional.

VisitGuernsey attend ITB Berlin Convention to develop European visitor market

Date: 12 March 2018

A team from VisitGuernsey joined forces again with VisitJersey to attend the ITB Convention, a leading European consumer and trade travel convention held in Berlin last week. Mike Hopkins, Director of Marketing and Tourism, and Emily Queripel, Trade and Media Marketing Executive, were also joined by Norbert Stump the Duke of Richmond hotel's General Manager, and Bori Halasz, the St Pierre Park hotel's Sales and Marketing Manager on the Channel Island's stand.

VisitGuernsey held meetings with existing and potentially new European Tour Operator and charter partners to discuss the performance of the 2018 season so far, as well as discussing possible new agreements for this season and for the 2019 season.

Eurowings, the German carrier, confirmed the good news that they will operate a new charter service to Guernsey for the coming 2018 season, with a Saturday rotation from Dusseldorf starting from 5 May to 1 September.

Sunair, the Dutch tour operator responsible for the Rotterdam charter, and TUI Wolters, the German tour operator responsible for the already popular Dusseldorf charter, with whom VisitGuernsey and VisitJersey have triangular service agreements, confirmed that bookings to date were looking healthy.

VisitGuernsey also progressed positive discussions regarding potential additional charter services from new and additional German departure points for the 2019 season.

On Thursday evening VisitGuernsey and VisitJersey hosted the Channel Islands Trade dinner, a popular networking event which was attended by over 65 representatives from many of the mainstream and specialist German, Austrian, Dutch and Swiss tour operators.

Mike Hopkins, Director of Marketing and Tourism said, "ITB has again provided an ideal opportunity for both VisitGuernsey and VisitJersey to present in partnership the Channel Islands to the important European tourism trade and consumer market, as well as being the perfect venue to discuss and negotiate new tour operator and charter opportunities."

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ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors.

Lily James to attend film premiere in Guernsey to celebrate the release of “the Guernsey Literary and Potato Peel Pie Society

Date: 15 March 2018

Guernsey will be rolling out the red carpet for leading actress Lily James on Thursday 12th April, when she travels to the island for a special premiere of her latest film, THE GUERNSEY LITERARY AND POTATO PEEL PIE SOCIETY.

The black tie event, hosted at Beau Sejour and facilitated and funded by the States of Guernsey, will celebrate the island that inspired both the bestselling book, written by Mary Ann Shaffer and Annie Barrows and the forthcoming big screen adaptation, directed by award winning filmmaker Mike Newell, who will also be in attendance.

Both the book and film shine a light on the largely untold story of Guernsey’s occupation by the Germans in WWII, a historic and defining moment in the island’s history.

The special event, organised by the Arts Foundation Guernsey on behalf of the Committee for Education, Sport & Culture and supported by the Guernsey Arts Commission and States of Guernsey, will give islanders the chance to see the much anticipated film, ahead of its UK release in cinemas on April 20th. The event will also act as a fundraiser for the Arts Foundation Guernsey.

In addition to director Mike Newell (*Four Weddings and a Funeral*) and lead actress Lily James (*Darkest Hour, Cinderella*), actor Glen Powell (*Hidden Figures*) who also stars in the film will travel to Guernsey for the premiere, along with Producers Paula Mazur, Mitchell Kaplan and Graham Broadbent, plus screenwriter Thomas Bezucha. Liz Froneberger, daughter of Mary Ann Shaffer will attend on behalf of her late mother, as will co-author and niece of Mary Ann Shaffer, Annie Barrows.

The film’s director, Mike Newell commented:

“It has always been important to us that we find a way to celebrate Guernsey, ahead of the film’s cinema release, as of course the island, its people and its fascinating history are the very inspiration for Mary Ann Shaffer’s novel and in turn, our film. The people of Guernsey were very helpful with all of our research as we worked to bring this story to the big screen and we couldn’t be more grateful for their support. It is only right that residents will have the opportunity to see it in advance at these special events and what’s more, that we will be there to celebrate with them in person.”

Mike Hopkins, Director of Marketing and Tourism – States of Guernsey said: “VisitGuernsey and STUDIOCANAL have been discussing the opportunity to hold a Guernsey based film premiere, bringing key cast members to Guernsey, for the past six months. The now confirmed attendance of Lily James and other cast members together with director Mike Newell, at the Guernsey film premiere to be hosted by the Arts Foundation, is fabulous news.

VisitGuernsey’s working relationship with STUDIOCANAL’s marketing and production teams has been an extremely positive one and we would like to thank them for the huge amount of effort and commitment they have all shown in helping us make this exciting event happen.

It is a rare occasion that Guernsey has the chance to host such internationally recognised talent and the island will be welcoming Lily and the other cast and crew members with the warm hospitality it is renowned for.”

Melissa Mourton, co-founder of The Arts Foundation Guernsey, said:

“The Foundation, in conjunction with Specsavers, is delighted to welcome the actors to Guernsey and to host the premiere parties to raise funds for the arts in Guernsey.”

Connie Helyar-Wilkinson co- founder of the Arts Foundation Guernsey and a local person born in Guernsey, said:

“We on behalf of all our sponsors, and especially Specsavers, are delighted to welcome such talented actors to our tiny island. We are so grateful to the producers for keeping the name Guernsey in the title and for helping us raise much needed funds for the Arts in Guernsey”.

Directed by Mike Newell (*Four Weddings and a Funeral*, *Harry Potter and the Goblet of Fire*) and based on the best-selling and much loved novel by Mary Ann Shaffer and Annie Barrows, THE GUERNSEY LITERARY AND POTATO PEEL PIE SOCIETY sees Lily James (*Downton Abbey*, *Cinderella*) play free-spirited writer Juliet Ashton, who forms a life-changing bond with the delightful and eccentric Guernsey Literary and Potato Peel Pie Society, when she decides to write about the book club they formed during the occupation of Guernsey in WWII. The film also stars Michiel Huisman (*The Age of Adaline*), Glen Powell (*Everybody Wants Some*, *Hidden Figures*), Matthew Goode (*The Imitation Game*, *Downton Abbey*), Jessica Brown Findlay (*Victor Frankenstein*, *Downton Abbey*) and Katherine Parkinson (*The IT Crowd*, *The Boat That Rocked*) with Tom Courtenay (*45 Years*, *Doctor Zhivago*) and Penelope Wilton (*The BFG*, *The Best Exotic Marigold Hotel*).

The events and screenings are made possible by grant funding from the States of Guernsey and sponsorship by Specsavers.

Lottery tickets for the chance to win two tickets to the black tie premiere event on April 12th, as well as tickets to the second night premiere on April 13th are available at £10 each, with all of the profits going to the Arts Foundation Guernsey. Tickets, which are available from the Guernsey Information Centre, are expected to sell out quickly. Enquiries can be made by emailing artsmovieevents@gmail.com

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THE GUERNSEY LITERARY AND POTATO PEEL PIE SOCIETY will be released in cinemas nationwide on the 20th of April by STUDIOCANAL.

About Arts Foundation Guernsey

The Arts Foundation Guernsey has been set up to support, promote and broaden art and cultural activities in Guernsey and to make the “Arts” an integral part of the island experience. It also aims to enable emerging talent across the spectrum of the arts including Performing and Visual Arts, Literature, New Media, Film and Design. It acts as an autonomous fundraising organization within the Guernsey Arts Commission to support local artists in all sectors and to enable a wider presence of the Arts across the Bailiwick. The Patron of the Arts Foundation Guernsey is Lady Corder.

The Arts Foundation Guernsey can be contacted on, artsfoundationgsy@gmail.com, Facebook Arts Foundation Guernsey, Melissa Mourton 01481 251 252.

Book and Film Backstory: In 1976, when visiting London for research on another book, Mary Ann Shaffer decided to visit Guernsey. When leaving Guernsey, Shaffer was stranded at the airport when a thick fog descended, and all boats and planes were forbidden to leave the island. As she waited for the fog to lift, she warmed herself by the heat of the hand-dryer in the men's restroom! More importantly, Mary Ann bought all the books in the Guernsey airport bookstore about the German Occupation and thus began her fascination with the island and the German Occupation of the Channel Islands. A film tie-in version of the book will be available at the beginning of April to coincide with the cinema release.

VisitGuernsey launches 'Guernsey Literary and Potato Peel Pie Society' movie micro-site

Date: 21 March 2018

VisitGuernsey, working together with STUDIOCANAL's marketing team, the film's distributors, and local web development agency, TPA, is pleased to announce that the Guernsey Literary and Potato Peel Pie Society themed micro-site has launched and can be found via the Visitguernsey.com homepage or directly using the link: <https://movie.visitguernsey.com>.

The site delivers an interactive experience that links both the bestselling novel of the same name, and the soon to be released film to the authentic history of Guernsey's occupation period, providing a mixture of, historical and real life content that creates a rich and immersive experience for the user.

The site includes archive photos and press extracts covering the period from initial evacuation, through invasion, occupation, fortification to liberation. It also includes specially filmed interviews with surviving evacuees as well as with those who remained in Guernsey and experienced the occupation.

Mike Hopkins, Director of marketing and Tourism said, "This site aims to take the visitor on an immersive journey through one of the most poignant and never to be forgotten periods of Guernsey's history, bringing the fictional story of The Guernsey Literary and Potato Peel Pie Society to real life. The site also provides information and links to our many heritage sites and the wonderful tours and activities that visitors can experience whilst visiting Guernsey, as well as details of special themed offers to help benefit from the interest that will undoubtedly be sparked by people seeing the movie and revisiting the book in 2018".

The objective of the site is to motivate potential visitors to come and visit the island that inspired the story, to find out more and discover the real Guernsey for themselves. Peter Amory, Digital Marketing Manager said, "Along with our local development agency, TPA, we have worked closely with the team at STUDIOCANAL who have given us access to the film content and exclusive imagery that helps link the film with the history of our island".

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About STUDIOCANAL

STUDIOCANAL is Europe's leader in production, right acquisition, distribution and international sales of feature films and TV series. STUDIOCANAL operates directly in all three major European markets, France, the United Kingdom and Germany, as well as in Australia and New Zealand. STUDIOCANAL is also present in the USA and in China.

STUDIOCANAL has fully-financed recent box office hits like *Paddington*, *Shaun the Sheep* and *Non-Stop*. Upcoming films backed by STUDIOCANAL include *The Commuter* featuring Liam Neeson, the highly-anticipated *Paddington 2* by Paul King, and Aardman Studios' stop-motion movies *Early Man* by Nick Park and *Shaun the Sheep 2*.

About the TPA agency

TPA is a leading marketing and digital agency based in the Channel Islands. They combine strategic excellence, beautiful creative and digital expertise to deliver business changing results for their clients.

Cream of the Crop

Date: 22 March 2018

Guernsey ice cream will feature at the World Premiere of the Guernsey Literary and Potato Peel Pie Society in London next month.

