What's next
after such a big year?

Wendy Pedder
Manager, Trade & Media

BUILDING A LEGACY FOR THE FILM

GUERNSEY
HERM • SARK • ALDERNEY

- Working with the cruise liners
- Supporting tour operators and travel agents
- Media outreach

A FILM BY
THE GUERNSEY LITERARY & POTATO PEEL PIE SOCIETY
MIKE NEWELL

GREAT ENCOUNTERS

Focusing the media on The Encounter and Guernsey's key selling points.

THE EXPERIENCE

- Themed journalist visits, immersing them into Island life.

THE PEOPLE

- Discovering the personalities behind the destination

THE PLACE

- Focus on our unique festivals celebrating the heritage, floral, food & walking

...to be inspired by the islands

TRADE AND REPRESENTATION

- Agent-facing activity and training
- Increased liaison with niche / independent tour operators
- Fam trip programme throughout the year

CRUISE

- 115 calls scheduled in 2019

- 13 inaugural calls, including:

- Hansiatic Nature
- Hansiatic Inspiration
- Thompson Explorer (3,080 passengers)
- Celebrity Reflection (3,046 passengers)

CRUISE

- Tender operation expansion?
- Equal priority rights to liners
- Creation of more themed shore excursions and tours
- Improved infrastructure, more ships, more visitors

= Increased commercial opportunities

USA

- Creation of commissionable product for USA market to sell
- Awareness building with USA agents
- Targeting key west and east coast media
- Visiting journalist programme
- Liaison with VisitBritain in the USA

FRENCH PR AND TRADE

GUERNSEY
HERM • SARK • ALDERNEY

CAMPAIGN FOCUS

- Meeting Guernsey's ambassadors & encouraging the unexpected encounters

HERITAGE IS KEY

- Victor Hugo themed press visits
- Anniversary of Renoir's death

PARTNERSHIPS WITH THE TRADE

- Media visits & co-funded marketing activities

GERMAN PR AND TRADE

WHAT'S NEW?

- Target digital media
- Networking sessions
- Meet the Locals campaign
- Travel Trade Shows

HOW TO HELP US

WHAT'S NEW?

- Creation of new product
- Communication with the PR team at VisitGuernsey
- Strong and easy call to action

SUMMARY

GUERNSEY
HERM • SARK • ALDERNEY

2019

- The year of building on the legacy
- Finding the unexpected
- Encountering the locals
- Hearing the stories

...and being inspired by the islands