

A photograph of three children running through shallow ocean waves at sunset. A boy in orange shorts is on the left, and two girls in patterned swimsuits are in the center and right. The water is splashing around them. In the background, the coastline of Guernsey is visible under a warm, golden sky.

The ISLANDS of
GUERNSEY

2022 Marketing Strategy Overview

Tourism Taskforce update

A recovery market

VisitBritain are working to 52% of 2019 incoming visitor levels for 2022 (2022 Forecast)

Suggesting we are still indeed operating in a recovery market.

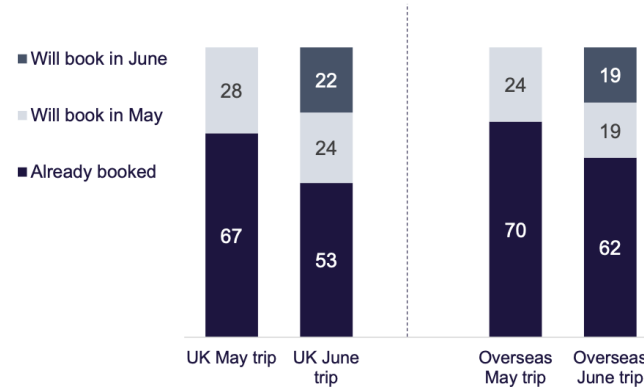
Barriers to travel include:

- Cost of living
- Personal finances
- Rising costs of overseas travel
- The war in Ukraine
- Risk of quarantine
- Cost of fuel
- General unease about travelling

Evidenced by VisitBritain (May 2022)

Shorter booking cycles - VisitBritain research tells us that only 62% of those who were taking an overseas trip in June, had actually booked in May

Figure 17. When anticipate **BOOKING** the next **May-June 2022** UK and overseas overnight trip, Percentage of those not yet booked these trips, May 2022, UK



The next report is due to be released on the 24th June 2022

Our stats so far

May 2022

From the survey we know that the % average predicted occupancy for May was 68% but the actual reported average occupancy for May (for the 71 properties who completed) stood at 79.42% so more than 10% of bookings came in the month itself.

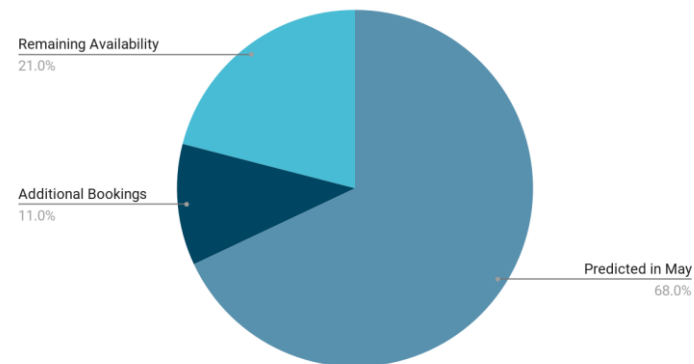
31 properties of the 71 reported they have 100% of their rooms open for sale but the average proportion of rooms open of the 71 is 78.6% which shows there are extremes in this area.

June so far

Latest Occupancy survey completed by 46 properties show average results as 73% for June, 75% for July & 75% August.

May Occupancy

Occupancy

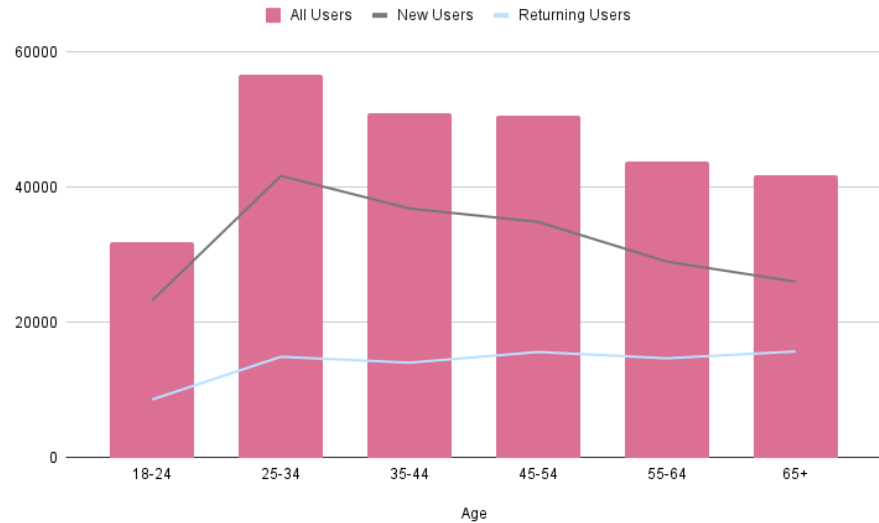


Our advertising response

Search volumes for people searching for 'holiday in Guernsey' are exceeding 2019 levels

