



Content Calendar

2023
Visit Jersey

How you can get involved



The Visit Jersey content calendar outlines key content themes that are aligned to Jersey's product and proposition for our best prospect visitors, aiming to provide compelling reasons to visit throughout the year. An editorial focus has been highlighted for each month presenting a thematic approach to publishing content across our channels. So, how can you get involved?

- ✓ Align to the content themes across the year to help amplify the Jersey story
- ✓ Keep us updated with any new products, initiatives or activities you offer
- ✓ Refresh your imagery regularly and share it with us
- ✓ Get in touch to share any unique stories that align well to the content themes
- ✓ Let us know in advance about any content you're planning for your own channels that we could amplify
- ✓ Keep us updated with any exciting new (or returning) events that you are planning

Customer segmentation & best prospects

Our content themes aim to appeal to our identified core customer segments, stretching the season through inspiring storytelling and compelling reasons to visit.



**AUTHENTIC
ADVENTURERS**



**CULTURE
CHASERS**



**EASY
EXPLORERS**



**MOMENT
MAKERS**

Reasons to visit year round

Content themes

JANUARY: AN ISLAND TO NOURISH YOU

FEBRUARY: THE ORIGINAL ISLAND OF LOVE

MARCH: ROUSING OUR ROYALS

APRIL: AN ISLAND OF ADVENTURE

MAY: FREEDOM

JUNE: PRIDE AND PROTECTING OUR OCEANS

JULY: HISTORY AND HERITAGE

AUGUST: LOCAL FOOD AND DRINK

SEPTEMBER: FOR THE CULTURALLY CURIOUS

OCTOBER: WORK UP AN APPETITE

NOVEMBER: INDIE JERSEY

DECEMBER: A VERY MERRY ISLAND CHRISTMAS

An island to nourish you

January

We kick off 2023 with a call to arms; to relinquish restrictions, abandon new year diets and forgo new gym regimes and come and discover an island that nourishes your soul.

Breathe in fresh sea air as you take in Jersey's breathtaking natural landscapes or rejuvenate your mind and body at one of our fabulous spa hotels. For the adrenaline seekers, get planning your next island adventure challenge – the ultimate motivation to lace up those runners and soak up the great outdoors. This is also a great time to let visitors know about any exciting new product or activities you'll be offering this year.

- Key awareness days: New Year
- Key product pillars: The Great Outdoors, Active and Wellbeing





The original island of love

February

Once known as 'the island of love', Jersey was a mecca for honeymooners. Loved-up couples flocked to the island, lured by a temperate climate, easy flight connections, a continental atmosphere and an inspired campaign led by local hotelier George Frederick Seymour who noticed that many couples staying in his hotel had married in April 1946 to take advantage of the post-war tax provision.

This February and Valentine's Day, we'll be sharing starry-eyed stories of love on our island from days gone by, whilst shining a light on all the fabulous romantic experiences you can have in Jersey today.

- Key local events: Chinese New Year celebrations
- Key awareness days: Valentine's Day
- Key product pillars: The Great Outdoors, People & Culture, Active & Wellbeing, Local Food

Rousing our Royals

March

As the first Jersey Royals are dug from the ground, it's a sure sign of spring's arrival on the island. As islanders anticipate the first taste of these special spuds on their plates, there's a sense of excitement in the air. This month, we celebrate the unique people and landscapes that make producing our most-loved export possible.

It's also World Wildlife Day this month and a chance to showcase the brilliant work of the Durrell Wildlife Trust and the Jersey Zoo (look ahead to the Tortoise Takeover in the summer)

- Key local events: Eat Jersey, Taste Jersey
- Key awareness days: World Wildlife Day, International Women's Day, Change to British Summertime
- Key product pillars: The Great Outdoors, People & Culture, Active & Wellbeing, Local Food





An island of adventure

April

As the clocks change and the island starts to come to life, our minds turn to all the adventures we can have in Jersey's great outdoors – especially with the extra hours of daylight to play with in the evening. From walking Jersey's epic coastal paths to taking a rip-roaring RIB ride to our otherworldly offshore reefs of Les Minquiers or Les Ecréhous, your island adventure is there for the taking.

It's also World Book Day this month. We'll be celebrating local authors like Sophie Cousens and looking forward to the Jersey Festival of Words in September.

- Key local events: Taste Jersey

Freedom

May

May is a special month for islanders as we celebrate Liberation Day on 09 May. But what does freedom in Jersey mean today? Perhaps it's finding a moment of release in our crystal-clear waters, having free and easy access to inspiring natural landscapes that help us recharge and unwind or being able to express ourselves in a creative or artistic way.

For the LGBTQ+ and disabled communities on the island, the word freedom might take on an even greater meaning. This month is a chance to explore freedom and the role our island plays in helping locals and visitors alike to feel freer.

