

A photograph of two women climbing a rocky cliff. The woman on the left is wearing a yellow sports bra and black leggings, and is smiling broadly with her mouth open. The woman on the right is wearing a red sports bra and black leggings, and is also smiling. They are both wearing sunglasses. The background shows a clear blue sky and the rugged, rocky terrain of the cliff.

The ISLANDS of
GUERNSEY

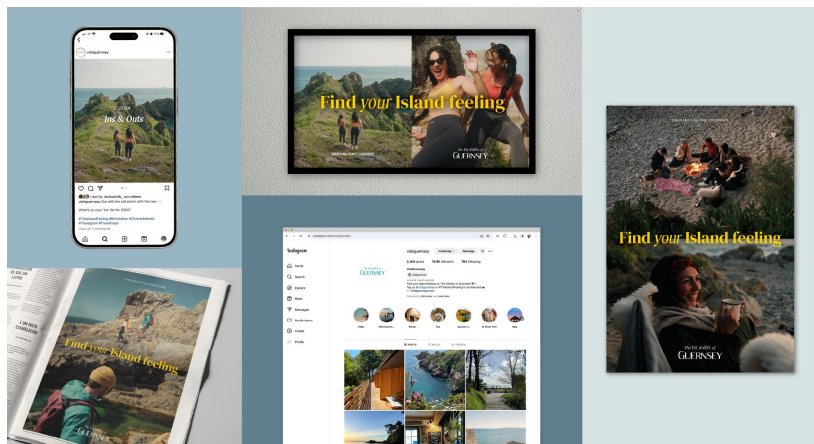
Q1 2024 Performance

Q1 Marketing focus

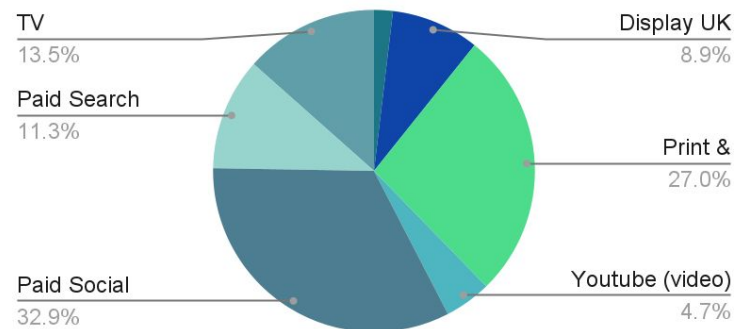
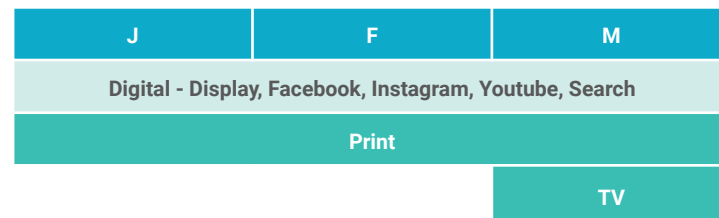
In Q1 we ran two core campaigns:

1. Off peak shoulder month campaign following on from 2023
2. New 2024 Campaigns focusing on
 - o Off Grid travel / escapism from the city
 - o Hiking
 - o Sea Swimming
 - o Family beach holidays

Targeting affluent travellers, solo, couple and multi-gen families



Our media delivery for Q1 was mainly weighted towards Digital channels alongside targeted print including national newspapers and magazines, in March we ran our TV advert on Sky TV.



