



Guernsey Tourism Partnership  
April 2024

*The ISLANDS of*  
**GUERNSEY**

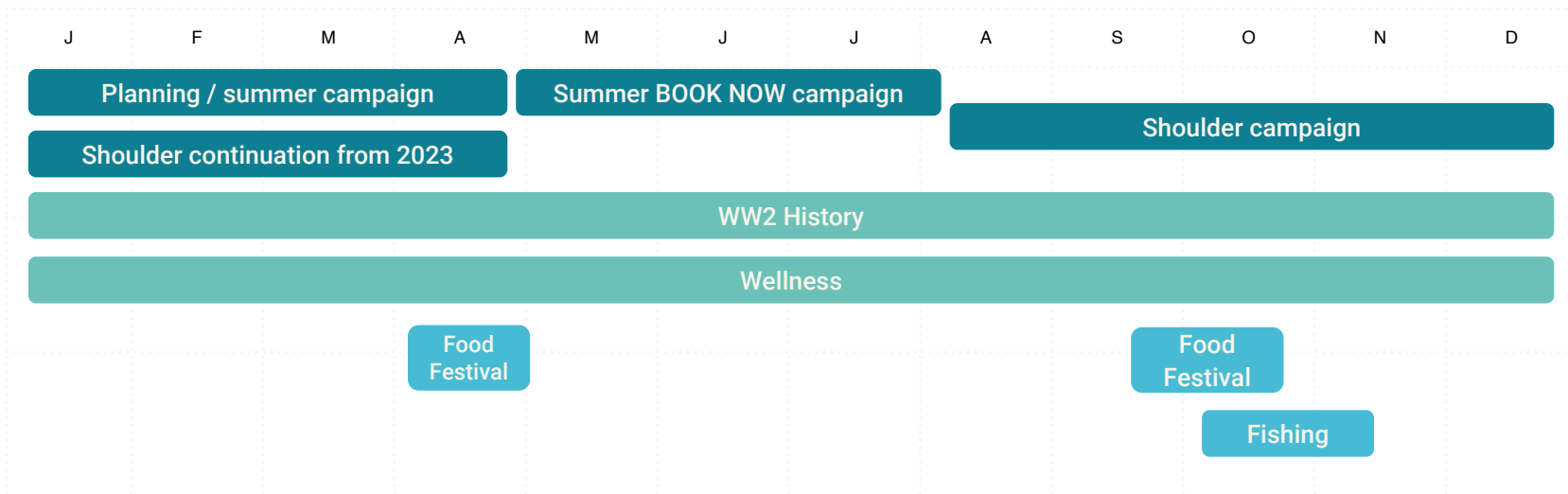
## Latest news

- 2024 campaign update
- Our audience
- Shifting booking patterns
- Cruise update
- Trade development
- PR updates – UK and European markets
- VG App development
- Tourism Development Fund
- Improved collaborative working



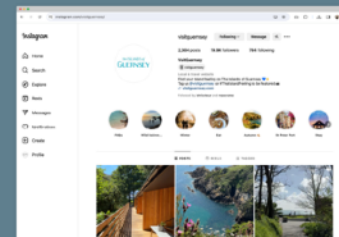
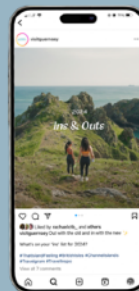
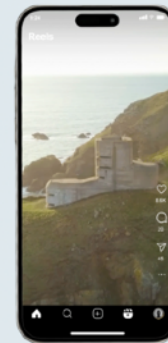


# 2024 campaign & comms plan



# 2024 campaign plan

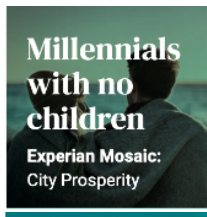


- **General awareness** - TV, out of home, print, digital, social including:
  - 2-month bursts on Sky Adsmart
  - High impact out of home campaigns across UK cities and 150 sites estimated to be seen 25m+ times
  - 25+ print publications
- **Reactive campaigns** in response to data / trends
- **Niche audiences** - Heritage (focus on WWII) and wellness
- **New route** marketing support
- **Dedicated French campaigns** including co-funds with Condor France and Aurigny





# Our audience focus

We are targeting affluent consumers who can afford a break to Guernsey alongside their other holidays or breaks. We take a different approach to each season, with more of a family focus in peak season.

