

# Q1 2026

ISLANDS *of*  
GUERNSEY

REPORT DATA

# Performance



# Q1 Summary

Website  
Sessions  
**+2.9%**

Q1 2026 v 2025

Paris  
(referrals)  
**+20%**

Q1 2026 v 2025

Paris  
(sessions)  
**+15.1%**

Q1 2026 v 2025

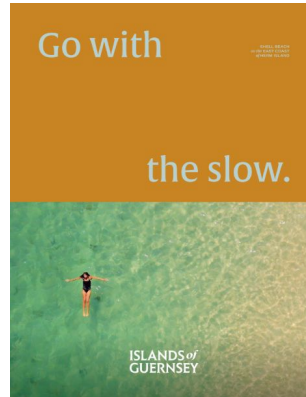
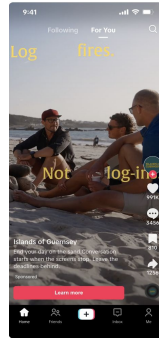
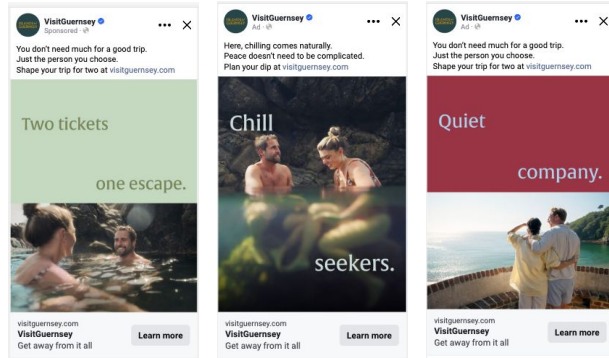
Meta  
CTR  
**+18%**

YEAR ON YEAR

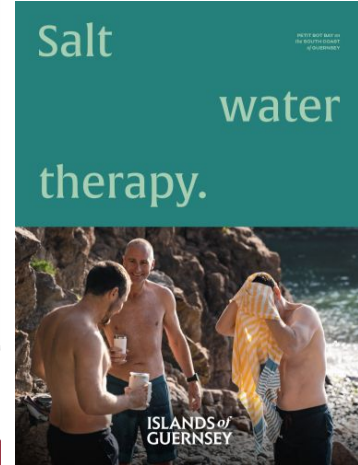
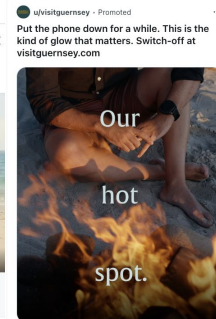
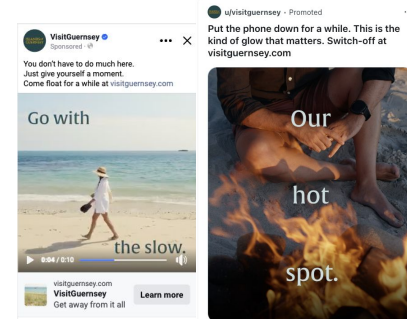
# Q1 - Marketing Focus

## 1. TRAVEL

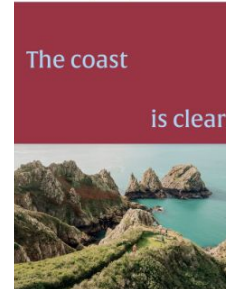
- Island hopping
- Sports and active
- Outdoor enjoyment
- Family time
- Holistic island experience



## 2. SOLO TRAVEL, MEN'S WELLNESS, SPORTS, CULTURE & HISTORY



visitguernsey.com Book Now



visitguernsey.com VisitGuernsey Get away from it all Learn more

# Q1 - Digital Advertising -

UK

Total Impressions (How many times our advertising has been served / seen)	Q1
Display	1.5m
Youtube	4.2m
Social ads	6m

237,155  
Clicks

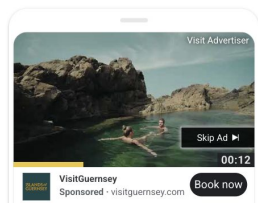
Click through  
+18%

YEAR ON YEAR

## YOUTUBE DELIVERED

Views: 615,305  
View rate: 42.3% (+57% v Q1 2025)  
CTR: 0.15%  
Clicks: 6,248

The most engaged audience segment is 45-64



## OUR TOP PERFORMING FACEBOOK AND INSTAGRAM CREATIVE IS:

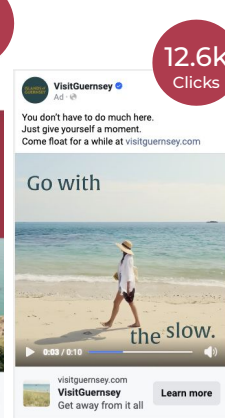
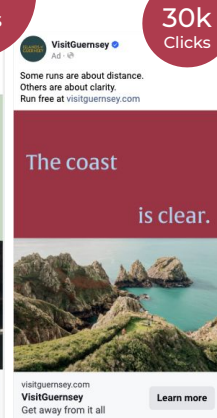
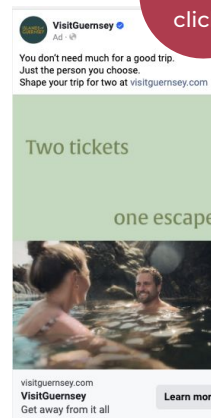
Two tickets one escape  
The coast is clear  
Go with the slow - video

