

Q2 2026

ISLANDS *of*
GUERNSEY

REPORT DATA

Performance



Q2 Summary

App
Downloads
+6.3%
Q2 2026 v 2025

Meta
Reach
+45.2%
Q2 2026 v 2025

YT View
Rate
+55.0%
Q2 2026 v 2025

Search
CTR
+14.7%
YEAR ON YEAR



Q2 - Marketing Focus

1. TRAVEL

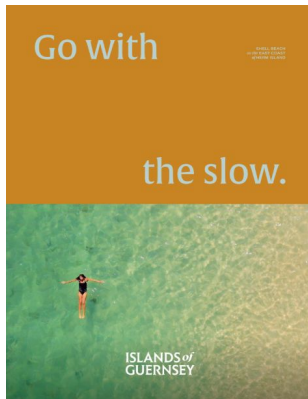
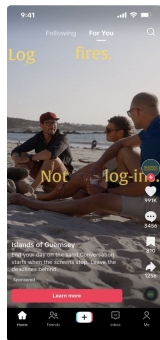
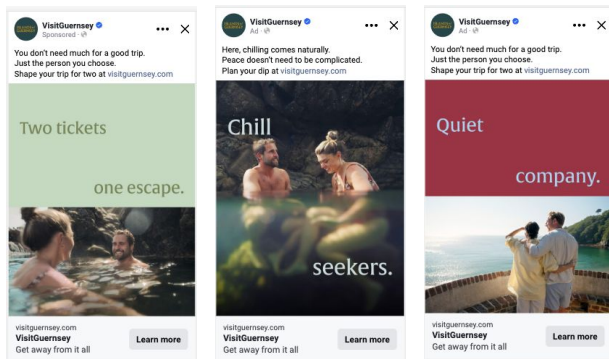
- Island hopping
- Sports and active
- Outdoor enjoyment
- Family time
- Holistic island experience

Website sessions
+0.9%

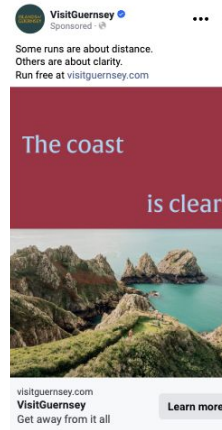
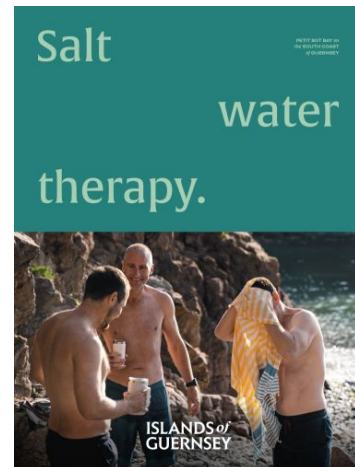
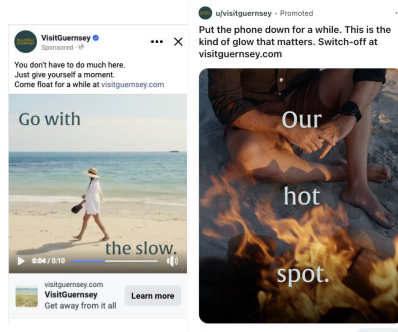
YTD V 2025

Website sessions
+14.7%

YTD V 2024



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

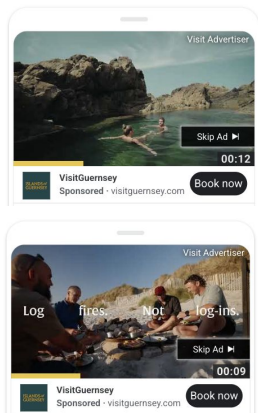


Q2 - Digital Advertising - UK

Total Impressions (How many times our advertising has been served / seen)	Q2
Youtube	5.3m
Meta	7.8m

185.8k
Total Clicks
(Youtube & Social)

