

# Marketing Strategy

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2022  
Visit Jersey

# Factors affecting tourism



## INTERNAL

- Positioning of Jersey
- Agility & flexibility 'Always On'
- Market strategy (UK, DE, FR, new markets)
- Creating new stories to tell to target markets
- Exit survey / data insight



## JERSEY

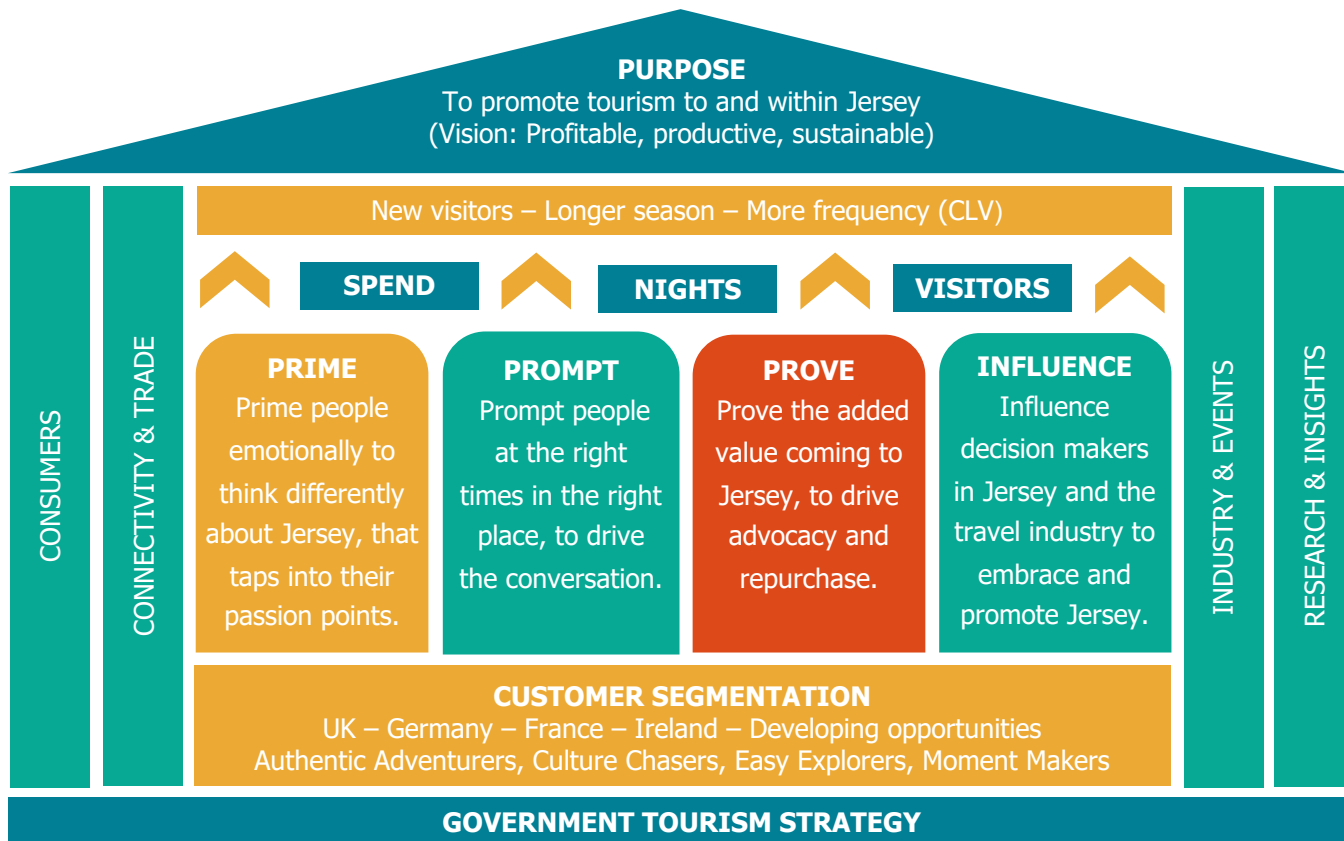
- Access
- Accommodation supply
- Staffing
- Climate change, carbon neutrality policy
- Government Tourism Strategy



