

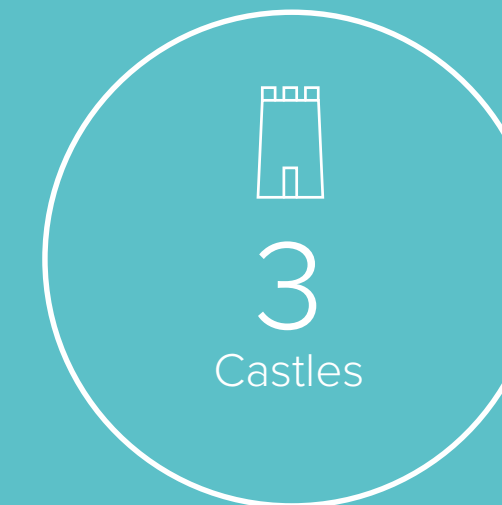
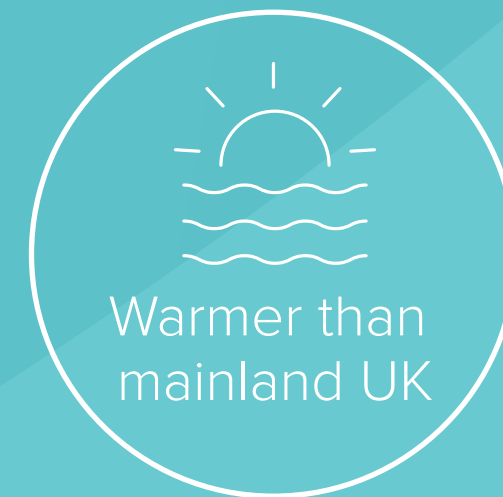
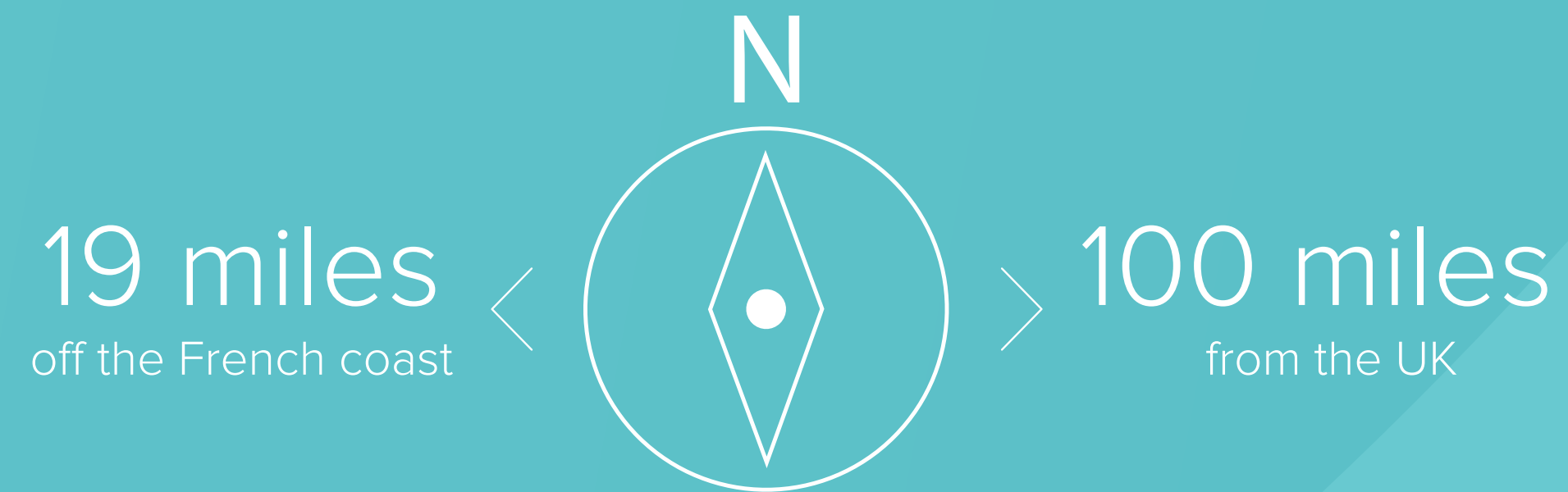


