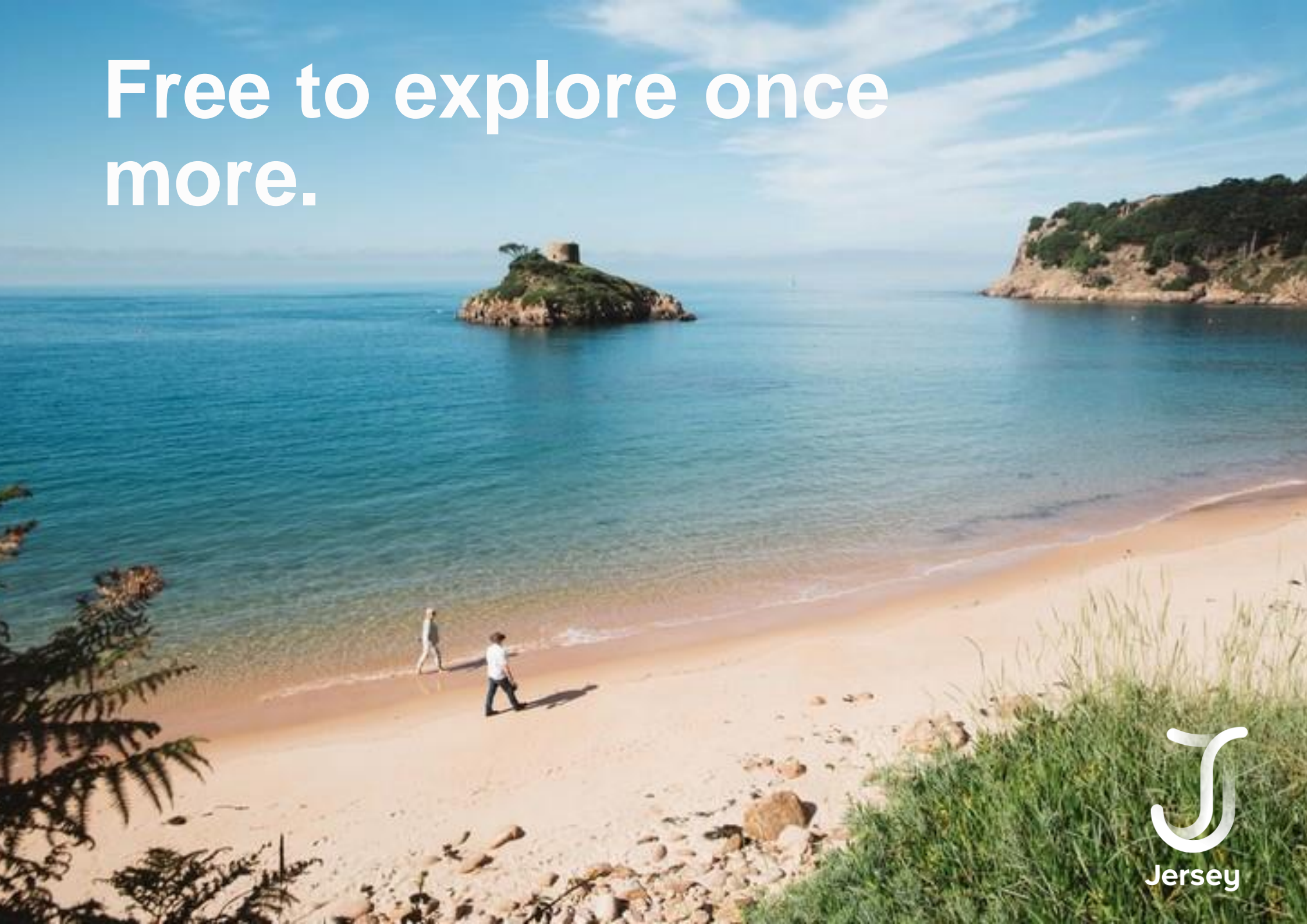


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more.



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The opportunity

In July 2021, fully vaccinated travellers were able to visit Jersey with no isolation requirement. Travellers who weren't fully vaccinated were only required to take a free PCR test on arrival, with minimal isolation. To support the updated travel policy Visit Jersey deployed activity across all channels, sharing the message that Jersey was open to travel.



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Activity

The campaign message

Jersey's open to travel and welcoming visitors from 20+ UK departure points. It's time to enjoy an easy escape to the sunshine island that's on your doorstep.

Supporting tools

Visit Jersey produced a handy infographic to help visitors keep up to date with and understand the frequently changing travel guidance. This gave them the knowledge and reassurance to choose Jersey in 2021.

