

The ISLANDS of
GUERNSEY

End of Year Update 2021

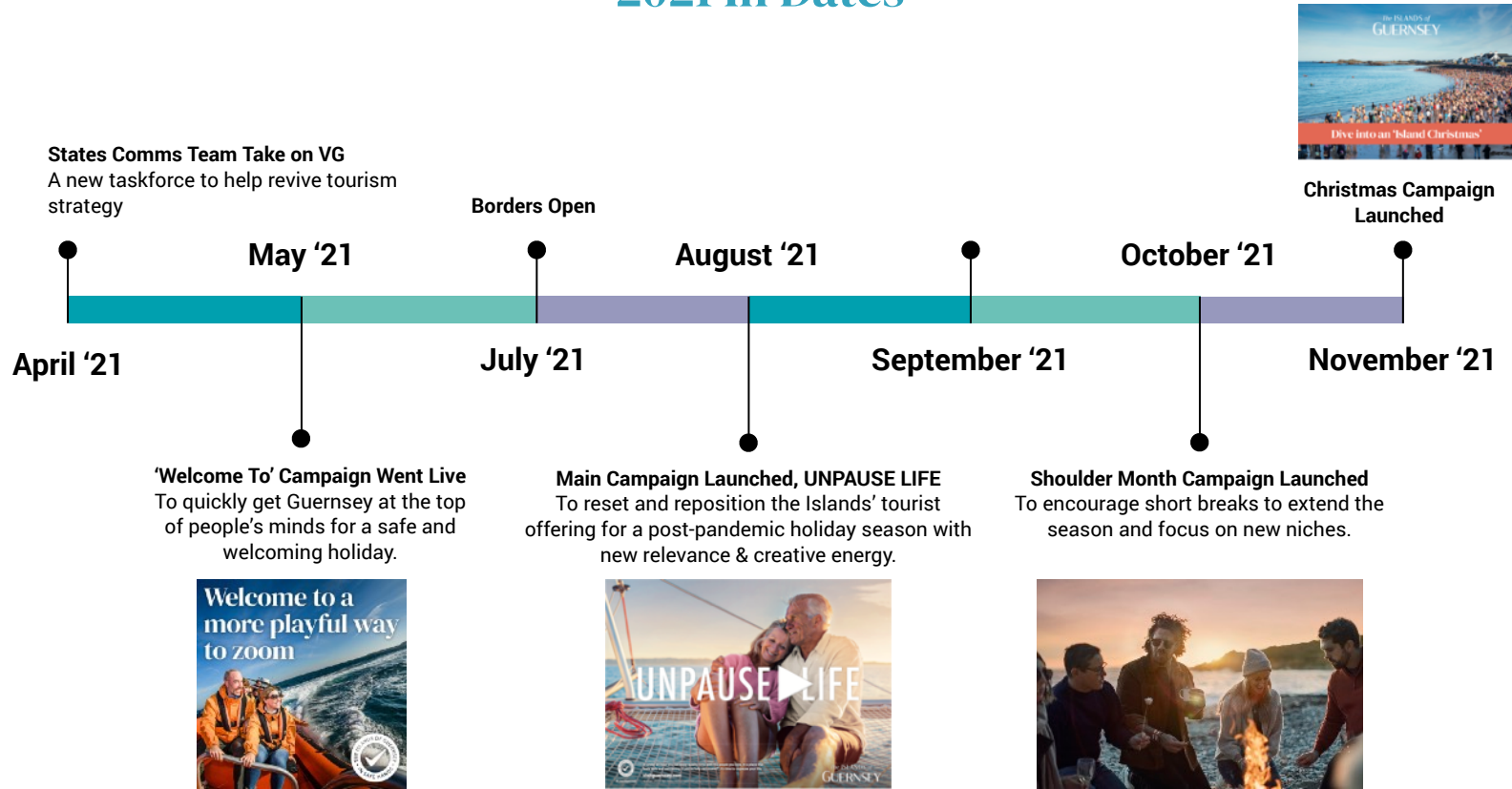


Our Updates To You

1. 2021 – Marketing Approach and Results
2. 2022 – Marketing Approach and Opportunities
3. 2022 - Challenges
4. Longer Term View
5. Questions