Stars of the silver screen will be tucking into Guernsey's finest at the Premiere, which will take place on Monday 9th April at the Curzon Cinema, Mayfair. Guernsey cream will also be included in a Guernsey-themed afternoon tea for Global press and social influencers at the Soho Hotel.

VisitGuernsey has been working in conjunction with Guernsey Dairy and film distributors, Studio Canal, to create bespoke lids for the 100 ml pots that feature the film imagery.

Brand and Communications Executive at VisitGuernsey, Zoe Gosling, said it had been an exciting project to work on, and VisitGuernsey was grateful to the Guernsey Dairy for their support and patience in bringing the idea to life.

'Ice cream and the cinema go hand in hand and this was an opportunity that couldn't be missed. The island produces some of the best dairy produce in the world and we are so grateful to present it at such a prestigious event.

'It's a fantastic way of getting the Guernsey brand in front of such a high profile audience,' she said. This is one of a number of high profile projects that VisitGuernsey have been working closely with Studio Canal on, behind the scenes, for the past six months.

'We've had to keep a lot of what we are working on under wraps, so it's extremely satisfying to see these projects starting to come to life. And there is plenty more to come,' said Mrs Gosling.

The creative execution was a team effort between Joe Smith, designer for the Guernsey Dairy, VisitGuernsey's creative agency Vivid and Studio Canal.

For more information about the film, go to www.movie.visitguernsey.com

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Visit the island that inspired the story

Date: 27 March 2018

VisitGuernsey is to capitalise on the release of the Guernsey Literary & Potato Peel Pie Society film with a £130k television advertising campaign featuring a new TV ad: “Visit the island that inspired the story”.

Produced in collaboration with film producers and distributors, Studio Canal, the 10 second advert is set to appear on national and regional TV stations in the 3 weeks leading up to the film’s UK release on 20th April. The advert will air on the same TV stations as Studio Canal’s own TV advert promoting the release of the film, which include ITV and Channel 4 as well as Sky and other satellite channels.

Mike Hopkins, Director of Marketing & Tourism, said:

“The new 10 second advert contains actual footage from the film, featuring actress Lily James as well as a number of other well-known cast members, and ends with iconic aerial shots of St Peter Port harbour with voiceover provided by local girl, Dawn O’Porter.

VisitGuernsey also plans to air a second 30 second advert which will be shown to almost 700,000 cinema goers.

Mike Hopkins added: “Cinema goers will see our advert on the big screen and then watch the Guernsey Literary and Potato Peel Pie Society film straight afterwards - a fantastic opportunity to showcase Guernsey to an already engaged audience and inspire them to visit our beautiful island”.

The new TV advert airs on television from 1st April and the 30 second cinema advert airs from April 20th. Both adverts can be viewed on: www.visitguernsey.com

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About STUDIOCANAL

STUDIOCANAL is Europe’s leader in production, right acquisition, distribution and international sales of feature films and TV series. STUDIOCANAL operates directly in all three major European markets, France, the United Kingdom and Germany, as well as in Australia and New Zealand. STUDIOCANAL is also present in the USA and in China.

STUDIOCANAL has fully-financed recent box office hits like *Paddington*, *Shaun the Sheep* and *Non-Stop*. Upcoming films backed by STUDIOCANAL include *The Commuter* featuring Liam Neeson, the highly-anticipated *Paddington 2* by Paul King, and Aardman Studios’ stop-motion movies *Early Man* by Nick Park and *Shaun the Sheep 2*.

St Peter Port prepares to welcome over 100 ships during the 2018 cruise season

Date: 28 March 2018

Guernsey is set to welcome over 100 ships with potentially 150,000 visitors and crew coming ashore during this cruise season. The first ships are scheduled this Easter weekend, Saga Sapphire on Good Friday and Marco Polo on Easter Monday.

The schedule includes eleven inaugural visits including Royal Caribbean's Brilliance of the Seas and Costa Mediterranea, both with over 2,500 passengers on each call. The AIDAaura and AIDAcara will both bring colour to the Little Russell with their very distinctive branding.

We are delighted to welcome Princess Cruises' Sapphire Princess on two visits for the first time and her sister, the flagship, Royal Princess back to Guernsey for an amazing 11 visits, accounting for over 40,000 passengers between them.

The prestigious Cunard line are also calling with the 'three Queens' to Guernsey this season, Queen Elizabeth, Queen Victoria, and Queen Mary 2.

Wendy Pedder, Marketing Manager for VisitGuernsey said, "Figures recently released by CruiseBritain show that the number of cruise passengers visiting Britain continues to rise for the 10th year consecutively including a 17% rise over 2016. VisitGuernsey recently attended the Seatrade Global event in Fort Lauderdale where business meetings took place with both established cruise line executive contacts and new lines looking to bring potential new business to the Island. It is vital that Guernsey continues to 'fly the flag globally' in this market."

Exciting new excursions and tours are also on offer this year to capitalise on the release of the film with the branding 'Go see the island that inspired the story', we are expecting these to be very popular as there is a staggered release in France, Germany, Holland and the USA.

Harbour master Chad Murray said, "The cruise sector is still a growth business, both as an industry and, for the island. The feedback from operators last year was very positive and we are looking forward to welcoming both returning and new ships to Guernsey."

The cruise sector provides a significant contribution to the Guernsey economy. According to an independent study by local firm Island Global Research, last year it was worth around £4 million in direct visitor spending. The research also concluded that there was a notable increase in time passengers spent ashore, compared to previous years, which was reflected in an increase in average spend.

As in previous years VisitGuernsey's contracted cruise welcome team will be on hand to greet visitors coming ashore and will be able to provide the latest information on events and activities of interest throughout the season.

Parking arrangements will be the same as last season with the red light arm on the Albert Pier closed on ship days with the aim to open as quickly as possible on smaller ship days.

Full details of parking arrangements can be found on www.gov.gg/cruiseseason2018

Ends

Notes to Media

Guernsey was named “Best UK and British Isles Port of Call” by leading industry website Cruise Critic (October 2015), Cruise critic Editors Picks, Cruisers Choice 2017, Top 5 British isles & Western Europe cruise destination and Cruise Critic UK Editors Picks again in 2017

VisitGuernsey’s cruise strategy continues to encourage a continued growth in the cruise liner industry and grow the number of passengers coming ashore while increasing passenger spend as well as increasing the awareness of Guernsey as a holiday/short visit destination through the reach of the cruise industry marketing channels. All visitors are handed a ‘Come back and see us guide’ on their departure to encourage longer return visits.

Further Information of parking arrangements for the season can be found here: www.gov.gg/cruiseseason2018

Full list of ship calls can be found on <http://www.harbours.gg/article/151658/Cruise-Ships>
Further information can also be found on www.cruiseguernsey.com

Over 70 guided walks to put a 'spring' in your step

Date: 6 April 2018

The Spring Walking Festival will return to the Bailiwick from 12 May until 28 May 2018 for its third year of guided walks organised by the Bailiwick of Guernsey Guild of Accredited Guides, with support from VisitGuernsey.

The festival will run over 17 days offering more than 70 easy rambles, longer strolls and challenging routes across Guernsey, Lihou, Herm and Sark. Participants can choose from coastal, inland and town options.

2018 includes brand new tours to bring the story behind, 'The Guernsey Literary and Potato Peel Pie Society' to life, following the film's UK cinema release on 20 April 2018.

Led by the expertise of 24 accredited gold and silver guides, islanders and visitors can take part in morning, afternoon, evening and all-day excursions to explore the culture, heritage, nature and scenery of all four islands.

'We are very excited about incorporating, 'The Guernsey Literary and Potato Peel Pie Society' and its intriguing story,' said Carla Bauer, from the Bailiwick of Guernsey Guild of Accredited Guides. 'Groups will visit key locations referenced in the novel, and many other walks incorporate the history behind the island's German occupation, which fits in perfectly.'

She said this was their largest festival yet in terms of both the number of new walks available and the amount of extensive training undertaken by their guides.

'The programme's diversity is testament to all of this hard work, skill and knowledge and we are delighted to have around a dozen new guides on board.

'We continue to surprise locals as, even if you have lived here your whole life, there is still so much waiting to be discovered right on your doorstep. It is a great opportunity to enjoy island life with friends and family.'

More than 300 locals and visitors took part in the 2017 Autumn Walking Festival and Ms Bauer said they were anticipating this year's Spring offering to prove popular.

Director of Marketing and Tourism, Mike Hopkins, said the tailor-made routes based on, 'The Guernsey Literary and Potato Peel Pie Society' and the introduction of brand new tours will hopefully inspire more tourists to take a step back in time.

'In the past, visitors have travelled to Guernsey especially for the Walking Festivals, which is fantastic. The majority of visitors who took part in 2017 came from the UK, USA, Holland and Sweden – to name but a few locations – and we are delighted to continue supporting an event with such widespread interest,' he said.

The Autumn Walking Festival will also return from 15 until 30 September, and full details will be released later in the year.

Pre-booking is essential to guarantee a place on the Spring Walking Festival's guided walks. Prices start from £6 per person. The official schedule with booking instructions can be downloaded at visitguernsey.com or you can pick up a Spring Walking Festival guide from the Guernsey Information Centre.

Ends

Renowned Occupation experts to speak in Guernsey

Date: 13 April 2018

Guernsey opens its doors to two guest lecturers this month: Cambridge University academic, Dr Gilly Carr, and social historian and Evacuee Community Group Leader, Gillian Mawson. Both speakers are travelling to Guernsey as part of the Guernsey Heritage Festival, which uncovers life under German Occupation during WW2.

The first lecture is on Sunday 15th April at 2pm, by Gillian Mawson. Author of “Guernsey Evacuees: The Forgotten Evacuees of the Second World War” and a number of books and articles about life as an evacuee.

Ms Mawson commented: “When I discovered that 17,000 Guernsey evacuees had fled to England in June 1940, I was drawn in by this little known story”.

Accompanied by a vintage afternoon tea, Ms Mawson’s lecture “Children of the War” will show moving interviews, real life accounts and evacuee stories from Guernsey evacuees as well as WW2 documents and articles provided by the Priaulx Library. Tickets for this afternoon tea and talk are available from the Duke of Richmond Hotel. Vintage dress is encouraged.

A lecture which is accompanied by afternoon tea is from Dr Gilly Carr, author and authority on the Channel Islands resistance movement. Dr Carr observed:

“During and since the Occupation, resisters have often been characterized as irresponsible trouble makers because of the threat of German retaliatory reprisals upon the population. In this talk I will examine whether this view was correct and whether it should still, today, dictate how we view those who carried out acts of protest, defiance and resistance against the occupiers’.

Dr Carr’s lecture: ‘Resisters: Heroes or Villains of the Occupation?’ is at 2:30pm on Saturday 21st April at the OGH Hotel. Tickets are available from the OGH Hotel.

Ends

Guernsey retailers are being asked to get in the Festival spirit

Date: 16 April 2018

The Guernsey Heritage Festival window competition is back for 2018 and retailers and venues across the island are being invited to transform their front windows to reflect Occupation & Liberation, the theme of the 2018 Heritage Festival.

