

# Industry Partnership Programme 2023



During 2023, Visit Jersey expects  
to welcome 1.5m users to Jersey.com.

Each user is already on their  
Jersey journey and a potential client  
for you.

Let's work together to help them find  
their final destination in your business.

About us

## Our stats

1.2m

Unique visitors to Jersey.com\*

4.1m

Page views on Jersey.com\*

500k

Partner referrals generated

283k

Engaged UK email subscribers

33%

Average email open rate

62m

Facebook and Instagram reach

\*Since launch of the new Jersey.com site 24 Nov 2021 to 31 Oct 22.



About us

# Influencing buying decisions

We drive potential visitors to Jersey.com meaning you can access the right people at the right time in the buying cycle.

## DISCOVERY

Prime people to think differently about Jersey.  
Tap into passion points.

## RESEARCH

Prove the added value of coming to Jersey.

## INTENT

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

BROADCAST ADVERTISING (TV, VOD, PRINT, OOH)

PR

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

CRM

PARTNERSHIPS (TOUR OPS, OTAS, TRANSPORT PARTNERS)

# How it works

- **90+ opportunities** available throughout 2023.
- **On sale 22 November.** First come first served.
- Select the positions, themes and seasons that **best align to your own messaging.**
- Priority placements **drive increased referrals** to your site from targeted audiences.
- **Generated revenue is reinvested** to the industry and visitor welcome.
- 'Year one' to **assess learnings** and grow.





# Benefits

- **A shopping basket of opportunities** to align with your business' marketing strategy.
- **Starting from £500** getting you in front of a targeted audience.
- Options now available for a **wider range of industry sectors** promoting diversity.
- **Seasonal options** keep costs down and compliment your messaging.
- **Balanced representation**, 1 listing = 1 business / property.



# Content plan

Our content plan allows you to find a topic that aligns with your key messages.

JANUARY: AN ISLAND TO NOURISH YOU (WELLBEING / GREAT OUTDOORS)

FEBRUARY: THE ORIGINAL ISLAND OF LOVE

MARCH: ROUSING OUR ROYALS (CULTURE / FOOD AND DRINK)

APRIL: AN ISLAND OF ADVENTURE

MAY: FREEDOM (HERITAGE AND GREAT OUTDOORS)

JUNE: PRIDE AND PROTECTING OUR OCEANS

JULY: HISTORY AND HERITAGE

AUGUST: LOCAL FOOD AND DRINK

SEPTEMBER: FOR THE CULTURALLY CURIOUS (JERSEY CURIOSITIES)

OCTOBER: WORK UP AN APPETITE (OUTDOOR ACTIVITIES / FOOD AND DRINK)

NOVEMBER: INDIE JERSEY (RETAIL)

DECEMBER: A VERY MERRY ISLAND CHRISTMAS

# What's on offer?

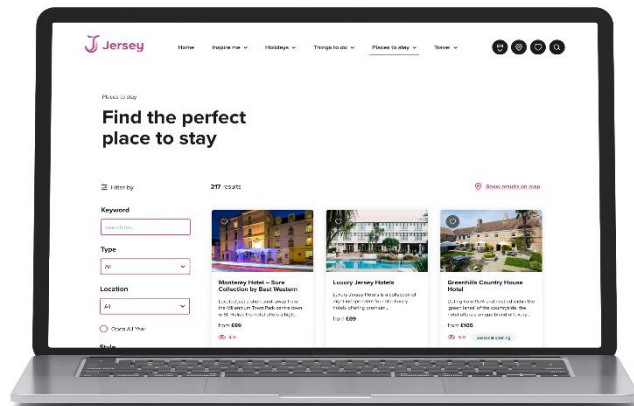




# Website placements

We offer select priority placements across our website leveraging the pages that offer the best opportunity to industry to increase exposure to new and return visitors.

Preferred listings help gain trust and generate new referrals directly to your site when visitors are ready to convert.