2021 In Dates



Engaging Trade



Monthly Occupancy Stat Survey

November projections at 48%

Aries showed 23.94%



Bi-Weekly Forward Booking Survey

Average of 35 participants
per survey



24 Mailers Sent

274 recipient opens
43% open rate



128 Trade Accounts

Set up for
accommodation
providers



Collaborative Working

With trade partners & carriers

2021 Campaign Results

July 3, 2021 - November 18, 2021 *compared to* February 14, 2021 - July 2, 2021

 PARTNER REFERRALS
VISITGUERNSEY GA

187,933

↑ 80.8%

 WEBSITE SESSIONS
VISITGUERNSEY GA

590,629

↑ 105.4%

 WEBSITE USERS
VISITGUERNSEY GA

449,751

↑ 106.2%

 SOCIAL AD LEADS
VISITGUERNSEY FB ADS

10,650

↑ 41.8%

 SOCIAL AD IMPRESSIONS
VISITGUERNSEY FB ADS

23,807,218

↑ 651.8%

 SOCIAL AD VIDEO PLAYS AT 75%
VISITGUERNSEY FB ADS

6,295,724

↑ 596.1%

 GOOGLE CONV.
VISITGUERNSEY

17,706

↑ 793.8%

 GOOGLE CLICKS
VISITGUERNSEY

105,140

↑ 935.1%

DISPLAY IMPRESSIONS
QUANTCAST DISPLAY

37,168,908

 YOUTUBE VIEWS
VISITGUERNSEY

483,595

↑ ∞ %

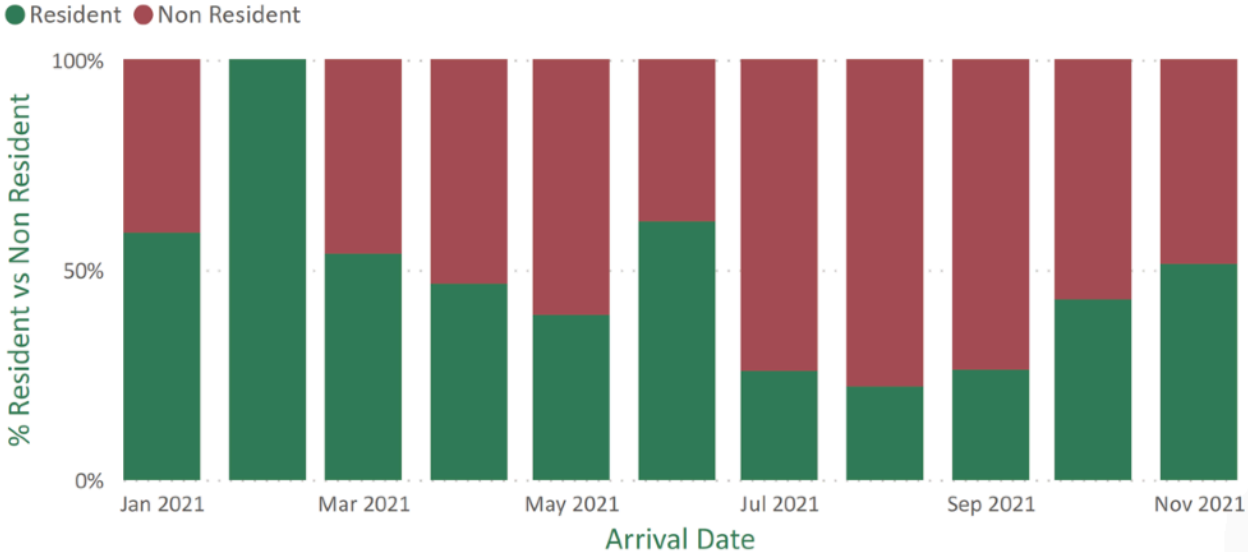
 YOUTUBE VIEW RATE
VISITGUERNSEY

14.41 %

↑ ∞ %

Travel Tracker Results

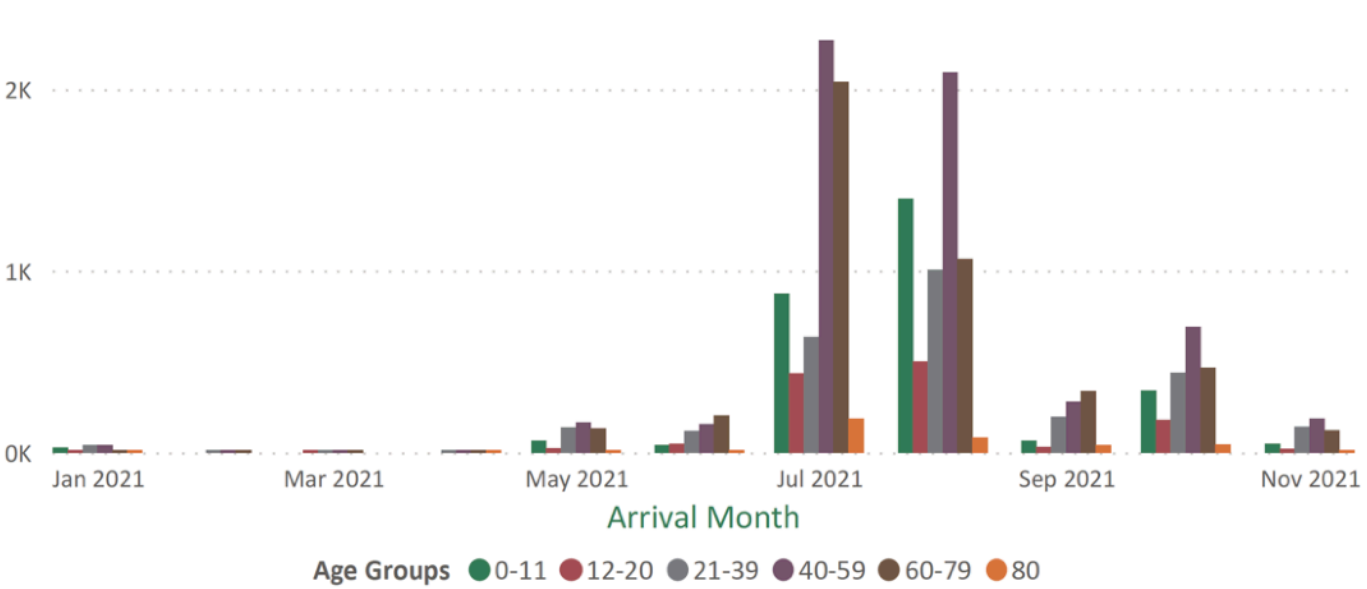
Percentage of Travel Tracker Arrivals Resident vs Non Resident by Month



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

Travel Tracker Results

Travel Tracker Count of Age of Arrivals by Month



Marketing Strategy & Plan

2021/2022 Market Strategy

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.