View rate
+63%
YEAR ON YEAR



YOUTUBE DELIVERED

Views: 989,502
View rate: 46.60% (+63.13% v Q2 2025)
CTR: 0.14%
Clicks: 7,598

The most engaged audience segment is 65+

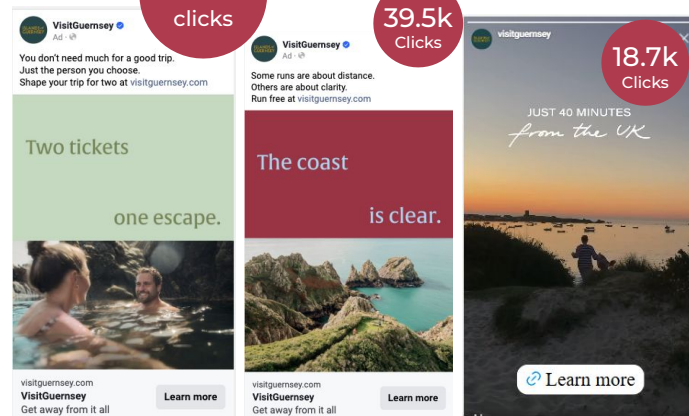
OUR TOP PERFORMING FACEBOOK AND INSTAGRAM CREATIVE IS:

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

178,157 CLICKS

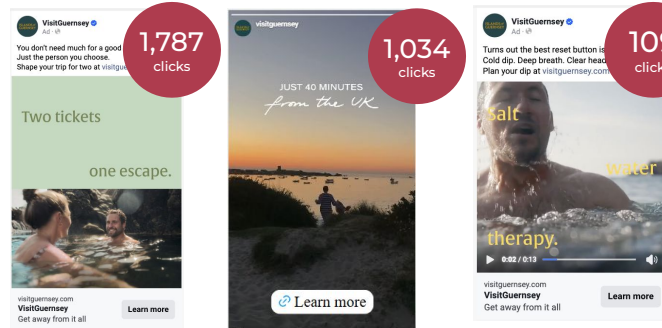
Audience test: 30-34-year-olds

After two weeks of testing, the campaign showed promising early results. Although performance can be further optimised, targeting a slightly younger audience appears to be an effective way to broaden reach while continuing to generate quality leads.



The test delivered

CTR: 2.36% (v 3.23% in the Travel Awareness campaign)
CPC: £0.29 (v £0.31)
Cost per lead: £5.54 (v £5.35)



Q2 - Digital Advertising - UK

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

Q2

TikTok 6.3m

Pinterest 1.8m

49,183

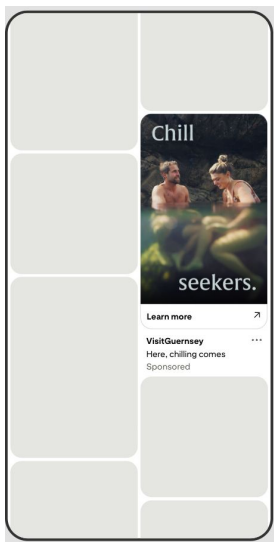
Total clicks
(TikTok & Pinterest)

+30.75%
Pinterest
CTR

V Q2 2025

PINTEREST DELIVERED
Clicks: 11,641
CTR: 0.64%
CPC: £0.87

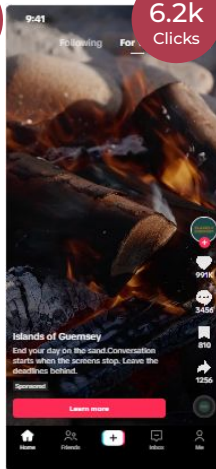
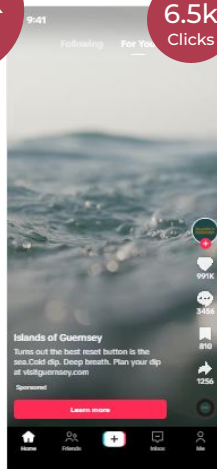
The most engaged audience was Travel



TIKTOK DELIVERED:

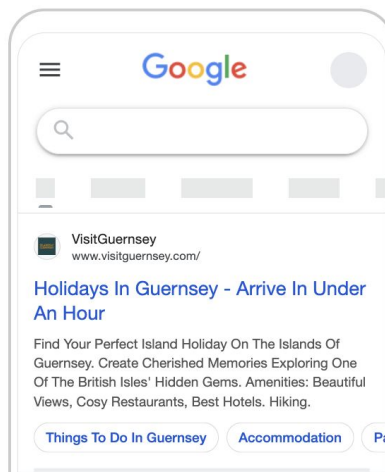
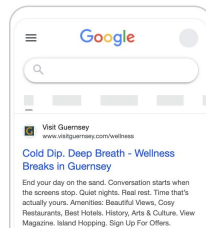
Clicks: 37,542
CTR: 0.59%
CPC: £0.25