## EXTERNAL

- Brexit
- Pandemic hangover
- Competition
- Awareness of Jersey
- VJ's share of voice
- Change in consumer values & behaviours post-pandemic
- Economic outlook
- Varying roads to recovery (Leisure, VFR, Business Travel)

# Marketing strategy



# An evidence-based approach



Surveys and in-depth interviews in the UK, France and Germany



## UK

Take domestic holidays / breaks (but not precluding those who also take international holidays)  
Market size potential: 40 million  
Sample size: 3,000



## FRANCE

Consider UK (as well as other destinations) as a possible holiday destination  
Market size potential: 5.8 million  
Sample size: 1,000



## GERMANY

Consider UK (as well as other destinations) as a possible holiday destination  
Market size potential: 7.5 million  
Sample size: 1,000



# Segment selection criteria

In determining the best prospects, we considered the following:



**Size of the  
market**



**Volume of  
visitors**



**Current appeal  
of Jersey**



**Match with  
Jersey product**



**Shoulder season  
travel appetite**

# What we know about them



## Profiles, drivers, media, activities, experiences...

Through the quantitative research and in-depth interviews, we have detailed insights to work from.

- ✓ Key motivational drivers for targeted messaging
- ✓ Profiling (age, gender, region, household composition)
- ✓ How they travel (when, where, how, who with)
- ✓ What they are looking for in a destination
- ✓ What sort of events would attract them
- ✓ What activities appeal
- ✓ Inspirational sources and media consumption

# Priorities & focus

Destination Awareness	Product	Trade	Markets	Digital	Insight
Re-positioning Driving awareness Spring / summer UK campaign Summer / autumn UK campaign	Telling stories that tap into motivations of target audience Visitor information services Events strategy Niche markets (e.g. LGBTQ+, education, sports)	Access More sales platforms New business development Partnerships	Review and jump-start German and French markets Respond to new markets opportunities	Optimise new website performance	Exit survey Campaign tracking Events evaluation Segmentation development Product audit

# Customer segmentation & best prospects

New positioning will tap into the motivational drivers of our core customer segments, stretching the season through inspiring story telling and reasons to visit that appeal to our target audiences.



**AUTHENTIC  
ADVENTURERS**



**CULTURE  
CHASERS**



**EASY  
EXPLORERS**



**MOMENT  
MAKERS**

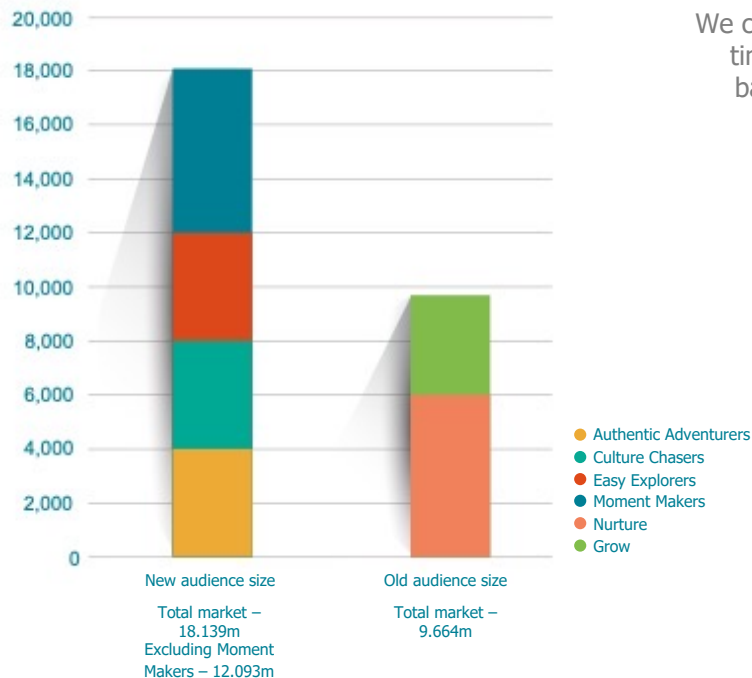
# New segmentation

Visit Jersey's approach to segmentation has opened audience pools:

Both in terms of size

And also fluidity

Audience comparison



We can capture people in a moment in time, rather than creating a hard barrier for entry through a socio demographics, age etc





2022 Key objectives

# Marketing

## Key focus:

To grow destination awareness through brand positioning and advertising, acquisition of new best prospect segments and tactical activation to simulate bookings to Jersey, through content creation.