# 1.2m 4.1m

Unique visitors to Jersey.com\*

Pageviews on Jersey.com\*

# Featured Listings

- Guaranteed 1st page listing position by sector.
- 58% of partner referrals come from listing pages.
- Frequency – January to June, July to December.
- 6 slots for each category:  
**Accommodation, Attractions,  
Activities, Food & Drink, Events,  
Tours, Shopping**
- £500 for 6 months.



# Accommodation

Places to stay

## Find the perfect place to stay

Filter by

216 results

[Show results on map](#)

Keyword

Type

All [▼](#)

Location

All [▼](#)

☐ Open All Year

☐ Accommodation

☐ Budget friendly

☐ Romantic

☐ Family friendly

☐ Group friendly

☐ Luxury

☐ Modern

☐ Pet friendly

☐ Historic

☐ Urban

Features

☐ Bar

☐ Parking

☐ Pool

☐ Breakfast

☐ Spa

☐ Wheelchair access

☐ WiFi

Booking Information

☐ Free cancellation

☐ No prepayment



**Northolt Lodge Hotel**  
The Northolt Lodge, part of the family owned business, offers a complete, comfortable and convenient stay in St. Helier.

from £50 [View details](#)

[Website](#)

[More info](#)



**Marlow Hotel**  
The Marlow is a small, intimate and family owned hotel with historic charm and a relaxing atmosphere.

from £50 [View details](#)

[Website](#)

[More info](#)



**Golden Sands Hotel**  
The Golden Sands is a small, intimate and family owned hotel with historic charm and a relaxing atmosphere.

from £50 [View details](#)

[Website](#)

[More info](#)



**Preston City Hotel**  
Overlooking the town of St. Helier, the Preston City Hotel offers a complete and convenient stay in St. Helier.

from £50 [View details](#)

[Website](#)

[More info](#)



**Best Western Budget Hotel**  
One of the most popular hotels in Jersey, the Best Western Budget Hotel is a modern and comfortable stay in St. Helier.

from £50 [View details](#)

[Website](#)

[More info](#)



**Lea Ocean Resort**  
All Lea Ocean Resort has to offer is a complete and convenient stay in St. Helier, with a relaxing atmosphere.

from £50 [View details](#)

[Website](#)

[More info](#)



**Hotel Cadix**  
At the Cadix, you'll enjoy a complete and convenient stay in St. Helier, with a relaxing atmosphere.

from £50 [View details](#)

[Website](#)

[More info](#)



**Moulin Hotel - St. Helier**  
Located just a short walk away from the historic town of St. Helier, the Moulin Hotel offers a complete and convenient stay in St. Helier.

from £50 [View details](#)

[Website](#)

[More info](#)



**Moulin Hotel - St. Helier**  
Located just a short walk away from the historic town of St. Helier, the Moulin Hotel offers a complete and convenient stay in St. Helier.

from £50 [View details](#)

[Website](#)

[More info](#)

# Attractions

Attractions

## Find the perfect attraction

Filter by

26 results

[Show results on map](#)

Keyword

Type

All [▼](#)

Location

All [▼](#)

Features

☐ Cafeteria

☐ Chapel

☐ Family friendly

☐ Family lounge

☐ Indoor

☐ Outdoor

☐ Parking

☐ Wheelchair access

Booking Information

☐ Book online

☐ Free entry

☐ Free for children



**Hampshire Country Life Museum**  
Explore the different aspects of life in Hampshire, from the early days of settlement to the present day.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**La Mare Wine Estate**  
The estate is a beautiful combination of history and nature. Offering a complete and convenient stay in St. Helier.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**Channel Islands Liqueur Co.**  
Welcome to the Channel Islands Liqueur Co. Our handcrafted liqueurs are made in Jersey, the island of the future.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**Jersey War Tunnels**  
Jersey War Tunnels is the only place in Jersey where you can see the tunnels used by the British during the war.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**St. Helier Museum**  
The museum is a beautiful combination of history and nature. Offering a complete and convenient stay in St. Helier.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**Jersey Zoo**  
Jersey Zoo is the only place in Jersey where you can see the animals of the island.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**Jersey Museum, Art Gallery & Victorian House**  
Discover the history of Jersey in the heart of the island.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**St. Helier Castle**  
St. Helier Castle is a beautiful combination of history and nature. Offering a complete and convenient stay in St. Helier.