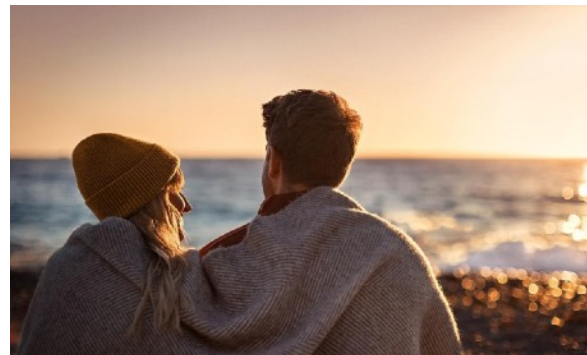
Interests: Food & Drink, Natural Beauty (Cliffs, Walking), Heritage



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

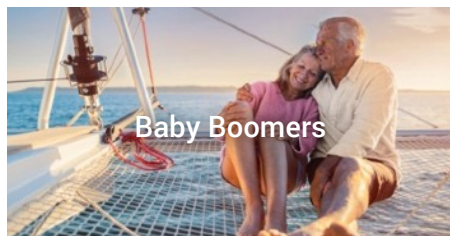
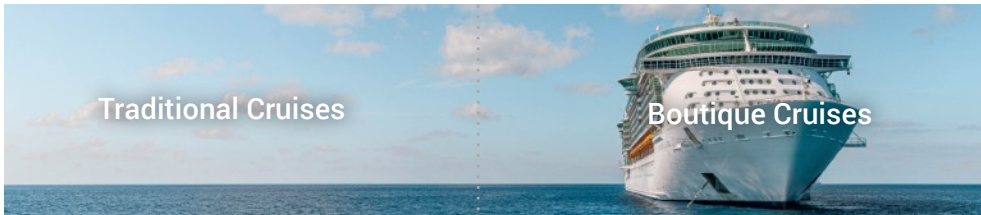


Couples and Families 35+

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

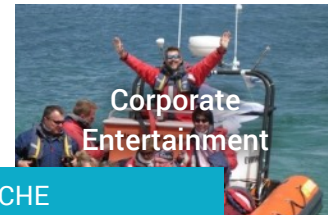
MAINTAIN



GROW



TARGET

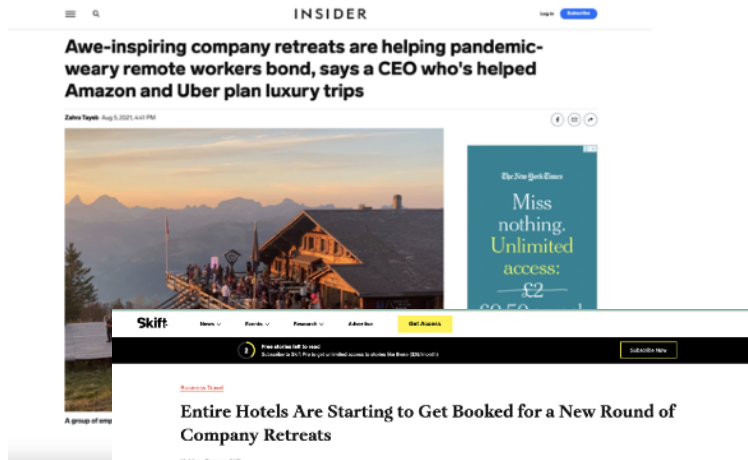


NICHE
Lifestyle rather than demographic



Example of Two New Areas to Explore

CORPORATE RETREATS



WELLNESS TRAVEL BOOM



"While we all know that travel experiences can be good for the soul, after the past 18 months, it's no surprise that consumers are looking to their vacations as a way to relax, unwind and participate in activities that can benefit their mental health and wellbeing," said Audrey Hendley, president of [American Express Travel](https://www.americanexpress.com)

Predictions of an impending boom in wellness vacations to the tune of \$919 billion worldwide by 2022.

<https://skift.com/2021/09/29/wellness-vacations-are-the-next-big-splurge-for-global-travelers/>

