

# The Islands of Guernsey 2024 UK PR Strategy

The ISLANDS of  
GUERNSEY



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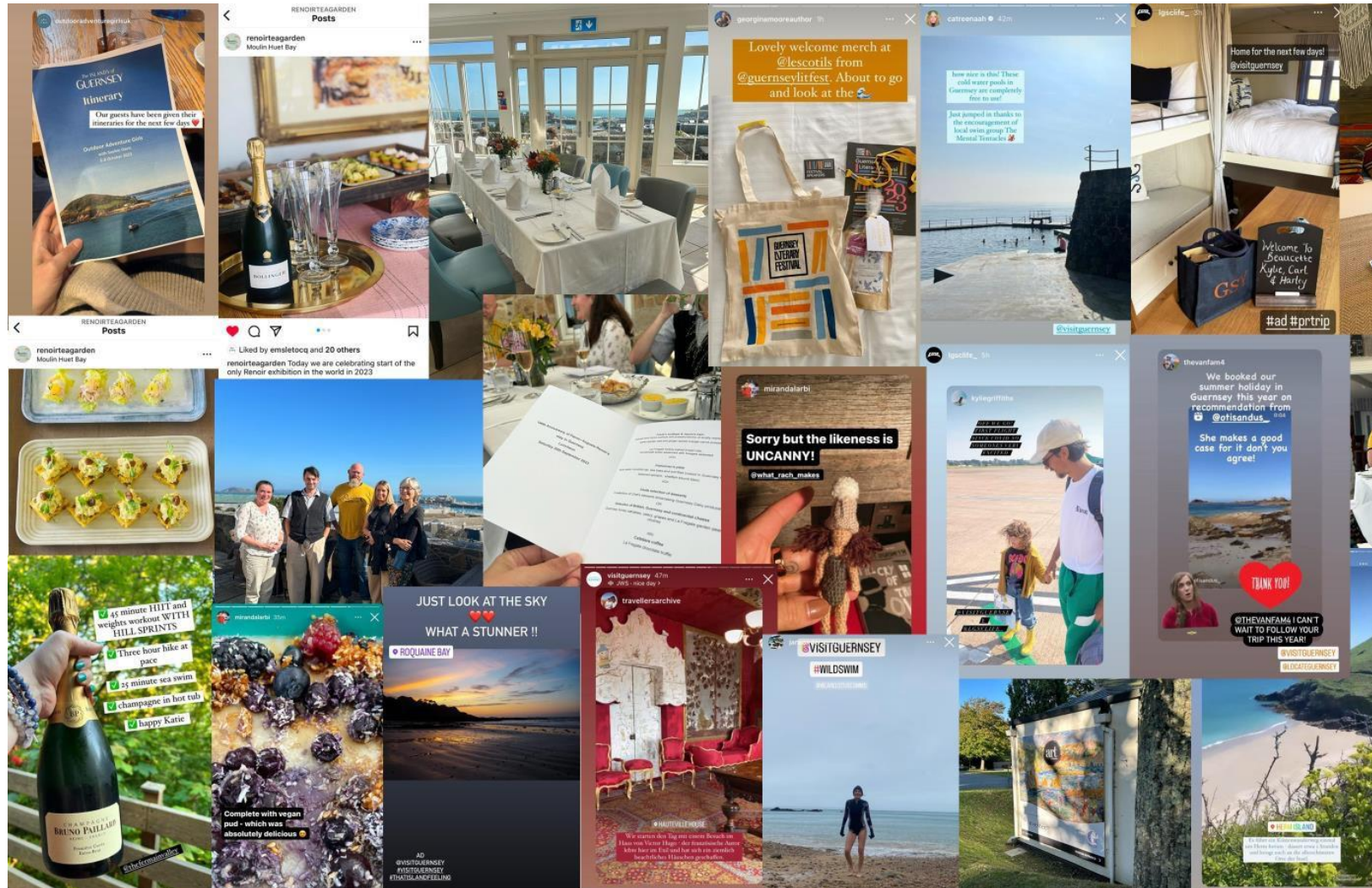


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# 2023 highlights

# The ISLANDS of GUERNSEY



## 2024 PR objectives

- ✓ Position Guernsey as a leading history and heritage destination, whilst still encouraging a younger audience
- ✓ Entice tourists to visit and explore Guernsey's other offerings through the lens of history and heritage (e.g. couples and children)



# Ongoing PR focuses

## Wellness & Sport

- ✓ Focus on the wellbeing product and sports events offering across the Islands

## New flight routes

- ✓ Include new UK regional flight routes across London City & Stansted, Liverpool, Newquay and Edinburgh, targeting regional media