from £5.00 [View details](#)

[Website](#)

[More info](#)



**St. Helier Castle**  
St. Helier Castle is a beautiful combination of history and nature. Offering a complete and convenient stay in St. Helier.

from £5.00 [View details](#)

[Website](#)

[More info](#)

# Activities

Activities

Find the perfect activity.

Filter by

194 results

Show results on map

Keyword

Category

Type

Location

Features

- ☐ Catering
- ☐ Events
- ☐ Family friendly
- ☐ Indoor
- ☐ Outdoor
- ☐ Parking
- ☐ Pet friendly

Show filter icons

Booking Information

- ☐ Book online
- ☐ Free entry
- ☐ Free for children

**Labyrinth Maze**

At large like this, we offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Hanging Winos - Ocean Therapy**

At Hanging Winos, we offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Bay Boat Jersey**

Take in the view and enjoy the sea with our Bay Boat Jersey. We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Experience Jersey Station**

From the historic town of Jersey Station, we offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Skyline Jersey**

From the historic town of Jersey Station, we offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Jersey Bike Hire**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Birding Tours Jersey**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Rock n' Road Run Co**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Les Omeres Golf Course**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Jersey Golf School**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Maritime Walk with Capt. Brian Webb**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

**Chords Music School**

We offer you the very best way to experience Jersey's history and get your exercise.

from £10

Book online

Website

More info

# Food and drink

Food &amp; Drink

Find the perfect places to eat and drink

Filter by

235 results

Show results on map

Keyword

Type

Location

Cuisine

Features

- ☐ Bar
- ☐ Children's play area
- ☐ Family friendly
- ☐ Evening dining
- ☐ Parking
- ☐ Pet friendly
- ☐ Wheelchair access
- ☐ WiFi

Show filter icons

Booking Information

- ☐ Book online
- ☐ Delivery & takeaway
- ☐ Free for children

**Orion Restaurant**

An exceptional west-facing dining room, Orion Restaurant offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**The Portland Inn**

A historic family-run inn, The Portland Inn offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Forest Restaurant**

A historic family-run inn, The Forest Restaurant offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Bakery**

A historic family-run inn, The Bakery offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Jersey Crab Shack - St. Helier**

A historic family-run inn, The Jersey Crab Shack offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Jersey Crab Shack - Grouse**

A historic family-run inn, The Jersey Crab Shack offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Jersey Crab Shack - St. Helier**

A historic family-run inn, The Jersey Crab Shack offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**Mark Jordan at The Beach**

A historic family-run inn, The Mark Jordan at The Beach offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info

**The Vineyard Café at La Mare Wine Estate**

A historic family-run inn, The Vineyard Café at La Mare Wine Estate offers a unique dining experience in the heart of Jersey.

