

*The ISLANDS of*  
**GUERNSEY**

# 2022 Marketing Strategy Overview





# Context and Background

*Visit Guernsey Communications 2022*

## The Opportunity

**In July 2021, Guernsey re-opened its borders, and welcomed travel again. Whilst new variants will continue to create uncertainty, the current dynamics of UK travel, again present a unique opportunity for Guernsey Tourism 2022.**

**With holiday makers seeking destinations closer to home, we can position ourselves as the domestic alternative.**

## A break away is closer than you think

Whilst the future of the pandemic remains uncertain, we can take comfort in knowing that travel behaviour has changed as a result of covid, and that Guernsey is well positioned in this change.

### **A simpler holiday experience**

We know that from a recent survey of 2,000 UK adults placed walking in the countryside, boat trips, visiting historic buildings amongst their top 5 things to do on a post covid holiday.

We can and will continue to play on this need, for a simpler holiday experience, one that Guernsey can credibly deliver on.

### **Outdoor wellness**

A recent report by McKinsey found that four in five consumers believe wellness is important and 42% consider it a top priority - with a substantial increase in importance for the UK and German market.

### **A shift in booking habits**

84% of surveyed UK holidaymakers, cited that flexible cancellation, rebooking, or refund policies are more important now than pre-pandemic. Proximity and flexibility is key.



## Escape to Guernsey

**Our current communications strategy plays to our strengths, an alternative and boutique destination that:**

- Is easy and quick to get to
- Offers much needed respite and reconnection (wellness)
- Is safe, familiar and has an immaculate covid response records
- Offers a brilliant outdoor experience that delivers on outdoor wellness needs: walks and beaches to surfing, kayaking, paddle boarding, cycling, sailing and more
- Has a quality hospitality offering with a concentration of high calibre restaurants, bars, beach cafes and visitor experiences
- Offers a broad choice of hotels and accommodation options
- Steeped in 1000s of years of history and heritage
- Neighbouring Alderney, Sark, Herm and Lihou inspire your inner adventurer

## The last year has seen an increasing desire for country escapes and outdoor spaces

**American Express research found that over half of consumers are more likely to take an outdoor trip now than before the pandemic and 47% want their next trip to be in nature, while 40% are opting to explore unfamiliar destinations.**

**These findings are echoed in the European Travel Commission's latest survey, which highlights that European short terms travel plans have a strong preference for nature-based or coastal destinations.**

<https://leisurelab.eu/lab-reports/sustainable-living/ecotourism/break-even-tourism-long-stay-tailored-outdoor-what-travellers-want-in-2022>



# 2022 Campaign approach

## Our communications strategy is simple

1. Broaden our appeal for now and the future – with three core audiences, along with new niche target markets
2. To be true to the Guernsey way of life - rather than under deliver on experience, we communicate what we do well with with a focus on outdoor activities and lifestyle, that is best suited for the covid consumer
3. A more agile approach that works alongside consumer wants and needs, from new trends to travel restrictions or changes - with a focus on niche markets and opportunities

## How we will deliver

1. More cut through with creative and messaging
2. Digital first approach that allows us to be reactive and proactive with audiences
3. The right message to the right audience, with segmentation based targeting
4. Cost effective partnerships and earned media alongside more traditional digital channels
5. Production on demand, and reusing assets where we can
6. Working with trade to deliver a holistic experience / comms journey

## Measurement

1. A positive relationship between communication and visitor numbers plus diversification of audience (data available on Travel Tracker)
2. An increase share of search (Google) metrics, versus closest destination competitors (share of search is an important brand metric and a good indicator for 'mental availability' of the brand and how much brand interest your campaign is developing)
3. Demonstrable engagement from those on our databases and an increase in numbers signing up to have more information
4. Positive feedback from the industry that our activity is bringing them the right leads so that they can close the sale
5. Engagement with the trade, and uptake of assets and materials
6. Uptake of offer codes/offer urls
7. Travel influencers and journalists recommending the island



