

Jersey Runcation Challenge



Meryl Laisney, Head of Product & Events, Visit Jersey
Evelina Jarbin, Brand Partnerships, Europe, Strava

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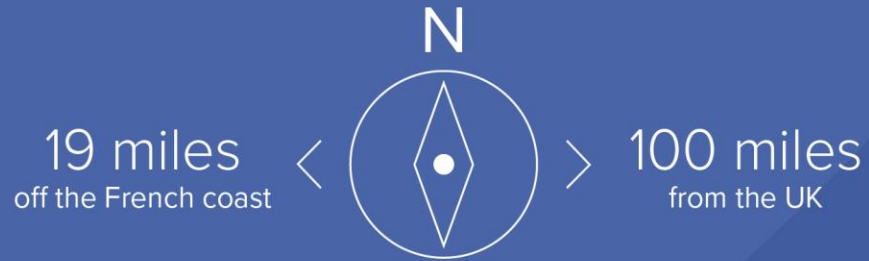
Before I ran into the bakery



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The island break. Come up for air.



24
beaches



500
miles of walking



40-minute
flight from
London



10+
active events



Microclimate



150
restaurants



3
castles



35
attractions



50+
experiences

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Super League Triathlon. Race with the pros.

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A lighthouse stands on a rocky cliff at sunset. Two triathletes are in the foreground, one standing and one crouching on the rocks. The sky is filled with orange and yellow clouds.

**Breca Jersey Swimrun.
Embrace rugged landscapes.**

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The Durrell Challenge. With Superman for company.

Image credit: Studio_M

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Swim. Bike. Run.
Train with a view.

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Exam question...

**How to galvanise
a niche product
opportunity to
act as a catalyst for
Jersey's tourism
development?**

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Align the product to the promise.