Campaign performance and delivery - UK

Our digital advertising for Q1 delivered across core channels

Display
YouTube
Social Ads
Paid search

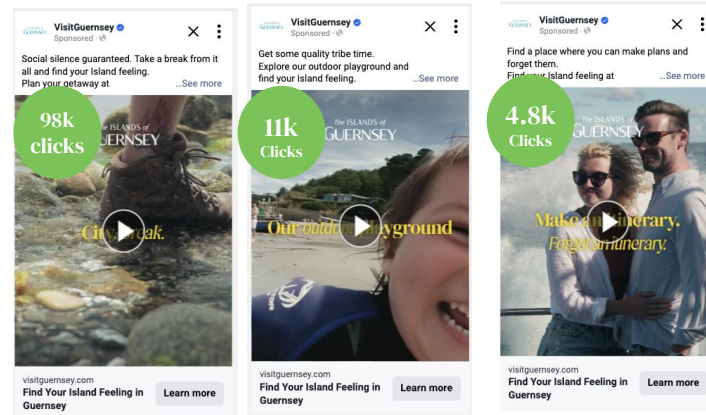
Total Impressions Q1
(How many times our advertising has been served / seen)

Display	11.4m
Youtube	3.8m
Social ads	10.7m

Our top performing Facebook and Instagram creative is

- 'City.Break'
- Our outdoor playground
- Make an itinerary, forget an itinerary

146,694 total clicks

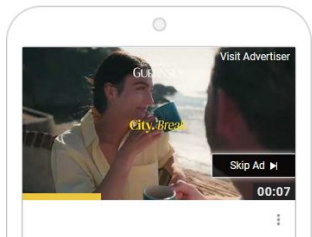


The ISLANDS of
GUERNSEY

YouTube delivered:

Views: 2.4m
View rate: 87%
Clicks: 1,063

Highest coverage with people in market and interested in traveling. Highest view rates also amongst this audience.



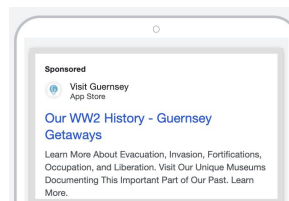
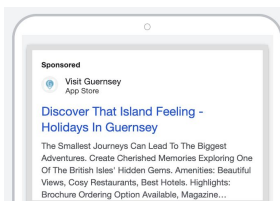
Paid search campaigns have delivered:

Impressions: 128,747
Clicks: 21,446
Leads: 23,693

Impressions: 2,372
Clicks: 85
Leads: 2

Top 5 keywords that drive traffic to the site:

Holidays island
Island holidays destinations
Where to stay in the UK
Channel Islands Holidays
Island travel destinations



Media delivery - France

With new route investment with Paris, we have partnered with carriers to create co-fund campaigns

3,908 Clicks

aurigny

Évadez-vous. Allez à Guernesey

Visitez Guernesey, à seulement 1h30 de vol de Paris. Réservez dès maintenant

Fermer Book now

The ISLANDS of GUERNSEY

J	F	M
Total Impressions Q1		
Display	2.2m	
Social ads	3m	
		Search
		Display
		Youtube
		Facebook & Instagram

PARIS Paid search campaigns have delivered:
Impressions: 19,223
Clicks: 2,842
Leads: 1,624

Paid Social Impressions:
3,041,760
Clicks:
50,895

Sponsored

visitorgu.visitguernsey.com/

Profitez de l'esprit des îles - Belles plages à Guernesey

Guernesey est la destination idéale peu importe la durée du séjour. Trouvez vos vacances plein air idéales à Guernesey. Highlights: Brochure Ordering Option Available, Magazine Available, Amenities: Beautiful Views, Cozy Restaurants, Best Hotels, View Magazin...

Accommodation Things To Do In Guernsey

Sponsored

www.visitguernsey.com/

Belles plages à Guernesey - Destination au Royaume-Uni

Tombez amoureux de notre île. Réservez dès aujourd'hui vos vacances de 2024. Pas besoin de longues heures de vol pour se sentir dans un autre monde. Highlights: Brochure Ordering Option Available, Magazine Available, View Magazine, Beaches, Island...