# #theislandbreak.

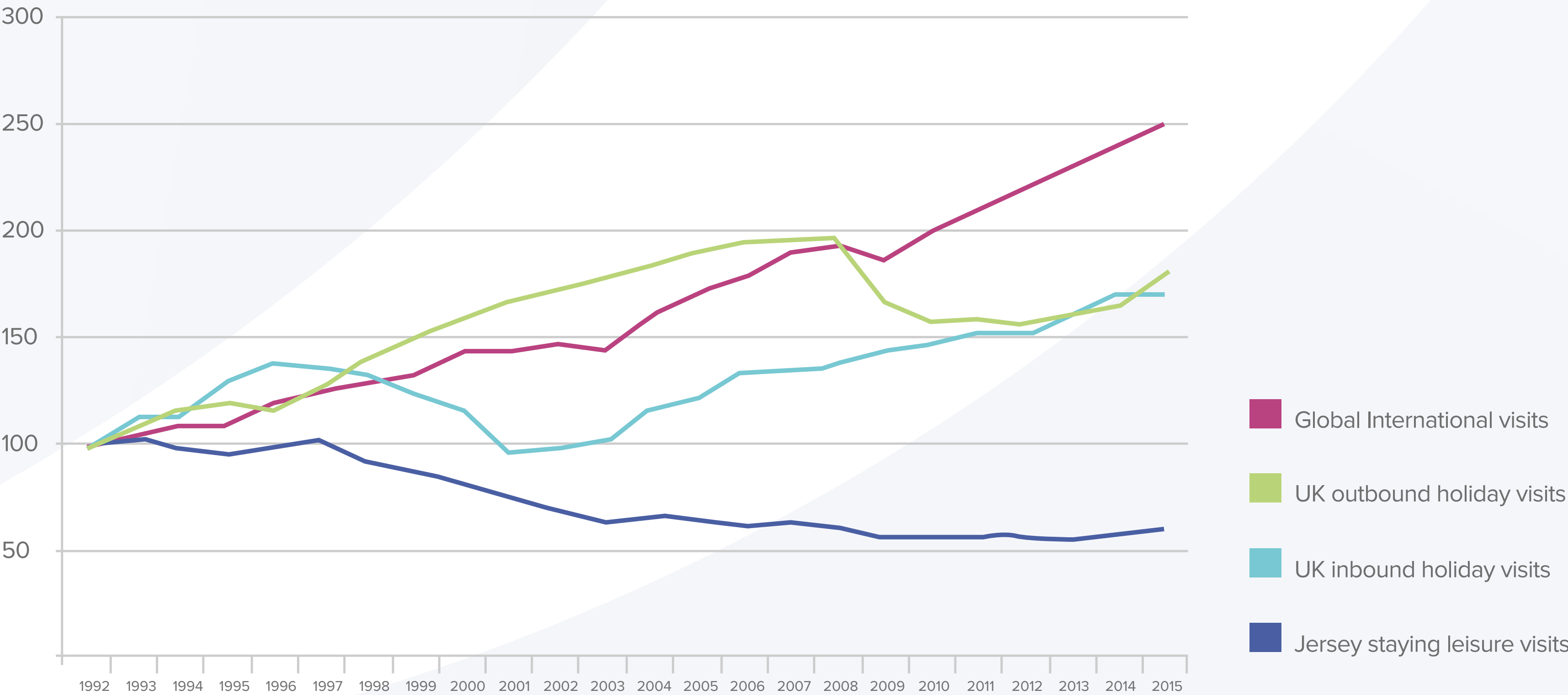
Crafting a destination brand with content & honesty.