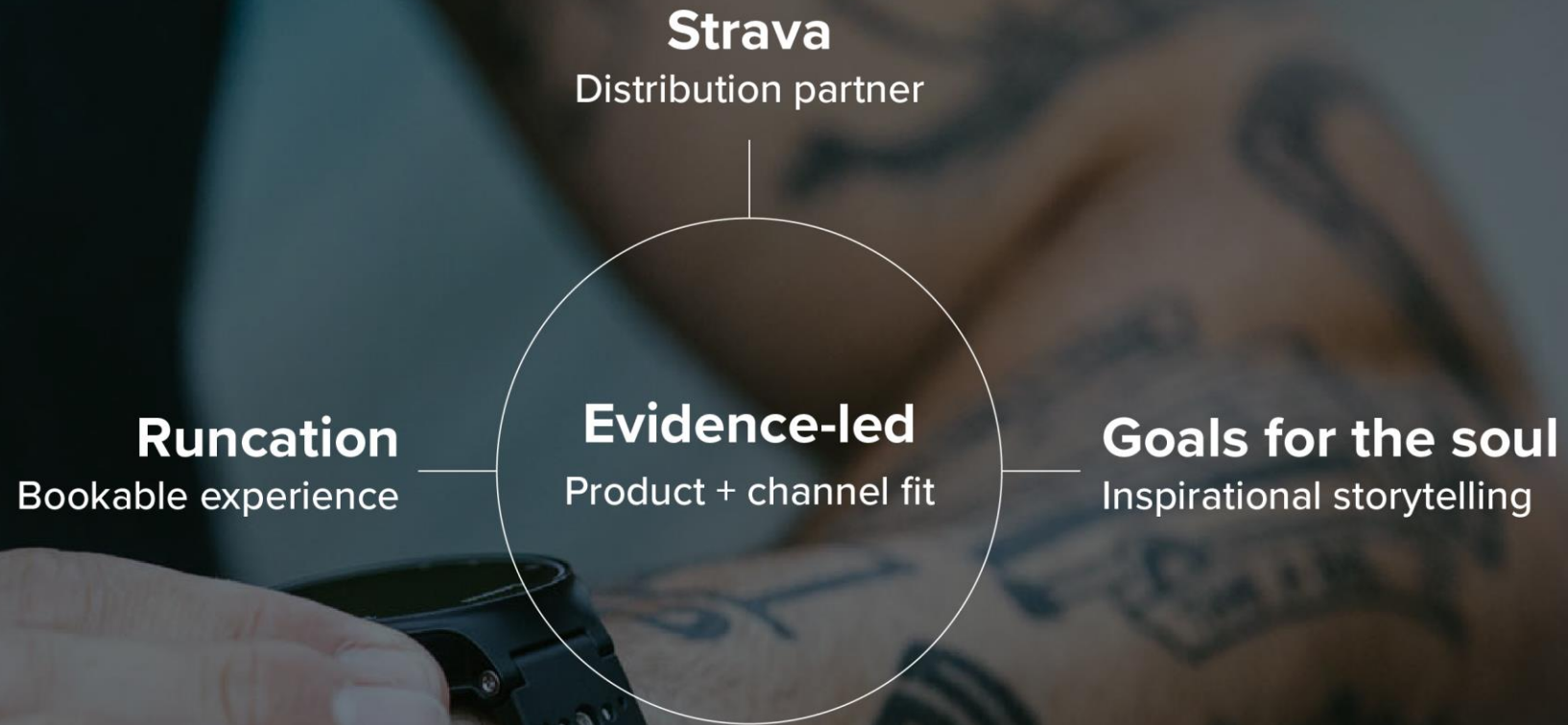


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The concept



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Product opportunity

Sports Tourism:

Compelling reason to visit – spectator or participant

Opportunity to develop active & wellness product

82% YoY rise in wellness experiences (TripAdvisor)

Highly productive - £785 p/visit (Visit Britain)

Address seasonality

Harness your USPs to build Signature Experiences

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Channel fit

Filtering through the noise:

Holiday decision
making sources

Social media
inspiration

Drip feed for
conversion

Play to
subconscious

Address 'not
for me' view

Reverse lack
of awareness

Connect with passionate communities where they gather

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Smart Distribution

Distribution partner

Media partners

Search

Website

Email

Social

Influencers

PR

Visitors

Paid

Owned

Shared

Earned

BUILD

ENGAGE

CONVERT

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1987

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**Sports are about more
than working out —
they're about community.**

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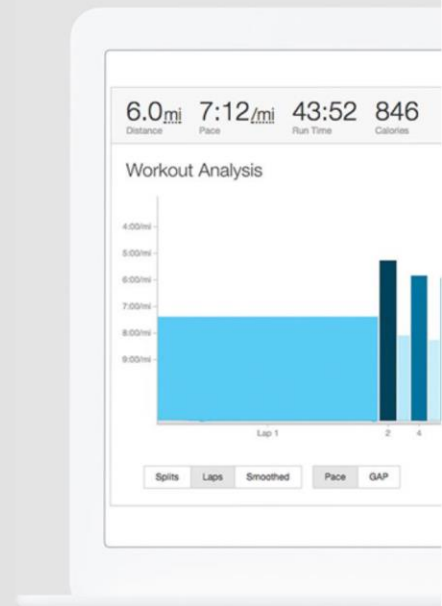
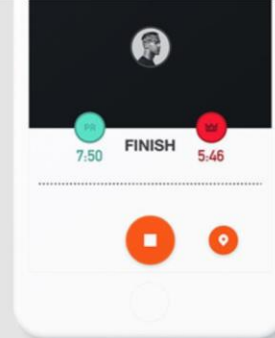
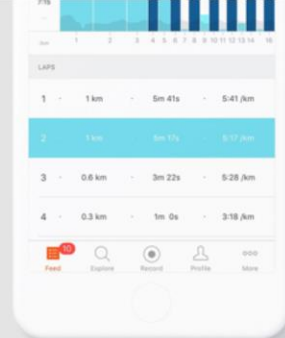
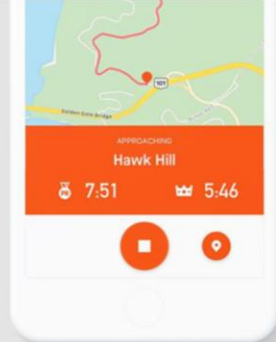
OUR MISSION

Connect athletes to what motivates them and help them find their personal best.

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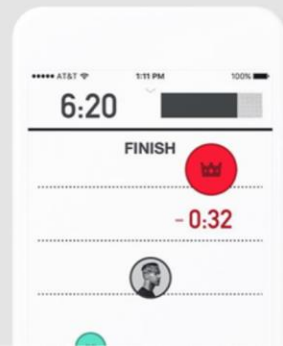
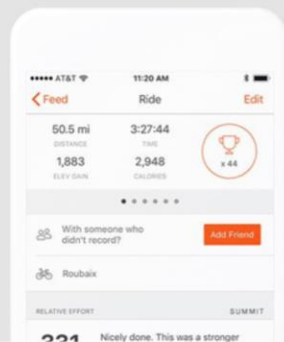
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OUR VISION

Be the record of the world's athletic activities and the technology that makes every effort count.



