

Product Plans 2021



Introduction

Priority Areas

- Competitive standout for Jersey
 - Promote motivating experiences
 - Integrated approach with consumer marketing and trade distribution
- Productivity & Sustainability
 - Increase length of stay, seasonal extension and frequency
- Redefine KPIs
 - Target 250 opportunities
 - New itineraries & programme development
 - One content calendar
 - Trade Satisfaction Survey

Competitive Landscape

Post-Covid World

- Evolving consumer travel preferences
- Greater concerns around personal wellbeing, air quality and humans' impact on the environment
- Desire to spend time in open spaces, with fresh air and private accommodation
- Preference for active holidays, involving fitness activities or cycling and walking

Motivating Experiences

Develop experiences to match customer segments

The Great Outdoors

Nature's never far away in Jersey. For a small island Jersey is full of natural, wild spaces where you can reconnect and experience nature at its best.

Active & Wellbeing

Come up for air and breathe fresh sea air. Feel free revitalise in Jersey's breathtaking landscapes and scenery

History & Heritage

From resistance to liberation, discover authentic stories that bring Jersey's living history and unique culture to life.

Local Food

Take time to savour the authentic taste of Jersey everywhere from farm shops and field-side stalls to Michelin-starred feasts at top-rated restaurants.

People & Culture

Connect with the people of Jersey and discover the island's pride and passion.

Flex profile based on market (UK, French & German) customer interests

The Great Outdoors

Motivation	Suggested Suppliers / Product	Events	New Itinerary or Programme Development
Reconnect with nature	<ul style="list-style-type: none"> Jersey National Park (JNP) Les Ecrehous / Minquiers (RIB) Tides Coastal Path Walking Running Stargazing Wetlands Centre Jersey Biodiversity Centre Jersey Zoo (Durrell) Valley Adventure Centre Sustainability ambassadors i.e. Charlie Cadin, Linzi Hawkin 	<p>5 Events to Get Well in the Wild</p> <ul style="list-style-type: none"> World Wetlands Day #Lovenature Festival Durrell Dash / Challenge 30 Bays in 30 Days World Ocean Day Christmas Day Swim 	<ul style="list-style-type: none"> Partner with GPS apps e.g. Komoot, Strava JNP Coastal Trail - space travel JNP Nature Trail – wildlife hot spots Low Tide Adventures – 1 day 4 tides Slow movement immersive itinerary with sustainability ambassadors Travel with purpose – voluntourism

Active & Wellbeing

Motivation	Suggested Suppliers / Product	Events	New Itinerary or Programme Development
Come up for air	<ul style="list-style-type: none"> • Cycling • Watersports e.g. surf, SUP, coasteering, kayaking, sailing • Cold water swimming • Yoga e.g. bunker, sunset, SUP • Spa • Mindfulness (Forest Bathing) 	<p><i>Events to get your pulse racing</i></p> <ul style="list-style-type: none"> • Walking Week • Round Island Challenge • Trail Monkey • Around Island Walk • Rat Race • Breca Swimrun • Marathon • Triathlon • SLT • Jersey Surf Film Festival • Tidal Marathon (new) 	<ul style="list-style-type: none"> • Bike packing holiday • Cycle Gravel Route • Round the Bays Loop • DIY Yoga Spots (clean eating/vegan dining) • Mindful spaces in island places • Spiritual space at slow pace - the moon and stars – JNT

History & Heritage

Motivation	Suggested Suppliers / Product	Events	New Itinerary or Programme Development
Discover our pride & passion	<ul style="list-style-type: none"> Heritage lets Mont Orgueil Elizabeth Castle La Hougue Bie Occupation story e.g. Jersey Heritage, Jersey War Tours, Jersey War Tunnels, CIOS Jersey National Trust Dolmens / Megalithic Ice Age Coast History Alive! Walking Guides i.e. JWA, JTGA, Jersey Uncovered 	<p>5 Dates to Delve into Jersey's Past</p> <ul style="list-style-type: none"> Summer Solstice Winter Solstice Liberation Day Jersey International Air Display Wassailing 	<ul style="list-style-type: none"> Self-guided podcasts with Jersey War Tours (stories of romanticism, resistance, liberation) From Neolithic to WW2 (Integrated Evie bike routes) Self-drive Castle & Forts trail partner with Classic Car Hire Walking Through the Ages noting key dates (History of Jersey Walk) in partnership with Jersey Heritage & Jersey Finance (Spotify)