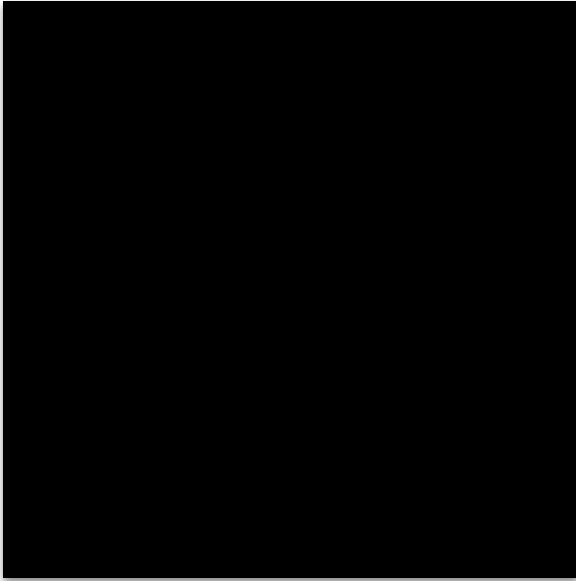
We are diversifying our audience targets - and attracting younger audience on our site

Data from VisitGuernsey.com - 2022

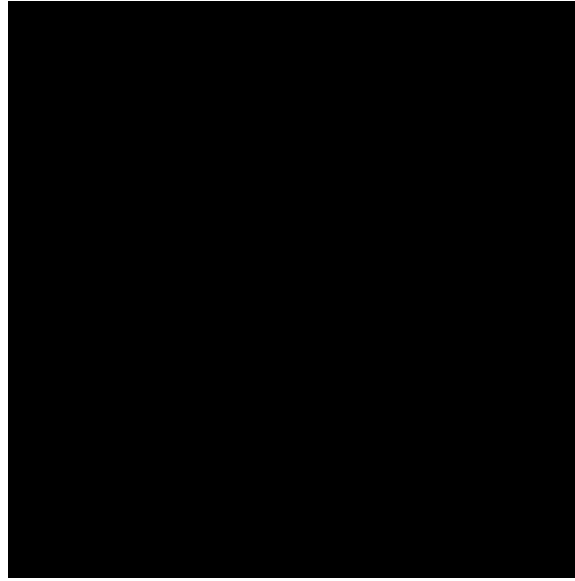


Reactive marketing

Joint VisitGuernsey and Aurigny Travel Disruption
Digital Campaign



Specific boat push execution in VisitGuernsey
digital ads

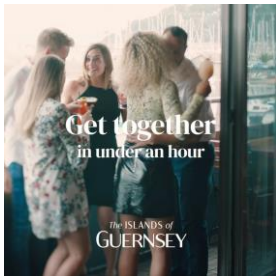
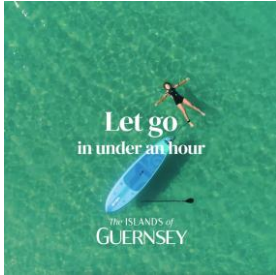


Postcard mail out to traditional database
encouraging August bookings



Adapting our advertising response

Creative campaigns have been refreshed and digital upweighted to help fill the August gap



New crossrail campaign is going live beginning of July.
48 sheet large scale campaign across 18 central London sites



Some of our planned publications

The Telegraph

BBC
COUNTRYFILE
MAGAZINE

25 BEAUTIFUL
HOMES

BBC
goodfood

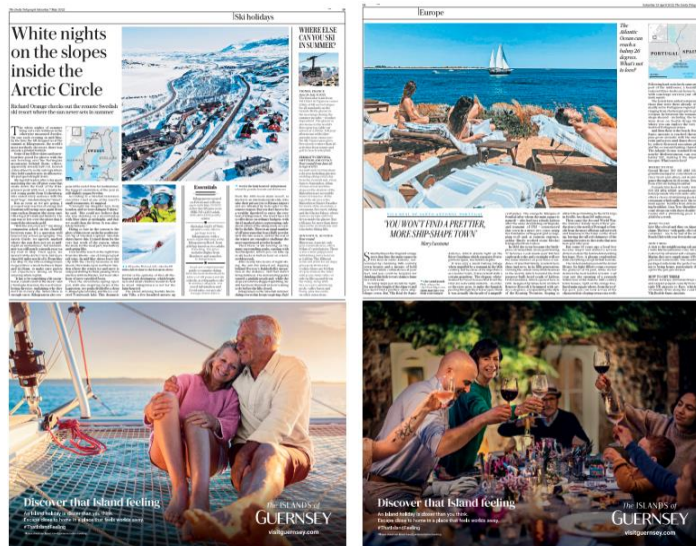
Gardeners'
World magazine

delicious.
MAGAZINE

Campaign delivery

Half page and full page print ads in following publications:

Daily Telegraph
BBC Good Food
BBC Gardeners World
Saga Magazine
OK! Magazine
Radio Times
RHS Magazine
The Guardian (National Geographic Traveller Supplement)
Family Traveller
25 Beautiful Homes



Since the borders have opened.
Our campaigns have delivered

1,079,247 Website
sessions

1, 586,053
YouTube Views

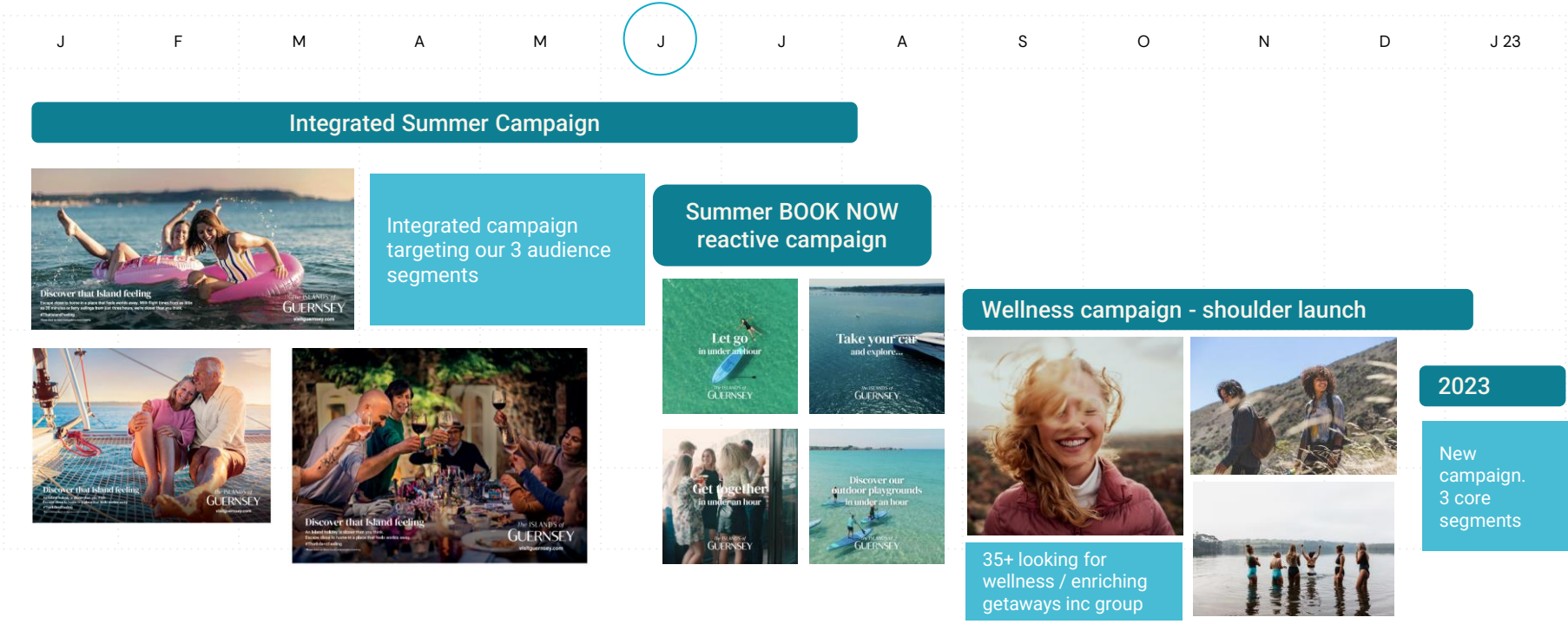
10,672,480
Social Ad Plays

37, 261, 903
Social Ad impressions

298,483
Partner referrals

Calendar plan

We are here



Data

We will continue to take a data driven approach

- New reporting dashboard in development
- Close monitoring and benchmarking to VisitBritain
- Working with agency specialists to adapt according to consumer research, challenges and opportunities
- Adapting campaigns to tourism feedback