The Festival runs until Thurs 10 May and is a celebration of a group of small islands with a big history. This year's theme also takes its inspiration from the best-selling novel, The Guernsey Literary & Potato Peel Pie Society, now a major film.

Festival and competition organisers, VisitGuernsey, said the idea behind it was to transform both St Peter Port and out of town shopping areas to spread festival fever across the island.

'We are encouraging retailers and restaurateurs, offices, café owners and libraries – in fact anyone with a window space – to get involved,' said a spokesperson for VisitGuernsey.

For the winning retailer, a handcrafted trophy by local jeweller, Becky Rowe. A selection of lucky voters will also be in with a chance of winning prizes, including a poster signed by the cast of The Guernsey Literary & Potato Peel Pie Society film.

This year's Guernsey Heritage Festival features events across the islands, including guided walks and cycle rides, coach and boat tours, family events and fun days, talks and plays, and much, much more.

VisitGuernsey is hoping the Island will rise to the challenge and put together fun and colourful displays, regardless of whether the retailers are selling clothes or souvenirs, coffees or insurance.

'Retailers can take inspiration from our Occupation story or Liberation Day celebrations, or look towards the Guernsey Literary and Potato Peel Pie Society to form the basis of window displays.

Adorn windows with 1940's fashion, wartime memorabilia, Union Jacks and Liberation bunting or include old-fashioned typewriters and books.

The competition is open until Sat 5 May. The winner will be announced on Tues 8 May.

For more information about how to enter the Guernsey Heritage Festival window display competition, contact enquiries@visitguernsey.com

If you would like to find out more about the 2018 Guernsey Heritage Festival, go to visitguernsey.com/2018-heritage-festival, where you can also download the Festival Guide.

How do I vote?

To vote, simply pick up a voting slip from your preferred retailer, fill in the entry form and either drop in to the Guernsey Information Centre or post to Window Competition, Guernsey Information Centre, North Plantation, St Peter Port, GY1 3AN.

Alternatively, vote online at visitguernsey.com/windowcomp

Ends

VisitGuernsey announces partnership with Bloomsbury and retail giant WHSmith

Date: 19 April 2018

Ahead of the 20th April launch of The Guernsey Literary and Potato Peel Pie Society VisitGuernsey is delighted to announce a partnership with Bloomsbury and WHSmith.

As part of the ongoing activity to maximise opportunity presented by the release of the film and attract visitors to the island, VisitGuernsey has been working with book publishers Bloomsbury, who have released a new film-jacket version of the much-loved story.

The book, now in stores nationwide, is set to become a best seller once again with a new cover featuring leading lady Lily James in the role of Juliet Ashton and showcasing the island's iconic Lcart Point.

In partnership with Bloomsbury a competition will run on the publisher's website and on stickered versions of the book on sale in selected WHSmith retail outlets across the UK. The promotion will offer a competition for two to win a trip to Guernsey and the stickers will feature the VisitGuernsey branding and website address to help drive traffic to the site and social channels.

To view the competition on the Bloomsbury website visit: <https://www.bloomsbury.com/guernsey-competition/166>

Mike Hopkins, Director of Marketing & Tourism, VisitGuernsey says, 'We're delighted to be part of such a high profile promotion. The re-released book is being marketed heavily and will be highly visible in key selected stores in the WHSmith retail network and further supported on the Bloomsbury website and across all social channels. Having a nationwide retail presence and partnering with such renowned quality brands will further highlight Guernsey to new audiences with the aim of driving visitors to the island.'

Ends

Guernsey Travel Trade Workshop returns for 2018

Date: 24 April 2018

Following on from the success of 2016, this bi-annual event returns and Guernsey will once again host the Travel Trade Workshop this week. The Guernsey workshop will follow on from a similar event being staged on our sister Island of Jersey during the first part of the week.

Being held between Wednesday 25 and Friday 27 April the Guernsey workshop will see 47 off-Island delegates attend from key markets to hold a series of meetings with on-island delegates. Many of the delegates will move from Jersey onwards to Guernsey during Wednesday afternoon and others will join from target markets. Countries represented will be UK, France, Germany, Netherlands, Austria and Switzerland. The delegates will represent a total of 35 business partners from tour operators, travel agents, on-line travel portals, group travel organisers, air and sea carriers to coach operators. Over 58 representatives from Guernsey hotels and self-catering establishments will also attend for meetings during the one day event alongside places of visitor attraction and activity providers. Sark, Herm and Alderney will also be represented.

A number of the delegates will be familiar to Guernsey and will be looking to maintain relationships as well as develop their programmes, whilst others will be new business prospects interested in holding discussions with a view to potentially contracting Guernsey for the first time.

Wendy Pedder, Marketing Manager for Trade and Media from VisitGuernsey and the Office for Economic Development said "We have been working very closely with our trade partners for several months in the lead up to the release of the movie 'The Guernsey Literary and Potato Peel Pie Society', with dedicated themed campaigns and competitions. The workshop gives our operators visiting the island for the first time the opportunity to visit the island that inspired the story"

She continued "The aim of the event is to facilitate a series of meaningful business meetings between off-island delegates and those locally who work with the travel trade. Once again the event has been met with enthusiasm from visiting representation and the local industry. We are extremely optimistic that the event will yet again prove worthwhile for all concerned".

The main Business day, being held at St Pierre Park, will focus on a series of pre-arranged business appointments.

Karel Harris, Chairperson of the Chamber of Commerce sub group for Hospitality and Tourism said 'The trade continue to play a vital role within the local Tourism Industry and are still responsible for bringing over 40% of total visitor numbers to Guernsey. From a local industry perspective we continue to facilitate and work with the trade wherever possible"

Other aspects of the itinerary include a Welcome Reception being held at The Duke of Richmond on the Wednesday evening as a networking event with both local Industry and off Island delegates invited to attend. A post Business day workshop dinner at the La Fregate (invitation only) is scheduled for Thursday. A series of product 'educational's are also being held on the Friday morning. These activities will showcase the best that the Bailiwick has to offer.

Ends

VisitGuernsey and STUDIOCANAL partner with Nectar, Riverford and Oddbins

Date: 3 May 2018

As part of its ongoing promotions around the release of 'The Guernsey Literary and Potato Peel Pie Society', VisitGuernsey and STUDIOCANAL have announced partnerships with two leading food and drink brands: Riverford and Oddbins and market-leader loyalty club Nectar.

The activity with organic farm delivery company Riverford includes a competition for 50 customers to win a copy of the much-loved book, now in a new film-jacket edition, and a first prize of a trip for two to Guernsey for one lucky winner. The competition is promoted on the Riverford website, via its newsletter database and across Riverford's social channels.

Wine and alcohol retail brand Oddbins is running a nationwide in-store promotion for the chance to win a trip to Guernsey, promoting the island, the film and one of its sparkling wines. The activity includes posters, bunting and window banners in 47 Oddbins shops across the UK, as well as digital support on the Oddbins website, in its e-newsletter and across its social media.

The Nectar partnership sees a competition opportunity promoted through the Nectar newsletter distributed to 7.5 million subscribers and app which has 880,000 users. The promotion is further supported through website presence partnering cinema chain Vue, which is screening the film, and social media all targeting Nectar's 12 million active members.

These new partnerships form part of VisitGuernsey's wider marketing activity, working with STUDIOCANAL to capitalise on the increased interest in travel to Guernsey and encourage visitors to the island as a result of the film release.

'The Guernsey Literary and Potato Peel Pie Society' is now in cinemas.

Mike Hopkins, Director of Marketing & Tourism, VisitGuernsey said, "We're delighted to confirm VisitGuernsey's partnership with these retail brands – leading names in their respective fields. These brands fit our messaging around the promotion of the release of 'The Guernsey Literary and Potato Peel Pie Society' and have a large and relevant customer base of prospective visitors to Guernsey. The partnerships are linked to our objectives of reaching new audiences and attracting first-time visitors to our island."

ENDS

Notes to Media

To view the competition with Riverford, visit: riverford.pgtb.me/zrkrrN

To view the competition with Oddbins, visit: www.moviecomps.com/win/guernsey-competition/

To view the competition with Nectar, visit: <https://www.nectar.com/brands/vue>

VisitGuernsey “Going for Gold” with Raymond Evison

Date: 4th May 2018

Representatives from VisitGuernsey are to attend the Chelsea Flower Show with Chelsea Gold Medallist and horticultural legend, Raymond Evison.

Raymond Evison Clematis has been awarded a Gold Medal at the Chelsea Flower Show a record 29 times and 2018 sees Raymond “Going for Gold” for the 30th time.

VisitGuernsey team members will attend the show and be located on the Raymond Evison Clematis exhibit to promote the Guernsey Floral Festival, which is on the 9th-17th June 2018. Guernsey and the Guernsey Floral Festival are featured in Raymond Evison Clematis literature, which will be handed out to thousands of visitors at the show.

The exhibit, which is 140sqm, will show a contemporary seashore scene with 3 sea waves incorporating clematis flowers “floating” on and underneath the waves and five boats filled with clematis in flower, floating on a sea of blue clematis. All of the clematis displayed have been bred or developed in Guernsey in Mr Evison’s world famous Guernsey Clematis Nursery.

Wendy Pedder from VisitGuernsey stated: “Raymond is a fantastic ambassador for Guernsey. We are excited to be working with him to promote our wonderful island and floral offering to this mass audience of flower enthusiasts”.

Raymond added: "I am fortunate to live and have my business on such a beautiful Floral Island and am delighted to have the chance to work with Visit Guernsey to promote the Island to the world's gardeners"

Ends

Q1 2018 Visitor Exit Survey Results

Date: 08 May 2018

A challenging first quarter with bad weather in Q1 of 2018 contributed to an overall decrease of total departing visitors of **-14.9%** including cruise passengers and visiting yachtsmen, and **-12%** excluding cruise ship passenger and visiting yachtsmen.

Quarter 1

Including cruise passengers and visiting yachtsmen, total visitor numbers decreased by **-14.9%** from January – March 2018 (29,616 compared to 34,811 in Q1 2017), with bad weather conditions resulting in 2 ships being cancelled accounting for 1300 shortfall in passengers visiting the island. Excluding cruise passengers and visiting yachtsmen, visitor numbers decreased by **-12%** (29,330 compared to 33,484 in Q1 2017).

Total leisure visitors saw a decline of **-23%** (-2,046), whilst total staying visitors declined by **-12%** (-3,124). Those staying in commercial accommodation decreased by **-16%** (-2,833) with a **-16%** reduction in bed nights (-9,295). The average length of stay however increased by **+9%** (4.44 nights compared to 4.09 nights in 2016).

Business visitors also saw a decrease with a **-10%** (-846) decrease in staying business, whilst business day visits decreased by **-24%** (1,004). Leisure day visits also saw a decrease of **-8%** (-173). Whilst there was a **-18%** decrease in visitors from the UK (-4,631), visitors from France increased by **+63%** (+407).

