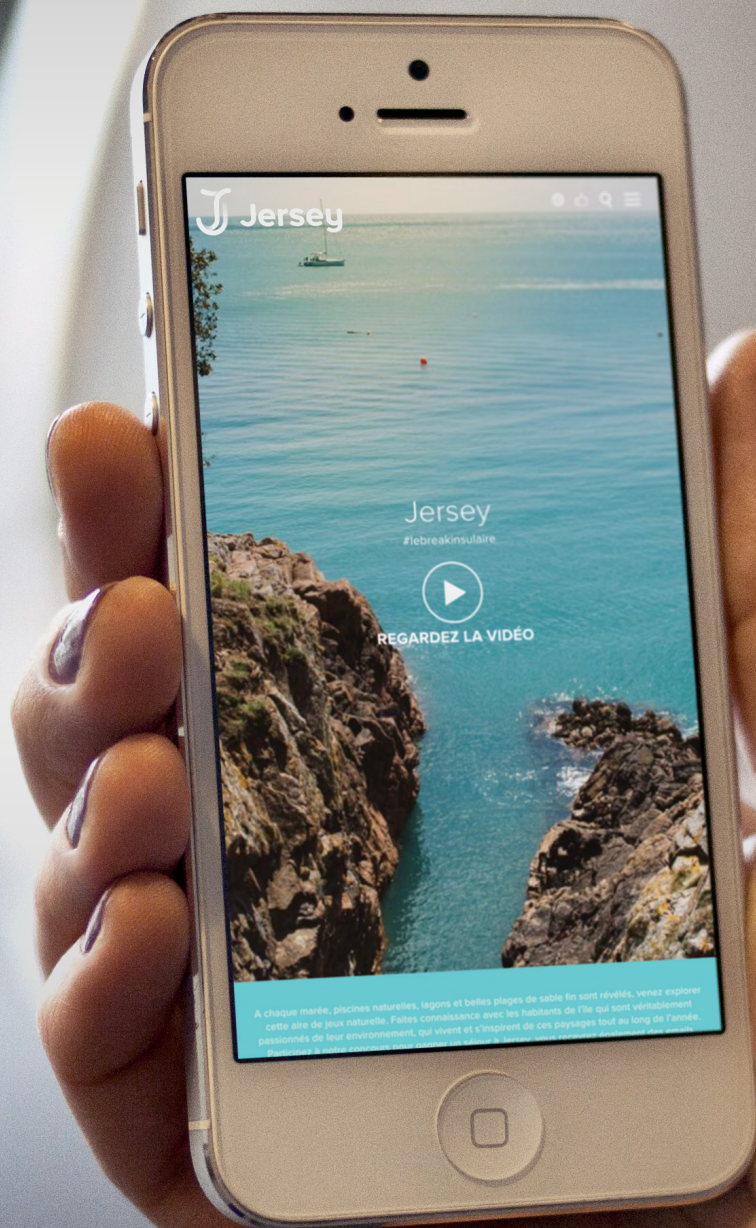


Winter Campaign | France



Come alive this winter

Evaluation

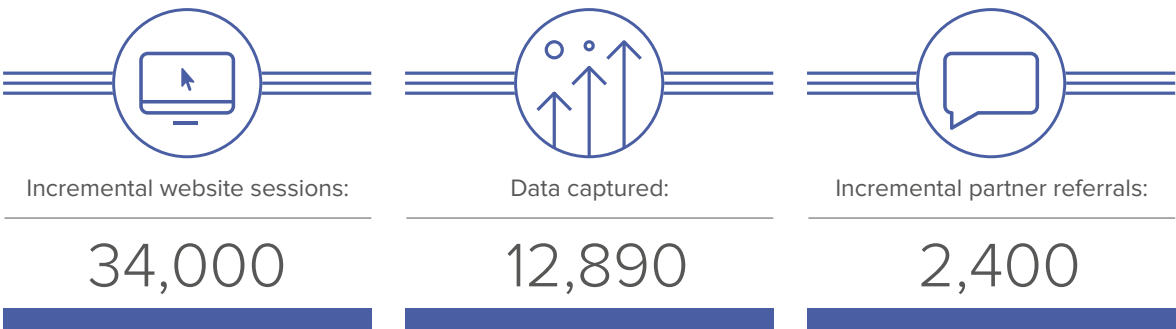
The Visit Jersey 2017 winter campaign “Come alive this winter” was replicated into the French market. The campaign told the story of ‘72 hours in Jersey’ using video and breathtaking imagery depicting natural landscapes, wellness experience and everything the island break has to offer for a short break. A series of digital and social ads, PR and an automated email campaign directed people to a dedicated