# Jersey?



# So.... What happened?



## So.... What happened

“We were the tourism capital of Britain. We were invincible”

“Our job is to manage the decline”

“The GVA of hospitality is so small it's barely worth investing in”

“Jersey has fallen out of love with tourism”



# The Future

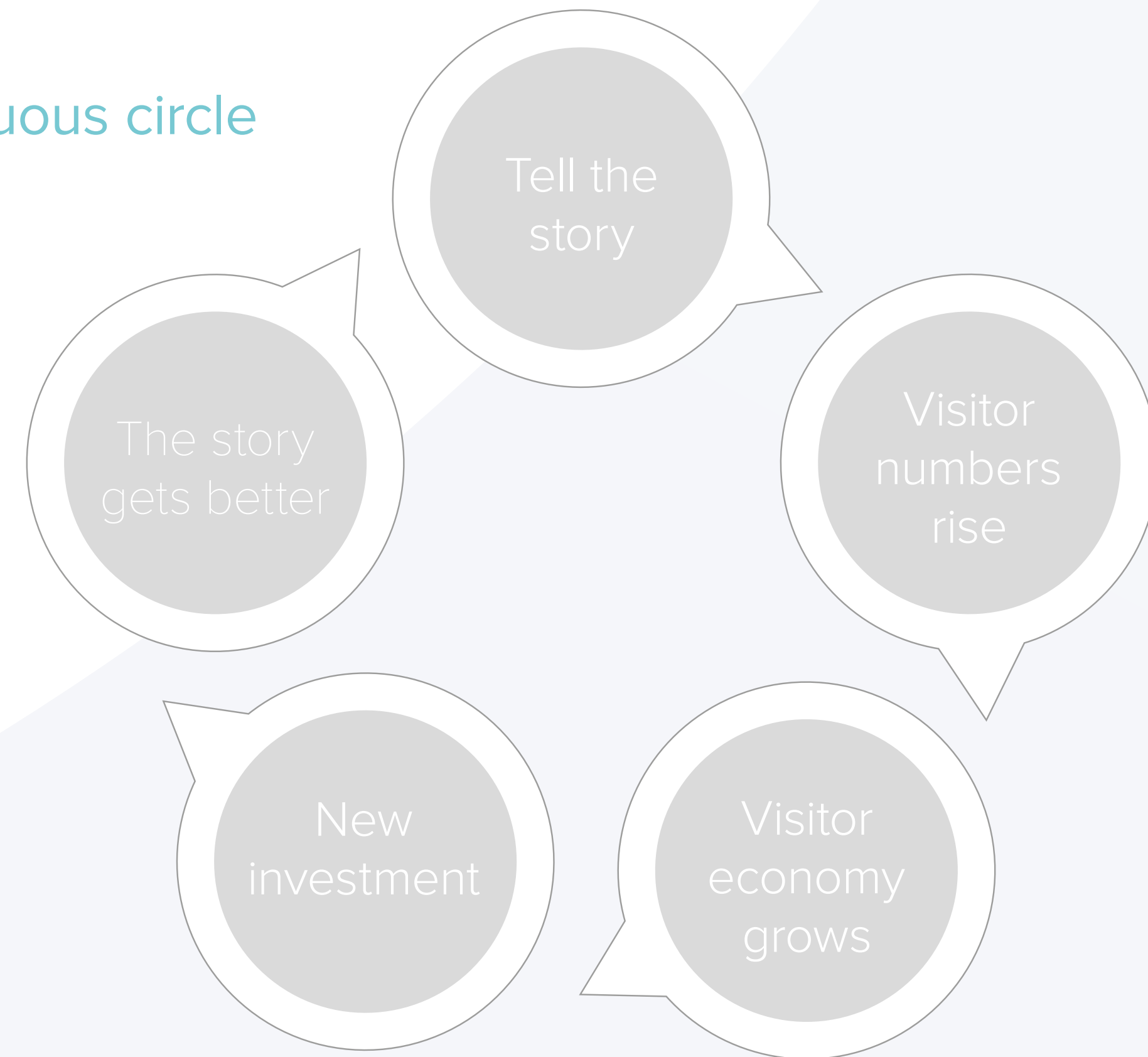


# Why re-brand

The brand must be a beacon that will ignite a virtuous circle

The virtuous circle will:

- Reflect the **best** of Jersey's reality
- Set expectations – for islanders and visitors alike – for what the Jersey experience **is** and **should be**
- **Reignite** pride and passion
- **Galvanise** islanders to unite, align and contribute to a tomorrow that is **even better** than today





# Timing

This is a unique moment and opportunity

## Amazing positivity & support

Huge optimism around the new organisation and team. Many stakeholders want to know what they can do to help – there are many partners in waiting.

.....

“They are empowered, energised, I can’t praise them highly enough. They all share an objective. It’s like a startup.”

## Permission to be bold

Requirement to cut through the noisy competitive landscape, with permission for the new, positive Visit Jersey to bring fresh thinking and be brave.

.....

“The flying banana is just a bit ‘whatever’. We need something stronger.”

## Jersey is a safe option

A delicate but important and real advantage for Jersey in an unstable global environment. Smaller, off the beaten track destinations like Jersey are a natural substitute for more exotic, ‘riskier’ options.

“Its not nice to benefit from problems in the world, but there is a lot of share shift happening.”





# Where did we start

Sources



Data



Stakeholder Interviews



Research



# How you feel about Jersey?

A solid base of – mostly – proud and positive people

What do you associate most with Jersey?





# How you think other people feel about Jersey?

A clear view on the perceptions we need to shift

What do you think other people associate most with Jersey?





# What would you like other people to associate most with Jersey?

# An evocative, engaging and more vibrant future

What would you like other people to associate most with Jersey?