from £10

Book online

Website

More info



# Shopping

- Home
- Jersey me
- Holidays
- Things to do
- Places to stay
- Travel

Shopping &amp; Markets

Find the perfect place to shop

Filter by

Keyword

Type

All

Location

All

Features

☐ Groups

☐ Family friendly

☐ Indoor

☐ Outdoor

☐ Evening

☐ Not nearby

Show search results

110 results

Show results on map

**Liberty Market**  
 Liberty Market is shopping and eating...  
[Website](#)  
[More info](#)

**ECOOP The Sustainable Cooperative**  
 ECOOP is a sustainable food cooperative...  
[Website](#)  
[More info](#)

**Jersey Garden Centre**  
 Jersey Garden Centre is one of the...  
[Website](#)  
[More info](#)

**Maison de Jersey**  
 Maison de Jersey is a shop and...  
[Website](#)  
[More info](#)

**Angus Mac Fisheries**  
 We are a local family run business...  
[Website](#)  
[More info](#)

**Jersey Post - St. Owen**  
 Jersey Post is a shop and...  
[Website](#)  
[More info](#)

**Vivian's Department Store**  
 Vivian's is a shop and...  
[Website](#)  
[More info](#)

**Catherine Best Jewellers**  
 Catherine Best Jewellers is a...  
[Website](#)  
[More info](#)

**Wild Atlantic**  
 Wild Atlantic is a shop and...  
[Website](#)  
[More info](#)

**Vivian's Bakery**  
 Vivian's Bakery is a shop and...  
[Website](#)  
[More info](#)

**de Gruchy**  
 de Gruchy is a shop and...  
[Website](#)  
[More info](#)

**Supermarket Jersey**  
 Supermarket Jersey is a shop and...  
[Website](#)  
[More info](#)



- Guaranteed 1st page position on the Holiday offers page
- 58% of partner referrals come from listing / offer pages.
- Frequency – January to December.
- For each paid preferred offer, you can change this up to 6 times per year
- £500 for 12 months per slot

Great travel deals

# Package holidays and offers.

Filter by

100 results

## Keyword

Search for...

or

## Departure Points

or

## Offer Availability

Pick dates

### Advance Server Side 1 Bedroom 4\* or Hotel

Book direct online. Only to bed for your stay and meal 20%.

100% refundable

#### Seaside Hotels of Jersey

Available: 23rd Oct 2022 - 28th Dec 2022

Book now

### Seaside Country House Break 1 Night La Place

Enjoy 20% off. Fully refundable. Includes: 1 night to book.

100% refundable

#### Chateau d'Angres

Available: 1st Sep 2022 - 1st Dec 2022

Book now

### Winter Warner 20% Off 1 January Holiday Lets

20% off all properties in Jersey. Includes: only 10/11/22/23

100% refundable

#### January Holiday

Available: 1st Jan 2022 - 28th Feb 2022

Book now

### Festival Break Packages from CWG inc., online

Choose from 10 different 2\* - 12\* festival breaks in Jersey

100% refundable

#### Chateau Islands Hotel

Available: 23rd Oct 2022 - 2nd Jan 2023

Book now

### Autumn & Winter Offer! 10\* Longview Manor

Longview Manor is warm and relaxing in the UK's most

100% refundable

#### Longview Manor Hotel

Available: 1st Nov 2022 - 2nd Mar 2023

Book now

### 10% Discount 1 Half Term Week Luxury Self Catering

Enjoy 10% off all bookings. Includes: Autumn & Winter

100% refundable

#### Half-term and winter

Available: 1st Oct 2022 - 2nd Mar 2023

Book now

### 3 for 2 Offer Autumn 2022! Grosvenor Hotel

Enjoy 3 for 2 on all stays for 7 days, includes

100% refundable

#### Seaside Hotels of Jersey

Available: 6th Oct 2022 - 6th Dec 2022

Book now

### English Break By The Marina! The Binger Yacht Hotel

Enjoy 20% off. Fully refundable. Includes: 1 night to book

100% refundable

#### Chateau d'Angres

Available: 1st Nov 2022 - 28th Dec 2022

Book now

### Save up to 10% when booking direct! Dorian Hotels

Use promo code: 10% OFF1000 for up to 10% off. Includes: 100% refundable

100% refundable

#### Dorian Hotels Ltd

Available: 1st Jan 2022 - 2nd Dec 2022

Book now

### 50% Off Hull Board 1 Apartment

Save 50% off all bookings. Includes: 100% refundable

100% refundable

100% refundable

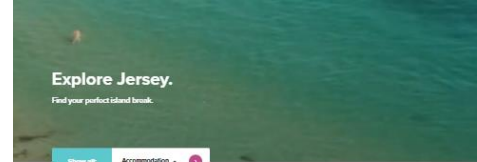
### Save up to 10% when booking direct! Dorian Hotels