Package Holidays Getting Here

Aurigny.com Sponsored

Quittez la ville pour trouver votre île isolée à seulement 1 heure 30 de Paris. Explorez des paysages ...See more

2.33% CTR

aurigny.com **Allez à Guernesey** à 1h30 de Paris **Book now**

Aurigny.com Sponsored

En raison de ses liens forts avec la Normandie, Guernesey est une petite île britannique à l'histoire de France. À ...See more

2.09% CTR

aurigny.com **Allez à Guernesey** à 1h30 de Paris **Book now**

Aurigny.com Sponsored

Quittez la ville pour trouver votre île isolée à seulement 1 heure 30 de Paris. Explorez des paysages ...See more

2.05% CTR

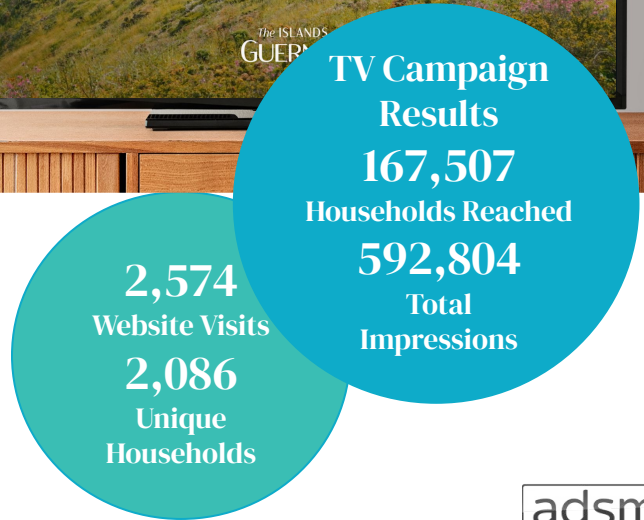
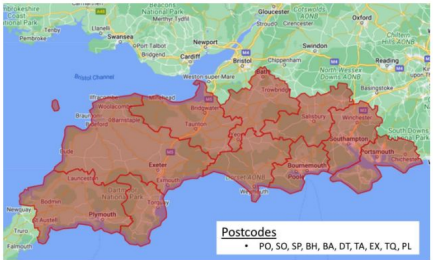
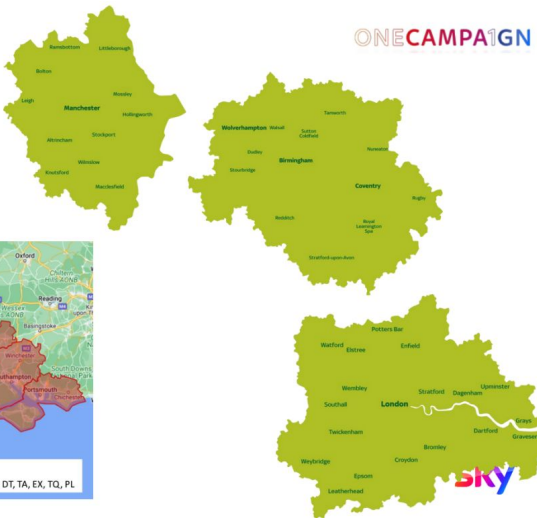
aurigny.com **Allez à Guernesey** à 1h30 de Paris **Book now**

Media delivery - TV

In March we launched our one month TV campaign on Sky Adsmart reaching affluent targeted households with a propensity to , around key departure points

- Manchester
- Birmingham
- London
- South West

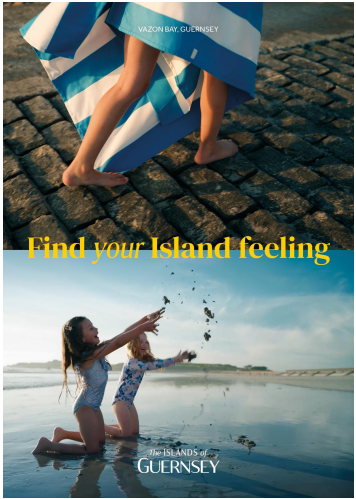
+256.34% uplift
in website sessions





Media delivery - Print - Q1

J	F	M	A	M	J	J	A	S	O	N	D
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- The Telegraph
- The Guardian
- The Observer
- The Garden
- RadioTimes
- Country Walking
- more goodfood
- Condé Nast Traveller
- Gardeners' World magazine
- HOUSE & GARDEN
- FAMILY TRAVELLER