## Stakeholder news

- ✓ Weave in relevant stakeholder news via maintaining ongoing stakeholder contact (accommodations, islands, hotel groups, tourism related businesses)

## Seasonal hooks

- ✓ Build on relevant seasonal hooks and local seasonal activity in line with our other focuses



# How can you work with us?

- ✓ Share updates and news about your business/product
- ✓ Let us experience your product so we can fully understand it and show it off for you to the right media
- ✓ Provide a VIP welcome to our visiting media
- ✓ Engage on social media, create bookable products



## EXPLORE



Jacqui Hoar at Moolin Head



An island just off the coast of England offers coastal swims, succulent seafood and (if you are lucky) sunshine! With French influence and British culture, Ella Foote discovers that Guernsey is a perfect destination for swimmers who like a place steeped in history with an abundance of swim spots

## THAT ISLAND FEELING

One hundred years before I was born, French Impressionist painter Auguste Renoir visited Guernsey and captured 15 landscapes during his stay. Inspired by the light, they became his most famous paintings. Over 100 years later and I am stood looking out onto Moolin Head. My reward? The sea is a brilliant turquoise, the sun dances across the swell and in the distance I can see the famous dark-rock outline of the Paps Stacks just off the coast. There is little difference between what I can see and Renoir's painting of Moolin Head. According to David Umehal, founder of Art for Guernsey, Renoir was motivated by the freedom of swimmers who shed their clothes and enjoyed the water, which is exactly what I intend to do too.

Guernsey, the smaller of the Channel Islands, is perhaps best known for being occupied by the Germans during the Second World War or as a tax haven for the super-rich in the 1960s. Tourism were attracted to the island for the warmer climate and French influence. Today, the history of the island is part of its soul with the added attraction of incredible food and a landscape you want to explore both by land and sea. You can get to Guernsey easily from any UK airport with a short flight, or by boat – the shortest crossing from Poole in Dorset takes just three hours. As a Crown Dependency, Guernsey is self-governing, but there are shared institutions, organisations and values. The currency is in pounds and they drive on the left. But what makes the place charming is the French place names, local rules, 30mph limit on the roads and historic influence.

Three out of Guernick on a rainy day in March and felt like I arrived in another part of the world entirely. Yes, I was fortunate with the sunny weather and beautiful spring conditions, but there was something else about the place that felt familiar and yet, a great place to escape to. I hired a car to enable the best use of my time to explore,

but there are great public transport options and cycling would be an ideal way to see the island. There are plenty of places that offer bike hire and the slow-road network of lanes and coastal roads provide a safe space for cycling. Driving is enjoyable too. While the 30mph limit sounds low, I barely drove much above 20mph the whole time due to the slower pace on the island, winding lanes and hilly terrain. You can stop at junctions as you will want to stop and take in all the views, because there are many and often with the sea twinkling into sight.

Like many holiday destinations there are plenty of great accommodation options, luxury hotels, chic bed and breakfasts, self-catering, camping and quirky, special places to stay. I stayed at Beauvieux Marina where they have mooring for those arriving by boat, camping pitches and luxury, self-contained shepherd huts. I got comfortable in one of the four shepherd huts, which was ideal and really special. The huts overlook the marina, harbour entrance and sea views out to neighbouring islands Sark and Herm. Inside my hut there was a king-size bed, kitchen, log burner, shower and flushing toilet. Outside there was a private hot tub and decking with barbecue. The facilities are well-considered, with everything I needed and more. Marina owner, Stephen Haines, said that he lived in each hut after they were built to ensure they were up to standard and to ensure guests were comfortable. I loved walking up to the gentle climbing of boat-march in the breeze and squawking sea-birds. The hut had a sea view and a bonus which is included with a log burner and a bunk bed at the end of each day watching the sea, marina and gentle life in Guernsey.

As well as warm welcome and vibrant community at Beauvieux, there is also a fantastic restaurant, Saboteur's main offer, like many restaurants in Guernsey, is seafood. There are restaurants and meat dishes as well as a kid's selection, but the fish is fresh, local and deftly prepared. I had a huge fish of sea bass which was light and served with bread and fries. I also enjoyed a delicious marmalade cake which was light and Being able to wander back to the hut after the meal without needing to travel was a real treat. The location also sits between two single beaches, so depending on the wind, site and conditions there are dipping

## EXPLORE



A vibrant kayaking club



Luxury shepherd hut at Beauvieux Marina



The Little Chapel

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THANK YOU