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Local Food

Motivation	Suggested Suppliers / Product	Events	New Itinerary or Programme Development
Savour an authentic taste of Jersey	<ul style="list-style-type: none"> • Self-catering e.g. Freedom, Macoles • Woodlands Farm • Jersey Oyster • Seymour Oyster Co • Central Markets Faulkner Fisheries • La Mare • CI Distillery Co • Anneville Farm • La Robeline • Genuine Jersey 	<p>6 Foodie Festivals</p> <ul style="list-style-type: none"> • La Robeline Pop Up Nights • Taste Jersey • Beer Island Festival • Black Butter Making • La Faîs'sie d'Citre • <i>Round-island food marathon</i> 	<ul style="list-style-type: none"> • Evie Big Four Cycle Tour • From producer to plate • Wwooffing – link volunteers to farming • Make a meal of it Hedgeveg trail w/ menus • Cream of the Crop Top Spots for dairy delights • Jersey's Liquid Heroes / Tipple Tours • The See-food Diet (start in the market, oyster tasting etc.)

People & Culture

Motivation	Suggested Suppliers / Experience	Events	New Itinerary or Programme Development
Connect with the people of Jersey	<ul style="list-style-type: none"> • Hedge Veg • Beach BBQs • Cosy pubs • Sporting experiences e.g. Racing 	<p>12 Ways to Discover our Island Pride</p> <ul style="list-style-type: none"> • Simply Spring • Simply Christmas • Battle of Flowers • Skipton Open Studios • Festival of Words • JIMF • Jersey Rally • Jersey Boat Show • Liberation Music Festival • Weekender • Sunset Concerts • Festival • JNT 	<ul style="list-style-type: none"> • Jersey in 72 hours (<i>the ultimate Jersey</i>) • Live like a local • Spectator sports • 12 Parish Challenge • Uniquely Jersey i.e. Jèrriais, crappaud, £1 notes, meteorological cows, visible islands, red squirrel, Hedge Veg, Pop-up fish stalls • <i>Airbnb</i>