- Key local events: Liberation Day, Walk in the Park (JNP), 13th Parish Film Festival
- Key awareness days: The King's Coronation
- Key product pillars: The Great Outdoors, People & Culture, Active & Wellbeing, Local Food





Pride and protecting our oceans

June

We are an island surrounded by sea and there's never been a more important time to protect our oceans. With World Ocean's Day taking place this month, we're paying homage to our beautiful beaches, washed clean by some of the biggest tides in Europe, showcasing the stories of those working to save our oceans and sharing how visitors can enjoy our waters respectfully.

June is also PRIDE month and an opportunity to give a voice to the island's LGBTQ+ community, sharing what makes the island a special place to live and looking ahead to our own PRIDE celebrations in September.

- Key local events: National Trust Sunset Concerts, Heritage Sunset Sessions
- Key awareness days: Pride Month, World Ocean's Day
- Key product pillars: The Great Outdoors, People & Culture

History and Heritage

July

With ancient ruins older than Stonehenge and Ice Age mammoths in the volcanic bedrock of the island that once stretched to France, history is very much alive in Jersey. This month, we hold a light up to Jersey's past. Ancient castles? We've got three. Home to one of the ten oldest buildings in the world? Got that covered.

From the curious to the quirky, we'll be sharing stories to spark the imagination and inspire visitors to discover the history that makes our island so special.

- Key local events: Heritage sunset sessions, 30 bays in 30 days, Durrell Tortoise Takeover
- Key awareness days: National Picnic Month
- Key product pillars: History and Heritage, Local Food





Local food and drink

August

Jersey packs a rich and colourful larder into its nine by five food miles. Peckish travellers will find farm stalls, food markets and luxury restaurants serving plates bursting with local Jersey produce, from velvety Jersey Dairy to fresh oysters washed clean by the biggest tidal range in Europe. Where else in Britain can you rock up to a beachside shack in ten minutes and tuck into freshly picked crab plucked from the sea that very morning?

This month, we celebrate all the foodie fabulousness that Jersey has to offer, sharing secret hedge veg spots, insider tips from our favourite local chefs and all the best places to sample our local fare.

- Key local events: Durrell Tortoise Takeover, Picnic in the Park (JNP), Battle of Flower, Heritage Sunset Sessions
- Key awareness days: World Oyster Day, World Beer Day
- Key product pillars: Local Food, People and Culture

For the culturally curious

September

Jersey is well known for its beautiful landscapes and delicious food. But our island is also a melting pot of creative curiosities and artistic endeavour. From literary festivals and film festivals, immersive art shows, printing workshops and pop-up exhibitions to cultural celebrations and music festivals attracting the biggest names in pop, Jersey has much to offer the culturally curious.

This month, we're asking the artists and authors of the island to share the best of creative Jersey to inspire our audiences.

- Key local events: CI Pride, Jersey Festival of Words, Weekender, Corn Riots, Jersey Surf Film Festival, Electric Park, Jersey Air Show
- Key awareness days: National Picnic Month
- Key product pillars: Local food, People & Culture





Work up an appetite

October

As the leaves start to change colour and the weather turns a little cooler, it's the perfect time for an active foodie escape to Jersey. Get on your bike or lace up your walking boots and then tuck into a well-deserved gastronomic feast at one of our fabulous island restaurants.

Things get a little spooky this month too with Halloween on the horizon. From witch trials to faery folklore, discover the island's darker side this October. This month also brings Accessibility Awareness Day, a fitting opportunity to showcase products that may benefit disabled visitors to the island.

- Key local events: La Fais'sie d'Cidre, Black Butter Making, Brilliance Jewellery and Watch Festival, Custodians of the Park (JNP)
- Key awareness days: Halloween, Accessibility Awareness Day, Sober October
- Key product pillars: Local Food, The Great Outdoors

Indie Jersey

November

Small, independent businesses are what give Jersey its heart and soul. When you visit our shops and restaurants, chances are the place will be run by a friendly local who is passionate about providing the best experience for their customers.

This month is a chance to showcase all those brilliant people and businesses, shining a light on all the fabulous independent places you can eat, drink and shop here on our little island.

- Key local events: Brilliance Festival
- Key product pillars: Local food, People & Culture





A very merry island Christmas

December

At Christmas, our bustling market town of St. Helier comes to life as our historic department stores and independent shops are decked out in their festive finery and quirky Christmas markets pop-up in streets and squares. Indulge in tempting treats from French traders that pay us a visit or tuck into a festive feast at one of the island's fabulous restaurants.

This month, we'll be inspiring visitors to do their Christmas break the island way – stocking fillers from Genuine Jersey Makers, wide-open spaces to blow away the Christmas haze and, for the brave, the Jersey Christmas Day swim! We'll also be bringing to the fore all the fabulous reasons to visit Jersey in 2024.

- Key local events: Christmas Domes at the Grand Hotel, Winter Terrace at the L'Horizon
- Key awareness days: Christmas
- Key product pillars: People & Culture, Local Food, The Great Outdoors

Thank you

Share your ideas, product updates and stories:
product@visitjersey.je