Visiting yachtsmen saw an increase of **+31%** (+67) compared to 2017.

Visitors travelling by air decreased by **-13%** (-3,805). Those travelling by sea decreased by **-7%** (-349). The decrease in visitor numbers can be explained in part due to the poor weather in this period including high winds, fog as well as snow and ice both in Guernsey and in the UK with the months of February and March particularly impacted.

Mike Hopkins, Director of Marketing and Tourism said “Whilst it is very disappointing to see a drop in numbers, following a 4% rise in total visitors during 2017, it is important to note that Q1 represents only a small percentage of the total visitors over the course of the year – the decline equating to just over 1% of total visitors during 2017. With lots of activity kicking off in April surrounding the release of “The Guernsey Literary and Potato Peel Pie Society” generating positive interest in the Island, as well as a number of exciting events taking place across the year such as the Guernsey Heritage Festival, Spring and Autumn Walking Festivals and the new Guernsey Floral Festival in June, the rest of 2018 looks to be more promising for Guernsey’s tourism industry.”

ENDS

Community raise their glasses to Cheers Off Licence at Grandes Rocques, winners of the Guernsey Heritage Festival Window Competition

Date: 11 May 2018

Cheers at Grandes Rocques has been crowned winner of the 2018 Heritage Festival window display competition by a large majority.

Retailers and venues across the island were challenged to transform their windows, focussing on Guernsey's wartime past.

The theme was designed to tie in with Occupation & Liberation, the focus of the 2018 Heritage Festival, as well as the inspiration behind the best-selling novel, The Guernsey Literary & Potato Peel Pie Society, which is now a major film.

Sandra and Jane of Cheers said they were delighted to have been named champion.

"We are so delighted to win this. Many of our customers brought in props for the window to help us with the display".

Local residents showed huge support for Cheers, whose window display gained over two thirds of the total votes cast. One lucky voter, Angela Hewlett, also won a poster signed by the cast of The Guernsey Literary & Potato Peel Pie Society film.

The Guernsey Heritage Festival began on 30 March and runs until Thurs 10 May. Hundreds of themed events and activities have been taking place across Guernsey and the Bailiwick isles of Alderney, Sark and Herm, each of which have their own unique story to tell.

Over six weeks, German fortifications have been opened up for the first time and tour guides have brought stories to life; exhibitions have captured the essence of occupied island life and there has been the chance to hear, first hand, Islanders' stories of life under German rule
Ends

Notes to Editors

There is a photo opportunity tomorrow (Friday 11) with the winners receiving their trophy at the store between 11- 3. Please advise should you wish to attend and we will organise a convenient time for all.

VisitGuernsey's trade partners report healthy uplift in holiday bookings since nationwide release of film

Date: 15 May 2018

Since the release of *The Guernsey Literary and Potato Peel Pie Society* in UK cinemas just last month, VisitGuernsey's trade partners are reporting a healthy increase in holiday bookings, as tourists plan visits to 'The island that inspired the film'.

In the immediate five-days after the film's launch the VisitGuernsey's website www.visitguernsey.com saw an 130% uplift in traffic. Key tour operator partners have also been really positive with C. I. Travel Group reporting a 55% increase in bookings to Guernsey in April compared to 2017. Leading online travel agent, Opodo has also revealed that Guernsey is its sixth biggest growth destination for the early May Bank Holiday weekend, with a 155% YOY increase in passenger growth. This is even more remarkable given the other destinations featured - such as big-hitters Boston, Chicago, New York, Cancun and LA.

Directed by Mike Newell (*Four Weddings and a Funeral*) and starring Lily James (*Downton Abbey*, *Darkest Hour*) *The Guernsey Literary and Potato Peel Pie Society* is enjoying great success at the UK box office, where it has already grossed £5 million and continues to delight audiences in cinemas nationwide.

VisitGuernsey has capitalised on the film launch by securing an additional £330,000 of investment devoted to maximising the film's power to drive interest and tourism growth to Guernsey.

Trade focused work has centred around supporting film -driven product with on and off-island partners providing film themed packages / product. An agent-facing campaign has been live since November 2017 targeting agents with 'Fam' trip opportunities, sales incentives and tips and advice on how to sell the island. Consumer activity includes working with leading brands such as WHSmith, Riverford Organic, Expedia and Nectar rolling out multi-channel promotions to reach new audiences. A comprehensive publicity campaign working alongside the film's UK distributor STUDIOCANAL has also been in place for over six months, ensuring high-profile media visit the island with film opening weekend lead features running in *The Times*, *The Daily Mail* and *The Telegraph* and both the London and on-island premieres generated fantastic social media and celebrity-driven coverage nationwide.

Mike Hopkins, Director of Marketing & Tourism, VisitGuernsey quotes:

"As well as bringing the island to new audiences the film is reigniting interest from those who have perhaps not visited Guernsey for a while and are reminded by the film of the genuine warmth of its residents and unique charm of the island. We have worked hard to maximise the opportunity the film presents with incremental investment focused on broadcast media advertising campaigns, trade relations campaigns, high-profile affinity marketing and joint campaigns with STUDIOCANAL. We are delighted to see such an initial positive response and impact and will be continuing to work hard to maintain this momentum."

Beverley Scarr, Short Haul General Manager at Premier Holidays, VisitGuernsey's largest tour operator partner, quotes:

*"We've seen significant interest in Guernsey following the release of *The Guernsey Literary & Potato Peel Pie Society* and our campaign to support the film. Promotion around the film has led to an upturn in sales for us in April and we expect this to continue into May. Feedback from our key agents has been very positive; those who have seen the film really enjoyed it as it gave them an insight into what Guernsey was like during the Second World War. They have taken advantage of our marketing campaign and special offers to inspire clients to visit the island, generating an increase in Guernsey bookings."*

For further information on Guernsey, visit www.visitguernsey.com

Ends

Busy day on Saturday 26 May for cruise visitors

Date: 23 May 2018

St Peter Port will be welcoming two cruise ships on Saturday 26 May, the Royal Princess who is making a return call this season, carrying 3599 passengers and Royal Caribbean's Brilliance of the seas, 2501. **Over 6,000 visitors** are expected to come ashore to enjoy the delights of St Peter Port, to explore independently or to take pre-arranged excursions.

Brilliance of the seas is on its inaugural call to St Peter port on a 13 day around the British Isles itinerary, beginning and ending in Amsterdam. She is scheduled to arrive 0700 in the morning and depart at 1700.

The Albert Pier and the red light arm area will be closed for parking from 6pm on the Friday 25 May, until 6pm on Saturday 26 May, this is to facilitate coach excursion operations, walking and cycling tours which are sold to capacity.

For those that would rather travel without the stress of parking, bus routes and timetables can be found at buses.gg. Most services run once or twice an hour and all of them feature Town. There is also plenty of cycle parking available in Town, including covered bike stands on Le Bordage, North Beach and Crown Pier.

Island Coachways will also be operating the 'Guernsey Explorer' from Stand H at the bus terminus. This is an 85 minute Island drive. Highlights include Pembroke bay, The Little Chapel and La Valette bathing Pools. Advance bookings can be made online, at the Guernsey Information Centre or by contacting Island Coachways. £7.50 per adult, £6.00 for under 12's.

Ends

2018 'Floral Festival' launched across the Bailiwick

Date: 12 June 2018

From Saturday 9th June until Sunday 17th June, over 20 special events will take place as part of a newly organised Floral Festival for Guernsey, supported by VisitGuernsey.

Throughout this week, locals and visitors can get involved in a number of talks, tours and workshops at some of the Island's most popular sites for wild flowers, exotic species, unique plant life and traditional gardening.

There will be plenty on offer to showcase the Bailiwick's abundance of flora and fauna at Sark's Seigneurie Gardens, Herm Island Gardens, Lihou Island with Gold Accredited Guide Gill Girard, Sausmarez Manor, Grange Court private garden, Candie Gardens and others.

A number of family-friendly options have been incorporated such as the, 'Tiny Tots Planting Workshop' at the Queux Manor House where pre-school children can get involved in a hands-on gardening experience on Wednesday 13th and Friday 15th June.

Nigel Clarke of Queux Plant Centre says: 'Adults who attended our first Tiny Tots workshops many years ago as children are now bringing their own children and grandchildren to Queux to learn about plants and the value of the natural world. We are limited to 35 children per workshop so please book early to avoid disappointment!'

The tours of the award-winning gardens at Bruce Russell and Son, in support of The Sarah Groves Foundation, are part of a handful of events that will be welcoming donations in place of an entry fee. Even those who have been dreading the hayfever season can enjoy the events on offer with an, 'allergy friendly planting talk' on Friday 15th June and a floral printing workshop with Iris and Dora on Saturday 16th June. Director of Marketing and Tourism, Mike Hopkins says: 'It is a pleasure to support the first Floral Festival for a number of years in order to celebrate our Island's fantastic floral heritage - particularly at this time of year.'

'VisitGuernsey will also be exhibiting at the BBC Gardeners' World Live consumer show this weekend to inspire families and keen gardeners to come and see why Guernsey is the perfect place to discover a wealth of natural beauty. 'We very much hope that islanders will get behind this festival's launch in the anticipation that it will continue to grow and flourish in the years to come.' You can find all of the Floral Festival 2018 event listings, booking instructions and download the guide at visitguernsey.com/floral-festival Printed guides are also available from the Information Centre in St Peter Port.

Ends

Further investment in marketing activity to capitalise on the UK and US digital release of the Potato Peel Pie film

Date: 27 June 2018

The Committee *for* Economic Development (CfED) and the Policy & Resources Committee are to invest a further £215,000 of budget from the Future Guernsey Fund to enable Marketing and Tourism (VisitGuernsey) to capitalise on the UK digital and DVD/Blu-ray release of the Guernsey Literary and Potato Peel Pie Society film later this Summer, as well as the national release of the film in the United States on Netflix.

The States has already invested over £335,000 to capitalise on the theatrical release of the film in the UK and Europe, as well as to support the hosting of filmmakers and cast for a special Guernsey premiere. The additional £215,000 budget will be used to exploit the opportunity presented by the UK and US digital home release.

The cinema release has been a success, with the film achieving number two at the UK box office at its height, out-grossing such films as 'Their Finest', 'Viceroy's House' and 'A United Kingdom' and rapidly approaching lifetime grosses of 'Brooklyn' and 'Hidden Figures'.

Deputy Dawn Tindall said:

"The co-ordinated film marketing activities by film distributors, Studio Canal, and VisitGuernsey have generated an incredible amount of international awareness for Guernsey. Early indications suggest this activity is already paying dividends, with staying visitor numbers in April and May increasing by **+3%** and **+14%** respectively".

Studio Canal now plans to invest heavily in a 2-week national advertising campaign to support the digital release of the film in the UK. The additional funds awarded by P&R will allow VisitGuernsey to go on air with TV and digital advertising, again co-ordinating with Studio Canal's activity, with the message: 'Visit the Island that inspired the film'.

