

2025

Performance Overview



**ISLANDS of
GUERNSEY**

VisitGuernsey 2025 Performance Overview

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Introduction

Welcome to the 2025 performance overview, a moment to reflect on another year of progress, the challenges we've navigated and the achievements that continue to shape our industry.

To move forward with purpose, we must keep learning, adapting and evolving in response to our visitors and the market.

The Tourism Management Board continued to play a central role throughout 2025. The Tourism Framework published in 2024, and updated in late 2025, remains the foundation of our strategy, guiding how we create opportunities, support growth and strengthen the visitor economy.

The introduction of an improved inbound timetable with Brittany Ferries presented new opportunities, particularly in the French market. Fluctuation in air connectivity

with the loss of Blue Islands, alongside the upcoming introduction of a British Airways Heathrow route also saw changes in how visitors reach us by air.

Extending the season remains a core focus - 2025 saw encouraging results - as does broadening our demographic reach and increasing visitor spend. Insights from our marketing activity and exit surveys show steady progress. While more work lies ahead, the trend is positive.

Our reactive marketing continues to drive strong direct responses, and collaboration with carriers and trade partners remains essential. By combining targeted content with clear calls to action, we ensure the Islands of Guernsey stay front of mind for those most likely to book. Creative partnerships with high reach content

creators also help us introduce the islands to entirely new audiences at scale.

Looking ahead to 2026, we see a year rich with opportunity. Guernsey's growing food scene, with its focus on local produce and seasonal flavours, offers a strong draw for visitors seeking authentic experiences. Our natural beauty remains one of our greatest strengths, and global trends toward slower, more sustainable travel align perfectly with what our islands offer.

As travellers increasingly seek destinations where they can unwind, connect with nature and enjoy a gentler pace, Guernsey is ideally placed to meet that demand. 2026 gives us a real opportunity to build this momentum and further strengthen our position as a destination for thoughtful, high quality experiences.

TMB strategy actions

- Encourage sustainable tourism, protecting our natural and cultural resources by working with both the private and public sector.
- Collaborate to ensure that the tourism products and services align with the wants and needs of our target audience.
- Ensure that our air and sea links align with the needs of our target audience and that we are developing routes that align with the framework for both an incoming and outgoing audience.
- Work collaboratively to ensure that our accommodation offering aligns with

the needs of our target audience and safeguard the existing bed stock.

- Ensure a rich visitor experience and by doing so encourage longer stays and a higher spend per visit.
- Extend the season to increase revenue and visitor spend over 12 months.
- Recognise the importance of event-led tourism and exploit opportunities ensuring collaboration between event organisers, agents, carriers and VisitGuernsey so no marketing and sales opportunity is lost.

- Work with the Sports Commission and its members to ensure targeted marketing to visiting supporters.
- To promote the economic benefits of tourism to the local community and ensure that positive stories are told not only about future potential but current wins.

TOURISM
MANAGEMENT BOARD



Trade engagement

VisitGuernsey engaged with the following partners, providing support, sharing information or taking part in joint initiatives.



ISLANDS of
GUERNSEY

INCREASED ENGAGEMENT FOR

2025

140

ARTICLES PUBLISHED ON THE
TRADE SITE

43.59%

INCREASE IN USERS TO THE
TRADE SITE, COMPARED
WITH 2024

22 TRADE MAILERS WITH A

40.24%

OPEN RATE

Cruise development

2025 was a busy year for Cruise Guernsey, with work split between maintaining relationships with existing cruise lines, and networking with those we hope to welcome in the next few years. According to a survey conducted by the Cruise Lines International Association (CLIA), cruise holidays are experiencing higher growth than any other travel segment, so work in this area is invaluable to secure our share of an ever-growing market.

We started the season with 64 ships scheduled to visit, but due to a combination of itinerary changes and weather-related cancellations, 50 ships called in.

We remain higher than average when it comes to the disembarkation rate, with 82% of those on board coming ashore (28,234 of 34,432).

“Having the ability to bring smaller expedition ships alongside at St Peter Port has been a game-changer. Our guests now enjoy a much smoother and more enjoyable arrival experience, with more time to explore the beautiful island of Guernsey. It’s been a fantastic enhancement for both our operations and our guests.”

**JAMES WILLIAMS, OPERATIONS MANAGER,
EXCURSIONS LTD**

2025 development

- Enhancements to the ports and cruise passenger arrivals areas, including along-side-berth facilities. Berth 1 now allows ships of up to 130m LOA (length overall) to call in alongside the harbour, so guests can walk directly off the ship, rather than tendering ashore.
- In spring 2025, Cruise Guernsey unveiled new branding and a new social media account to help capture what the island has to offer, as a destination and a port, as well as reflecting a programme of investment in cruise facilities.
- A visit from Carnival UK representatives for a working group session and mini-FAM trip to discuss the future of cruise tourism in the island.
- Remarketing to previous cruise passengers, encouraging them to return to the island.
- Coverage secured in publications including Cruise & Travel magazine, Cruise & Ferry, The Independent, The Times, and The Telegraph.
- Attendance at various events including Seatrade Global, Seatrade Europe, and the CruiseBritain summer event.
- A new hospitality desk onboard the Aurora, providing advice and marketing material to passengers planning to disembark.
- A royal return – Sky Princess will be calling into Guernsey in 2027, and exciting development reflecting the growing confidence in the island as a cruise destination.



Product and carrier development



AURIGNY

A campaign developed with Aurigny to promote their UK and Paris routes, initially focused on brand awareness before remarketing with price-led adverts. Consumers were directed to the Aurigny website to support booking conversion.



BRITTANY FERRIES

Campaigns targeting the UK and St Malo, developed in partnership with Brittany Ferries, to promote their new routes and mark the beginning of a new partnership. Campaigns were rolled out across TV, social media, display, and email, reaching millions of people and leveraging Brittany Ferries' existing customer base.



ISLANDS UNLIMITED

A campaign developed to increase bookings from Jersey to Guernsey. The campaign comprised print adverts in the Visit Jersey guide, digital ads across META, YouTube, and Google Display, and a video advert on the clocktower in the centre of St Helier.



