

Autumn Campaign | UK

How do you want to feel?

Campaigns | United Kingdom

Jersey
How do you want to feel?
#theisland
jersey

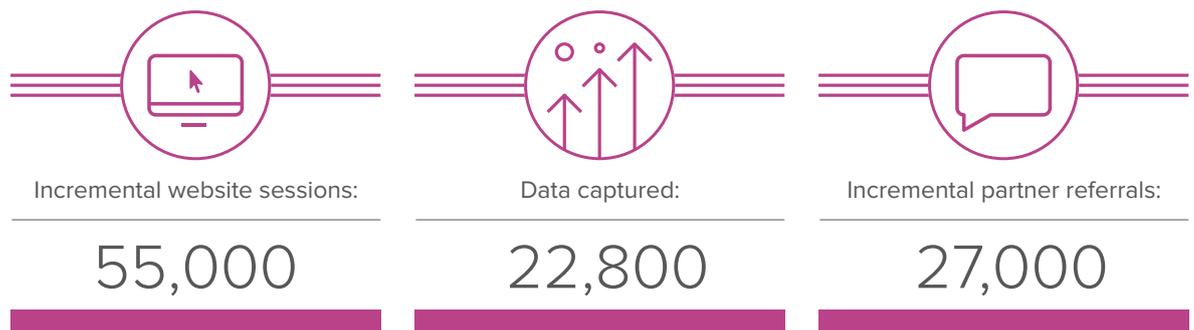
Evaluation

The Visit Jersey autumn campaign “How do you want to feel?” depicts Jersey as the perfect tonic to city life. Using a variety of networks that specialise in high engagement and video interactions, users were directed to a campaign hub and served itineraries and offers based around three feelings; relaxed, revitalised or reconnected.

This campaign ran from 31st August to 30th November 2017.

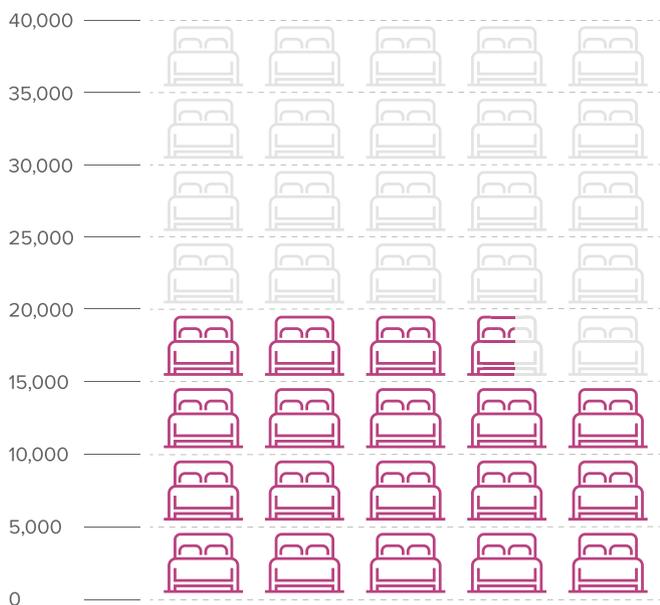
For more information:
www.youtube.com/watch?v=nd317ynVfU4

Outputs



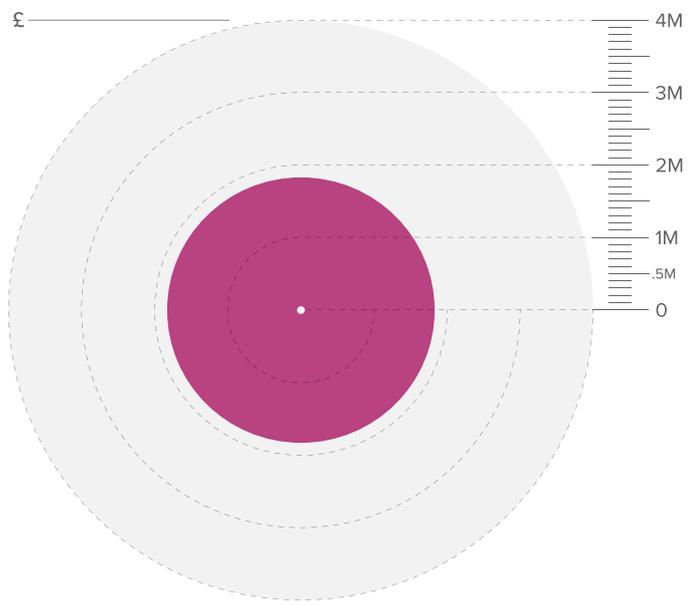
Outcomes

Bednights



18,592

Visitor Spend



£1,820,751

More than a month after having seen the campaign more than 90% said that they recalled it. The material led respondents to say that it conveyed Jersey as being somewhere that offered a warm welcome and would be the sort of place that they would enjoy.

Advocacy is an important driver of destination choice and almost half of those seeing the campaign were stimulated into talking to their friends and relatives about Jersey as a result. Between one-quarter and one-third of those recalling the campaign actively searched for details of accommodation available in Jersey and flight or ferry fares as a result.