



VISITGUERNSEY MANDATES GROUPEXPRESSION FOR PRESS RELATIONS IN FRANCE

Paris, February 20, 2024 - GroupExpression is pleased to announce its new press relations partnership with VisitGuernsey.

With its historic fortifications, lush gardens and lively festivals, Guernsey is a gem in the English Channel. This picturesque island is renowned for its natural beauty, historical heritage and vibrant culture. History buffs can explore Victor Hugo's house and World War II bunkers, while nature lovers can hike along coastal paths and discover a variety of flora and fauna. For fans of island hopping, there's nothing like combining several islands and visiting Sark, Herm, Alderney or Lihou!

"We are delighted to be able to represent Guernsey and help raise its profile on the French market" said Stéphanie Picon, Managing Director of GroupExpression. *"We are enthusiastic about leading this exciting mission and promoting the authenticity and diversity of this unique destination."*

Mary Putra, Director of Marketing and Communications of VisitGuernsey: *« Here in Guernsey, we feel a great affinity with our nearest neighbours and are looking forward to strengthening our connections over in France. This year we have the exciting addition of a new direct Paris air route, starting at the end of March, which means it will be easier than ever for French visitors to get to us. We look forward to both welcoming them to our Island home, and working with GroupExpression, to make the most of this fantastic opportunity to raise our profile in and around Paris and within the wider French community. »*

More about Guernsey: www.visitguernsey.com

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About GroupExpression :

GroupExpression is one of France's leading marketing communications consultancies, specializing in the travel and lifestyle sectors. Our team of consultants are experts in press and public relations, digital communications, marketing and

sales. All passionate about the travel industry, we advise over 50 customers worldwide on a daily basis: Hotels, Airlines, Destinations, Tour Operators, as well as other players in the tourism industry. Last but not least, GroupExpression is one of the founding members of the international [Travel Lifestyle Network](#), which today includes 18 marketing communications agencies in over 23 countries.

For further information: www.groupeexpression.fr

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