TOUR OPERATORS – SUNAIR AND PREMIER HOLIDAYS

Co-funded campaigns that supported Sunair's routes from Rotterdam and Groningen with direct mailers, offers, advertising, and presentations, and a collaborative campaign with Premier Holidays targeting trade and consumers.

2025 Marketing Delivery

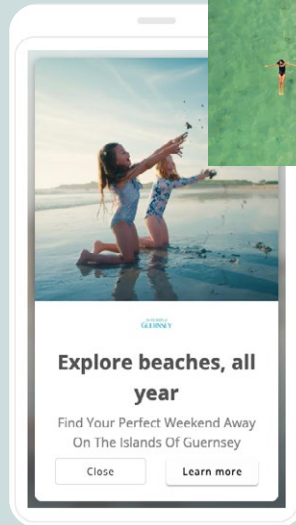
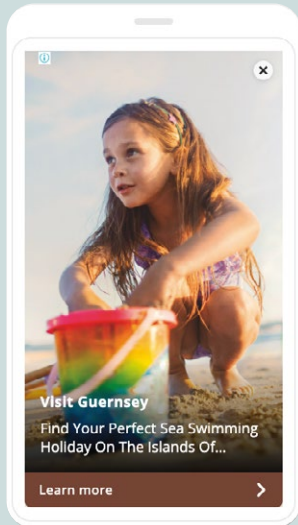
ISLANDS *of*
GUERNSEY



2025 Marketing Themes

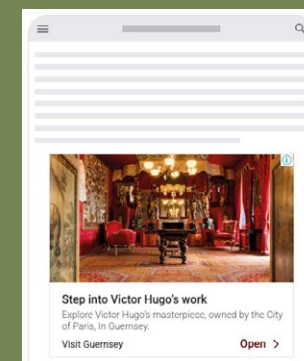
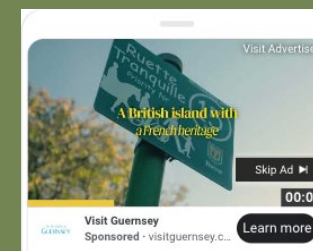
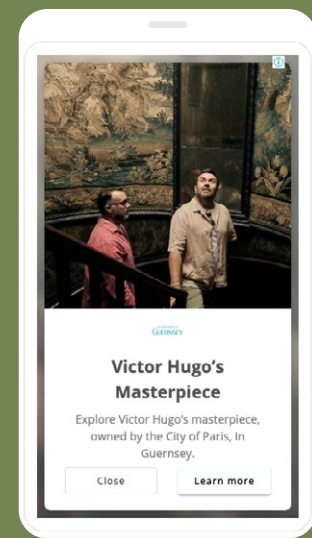
1. Wellness

- Island hopping
- Sports and active
- Outdoor enjoyment
- Family time
- Holistic island experience



ISLANDS of GUERNSEY

2. History, Arts and Culture



Digital Marketing

2025's strategic shift has taken us from mass awareness to high-intent visitor conversion.

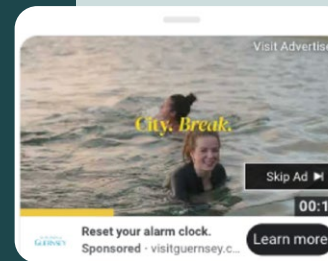
Channel	Performance vs. 2024
Meta FACEBOOK & INSTAGRAM	+36% Click-through rate (2.13% CTR)
YouTube	+228% Clicks (Strong video intent)
Digital Display	+412% Engagement (5.49% CTR)
Search (SEM)	+4% Volume (14.9% CTR benchmark)
Pinterest	+27% Saves (High-intent discovery)

ISLANDS of GUERNSEY

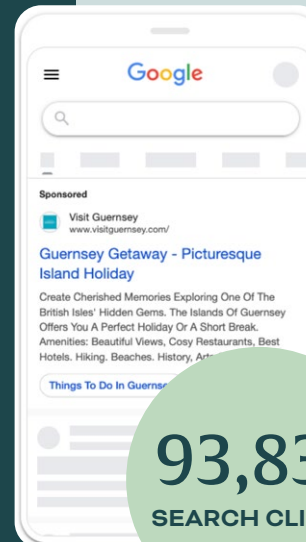
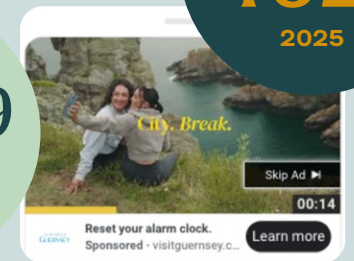
TOTAL IMPRESSIONS
22M
2025



TOTAL META CLICKS
462k
2025



42,239
YOUTUBE CLICKS



93,837
SEARCH CLICKS



10,261
PINTEREST CLICKS

Large Impact Advertising

208
CENTRAL SITES

IMPRESSIONS
9,370,797



LONDON
LOCATIONS
18

ESTIMATED
IMPRESSIONS
7,089,700

Targeted TV Campaigns

LOCATIONS:

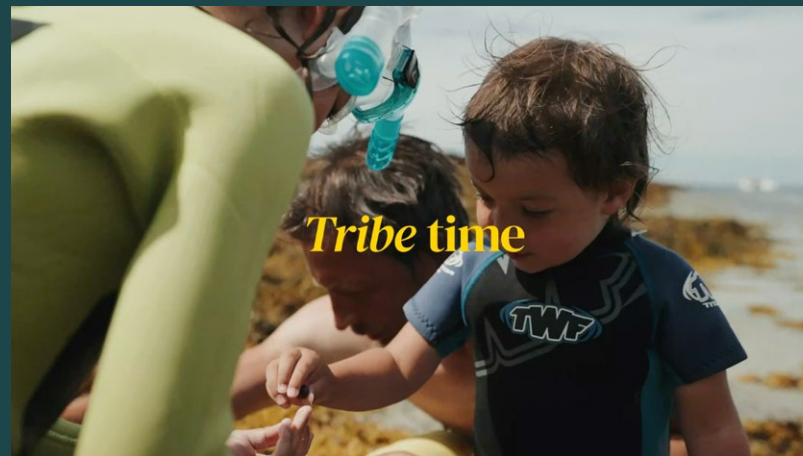
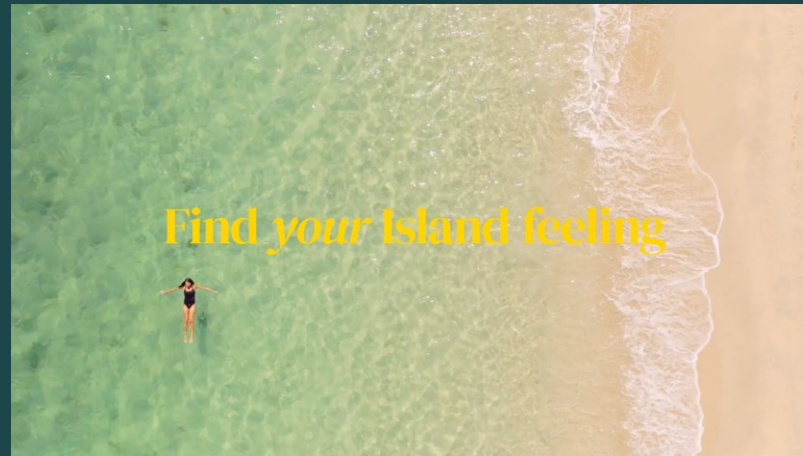
London, Birmingham,
Manchester, Guilford,
Cambridge, Bristol & Oxford

SEGMENTS:

Cities, travel, prestige
positions, domestic success

1,651
WEBSITE VISITS

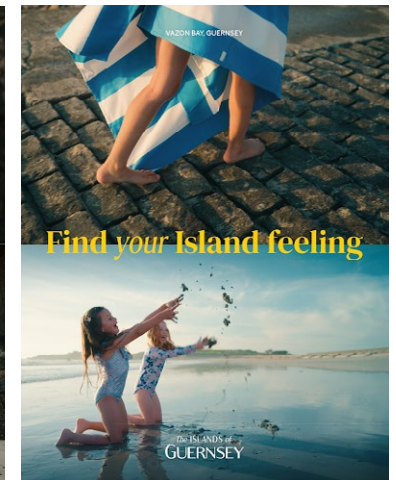
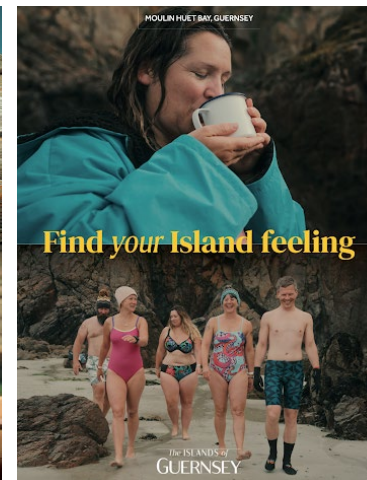
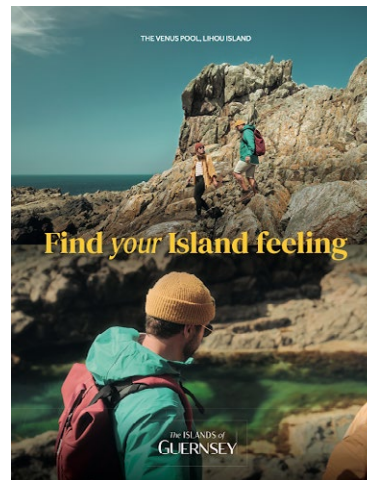
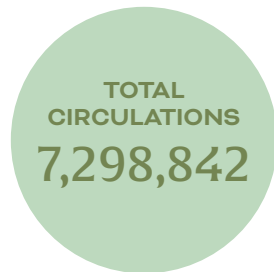
1,667,982
IMPRESSIONS



2025 Media delivery - Print

ISLANDS of GUERNSEY

J	F	M	A	M	J	J	A	S	O	N	D
The Telegraph	The Telegraph	The Telegraph	The Telegraph	The Telegraph	OK!	Gardeners' World magazine	SAGA	Closer	FAMILY TRAVELLER	Closer	
The Guardian	The Guardian	The Guardian	The Guardian	The Guardian	The Great Outdoors	SAGA	BRITISH TRAVEL JOURNAL	heat	OUTDOOR Swimmer	heat	
The Observer	goodfood	The Observer	RUNNERS	Gardeners' World magazine	coast	coast	OUTDOOR Swimmer				
The Garden	TopGear	Gardeners' World magazine	COUNTRYFILE MAGAZINE	goodfood	Red	TopGear	BRITAIN				
RadioTimes	RUNNERS	Condé Nast Traveler	HOUSE & GARDEN	coast	COUNTRYFILE MAGAZINE	BRITAIN					
Country Walking	The Garden	BRITISH TRAVEL JOURNAL	coast	walk							
GQ	The Great Outdoors		THE ENGLISH GARDEN	Discover Britain							
heat			GRAZIA								



Social Media

This year, we successfully transitioned from a traditional broadcaster to a modern storyteller, continuing to leverage UGC and high-authority influencer partnerships to reach younger, affluent demographics.

WHY IT MATTERS

37% of Guernsey visitors now cite social media/influencers as their primary inspiration.

