



Visit Jersey Content Calendar 2024



About our calendar.

How you can get involved.



Discover Visit Jersey's 2024 content calendar, it's packed with themes designed to engage and inspire our core target audiences. Each month offers an editorial focus to elevate specific content across various platforms.

How you can get involved;



Align with the content themes across the year to help amplify the Jersey story.



Keep us updated with any new travel programmes, promotions, events, or activities you offer that are launching in 2024.



Refresh your website and marketing collateral imagery featuring Jersey by utilising Visit Jersey's Asset Bank:

<https://business.jersey.com/media/media-tools/asset-library/>



Let us know in advance about any campaigns, content and activations you are planning for your own channels that we can amplify on ours .

Customer segmentation & best prospects 2024.

For 2024 we will continue to use our customer segmentation to ensure we reach the potential visitors most likely to choose Jersey as a destination.

While staying committed to the 50+ audience, we are also introducing the 'Moment Makers' a younger demographic with the propensity to take more than one holiday a year including short breaks.

We will continue to focus on driving foot-fall during the shoulder seasons and we will tailor messages to each audience across relevant media channels (predominantly digital, social and PR).



EASY
EXPLORERS



MOMENT MAKERS

Easy Explorers & Moment Makers.

Segment insights.

Easy Explorers

Moment Makers

Professional couples average age 58.

Professionals average age 32.

No kids or empty nesters with disposable income. Take 2 – 3 holidays a year.

No kids or looking for a holiday without kids. Take 2 to 3 holidays a year.

Not tied to school holidays and will travel during low and shoulder season.

Will choose mid-range or luxury accommodation.

Enjoy the friendliness of a guest house or B & B.

Very much about image and creating Instagram moments.

Keen on being physically active and the great outdoors – best walks / best beaches.

Travel for music events and festivals.

Interested in history and heritage.

Seek out shopping opportunities rather than history and heritage.

Less about being active and sharing experiences on social media.

Love food and drink and memorable times with friends.

Product Pillars

For 2024 we are focusing on 3 product pillars that reflect the preferences of our target audience segments.

These pillars create a compelling narrative by highlighting Jersey's unique features, including natural beauty, cultural heritage, adventure and gastronomy. Content will be tailored specifically to each segment (Easy Explorers and Moment Makers) to ensure relevance. For quick reference, we have indicated the pillar/s we are featuring in the monthly overviews.

**The Great Outdoors
& Wellbeing**

Food & Drink

**History &
Heritage**

Responsible Tourism is our 4th pillar and messaging supporting this theme will carry through our monthly content.

Reasons to visit year-round.

Content themes.

JANUARY: WELLBEING FOR THE NEW YEAR

FEBRUARY: LOVE JERSEY

MARCH: FLORA AND FAUNA

APRIL: AMAZING ADVENTURE

MAY: UNIQUELY JERSEY

JUNE: JERSEY ISLAND HEROES

JULY: COASTAL CHARM

AUGUST: THE ISLAND BUZZ

SEPTEMBER: A VIBRANT TAPESTRY OF ACTIVITIES

OCTOBER: MONSTERS MYTHS AND OUR MARATHON

NOVEMBER: JERSEY GEMS

DECEMBER: FESTIVE FEVER

Wellbeing for the New Year.

January.

As we embark on a new year, we focus on the transformative power of travel, promoting Jersey as a destination that will nourish both mind, body, and soul.

From indulging in seaside saunas to planning adrenaline-pumping island challenges, braving cold water swimming or savoring nourishing local cuisine, Jersey offers a myriad of ways to evoke a sense of well-being.

The Great Outdoors &
Wellbeing





Love Jersey.

February.

Whether seeking a romantic getaway for two or a general desire to infuse more romance into life, Jersey presents an abundance of offerings to fulfill these aspirations and the month of February presents the perfect opportunity to showcase these charms to the world.

Tranquil beaches, secluded coves, cliffside vistas, and coastal walks set the stage for intimate moments against a stunning backdrop. Cosy corners of local pubs and restaurants create the perfect ambiance for romance.

**The Great Outdoors
& Wellbeing**

Food & Drink

Flora and fauna.

March.