 <p><b>Millennials with no children</b> Experian Mosaic: City Prosperity</p>	<p><b>26- 35</b> 2.18 million households No Children 150k + income</p>
 <p><b>Baby boomers</b> Experian Mosaic: Prestige Positions</p>	<p><b>56- 65</b> 2m households 150k + income</p>
 <p><b>Multi-generation &amp; families</b> Experian Mosaic: Domestic success</p>	<p><b>36-45</b> 4.3 million Av 2 children £70-99K income</p>

A new younger audience - looking for experiences together. Looking for escapism and Instagram moments. 3.97% population in high value properties, central city areas, with high status jobs, low car ownership, renters.

Affluent and older, many are regular visitors to our Islands and UK domestic holidays. 9% of the population, highly educated with high discretionary income.

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 and friends activities catering for all ages. Families with children, mid to high income, online shoppers.

## Off Peak

## Peak

Wellbeing and off the beaten track  
Couples, solo holidays & group trips  
Culture and heritage  
Unique location  
Shorter breaks - in addition to other holiday locations

Family connection  
Ease of the holiday experience  
Activities for everyone - outdoor and heritage  
Teenagers too

# Understanding our visitors - and what they are looking for

## Visitor data: 2023

Source: States of Guernsey Visitor Survey and States of Guernsey Exit Survey.

## Why are visitors coming here?

85%

85% of all leisure visitors of 2023 cited that the natural beauty of the island and its beaches attracted them to Guernsey.

54%

The second most popular reason was the history and heritage (54% of respondents).

3rd

The third most popular reason was the climate.

## Who is coming to Guernsey?

48%

48% travelled to Guernsey as a couple or with their partner.

49%

49% of all visitors during the first six months of 2023 were aged 55 years and above.

24%

24% were aged between 35-54-years-old.



# Booking patterns

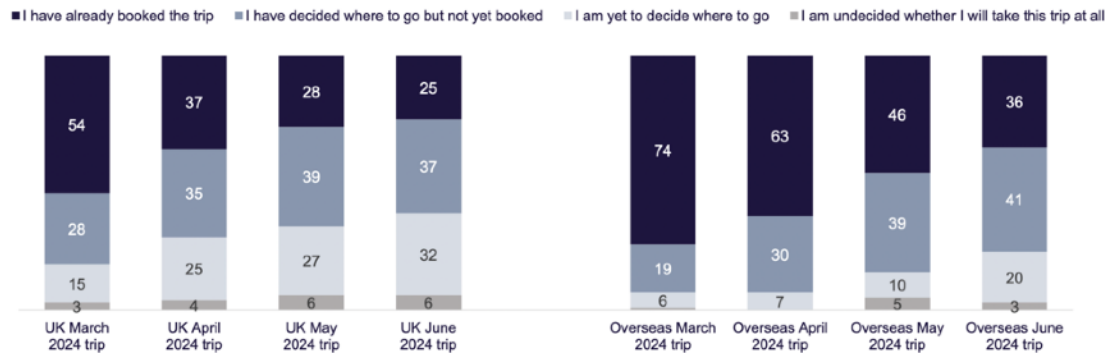
VisitBritain data from February 2024 shows that there is still a short-term booking pattern in those booking domestic trips.

Of those surveyed, and planning a trip for April:

- **37%** had booked
- **35%** had decided where to go but had not yet booked
- **25%** still deciding where to go

**54% of UK adults have already booked their domestic trips for March, while 74% have already booked their overseas trips for the same month**

Figure 15. Planning and booking the next intended UK and overseas overnight trip, Percentage, February 2024, UK



Question: VB2e. Which of the following best describes how close you are to booking your next overnight UK trip in <INSERT MONTH FROM VB2c(III)>? Base: UK trip., March 2024 n = 197, April 2024 n = 205, May 2024 n = 186, June 2024 n = 181. VB2g. Which of the following best describes how close you are to booking your next overnight OVERSEAS trip in <INSERT MONTH FROM VB2c(II)>? Base: Overseas trip: March 2024 n = 94, April 2024 n = 104, May 2024 n = 123, June 2024 n = 150.