144,156 CLICKS

63k  
clicks

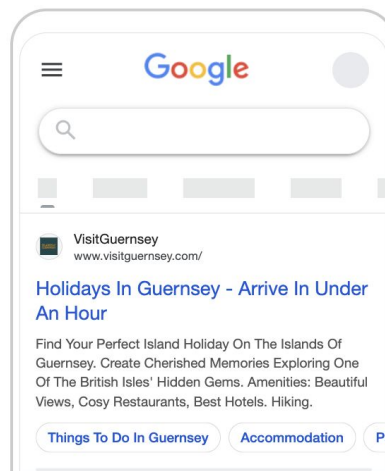
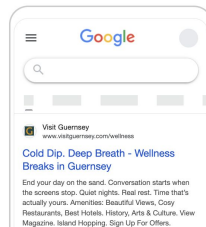
30k  
Clicks

12.6k  
Clicks



## PAID SEARCH DELIVERED

Impressions: 130,991  
Clicks: 21,718  
Leads: 20,695



## TOP 5 KEYWORDS THAT DRIVE TRAFFIC TO THE SITE:

- Wellness holidays
- Channel Islands tourism
- Holidays island
- Island holiday destinations
- Islands in UK for holiday

# Q1 - Digital Advertising - UK

Total Impressions (How many times our advertising has been served / seen)	Q1
--	----

Reddit	2.8m
TikTok	1.9m
LinkedIn	271k
Pinterest	606k

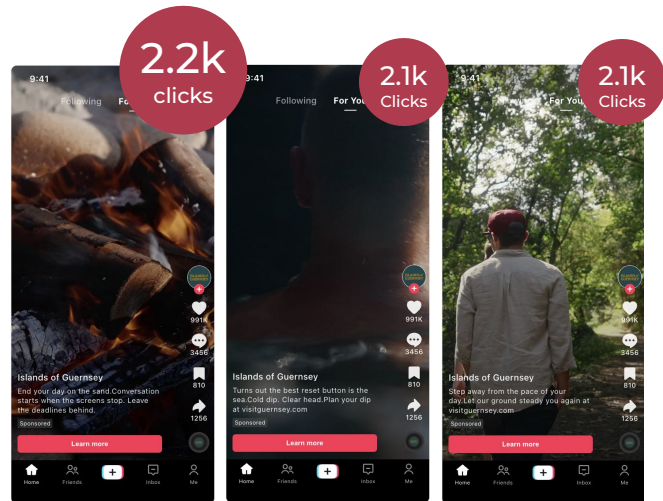
41,322  
Clicks

Click through  
0.73%

## TIKTOK DELIVERED:

Clicks: 10,698  
CTR: 0.55%  
CPC: £0.25

Top performing creative:  
BBQ  
Warm Soul  
Grounded



visitguernsey - Promoted

Put the phone down for a while. This is the kind of glow that matters. Switch-off at visitguernsey.com

visitguernsey.com [Book Now](#)

## REDDIT DELIVERED

Clicks: 12,883  
CTR: 0.45%  
CPC: £0.77

The most engaged audience was  
Healthy Living & Wellness

visitguernsey - Promoted

Turns out the best reset button is the sea. Take the plunge, breathe deep, and feel something real again. Go at your own pace at visitguernsey.com

visitguernsey.com [Book Now](#)

## LINKEDIN DELIVERED

Clicks: 13,487  
CTR: 4.97%  
CPC: £0.75

The most engaged audience (Job Function) was  
Arts and Design,  
Media and  
Communication

VisitGuernsey  
937 followers  
Promoted

Step away from the pace of your day. Let our ground steady you again. Rest outdoors at visitguernsey.com

VisitGuernsey [Learn more](#)

## PINTEREST DELIVERED

Clicks: 4,254  
CTR: 0.70%  
CPC: £0.66

The most engaged audience was  
Travel &  
Lifestyle

Learn more

VisitGuernsey  
Here, chilling comes  
Sponsored

# Q1 - Digital Advertising - France

## Total Impressions

(How many times our advertising has been served / seen)

