

# Little island. Big impact.

#theislandbreak



Our mission

**Our mission is to promote tourism to and within Jersey in an innovative, economic and efficient way thus delivering on our vision of a vibrant sustainable tourism industry.**

Our values

**Connecting with visitors is our number one priority. Through everything we do, we generate demand by inspiring people to visit Jersey.**

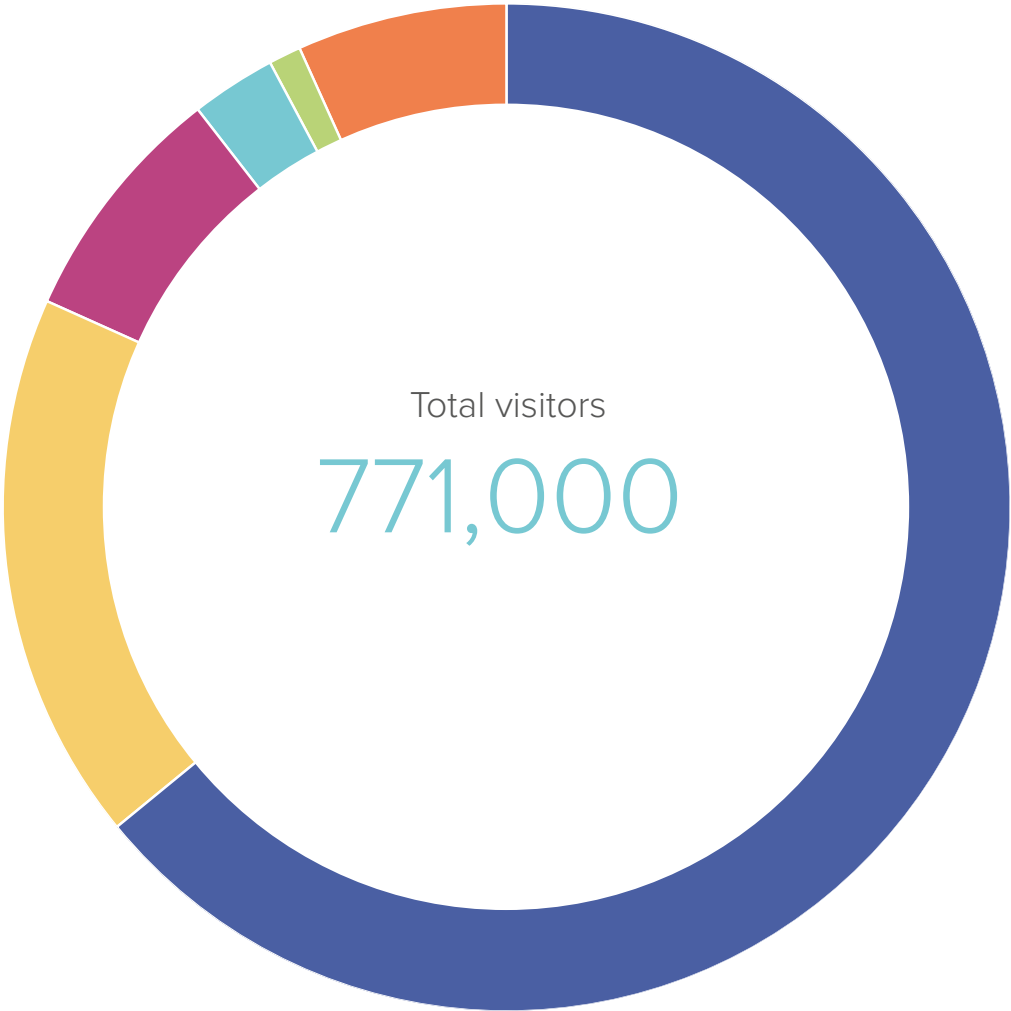




# 2019 Highlights

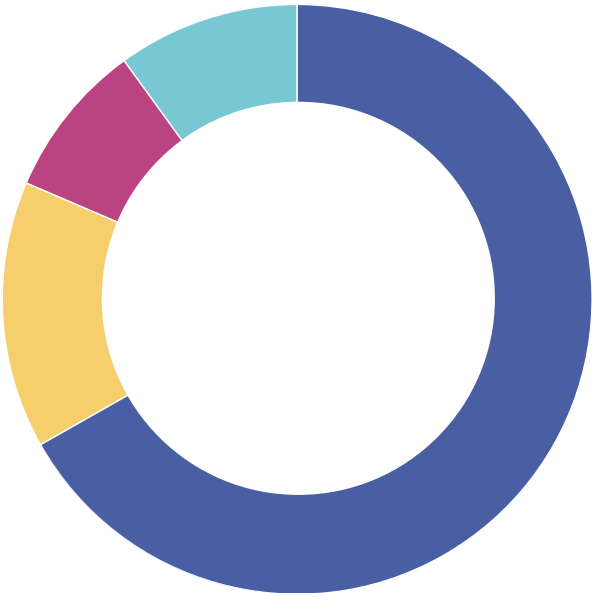
## Total visits by market

UK	494,000
France	136,000
Guernsey	60,000
Germany	21,000
Ireland	8,000
Other	52,000