- Launch Jersey. Curiously Brit...(ish) to reach best prospects. Promote awareness amongst key target markets and stretch Jersey's seasonality by driving bookings in spring, summer and autumn 2022.
- Through PR and earned media, focus on trophy PR pieces, top tier endorsement and high-profile talent opportunities.
- Deliver campaigns and unique content stories to promote awareness, engagement and advocacy
- Leverage brand partnerships to extend Jersey's message through larger channels.

Seizing the opportunity

# Igniting a desire for Jersey



An aerial photograph of a coastal scene. In the foreground, a small white boat with several people on board is positioned near a sandy beach. The beach is a mix of light and dark sand, with some people walking on it. The water is a deep blue-green color. In the background, there are some rocky islands or headlands in the sea under a clear sky.

2022 Creative campaign

# The business objective

Drive awareness and interest in Jersey as a holiday / short break destination for UK travelers, increasing appeal of the island.

- 01** | Target Jersey's best prospects – Authentic Adventurers, Culture Chasers and Easy Explorers.
- 02** | Think about Jersey differently, that taps into their motivations for travel.
- 03** | Create stand out, differentiate Jersey's unique experiences and surroundings.
- 04** | Stretch the season with more reasons to travel in spring, summer and autumn
- 05** | Drive partner referrals.

# Integrated campaign

Optimising consideration and decision making

## PRIME

Prime people emotionally to think differently about Jersey, that taps into their passion points.

## PROMPT

Prompt people at the right times in the right place, to drive the conversation.

## PROVE

Prove the added value coming to Jersey, to drive advocacy and repurchase.

**BROADCAST ADVERTISING (PRINT, OOH, VOD)**

**INDUSTRY ENGAGEMENT**

**PR**

**DIGITAL (PROGRAMMATIC, DISPLAY, WEBSITE, SEO, PPC, SOCIAL)**

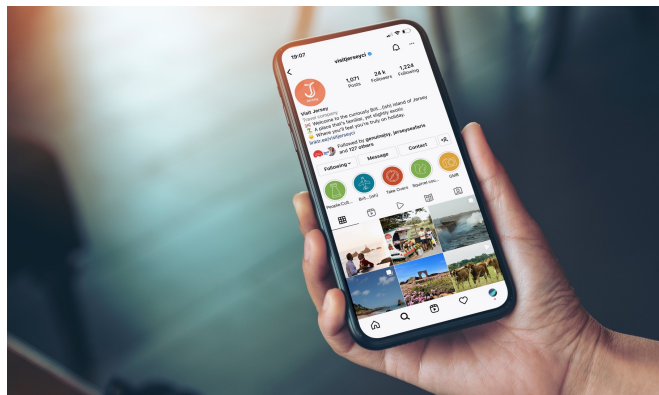
**CRM**

**PARTNERSHIPS (TRANSPORT, TO, TA, AIRLINES)**



2022 Campaign

# Example creative





2022 Campaign

# Example creative



## 2022 Season campaign launch will run from Christmas to mid-April

- Total reach 46.59% target audience x 3.99 = 13.90m audience
- Plus 11.6m paid social and Google display

### Assumptions:

- Shorter look – to book – to travel periods and last-minute booking continues.
- Media that will provide cancellation/deferral flexibility.