# Cruise Business Development

## 2024 Cruise Visits

**83** scheduled to the islands of Guernsey

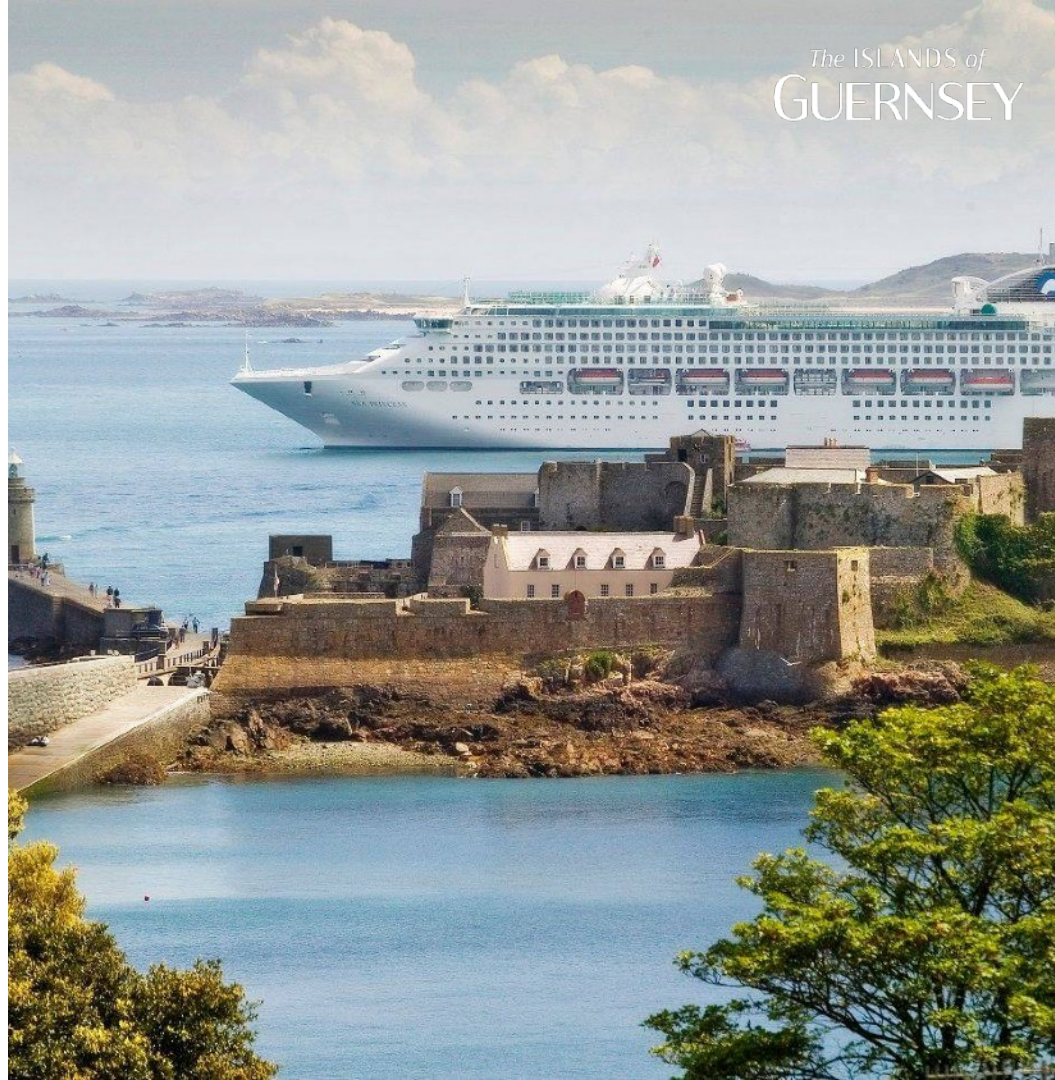
**9** will be first-time visits

## 2023 Cruise Visits

**63** in total

**12** first time visits

**79,672** passengers came ashore (82.2%)





# Cruise Business Development - planned activity

- Work continues through ongoing conversations with operators of both big and small ships to not only retain the ships we have, but also reach out to new business.
- Membership of CruiseBritain & attendance at their meetings.
- Seatrade Cruise Global next week.
- Confirmed agent from Excursions visiting next week.
- Cruise familiarisation trip planned for May.
- Quarterly mailer to database of cruise contacts.
- Plaque presentations & hospitality desk organisation.
- Advertising campaign with Cruise & Ferry review.
- Pitching the Islands of Guernsey to Cruise Critic.