## Total visits by purpose

Holiday	515,000
Visiting friends and relatives	113,000
Business	66,000
Other	77,000





Total visitor spend

£280m

(highest since 2011)  
(4% higher than 2018)



Total visitors

771,000

(6% higher than 2018)



Visitor nights

2.74m

(1% higher than 2018)



Visitor spend

directly attributable to Visit Jersey's work

£41.2m

(Up from £36.4m in 2018)



First time  
holiday visitors

50%

(2% higher than 2018)



Overnight holiday visitors  
(staying leisure visitors)

439,000

(6% higher than 2018)



Referrals to  
commercial partners

852,000



Jersey.com  
page views

5.7m



Trade partners  
supported

70+





# CEO statement

I am writing this working remotely during the Covid-19 crisis when so many businesses and livelihoods are threatened, and hard and challenging decisions are having to be made. However, it is also bringing out people's resilience, commitment and passion for what they do, how they do it and who they do it for - our island community and our visitors. Our visitor economy staff are showing what value to guests and community really looks like.

Tourism is a resilient industry; the crisis will fade and visitors will return to our special island. We and our partners will rebuild the Jersey visitor economy.

2020 is my final year as CEO of Visit Jersey. It's been five years of hard work from so many who contribute in the visitor economy. In addition to all the travel and hospitality firms, I wish to thank our community, voluntary and charity bodies and the Government of Jersey. They all help, in myriad ways, the world to fall in love with Jersey and deliver wonderful experiences for our visitors.

Our vision is to help the world fall in love with Jersey and Jersey to fall in love with tourism. Our role, set out in 2015, is to promote tourism to and within Jersey in an innovative, economic and efficient way, delivering on our vision of a vibrant and sustainable tourism industry. Over the longer term our priorities are to:

- Inspire visitors from overseas to visit and explore Jersey.
- Maximise public investment through partner engagement.
- Advise government and the industry on tourism issues, particularly those affecting our competitiveness.

The hard work of Jersey tourism and hospitality firms is paying off. Working together we will recover from Covid-19 and get back on track to achieve our ambition of 1m visitors spending £500m by 2030. In 2019 the total number of visits reached 770,700, which was 6% higher than in 2018. This is the highest volume of visits since 2002. Visitor spending during the year totalled £279.8m. In real terms, this is the highest level of visitor spending since 2011. The world is increasingly falling in love with Jersey. The Net Promoter Score for holidaymakers, a measure of consumer sentiment was 58, up from 55 in 2018.

We are pleased to record that more visitors are enjoying Jersey off-season. Over the last three years our short break campaigns have targeted off-season travel. In 2019, staying holiday visitors visiting outside of the main April to September season accounted for 24% of all staying holiday visitors, a percentage not seen this century. Overall, all year-round staying holiday visitor numbers grew 6% on 2018.

The Jersey Destination Plan published in 2015 initially set the target of achieving visitor numbers of 782,700 and £294 million of visitor spending by 2019 (with the eventual aim of reaching one million visitors spending £500 million by 2030). On this basis we have achieved 98% of this visitor number target and 95% of the visitor spend target as at 2019.

Visit Jersey's core duty is to excite potential visitors about Jersey. We use social media, jersey.com, and digital and PR communication platforms to inspire an interest in Jersey. In 2019 we recorded 5.7 million page views. Our PR work generated over 1,000 articles and we teamed up with over 30 travel trade partners from the Channel Islands, UK, Ireland, France, Germany, The Netherlands, Austria and Switzerland. We have a tiered partnership programme and worked with over 31 suppliers such as hotels, airlines, attractions, shops, bars and restaurants. Our marketing campaigns; explorers wanted, summer is here, serving up island life and rediscover yourself, delivered a combined return on investment (ROI) of 8.4:1 (7.6:1 in 2018).

Our product team worked with hospitality and tourism providers throughout 2019 to ensure the experiences visitors received were great. Building on research insights such as the Visitor Experience Research and the Product Audit, we worked with the Product Action Group to identify how we collectively can improve Jersey's tourism assets. Drawing on these insights we launched three "signature experiences" - field to fork, liberation 75, and rewild yourself.