### Selection

- Media that over-indexes for target audience.
- Print: Guardian, Times, Daily Mail, Telegraph.
- Digital: Travel, high impact, programmatic.
- OOH: 48s high impact London/SE, high reach.
- VOD: All4, ITV Hub, Sky

Media	Dec	Jan	Feb	Mar	Apr
News Brands Print					
News Brands Online					
VOD					
OOH					
Digital Display					
Programmatic					

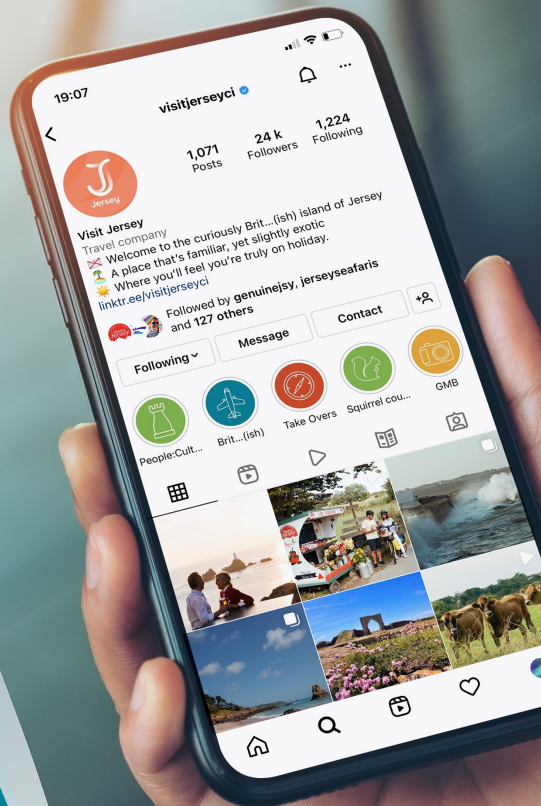
2022 Key objectives

# Digital

## Key focus:

Transforming our digital marketing through a digital roadmap to optimise the user journey.

- 01** | Launch and develop new website.
- 02** | Develop an ongoing strategy to maintain and develop VJ's SEO.
- 03** | Integrate the new email marketing platform into a proactive re-marketing tool linked to website engagement, in line with customer segmentation.
- 04** | Refresh business.jersey.com business website.
- 05** | Develop a long-term strategy that will support visitor services by streamlining and enhancing the way we give island information and promote partners.
- 06** | Focus on user-generated content and brand engagement through social conversations and content partnerships, which readily encourage advocacy.



2022 Key objectives

# Access

## Key focus:

Support Jersey's connectivity recovery through partnership marketing activities and leverage the power of partner brands to reach new audiences more efficiently and effectively to complement VJ's activity.

**01** | Publish a business development plan that identifies and sizes all partnerships in core industry verticals to prioritise and establish campaign activity, specifically during shoulder and low season.

**02** | Develop data driven omni-channel comms framework with top tier commercial partners to deliver co-funded marketing campaigns.

**03** | Deliver co-funded trade marketing campaigns, including an extended focus in driving an improved length of stay for FR & DE markets.



2022 Key objectives

# Product

## Key focus:

Driving competitiveness and productivity, matching supply to demand, by stretching the season through appropriate product development, meeting customer needs.

- 01** | Drive partner referrals and develop a new partnership programme for 2023.
- 02** | Stretch the season with more reasons to travel in spring and summer. Develop authentic Jersey experiences aligned to the interests of our target markets.  
Underpinning themes will be linked to arts & culture, history & heritage, local food and the great outdoors.
- 03** | Market diversification and special interests through niche product development (e.g. school groups, sharing economy, environment carbon neutral strategy).
- 04** | Lead and implement and events strategy.
- 05** | Review our Visitor Information Services to ensure they are fit for purpose.





2022 Key objectives

# Research & insights

## Key focus:

To provide evidence-based insight into performance of tourism to the economy and identify consumer needs and trends to help develop strategy.

- 01 | Resumption of the Exit Survey in Q1.
- 02 | Measure the appeal of Jersey for each of the core segments through campaign awareness research.
- 03 | Demonstrate the value of the visitor economy to key stakeholders including Government,



## 2022 Marketing forecast

# Marketing plan

[illegible]

# Thank you

For further information: [marketing@visitjersey.je](mailto:marketing@visitjersey.je)