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***"The fam trip to Guernsey was invaluable for seeing what the destination has to offer and to tap into new tour opportunities."***

- Representative from Carnival UK/Cunard/P&O



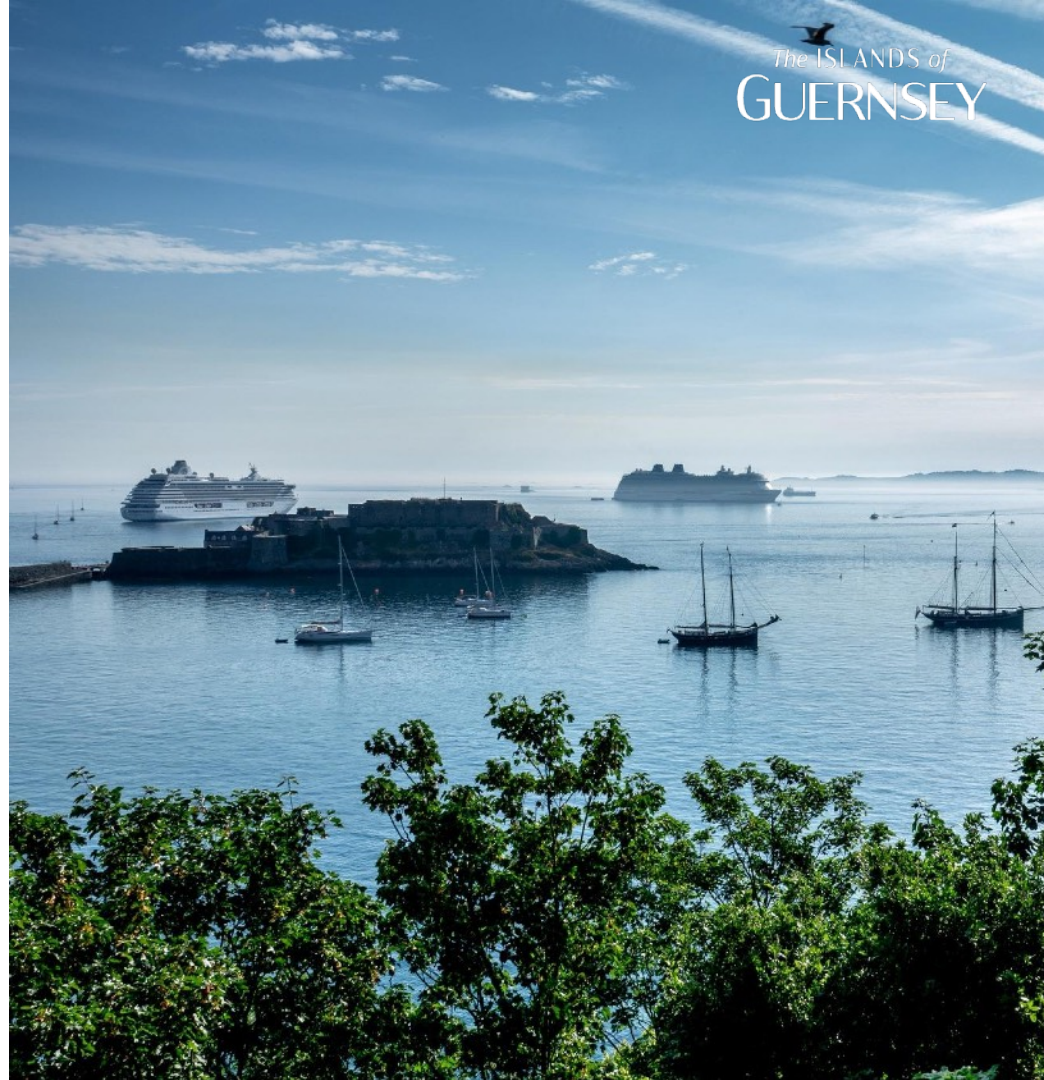
# Cruise Steering Group

A Cruise Steering Group has been established. This is to address some of the serious concerns expressed by Industry around the operational issues we are facing and the loss of cruise business, in particular the larger liners, and to work together to find solutions.