Q1

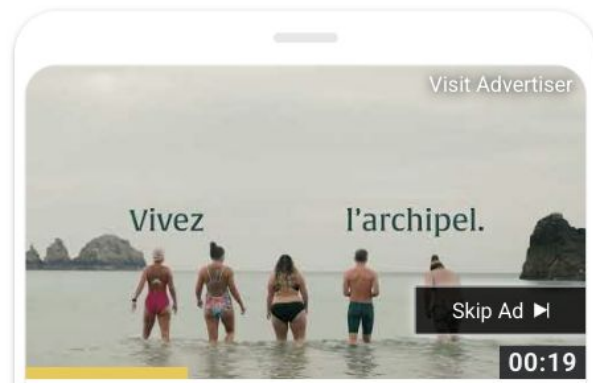
Youtube	1.3m
Display	181k
Social ads	918k

3,013  
YouTube  
Clicks

## YOUTUBE DELIVERED

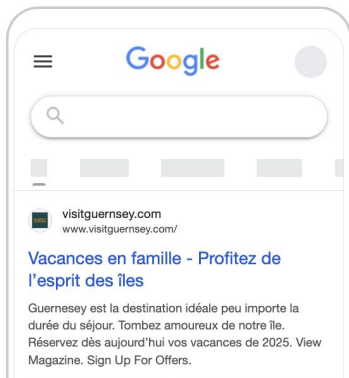
Views: 80,243  
View rate: 26.75%  
CTR: 0.23%

35-44 and 65+ were the primary audience segments that delivered most of video views.



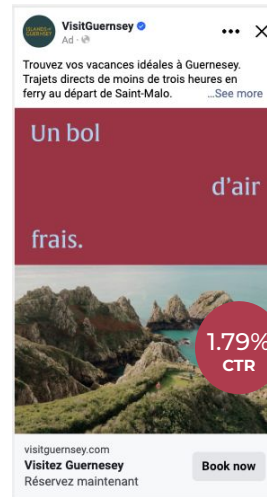
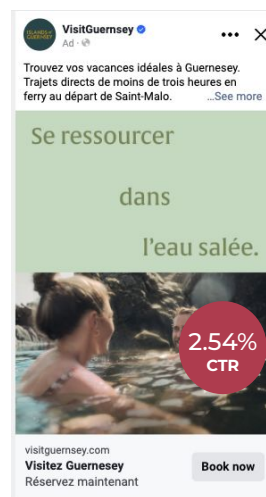
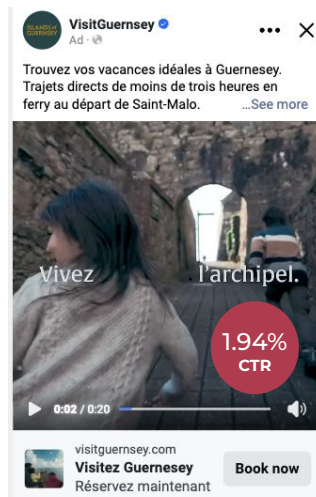
## PARIS PAID SEARCH CAMPAIGNS HAVE DELIVERED

Impressions: 37,019  
Clicks: 6,697  
Leads: 2,986



## PAID SOCIAL IMPRESSIONS 917,845

19,221  
Paid Social  
Clicks



# Q1 - TV & Podcasts

## SKY ADSMART

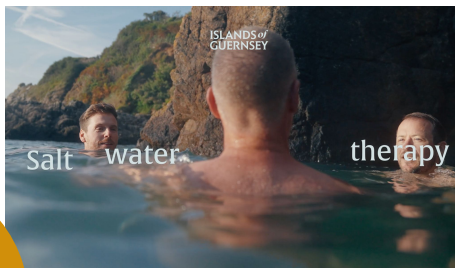
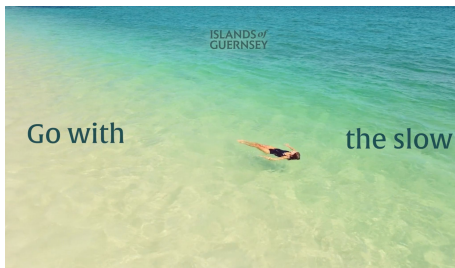
3 x 10 Second Ads

**Locations:** Birmingham, London, Manchester, Bristol, Cambridge, Guilford, Oxford

**Mosaic targeting:** City Prosperity, Country Living, Domestic Success, Prestige Positions, Rural Reality, Suburban Stability

Total Impressions

1,194,457



## ACAST

2 x 30 Second Ads

**Targeted:** 35+, affluent travellers, men's wellness

**20-50 podcast creators, examples:** History Hit, The Economist, TED, The Times, talkSPORT, The Guardian

**Locations:** Birmingham, Manchester and London

Total Impressions

1,400,327

# Q1 - Social and Content

In Q1 we blended owned imagery with User Generated Content for social proof and inspiration.

We also worked with influencers to create specialised content and reach new audiences. In Q1: Dejashu - Food. Ice Bath Harry - Men's Wellness.

TikTok launched in January to reach new audiences.