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Strava is a global community

45M

Athletes

195

Countries

50%

Located in Europe

2.5B

Activities

18M

Activities uploaded
every week

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36%

Cyclists

Strava began as a cycling-only platform



33%

Runner

Strava's fastest growing segment



26%

Multisport

*Athletes who track more than one activity,
but no single sport is more than 80%
of uploads*



5%

Other Activities

Strava supports 32 unique activity types

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**12% of all UK adults
are on Strava...**

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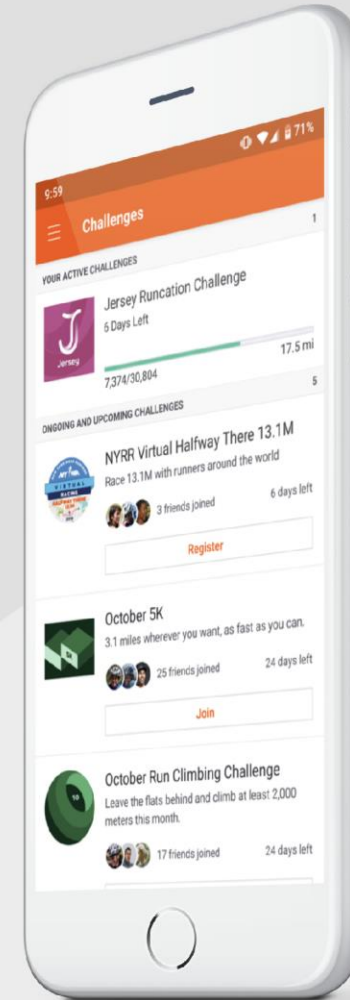
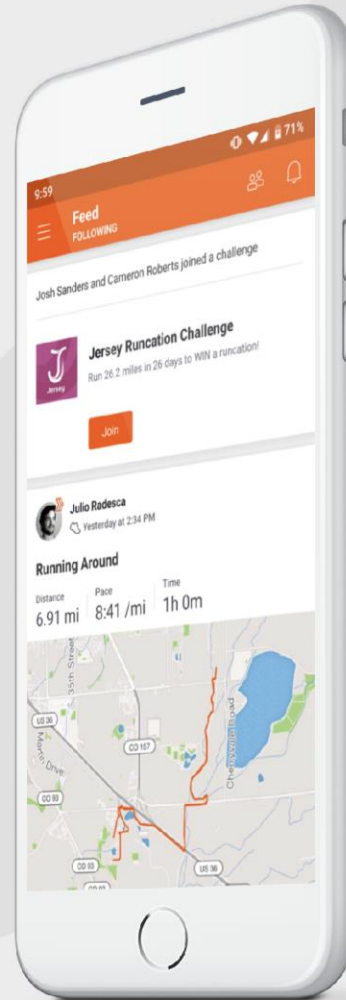
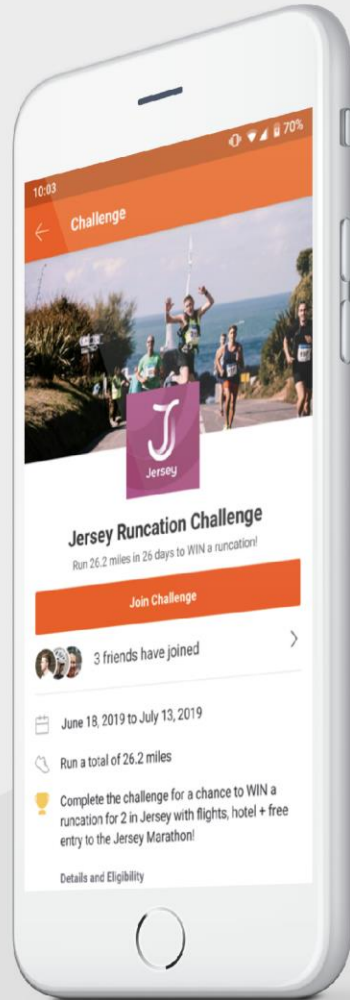
Behind every challenge is an athlete with a goal

You can be an interruptive ad for them on another platform, or their source of motivation on Strava.

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Jersey Runcation Challenge

Run 26.2 miles in 26 days to WIN a runcation!

Challenge Ended: July 13, 2019

Pumped to test your limits on a unique travel and fitness experience? Run 26.2 miles in 26 days for a chance to WIN a runcation for two in Jersey this October with flights and 2-night hotel stay at the 4-star Pomme d'Or Hotel! Pack your trainers, because you'll be taking on the Standard

[More](#)

30,800 1,957,011

Participants Total Miles Run



Challenge Reward



There are three types of prizes available over the Jersey Runcation Challenge.

1) Run 26.2 miles in 26 days for your chance to win a 2-night break to Jersey with free entry to the Jersey Standard Chartered Marathon, taking place on 6 October 2019.