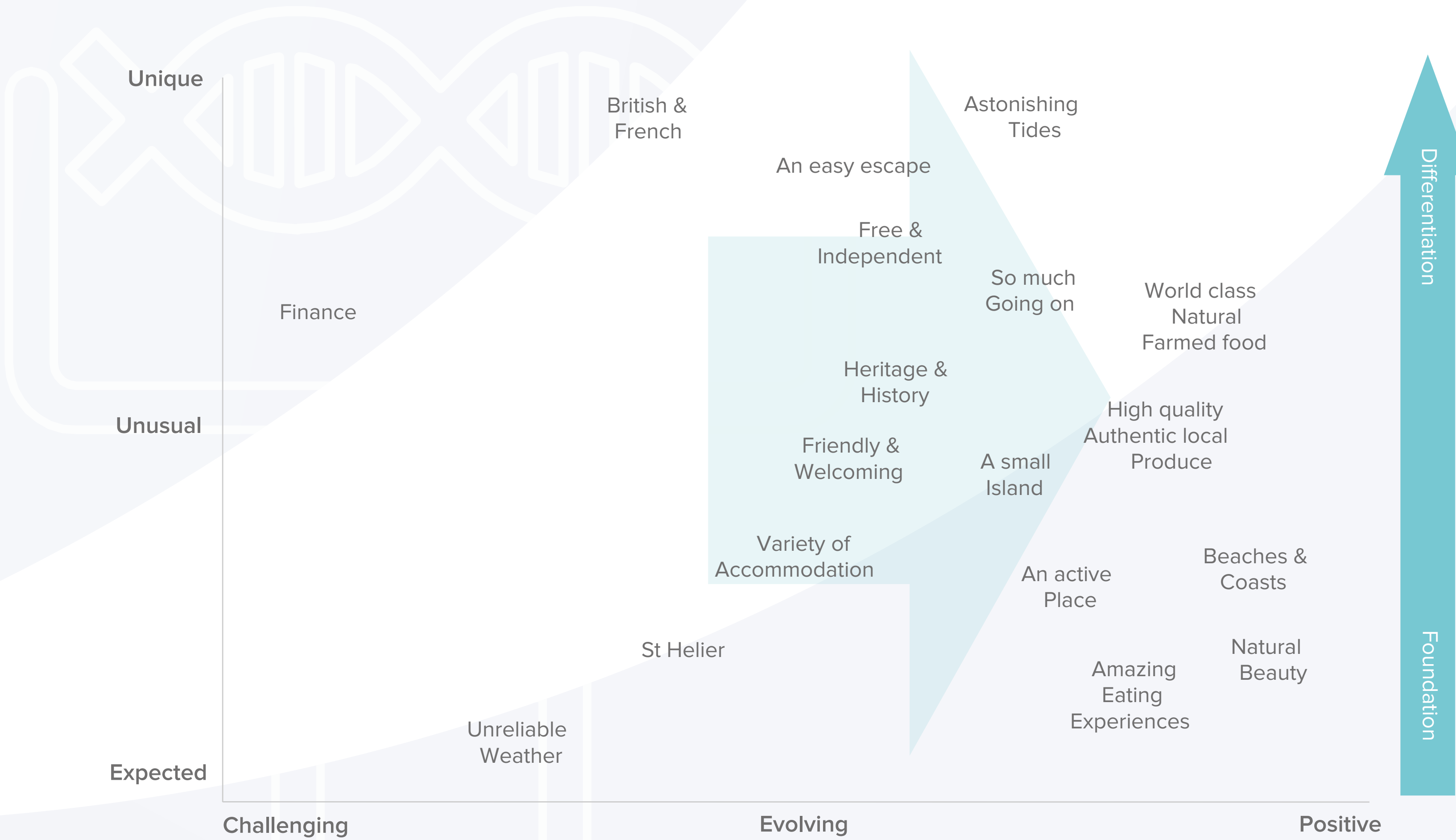


# Drawing the threads together





# A strong & differentiated story



































# Average Visitor Age 57

## UK Visitor Profile

Nuture

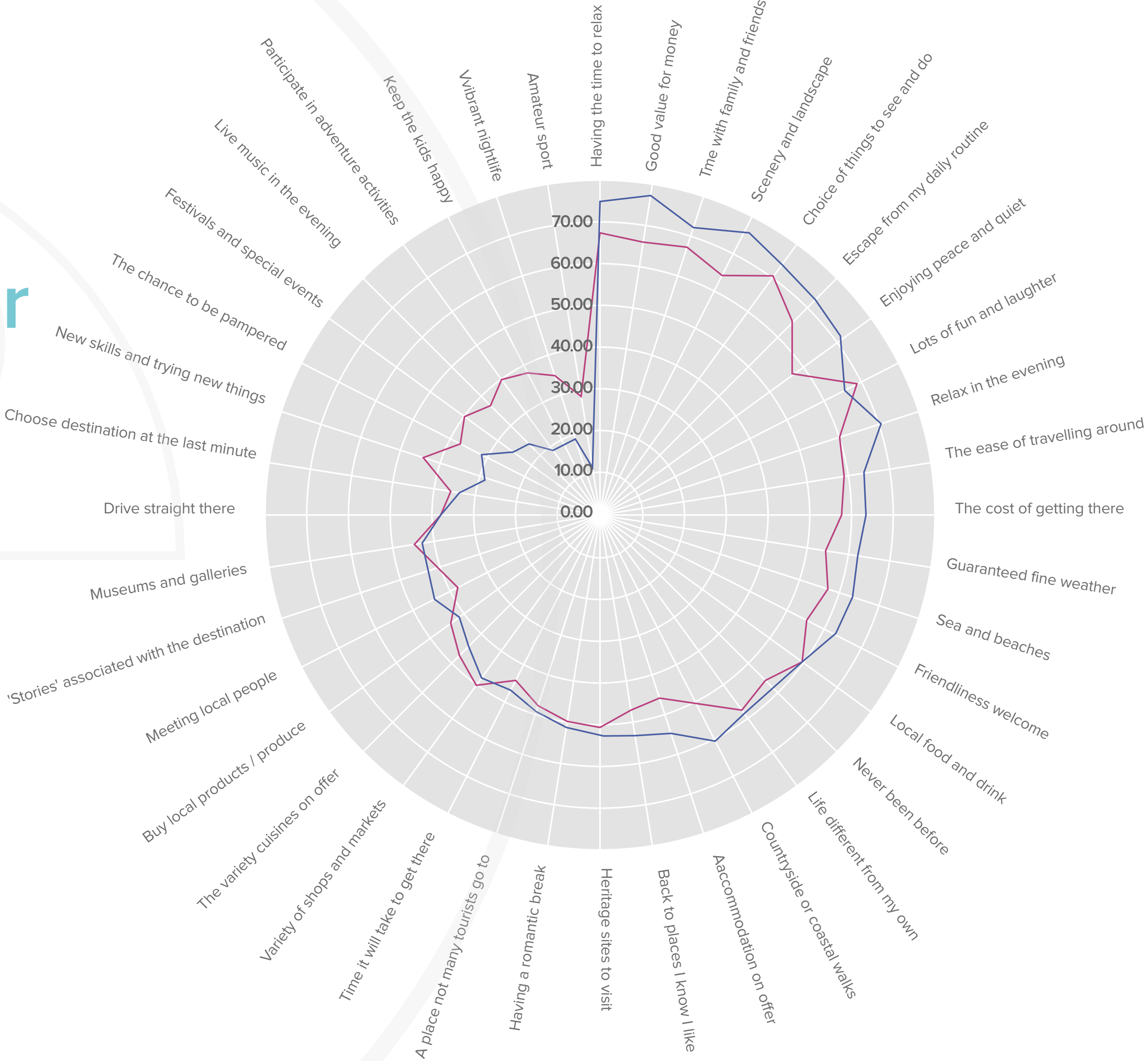
Grow

Retain 1	Retain 2
<div><div> 55+</div><div> Retired / working</div><div> 2+ holidays a year</div><div> 3-6+ month lead time</div><div> Package driven</div><div> 60 miles from departure points</div><div> ABC1</div></div>	<div><div> 25-54</div><div> Working</div><div> 1+ holidays a year</div><div> 3-6+ month lead time</div><div> Package driven</div><div> 60 miles from departure point</div><div> ABC1C2</div></div>
Convert 1	Convert 2
<div><div> 25-54</div><div> No children</div><div> 2+ holidays a year</div><div> 4-6-week lead time</div><div> Working</div><div> Independent traveller</div><div> 60 miles from departure points</div><div> ABC1</div></div>	<div><div> 25-54</div><div> Children</div><div> 2+ holidays a year</div><div> 4-6-week lead time</div><div> Working</div><div> Independent traveller</div><div> 60 miles from departure points</div><div> ABC1</div></div>





# Do their similarities outweigh their differences?





# Insight

The ideal visitors for Jersey is not defined by their age, but by the **attitudes** and **behaviours** that they **share**.

They are **active** in body and mind, **vibrant**, **youthful**, **fun** and **curious**.

They have a **zest for life**, enjoy seeking out **new experiences** and are willing to spend to get them – so long as they feel they are getting **good value**.





# Foresight

- There has been a rise in shorter holiday breaks.
- Travellers are trading in traditional beach resorts for more authentic and immersive experiences.
- Escaping to the country and reconnecting with nature is increasingly appealing to stressed urbanites.
- Travellers are not constrained by their age, with many retirees marked by a love for adventure travel.
- Technology enables travellers to curate spontaneous last minute trips with just one tap.