Our Tourist Information Centre (TIC), at the Bus terminal provides world class information support answering on average each month, 4,000 enquiries. Especially pleasing was that over half of the interactions (56%) were with first-time visitors to Jersey. In 2018 this was 28%.

Our trade team based in the UK, and Germany

represented Jersey at two of the world's leading travel trade shows ITB and WTM, with over 160,000 visitors. Visit Jersey hosted over 20 key trade events throughout the year and participated in 500 plus sales industry meetings. We worked with trade partners on 20 campaigns and over 300 travel agents completed training on destination Jersey. We retendered for our German account and appointed TMR. I would like to record my thanks to Expert PR, our German representative agency, who had been helping Jersey in Germany for many years.

One of our most cost-effective and unusual promotions was our Christmas Jersey cows, which featured in media all around the world. The video has been viewed thousands of times and brought a smile to the faces of our community.

Our Government invested £4.9 million in tourism through Visit Jersey. This was spent marketing Jersey year-round and supporting our suppliers. We generated 775,422 sales referrals to businesses from jersey.com (up 1.2% year on year), we subsidised our suppliers' attendance at travel shows such as ITB Berlin and we provided a free-to-list service on jersey.com.

Our successes result from the unstinting support of the Government of Jersey, our suppliers and trade partners, and the people of Jersey. I would also like to thank members of the Visit Jersey board for their guidance and support, and my colleagues for their passion, dedication and hard work.

The Jersey visitor economy is experiencing real turmoil at the time of writing. People have not fallen out of love with Jersey, they are just not travelling and taking holidays. But the evidence of the last five years gives me confidence that Jersey will bounce back. With our island passion and great experiences awaiting visitors we will seize opportunities and rebuild our industry and cement Jersey as #theislandbreak for all seasons.

**Keith Beecham**

CEO, Visit Jersey

**5 May 2020**

# Our engagement Supporting our industry



# Product

## Get match fit - inform, educate and work alongside partners

We continue to issue our bi-weekly industry newsletter, presenting product, trade and marketing opportunities as well as sharing key research and insights on the visitor economy.



Subscription growth

5.52%



Distribution to  
industry partners =  
over 2,550

+5.5%



Increased frequency:  
33 trade emails sent  
in 2019

+65%

(YoY from 20 trade  
emails sent in 2018)



Average open rate

29.23%





# 34

Gold and  
silver  
partners

## **Supplier partnership programme**

Our on-island supplier partnership programme helps businesses promote their profiles through Visit Jersey's consumer marketing channels.

**34 partners** – Gold and silver partners from the accommodation, attractions, activity providers and restaurant sectors.

In consultation with industry, we improved the reporting for 2019 and refined the key benefits of the programme ahead of 2020.

## **New for 2019 – A range of printed cycling and walking guides**

This year we launched four walking and four cycling printed guides showcasing different parts of the island and incorporating the Jersey National Park. Distributed from the Tourist Information Centre, they received positive feedback from on island visitors.

# Key highlights

## Cobranded partnerships

Visit Jersey was the world's first Destination Marketing Organisation to partner with the sports app Strava on a campaign to bring a bookable tourism experience to Strava's running community. We had significant engagement with:



**2 million miles run**



**25,000 participants**



**10.1 ROI**

With an ROI of 10:1 and a 14% increase in visiting marathon runners, 2,711 incremental visitor nights and a £275,255 incremental visitor spend.

## Tourism trailblazers - FAM trip to Kent

We recognise that our competition isn't standing still, and neither should we. We need to continually drive innovation to compete in the global marketplace. To adopt a forward-looking view, Visit Jersey teamed up with Visit Kent to give on-island product partners the opportunity to experience Kent's year-round successful tourism product, draw on best practice and guide what good looks like. Learnings were shared industry wide.

## Signature experiences

Celebrating Jersey's unique offering was at the core of launching our very first Signature Experiences. Designed to showcase the unique experiences that characterise the distinctive personality of the island break and encourage more visitors to Jersey. The aim was to assist suppliers with the development of their products, with a goal to strive toward immersive and authentic experiences, and growth of the programme over the longer term.

**Field to fork** – As a small island famous for its food, Jersey's bursting with flavour. But why just serve a meal when you can serve a memory?