TOP THEMES

- Wild Swimming
- Slow Travel
- History & Liberation
- Food Provenance
- Hiking & Adventure

ENGAGEMENT RATE

4.39%

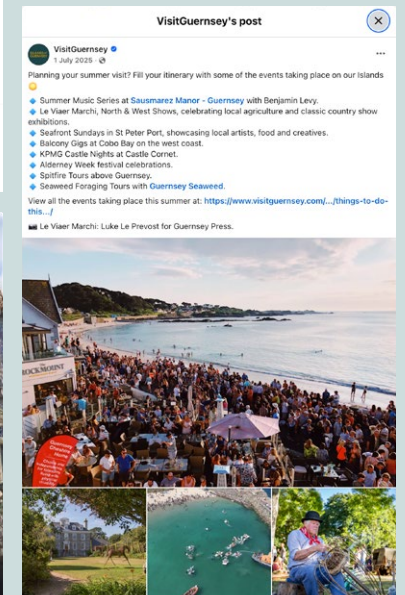
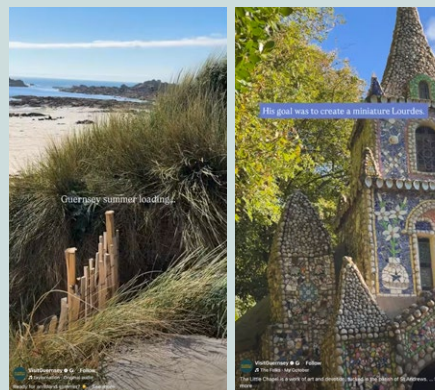
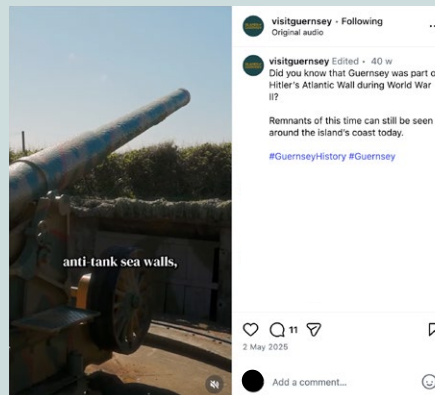
AUDIENCE GROWTH

5086

REACH

8.7m

ISLANDS of GUERNSEY



Influencer Spotlight

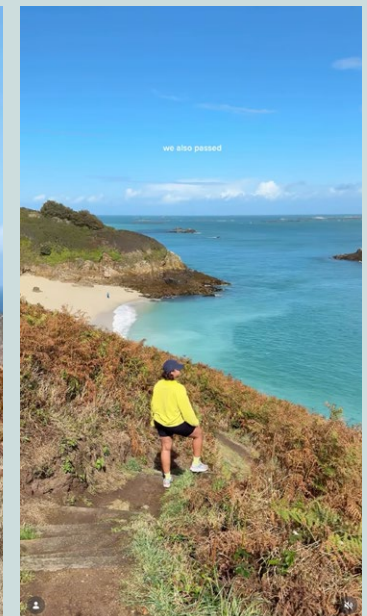
In September, Guernsey hosted 22 elite digital creators for the Traverse mini-conference. This wasn't just about pretty pictures; it was a strategic injection of fresh content into the ecosystem.



While follower growth remains steady, our 2025 success was defined by reach and advocacy. By leveraging 2.5 million influencer followers and achieving 3.3 million views for our core campaigns, we ensured that the Guernsey story was seen by an audience 40x larger than our native following alone.



ISLANDS of
GUERNSEY



2025 PR delivery - UK

ISLANDS of GUERNSEY

J	F	M	A	M	J	J	A	S	O	N	D

814,763,854

IMPACTS
(YTD)

£2,957,068

MEDIA VALUE
(YTD)



TRAVEL

Guernsey

BY SOPHIE HINES



EAT

Cafe culture St Peter Port is the capital of Guernsey. Its cobbled streets lined with cafes and boutiques as they wind down to a yacht-filled marina. In a pretty arcade strewn with floral displays is Dix Neuf (liberationgroup.com/dix-neuf/), a cute restaurant with a French-brasserie vibe and tables spilling out on to the pavement, perfect for an alfresco lunch of Guernsey oob and king prawn linguine (£19.95, above), with a glass of chilled white.



STAY

Room with a view Guernsey is encircled by a 39-mile coastal walking route, and you can see a good sweep of it from The Peninsule Hotel – jutting out at the end of a sandy bay in the parish of Vole. It's got a brilliant outdoor pool, buzzy lounge area and 99 welcoming bedrooms (above). The grub is decent – an excellent chana masala curry is not what we expected to find in Guernsey – and the staff couldn't be friendlier (from £185, peninsule.gg).



LOVE

Dip in First built in 1866, La Valette seawater bathing pools are made up of Gentlemen's, Honshoe, Ladies' and Children's pools, although everyone is welcome to swim for free in any of them. Stick to the cafe if you can't hack the cold.

Post times At the mouth of the pretty St Peter Port harbour (above) you'll find Castle Cornet (entry £12), which is 800 years old and still standing proud. The island also has plenty of museums, from the Fort Grey Shipwreck Museum to the German Occupation Museum, providing an insight into life on the island when the Nazis took over from 1940 to 1945.

Small pleasures Guernsey is full of charming beaches, but Petit Bot is a local favourite, with a pebbled shore that turns to soft sand as the tide goes out. There's a tea room, too.



Stay in the bay The Imperial Hotel & Restaurant is situated in Torveid, the smallest and most western of Guernsey's ten parishes. Its Coast restaurant has a fabulous outlook on to Rocquaine Bay, and a create your own salad menu that's a relief when you've been eating chips for days. There are 16 rooms with recently refreshed interiors, treat yourself to one with a sea view if you can (from £130, theimperial.gg/).

Beside the seaside Affectionately nicknamed The Rocky by locals, The Backmount (therockyggs.com) is a vibrant pub in a prime spot overlooking Cobo Bay. On warm evenings, bag a seat on the terrace, where you can watch swimmers bob around, lit by the sinking sun. The menu focuses on local produce and majors in pub classics such as fish 'n' chips, steaks and burgers, with mains from £14.