campaign landing page, containing winter articles and travel offers with Condor Ferries.

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

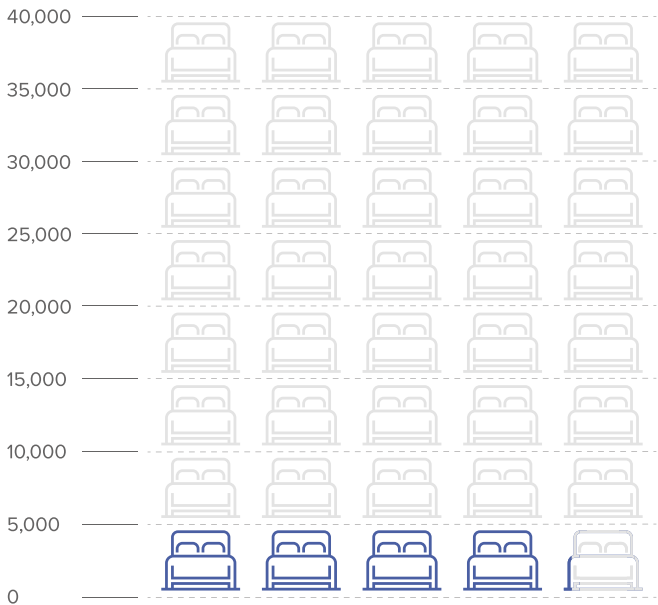
For more information:
www.jersey.com/fr/reveillez-hiver

Outputs



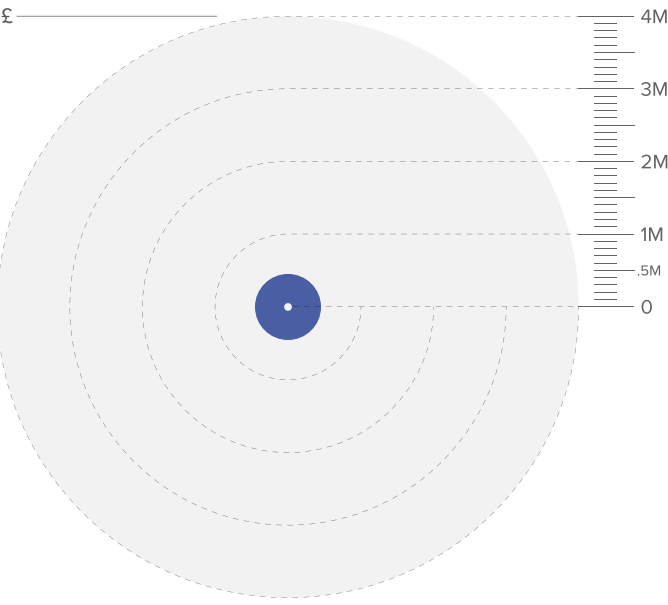
Outcomes

Bednights



4,056

Visitor Spend



£438,030

The number of visitor nights spent in Jersey that could be attributed to the winter campaign in France is estimated at a little more than 4,000 – equivalent to visitor spending in excess of £400,000. A very healthy 69% recalled the campaign more than a month later with the bulk of those who did saying that the imagery they had seen inspired them to want to visit Jersey.

Almost two-in-three were motivated to talk to their friends and relatives about Jersey as a result of seeing the activity with 44% looking for information about accommodation options.