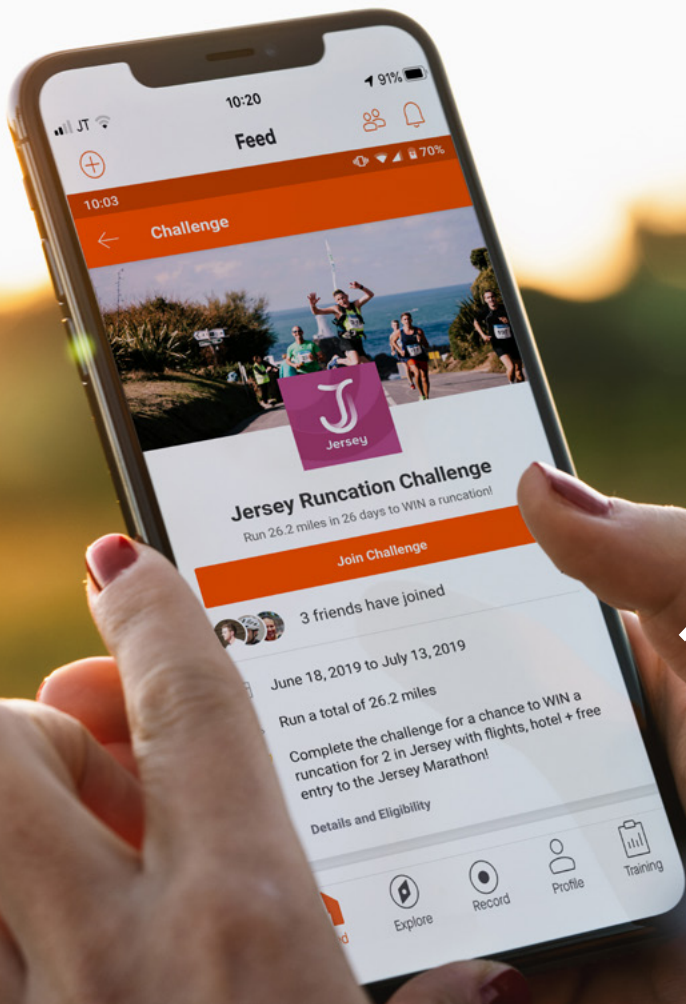
**Rewild yourself** – The core of the 'rewild yourself' product celebrates the island's power to refresh and revitalise, reconnect and rediscover through a reintroduction to nature.

## Pop-in with product

This year saw us launch a monthly pop-in with product session which were attended by 120 stakeholders throughout the year. An informal opportunity for Visit Jersey's product team to share insights, opportunities and campaign activity with industry partners.

## Team Jersey staff pass

In partnership with the Jersey Hospitality Association, we launched the team Jersey staff pass, an exciting new initiative that encouraged tourism and hospitality staff in Jersey to explore the island's tourism attractions and experience activities first hand. In 2019 over 500 team Jersey staff passes were issued to hospitality staff so they could discover the island break and share their experience with visitors.



Our partnership with sports app Strava generated

# 10.1ROI



# Events Jersey

Our ambition is to unleash Jersey's potential to win, host and deliver great events and fill the island in the shoulder months.

## Business events

In partnership with Hills Balfour, Events Jersey hosted an educational trip on-island for business event buyers in April, welcomed prospective buyers at key on-island events and organised a sales mission to London in November.

## Super league triathlon

Jersey extended its partnership with super league triathlon for a further 3 years. Island Global Research found over 2,060 visits were attributed to the 2019 event, estimating an additional visitor spend of £751,000

## Events bid for and won

- The Confederation of Independent Football Associations (CONIFA) AGM
- Rat Race Ultra Tour of Jersey

## Breca swimrun

Breca swimrun continued its partnership with Jersey. Last year saw the event grow from 144 race participants to 222 participants in 2019. 43% were off-island participants.

## Home grown events

We provided ongoing support to over 80 event organisers. This includes event framing across Visit Jersey channels, such as Jersey's Ultimate Adventure Events, Jersey's Spring Food Festivals, and Jersey's Summer Music Festivals.

## Events Jersey incubator marketing programme

We launched this programme to help generate demand off-island to attract visitors in the shoulder months through marketing. Supported events partners included Art House for the watercolour painting retreat, Rat Race's Ultra Tour of Jersey and Luxury Jersey Hotels' Taste Jersey.

## Events.jersey.com marketing

Events Jersey continues to refresh events.jersey.com and marketing assets to inspire event organisers to consider the island. Fresh content for 2019 has included the curation of:

- Three downloadable itineraries for meetings, incentives and conferences<sup>[1]</sup>
- New case studies such as Digital Tourism Think Tank Campus and the EAZA Conservation Leadership Conference
- A print-friendly event calendar for tour operator programme planning and on-island event organisers to refer to when scheduling events



Estimated additional visitor  
spend attributed to the 2019  
super league triathlon.

