

# Summer Campaign Part 1 | UK

Experience

## Jersey? It's so uplifting



Looking for a short, sharp, stress-busting weekend break? Just two days in Jersey can totally transform your body and mind, says travel writer **Amanda Statham**

**L**ife doesn't get much better than this, I think, as I finally manage to stand on my surfboard and ride a wave (almost) to the shore – a wide sandy beach lapping pretty St Ouen's Bay in Jersey, stressed at work that I'd been so busy and this weekend. Now I was thankful I hadn't. If, like me, you feel in need of a short, sharp, stress-busting break, a trip to this Channel Island treasure will provide that fact that it's just a 45-minute flight from Gatwick, the currency is sterling and everyone speaks English. Jersey still seems a little more exotic. Maybe this is because it's closer to France than to England and hotter (temperatures are, on average, 1°C warmer than the British mainland), but also small enough (just nine miles by the sea) that you won't exhaust yourself dashing to the front of you. Which is why, within hours of arriving, I'm grabbing a board and heading to the beautiful five-mile beach at St Ouen's. Set on a cliffside, the giant sand dunes are beautiful, offering incredible views over the sea. I sit, letting the sense of peace wash over me, as down in the water waves crash and the water is warm.

It's tempting to linger here and so I do, only heading back to my hire car as the sun sinks into the ocean. The empty headland and a weight starts to lift as Jersey's natural beauty works its magic. In St Helier, I discover that the island's capital is unexpectedly metropolitan, with a swish waterfront development, grand Victorian Opera House and elegant art gallery. I am staying at the Club Hotel & Spa (theclubjersey.com), a fabulous four-star boutique hotel where my room features a massive bed with cloud-like linen, Elemis toiletries and a balcony overlooking the (heated) pool. As any local here will tell you, you head to the more sheltered east-coast beaches for sunrise. Which is why I'm up early the next morning and driving east to the pretty beach at Grouville Bay. It's worth it. The rising sun's pink fingers stretch gloriously along the sand to Gorey harbour, the 13th-century Mont Orgueil Castle framed as an imposing

“I leave looking and feeling like a different person”



Left: the Victorian opera house in St Helier

backdrop. Both uplifted and energised, I'm tempted to join the group serenely practising yoga on the sand. Instead, I opt to drive north through Jersey's pretty interior, passing granite farmhouses, fields of cows and colourful hedgerows, to reach Bouley Bay, a stunning cove which I've been told is one of the best and most sheltered dive spots on Jersey.

It's a magical experience, with crystal clear water. Once in, I'm astonished to see an impressive amount of marine life, from crabs and shimmering schools of fish darting across the bottom to squid and dolphins in the clear waters.

emptying your mind and finding inner peace. And it will leave you utterly famished. Perched on a cliff above Portelet Bay in the south, the Old Portelet Inn (randalls-jersey.co.uk) is another Jersey landmark that wouldn't look out of place in the Caribbean. Turquoise water, golden sand and a tiny island with a turret you can walk to when the tide's out, I munch my superfood salad and drink in the views, before tackling the dozens of steps descending to the beach. With a few minutes' walking, you'll reach the Old Portelet Inn, a four-star hotel (see randalls-jersey.co.uk) with a number of Michelin-starred chefs and a reputation as one of the island's best restaurants.

### Get paddling

If you've always fancied giving surfing a go, Splash Surf Centre provides courses to get you up to speed. Boarding is a lot easier than you think. The team will get you up to speed in the waves around the island. With Absolute Adventures, Jersey is also perfect for sea-kayaking - Jersey Kayak Adventures offer introductory tours. You might even get to share the water with bottlenose dolphins.

