VISITGUERNSEY

Tourism Seminar 2018

GUERNSEY
HERM • SARK • ALDERNEY

WHAT'S NEW IN TOURISM?

GUERNSEY
HERM • SARK • ALDERNEY

MARKET TRENDS

HEALTH & WELLNESS TRAVEL

EXPERIENCES

CULTURAL & HISTORIC TOURISM

EMERGING DESTINATIONS

CULINARY TOURISM

ACHIEVEMENT IS THE NEW EXPERIENTIAL

365 DESTINATION

*Various sources, available on request.

GUERNSEY TRENDS

- Increased awareness of Guernsey during 2018
- More focus on conversion during 2019 through stronger CTAs
- Partner offers and promotions and joint advertising campaigns are key

TARGET SEGMENTS

GUERNSEY
HERM • SARK • ALDERNEY

Established explorers

Playground seekers

Spirited independents

ABC1 55-64 'BABY BOOMERS'

a core audience

2019: THE YEAR OF

'Great Encounters'

GUERNSEY
HERM • SARK • ALDERNEY

2019 – YEAR OF 'GREAT ENCOUNTERS'

GUERNSEY
HERM • SARK • ALDERNEY

THE EXPERIENCE

+

THE PEOPLE

+

THE PLACE

=

THE ENCOUNTER

2019 will show the landscapes and culture of Guernsey, taking visitors on a journey to the meet our Islanders and encounter Great Guernsey things, all against a backdrop of unique, authentic heritage.

2019 – THEMES

FOCUS WILL BE ON THE FOLLOWING THEMES:

Walking

Food

Island Hopping

Cycling

Floral/Beauty

* Source: Guernsey Visitor Survey Jan-Sep 2018

2019 – THEMES

* Source: Guernsey Visitor Survey Jan-Sep 2018

We've just walked
an island,
what will you do?
in
GUERNSEY
HERM • SARK • ALDERNEY

2019 – THEMES

* Source: Guernsey Visitor Survey Jan-Sep 2018

I've had a taste of
Island Life and
it's good!
what will you do?
in
GUERNSEY
HERM • SARK • ALDERNEY

2019 – THEMES

* Source: Guernsey Visitor Survey Jan-Sep 2018

We've Island hopped to Herm, Sark, Alderney & Lihou,
what will you do?
in GUERNSEY
HERM • SARK • ALDERNEY

2019 – THEMES

* Source: Guernsey Visitor Survey Jan-Sep 2018

I've cycled
an Island's coast,
what will you do?
in
GUERNSEY
HERM • SARK • ALDERNEY
ADVENTURE

2019 – THEMES

Floral/Beauty

92% of visitors influenced to visit because of **natural beauty**

67% of visitors influenced to visit because of **floral offering and gardens**

* Source: Guernsey Visitor Survey Jan-Sep 2018

I've seen the beauty of Island Life, what will you see?
in GUERNSEY
HERM • SARK • ALDERNEY

2019 – CAMPAIGNS & CREATIVE

2019 – CAMPAIGNS & CREATIVE

GUERNSEY
HERM • SARK • ALDERNEY

FINECAST

itv

The Telegraph

Destinations
the holiday & travel show

Manchester 17-20 Jan 2019
& London 31 Jan-3 Feb 2019

RHS CHELSEA FLOWER SHOW

21-25 May 2019

2019 – DIGITAL CAMPAIGNS & CREATIVE

YouTube

Google Ads

2019 – DIGITAL BANNERS

2019 – AMBASSADORS

GUERNSEY
HERM • SARK • ALDERNEY

Carla Bauer
WALKING

Ant Ford Parker
CYCLING

outdoorguernsey.co.uk

Nicola Terry
FOOD & DRINK

wallow.gg

Buz White
ISLAND HOPPING

guernseyboatcharter.com

Pat Johnson
FLORAL

floralguernsey.co.uk

2019 – WEB & BLOGS

2019 – EMAILER

THE TOP LEVEL STATS FOR MAILERS, UP UNTIL THE END OF AUGUST ARE:

2.9 **million** emails sent

430k Engagements (Opened Emails)

34k Referral Events (Clicks)

2019 – FESTIVAL ACTIVITY

GUERNSEY
HERM • SARK • ALDERNEY

GUERNSEY HERITAGE FESTIVAL
19TH APRIL – 9TH MAY 2019
EVOLUTION REVOLUTION
ENCOUNTER GUERNSEY THROUGH THE AGES

HERITAGE FESTIVAL:
Guernsey Encounters through the Ages
19 April - 10 May

FOOD FESTIVAL

SPRING & AUTUMN WALKING FESTIVALS in GUERNSEY
HERM • SARK • ALDERNEY

SPRING AND AUTUMN WALKING FESTIVAL 2019:
25 May-9 June and 14-29 September

63% of visitors influenced to visit because of **heritage**

+26% more walkers in **Spring Walking Festival 2018** vs 2017

THE GUERNSEY LITERARY & POTATO PEEL PIE SOCIETY

- GLPPPS still presents a great opportunity
  - -UK release on Amazon Prime
  - - Ongoing DVD / Blu-ray sales and digital downloads
  - - Ongoing book sales
- GLPPPS incorporated into 2019 campaign imagery

- Launch of an Occupation Trail

2019 – SUMMARY

- A year of Great Encounters
- Celebrating unique Guernsey experiences
- Using authentic Guernsey ambassadors
- With highly targeted communications
- And strong offer-led campaigns