2) The first 250 athletes who use #theislandbreak in their activity title have the chance to win an official branded Jersey race jersey. Make sure you've completed the challenge and opted-into your reward to be eligible.

3) All athletes who complete the Island Break Runcation Challenge will receive a discounted entry to the Marathon and a special rate on accommodation* - with options to compete in the Marathon, Relay Race and 3K Fun Run.

*Subject to availability

Prize Information

Complete the challenge for a chance to WIN a runcation for 2 in Jersey with flights, hotel + free entry to the Jersey Marathon!

Final Leaderboard

All Men Women

Overall	Name	Runs	Distance	Progress
1	OVERALL LEADER Mohinder Singh	27	639	<div style="width: 2.440%;"></div> 2.440%
2	Manbir Singh	122	503	<div style="width: 1.921%;"></div> 1.921%
3	Gracie Griffith Atlanta, Georgia	58	490	<div style="width: 1.873%;"></div> 1.873%
4	Alex Extra Mile London, England, United Kingdom	38	473	<div style="width: 1.807%;"></div> 1.807%
5	Lia M. Bat Yam, Center District, Israel	32	454	<div style="width: 1.734%;"></div> 1.734%
6	Ultra Runner j.c. Al Rayyan Municipality, Qatar	58	449	<div style="width: 1.714%;"></div> 1.714%
7	Giacomo Squintani Portishead, North Somerset, United Kingdom	33	430	<div style="width: 1.641%;"></div> 1.641%
8	Jeffrey Wadecki Connecticut	39	422	<div style="width: 1.612%;"></div> 1.612%
9	Inna Griban Мелитополь, ЗАПОРІЖСЬКИЙ	23	409	<div style="width: 1.564%;"></div> 1.564%

The Jersey perspective

- Social media platform for athletes
- Positive and motivating channel
- Increase brand advocacy
- Audience alignment
- Challenge perceptions



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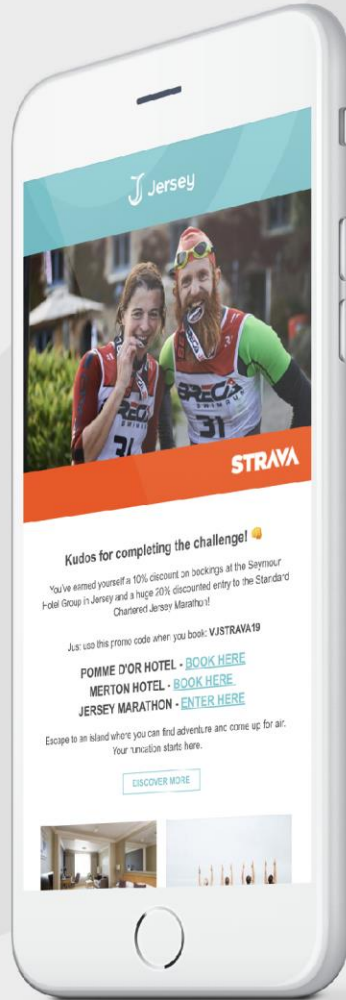
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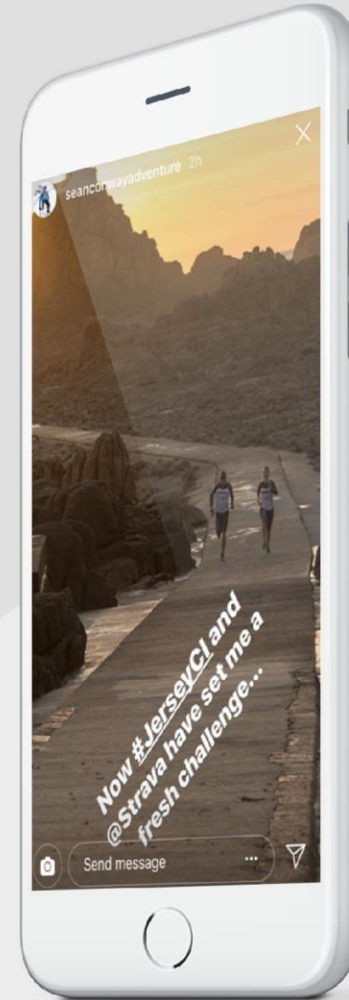
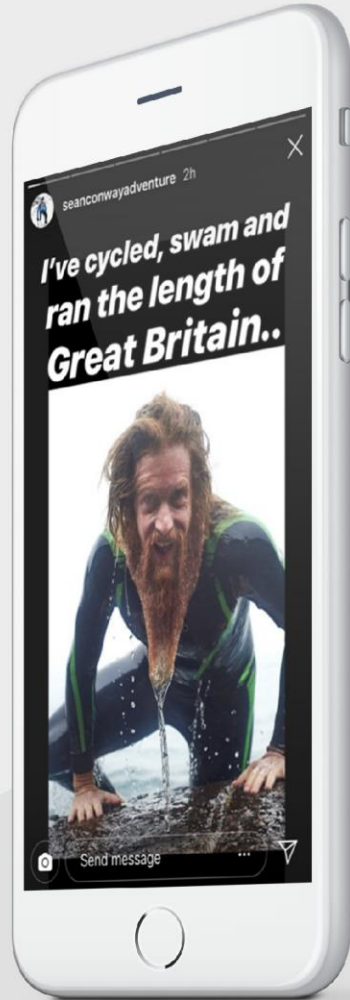
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Bookable experience