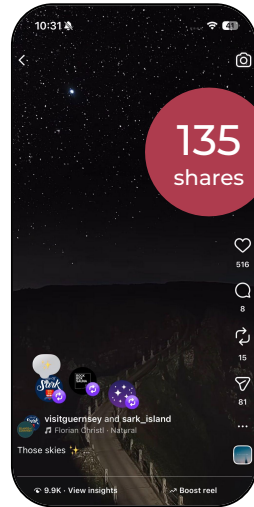
Best performing content included Island hopping and food themed content, multi format carousels, reels highlighting high season activities and natural beauty.

Q1	
Growth	1,807
Social reach	3,824,063
Social posts	c.120 (+c.180 stories)
Engagement	4.16%

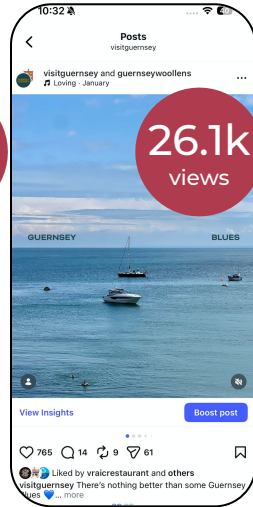
**Blogs:** Things to do this Month, Why 2026 Should Be Your Wellness Travel Year, A Taste of the Islands of Guernsey, Making the Most of Your Stay at Guernsey-Self Catering [PP], Cruising to Guernsey in 2026, Real Guernsey Wedding Story: Toby & Georgia, Things to do this Easter on the Islands of Guernsey, Breakfast on the Islands of Guernsey.

**Emails:** Welcome, Accommodation, The Big Eat.

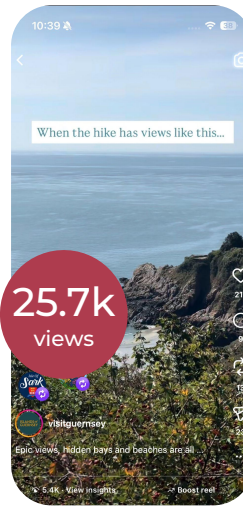
**Focus**  
The Big Eat, Off Season Experiences & Summer Planning



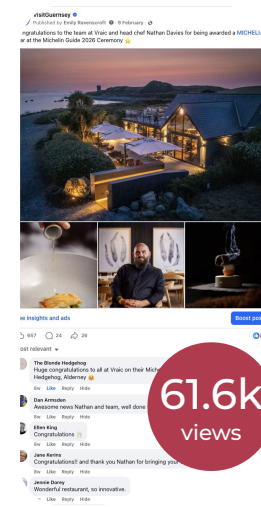
**SARK DARK SKIES**  
34,167 views  
1015 likes  
22 comments  
135 shares  
42 saves



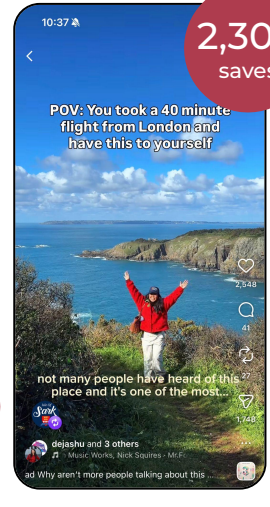
**GUERNSEY BLUES CAROUSEL**  
26,113 views  
907 likes  
18 comments  
70 shares  
33 saves



**HIKING VIEWS**  
25,779 views  
608 likes  
17 comments  
57 shares  
14 saves



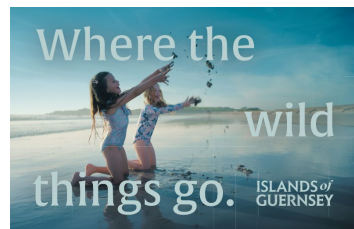
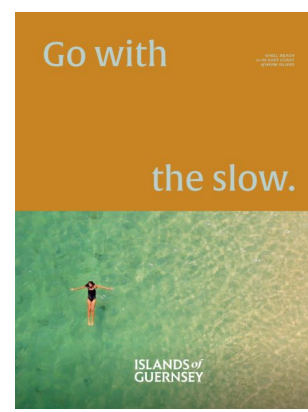
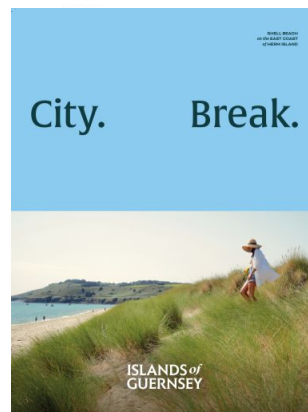
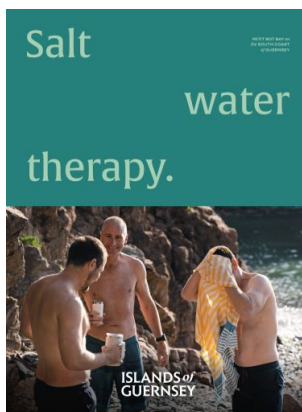
**VRAIC MICHELIN STAR**  
61,680 views  
675 likes  
24 comments  
26 shares