# A Need for a More Data-Driven Approach

## Where are we now

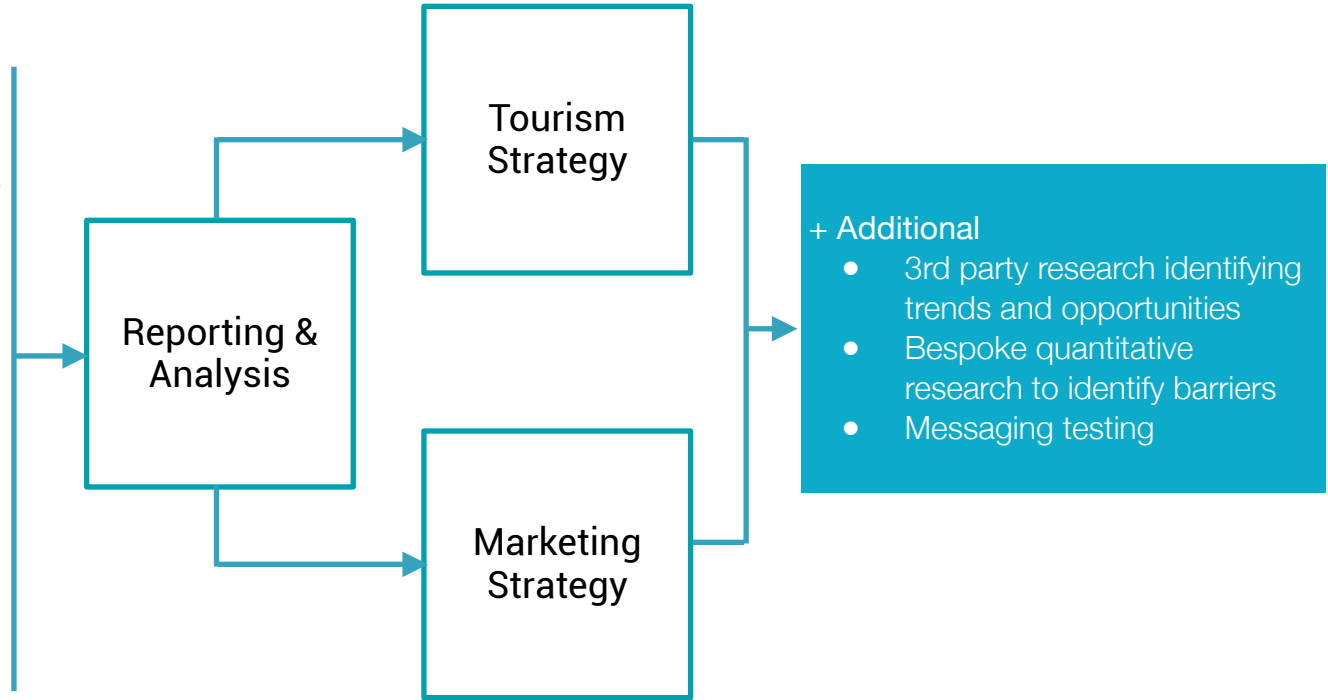
### Existing Research

- Occupancy Survey - low quality data
- Exit Survey - collated, further analysis needed
- Campaign performance
- Website visitor demographic data
- Travel tracker 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





## Our Three Core Audiences

*Maintaining existing older audience, whilst growing our future younger audience and multi-generational families.*



### Couples 57+

Our heartland visitor. Affluent and older, many are regular visitors to the Islands and they hold a special place in their hearts. They are looking for a safe and familiar environment that is close to home.

**Interests: Food & Drink, Natural Beauty (Cliffs, Walking), Heritage**



### Multi-generational Families

Families looking to reconnect. This group will be motivated by a broad variety of accommodation options in a safe environment with a host of family & friends activities catering for all ages.

**Interests: Food & Drink, Beaches, Island Hopping**



### Couples and Families 35+

A new younger audience - looking to be active and have fun. They have suffered years of working at home, home schooling, non-contact with friends and family. They are motivated by a destination that can meet their immediate post-Covid needs - close to home, fun, short-break escapism.