Issue #6
with effect from
13 July 2021

Jersey welcomes visitors

- All visitors are welcome**
- FREE PCR test** on arrival in Jersey
- No isolation** required if contact traced on island and visitors have agreed to participate in the testing programme
- Children under 18** are welcome
- NO need to have a PCR test before leaving or returning** to the UK
- NO need to quarantine when returning** to the UK

Testing and Isolation requirements

Fully vaccinated? Great.	Not fully vaccinated? No worries.
<ul style="list-style-type: none">✓ FREE PCR test on arrival (day 0)✓ NO isolation	<ul style="list-style-type: none">✓ FREE PCR test on arrival (day 0) and day 8✓ Isolate until day 0 negative result (results are usually received within 12 hours)

Except if you have been in a country in the last 10 days on the UK Government International restricted list: Test: day 0, day 5 and day 10. Isolation: until day 10 negative result

Children

Children aged 0-10	Children aged 11-17
<ul style="list-style-type: none">✓ Not required to complete the pre-departure registration form✓ Not required to take a PCR test on arrival✓ No isolation required	<ul style="list-style-type: none">✓ Required to complete the pre-departure registration form✓ FREE PCR test on arrival (day 0) and day 8✓ Isolate until day 0 negative result (results are usually received within 12 hours)

Before Departure

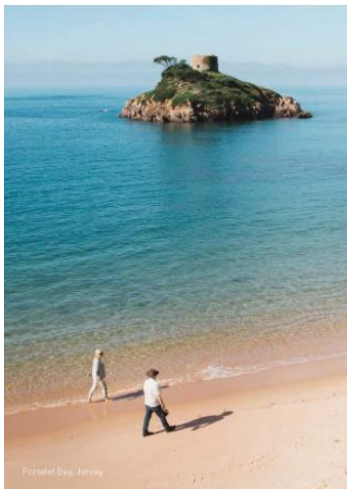
Register online All visitors aged 11+ must register and complete a pre-departure registration form within 48 hours prior to arrival	Fastrack An option to send evidence of a negative PCR test* within 72 hours of arriving to avoid testing and any isolation upon arrival
Status Certification Fully vaccinated visitors can check here to ensure they have the correct documents upon arrival	Click here for details <small>*Tests must be from an approved organisation</small>
More info at jersey.com/visit-safe	



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Print ad campaign

Print examples



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Double-jabbed? It's time to enjoy an easy escape to the sunshine island that's on your doorstep.

With no isolation for double vaccinated visitors*, Jersey's open to travel and welcoming visitors from 20+ UK departure points.


- ✓ Hassle-free
- ✓ No isolation
- ✓ Free PCR test
- ✓ No test on return

VISIT SAFE JERSEY

Jersey

Forth Bay, Jersey

*2 jobs - 2 weeks



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Not double-jabbed? No problem. Jersey is open and welcoming visitors from 20+ UK departure points.

Our family-friendly policy provides free PCR tests on arrival. With a quick turnaround*, you'll be ready for fun in the sun in no time.

- ✓ Family-friendly policy
- ✓ Minimal isolation
- ✓ Free PCR test
- ✓ No test on return

VISIT SAFE JERSEY

Jersey

Green Island, Jersey

Average 8 hours

From Wednesday 14 July 2021, print adverts were placed across UK national media titles, inspiring prospective visitors to book an easy escape.



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Trade activation

A press release was distributed to key travel media titles following the announcement advising of the travel policy updates. This generated coverage in the following titles:

- Travel Bulletin Online
- TTG Online
- Travel Weekly Online
- Travel Mole
- Justabouttravel.net

The Visit Jersey Trade team facilitated the second in a series of webinars giving trade representatives the opportunity to speak with the Visit Jersey team and ask any questions they had about the updates. This gave our travel trade industry partners the knowledge they needed to sell Jersey.



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Consumer activity

Supporting activity

Visit Jersey distributed a travel alert to consumer PR titles on the Government's updated Safer Travel Policy, securing two pieces of coverage in The Independent (d.u.u 436,046) and in The Sunday Times (circ. 647,622).

Both pieces included all key information about the new Safer Travel Policy, including no isolation for fully vaccinated arrivals and the relaxed rules for unvaccinated travellers or those with an incomplete vaccination record.

Owned channels

Updates to the travel policy were made to jersey.com. We continued to share the message on our social channels, engaging with our social communities, creating conversations and amplifying the message that Jersey is open to travel and ready to welcome visitors.

PPC activity

Supporting PPC activity focused on key search terms 'travel restrictions jersey' and 'can I go to Jersey' and continued to target 'last minute holidays'.