£751,000

# Marketing

## Marketing strategy



### 1 Getting ahead

Evolve marketing output to deliver campaigns and content on a 12-18 month rolling programme



### 2 Align best prospects to best channel

Develop a data driven approach to marketing to deliver the right message to the right people at the right time



### 3 Bring brand Jersey to life

Leverage the destination brand proposition to connect visitors to an emotive bookable experience.



### 4 One team, one strategy

Product, marketing, trade. Aligning the brand to the promise.



## PR - #theislandbreak across the media

We continue to create proactive PR campaigns to generate noise and drive destination awareness across our target media titles. We craft world-class memorable media experiences that capture the full essence of #theislandbreak

### Where we are being covered:

**Reach:** With over 1,010 articles published across our target media, our audiences had over 3.5 million opportunities to see a Visit Jersey message during 2019.

**Relevance:** Our content has featured in several top tier publications, positioning Jersey as the island break of choice across our key source markets (UK, France and Germany).

**Quality:** 100% of our coverage was favourable, 80% of coverage featured a core message, and 82% featured a call to action to encourage and inspire the reader to find out more about the island or a specific product partner.

### Creating news with:

- The Telegraph, The Times, Sunday Times, Time Out, Marie Claire, The Sun, Daily Mail (Saturday) & Mail Online, Heat Magazine, Daily Record - Always on Media activity
- BBC News, Sky News, the Johnathan Ross show, MSN, Yahoo News, The Times, The Telegraph to name but a few – Jersey Christmas Cows

Over  
**1,010**  
articles published in  
target media

Audiences had over  
**3.5m**  
opportunities to see  
Visit Jersey messages

**100%**  
of coverage was favourable.  
Core messages featured in  
**80%**

# Digital channels

We continue to create and nurture relationships through personalised and targeted content across our digital platforms. We continue to collaborate with industry to strengthen our offer and provide better access to Jersey experiences.

## Email

Email distribution levels increased significantly during 2019, increasing by 75% overall which led to an increase of 50% more email opens and a 102% increase in clicks.