**EXPLORING IN SARK**  
100,035 views  
2509 likes  
41 comments  
1718 shares  
2300 saves  
*Dejashu Influencer Partnership*

# Q1 - Media Delivery - Print

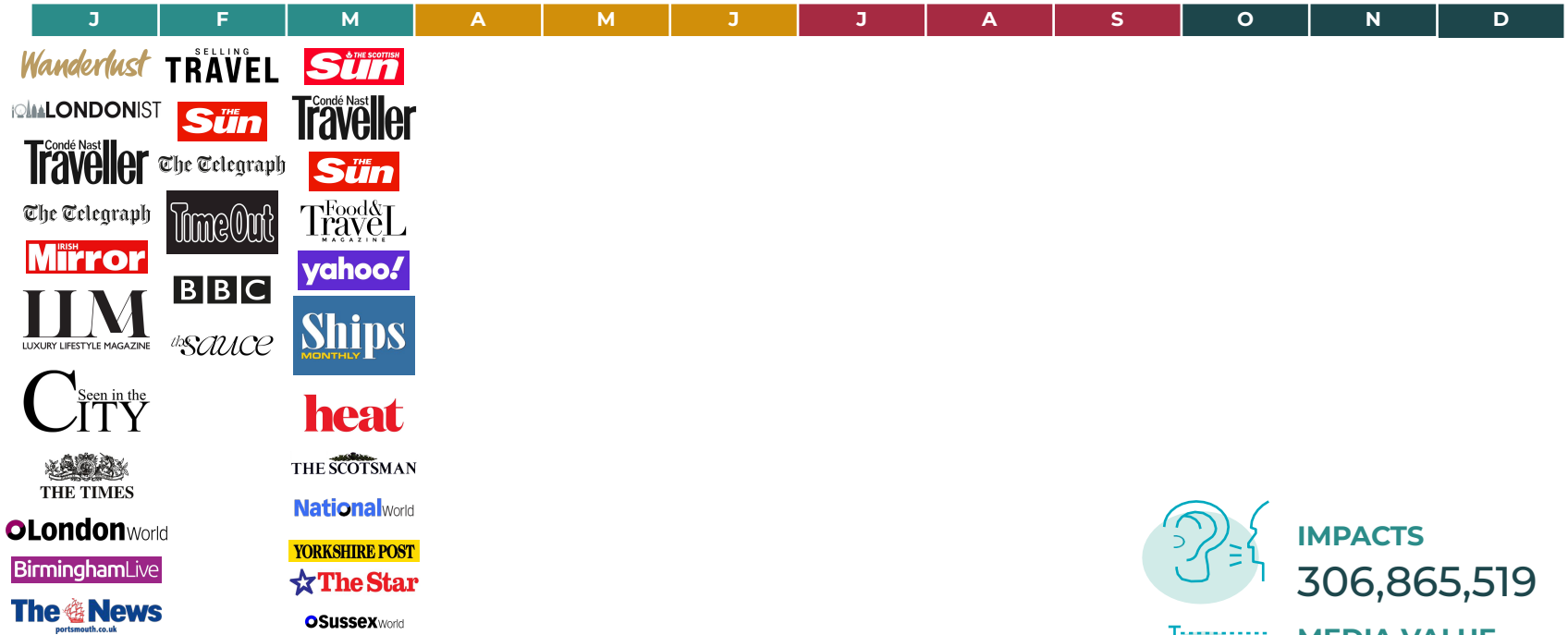
J F M A M J J A S O N D



**TOTAL CIRCULATION**  
4,947,074

**TOTAL INSERTIONS**  
28

# Q1 - PR Delivery - UK



IMPACTS  
306,865,519



MEDIA VALUE  
£801,473

# Q1 - PR Delivery - UK

## PRESS VISITS

Secured seven press to visit the Islands, with itineraries that catered to the theme of gastronomy and promoted The Big Eat Guernsey. The press came from a range of national, travel and lifestyle and publications.

Itineraries were created for the trips to cater to showcase local eateries and food-based experiences whilst also focussing on USPs such as island hopping.

## INFLUENCER VISITS & PARTNERSHIPS

Secured six individual influencer trips, with itineraries that catered to specific themes and niches, from food to female focussed travel and outdoor activities.

Four of the influencers were paid partnerships to drive awareness of The Big Eat Guernsey. It was arranged for them to visit a variety of local producers and restaurants including Guernsey Dairy and Vraic.

## STAKEHOLDERS

Q1 stakeholder engagement activity delivered strong results across the island, with 32 hosted meal bookings supporting local eateries, 24 curated activities (with the Soil Farm and Hauteville House emerging as guest favourites), and five hotels hosting visiting media and influencers.