Campaign Overview

Media Breakdown

Facebook, Instagram & Youtube **36%**

Digital Display **25%**

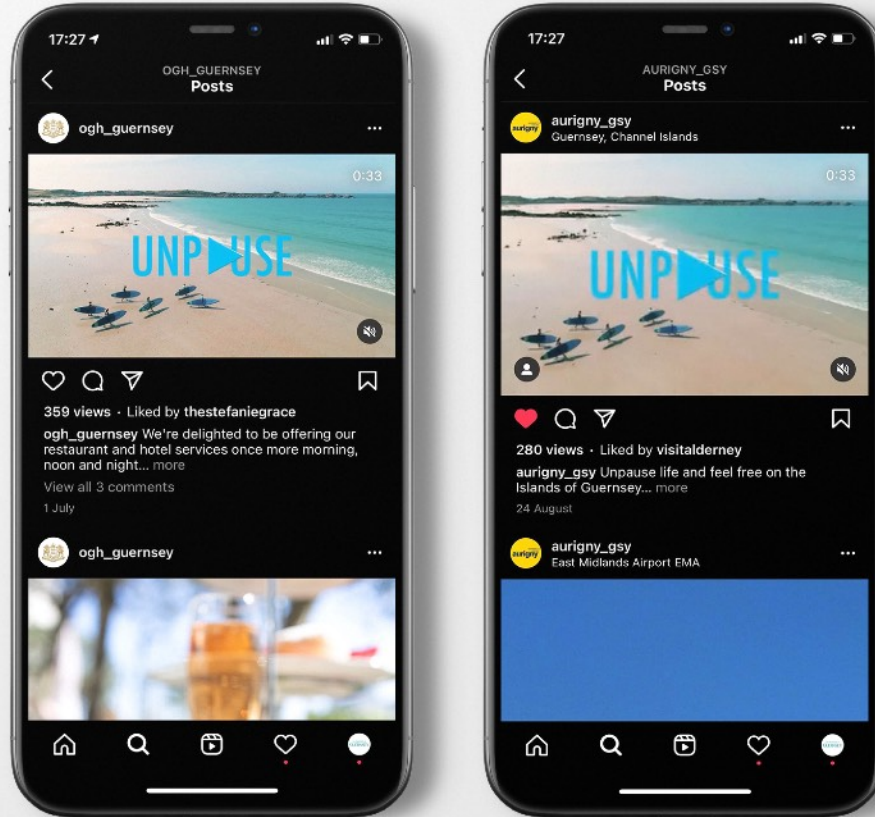
Paid Search **16%**

Digital TV **15%**

Print **8%**



Partner Content Distribution





Campaign Assets

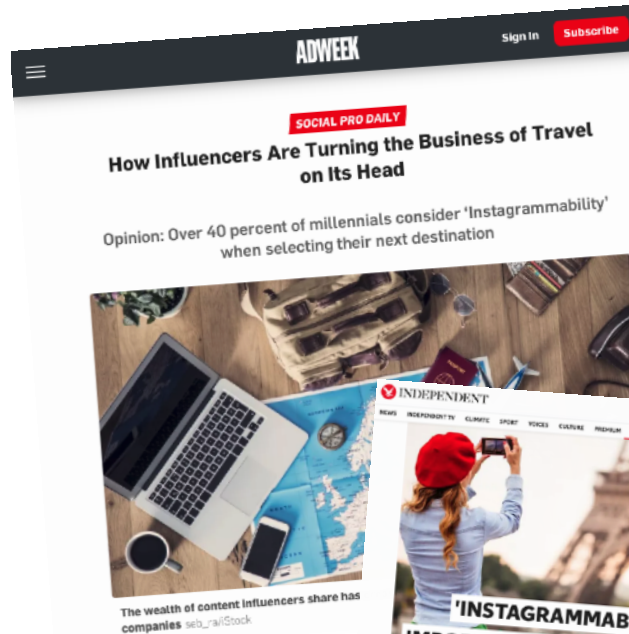


Social Shareability as Valuable Currency

Post-pandemic people are looking for inspiration for escaping once again - with the renewed reality of it *actually* being possible.

A **millennial audience** is more influenced by:

1. Authentic, mobile content (Instagram & blog reviews)
2. Peer-to-peer marketing over brand campaigns & even celebrities
3. Experience: Local food, quality adventures and stories to tell



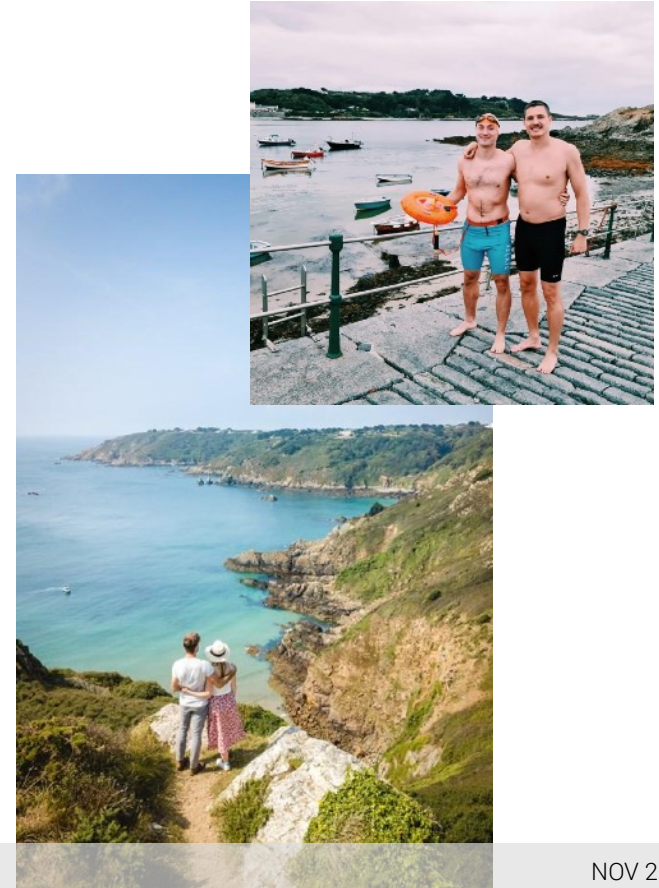
Reaching A Fresh Audience: Travel Influencers

Investing in Evergreen Content, Not Just Social Clout

Travel blog web traffic comes mainly from search.