This group includes political representation, along with officers from Economic Development, Ports and STSB.

## Continued challenges

- Tender destination (poor weather/lack of tender facilities on cruise ships)
- Availability of shoreside power
- Brexit and the selling of duty free
- Fuel efficiency savings





# Early trade insight on 2024 bookings



- Bookings are down in general particularly due to hotel rate increase.
- Some agents pulled out and some usual business is down.
- However, the twin centres are up and selling well and are very much in demand for 2025.

## premierholidays

- Overall, the 2024 season is up 10% on 2023.
- Increase in arrivals from Jersey, with a mix of twin centres.
- Length of stay average 5 nights.
- February sales were up on last year. March & into April needed a push, so more offers were curated.
- Rest of season looking positive.

## rolf meier reisen

- 8 % more bookings than last year same date.
- Trend for bookings coming in later than pre-pandemic.

## prestonholidays.co.uk *the Great British island holiday company*

Trade is steady and seeing a rise in the number of 2 or more centre holidays with Guernsey outperforming Jersey currently.

## Prestige TRAVEL

- Guernsey continues to be a strong market.
- Average spend per person sits around £1465pp.
- Currently a popular destination for couples.

## New operators

Outreach to high-profile operators to create new sales platforms and additional revenue opportunities for industry:

- **Co-op Holidays** – more than 300,000 members.
- **Pets Pyjamas** - 500k+ highly engaged customers. They are dog-friendly travel experts with a UK-based clientele who like to travel out of the peak season
- **Beaches of Normandy** – International clientele promoting our WWII heritage.
- **Sunway** – largest and only Irish-owned operator.
- **Swimtrek** - world's leading provider for open water swimming holidays.
- **Byway** – sustainable travel specialists.

## New trade focused campaign & Membership

- Joined UKInbound – 400 members. Only trade association that represents inbound tourism.
- Travel agent focused campaign with Travel Gossip who have 26,000 followers.

## Group Travel

Attended British Travel & Tourism Show. Keen demand for group business to the islands. Key points discussed included:

- Lots of enquiries on twin centre breaks.
- Increased interest for specific heritage tours.
- Walking breaks popular.
- Felt hotel prices had increased more than Jersey.
- Concerns on ferry schedules.
- Interest from American & Canadian groups.

## Collaborative Campaigns

We are currently working with Aurigny Air Services, Condor Ferries UK, Condor Ferries France, Premier Holidays, Sunair and Rolf Meier Reisen, with others to be confirmed shortly.

# UK PR

## Top line UK PR activity

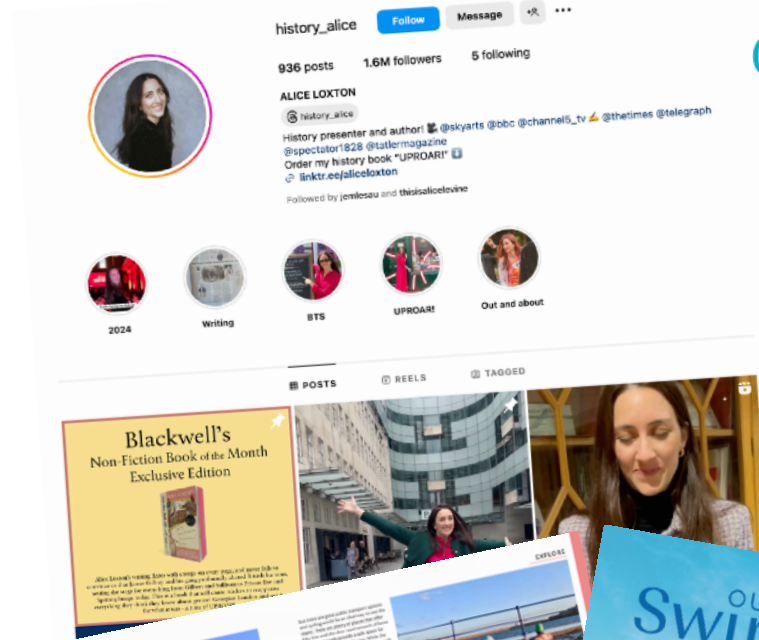
- Press releases
- Media alerts
- Visiting journalists
- Media events