## PRESS MATERIALS

The Q1 press materials have focussed on the Islands' gastronomy news, including the launch of The Big Eat Guernsey festival and Vraic's Michelin star.

## Wanderlust

### Guernsey, Channel Islands

'A'  
Media  
88%

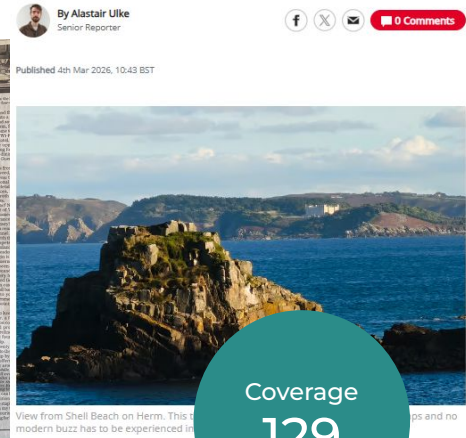
The culinary sweet spot of Guernsey lies somewhere between hearty British grit (mash topped fish pies) and cream driven colonialism (gâche fruit bread butter).



THE SCOTSMAN  
**Holiday in Guernsey: Escape the city to this island retreat one hour from the UK with Caribbean seas**

Press releases  
7

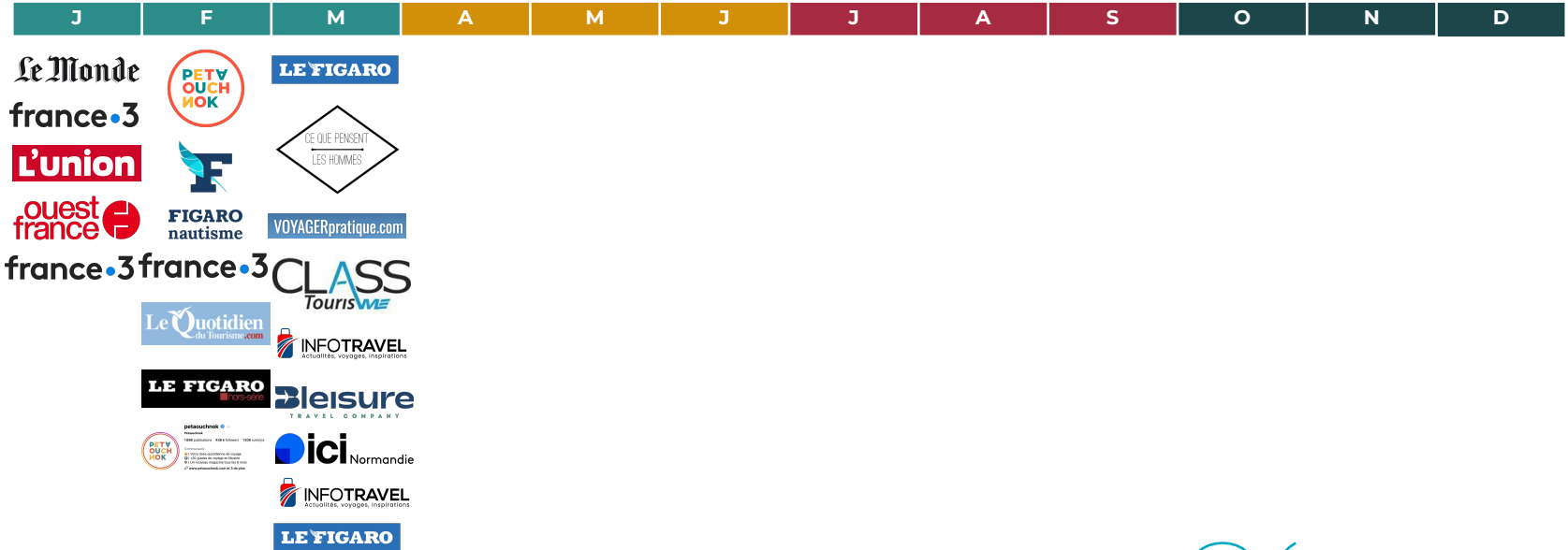
### The Telegraph



Coverage  
129

View from Shell Beach on Herm. This modern buzz has to be experienced in person.