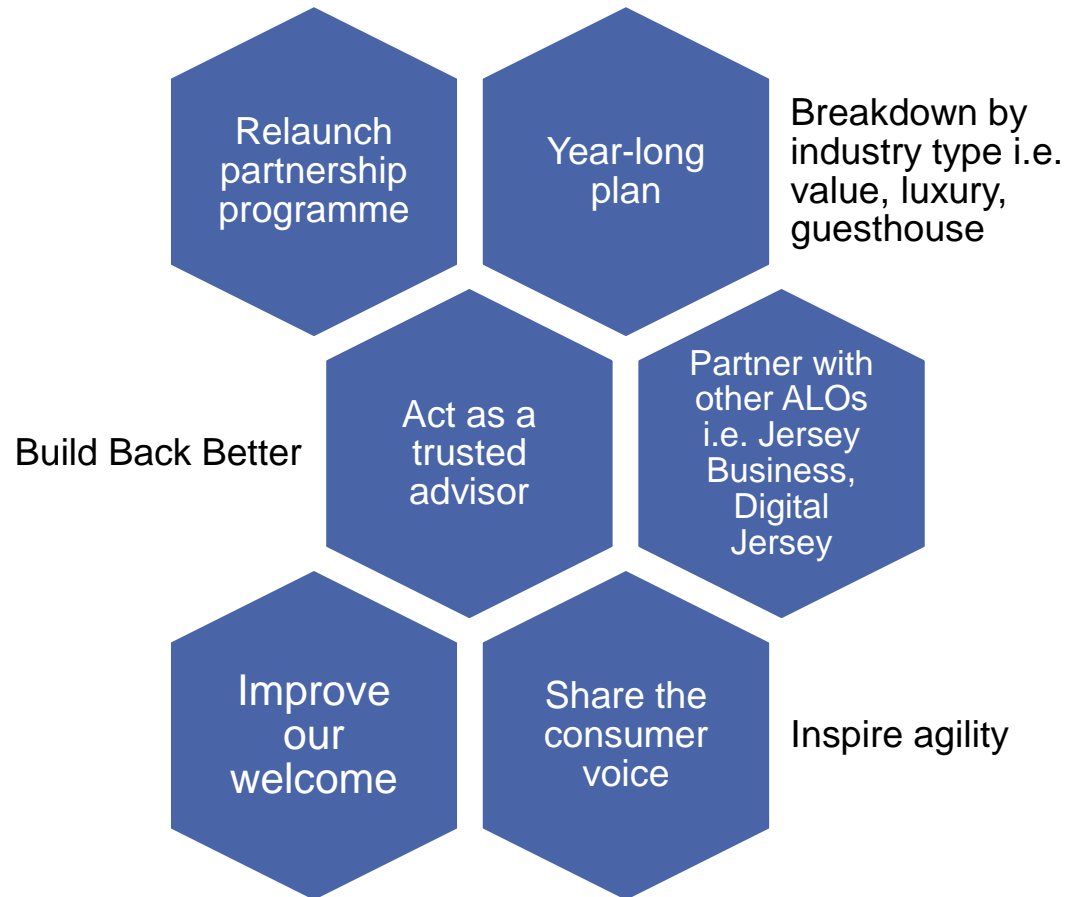
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Content Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Motivating Experiences	Active & Wellbeing (A time for resolutions, travel with purpose)		The Great Outdoors (Slow Travel, Tidal landscapes, Countryside)		History & Heritage		People & Culture		Local Food			
Calendar Dates		Valentine's Day (Romance, Elopement)	World Wildlife Day (03/03) International Day of Happiness (20/03) Easter Spring Equinox	International Mother Earth Day (22 April)	#WorldHealthDay #WorldHeritageDay	World Bicycle Day (03/06) e.g. Evie Heritage Trail World Oceans Day (08/06) International Day of Yoga (21/06) i.e. bunker yoga			World Tourism Day (27/07) e.g. sustainable tourism	October half-term Halloween		Christmas NY
Key events		Taste Jersey	Jersey Big Weekend (locals)	Spring Walking Week	Liberation Day Boat Show Durrell Challenge JIMF	Sunset Concerts Around Island Walk Jersey Triathlon	30 Bays Out There Reasons	Battle of Flowers Electric Park Round Island Challenge	Breca Swimrun SLT Weekender Walking Week Air Display FoW Jersey Regatta	Jersey On Sale Jersey Rally Jersey Marathon Tennerfest Savour	Jersey On Sale CI 100k	Simply Christmas Christmas Swim
Niche	Weddings, LGBT, accessible, school groups, spectator sports											

Industry Engagement

Priorities



Events Jersey

Deliverables

- Explore Covid-safe event developments respectful of restrictions *e.g. Wedding/Elopement*
- Develop event framing to support motivating experiences *e.g. Top foodie festivals*
- Explore event partnerships with industry i.e. Jersey Big Weekend, Jersey On Sale
- Identify 2-3 suitable Event Incubator Marketing Programme candidates *e.g. JNT Eco Event, Taste Jersey*
- Collaborate with Jersey Finance to develop a pitch to support event sponsorship requests and signpost to interested finance members
- Develop an event support proposal for grassroots home grown sports event i.e. Jersey Reds, Jersey Bulls, Horse Racing which have visitor spread and appeal.
- Revisit 2021 KPIs with Super League Triathlon to maximise opportunities for the visitor economy.

Sustainable Jersey

Support 2030 Carbon Neutral Vision

Establish a Sustainable Travel Jersey programme with the aim of establishing a development path towards sustainable tourism for businesses and tourism in Jersey.