## Key themes

- History & Heritage
- Wellness

## Visiting Journalist Programme – Target: 45

- Outdoor Swimmer
- History Alice – 1.6M Instagram followers
- Group trip – history focused
- The Telegraph, The Scotsman, IMAGE
- Liverpool, Leeds and Manchester Continentals

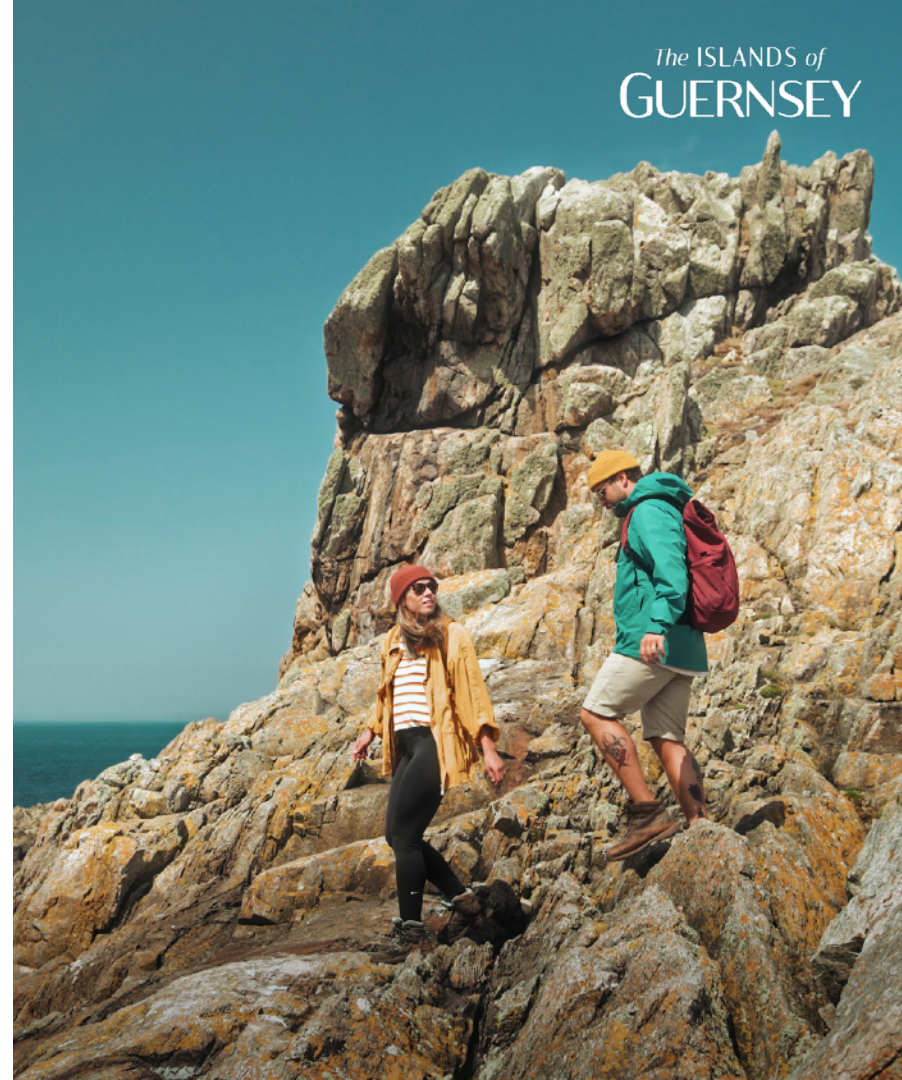




## German PR and trade

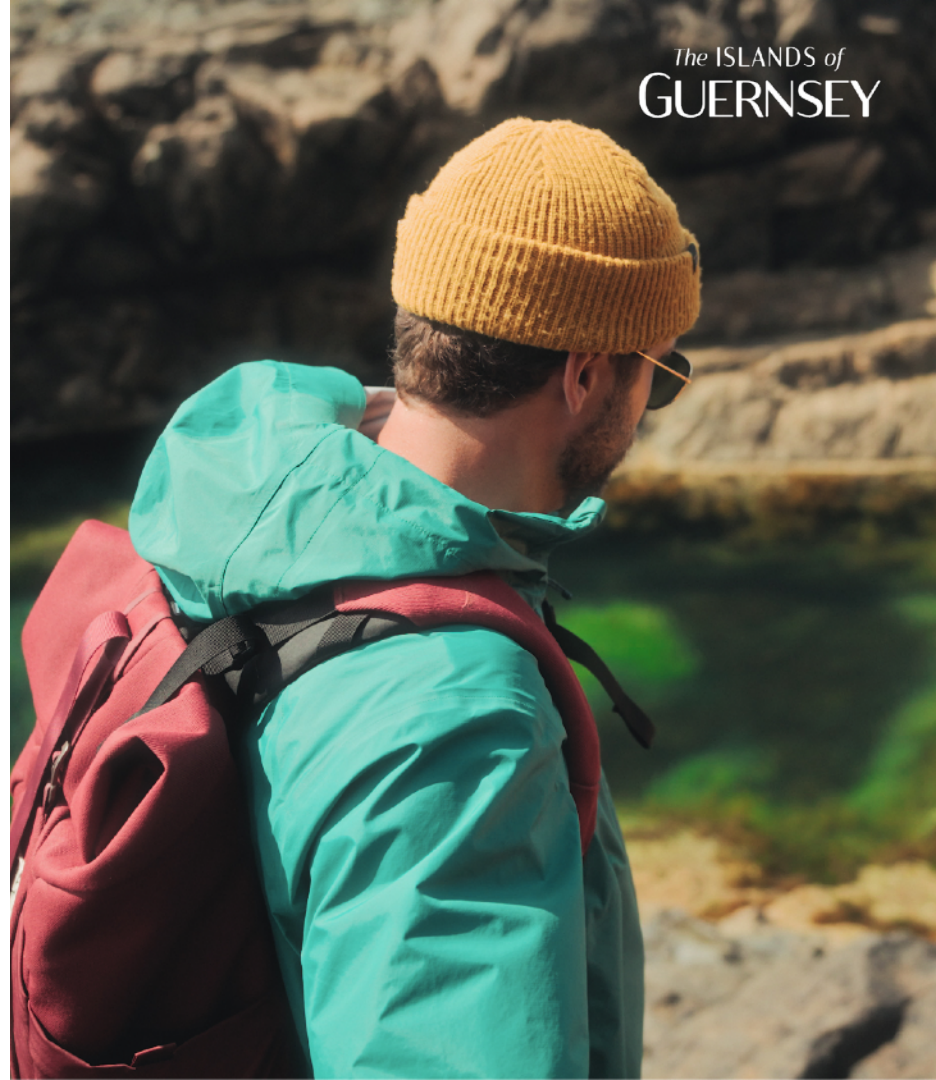
- For 2024, charters are being operated by Rolf Meier Reisen from Zurich, weekly from 11 May to 24 August
- German PR representative, Scott Crouch, attended ITB Berlin in early March to meet Tour Operators and Airlines
- Work is now focused on further outreach to those Tour Operators and Airlines to explore increasing seasonal and/or charter routes direct to Guernsey from Germany for 2025 onwards
- Initial discussions taken place with Globalis, Prima Reisen, Dertour, and Wolters Tui
- Collaborative approach with the Guernsey Hospitality Association
- Continued PR work with visiting journalists and media

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# French PR and marketing

- New Paris-based PR company, TQC
- Visiting Journalist Programme
  - Group trip 12 – 15 April
    - Grazia – 3.9M monthly visits
    - The Good Life – 90,000 monthly visits
    - Paris vous aime – 262,500 copies
    - Paris-Normandie – 1.2M monthly visits
    - Marie France – 91,135 copies
  - Individual trips
    - GEO WEB – 14M monthly visits
- Media releases
  - Guernsey now more accessible than ever from France
- Consumer mailers
  - Spring / Summer festivals
  - History & Heritage