# Q1 - PR delivery - France



IMPACTS  
462,353,663



MEDIA VALUE  
£218,000

# Q1 - PR delivery - France

## GROUP PRESS TRIPS

### “Rendez-vous aux Jardins” - May 11 to May 13/May 15

Media confirmed:

- Connaissances des Arts : 45 175 copies
- Mon Jardin & Ma Maison : 67 000 copies

### Group press trip of June - June 8 to June 12

Media confirmed:

- Le Parisien Week-end (194 303 copies)
- Femme Actuelle (333 313 copies)

## INDIVIDUAL PRESS TRIP CONFIRMED

- ⇒ (March 30 - April 3) Laurent Lefevre for Historia (68 601 copies)
- ⇒ (May 3 - 6) Charlène Guichard (content creator)
- ⇒ (May 11 - 15) Lucas Lahargoue for Voyager Ici & Ailleurs (55 000 copies)

## PRESS RELEASES

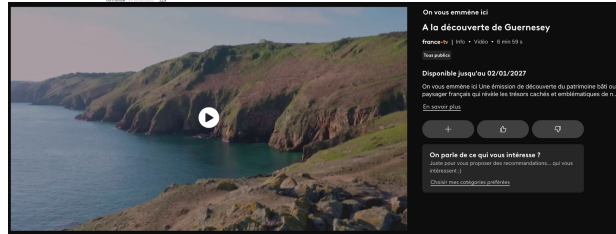
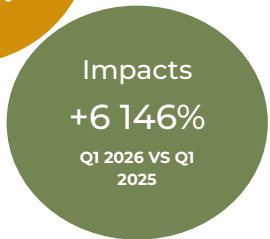
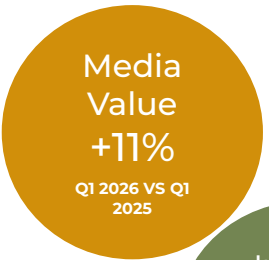
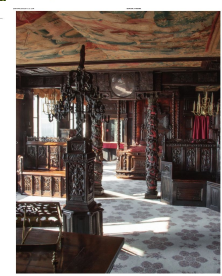
[January - In 2026, Guernsey will enhance its tourism offering with inspiring new attractions.](#)

[March - The Big Eat Guernsey: a new foodie event to discover the archipelago through its flavours, landscapes and talents](#)

Next ones:

- (released in April) [Guernsey will introduce the ETA for French visitors starting April 23, 2026](#)
- (released in April) [A vibrant summer of festivals, music and island traditions in Guernsey](#)
- Tours and cultural activities
- The Big Eat of October
- A 'British Christmas': traditions, festive markets and special offers

## BI-MONTHLY NEWSLETTERS (February & March done)



Le Monde

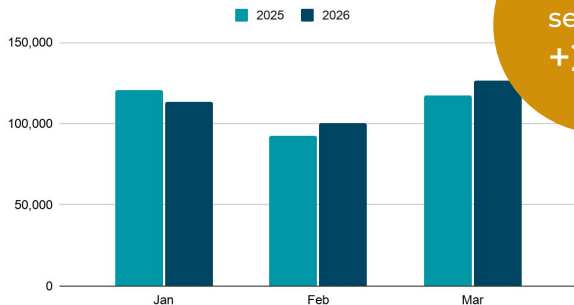
La décoration, l'autre génie de Victor Hugo : « A Guernsey, il va concevoir sa maison comme une enveloppe protectrice »

Par [nom] le 10/01/2025

Article complet sur le site de Le Monde

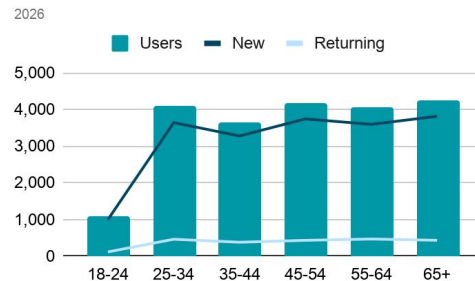
# Q1 - Website Performance

Q1 Website sessions 2026 v 2025



Website sessions +2.9%

In line with our targeting, our campaign has continued to deliver a more diverse range of audiences.



2026



## TOP MOST VISITED PAGES:

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

- ## TOP CITIES:
- London
  - Dublin
  - Birmingham
  - Paris
  - Plymouth
  - Wolverhampton
  - Norwich
  - Milton Keynes
  - Manchester
  - Edinburgh