Top performing creative:
Travel Family
Travel Sea Swimming
Men's Wellness - BBQ



PAID SEARCH DELIVERED

Impressions: 149,042
Clicks: 29,153
Leads: 30,255



TOP 5 KEYWORDS THAT DRIVE TRAFFIC TO THE SITE:

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

Q2 - Digital Advertising - France

Total Impressions

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

Q2

Youtube	1.4m
Display	574k
Social ads	1.3m

3,219

YouTube
Clicks

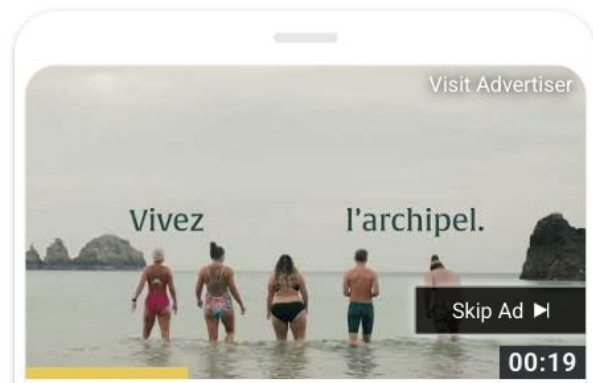
YOUTUBE DELIVERED

Views: 151,825

View rate: 32.34%

CTR: 0.23%

35-44 and 45-54 were the primary audience segments that delivered most of video views.

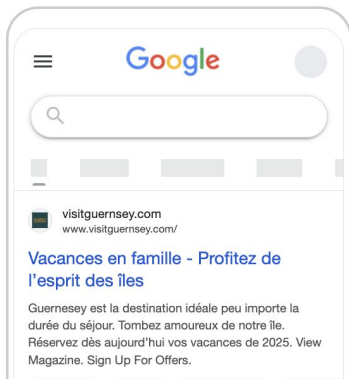


PARIS PAID SEARCH CAMPAIGNS HAVE DELIVERED

Impressions: 36,121

Clicks: 7,586

Leads: 3,682

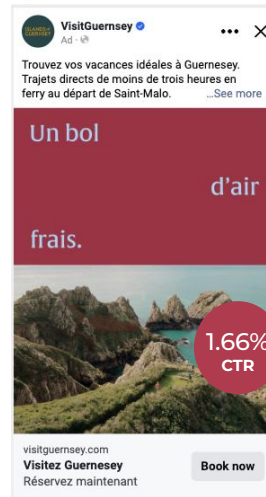
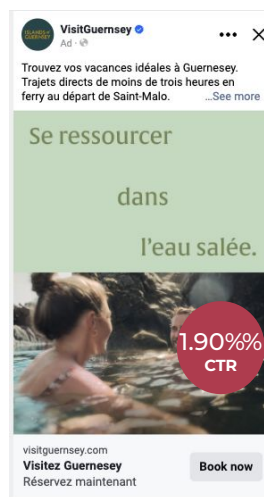


PAID SOCIAL IMPRESSIONS

1,264,793

22,801

Paid Social
Clicks



Q2 - Social and Content

In Q2 we blended owned imagery and video with UGC for social proof and inspiration.

We worked with influencers to create specialised content and reach new audiences.

In Q2: @rosieturnerdaily, @boopfoodie, @vernahungrybanana, @saltandshaikh, @tom_prout, @adventuresofalice, @jamesstrawbridge. @historyalice also reshared content from her visit in 2025.

Food, Island Hopping and Outdoor Activities performed the best.

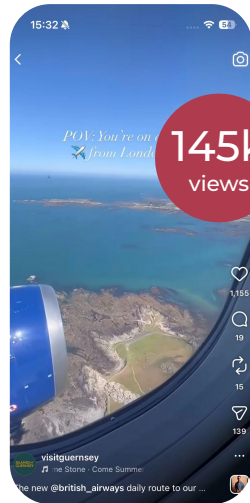
Q2	
Growth	3038
Social reach	9,113,105
Social posts	c.130 (+c.100 stories)
Engagement	4.43%

Focus

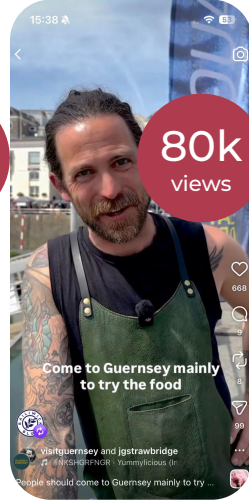
The Big Eat, Island Hopping & Summer Planning