 **Total Circulation**
3,269,562

 **Total Insertions**
17

Social and content performance - Q1

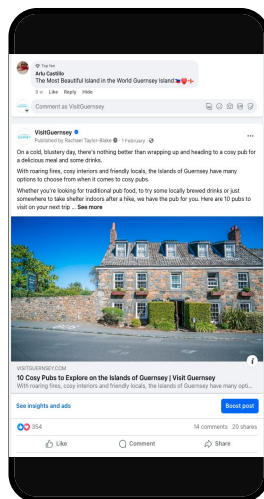
- Overall best performing content across platforms was a combination of scenic cliff/beach photos and reels, Guernsey in the media and Ambassador content.
- Reels content is performing strongly. Leveraging new travel and audio trends has increased reach and engagement.
- Kicked off History Reel series with Richard Heaume at the Occupation Museum.
- Blog articles performed well on Facebook driving traffic, engagement and reach.
- Increased engagement rate across channels, with particular focus on Instagram. Above 4% in January & March. Comments across platforms have increased.
- Key external events: Saving Lives at Sea in WWII, Literary Festival promotion.

Popular articles & pages included:

Things to do this Month, Plan a Romantic Break for Two with Special Offers, 10 Cozy Pubs to Explore, Self-Catering Guide Guernsey, The Islands of Guernsey During WWII, Sporting Events Happening in 2024, Travel Guide: A Solo Wellness Trip, Mindful Hikes on our Islands, How to Spend a Day in St Peter Port, Experiences: WWII History, History & Heritage Sites to Explore

Saving Lives at Sea in WWII - Aired on BBC Two. The news was widely shared on Facebook.

Q1	
Growth	1059
Social reach	3,530,728
Social posts	133
Engagement	3.5%



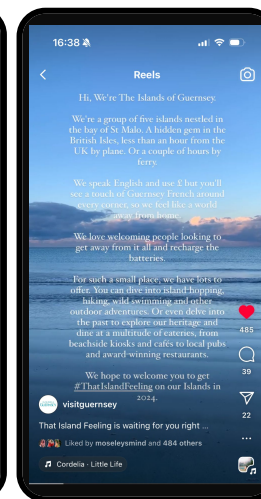
21,130 reach
388 interactions
1090 link clicks



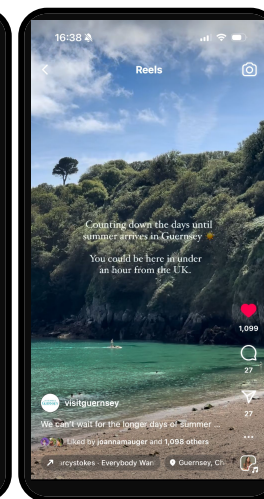
8298 reach
714 interactions
18 saves



6,615 reach
9,721 plays
1d 3 hours watch time
577 interactions
37 saves



9567 reach
16,776 plays
19h hours watch time
570 interactions
25 saves

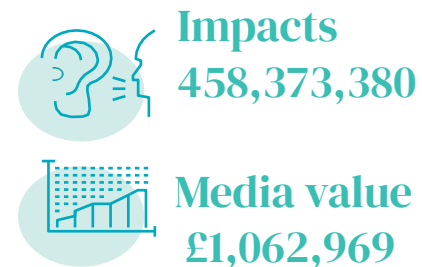


12,478 reach
19,939 plays
22h hours watch time
1208 interactions
55 saves

PR delivery - UK - Q1



J	F	M	A	M	J	J	A	S	O	N	D
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PR delivery - UK results

Press Trips

Hosting and securing a number of press trips with itineraries that catered to specific themes and niches, showcasing the diverse offering of the island to relevant media (e.g. History & Heritage, wellness, new flight routes). Front page in Outdoor Swimmer achieved using local assets.

Securing comped activities, hotel stays, and meals at high-end restaurants, including bespoke menus, demonstrating the strong relationship successfully built with both the Guernsey Tourism Partnership and the hospitality industry more broadly.