In addition to producing inspirational social content, travel influencers rely heavily on people searching for information on destinations and finding their reviews and guides on their websites.

With the goal being to introduce Guernsey to a newer audience, this is an **outreach strategy & investment with long-term benefits.**



Reaching a Fresh Audience: Instagram

August-November 2021

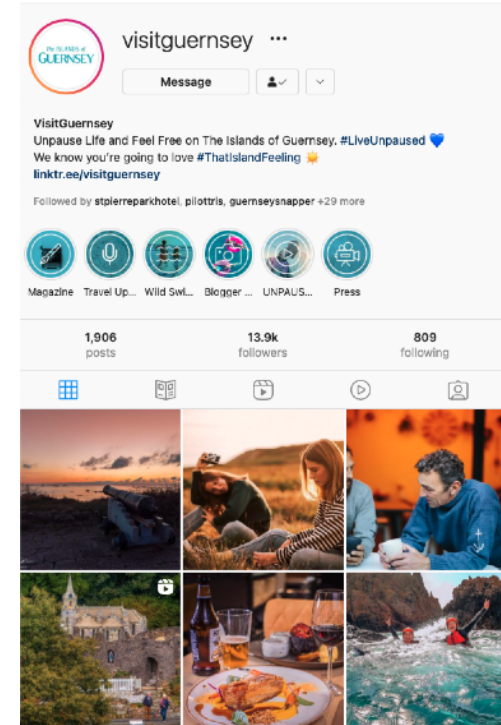
Objective: To retain and grow that online attention throughout the year.

How?

1. Refresh the profile to suit the audience.
2. Implement a **platform-specific content & engagement strategy**.
focused on increasing reach, engagement & driving web traffic through authentic content.

Immediate Results Already Seen:

- **Increased web traffic from Instagram** - **+154%** in last 90 days
- **Increased levels of engagement** - **+165%** in last 90 days
- **Increased focused reach** - **60%** of our reach is now to UK/Jersey



Reaching a Fresh Audience: Travel Influencers

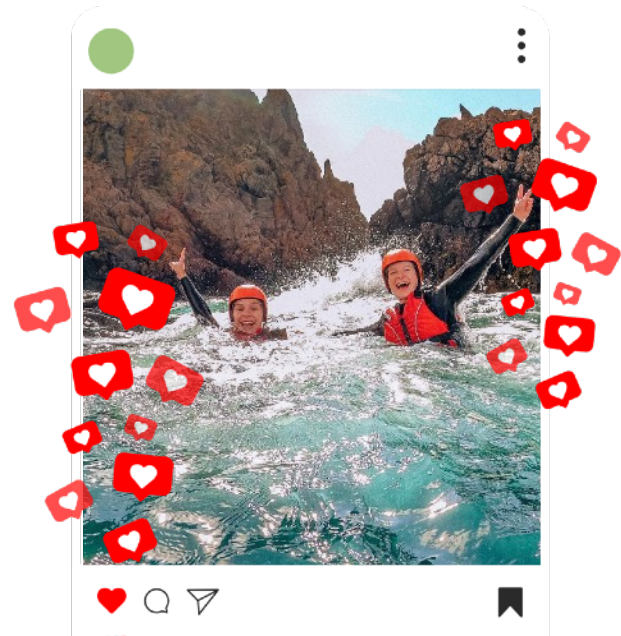
Once we knew how millennials find new travel ideas, we went to the platforms where they find that inspiration.

In August/September 2021, we hosted travel influencers with a focus on:

- Short-term luxury/boutique escapes
- Wild swimming
- Couple travel
- UK weekend breaks
- Adventure & outdoor adventure

In the first week of having our first group of travel influencers over (25-31 Aug), on Instagram alone, reach (+92.9%) and engagement (+88.6%) almost doubled.

And we expect the content to influence their audience into next year and beyond.



A group of people are gathered around a table outdoors at night, enjoying a meal. The scene is illuminated by warm, glowing string lights hanging above the table. In the background, there are trees and a building. A woman on the left is holding a baby. A man in a light blue shirt is looking towards the center. A woman with long curly hair is in the foreground, facing away from the camera. A woman in a grey sweater is smiling at the camera. A young child in a striped sweater is standing and waving their hand. The table is set with glasses, plates, and small floral centerpieces.

What's Next?