**Interests: Food & Drink, Activities, Beaches, Island Hopping**

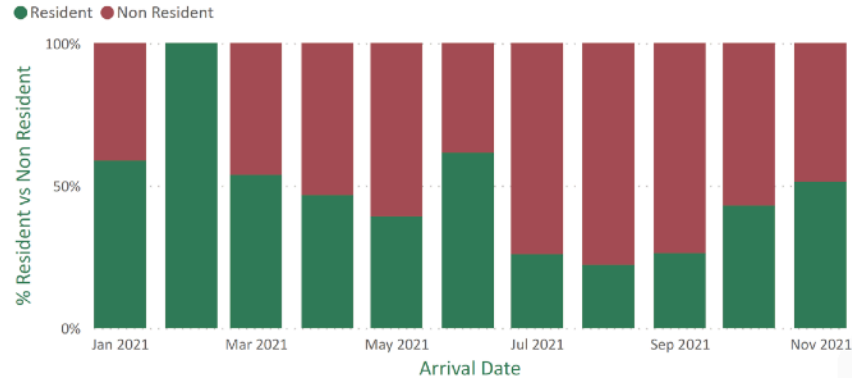


# Travel Tracker Results

Jan - Nov 2021

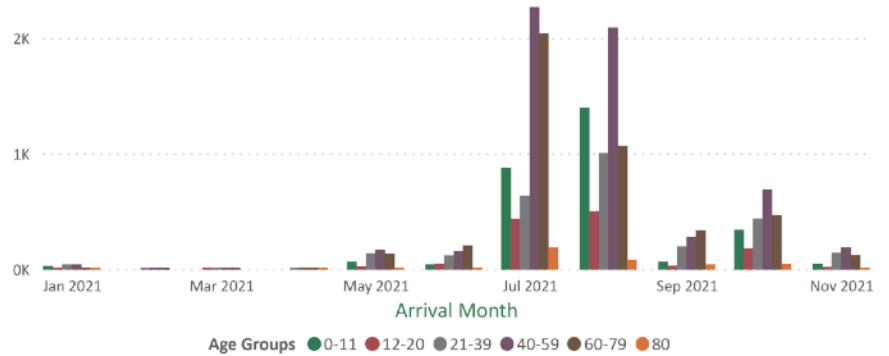
*We can see that the majority of incoming travellers in the summer months were non residents, 40+ with children*

## Percentage of Travel Tracker Arrivals Resident vs Non Resident by Month



NB: This is raw Travel Tracker data, which may contain some duplicates.

## Travel Tracker Count of Age of Arrivals by Month

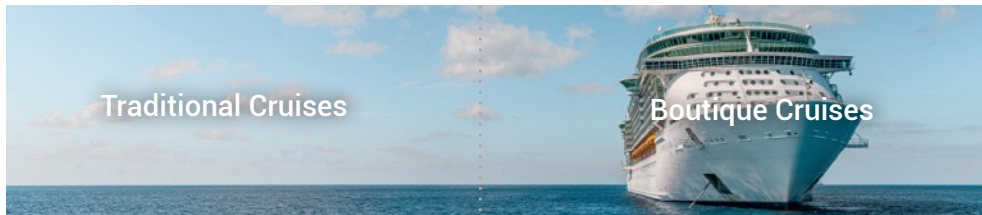




# Communications Focus

## MAINTAIN

Traditional Cruises



Baby Boomers



Millennials/Gen X  
with Disposable Income



## GROW

Boutique Cruises



Multi-Generational

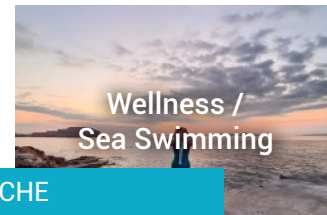


## TARGET

Boutique  
Weddings



Wellness /  
Sea Swimming



NICHE

Lifestyle rather than demographic

Outdoor Leisure  
i.e. Fishing,  
Bird Watching



LGBTQ+



Regional  
Domestic



Europe





# Communications Focus in Closer Detail

## MAINTAIN

### Traditional Cruise

- Maintain relationships
- Improving cruise pages on media and trade site
- Updates tools and materials for both trade and consumer