Home video giant, Netflix, has secured the digital rights to the film in the US, offering a potential Guernsey film audience of 56 million subscribers.

Mike Hopkins, Director of Marketing & Tourism commented:

"American holidaymakers are high spenders and present an attractive market for us to exploit, particularly as the book was a New York Times bestseller and so popular in the US. We are already co-ordinating promotional activities with American publishers, Random House, for the release of the film version of the book in North America. The additional budget will allow us to invest more heavily in promoting to the American market through trade and media partner activity to help attract increased numbers of these valuable holidaymakers to Guernsey".

For more information about the film, go to www.movie.visitguernsey.com

The World, Residences at Sea Visits Guernsey

Date: 16 July 2018

VisitGuernsey is pleased to announce that The World, the largest privately owned residential yacht on earth (aboardtheworld.com), is returning to St Peter Port tomorrow and will be anchored in our waters until 2300 hrs on Wednesday evening. The Ship last visited Guernsey in July 2010, and this summer marks The World's fourth call to the island.

While in Guernsey, The World's Residents will have the opportunity to partake in one-of-a-kind experiences, including an evening reception at Castle Cornet, an exclusive private showing of Victor Hugo's Drawings: Visions of Exile, an intimate evening with the Seigneur of Sausmarez Manor, as well as cycling across the island and hiking in and around St Peter Port.

From Guernsey, The World will sail to the Netherlands before embarking on its 11-day Svalbard Archipelago expedition at the beginning of August from Tromso, Norway. In early autumn, The World sails back to the British Isles to experience the more remote regions – such as the isolated archipelago of St. Kilda and on to additional islands throughout the Hebrides such as the Glannan Isles, Shetland Islands and Orkney Islands.

Notes to Media

About The World

Launched in 2002, The World® is the largest privately owned, residential yacht on earth with 165 luxury Residences. A diverse group of Residents from 19 countries own the homes onboard and share interests in world cultures, history and adventure, and exploring fascinating destinations. They circumnavigate the globe every two to three years following an extraordinary itinerary that they select. In-depth expeditions and one-of-a-kind experiences are complemented by world-class amenities and impeccable service. A lifestyle aboard The World allows its Residents to explore the planet's most exotic and remote destinations, as well as more cosmopolitan ports of call – all from the comfort of home. It is the ultimate combination of luxury travel with world-class dining, custom experiences and enriching cultural events – all designed to 'bring the destination alive'. All 165 homes onboard the Ship are privately owned with a small selection available for re-sale every year.

This private community at sea offers the ultimate combination of luxurious and enriching travel with world-class amenities and facilities. These include impeccable culinary mastery in six restaurants, exceptional golf facilities with on-board putting greens, a state-of-the-art golf simulator and resident pro, a full-size tennis court at sea, swimming pools, a spa, a fitness centre complete with personal trainers, expert destination lecturers, library, cinema, hobby and games rooms, and more.

This strikingly beautiful Ship provides gracious and personalized service for the families that call The World home; all customised to Residents' preferences in a warm and inviting ambience much like that of a private yacht, well-staffed home or exclusive country club. The average occupancy at one time is 150-200 Residents and Guests, ensuring an intimate atmosphere.

Guernsey makes its mark on Blenheim Palace

Date: 06 August 2018

For the first time, representatives from VisitGuernsey are attending and exhibiting at the BBC Countryfile Live Show, which is set in the magnificent grounds of Blenheim Palace. Over 120,000 BBC Countryfile fans and event goers are estimated to attend over the four days of the show (2nd-5th August). Celebrating and championing the British countryside and its enterprise, this show is the perfect fit for showcasing Guernsey's stunning scenery and outdoor offering to potential holidaymakers.

BBC Countryfile has a loyal following, with six million viewers regularly watching the programme. When the BBC Countryfile show was launched in 2016, it was hailed as one of the most successful consumer show launches of the decade, with visitors coming from across the country to attend the show, with some making a weekend of it.

Deputy Dawn Tindall, member of the Committee *for* Economic Development says, "The audience for the show will be coming from all over England to Blenheim Palace for the show and, as the attendance profile show visitors exactly mirror VisitGuernsey's core target audience, it is a fantastic opportunity to meet these potential holidaymakers, face to face, and talk to them in person about our glorious islands".

The stand design includes Guernsey's very own blue letterbox, which has been a great success in attracting interest from the public, many of whom are fascinated by the unique colour! This is a working letterbox, as visitors to the stand have been posting their entries inside it, to win a trip to Guernsey.

ENDS

VisitGuernsey and STUDIOCANAL partner to promote the home entertainment releases of 'The Guernsey Literary and Potato Peel Pie Society'

Date: 09 August 2018

In the wake of the success of the cinema release of 'The Guernsey Literary and Potato Peel Pie Society' in April 2018, VisitGuernsey is again partnering with STUDIOCANAL to capitalise on the digital download, Blu-ray and DVD release of the film and to promote tourism to the island that inspired the film. The film will be available on digital download from 20th August 2018 and on Blu-ray and DVD from 27th August 2018.

To coincide with the home entertainment launch, VisitGuernsey will be airing a ten second commercial, which includes footage from the film, for one-week from 24th to 31st August on both regional and national TV stations including ITV South Hampshire, ITV South East, ITV 3, C4 South, More 4, Drama and Home, along with 28 stations on Sky (including Sky News, Sky 1, Channel 5, Sky Living, Sky Cinema, Sky Arts and Sky Atlantic). Airtime will be co-ordinated with that of STUDIOCANAL's TV campaign.

Condor Ferries will also co-ordinate its TV campaign with VisitGuernsey's during the same week, in the Channel 4 South and ITV Meridian Hampshire regions.

In addition to the TV campaign, VisitGuernsey and STUDIOCANAL will be running digital activity including a Daily Mail online takeover- a 4 week 'video wallpaper' running on the homepage behind the news content, digital display banners, up-weighted pay-per-click advertising and a remarketing campaign, starting the week of 13th August for four weeks, along with social media activity.

Promotional partnerships with Preston Holidays, Moshulu Shoes, Bloom and James White Fine Pressed Fruit Juices will go live in August, with a competition to win a holiday to Guernsey via MovieComps.com/potato. The competition offers one lucky winner a four-star break to Guernsey with Preston Holidays, as well as a £100 Moshulu voucher and a Bloom silk flower arrangement. The competition is being promoted on card 'neck collars' around James White juice bottles promoted through major UK supermarket chains, A5 strut cards at the point-of-sale in Moshulu's 40 stores nationwide, and silk flower company Bloom will be sending postcards out with all their deliveries with details of the competition around the DVD release date.

Members of PureHMV, HMV's loyalty rewards scheme, will also have the chance to win a holiday to Guernsey, sponsored by Premier Holidays. In addition, DVDs and Blu-rays on release will include an insert with a 10% discount for holidays booked with Guernsey Travel.

A competition to win a trip to Guernsey with Guernsey Travel and a copy of the DVD will also run for subscribers of The Telegraph, with promotion in the newspaper and on the website.

Condor Ferries is sponsoring an online competition with Good Housekeeping to win a VIP break to Guernsey with accommodation, travel, duty free vouchers, onboard upgrade and activities on the island to the value of £500. The two night break begins by setting sail from Poole or Portsmouth in premium Club lounge. Upon arriving in Guernsey, the winner will stay at the four-star St Pierre Park hotel with full use of their facilities on a bed and breakfast basis.

VisitGuernsey will be using the film's home entertainment releases to further educate travel agents on selling travel to Guernsey and its sister islands. This includes a DVD giveaway and advertising campaign in the July / August issue of travel trade magazine Travel GBI. Premier Holidays also has an allocation of DVDs for a promotion with their travel agents and trade partners.

Other activity will include a DVD 'drop' to key UK travel, lifestyle and entertainment journalists as part of a vintage package that includes The Guernsey Literary and Potato Peel Pie Society DVD, the novel that inspired it (by Annie Barrows and Mary Ann Shaffer), flavoured gin from Guernsey's very own Wheadon's Gin, Guernsey Gourmet Fudge and a calligraphy writing kit, delivered in a 1940s-style briefcase.

"We're thrilled to continue our close working relationship with STUDIOCANAL to maximise the opportunity that the film and now the digital, DVD and Blu-ray versions presents for the island. We have already started to see an increase in those interested in visiting Guernsey since the cinema release of the film. There has been an increase of more than 45% in web traffic to the VisitGuernsey website during our Potato Peel Pie promotional period and reports of increased booking enquiries from tour operator partners. The departing passenger research available shows that over 20% of visitors to Guernsey during May and June were influenced to visit Guernsey due to the promotional activity surrounding, or having seen, the film. Now, through this vast array of additional promotional activity around the home entertainment launches, we aim to maintain this momentum and encourage new audiences to visit our remarkable island" Deputy Dawn Tindall, member of the Committee for Economic Development.

Ends

13,000 additional bed nights sold in commercial accommodation in Q2 2018 versus Q2 2017

Date: 15 August 2018

A very strong April and May 2018 contributed towards an increase in visitors to Guernsey of **+2%** (excluding cruise ships and visiting yachts) in Quarter 2 2018 (Q2) versus the same period last year. This translated into over 13,000 *additional* bed nights spent in paid for commercial accommodation in the quarter compared with Q2 2017 (**+5%** increase).

Although year to date total departing visitors (excluding cruise passengers and visiting yachtsmen) decreased by **-2%** versus 2017, due to poor weather conditions in the first quarter, commercial bed nights, a key contributor to the tourism visitor market, increased by **+1%** (+4,025 bed nights) compared with the first half of 2017.

Quarter 2 2018 Results

Including cruise passengers and visiting yachtsmen, total visitor numbers increased by **+1.4%** from April – June 2018 (148,614 compared to 146,617 in Q2 2017). Excluding cruise passengers and visiting yachtsmen, visitor numbers increased by **+2%** (89,434 compared to 87,801 in Q2 2017).

Total staying leisure visitors remained stable at 48,647, whilst total staying visitors, which includes staying business visitors and those staying for other reasons increased by **+1%** (+924 visitors). Visitors staying in commercial accommodation increased by **+3%** (+1,897 visitors) with an increase in bed nights of **+5%** (+13,321 additional nights). The average length of stay also increased by **+2%** (4.34 nights compared to 4.25 nights in Q2 2017).

Staying business visitors saw a healthy increase of **+26%** (+1,994) compared with Q2 2017 and business day visits remained stable at 2,773. Leisure day visits saw an increase of **+7%** (+868), but day visitors visiting friends and relatives decreased by **-43%**, albeit from a low base (-71).

There was a **+5%** increase in visitors from the UK (+2,894), visitors from France increased by **+3%** (+246) and elsewhere by **+11%** (+1,164). However, visitors from Jersey declined by **-35%** (-2,670). Visiting yachtsmen saw a decrease of **-14.2%** compared to 2017, with cruise passengers increasing by **+3%**.

Visitors travelling by air increased by **+4%** (+2,050); those travelling by sea decreased by **-1%** (-417).