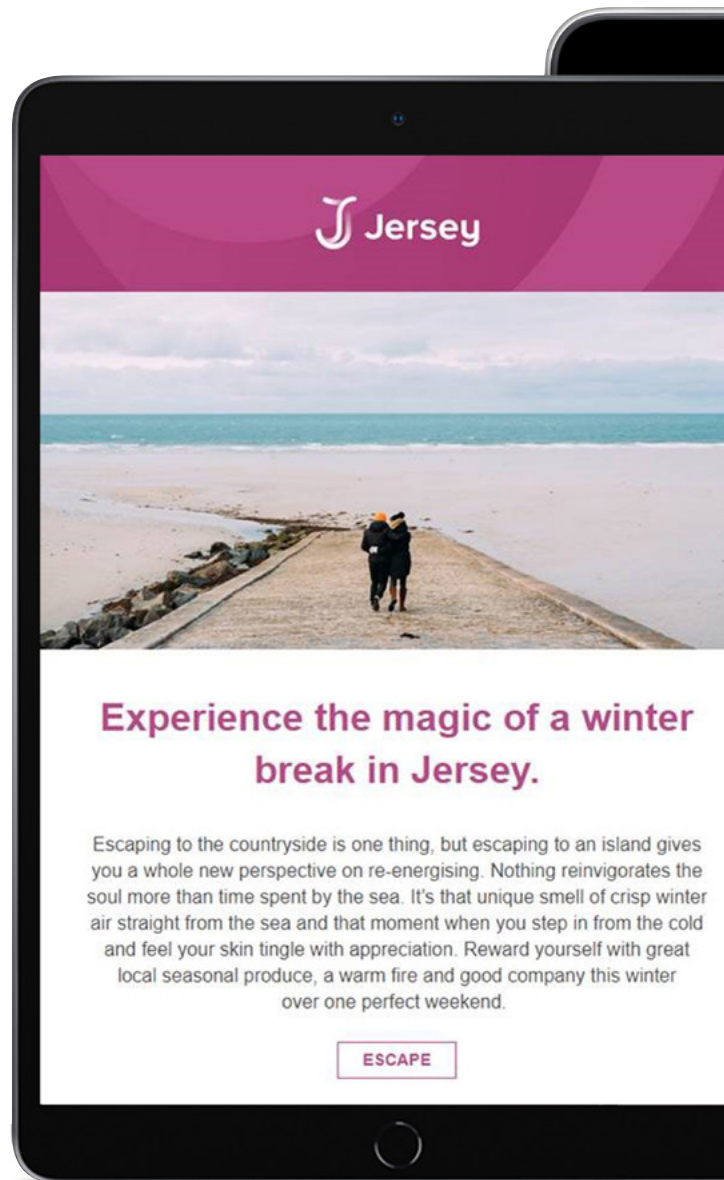
75%  
increase in distribution

50%  
increase in email opens

102%  
increase in clicks

## Email database

398,199  
up 11%

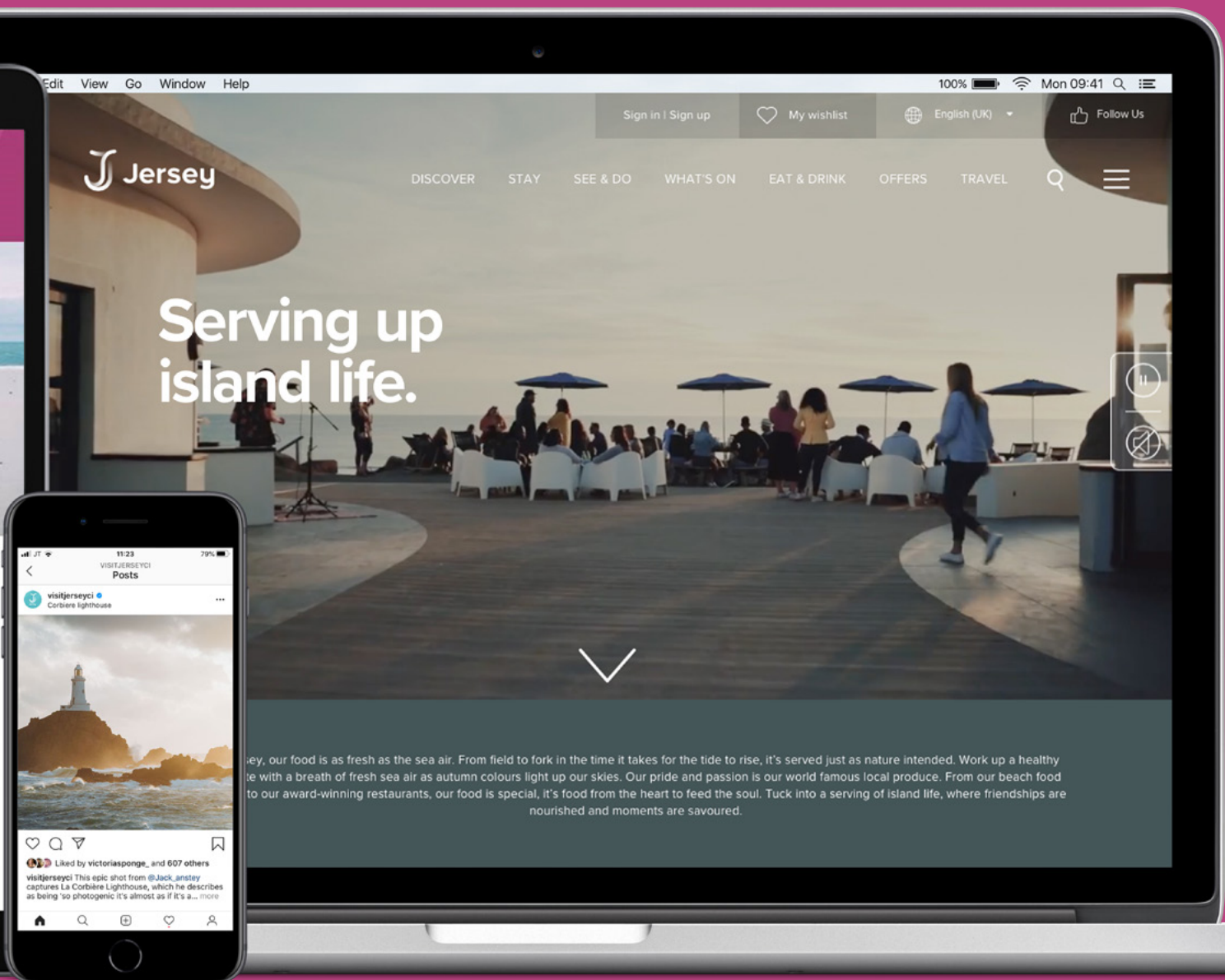


## Social media

Overall 128,019 social audience/followers. An increase of 10% YoY (from Jan 2019 vs. Jan 2020).

10%  
increase YoY

# 5.7 million views on jersey.com



## Paid social

Paid social has seen significant gains with sessions up 35%. Conversion rates of both paid and organic traffic have improved during 2019 as campaigns and activity were continuously optimised.

