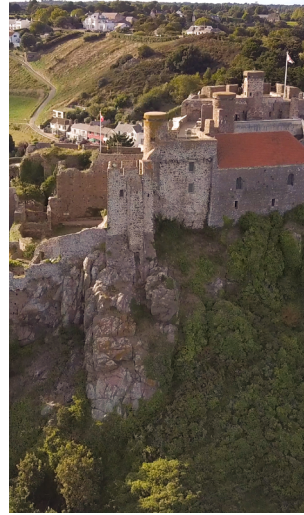


VISIT JERSEY INDUSTRY TOOLKIT

 WHERE SEA
MEETS SOUL



WHERE SEA MEETS SOUL

Visit Jersey's Spring-Summer Campaign

Our island story has been shaped by the sea. **'Where Sea Meets Soul'** celebrates the elemental magic in our fresh sea air and wild beauty that makes you feel alive.

The campaign showcases Jersey's stunning coastline, rich history, and charming countryside to inspire visitors.

We have aligned the campaign theme by developing distinct propositions for each of our five core product pillars. These resonate closely with our audience's motivation to travel and provide unique and compelling reasons to visit.





WHAT INSPIRES OUR TARGET AUDIENCE

Both our audiences share a love of being on, or near, the coast as well as outdoors experiences.

EASY EXPLORER

Our holiday motivations are...

- ✓ Get off the beaten track
- ✓ Visit historic sites
- ✓ Be physically active in the great outdoors
- ✓ Go wildlife spotting
- ✓ Connect with nature / wellbeing
- ✓ Enjoy peace and quiet
- ✓ Slow down / savour different pace of life

MOMENT MAKERS

Our holiday motivations are...

- ✓ Indulge in gourmet food
- ✓ Relish being in, on, or near the sea
- ✓ Relax in luxurious surrounds
- ✓ Feel special and spoilt
- ✓ Seek out WOW moments to share on Instagram
- ✓ Gather stories to tell friends
- ✓ Make unique memories

CAMPAIGN LOOK & FEEL

Tagline

**WHERE SEA
MEETS SOUL**

Font

**VENTI BOLD
VENTI REGULAR**

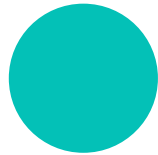
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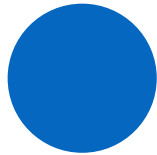
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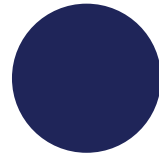
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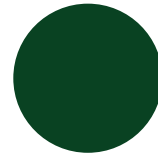
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#1F2559



#1B3C19

Icon suite



Find full campaign guidelines for Where Sea Meets Soul on our [business site](#).



CAMPAIGN LOCKUP



WHERE SEA
MEETS SOUL

ENGLISH



LÀ OÙ LA MER
REJOINT L'ÂME

FRENCH



WO DIE SEE DIE
SEELE BERÜHRT

GERMAN

CAMPAIGN MESSAGING



FOOD & DRINK

Jersey packs a rich natural larder into our nine by five miles. Our tides feed the land with quality, sustainably sourced local seafood served up fresh all year round. Stumble upon friendly seaside pubs, tuck into hand-dived scallops in beach shacks with your toes in the sand and savour a velvety Jersey ice cream.



GREAT OUTDOORS

Jersey is a natural playground for salty souls who want to be as wild and free as the sea. From invigorating walks through windblown dunes and pristine shores, to meditative moments on soaring cliffs. With miles of winding country paths that lead to wide untouched bays, circled by turquoise waters. An escape to Jersey is a time to reset, sharpen your senses and breathe in the wild sea air.



HISTORY & CULTURE

Jersey has an island story that stretches back to the Ice Age when the sea cast us from the continent. Explore a maritime landscape that takes in WW2 bunkers, majestic castles and shattered ruins on sheer cliffs, tales of smugglers and pirates, neolithic burial chambers and ancient lighthouses that stood sentinel for centuries.



WELLNESS

Jersey is a little world of calm, serenity and solitude. This island escape offers the ultimate retreat for questing souls, where fine seafood, luxury spa treatments, wild swimming, beach yoga and tidal foraging are firmly on the menu. Discover a secluded sanctuary with miles of wide open nature where few souls tread.