Use promo code: 10% OFF1000 for up to 10% off. Includes: 100% refundable

100% refundable

# Amplified Profile Homepage Listing

- Jersey.com homepage received 314k pageviews Jan – Oct 2022.
- Be one of up to 12 featured listings.
- Frequency – January to June, July to December.
- 12 slots available across **Accommodation and Attractions**.
- £750 for 6 months.



Welcome to the Curiously Brit... island of Jersey. A place that's familiar, with a delightfully continental twist.  
Jump on a short flight, or hop on the ferry, and you could be here in time for golden hour in the sunniest spot in the British Isles.



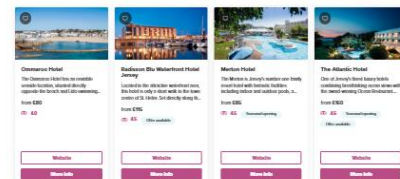
## Jersey. Curiously Brit...(fish).

Here in Jersey, an air of British familiarity gives way to a curiously continental twist. Not just a place you're used to, but a place you'll love. From the white cliffs to the turquoise water, Jersey is a place that's familiar, with a delightfully continental twist.

Jersey's not a summer holiday, it's a year-long sunshine holiday. A place where you'll find your happy place on holiday. Discover more about our curiously Brit... island.

[Discover more](#)

Discover your perfect break in Jersey.



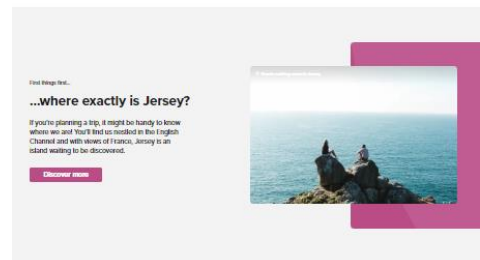
# Amplified Profile Plan Your Break page

- Plan-your-break/before-you-visit page received 73k pageviews Jan – Oct 2022.
- Be one of up to 12 featured listings.
- Frequency – January to June, July to December.
- 12 slots available across **all sectors**.
- £500 for 6 months.

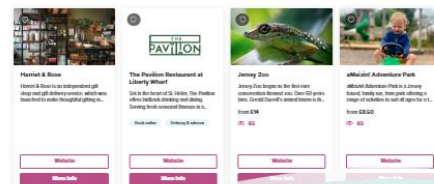


Closer to home, as part of the Common Travel Area, Jersey is the perfect place to rebalance. Hop on a plane or ferry, and you could be enjoying a sunbreeze within hours.

Whether you're planning a little break or a grand adventure, discover all the facts about Jersey to help you make the most of your time on our little island. What language do we speak? 'You Jersey'? Do you need to change your watch, and should you pack your adaptor? I find out everything you need to know here.



Need some inspo for a curiously Brit... (ish) break?



# 5% – 10% Early Booking Discount

We would like to incentivise and reward partners booking multiple web opportunities.

- Book 3 – 5 website opportunities, get 5% off your total booking value.
- Book 6+ website opportunities, get 10% off your total booking value.

This is for bookings made in one transaction before the 20 December 2022. It cannot be accumulated if additional bookings are placed later in the year. Your discount will be automatically applied to your invoice.



# Email Marketing

We know how to inspire our 283k strong audience in the UK.