Although marketing activity carried out during Q2 to capitalise on the launch of the Guernsey Literary and Potato Peel Pie Society movie is expected to have an impact on visitor numbers later this year and during 2019, early positive signs are emerging with VisitGuernsey's online visitor survey showing that over 20% of leisure visitors to Guernsey during Q2 claimed their decision to visit the island was influenced by the marketing activity surrounding the release of the film and / or by having seen the film.

Year to date results

Including cruise passengers and visiting yachtsmen, total visitor numbers decreased by **-1.8%** from January – June 2018 (178,230 compared with 181,428 in 2017). Excluding cruise passengers and visiting yachtsmen, visitor numbers were **-2%** lower, a big improvement however from the Q1 performance. Severe weather conditions during Q1, along with repeated instances of fog during the month of June were the main contributing factors to the decline to date.

Despite the fall in staying leisure visitors, the total number of paid for bed nights in commercial accommodation increased by **+1%** (+4,025) year to date, due in part to an increase in business staying

visitors of **+7%** and a **+2%** increase in the average length of stay in commercial accommodation (4.1 nights in Jan-Jun 2018 versus 4.0 nights in 2017).

Deputy Dawn Tindall, member of the Committee *for* Economic Development said: “The growth in Q2 was driven by increases during April and particularly May 2018, which was a very strong month; June performed less well due to repeated occurrences of fog and also due to the impact of the World Cup, with fewer people travelling generally. Despite this and including the tough Q1 it is encouraging that bed nights in commercial accommodation for the year to date are still on the increase.

“With additional TV and digital advertising due to go live later this month, to co-ordinate with the release of the “Guernsey Literary & Potato Peel Pie Society” film on DVD & Blu-Ray, we are optimistic for a positive year for Guernsey’s tourism industry.”

ENDS

Autumn Walking Festival open for bookings

Date: 3 September 2018

50 guided walks will take place across the Bailiwick of Guernsey from 15 until 30 September for the 2018 Autumn Walking Festival.

Now in its third year, the event is organised by the Bailiwick of Guernsey Guild of Accredited Guides, with support from VisitGuernsey.

It will run for 16 days and invites both locals and visitors to take part in a wide range of themed walking tours led by the expertise of 24 accredited gold and silver guides. Up to four inland, coastal and town options will be taking place every day.

All abilities and interests will be catered for incorporating visits to historical hotspots, heritage sites, hidden gems and naturally beautiful locations - many of which are home to significant events that have shaped the Island's past and present.

New walks have been introduced such as, 'Oh My Gâche!' for food lovers, while popular favourites such as, 'The Mysterious Streets of St Peter Port' have returned to the schedule.

'Whether you are visiting for the first time or whether you have lived here your whole life, you will feel that you are getting an exclusive insight into all things 'Guernsey',' said Carla Bauer, from the Bailiwick of Guernsey Guild of Accredited Guides.

She also said that the festivals have continued to show positive growth since their launch in 2016.

'From 2017's autumn event, in comparison with the 2018 spring event, we saw a 15% increase in participants, specifically a 17% increase in the number of visitors taking part.

'This is down to the fact that we are always working hard to ensure the growth of the offering. 'I've lived here for years and I never knew that!' is something that we often hear amongst locals. It is great to know that we are successfully informing, inspiring and boosting the Island's profile.'

Pre-booking is essential to guarantee a place on the Autumn Walking Festival. Prices start from £7 per person. The official schedule with instructions on how to book directly with each guide can be downloaded at visitguernsey.com. Or, you can pick up a booklet from the Guernsey Information Centre.

Ends

VisitGuernsey's PR and Marketing Campaigns for the European release of the Guernsey Literary and Potato Peel Pie Society

Date: 10 September 2018

The PR and marketing campaigns to promote Guernsey in conjunction with the 'Guernsey Movie' in Europe has been in full swing since April. The Netherlands were the first region to release on 26 April immediately after the UK launch. Working in conjunction with our leading tour operator partner, SUNAIR, a competition was launched on the TV station NET5 along with a dedicated trade campaign for travel agents to win tickets to watch the movie.

'La Cercle Litteraire de Guernesey' was launched in France on 13 June. In conjunction with STUDIOCANAL, VisitGuernsey (VG) hosted national press to discover the island that inspired the story, with writers from *Le Figaro, *Le Journal des Femmes and *Madmoizelle all experiencing Guernsey for themselves. A radio campaign with RFM Brittany also took place and was on air for 2 weeks, twice daily, in the run up to the film release with a holiday giveaway sponsored by Condor Ferries and La Barbarie Hotel.

VG ran two competitions in Belgium, (the film was also released 13 June) firstly with *DE Morgen, one of the main Flemish titles distributed in Flanders and Brussels and secondly with the *Kinopolis group of theatres in Belgium's main cities. The competition was promoted on cinema screens, their Facebook page and emailers to their data base. This was deemed a huge success with over 7,000 entries.

The promotion of 'Deine Juliet' began in June in a lead up to the launch on 9 August in the German market. The first press screenings in June took place in Berlin and Munich, in conjunction with STUDIOCANAL. VG promoted the destination to a total of around 100 journalists reviewing the film, with a presentation before the screening, press materials with one-to-one individual discussions after the movie.

The second phase, with direct press releases, partner and activities with TUI Wolters, a major tour operator partner. A release was sent to around 2,000 media contacts, and a newsletter project, offering the chance to win tickets to the film, which reached over 19,000 travel agents in Germany took place.

Special promotional activities took place at a pre-premiere screening at the Dusseldorf Open Air Cinema, on the banks of the Rhine. A three-person promotion team representing VG informed and engaged with the audience at the 2,000-capacity cinema, providing information materials and advice on holidays in the islands. Dusseldorf is a key area for Guernsey in the German market, due to the direct weekly charter flights from the city's airport.

A further cinema-based promotion was carried out at the "Schiff Film Festival" an outdoor cinema festival in Wiesbaden. This festival also offered a special pre-premiere screening of the movie, with VG as official partner. The distribution of information materials and on-screen promotion was carried out on each of the festival's five days, reaching over 5000 cinema-goers. The press coverage has been quite extensive and broadly positive so far.

There is more still to come! To maximize on this opportunity into other German-speaking markets a press group, in conjunction with a leading Austrian tour operator, Prima Reisen, will visit on a themed film trip at the end of September.

In October, the same tour operator partner will hold a client and media event with VG for around 300 carefully selected guests in Vienna.

VG is also working closely with the Spanish film distributor, A Contracorriente Films, who are releasing the film in more than 150 cinemas on 26 October and supporting the campaign with a competition prize. This will be detailed on 300,000 printed promotional flyers at cinemas. Call to action is a dedicated website for the competition. VG will have a banner on this site which will re-direct to a Guernsey movie themed landing page on www.visitguernsey.com in Spanish.

Deputy Dawn Tindall, member of the Committee for Economic Development said: “We have been working closely with STUDIOCANAL, film distributors and our European partners to ensure that the interest in the film translates into visitors from across Europe to Guernsey. The PR and marketing campaigns have been well-received so far and we look forward to seeing great results as the film continues to build momentum across key European markets”.

ENDs

Notes to Media

Circulation for French press visits:

- Le Figaro - 1,591,000
- Le Journal des Femmes - 6,000,000 visitors/month
- Madmoizelle -3,500,000 visitors/month

Kinepolis group have a theatre in each of Belgium’s 9 cities

DE Morgan publication: print 49,390 & on-line 375,000

“Deine Juliet “is the German translation of the Guernsey Literary and Potato Peel Pie Society

A weekly charter service operates from Dusseldorf April – October every Saturday.

Spanish landing page: <https://www.visitguernsey.com/content/guernsey-actual-en-cine>

VisitGuernsey's PR and Marketing Campaigns to support the Netflix release of the Guernsey Literary and Potato Peel Pie Society in the USA

Date: 10 September 2018

The film was released through the world's most popular on-demand entertainment system, Netflix, on the 10th August reaching a potential 50million subscribers.

A media and trade focused screening took place in Miami on the 7th August attended by producer Paula Mazur with the reception held at her co-owned book store.

Alongside developing and attracting new markets to Guernsey the objective is to ensure that those already planning to visit the UK factor in Guernsey to their itinerary and that those visiting by cruise are aware of the tours and excursions on offer once they disembark.

With the UK still the top European destination for American travellers it makes sense to capitalise on this appetite and to ensure that those already planning to visit the UK realise the proximity of Guernsey, the ease of which Guernsey can be visited from the mainland and the product offering available.

Alongside a media outreach programme which has already seen coverage gained in the New York Post (circulation 234,000), New York Times (circulation 540,000), the influential Town and Country Magazine (circulation 181,000) and LA Times, which with combined online and in-print, reaches more than 24.5 million. The US consultant will work to bring top-tier media to Guernsey through a visiting journalist programme.

In addition, VisitGuernsey will be represented at three of America's leading press networking events taking place in the next two months; the Society of American Travel Writers (SATW) annual conference held in Barbados in September followed by attendance at VEMEX in New York and Chicago in October.

Partner work with the book publisher has been undertaken with a competition with Random House driving visitors to VisitGuernsey's website amassing 8,752 entries and 54,000 views of the accompanying featurette.

Alongside the media work will be a representation and trade facing programme designed to provide content, assets and packages for the US operators and agents to sell. For US travellers Guernsey (and the wider UK) is a more expensive, lengthy trip which is therefore often booked in a tailor-made fashion by a travel consultant or agent.

In order to maximise budget and shortcut what is normally a lengthy process the US arm of VisitBritain is supporting VisitGuernsey's work in the US facilitating key contacts.

As part of this campaign VisitGuernsey will be encouraging and supporting on and off-island trade partners to create product and trade-friendly packages with commission structures in order to incentivise and maximise US trade interest.

Whilst the campaign is still in its infancy the exposure and momentum gained already points positively to the appetite for Guernsey in the US and backs up the sentiment that the film would enjoy similar popularity as the book in the US market.

Deputy Dawn Tindall, member of the Committee for Economic Development said: "The novel has been particularly popular with American readers and has been a driver in tourism from the USA in recent years. The film adaptation and our marketing activity will continue to emphasise the island's appeal as a tourist destination and as a must-do extension for those visiting the UK. We're delighted to be able to continue to capitalise on this once-in-a-lifetime opportunity for our island."

ENDS

Notes to Media

Attachment - LA Times piece PDF and link online: <http://www.latimes.com/entertainment/movies/la-et-mn-guernsey-literary-potato-peel-pie-society-20180814-story.html>

Events Group Funding for 2019

Date: 21 September 2018

The Committee *for* Economic Development has confirmed its ongoing commitment to supporting events and festivals staged by the Arts Commission, Sports Commission, Taste Guernsey and Floral Guernsey for 2019.

During a meeting with members of the respective organisations yesterday, the Committee agreed to maintain its allocation of £156,000 to those organisations for next year.

The budget will be used to help the groups stage events and festivals that enhance the visitor experience and help to drive incremental visitor numbers.

