

Winter Campaign | UK



Come alive this winter

Evaluation

The Visit Jersey 2017 winter campaign “Come alive this winter” supported our long-term strategy of attracting more visitors to Jersey through the shoulder season. The campaign told the story of ‘72 hours in Jersey’ using video and breathtaking imagery depicting natural landscapes, wellness experiences and everything the island break has to offer for a short break. The advertising campaign used digital display, interactive digital units and social

advertising to drive traffic to the campaign landing page housed on jersey.com. This provided a platform to refer potential visitors to our partners.

This campaign ran from 1st January to the 28th February 2017.

For more information:
www.jersey.com/come-alive-winter

Outputs



Incremental website sessions:

94,000



Data captured:

28,000

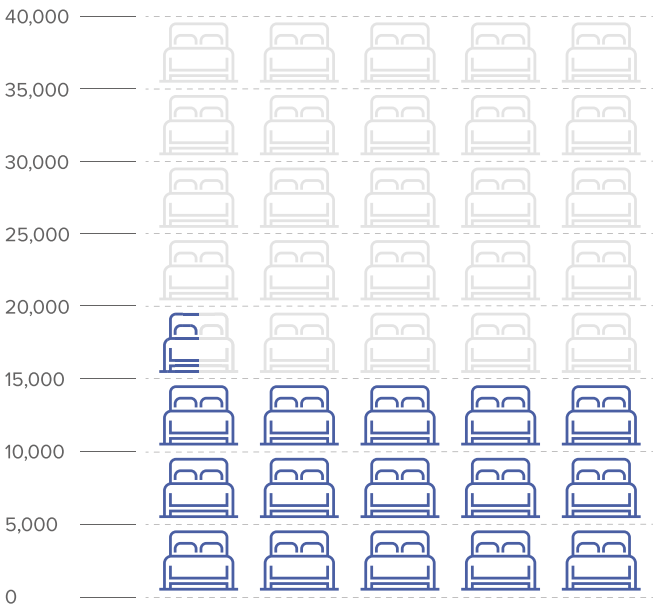


Incremental partner referrals:

15,000

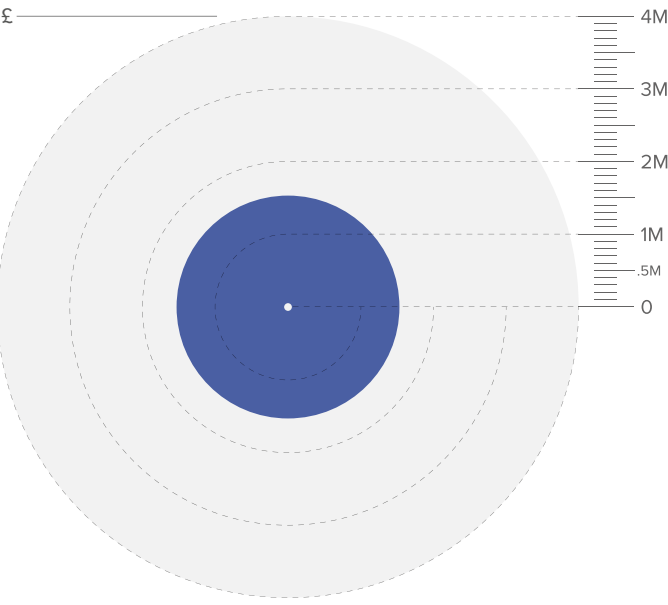
Outcomes

Bednights



15,500

Visitor Spend



£1,527,452

During 2017 the number of visitor nights in Jersey that can be attributed to the winter campaign is estimated at more than 15,500, with this being equivalent to visitor spending of almost £1,527,500. The campaign was recalled by more than two-thirds of those who had seen it more than a month after it had ended. Research shows that it was highly effective at making those who were exposed to it believe that Jersey was the sort of place that they

would enjoy and, that it was somewhere that offered a warm welcome. Well over half of those seeing the campaign talked to their friends and relatives about Jersey as a result, with over 40% saying that they actively searched for accommodation and flight/ferry information.