Marketing Approach and Opportunities

2022 Challenges

Hospitality staff shortages

Encouraging audiences to re/visit when world opening up

Still a degree of uncertainty (but could also be seen as an opportunity)

Agility is Key

Old Approach

50% of budget spent in first 3 months
90% of budget spent by June
Very little left for remainder of year



New Approach

Digital first - ability to turn off and on
Increase interest over shoulder months
Responsive to wider COVID needs

The Strategy 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

The Strategy in Closer Detail

TARGET

Weddings

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

Corporate Entertainment

- Engage corporate travel partners
- Online advertising - corporate HR media

Outdoor Leisure

- Swimming, fishing, bird watching, walking, yoga - tapping into wellness
- Targeted lifestyle media
- Group engagement
- Wellness targeting

Other Niche Leisure

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

Regional

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

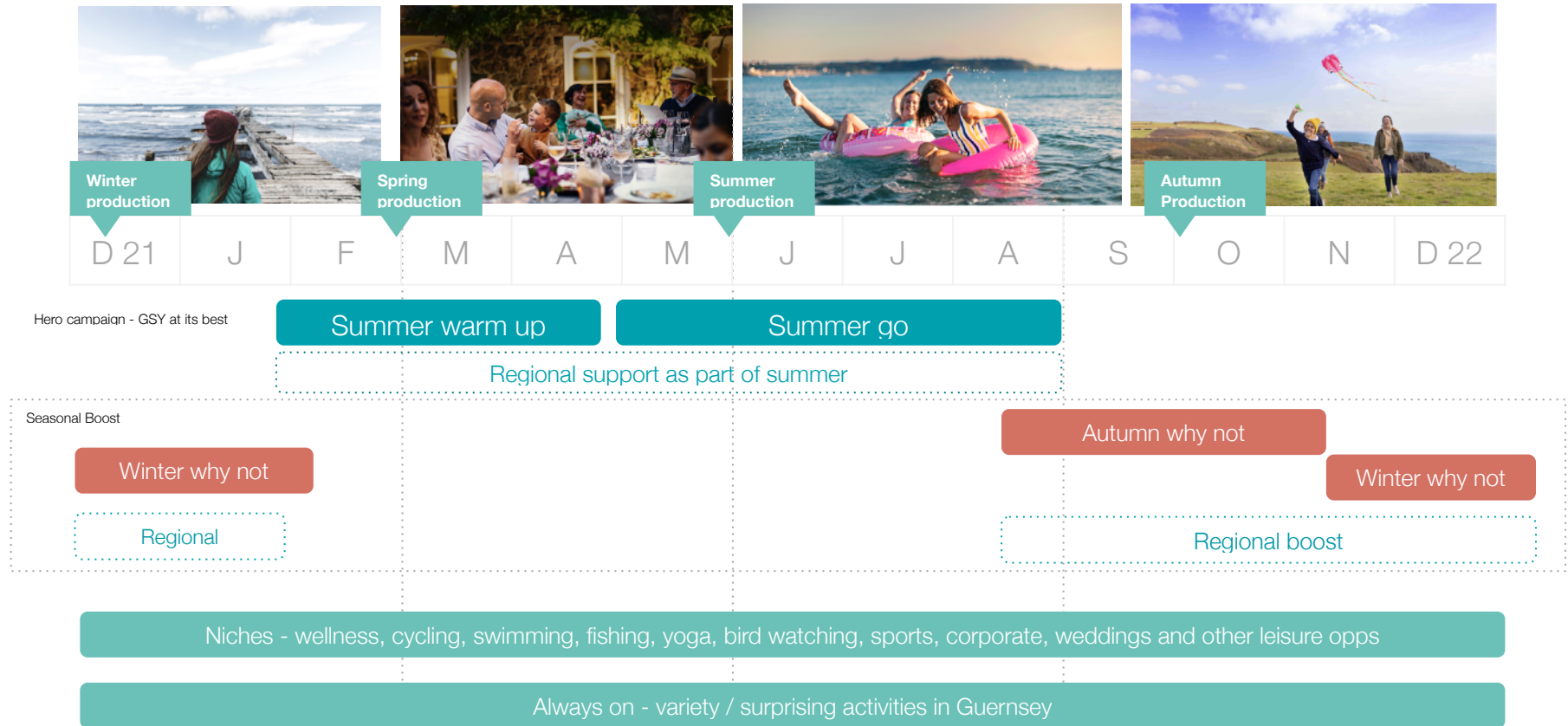
Partners

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

Europe

- Europe - currently PR, we don't do any active marketing
- Focus on St Malo with permanent link
- Grow Europe through niche outdoor lifestyle groups
- Explore European influencers
- Support Aurigny where possible
- Social and influencers

2022 Campaign Calendar



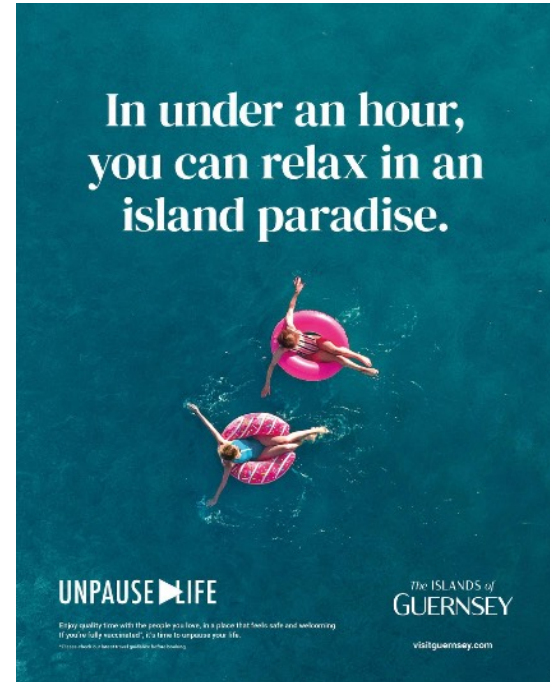
Evolving Unpause Life

Evolution, not Revolution

We have built a campaign, we don't need to reinvent the wheel and reinvest.