### Baby Boomers

- Continue with more print-focused media
- Print database
- Regular mailings
- Also targeted online as part of the segment

## GROW

### New Boutique Cruise Opportunities

- Targeting more boutique size of ship - more suitable for Guernsey
- Build new relationships with relationship manager
- Optimise materials for specific audience

### Younger Audience with High Disposable Income

- 30+ millennials and Gen X
- Showcase variety and boutique offering
- Online and lifestyle targeting



# Communications Focus in Closer Detail (continued)

## TARGET

### Weddings

- Encouraging partners to create package offers
- Promote unique locations with new licensing - beach, castle

### Outdoor Leisure

- Fishing, bird watching, walking
- Targeted lifestyle media
- Group engagement
- Combined Island experiences

### Regional

- Already targeted by departure point and regions through digital
- Explore OOH, regional radio, regional press in Southampton & Jersey

### Wellness / Sea Swimming

- Engage with niche sea swimming groups and influencers
- Promote our natural wellness offering
- Wellness targeting
- Work with trade to set up sea swimming holiday packages

### Other Niche Leisure

- Quirky accommodation - blogger-focused
- Group travel - beyond outdoor activities
- Sports tourism
- Events draw (e.g. Pride)
- Arts tourism
- Group Heritage
- Meeting and Incentive travel

### Partners

- Joint funding collaborative campaigns with carriers
- Match funding with tour operators

### Europe

- Focus on existing and new routes
- Grow Europe through niche outdoor lifestyle groups
- Explore European influencers
- Work together to support carriers
- Social and influencers



# 2022 Campaign Calendar



Winter production



Spring production



Summer production



Autumn Production

D 21	J	F	M	A	M	J	J	A	S	O	N	D 22
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Hero campaign - GSY at its best

Summer warm up

Summer go

Regional support as part of summer

Seasonal Boost

Winter why not

Regional

Autumn why not

Winter why not

Regional boost

Niches - wellness, cycling, swimming, fishing, yoga, bird watching, sports, corporate, weddings and other leisure opps

Always on - variety / surprising activities in Guernsey



# VisitGuernsey App

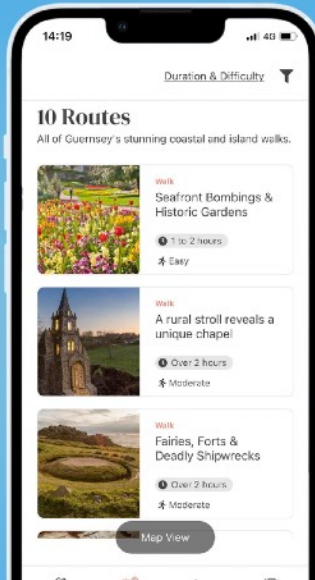


*The new VisitGuernsey app is ready to download from the Apple and Google Play stores. We are launching a local campaign to increase downloads when visitors arrive on island to explore our beautiful walking routes and things to do nearby.*