Liberation Day in Guernsey 2025: 80 years of freedom

We attended Guernsey's Liberation Day celebrations on 9 May 2025, celebrating 80 years since freedom from German Occupation

Author: **Henrietta Easton**, Digital Editor
Published Date: 27 May 2025

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The Liberation Day Cavalcade, St Peter Port, Guernsey, 2025

It's a strange feeling to be driving around an idyllic island, with cows grazing, heather blowing on cliffides and children playing on the beach, to see grey, concrete bunkers almost every few minutes, hidden in hillsides and looming on cliffs. This is life on Guernsey, the second largest of the [Channel Islands](#), where stark reminders of five harrowing years of Nazi-Occupation during the Second World War blend hauntingly with modern day life.

The story of Guernsey's Nazi occupation



The Channel Island spent five years under German rule – and its wartime heritage is well preserved


William Cook


William Cook writes about travel in continental Europe for The Telegraph, in particular Central Europe, the Benelux and the Baltic states. See more 





Published 09 May 2025 6:00am BST


Related Topics
Europe, Channel Islands, Guernsey, Nazis, Second World War, VE Day

  50

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A view over the harbour towards Castle Cornet in Guernsey, which was liberated from the Nazis eight decades ago. Credit: Universal Images Group Editorial

Eighty years ago, on May 9 1945, the people of [Guernsey](#) lined the streets to celebrate their liberation from the Nazis, after five years beneath the jackboot of Hitler's Reich.

Today, their descendants (and some surviving veterans) will line those streets again to celebrate the 80th anniversary of that liberation, in the presence of the Princess Royal.

It promises to be quite a party, but it'll be a celebration tinged with sadness, because today is also a commemoration – of the many lives that were lost, and the many hardships these brave islanders endured.

The Channel Islands were the only part of the British Isles to be occupied by the Nazis. What was it like, [living here under Nazi rule](#)? If mainland Britain had been invaded, would the rest of us have shared the same fate?

PR delivery UK Results

ON-ISLAND STAKEHOLDERS

VisitGuernsey's 2025 journalist and influencer programme has given a real boost to the island's tourism and hospitality sectors, shining a spotlight on more than 100 local suppliers, from restaurants and guides, to producers and attractions like the Farm Shop and Vivier Bunker. The programme also involved arranging over 150 meals and coordinating 10+ inter-island trips to Herm, Sark and Alderney. This activity not only drives direct spend into the industry but also amplifies Guernsey's profile through high-value media coverage, helping to sustain and grow the visitor economy.

PRESS AND INFLUENCER TRIPS

In 2025, we hosted two group press trips and 10+ individual trips. The itineraries focussed on the themes of history and wellness and were personalised to a wide selection of top tier national, travel and lifestyle publications including The Telegraph, The Sun, Discover Britain and Country Life.

We also partnered with three history-focussed content creators, bringing them to the islands to create content ahead of Liberation80, to drive awareness of the milestone and the on-island celebrations.

A major success for 2025 was the Traverse Conference - a group influencer trip that resulted in more than 1,500 posts across 19 profiles with a combined reach of 2.5M.

EVENT HIGHLIGHTS

To celebrate the arrival of Victor Hugo's exhibit in London and VisitGuernsey's sponsorship of it, we hosted a collection of top tier media for a VIP viewing and networking event.

In November, we hosted a London-based dinner for key UK tour operators to showcase the Islands and its recent news.

COVERAGE

194

FEATURE
LENGTH PIECES

82

PRESS
RELEASES/ALERTS

18

'A' MEDIA

72%

Why you should swap Cornwall (and the Caribbean) for this Channel Island

As **Matt Ray** discovers on a trip to the Channel Islands, Guernsey boasts Caribbean-blue seas, idyllic white-sand beaches and cider orchards, all without the crowds of the English south coast – or St Lucia's air miles



fter years of searching out the **world's best beginner surf spots**, from Hawaii's Sunset Beach on Oahu, to Polzeath in **Cornwall**, I certainly wasn't expecting to have one of the best surf sessions of my life in the Atlantic waters off the coast of

Guernsey.

This self-governing crown dependency wears its Britishness on its sleeve. The street signs and country lanes, studded with pastel-painted homes, certainly look familiar, but if you stand still for a moment and breathe the place in, it suddenly feels very different. The plants, wildlife and scenery have a semi-tropical vibe to them. Even the air feels softer and warmer here, reminding me that while Guernsey is 70 miles from the south coast of England, it's only 30 miles off Normandy. Despite being just nine miles long and three wide, the island has a host of **long sandy beaches**, secluded rocky coves and dramatic sea cliffs to explore.

It's entirely possible to surf the Atlantic swell or sunbathe on the wide-open sands of Vazon Bay on the low-lying west coast, then hop onto an e-bike and traverse the island to the 90m-high craggy cliffs and "Pirate's cove" of Petit Bot for a **paddleboarding adventure**.

PR delivery - France

ISLANDS of GUERNSEY



909,216,667

IMPACTS
(YTD)

110,973,784

IMPACTS
(Q4)

£193,512.88

MEDIA VALUE
(Q4)

£1,700,456.16

MEDIA VALUE
(YTD)

PR delivery France Results

GROUP PRESS TRIPS

Following the organisation of 2 group press trips (7 journalists in total), we have had 5 press clippings so far:

- Lonelyplanet.fr : 710,693 monthly visits
- Masculin.com : 1.167M monthly visits
- La Voix du Nord : 131,221 copies
- Lavoixdunord.fr : 19.65M monthly visits
- Lavoixdunord.fr : 19.65M monthly visits

And we are waiting for :

- Santé Magazine: 261,352 copies
- Pleine Vie : 234,628 copies
- Télé Loisirs : 431,530 copies

INDIVIDUAL PRESS TRIP THEMES

This year, we organised 9 press trips. Thanks to these individual press trips, we had a print article in Le Figaro (126,622 copies) and a web article (1.664M monthly visits), a print article in Passion Rando (47,000 copies), a print article in Terres Sauvages (52,014 copies), a 25-page article in Voyage Voyage (35,000 copies), a web article in femina.fr (1.919M monthly visits), a print article in Auto Evasion & SUV (45,986 copies), a web article in lemonde.fr (80.040M monthly visits), and a print article in Télé Star Jeux (78,634 copies).