March in Jersey heralds the onset of Spring. The milder climate provides the perfect temperature to try out some of the many outdoor pursuits from cycling to hiking. Spring also marks the start of seasonal menus featuring fresh local produce including the infamous Jersey Royal Potatoes fresh from the ground.

Easter comes a little earlier than usual this year, the perfect opportunity to experience Jersey at its chocolate best.

It's also World Wildlife Day this month and a chance to showcase the brilliant work of the Durrell Wildlife Conservation Trust and the Jersey Zoo.

**The Great Outdoors
& Wellbeing**

Food & Drink





All kinds of adventure.

April.

With the extra hours of daylight to play with, our minds turn to all the adventures that can be had in Jersey's great outdoors. From walking Jersey's epic coastal paths to taking a rip-roaring RIB ride to the 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.

Uniquely Jersey.

May.

May is the month our island was liberated from German Occupation after WW2 and, each year, the island marks the occasion with our own 'uniquely Jersey' celebration. After all, life on the island might have looked very different had history gone the other way...

Now 79 years later, we're sharing some of our favourite unique or unexpected things about the island. For example, did you know Jersey has its own National Park (JNP)? Or that hundreds of 'hedge veg' stalls are nestled in Jersey's country lanes? What about the fact that we have our very own indigenous language that was cannily used as clandestine code during the Occupation?

**History &
Heritage**



J
Jersey



Jersey island heroes.

June.

With the 80th anniversary of the D-Day landings taking place this month, we reflect on the courage and sacrifice of those who participated in this monumental event.

Looking at the Jersey of today, we celebrate the island's modern-day heroes. From the advocates working tirelessly to protect our oceans, to those that create and champion accessible activities, to the people taking on amazing feats of physical endurance - we salute you all.

History & Heritage

The Great Outdoors &
Wellbeing

Coastal charm.

July.

With the launch of Jersey's iconic 30 bays in 30 Days challenge this month, we're taking the opportunity to celebrate our island's incredible coastline (all 45 stunning miles of it!). But it's about so much more than just beautiful beaches, with amazing wildlife, otherworldly offshore reefs, soaring cliffs, ancient castles, delectable restaurants, and quirky cafes, harbour-side artists' studios, independent shops, and more.

July is National Picnic Month and Jersey could not be a better place to indulge in this activity!

The Great Outdoors &
Wellbeing

Food & Drink





Island buzz.

August.

It's summertime in Jersey and the island is buzzing with life, energy and colour and summer frivolities.

Experience a tantalizing blend of culinary delights including delicious Oysters plucked fresh from the sea.

The much-loved Battle of Flowers takes place this month, alongside a host of other summer fun including Jersey National Park's (JNP) 'Picnic in the Park,' the Portuguese Food Festival, Gorey Fete and Jersey Heritage's summer sunset sessions at Mont Orgueil.

A vibrant tapestry of activities.

September.

There is a lot going on in September so a great month to visit. The sea remains warm enough for swimming and watersports enthusiasts can enjoy activities like kayaking, and paddleboarding. For the fitter visitor Swim Run Jersey offers an exhilarating experience it isn't just a race, it's an island adventure.

September is also the month for Channel Island Pride the annual technicolour celebration of the LGBT community.

The Weekender, a music festival that hosts a diverse line-up of local and international artists across a range of genres is yet another draw for a September visit.

Food & Drink

History &
Heritage




Jersey



Monsters, myths and our marathon.

October.

Behind the serene, scenic surface, lies an island steeped in magic, myth and legend. We'll be weaving Jersey folklore throughout our content this month, whilst highlighting the more lighthearted, foodie-focused fun that brings the island to life at this time of year - think Black Butter-making, our cider festival and, of course, a visit to a pumpkin patch or two.

For those passionate about running and seeking a memorable experience on the island the Jersey Marathon is another perfect reason to book in October.

Jersey's gems.

November.

For those passionate about history and heritage, Jersey is a treasure trove of attractions worth adding to any itinerary. From exploring the chambers and battlements of Mont Orgueil Castle to delving into the island's history, culture, and art at the Jersey Museum and Art Gallery, or experiencing Jersey's WW2 stories in the Jersey War Tunnels, there's a rich tapestry to explore. November offers a quieter, more reflective atmosphere at these sites, ideal for immersing oneself in the past.