Tailoring press trip welcome packs to individual journalists to ensure a unique and special welcome to the island. Examples include hot water bottle covers made from traditional Guernsey Jumpers and locally produced jams and Chutneys, demonstrating local knowledge and attention to detail.

History & Heritage

Securing top-tier targets for a group press trip focusing on the History & Heritage of the Islands. Securing fully comped accommodation for them at high-quality hotels.

Securing top tier influencer History Alice to visit the Islands in May 2024 to create a set of content focusing on Hlstory & Heritage. Booked meetings with relevant historical contacts / activities.

2024 Performance Overview Q1

Press trips	1
Press releases	6
Pieces of coverage	76
'A' Media	66%
Feature-length	4
Travel round-ups and hot-lists	18
History & Heritage	2
Social media	N/A



THE TIMES Today's sections Past six days Region Times Radio Times My account Search

CHANNEL ISLANDS

My nostalgic family escape on a tiny car-free island near the UK

No nightclubs, no roads, not even a supermarket — yet a short break on Sark was still a hit with Louise Carpenter and her four teenagers

La Coupée isthmus joining Big Sark to Little Sark

Louise Carpenter | Saturday February 03 2024, 12:01am, The Times

Share

Your arrival in Sark will be delayed due to boat traffic," came the surprising announcement at the end of our ferry journey. The tiny Channel Island off the western coast of Normandy, three miles long and half as wide and populated by just 500 people, was an appealing holiday destination for what it does not have: no airport, just a harbour for small boats coming over from Jersey and Guernsey; no roads except for one central avenue, and in fact no cars either, just tractors, horses and carts for luggage. There are not even streetlights, only three pubs and certainly no nightclubs, and travelling around the island's 40 miles of breathtaking coastline would, for my family, be by bike (electric and push).

PR delivery - France - Q1



LE FIGARO ELLE



Impacts
130,943,387



Media value
£15,828

PR delivery - France results

Press Trip Themes

Hosting press trips with itineraries that cater to specific themes and niches, showcasing the diverse offering of the island to relevant media (e.g. wellness, new Aurigny route to Paris).

Paris route

Developed a bespoke Group Trip itinerary for a selection of Paris-based journalists from titles including Grazia and Paris-Normandie, with a total circulation in excess of 5m. Trip to highlight Aurigny's new route from Paris, including complimentary hotel stays and activities. Also worked on an itinerary for GEO.web (circulation of 13m+ readers), focused on two individuals enjoying a wellness trip.

History and heritage

In contact with a journalist who is preparing a 52-minutes program "Des racines et des ailes" about the islands of Normandy and Brittany, including the Channel Islands. She was looking for any cultural heritage restoration projects in progress and cultural challenges for the island (storms, floodings, etc.).

In contact with a journalist who is writing a book about : Le Journal d'Exil d'Adèle Hugo. She comes to Guernsey from April 17 to 19.

Press trips	0
Press releases	1
Pieces of coverage	4
'A' Media	55%
Travel round-ups and hot-lists	0
Paris route	3
Wellness	1



Inspiration ▾ Destinations ▾ France Ski ▾ Hôtels Conseils Podcasts ▾ Préparer son voyage ▾

Accueil > Voyage

Toujours plus vite : cette petite île chic de la Manche est désormais à une heure de Paris

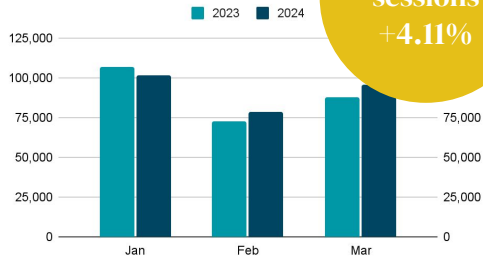
Par Yan Bernard-Guilbaud
Publié le 01/03/2024 à 11:07, mis à jour le 01/03/2024 à 11:14

[Copier le lien](#) [✉](#) [f](#) [t](#) [in](#)