SUSTAINABILITY

Jersey is a nature lover's island that's deeply connected to its natural environment from shore to not-so-distant shore. From patchworks of purple wildflowers that grow on its dramatic headlands to wild wetlands teeming with birdlife that nestle in our northern cliffs. Jersey's natural playground is open all year-round for our visitors to admire.

PRODUCT MATRIX



FOOD & DRINK



La Mare Wine Estate

lamarewineestate.com

Sample La Mare's wine and pick up gourmet souvenirs including black butter and apple brandy.

Jersey Walk Adventures

jerseywalkadventures.co.uk

Take a guided tour of Jersey's Oyster beds followed by a fresh oyster tasting at a local pub.

Jersey Uncovered

jerseyuncovered.com

Flavours of Jersey culinary tour around the island, covering tastes from land and sea.

Channel Islands Liquor Co.

ciliquorco.com

Local gin and rum tasting experiences at the sail loft in St. Helier.

La Côte Distillery

lacotedistillery.com

Become a distiller at the La Côte Gin Lab experience, using home grown Jersey botanicals.

Bohemia x The Club Hotel

theclubjersey.com

Enjoy a foraging experience with local guide followed by six-course tasting menu at Michelin star restaurant Bohemia.

GREAT OUTDOORS



Jersey Seafaris

jerseyseafaris.com

RIB tours to the deserted archipelagos just off the coast of Jersey.

Jersey Adventures

jerseyadventures.com

Wild foraging walk and bushcraft on Jersey's beautiful east coast.

Lakeys Jersey

lakeys.co.uk

Guided e-bike tours exploring the history and landscape of the 'Wild West' coast of Jersey.

Jersey Duchess

jerseyduchess.com

Sunset boat tours along the south coast, complete with sundowners.

Jersey Zoo

durrell.org

Providing a window to the wild, this conservation-led zoo is home to some of the world's most endangered species.

Samares Manor

samaresmanor.com

Explore the botanic gardens and discover the island's rural heritage at this medieval manor.

HISTORY & CULTURE



Elizabeth Castle

jerseyheritage.org

Visit a fortress with 400 years of history just off the coast of St. Helier.

Mont Orgueil

jerseyheritage.org

Explore this 800-year-old medieval castle amazing views across Jersey's coastline and to France.

La Hougue Bie

jerseyheritage.org

Visit one of the ten oldest buildings in the world at La Hougue Bie.

Jersey War Tunnels

jerseywartunnels.com

Discover the true story of life in Jersey during the German occupation in WW2.

Jersey War Tours

jerseybunkertours.com

Exclusive nighttime access to private bunkers built by forced labour during WW2.

Jersey Seafaris

jerseyseafaris.com

See the island's WW2 fortifications from the sea on a guided RIB tour.

WELLNESS



Wild Edge Walker

wildedgewalker.earth

Reconnect with nature on this wild sensory foraging experience.

Bouley Bay Dive Centre

scubadivingjersey.com

Float your flow with a serene SUP yoga session in beautiful Bouley Bay.

Sauna Society

saunasociety.co.uk

Immerse yourself in hot/cold therapy at this wood-fired beachside sauna.

The Club Hotel

theclubjersey.com

Relax with a thermal spa & dine package featuring a Michelin star lunch at Bohemia.

Ayush Wellness Spa

defrance.co.uk

Ayurvedic therapies and spa treatments at the Hotel de France spa.

L'Horizon Spa

handpickedhotels.co.uk

Wind down for the day with a twilight spa experience overlooking the sunset skies of St. Brelade's Bay.

GET INVOLVED

- Make use of our campaign messaging, [imagery and video](#) across your channels by signing up to our media library and navigating to collections
- Secure your share of Visit Jersey website referrals for free by uploading your company profile and Jersey offers into the [‘My Listing’](#) portal
- Share our campaign content on [Instagram](#), [Facebook](#) and [TikTok](#)

TRADE TOOLS

- Browse our wide range of [destination tools](#) including downloadable destination and product guides and itineraries
- Become a [Jersey Specialist](#) to be in with a chance of winning a £30 Lovetoshop voucher
- Join the [Travel Gossip Facebook group](#) where we’re sharing the latest Jersey happenings

