

## Spring / Summer Campaign | France



# Come alive on the UK's favourite British island



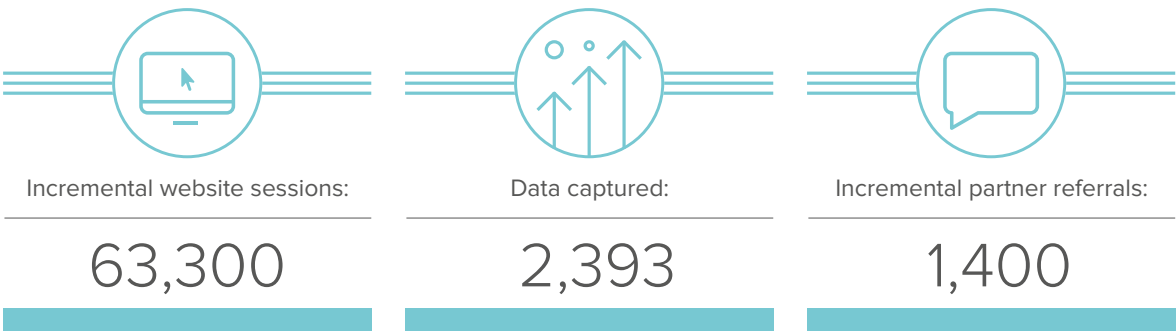
# Evaluation

Our Spring / Summer activity for the French market continued the destination brand focus on the benefits of visiting Jersey rather than just its features, inviting French visitors through digital display and rich media activity to 'Come alive on the UK's favourite British island'

The campaign ran from the 1st April to the 30th June 2017.

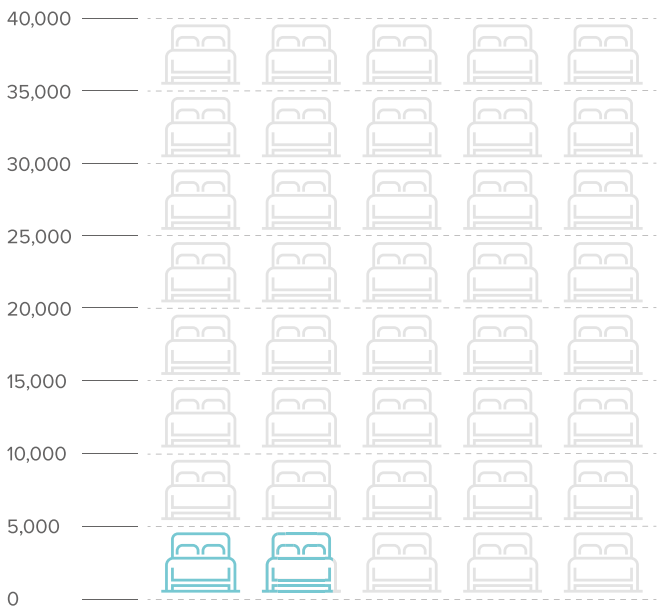
For more information:  
<https://www.jersey.com/fr/eveillez-vos-sens>

## Outputs



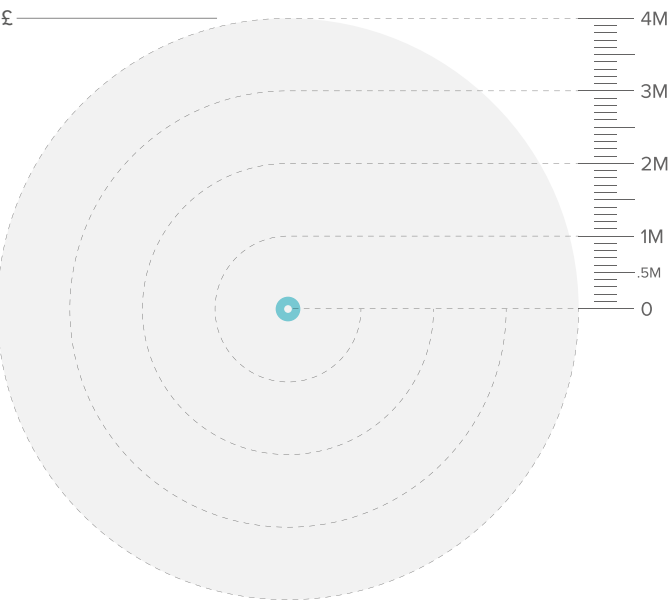
## Outcomes

### Bednights



1,880

### Visitor Spend



£142,700

There were almost 2,000 bed nights in Jersey as a result of the French summer campaign, generating visitor spending of more than £142,000. Almost two-thirds of those seeing the campaign recalled it more than a month later.

Half of those seeing the campaign went on to research accommodation options in Jersey while one-in-three looked for more details of the activities that were featured. The typical trip to Jersey generated by the campaign was a short break of around three nights.