



Media Release

Date: 18 January 2018

Quarter 3 and January to September 2017 Exit Survey Results

VisitGuernsey and their creative agency, Vivid, have been shortlisted for this year's UK Travel Marketing Awards, sponsored by the Chartered Institute of Marketing. VisitGuernsey and Vivid have been short listed for '**The Best Integrated Campaign of the Year**'. They are in esteemed company as big hitters such as Virgin Atlantic, VisitBritain, Heathrow airport, Viking Cruises, British Airways, Avios, P&O Ferries, Sandals Resorts, to name but a few, have all made submissions for this year's travel awards.

The 2017 campaign 'Guernsey Memories' is the integrated campaign shortlisted for the award this year. The campaign including creative executions advertised and promoted through TV, digital, social media, outdoor, press, PR and radio media channels was developed by VisitGuernsey's marketing team led by Anita Walker – Marketing Manager Brand and Communications, Wendy Pedder – Marketing Manager Trade and PR, and Peter Amory – Marketing Manager Digital, in partnership with Vivid their creative agency. The winners are to be announced at an awards ceremony in London on 12th March.

If successful this will be the second UK Travel Marketing Award in the past two years that we have won working with Vivid. In 2016 we won the 'Best TV advertising' award for our TV campaign 'Great things Happen in Guernsey'

Mike Hopkins, Director of Marketing and Tourism said "This is fantastic news for the two teams. To be nominated by the UK industry's top travel and tourism organisations and the pre-eminent professional marketing organisation, The Chartered Institute of Marketing, is testament to the excellent work produced by the very talented teams at VisitGuernsey and Vivid in support of Guernsey's tourism trade and industry"

Ends

Notes to Media

For media enquiries, in the first instance, please email or wendy.pedder@gov.gg or call 01481 234567