# 35%

increase in sessions

# Campaigns

We launched several multi-channel creative campaigns during 2019, all of which were designed to inspire visitors to book their very own island break. Using a combination of creative videos, inspirational photography and destination advertorials we generated brand awareness and engagement across our core markets, which in turn led to increased business for Jersey and on-island partners.



10.5:1  
ROI

Delivered by the  
'Summer is Here'  
campaign



## Explorers wanted

Targeting our grow 1 and grow 2 audience, the campaign was developed to extend the season and promote Jersey as a year-round destination. Celebrating the breadth of winter experiences in Jersey we were able to tackle head-on the perception of the island as being purely a summer destination. Focusing on our digital channels, the campaign achieved a ROI of 8.5:1.

For more information visit: [jersey.com/explorers-wanted](https://jersey.com/explorers-wanted)

## Summer is here

Delivering a 10:5:1 ROI, this activity built on the success of last year's campaign around 'How a visit to Jersey makes you feel', 'Summer is here' delivers on key Jersey passion pillars of natural harmony, culture, self-discovery and togetherness with messages of revitalisation, reflection, and the strong sense that summer is located here in Jersey.

Launched on boxing day 2018, the campaign was supported with national print adverts, digital display, interactive digital units, social advertising, product itineraries and summer offers.

For more information visit: [jersey.com/summer-here](https://jersey.com/summer-here)

## Serving up island life

We aim to promote Jersey as a year-round destination, so like our famous island food, this campaign isn't just fresh for one season. We embraced our unique food story and fresh experiences to give visitors a truly authentic serving of island life.

This campaign was our first step away from seasonal campaigns and enabled us to deliver an authentic taste of Jersey that visitors can enjoy all year round whilst delivering upon our strategic objective of 'getting ahead'. The first campaign to be delivered in this new format, we achieved a combined 6:1 ROI.

For more information visit: [jersey.com/freshly-served](https://jersey.com/freshly-served)

## Rediscover yourself

Developed to be a social first campaign targeting our grow 1 & grow 2 audiences, the 'rewild yourself' activity celebrates the island's power to refresh and revitalise, reconnect and rediscover through a reintroduction into nature.

Deployed as a tactical digital campaign through social media and trade marketing channels to drive awareness, engagement and ultimately conversions throughout the autumn period. Brand partnerships with Wanderlust and Secret Escapes enabled us to further amplify the message and serve up the right message to the right people at the right time.

For more information visit: [jersey.com/rediscover-yourself](https://jersey.com/rediscover-yourself)

## Christmas cows

Partnering with local dairy farmer and Christmas fanatic, Becky Houzé, we captured a piece of content and suite of imagery of Becky and her girls – Carol, Holly, Mary, Noelle and Mariah Dairy – in their festive best.

The imagery was distributed to national and consumer media. The activity went viral, and exceeded all of our expectations and has been the most successful single piece of PR activity to date. With our festive beauties reaching as far as Australia and New Zealand. Closer to home, they featured in media titles as well as the BBC news, This Morning, The Jonathan Ross show to name but a few.

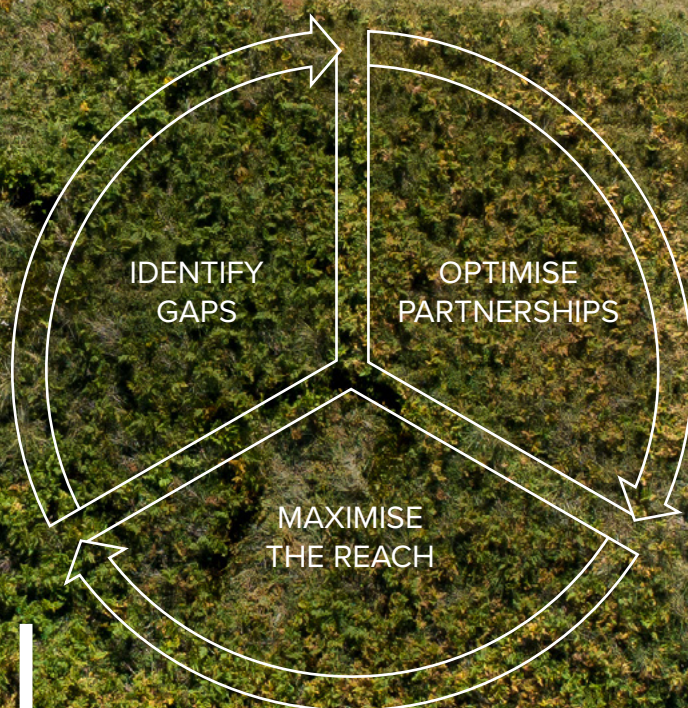
For more information visit: [jersey.com/jersey-cow-christmas-jumpers](https://jersey.com/jersey-cow-christmas-jumpers)