Work in partnership with Jersey Electricity Company, Eco Active, Plastic Free Jersey and island ambassadors to help drive sustainable activity and inspire best practice, aligning with Jersey's Active Travel Plan (November, 2020). Deliverables:

- Define criteria for sustainable tourism (ecological, economically, sociological)
- Set out a shared ambition – Jersey's Responsible Code of Conduct
- Inspire participation in the UK's Green Tourism Award
- Toolkit for sustainable tourism to support tourism planning
- Product concept i.e. Option to plant a tree when you visit Jersey in partnership with the JNP to offset your carbon footprint
- Amplify eco businesses through marketing support and exposure via VJ's various channels.
- VJ to develop a guide to inform visitors about Jersey's sustainable tourism product and allow them to make more conscious travel choices.

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Industry Opportunities

B2B	Outputs (Measurements)	Outcomes (Targets)
Industry liaison on behalf of GoJ	<ul style="list-style-type: none"> CV-19 Industry Meeting Relay specific requests for support in partnership with Jersey Business Guidance to GoJ on infrastructure and skills development 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Destination Jersey (Virtual TBC)	<ul style="list-style-type: none"> 120 attendees Event Evaluation 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Trade opportunities	<ul style="list-style-type: none"> ITB, WTM, Sales Mission (<i>Trade TBC</i>) 	<ul style="list-style-type: none"> TBC
Trade e-news	<ul style="list-style-type: none"> E-news revamp Open rate 35% (currently 29%) Grow subscriber rate by 10% 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Jersey.com user training	<ul style="list-style-type: none"> 4 training sessions 	<ul style="list-style-type: none"> Full product presentation
Supplier Roadshow	<ul style="list-style-type: none"> Annual check in i.e. Guesthouses, Self-catering 	<ul style="list-style-type: none"> Trade Satisfaction Survey
1-2-1 Face to Face Engagement	<ul style="list-style-type: none"> 2 per week / per person 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Creation of trade itineraries	<ul style="list-style-type: none"> 5 suggested itineraries linked to motivating experiences 	<ul style="list-style-type: none"> New tour operators selling programmes Trade Satisfaction Survey
'Build Back Better' Trade webinars/F2F Digital Jersey, Jersey Finance, Jersey Business, Green Tourism	<ul style="list-style-type: none"> Example – DJ quarterly webinars, JF member outreach to support tourism SME with knowledge share. Creation of a product YouTube laylist 20 attendees p/webinar 	<ul style="list-style-type: none"> Trade Satisfaction Survey Quarterly
Ideas Deck - What's Hot, What's Not (market trends)	<ul style="list-style-type: none"> 3 going up, 3 going down Spotlight case study 	<ul style="list-style-type: none"> Trade Satisfaction Survey Monthly



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Industry Opportunities

B2C	Outputs (Measurements)	Outcomes (Targets)
Partnership programme	<ul style="list-style-type: none"> Waive fees for 2021 Refresh the partnership programme 	<ul style="list-style-type: none"> Trade satisfaction survey Partner referrals
Campaigns & paid promotions i.e. 2021 campaign, Jersey on Sale, Jersey Big Weekend, Festival of Tides	<ul style="list-style-type: none"> Provide partners with opportunities to create experiences to feature 	<ul style="list-style-type: none"> NPS
Content plan	<ul style="list-style-type: none"> 12 core themes and calendar hooks 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Events Incubator Marketing Programme	<ul style="list-style-type: none"> 2-3 candidates 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Event partner opportunities		<ul style="list-style-type: none"> Trade Satisfaction Survey
Itinerary placement	<ul style="list-style-type: none"> <5 itineraries 	<ul style="list-style-type: none"> Trade Satisfaction Survey New tour operators
Consumer e-news & on-boarding consumer journey	<ul style="list-style-type: none"> TBC as part of refreshed partnership programme 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Social media opportunities	<ul style="list-style-type: none"> TBC as part of refreshed partnership programme 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Priority display on jersey.com search listings	<ul style="list-style-type: none"> TBC as part of refreshed partnership programme 	<ul style="list-style-type: none"> Trade Satisfaction Survey
Visit Safe	<ul style="list-style-type: none"> 70% of bed stock 	<ul style="list-style-type: none"> NPS
What's On	<ul style="list-style-type: none"> Re-tender 2021 	<ul style="list-style-type: none"> NPS