Towards the end of November, Jersey awakens to the festive season. Visitors can witness the island preparing for Christmas, from the enchanting light switch-on in St. Helier to browsing unique Jersey gifts at the Genuine Jersey Christmas markets, it's a time to embrace the island's joyful Christmas spirit.

**History &
Heritage**





Festive fever.

December.

There's a little magic in the air at this time of year. 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.

This month, we'll be inspiring visitors to do their Christmas break the island way – buying unique stocking fillers from Genuine Jersey Makers, indulging in Festive menus at one of our many restaurants and cafes and for the brave, the Jersey Christmas Day swim!

**History &
Heritage**

Food & Drink

The Great Outdoors & Wellbeing

Key calendar dates by month.

Key dates.

JAN	FEB	MAR	APR
01 New Years day	10 Chinese New Year (Year of the Dragon) 13 Pancake day 14 Valentines day 29 Leap year	03 World Wildlife day 07 World Book day 08 International Women's day 10 Mother's day 17 St. Patrick's day 29 Good Friday 31 Easter Sunday 31 British summer time	01 Easter Monday 01 April Fool's day 18 World Heritage day 22 World Earth day
MAY	JUN	JUL	AUG
06 Bank holiday Monday 09 Liberation day 13 National Cocktail day 27 Bank holiday Monday	Pride Month 01 World Milk day 08 World Oceans day 16 Father's day	National Picnic Month 14 Bastille day	02 World Beer day 05 World Oyster day 19 National Potato day 26 Bank holiday Monday
SEP	OCT	NOV	DEC
08 International Literacy day	31 Halloween	05 Bonfire Night	24 Christmas Eve 25 Christmas Day 26 Boxing Day 31 New Years Eve

Key local events by month.

Key local events.

JAN	FEB	MAR	APR
<ul style="list-style-type: none">▪ New Year's day celebrations	<ul style="list-style-type: none">▪ Dreaming trees illuminations▪ Les P'tits Faïtchieaux	<ul style="list-style-type: none">▪ Eat Jersey▪ Harvest of the first Jersey Royals	<ul style="list-style-type: none">▪ Taste Jersey▪ Genuine Jersey Artisan market▪ Trading Point Spring fair▪ Spring Walking festival (NTJ)
MAY	JUN	JUL	AUG
<ul style="list-style-type: none">▪ Liberation day▪ Walk in the Park (JNP)▪ 13th Parish Film festival▪ Colour festival▪ Krafty J's festival	<ul style="list-style-type: none">▪ 80th anniversary of D-Day Landings▪ National Trust Sunset concerts▪ Summer Night Sessions▪ Good Vibrations	<ul style="list-style-type: none">▪ Summer Night Sessions▪ 30 Bays in 30 Days▪ French festival▪ Fête de St. Helier	<ul style="list-style-type: none">▪ Picnic in the Park (JNP)▪ Battle of Flowers▪ Summer Night Sessions▪ Gorey Fête▪ Jazz in the Park▪ Party in the Park▪ Word in the Park▪ Portuguese Food festival

Key events by month.

Key local events.

SEP	OCT	NOV	DEC
<ul style="list-style-type: none">▪ CI Pride▪ Jersey Festival of Words▪ Weekender▪ Corn Riots▪ Jersey Surf Film festival▪ Electric Park▪ Jersey Air Show▪ Swim Run Jersey▪ Norman markets▪ Jersey Regatta▪ Havre Des Pas Sea side festival	<ul style="list-style-type: none">▪ La Faîs'sied'Cidre▪ Black Butter making▪ Brilliance Jewellery and Watch festival▪ Custodians of the Park (JNP)▪ Jersey Marathon▪ Delicious Dine Out festival	<ul style="list-style-type: none">▪ Brilliance festival▪ Festive lights switch on▪ International Guitar festival▪ Trading Point Christmas fair	<ul style="list-style-type: none">▪ Christmas Domes at The Grand Hotel▪ The Winter Terrace at the L'Horizon▪ Genuine Jersey Christmas markets▪ Norman Christmas market▪ 12 Bays of Christmas

Thank you

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