MEDIA PITCHING AND PRESS RELEASES SENT

We are regularly in contact with journalists from various print, web, radio and TV channels to pitch and discuss the Islands of Guernsey. It is often after sending press releases or pitching to journalists that we manage to get coverage.

This has given us coverage about: Auguste Renoir's walk (En-vols.com : 931,292 monthly visits), natural and cultural heritage (12.45 - M6 : 1,170,000 viewers and 19.45 - M6 : 2,300,000 listeners) and the diversity of the islands (Europe 1 : 10,267,000 listeners and 5,839,000 monthly visits).

PRESS TRIPS	16
PRESS RELEASES	7 press releases/ 6 BtoC newsletters
PIECES OF COVERAGE	53
Natural Heritage	25
Cultural Heritage	18
The diversity and plurality of the islands	10

ISLANDS *of*
GUERNSEY

Press Releases

1 FEB

Guernsey in 2025: a year of festivities, culture and history

2 MARCH

Guernsey, an open-air museum of the Second World War

3 APRIL

Guernsey, the island that inspired Renoir: an original impressionist tour

4 JUNE

Guernsey's finest addresses: restaurants, pubs, hotels and shops

5 JULY

Guernsey's maritime heritage: a history rooted in the waves

6 SEP

Enjoy a wellness break in Guernsey

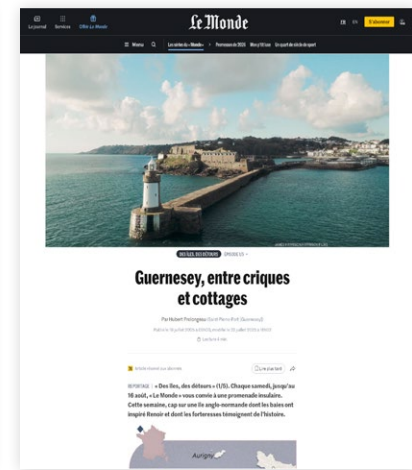
7 NOV

A Christmas to enjoy at your own pace on the islands of Guernsey



PR best coverage France

ISLANDS of GUERNSEY



Campaign Spotlight

Liberation 80's content-led approach drove significant 2025 success.

OVER

3.3m

SOCIAL VIEWS DURING
THE MAY/JUNE PEAK

Influencer partnerships, like History Alice, generated millions of views from a younger audience. The "Ways of Making You Talk" podcast achieved 210k listens, 24.k X views, and 1935 favorites.

Organic SEO efforts resulted in a 400% uplift in daily page views for WWII heritage pages, boosting Guernsey's long-term search authority as a heritage destination.

Coverage in major titles (e.g., BBC News, The Mirror) delivered 1.9 billion+ impacts and a media value exceeding £5 million.

Recognised at the Global Travel Marketing Awards (second place).



ISLANDS of GUERNSEY

1.9m
REACHED

111
PIECES
COVERAGE

210k
LISTENS

VisitGuernsey's Post
27 September 2024
We can't wait to listen to this episode of We Have Ways of Making You Talk - the WW2 Podcast with Al Murray and James Holland, recorded in the German Underground Hospital. You can listen to it in two weeks, wherever you prefer your podcasts.
Spotify: <https://open.spotify.com/show/34VtAqgkImeloDQ768X4j0>
Apple Podcasts: https://podcasts.apple.com/..._jww2-pod-we..._fd1457652694

Comment as Victoria Falla

Post
WW2 Pod: We Have Ways of Making You Talk
@WeHaveWaysPod
TOMORROW
BRITAIN'S NAZI INVASION
@almurray and @James1940 delve into the shocking history of the occupation of Guernsey and the Channel Islands.

Comedian Al Murray discusses his interest in the Occupation on visit to Guernsey
CHANNELS | GUERNSEY | HISTORY | OCCUPATION | Thursday 20 September 2024 at 6:00am

8:38 pm · 9 Oct 2024 · 210k listens

Brittany Ferries x VisitGuernsey: Co-Fund

KEY MARKETS & STRATEGY

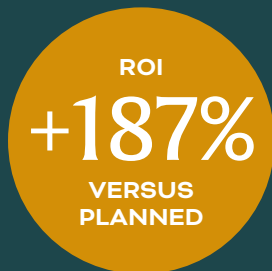
- **UK Market:** Focused on high-value staying visitors to maximise economic impact.
- **France Market (St Malo):** Aimed at capitalising on improved sea connectivity and promoting 3- and 5-day short-break fares.

KEY MARKETING CHANNELS

- **Television:** A high-impact TV advert delivered on ITV.
- **French Radio:** Heavy focus on the French market with over 10.2 million listeners reached through channels like Europe 1.
- **Digital:** Multi-channel execution across paid social (Facebook/Instagram), search, and display advertising, with approx 4m impressions.
- **Direct:** Targeted email marketing to the Brittany Ferries database.

KEY RESULTS

- **Return on Investment (ROI):** The UK campaign delivered a significant 7.0 ROI, nearly doubling the planned target of 3.7.
- **Revenue Generation:** Total campaign revenue 69% above forecast.
- **Brand Awareness:** Delivered over 12.3 million impressions in the French market alone.



Réservez votre excursion estivale d'une journée dès **59€** par adulte A/R

Saint-Malo > Guernesey

RÉSERVER

THE ISLANDS of GUERNSEY

Brittany Ferries
VACANCES HORS DU COMMUN



ISLANDS of GUERNSEY

“The co-funded initiatives delivered in partnership with VisitGuernsey over the key booking periods in 2025 significantly extended the reach of our campaigns, contributing meaningfully to a successful first season. Our strong first sales performance in France and the UK reflects the benefits of an improved schedule, competitive fare structure and this collaborative working.”