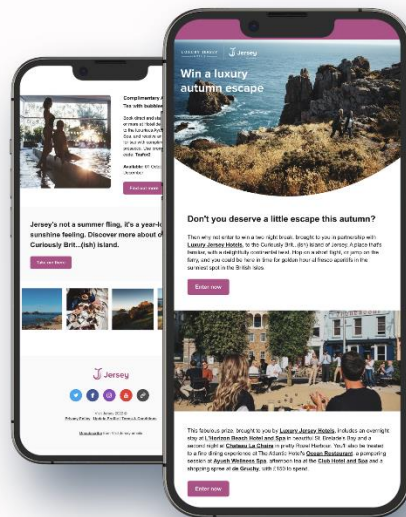
They are warm leads who have a passion for Jersey or want to know more before booking their first trip.

# 283k

Engaged UK email subscribers

# 33%

Average email open rate\*



\* Higher than the travel/tourism industry benchmark of 20.44%

# Feature in e-news

- Book a featured section in our e-news for your new product, seasonal offer or event.
- 6 opportunities annually, bimonthly. Select your month on booking.
- Available to **all sectors**.
- £1k per email.



**THE COPPERMINES LAKES COTTAGES**

Discover Les Ormes.

Stay just a stone's throw from the **Jersey National Park** at Les Ormes Resort. With trampolines, an activity park, golf course, swimming pools and more, Les Ormes offers a fun-filled escape for the whole family.

[Book now](#)

Experience the splendour of a Lake District Autumn with **The Coppermines Lakes Cottages**.

*"Absolutely 5 stars! This is the nicest cottage we've had the pleasure of staying in. The quality of the cottage and the fixtures and fittings is simply superb. Thank you for making our first family holiday feel so special"* **Craggy Cottage**  
Guest, September 22.

## Offers.

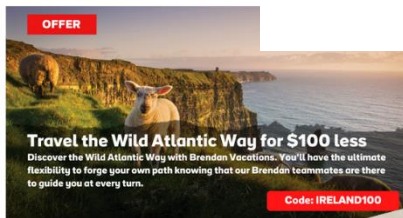


### Hiking holidays

Discover the most beautiful regions of Switzerland on a multi-day hiking tour. Thanks to daily luggage transfers, you can enjoy your hiking holiday free of the burden of baggage.

3 days from **CHF 400,-**

[Explore the special offers ↗](#)



**OFFER**

**Travel the Wild Atlantic Way for \$100 less**

Discover the Wild Atlantic Way with Brendan Vacations. You'll have the ultimate flexibility to forge your own path knowing that our Brendan teammates are there to guide you at every turn.

**Code: IRELAND100**



# Solus email

- Co-branded dedicated email.
- Proven to generate up to 45k new contacts.
- 6 opportunities annually, bimonthly. Select your month on booking.
- Available to the **Accommodation sector**.
- £5k per email.





### Related terms



# Preferred Partnership Package

Take advantage of our added value package ensuring maximum exposure for your budget. In 2023, you will receive:

- Featured listing on page 1 of your sector's listing page.
- Home page listing.
- Plan your break page listing.
- Feature on e-news subscription 'thank you' page which receives. 30k - 40k sign-ups / year.
- One consumer e-news ad banner.
- Content optimisation of your listing page for SEO.
- 6 opportunities available to **Accommodation and Attraction partners.**
- £4k for 12 months (total package value of £6.25k).

# How to Book

- Suggested booking deadline of 06 Dec to benefit from our Spring / Summer campaign.
- Log onto [MyListing Portal](#) from 10am on 22 November.
- Select your preferred opportunities online.
- Agree to the terms and conditions.
- Pay by credit card to secure your booking.
- Your account manager will contact you within 2 working days to discuss creative if email opportunities have been booked.



# Get in touch

We'd love to talk you through your best opportunities and answer burning questions. Please get in touch with your account manager.

- **Breege Symes:**
  - Accommodation
  - Eat and Drink
  - Retail
  - Transport
- **Elliott Muddyman:**
  - Attractions
  - Activity providers
  - Arts and culture
  - Nature and outdoors
- **Leonah Duffy:**
  - Events





# Thank you

## Please get in touch!