# Come alive this summer

# Evaluation

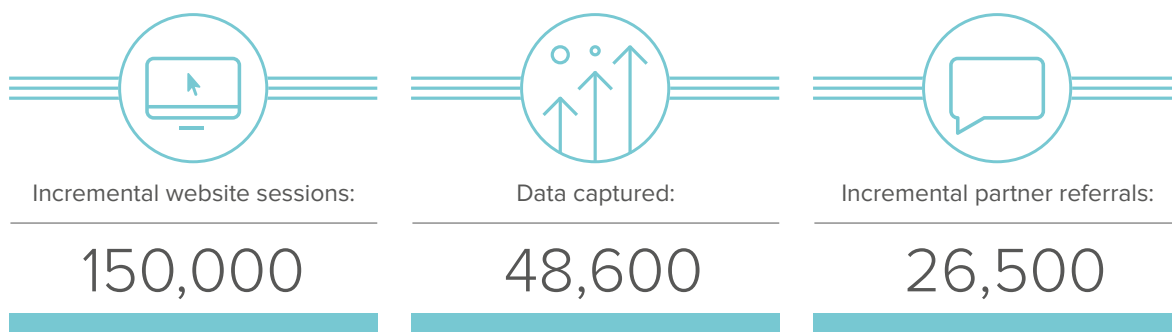
The first phase of the Visit Jersey summer 2017 campaign 'Come alive this summer' focused on generating demand for the important summer months. The campaign continued the destination brand focus on the benefits of visiting Jersey rather than just its features. The campaign was supported by a series of standout national print adverts, direct mail, 8-page pull-out supplements within The Times and The Daily Telegraph, digital display, interactive

digital units and social advertising. The activity drove 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 26th December 2016 to 31st March 2017.

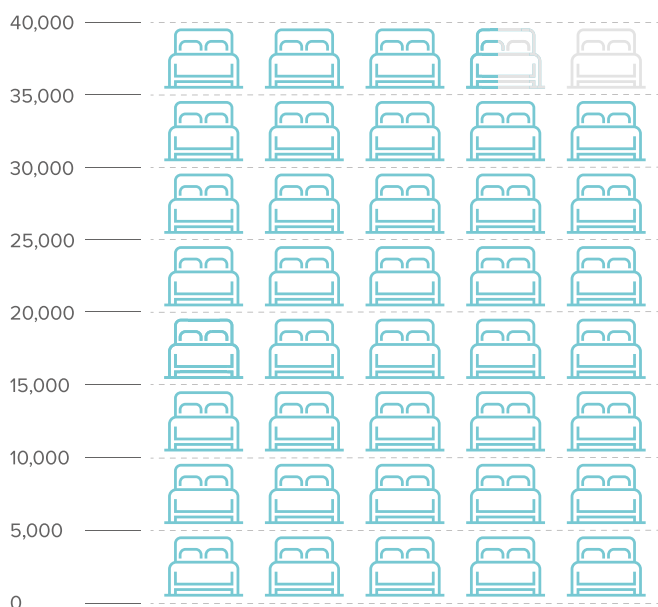
For more information:  
[www.jersey.com/come-alive](http://www.jersey.com/come-alive)

## Outputs



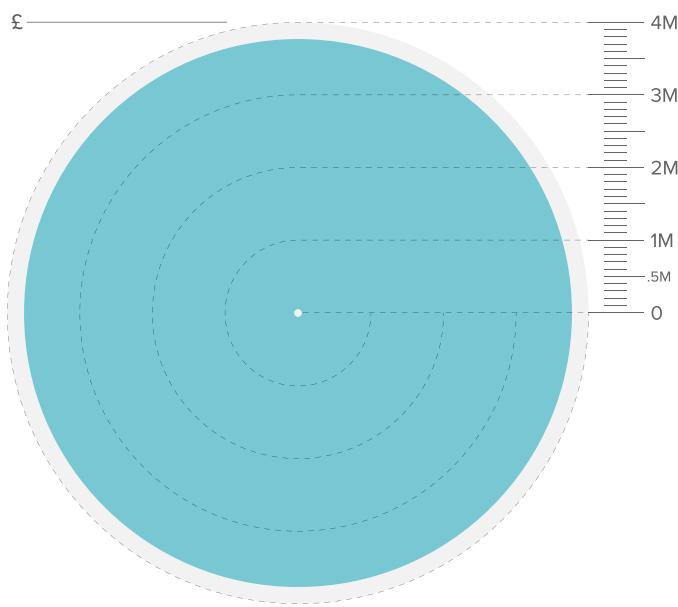
## Outcomes

### Bednights



38,432

### Visitor Spend



£3,763,881

The number of visitor nights that could be attributed to this first phase of our summer campaign is estimated at over 38,400 – equivalent to more than £3.7m of visitor spending. Encouragingly, two-in-three of those who saw the activity recalled it more than a month later. The material made those who had seen it feel that Jersey was the sort of holiday destination that they would enjoy and also that it had featured the sorts of places that they would want to visit while

on holiday. Two-in-five of those seeing the campaign followed one of the links to exclusive offers with a similar proportion looking for more information on travel to Jersey or accommodation options.