By altering the hierarchy we can make the campaign more actionable.

By updating the imagery, we can make the campaign more seasonal.





Utilising Existing Assets



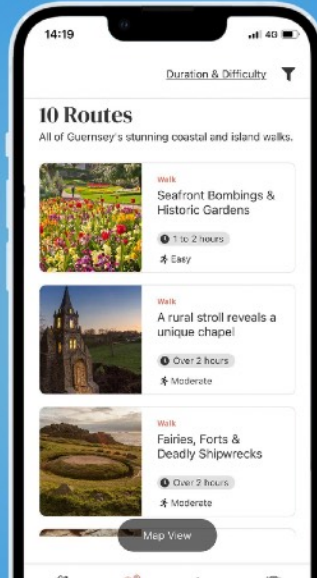
VisitGuernsey App



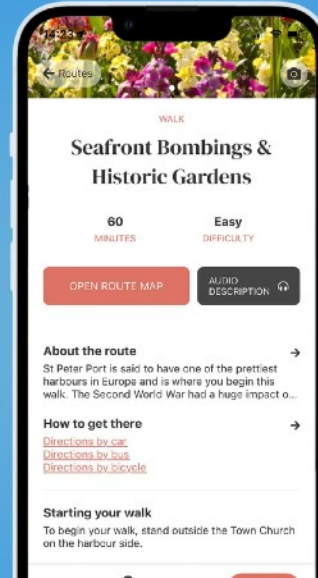
Discover The Islands of Guernsey



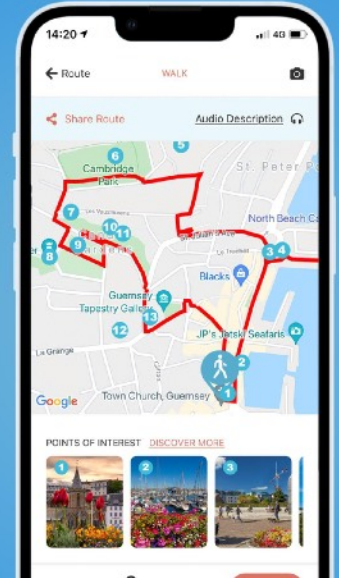
With a range of self-guided walks



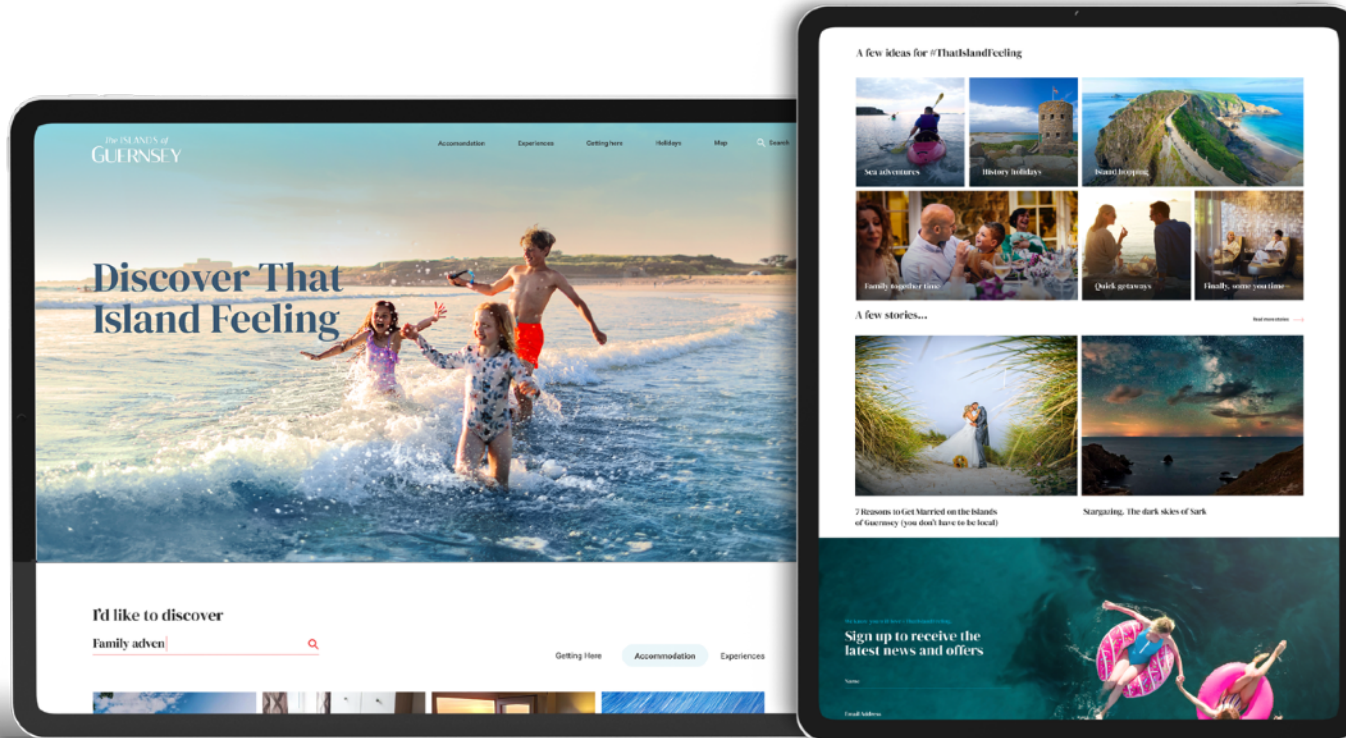
Browse and choose routes



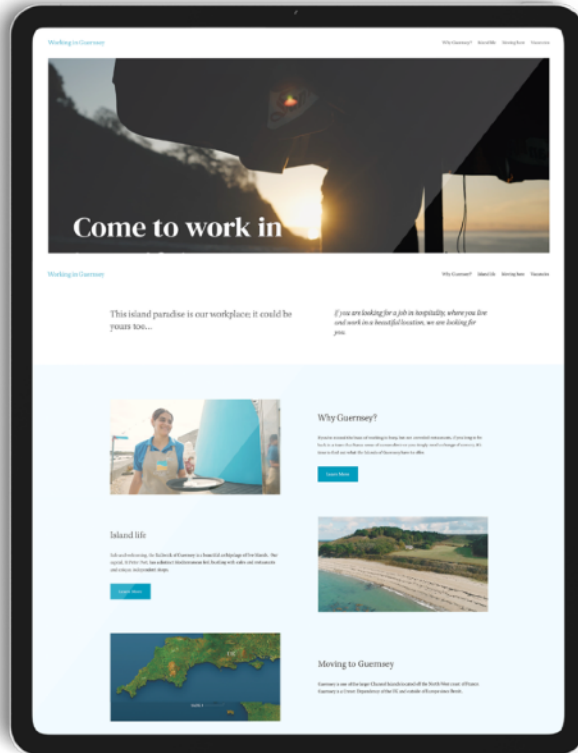
Navigate trails and identify points of interest