# Drawing the threads together



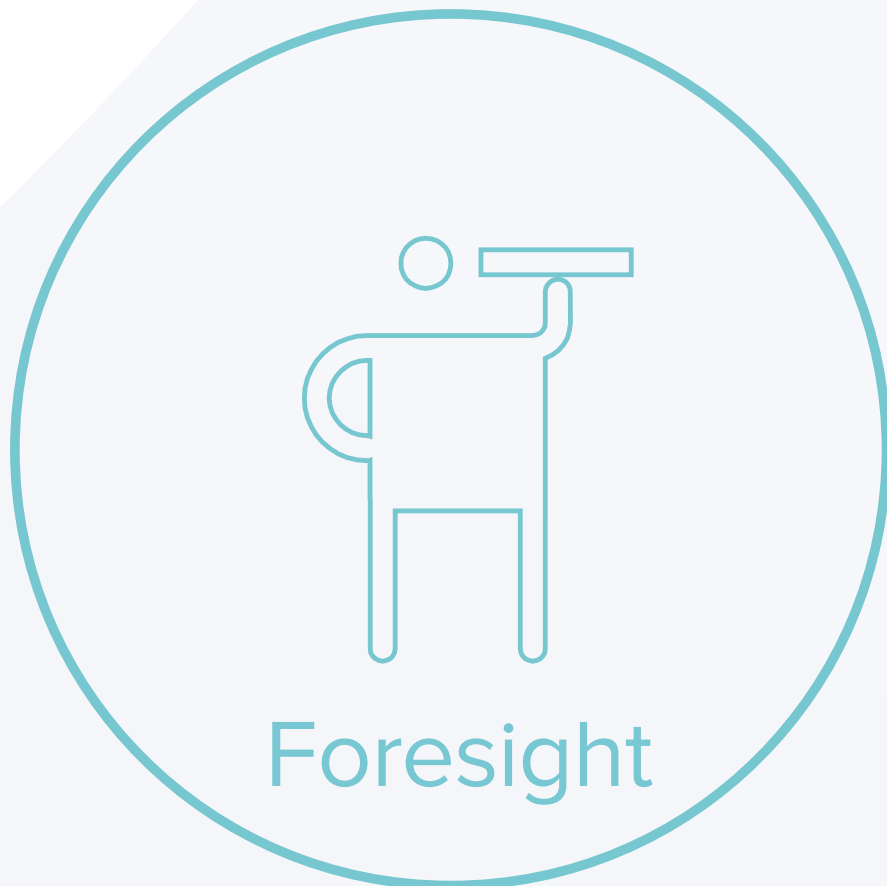
Jersey is a fascinating small island with stunning natural beauty and a great story to tell. An easy escape that's bursting with variety.

⋮



The target has an aspirational attitude that is shared by many, irrespective of age. It is more youthful, active, curious and fun – they are experience seekers with a zest for life.

⋮



A world in which holidays are shorter and more frequent, and are geared towards collecting new, authentic experiences that are often closer to nature. They are booked more spontaneously, and are enjoyed by the full spectrum of age profiles.



Jersey is an island shaped by the sea,  
where things are revealed - to any who  
choose to look.

Like our submerged coastal landscapes that  
are exposed to the fresh Jersey atmosphere  
each day, it's a place for you, too, to come  
up for air.

A liberating, joyful experience where you're  
free to reconnect and revitalise. Free to be  
together. Free to do so much (Or so little).

Where you explore the past, love the  
present and can't wait for the future, Where  
friendships are nourished and bonds are  
strengthened.

And when the time comes for the tide to  
rise again, you're ready to dive back in.

With a smile on your face and a freshness in  
your heart.