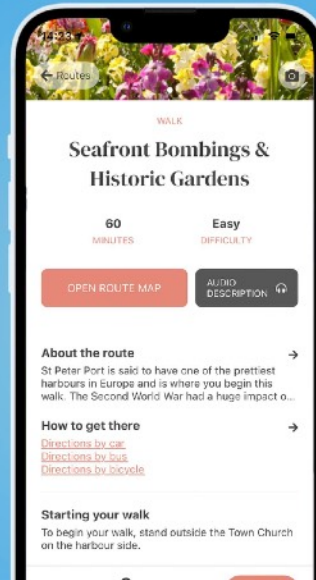
## Discover The Islands of Guernsey



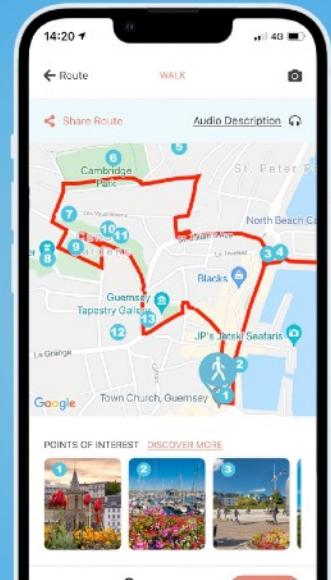
## With a range of self-guided walks



## Browse and choose routes



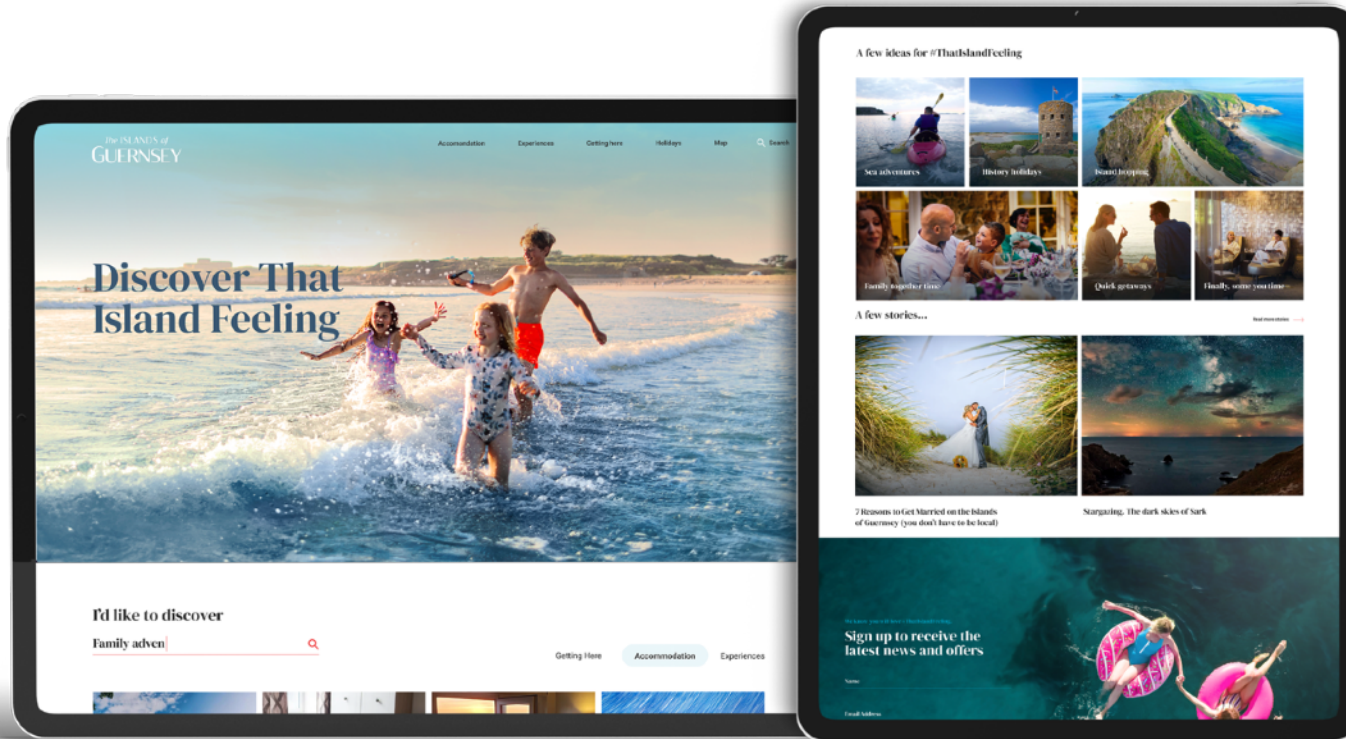
## Navigate trails and identify points of interest





# Website Refresh

*We are redesigning the website to enhance user experience and lead with new stunning imagery.*







Thank you