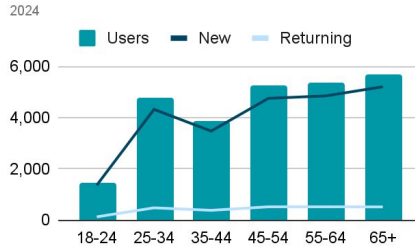
▶ Écouter cet article 00:00/02:25

Website performance

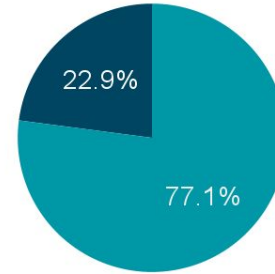
Website sessions
+4.11%



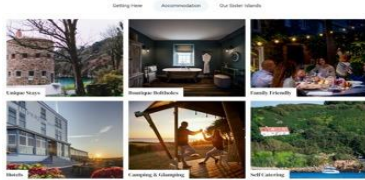
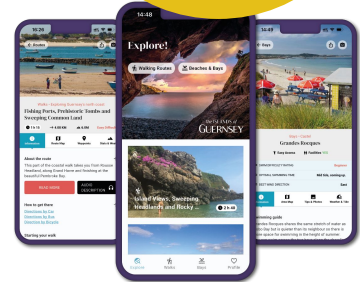
In line with our targeting, our campaign has continued to deliver a more diverse range of audiences.



● New Visitor ● Returning Visitor



App Downloads
Apple 664
Google 316



Top most visited pages:
/planning/offers/
/accommodation/
/planning/getting-here/
/experiences/events/
/planning/getting-here/

Top 5 cities:
London
Birmingham
Plymouth
Wolverhampton
Manchester



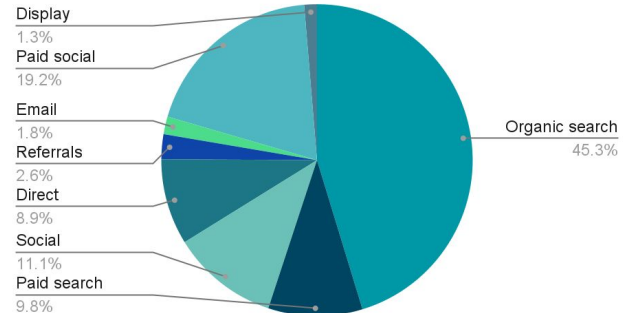
Time on site:
1m 14 sec



Bounce rate:
21.80%

Google Analytics

Organic and social channels drive the majority of web sessions



Partner referrals

	Jan	Feb	Mar
Partner referrals	23,282	20,459	21,440



Referrals - top 10

	Count
outbound_aurigny_com	5143
outbound_condorferries_com	4151
outbound_channelescapes_com	3368
outbound_www_guernseytravel_com	2579
outbound_www_condorferries_co_uk	2311
outbound_www_channelislandsdirect_co_uk	1618
outbound_www_fermainvalley_com	1442
outbound_www_manche_iles_com	905
outbound_www_blueislands_com	884
outbound_www_sark_co_uk	814

Occupancy

	Jan	Feb	Mar
2024	37%	42%	43%
2023	28%	35%	39%
% difference	+9%	+7%	+4%

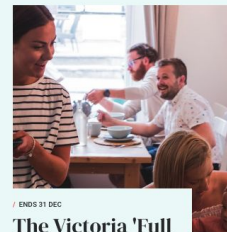
Special Offers



/ ENDS 31 DEC

Pre-pay and save at The Old Government Hotel

Pre-pay 30 days or more ahead of your arrival date and enjoy savings of up to 20%.



/ ENDS 31 DEC

The Victoria 'Full House'

Book out the whole of The Victoria for you and your friends to make it your own exclusive home for your escape to Alderney.



/ ENDS 19 MAY

Reclaim yourself in Sark - Yoga Retreat

Unwind in Nature's Embrace. Discover Serenity at our Sark Island Yoga Retreat