## Positioning

The island break for  
optimists who want to  
come up for air

## Purpose

To ignite a new wave  
of pride and passion  
for Jersey by reminding  
ourselves and the world  
just how special Jersey is  
as a place to reconnect  
and revitalise

## Values

Individulaity  
Curiosity & Optimism  
Togetherness  
Natural harmony

## Personality

Fresh  
Bold  
Spirited  
Fun

*An Island of  
rediscovery*





# Welcome to Jersey



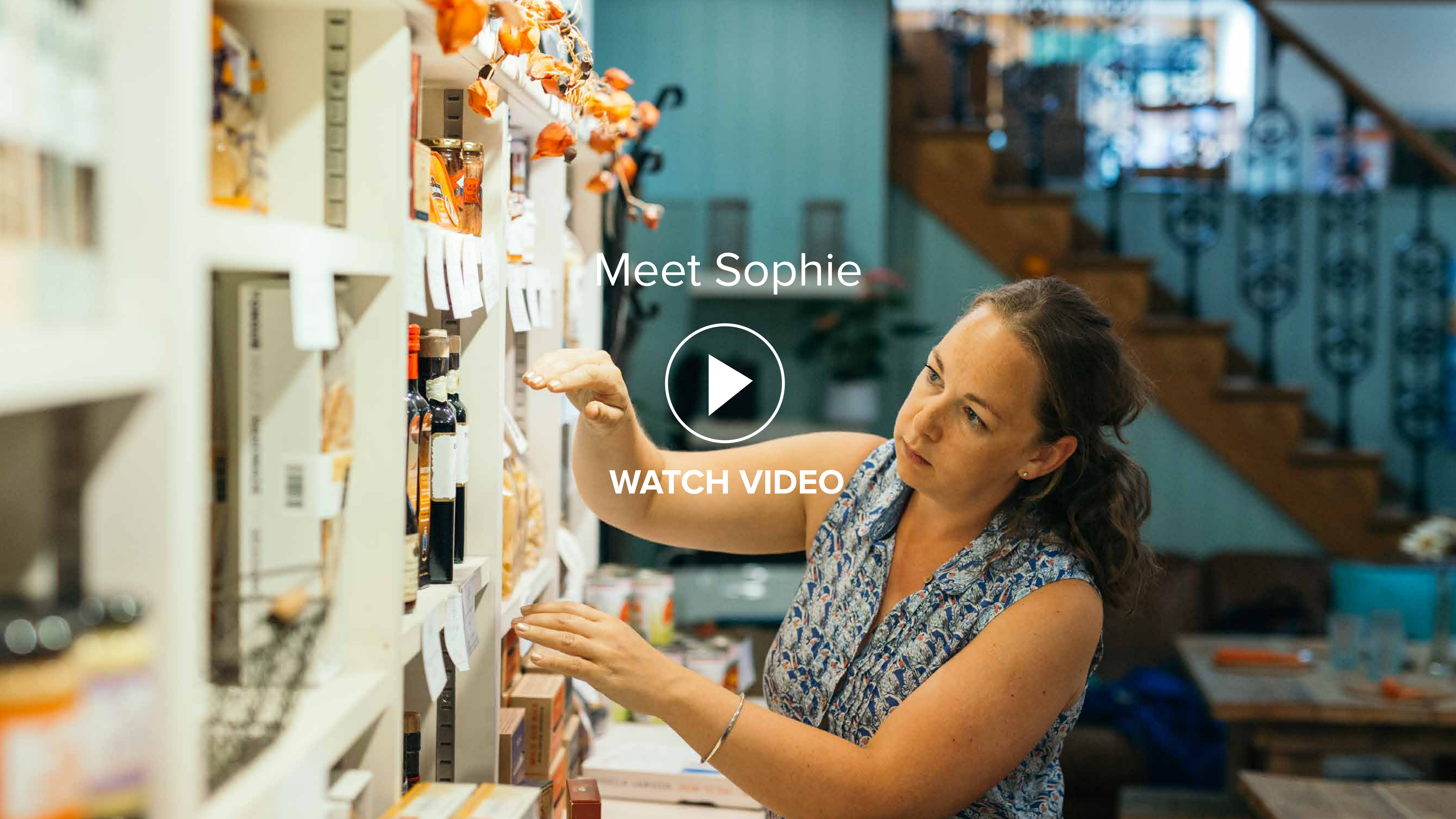
**WATCH VIDEO**











Meet Sophie



WATCH VIDEO



Join us for sunset



WATCH VIDEO