Website Refresh



Hospitality Recruitment Campaign



12,726
Total Website Sessions
Since launch Oct 22nd

1,153
Referrals to Partner
Sites

Caterquest
32 properties
61 jobs

CI Jobs
4 properties
10 jobs

CI Hospitality Jobs
1 property
1 job

*Data correct as of 29th November 2021

A Need for a More Data-Driven Approach

Where are we now

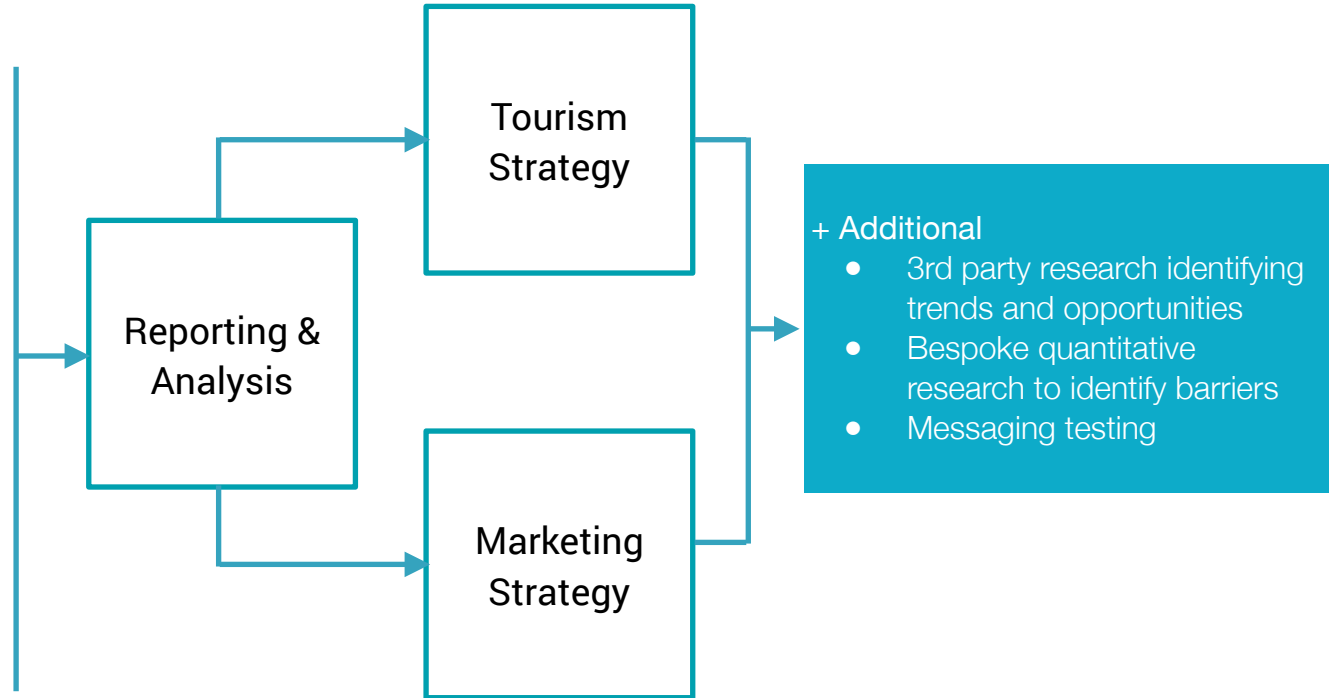
Existing Research

- Occupancy Survey - low quality data
- Exit Survey - collated, but not analysed
- 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



Questions?