# Trade

## Objectives

- Enhance distribution
- Extend seasonality
- Increase bed nights
- Optimise visitor spend
- Deliver a balanced market portfolio



# 500+

face to face travel industry  
meetings and training  
sessions held in 2019

## Trade partner joint marketing campaigns

Campaigns were agreed and contra marketing secured with over 20 key travel partner examples including:

- British Airways
- CI Travel
- Jet2
- Premier Holidays
- Secret Escapes
- Travelzoo
- Wanderlust
- 220 Triathlon Magazine

## Trade events

ITB – We arranged a dedicated Channel Island stand in conjunction with Visit Guernsey. Supporting the event were 10 on island partners and over the duration of the exhibition more than 49 trade and PR meetings were held.

We organised a dedicated Channel Island dinner for 65 attendees, the objective being to engage new industry partners and thank loyal tour operators for their ongoing support.

Dedicated Jersey trade roadshows were held with on-island partners in Belfast and Dublin to train and educate over 51 travel agents about the destination and supporting products to ensure ongoing support.

Over the course of the year four dedicated trade stakeholder events took place with key trade partners to gain industry engagement, intelligence and insight and to share business plans and campaign activity.

## Co-partner events

Visit Jersey joined Ukinbound on their WTM stand, where over 30 meetings were held with new and existing travel industry suppliers and buyers.

Trade joined the Explore GB conference in Harrogate where meetings were held to develop business opportunities with 38 buyers from Europe and beyond.

AITO meets the media – Over 20 meetings took place with well-known UK travel journalists.

Antor meets the trade events took place in London, Glasgow, Manchester and we met with 175 tour operators and travel agents.

Visit Jersey attended the UKinbound conference in Glasgow where 20 tour operator meetings were held, where industry insights were shared and over 20 networking meetings were held.

VIBE – 15 meetings were held with Visit Britain's in-market destination managers to gain insight and establish destination opportunities.

Visit Jersey and Condor Ferries partnered up and hosted an event at the Ukinbound summer ball to thank our trade partners for their on going support.

To share Visit Jersey's end of year performance and future campaign plans, Visit Jersey hosted an afternoon tea for our industry partners in central London.

## Trade familiarisation trips

16 Trade partner familiarisation trips supported with itinerary ideas and product insight.

Visit Jersey dedicated fam trip showcased the island and its product offering to our prospective and loyal partners. The trip achieved a net promoter score of 80. All respondents said the trip 'exceeded expectations'.

# Our people

## Our board



**Kevin C Keen**  
Chairman



**Keith Beecham**  
Chief Executive



**Matthew Thomas**  
Board Observer



**P W Burke**



**Tim Crowley**



**Mike Graham**



**Catherine Leech**



**Sam Watts**  
Left 22 May 2019



**Amanda Willmott**

## Our executive team as at 31 December 2019



Keith Beecham  
Chief Executive Officer



Rachel Winchurch  
Executive Assistant to CEO



Ruth Perchard  
Analytics and Evaluation  
Executive



Oliver Archbold  
Head of Corporate Services



Louise Ashworth  
Head of Marketing



Meryl Laisney  
Head of Product



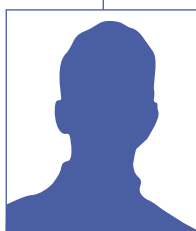
Sarah Barton  
Head of Trade



Georgina Matthews  
Marketing Manager



Lyndsey Soar  
PR Executive  
Job Share



Edward Le Gallais  
Campaign Executive



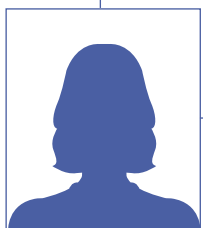
Jennie Smith  
Product Executive



Charlie Watkins  
Product Executive



Amy Moore  
Events Executive



Clare Robinson  
PR Executive



Rebecca Collins  
PR Executive



Sophie Jeantils  
Marketing Executive

# Financial report

	2019 £		2018 £	
<b>INCOME</b>				
Income	4,900,000		5,000,000	
Other Net income	72,299		73,217	
		4,972,299		5,073,217
<b>OPERATING EXPENSES</b>				
Marketing costs	3,190,299		3,575,819	
Staff costs	821,405		886,623	
Other operating costs	636,994		663,413	
		4,648,698		5,125,855
<b>DEFICIT/SURPLUS FOR THE YEAR</b>		323,601		(52,638)

This is an extract of the audited financial statements which are available on our website.

## Visit Jersey

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St. Helier  
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JE2 3RU



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[@visitjerseybiz](https://twitter.com/visitjerseybiz)