PAUL ACHESON,
SALES AND MARKETING DIRECTOR, BRITTANY FERRIES

THURSDAY, JUNE 26, 2025 8:30 AM CROISSONERIE 7

Advertising Feature

Breathtaking island getaway that's closer than you think

The write stuff! Authors share their stories

Immerse yourself in the islands of Guernsey's history, culture, cuisine and wellness - just a three-hour sail away

STIMMING scenery, busy streets and vibrant traditions - Guernsey is a hidden gem, a perfect escape from the everyday. Discover the island's rich history, from its Viking roots to its modern-day charm. The island's unique blend of old and new makes it a truly special destination. Whether you're looking for a quiet retreat or a vibrant cultural experience, Guernsey has it all. The island's stunning coastline and historic architecture are a sight to behold. The island's friendly people and warm atmosphere make it a truly special destination. Whether you're looking for a quiet retreat or a vibrant cultural experience, Guernsey has it all. The island's stunning coastline and historic architecture are a sight to behold. The island's friendly people and warm atmosphere make it a truly special destination.

OUTDOOR WELLNESS

Whether you're looking for a quiet retreat or a vibrant cultural experience, Guernsey has it all. The island's stunning coastline and historic architecture are a sight to behold. The island's friendly people and warm atmosphere make it a truly special destination.

FOOD

Whether you're looking for a quiet retreat or a vibrant cultural experience, Guernsey has it all. The island's stunning coastline and historic architecture are a sight to behold. The island's friendly people and warm atmosphere make it a truly special destination.

Sail away to Guernsey with your car from just £75pp each way.

Brittany Ferries GUERNSEY

Brittany Ferries Sponsored

Votre été à Guernesey n'attend plus que vous. Réservez vos vacances dès maintenant !

Découvrez la chapelle aux mille coquillages

Traversée Saint-Malo > Guernesey

75€ (inclut aller simple)

brittanyferries.fr

Profitez au maximum de l'été

Book now

307 22 comments

Aurigny x VisitGuernsey: Co-Fund

This collaboration was a performance-led initiative designed to promote Aurigny's regional UK network and the expanded Paris route. The strategy moved from broad brand awareness into remarketing with price-led calls to action.

TARGET MARKETS

- **United Kingdom:** Focused on core regional hubs including London (LGW/LCY), Manchester, Birmingham, Southampton, Leeds Bradford, Exeter, and Bristol.
- **France (Paris):** Targeted to support the growth of the Paris-CDG route, which contributed to a major surge in French visitor numbers.
- **Ireland:** Included specific activity for the Dublin route.

KEY MARKETING CHANNELS

The campaign utilised a full-funnel digital approach to capture travellers at every stage of the booking journey:

- **Paid Social (Meta):** A heavy investment in Facebook and Instagram using video and carousel ads.
- **Search & Display:** Targeted advertising across Google and YouTube to capture high-intent travel queries.
- **Direct-to-Carrier:** All campaign traffic was funneled directly to the Aurigny website to streamline the booking process.

CAMPAIGN RESULTS & UPLIFTS

- **Click-Through Efficiency:** The Top-of-funnel (TOF) awareness campaign delivered **256% above the industry benchmark** and **17,618,661 impressions** through digital channels.
- **9.4% increase** in flight searches.
- Delivered a measurable **£1.469m revenue**.



ISLANDS of
GUERNSEY

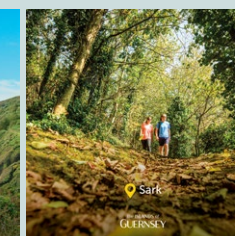
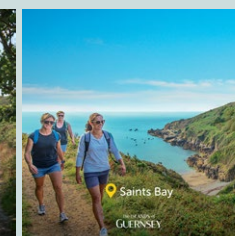


“Our campaign with VisitGuernsey is a powerful example of what happens when a destination and its national airline align behind a shared ambition.

By combining Aurigny’s extensive connectivity and digital analytics capabilities with VisitGuernsey’s destination storytelling, we delivered incremental visits to the Islands of Guernsey and a measurable ROI.

We’re excited about what we’ve achieved together and look forward to building on this success and scaling our efforts in the future.”

SAMUEL TALBOT,
HEAD OF MARKETING, AURIGNY



Website & App

Our website is no longer just a brochure; it is a primary booking driver for local hotels and carriers.

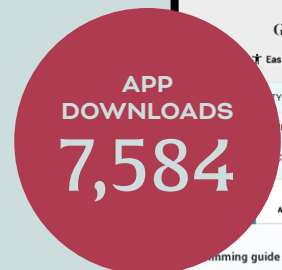
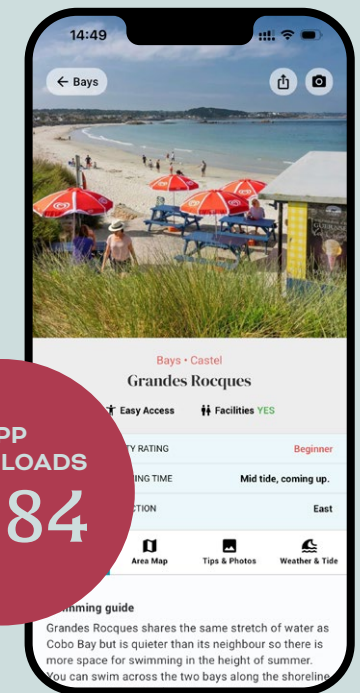
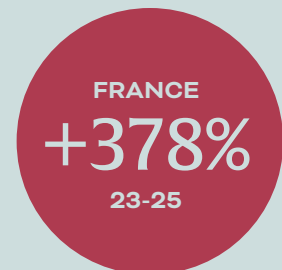
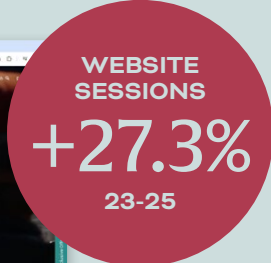
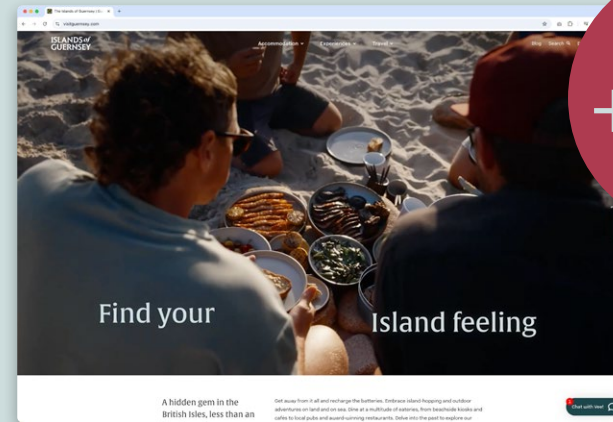
Metric	2023	2024	2025	Trend (23-25)
Website Sessions	~1.1M	1.27M	1.40M	↑ +27.3%
French Sessions	23,000	82,000	110k	↑ +378.3%
Partner Referrals	253,235	271,803	297,721	↑ +17.6%
Bounce Rate	51.29%	24.51%	20.87%	↓ -59.3%