The Committee has decided to allocate £50,000 each to Taste Guernsey and to Floral Guernsey, neither of whom receive any other States funding and rely solely on the events budget, sponsorship monies and volunteer support; and £28,000 each to the Arts Commission and to the Sports Commission.

Whilst the Committee for Economic Development's remit is not to support the development and promotion of the arts or sports per se, it is committed to providing support where funds can be focused on helping to drive growth for the visitor economy.

ENDS

Dutch Tour Operator Sunair launches additional weekly charter flight from the Netherlands to Guernsey in 2019

Date: 05 November 2018

Channel Island specialist tour operator Sunair Vakanties has announced that they will be increasing the flight capacity from the Netherlands to Guernsey in 2019. They will start a direct service from Groningen Airport Eelde in April 2019. Groningen is the regional airport in the North of the country.

This service is in addition to their existing charter operation from Rotterdam in The Hague.

Marc Van Amsterdam, Managing Director Sunair said, "After conducting some thorough research we came to the conclusion that there is high potential from the North and North East of the country. Furthermore, the research also showed that our current target audience is present in this area but do not currently use the existing Rotterdam service.

Mike Hopkins, Director of Marketing & Tourism, VisitGuernsey said "The Dutch market is very important to our visitor economy and, working with Sunair our Dutch tour operator partner, is a market we are keen to grow and develop further. We are therefore delighted to see the introduction next year of the new and additional direct service to Guernsey from Groningen. On the back of a very successful 2018 season we are also very pleased that Sunair has confirmed the continuation of the triangular Rotterdam Charter for 2019. We look forward to working with Sunair on the promotion of both Dutch routes, and to welcoming their customers to Guernsey next season."

Deputy Dawn Tindall, member of the Committee for Economic Development said: "It is encouraging to see the introduction of this additional direct charter service to Guernsey and to Sunair's continued commitment to the Island. VisitGuernsey and the Committee for Economic Development look forward to the further opportunity to promote 'The Island that Inspired the story'. The Guernsey Literary and Potato Peel Society, the film was also aired in the Netherlands last April and has been very popular with this audience."

Rob Veron, CEO Blue Islands added: "Following our partnership for the 2018 season, Blue Islands is delighted to be the selected airline partner for Sunair's summer 2019 programme to the Channel Islands and look forward to again welcoming guests from Rotterdam to discover our beautiful islands, while the additional Groningen activity for 2019 is testament to the focus on identifying new discrete markets for growth opportunities."

-Ends-

The NEW Groningen Airport Eelde service will be operated by Blue islands with an ATR72, 68 seater aircraft, 28th April 2019 on a weekly basis until 23rd June 2019.

The Rotterdam Charter will also be operated on an ATR72, 68 seater commencing a week earlier on 22nd April 2019 weekly until 15 September 2019.

For media enquiries please contact Wendy Pedder (wendy.pedder@gov.gg) Emily Queripel (emily.queripel@gov.gg) or Chloe Steadman (chloe.steadman@gov.gg in the first instance or tel. 01481 234567.

Committee for Economic Development sets out priorities for air and sea links policy

Date: Monday 12 November 2018

The Committee for Economic Development has today submitted a policy letter for the December States meeting entitled 'States of Guernsey Air and Sea Route Policy Development and Investment Objectives'. This meets a commitment to bring a policy letter to the States during Q4 of 2018, to inform the ongoing strategic review of air and sea links being co-ordinated by the Policy & Resources Committee.

This Policy Letter sets out the recommendations of the Committee for Economic Development for proposed high level States Investment Objectives for air and sea route policy development. These objectives will provide the criteria for assessing the cost/benefit of future investment options that are currently being considered in the Policy & Resources Committee's Air and Sea Link Infrastructure Review.

Deputy Charles Parkinson, President of the Committee for Economic Development commented:

"It is important that the States agrees an air and sea links policy. We need to agree what our key requirements are for air and sea links, and what we need to do to meet those objectives. If we don't have that clarity, we cannot reach a solution – so this is an important part of the process which arguably should have been done much earlier in the term.

"The work is based on significant evidence and information that has been gathered by the Committee's officers over the previous 2-3 years, including the initial findings from PwC's work that the Policy & Resources Committee has shared with us given the Committee's mandate."

The Committee has responsibility for, amongst other things, advising the States and developing and implementing policy on matters relating to its purpose, including securing the provision of, and promoting, air and sea links to and from the Bailiwick.

In identifying the Investment Objectives, the Committee has considered what the Core Strategic Objectives should be for the provision of air and sea links to the Bailiwick. As these links cater for three different types of passenger – residents and their visitors, business travellers and leisure tourists, the Committee has also considered the specific requirements of each type of traveller. These requirements, which define the quality of air and sea links consist of affordability, connectivity and reliability, will vary for each user group – hence the 'trilemma challenge': one single investment will not deliver what is required by all user groups. As substantial levels of government investment and support will, therefore, be required, approval of the Investment Objectives will enable the release of any required resources through the appropriate funding mechanisms.

Deputy Charles Parkinson said:

"By seeking approval of the Investment Objectives, the Committee aims to obtain an agreed statement of understanding by the States of what it wishes to achieve for air and sea links so that all Committees' policies can be aligned to this end".

Ends

Notes to Media

Notes:

The Investment Objectives have been developed based on the following key sources of data and evidence:

1. The first phase of work conducted by PwC on the Review of strategic air and sea links infrastructure. This includes stakeholder engagement conducted during this phase of work.

2. The Frontier Economics Guernsey Air Transport Licensing Review

3. The findings of the Chamber of Commerce / IoD Air and Sea Infrastructure Survey

4. Expert advice on air route development opportunities from consultants ASM

☐ ASM Phase 1 - Guernsey Market Review 2015

☐ ASM Phase 2 - UK and Europe Review 2016

☐ ASM Phase 3 - Dublin, Luton, Gatwick and Europe Review 2016

☐ ASM Phase 4 - Air Service Development Opportunities at Guernsey Airport 2016

5. Expert advice from Northpoint Aviation Services on the establishment of an Alderney air route Public Service Obligation ("PSO")

Q3 2018 Visitor Exit Survey Report

Date: 16th November 2018

Q3 2018 saw an increase of **+1,388 (+0.7%)** visitors versus the same period last year, including cruise ship and visiting yacht passengers. This was largely driven by a strong increase in visitors travelling on cruise ships of **+14.9% (+8,393 passengers)**.

Excluding cruise ship and visiting yacht passengers, there were **118,130** departing visitors during Q3 2018, a decrease of **-5%** versus the same period last year (**-6,859** visitors). Total staying visitors, the highest value segment of the visitor market, remained stable at **99,888** visitors. This fall in visitors was mainly driven by a drop in day visitors of **-27% (-6,490 visitors)**, largely caused by a decline in sea travel of **-14%** versus Q3 2017, with a number of ferries being cancelled during the quarter. French visitors travelling by sea, in particular, were negatively impacted. Overall French visitors decreased by **-41%** in

Q3 2018 compared with the same period in 2017 (**-5,578** visitors).

Despite a strong Q2 and a stable Q3, the year to date (January – September 2018) saw total departing visitors (including cruise passengers and visiting yachtsmen) show a slight decline of **-0.5%** versus 2017 - a fall of **-1,810** visitors, due to a challenging first quarter of the year, with poor weather conditions negatively impacting travel to the island.

Quarter 3 2018 Results

Including cruise passengers and visiting yachtsmen, total visitor numbers increased by **+0.7%** from July – September 2018 (194,227 compared with 192,839 in Q3 2017). Excluding cruise passengers and visiting yachtsmen, visitor numbers decreased by **-5%** (118,130 compared with 124,989 in Q3 2017). There were over 64,000 cruise passengers during the quarter, a healthy increase of **+14.9%**.

Total staying visitors remained stable at **99,888**, while total day visitors showed a large decline of **-27%** to 17,665. Day business visitors increased by a healthy **+16%** versus 2017, but this increase was not large enough to counteract the sharp fall in leisure day visitors of **-33%** (-6,951).

There was a **-4%** decrease in visitors from the UK (-3,341), visitors from Jersey, however, increased by **+18%** (+1,043), with visitors from France declining by **-41%**. Visitors from other destinations increased by **+5%** (+968) – this included a strong uplift in visitors from Germany of **+42%** (+1,804).

Visitors travelling by air increased by **+1%** (+941). However, those travelling by sea decreased by **-14%** (-7,800).

Year to date results

Including cruise passengers and visiting yachtsmen, total visitor numbers decreased by **-0.5%** from January – September 2018 (372,457 compared with 374,267 in 2017). Visitors from cruise ships showed a healthy increase to date, with over 8,000 additional passengers versus the same period in 2017.

Excluding cruise passengers and visiting yachtsmen, visitor numbers were **-4%** lower than in 2017 (-9,380 visitors). This fall in visitors was mainly driven by a decrease in sea travel of **-9%** (-8,566 visitors), with the first quarter of the year impacted by poor weather conditions including fog and Q3 suffering from a number of ferry cancellations.

Deputy Dawn Tindall, member of the Committee for Economic Development said:

“We’re delighted to see such a healthy increase in cruise passenger numbers during both the quarter and the year to date and also the strong growth in visitors from Germany during Q3. This growth has been eroded somewhat by the challenges experienced with sea travel during this most important quarter for the visitor market, particularly the French visitor segment. However, it is encouraging that overall Q3 visitor numbers still show a modest increase.

“Looking ahead, plans are well in motion for the 2019 season, with the popular Heritage Festival launching in April and Hauteville House, an important attraction for the French market, set to reopen in April.”

Deputy Tindall added:

“VisitGuernsey continues its marketing activities to help capitalise on the release of the Guernsey Literary & Potato Peel Pie Society film, with new tour operator partners in the US and Canadian markets, offering Potato Peel Pie-themed Guernsey holidays. It is expected the investment in marketing activity to capitalise on the film will help drive increased bookings during 2019, and feedback so far from the trade and industry indicates healthy forward bookings for 2019”.

ENDS

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Loganair launches new routes to Channel Islands from Bournemouth Airport

16th November 2018

NEW ROUTES: Andrew Bell, Chief Executive Officer of Regional & City Airports, right, which owns and operates Bournemouth Airport, and Stephen Gill, the airport's Managing Director. Scottish airline Loganair has announced new routes from the airport to the Channel Islands for 2019.

Two new seasonal routes from Bournemouth Airport to the Channel Islands have been unveiled for 2019.

Flights to Jersey and Guernsey are scheduled from April to October by Scottish airline Loganair – the carrier's first operations from the regional airport on the South Coast.

Jersey and Guernsey will be served by Loganair's 37-seat Embraer 135 jet, with the Jersey flight time at approximately 45 minutes and around 40 minutes for Guernsey.

As part of Loganair's Summer 2019 schedule Jersey flights will be three times a week – Monday, Friday and Saturday, and once a week for Guernsey on Saturdays.