Where are we now

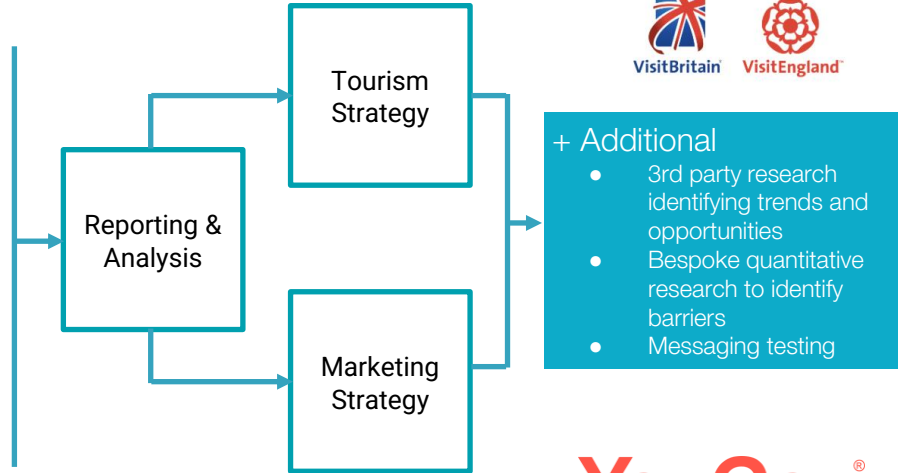
Existing Research

- Occupancy Survey
- Exit Survey - collated, further analysis needed
- Campaign performance
- Website visitor demographic data

Ambition

Improvements to existing available research

- Occupancy Survey - reminders + UX improvements
- Exit Survey - refocus around strategic goals (not currently happening) collated, but not yet analysed



Cruise

New Cruise welcome page on
visitguernsey.com

New cruise graphic to be released to
the media

Working on research

Looking into familiarisation visits for
new and existing cruise ship contacts
for business development



What we need from you

Working in partnership

- Continual contribution to occupancy survey
- Special offers to populate the site and help fill occupancy gaps (if possible)
- Visiting journalist itineraries support
- To share your news which we can then share with the industry
- Support tourism & hospitality on public facing forums
- Let us know if you have any concerns or feedback, we are here to help you

CHANNEL HOPPING

LONG & WINDING ROAD
The route leading to the cliffs is a scenic drive.

Ferghal Blaney
finds delights and even some unexpected sun on Guernsey and island hotspots

CREST OF A WAVE
Surfers enjoying Vazon Bay

BEACH LIFE
Tourists relax in the sun

OUT IN TANDEM
Pair out cycling

TAKING A STROLL
On Hermin Island walk

BOOK IT
Aurigny operates three flights a week from Ireland, see details at www.aurigny.com
The 4* Fermain Valley Hotel offers rooms from £140 per night.
Gill Girard leads a variety of tours in Guernsey, for more information visit <https://gillgirardtourguide.com/>
Copenhagen Bar & Grill restaurantopenhagen.com
Bella Luce Hotel (Gin Tasting is £29pp) <https://bellalucehotel.com/>

MORE INFO
For more information on the Islands of Guernsey visit <https://www.visitguernsey.com/>

TUNNEL VISION
Historic sights of the island

The whole island is just nine miles long and three miles wide

don't fall foul of the local law. There's a small stone cell that looks like an Irish monastic beehive. It's the old Hermin prison and was still in use until very recently, we were told.

Back on Guernsey, another Irish connection is the Copenhagen restaurant.

Little-known fact – the Duke of Wellington, Arthur Wellesley, was a Dub and the famous chestnut horse upon which he rode into the Battle of Waterloo, where he met his death, was called Copenhagen.

The restaurant is a shrine to the

was the best I had on the island. Don't miss the scallops and prawns main course, if it's on when you visit.

After being well fed each evening it was always back to the Fermain Hotel, named after the beautiful bay it looks out over.

Breakfast is a highlight here, as you can have it on a terrace that peers over the beautiful blue seas of the natural cove that is Fermain.

As I mentioned above, walking and

plenty of eating and drinking – way to get around Guernsey. It's easy, the walks are leisurely and we're told even the most committed couch potatoes of the cruise ships have no problem with cycling.

On the history front, with Gill again as our guide, it was like stepping back in time to the Second World War, but after the Germans had left.

The island is an open museum, with a German underground hospital, huge bunkers that are like icebergs in that

and massive cannons and guns that you can sit up and play out Boys or Girls Own stories on.

The days are full in Guernsey. You earn your hunger from the fresh sea air coming from the coast of France which is only 27 miles away and you definitely earn your thirst in the evenings.

I won't go into the antics of what us press team got up to every night – but you will definitely not be going to bed early.

An enthusiastic sampling of the local gin the night before is worth feeling a little Guernsey groggy the

A group of people are gathered around a long wooden table outdoors at night, celebrating. Several individuals are holding up wine glasses in a toast. The table is set with plates of food, glasses of water, and decorative purple flowers. The background features a stone wall and a white arched doorway. The overall atmosphere is warm and festive.

Thank you