The Jersey Runcation

Jersey
Marathon

Year-round

Discounted
race entry

10+ active
events

Discounted
accommodation

Self-guided
trails



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Inspirational storytelling

Inspire visitors
to take on a
challenge

Beyond
experiential
travel

Towards
transformational
travel

Goals for the soul

*Travel is no longer a
hobby but a badge that
defines people.*



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How did the project deliver

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Outputs

- High engagement
- 1.6 million impressions (total no. challenge views)
- >450,000 unique athlete impressions
- 2 million miles run
- 25,000 completed the challenge
- 10,000 converted
- 96% challenge recall

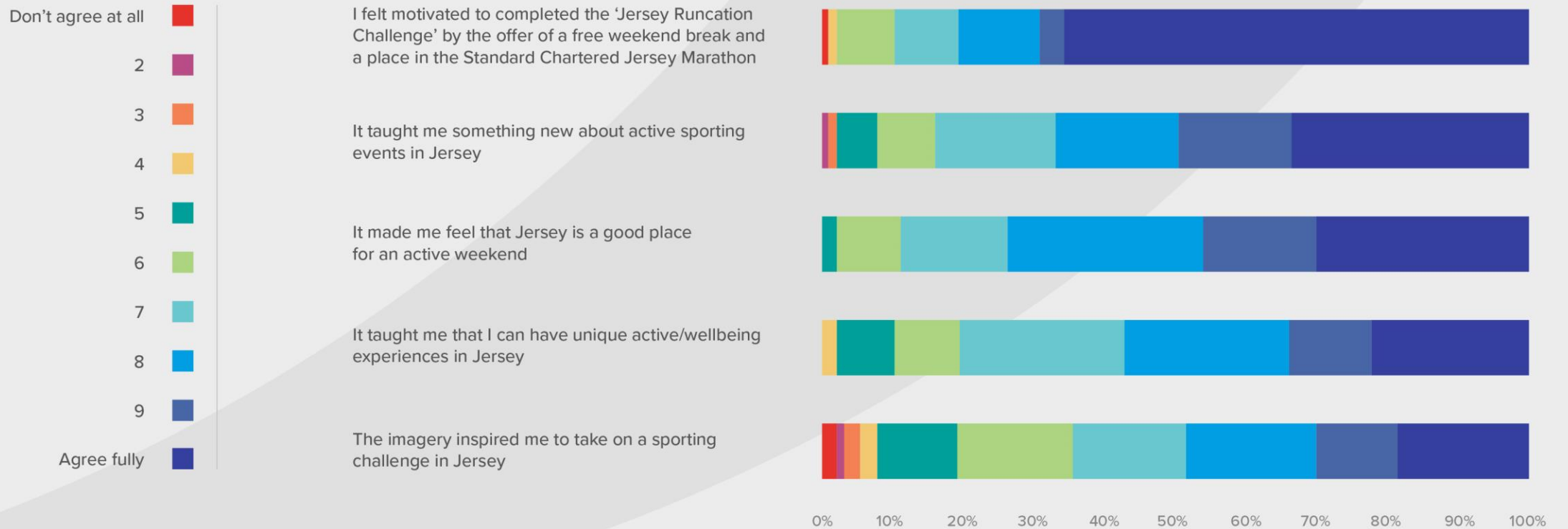


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Out takes



Outcomes

- 14% increase in visiting marathon runners year-on-year
- Total investment – staff and resource £27,720
- Total incremental visitor nights 2,711
- Total incremental visitor spend £275,255
- 10:1 ROI



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Critical success factors

1

Be bold

2

Authenticity

3

Evaluate

4

Be agile

5

Partnership
legacy

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Feeling pumped?



WATCH VIDEO

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