MOST VISITED PAGES:

- experiences/events
- accommodation
- planning/offers
- planning/getting-here
- experiences/activities



ISLANDS of GUERNSEY



Occupancy

Shoulder Season Success: The most significant growth over the three years occurred in January and February, with a combined average increase of +11%. This proves the effectiveness of the early-year marketing campaigns and the growth in the business travel segment.

Peak Season Stability: While July and June saw minor dips compared to 2023 the island has successfully maintained a high baseline. September's +7% growth since 2023 solidifies its position as a high-value second peak.

Resilience: Despite a challenging April in 2025, the overall 3-year trend is positive, with 9 out of 12 months showing growth or stability compared to 2023 levels.

Occupancy	2023	2024	2025	(25 vs 24)	2023-2025
Jan	28%	37%	38%	↑ +1% YoY	↑ +10% increase
Feb	35%	42%	47%	↑ +5% YoY	↑ +12% increase
Mar	39%	45%	47%	↑ +2% YoY	↑ +8% increase
Apr	56%	62%	54%	↓ -8% YoY	↓ -2% decrease
May	67%	74%	74%	Level	↑ +7% increase
Jun	81%	79%	79%	Level	↓ -2% decrease
Jul	82%	73%	79%	↑ +6% YoY	↓ -3% decrease
Aug	75%	84%	79%	↓ -5% YoY	↑ +4% increase
Sep	73%	80%	80%	Level	↑ +7% increase
Oct	55%	53%	60%	↑ +7% YoY	↑ +5% increase
Nov	37%	39%	44%	↑ +5% YoY	↑ +7% increase
Dec	33%	32%	45%	↑ +13% YoY	↑ +12% increase

A shifting visitor profile

NEW GEOGRAPHICAL GROWTH



Visitors from France grew by +69% year-on-year, reaching a total of 28,029 visitors in 2025 (up from 16,561 in 2024).

This was driven by the Brittany Ferries deal and the expansion of the Aurigny Paris route.

HIGHER-VALUE SPENDERS



The visitor has moved from budget-conscious to affluent.

Total visitor spend reached £151m (+7% YoY). The average spend per party has increased, with 26% of all visitor parties now spending over £1,500 per trip.

YOUNGER PROFILES



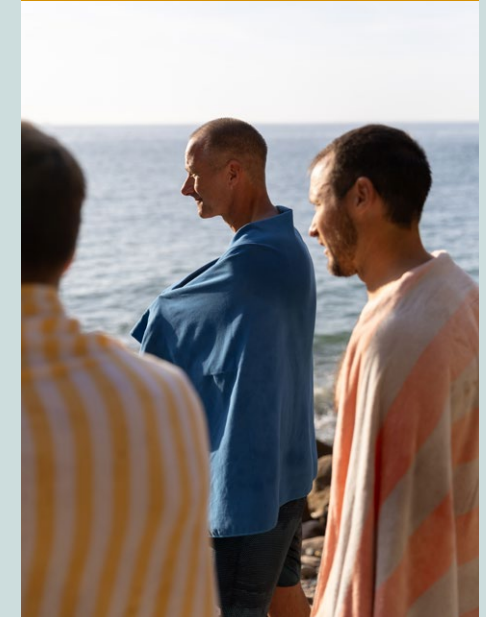
The 45–54 age bracket rose from 12% in 2023 to 19% in H1 2025.

With a focus on active wellness, there has been a surge in travellers visiting specifically for:

Sports & Adventure:
Wild swimming, cliff running, and cycling.

Nostalgia & Heritage:
Gen Z and Millennials are driving a 400% uplift in views for WWII and Liberation history content.

BUSINESS TRAVEL



After a post-pandemic lag, business travel saw a 29% YoY increase in 2025, making the midweek visitor profile much stronger.

A 3 year shift

1. THE OFF-PEAK STRATEGY IS WORKING

The most significant win is the 6.4 percentage point increase in off-peak occupancy. This proves that efforts to extend the season (into spring and late autumn) are delivering real results.

2. THE FRENCH MARKET RECOVERY

Visitor numbers from France have nearly doubled (+88%) in two years. This is a direct result of the improved connectivity (ferry/air) and targeted marketing.

3. HIGH-VALUE GROWTH

While visitor volumes and referrals show modest/steady growth, the total spend (+12.7%) is outpacing visitor uplifts, validating the successful shift to value over volume, attracting visitors who stay longer or spend more.



Metric	2023 (Baseline)	2025 (Final)	Growth/Change
Website Sessions	1,100,000	1,401,570	+27.3%
Peak Occupancy (May–Sep)	75.6% (Avg)	78.2% (Avg)	+2.6% points
Off-Peak Occupancy (Jan–Apr, Oct–Dec)	41.5% (Avg)	47.9% (Avg)	+6.4% points
French Visitors	14,893	28,029	+88.2%
Total Spend	£134M	£151M	+£17M (+12.7%)
Partner Referrals	253,235	297,721	17.6%

New Branding



Typography inspired by the tides.
Colours pulled from our coastline.
A wordmark rooted in our heritage.



ISLANDS *of* GUERNSEY

GUERNSEY LILY

SCATTERED LICHEN

SALTY BLUE

CLEAR SKIES

WINDING CLIFFS

