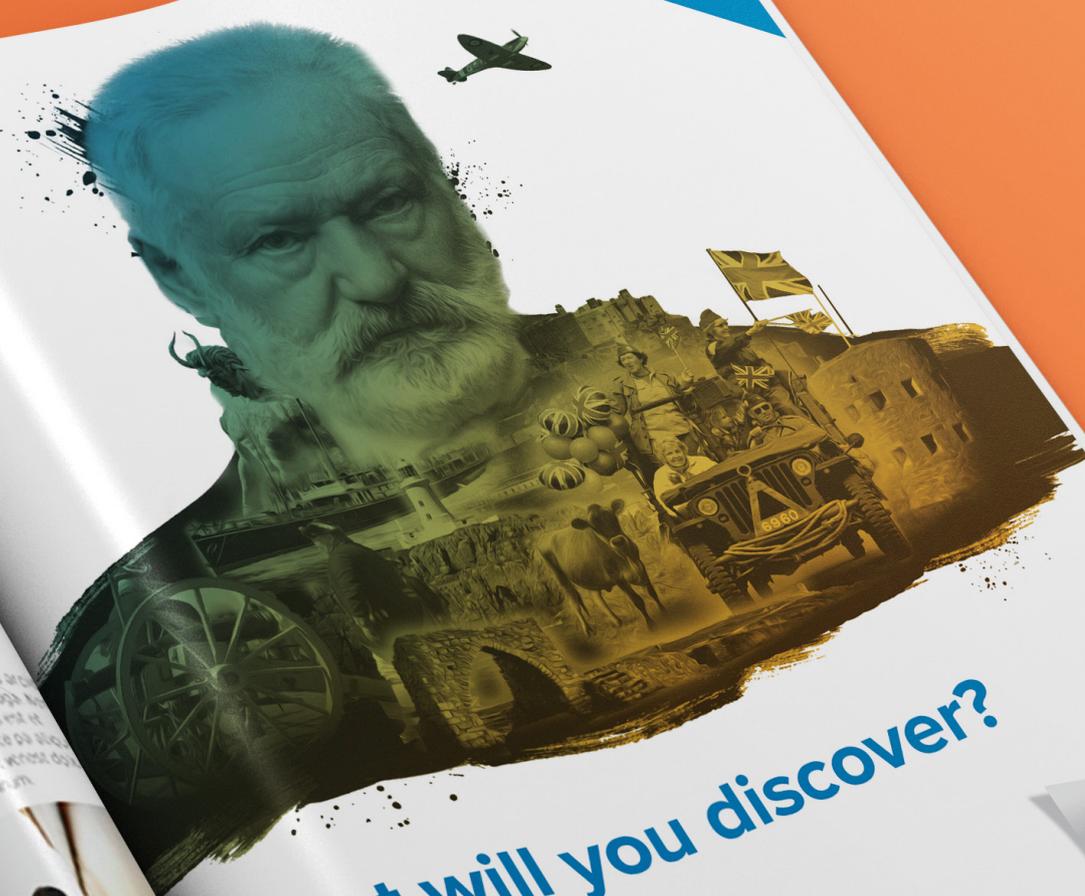


The CI Heritage Festival | UK

Heritage
Festival 2017
8 April - 10 May



What will you discover?

**A Heritage Festival of heroes,
myths and legends awaits...**

The Channel Islands are steeped in history. Discover their heroes. Meet Victor Hugo, a French author exiled in Guernsey for 15 years. Visit his eclectic island home and see where he wrote "Les Misérables". Inspired by the beauty of the island, he famously dedicated his work (Toilers of the Sea) to Guernsey.

WIN!

WIN a historical tour through the
Channel Islands this spring. To enter visit:
www.visitchannelislands.com



Evaluation

The 2017 Channel Islands Heritage Festival celebrated the journey of heroes, myths and legends. Working with Visit Guernsey, the campaign ran across a joint media plan to promote the festival and events programme consisting of press, radio, email, PR, digital banner and social ads, with a dedicated micro site giving people the opportunity to win an inter-island 4-night break to Jersey and Guernsey.

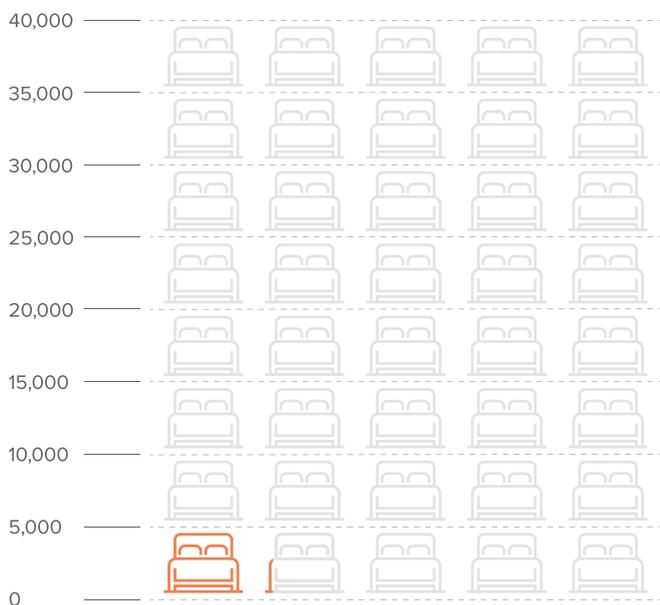
This campaign ran from 26th December 2016 to 1st April 2017.

Outputs



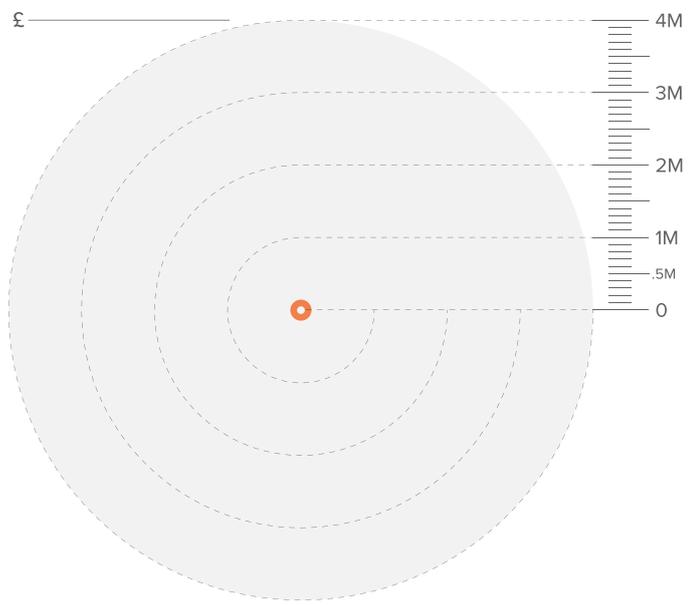
Outcomes

Bednights



1,088

Visitor Spend



£111,382

The number of visitor nights spent in Jersey that could be attributed the Channel Islands Heritage Festival activity is estimated at around 1,100 – equivalent to more than £110,000 of visitor spending. A little under three-in-five of those who interacted with the campaign recalled seeing it a month later, with those who did believing that it made Jersey look like the sort of place that offered a warm welcome.

Two-in-five of those recalling the campaign said that as a result they had talked to their friends and relatives about Jersey. It was apparent that those engaging with the campaign already had a strong understanding of the Channel Islands, with more than two thirds saying that they had visited the Channel Islands three or more times in the past.