Paris +15.1% v Q1 2025



TIME ON SITE: 1m 3 sec

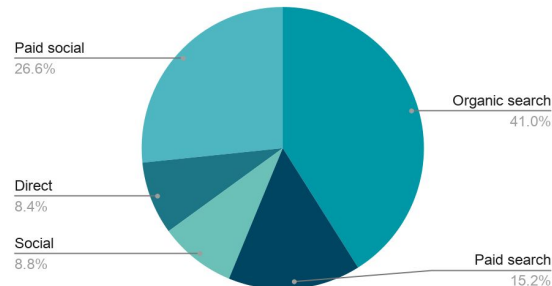


BOUNCE RATE: 30.02%

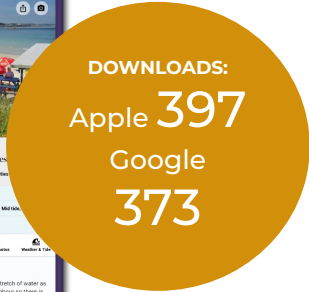
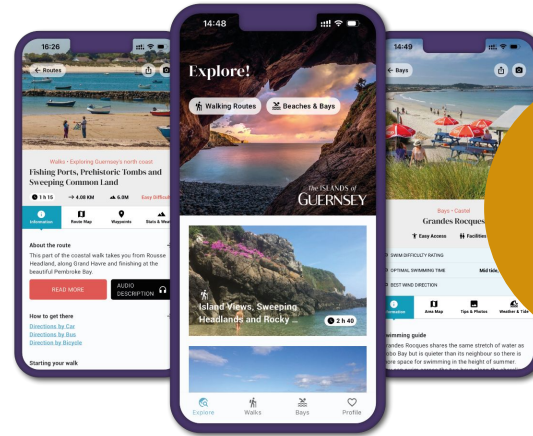
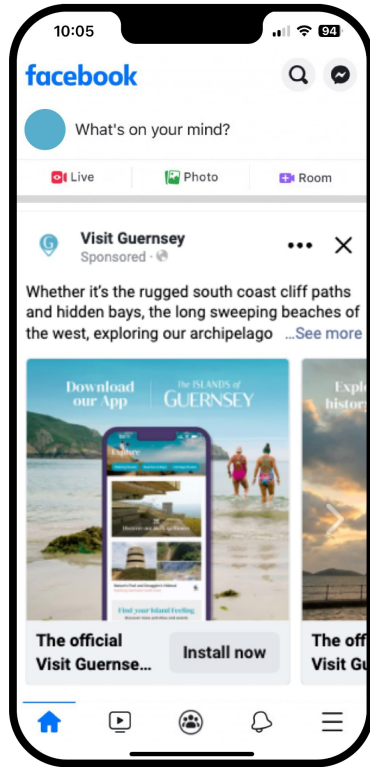
Google Analytics

Organic search and social channels drive the majority of sessions

Traffic sources (2026)



# Q1 - App Performance



	Total Year to Date	Total Lifetime
Google	373	5,679
Apple	397	18,068
Total	770	23,747

# Q1 - Top 10 Partner Listings

ACCOMMODATION TOP 10	VIEWS
Old Government House Hotel	920
Renoir Cottage	537
Vazon Bay apartments	521
St Pierre Park Hotel	467
Adair Bungalows	445
Cobo Bay Hotel	440
Waves Guest Suites	437
Fermain Valley Hotel	420
Fermain Tower	400
Camp de Reves Glamping	397

FOOD/DRINK TOP 10	VIEWS
Auberge du Val	422
Lola	386
The Greenhouse Kitchen	356
Vraic	305
Vistas Beach Cafe	210
Fermain Beach Cafe	124
2 Frenchies Artisanal Bakehouse	106
Woodies	103
Hook	97
Red Grill House & Cocktail Bar	88

ACTIVITES TOP 10	VIEWS
Victor Hugo House Hauteville House	910
Castle Cornet	437
La Vallette Bathing Pools	372
Underground Military Museum	361
The Little Chapel	353
German Occupation Museum	342
Renoir Walk	341
German Underground Hospital	304
Cobo Bay	292
Candie Gardens	233



# Q1 - Partner Referrals

Partner referrals  
**64,831**  
Q1 2026

# Q1 - Occupancy

	Jan	Feb	Mar
Partner referrals	21407	20,618	22,806

	Jan	Feb	Mar
2026	42% +10.5%	46%	
2025	38%	47%	47%

## TOP 10 REFERRALS

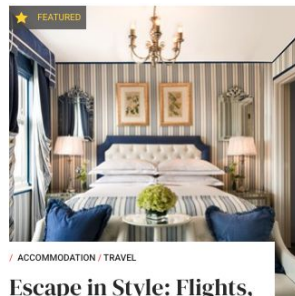
	COUNT
condorferries.co.uk	4,479
aurigny.com	3,462
channelislandsdirect.co.uk	2,045
condorferries.fr	1,751
thebigatguernsey.com	1,597
channelescapes.com	1,363
selfcatering.gg	1,159
britishairways.com	1,006
buses.gg	802
manche-iles.com	784



/ ACCOMMODATION / TRAVEL

**Unwind at Hotel Jerbourg: 3-7 Nights with flights, dinner & more included from £498pp**

Stay at the cliffside Hotel Jerbourg from just £498pp, where stunning sea views, fine dining, and a peaceful retreat await.



/ ACCOMMODATION / TRAVEL

**Escape in Style: Flights, fine dining & luxury stay at Duke of Richmond from £379pp**

3, 4, 5, 6 or 7 nights, from £379pp at Duke of Richmond. Includes flights, transfers, and breakfast each morning.



/ ACCOMMODATION / TRAVEL / FOOD & DRINK

**5 nights at the Le Friquet Hotel including 80 Years of Liberation coach tour from £639pp**

Price includes return travel, accommodation, breakfast every day and '80 Years of Liberation' coach tour.