# VisitGuernsey App

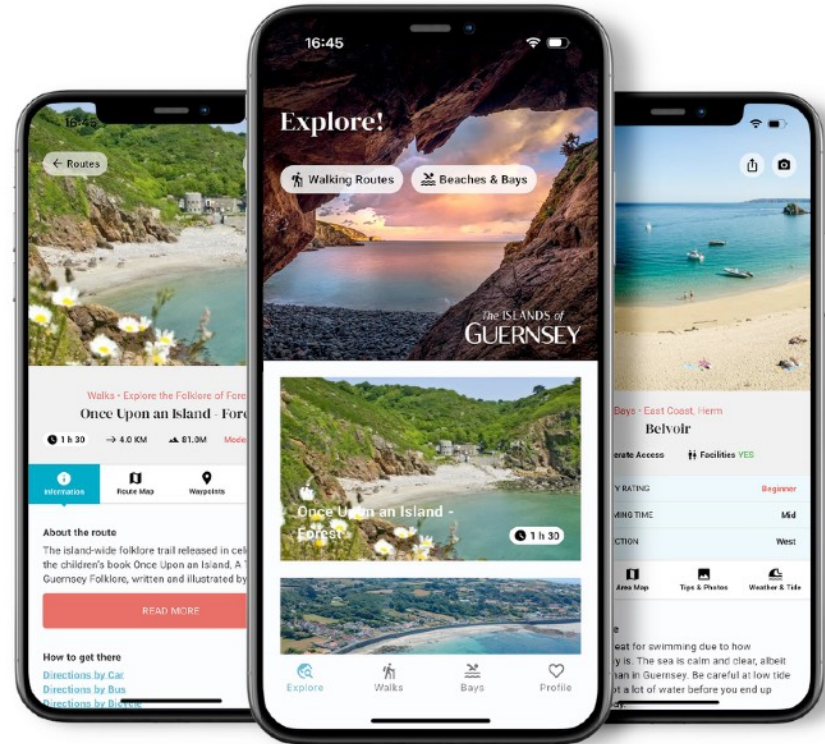
We are constantly developing content the VisitGuernsey App out to cover walking routes, beaches and bays and heritage focused trails.

- **37** walking routes, ranging in duration and difficulty, with audio and description route maps and waypoints including what you can do along the route (activities, restaurants etc).
- Bays and Beaches layer including **45** Bays giving details of tides, access, facilities etc.

In April, **five** new heritage routes, by car, cycle and on foot, will be added, covering our Occupation/Liberation story.

2024/5 additional walking routes we are hoping to add over the next 12 months:

- Guernsey Museum's Notable Women in History
- The Turner Trail, with Art for Guernsey
- Route of Island's Blue Plaques
- Stolpersteine - The Stolpersteine project aims to commemorate individuals at the last place of residency before they were deported.





# Tourism Development Fund

The Economic Development Committee allocated £150,000 to be used as a one-off Tourism Development Fund. The Tourism Management Board awarded funds to the following:

- Festung Guernsey
- DanceSport Association
- The Guernsey Mark
- The Graniteman Weekender
- Boatlife Angling Championship
- Floral Guernsey
- St Saviours/Monteborg Twinning Association
- Street Festival bunting

How do these support VisitGuernsey's strategic aims?

- Developing product in line with our key themes
- Staging events in the shoulder months
- Tapping into new and emerging niche markets
- Promoting the Islands as a destination at off-island events



## Working together

- Adapt and expand to fit with the themes we are focusing on
- Make the most of our assets
- Make sure your special offers are on the VisitGuernsey site
- Stay in touch – let us know how you are doing
- Take our partnership packages
- Stay engaged – read the trade mailers

VisitGuernsey Trade & Media offers a free-to-use, extensive library of official images and video, you can also keep up-to-date with the latest news, strategy and campaign activity

[guernseytrademedia.com](http://guernseytrademedia.com)



## Working together - partnership packages deliver results

Advertise with VisitGuernsey. All trade partners are entitled to a bronze package, free of charge, but there are opportunities to make the most of our connections, to improve yours, whatever your budget. These include:

- Listings on visitguernsey.com
- Special offer listings
- Social media features
- Special offers included in consumer mailers
- Featured listings on visitguernsey.com
- Bespoke content partnerships



Bespoke content partnership with The Fermain Valley Hotel delivered:

- Dedicated mailer to VisitGuernsey database (55,000+) opened by 11,841 people (21.27%) resulting in 224 direct referrals
- 105 link clicks and 8,178 organic impressions on Facebook





Kubota Thank you