'Growing regional airport'

Stephen Gill, Managing Director, Bournemouth Airport, which is owned and operated by Regional & City Airports (RCA), said: "We warmly welcome Loganair and its cabin crews to our growing regional airport, where 35 destinations in 15 countries are being served.

"We anticipate keen interest in flights to Jersey and Guernsey from holidaymakers, weekenders and the business community across Dorset, west Hampshire and south Wiltshire.

"There is no doubt that quality carriers such as Loganair can see the benefits of operating from a customer-focused regional airport, providing convenience for passengers and saving on time and cost in travelling to alternative airports."

'Tartan tails'

Jonathan Hinkles, Loganair's Managing Director, said: "Our two new routes to Jersey and Guernsey will make travel to these popular leisure and corporate destinations more convenient for passengers within Bournemouth Airport's large catchment area.

"This will be our first commercial presence at Bournemouth Airport and we look forward to our 'Tartan tails' being a regular sight over the South Coast."

Last year the carrier rebranded, with tartan tails for its aircraft and traditional tartan uniforms for cabin crew and ground staff.

Jonathan added: "The new routes build on the success of our Guernsey operation from Glasgow and Jersey from Norwich this year, which will repeat for Summer 2019, along with Edinburgh to Guernsey and Bournemouth to both Jersey and Guernsey."

Awarded Airline of the Year 2018, Loganair has a range of fares, which all include 20kg of hold luggage, 6kg of hand luggage, assigned seats and complimentary drink and snack. There are child discounts.

Lead-in fares are £46.99 one-way for the Jersey and Guernsey routes to and from Bournemouth Airport. Full details on all-in fares at Loganair.co.uk

Founded in 1962 as Scotland's airline, Loganair serves more than 40 routes across the UK, Republic of Ireland and Norway. Night mail flights for the Royal Mail are also provided.

Loganair is famous for the world's shortest scheduled flight - two minutes' block time - between Westray and Papa Westray in the Orkney Islands.

The new routes announcement comes just 11 months after the airports management division of Rigby Group plc acquired Bournemouth Airport, with ambitions to drive growth across its operations, including doubling passenger numbers to 1.5 million over the next five years.

RCA owns and operates Bournemouth Airport, Coventry Airport, Exeter Airport and Norwich Airport and has contracts to operate Solent Airport, near Portsmouth, City of Derry Airport and Blackpool Airport.

'Welcoming visitors'

Deputy Dawn Tindall, member of the States of Guernsey's Committee for Economic Development, said: "The announcement by Loganair that they will commence a new seasonal service to Guernsey from Bournemouth next year is excellent news.

"It is the second new service announced by Loganair since the commencement of the 'Open Skies' policy in September this year and illustrates their confidence in the market opportunities offered by Guernsey.

"VisitGuernsey will be working closely with Loganair to support the marketing effort to raise awareness of the new route, and we look forward to welcoming many visitors from the Bournemouth region in the coming season."

Flight dates and times

Monday 29th April – 30th September

JER 11.40 BOH 12.25
BOH 13.05 JER 13.50

Friday 3rd May – 4th October

JER 10.10 BOH 10.55
BOH 11.25 JER 12.10

Saturday 11th May – 14th September

JER 10.10 - BOH 10.55
BOH 14.00 - JER 14.45

BOH 11.30 - GCI 12.10
GCI 12.50 - BOH 13.30

Ends

Successful PR and Marketing Campaign puts Guernsey on the map in the U.S

Date: 3 December 2018

Using Netflix's U.S. recent release of *The Guernsey Literary and Potato Peel Pie Society*, as the launching pad VisitGuernsey has embarked on a multi-phased PR media programme and promotional campaign to help raise awareness of Guernsey as a holiday destination in key US markets.

VisitGuernsey has retained a New York-based travel and film specialist PR agency and through their media outreach Guernsey has been featured in such high-profile consumer and trade publications, broadcast and digital titles as: *The Los Angeles Times*, *Forbes*, *OnAir with Ryan Seacrest*, *Go Nomad*, *Metro* (New York, Philadelphia and Boston), *TravelPulse*, *Insider Travel Report* and *Recommend*, among others. In addition, Netflix has secured coverage on the release of the film in such high profile media titles as *The New York Times*, *New York Post* and *Town & Country* magazine, which also promoted Guernsey as a holiday destination.

These articles have been seen by more than 90 million potential visitors in key markets across the U.S. and represents an equivalent advertising spend in excess of US\$840,000. (c £660,000)

Wendy Pedder, marketing manager at VisitGuernsey, attended the Visit Europe Media Exchange (VEMEX) in New York, during October, where she held 20 one-to-one appointments with potential partners and freelance journalists. The specialist agency also arranged a series of appointments for

VisitGuernsey with both media and industry partners such as the United States Tour Operators Association (USTOA) and Visit Britain, and the agency represented VisitGuernsey at the annual Society of American Travel Writers (SATW) Convention in September.

In partnership with Random House, Netflix and Visit Britain, VisitGuernsey participated in a special movie screening in Miami in August and one-to-one interviews with key influential Miami media. VisitGuernsey also continues to work on a visiting journalist program, which has already brought to Guernsey high profile journalists and bloggers from such titles as *The Los Angeles Times*, *The San Francisco Examiner* and *GoNomad*, to experience what Guernsey has to offer the US visitor and to write about their experiences in upcoming issues to help stimulate inquiries and bookings for next season.

VisitGuernsey has also launched competitions to promote the launch of the film on Netflix and the re-release of *The Guernsey Literary and Potato Peel Pie Society* novel with a new movie-themed cover. These include a trip for two to Guernsey and was promoted to Random Houses' Readers Circle Book Club. The competition was hosted on the Visit Guernsey website and was responsible for attracting 8,752 entries and 5,000 views of the accompanying featurette.

VisitGuernsey will also be participating in the Reader's Circle Open House Event at Random Houses' Corporate Headquarters in New York in December. A special Guernsey holiday themed hamper will be raffled off to one lucky winner.

The increased marketing efforts in the U.S. market have already begun to payoff for VisitGuernsey with web traffic from US users having increased by an impressive 600 percent from last year, and industry members reporting healthy early enquiries from the US.

Deputy Dawn Tindall, member of the Committee for Economic Development said, "We are extremely pleased with the early success of the U.S. campaign and the momentum and opportunities that have been generated by the release of the Netflix film in this sizable market. This is an extremely exciting time for Guernsey, and we look forward to seeing increased inquiries and bookings from the U.S. for this coming spring and summer."

ENDS

It's a hat trick! Guernsey wins Best UK & British Isles Port of Call in Cruise Critic UK Editors' Picks Awards for third time.

Date: 5 December 2018

Guernsey is delighted to announce that it is the winner of the 'Best UK / British Isles Port of Call' category in the 2018 Cruise Critic Editors' Picks Awards, winning the title for the third time in four years.

Over recent years VisitGuernsey has continued to focus on the cruise market with strong YOY growth and positive commitment from the cruise industry. This has resulted in 91 calls scheduled for 2019 so far, nine of which are inaugural calls. This includes the prestigious MSC Preziosa which has a capacity of 4,300 passengers. Other flagship visits will come from Windstar's MS Star Breeze, Royal Caribbean's Brilliance of the Seas and Princess Cruises Sapphire Princess.

The award by Cruise Critic acknowledges the beauty and charm of Guernsey's St Peter Port, the warm welcome offered by the people of Guernsey and also the infrastructure developments that have taken place over the last year, including the improvement of the tendering and disembarkation process and the creation of unique and innovative shore excursion products that maximize shore time.

Provision of extra shade / cover for those waiting for tenders has been implemented allowing those less mobile passengers and the elderly a more comfortable wait in the peak summer season or during showers. The Meet and Greet system which sees the VisitGuernsey cruise team welcoming passengers ashore has also been enhanced with a staggered system to ease bottlenecks and ensure an even flow of passengers into the town alleviating any congestion. Further improvements are planned for next year; in order to allow multiple tenders to dock simultaneously dredging around the pontoon on the southern side will take place over the winter season making disembarkation / embarkation quicker and easier particularly during the Spring tides.

New tours for the cruise market have focused on the success of this year's 'The Guernsey Literary and Potato Peel Pie Society' film. The film which launched Nationwide in April 2018 was followed by the August launch in the US where its success has driven the book of the same name back up the best-seller charts and has rekindled interest from the US cruise market. Tours now include a guided tour of St Peter Port highlighting the key historical facts linked to Guernsey's WWII occupation and a tours through the rural lanes and communities so well depicted in the film.

"You'd be hard-pressed to find any British Isles port of call that goes as far as Guernsey to welcome cruise passengers. Thoughtful improvements are constantly made and feature parasols on the pier for hot or rainy weather, an army of helpers directing passengers towards the town, staggering tour times to avoid overcrowding, dredging the harbour and even a new section for disabled passengers to wait." Quotes Adam Coulter, editor Cruise Critic.

Mike Hopkins, Director of Marketing and Tourism at VisitGuernsey comments; "Guernsey is delighted to be the winners of this prestigious award again. We are committed to the cruise industry and to successfully responding to the needs and requirements of the thousands of cruise passengers that visit our island each year. Cruise represents a significant and important part of our tourism industry and we will therefore continue to look for ways to offer passengers a positive experience and exceed their expectations when visiting our island."

Deputy Dawn Tindall, member of the Committee for Economic Development echoed Mike Hopkin's delight at being the winners of this prestigious award yet again, and added, "The cruise market has supported the significant development of the guided tour sector, whether by coach, car, bike, foot, or Petit Train, and has helped to support the growth of not only the tourism industry but also the retail and other sectors who indirectly benefit from this important visitor group. We hope to welcome them to our beautiful island for many years to come".

David Barker, Harbour Master said, "It is tremendous news that Guernsey has won this award for the third time, and clear recognition of what is a really strong team effort. My staff and I work very closely with VisitGuernsey to make sure that these visits go smoothly, and to work out how we can continue to improve the guests' experience. We have a uniquely beautiful island and harbour and it is great to see them appreciated by such a global audience. We are, of course, aware of the challenges of hosting several thousand extra visitors in a single day. These challenges have however been met with supportive enthusiasm, and I would like to thank all involved and islanders for extending such a warm Guernsey welcome to our international guests".

ENDS

About Cruise Critic

Cruise Critic®, the world's largest cruise reviews site and online cruise community, has announced the winners of its 10th annual UK Editors' Picks Awards. The awards are selected by a global panel of impartial cruise experts from Cruise Critic, to highlight the best ocean, river and luxury cruise lines across dozens of categories.

Cruise Critic® is an online cruise guide, offering a comprehensive resource for cruise travellers, from first-time cruisers to avid cruise enthusiasts. The site features more than 350,000 cruise reviews and hosts the world's largest online cruise community where travellers share experiences and opinions with fellow cruisers. Cruise Critic was the first consumer cruise site on the Internet, launched in October 1995 by The Independent Traveler, Inc., a subsidiary of TripAdvisor, Inc.