Blogs: Things to do this Month, How to Cool Off & Unwind, Blue Health Hotspot with La Vallette; Things to do this Easter; What is Liberation Day in Guernsey?; Every Step Tells a Story on a Guided Walking Holiday in Guernsey

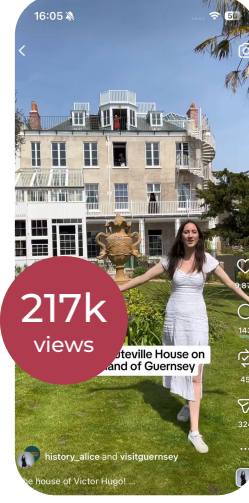
Emails: Island Insider Offers; Content Partnerships; Outdoor Activities to Explore



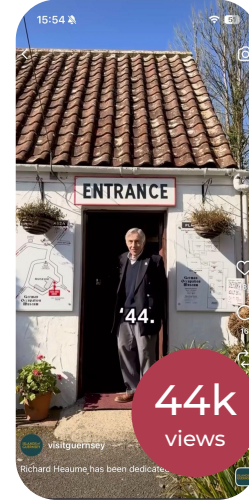
HEATHROW LANDING
145,279 views
2486 likes
89 comments
192 shares
105 saves



COME FOR THE FOOD - JAMES STRAWBRIDGE
80,796 views
1880 likes
77 comments
238 shares
97 saves



HAUTEVILLE HOUSE - HISTORY ALICE
217,307 views
9877 likes
143 comments
324 shares
308 saves



OCCUPATION MUSEUM
44,407 views
1343 likes
86 comments
139 shares
87 saves



ISLAND HOPPING
37,160 views
1329 likes
77 comments
612 shares
456 saves

SaltandShaikh Influencer Partnership

Q2 - Social and Content - France

In Q2, we focused our content on the outdoors and discovery themes, combining inspirational visuals with practical information.

The posts were primarily inspired by blog articles from the visitguernsey.fr website in order to convey relevant messages.

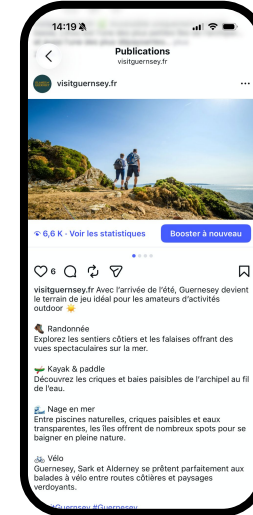
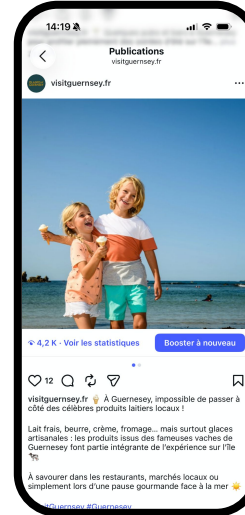
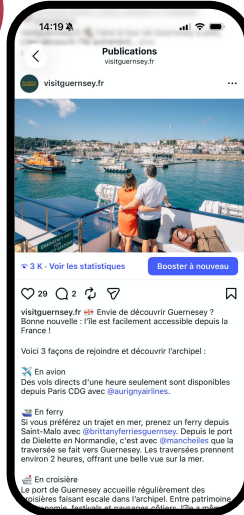
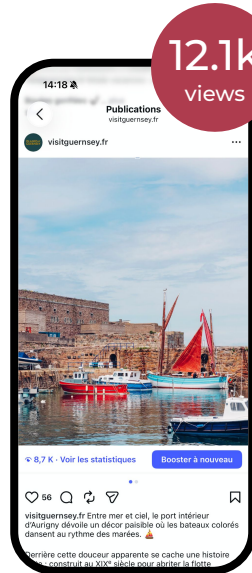
The top-performing posts and carousels included location suggestions, seasonal activities and festivals, practical information, and inspiring visuals.

Focus

Outdoors
Locations
Seasonal activities & festivals

Q2*

Growth	1 477
Social reach	270 270
Social posts	93
Engagement	5.22 %**



*Facebook and Instagram data.
**Including interactions and link clicks

Q2 - Podcasts - UK

- **Location:** London, Manchester & Birmingham
- **Top shows featured on:** The Totally Football Show with James Richardson, The Athletic FC Podcast, Talk of the Devils: The Athletic FC's Manchester United show, The View From The Lane: The Athletic FC's Spurs show, Casefile True Crime, Tifo Football Podcast, Handbrake Off: The Athletic FC's Arsenal show



February
- April
2026



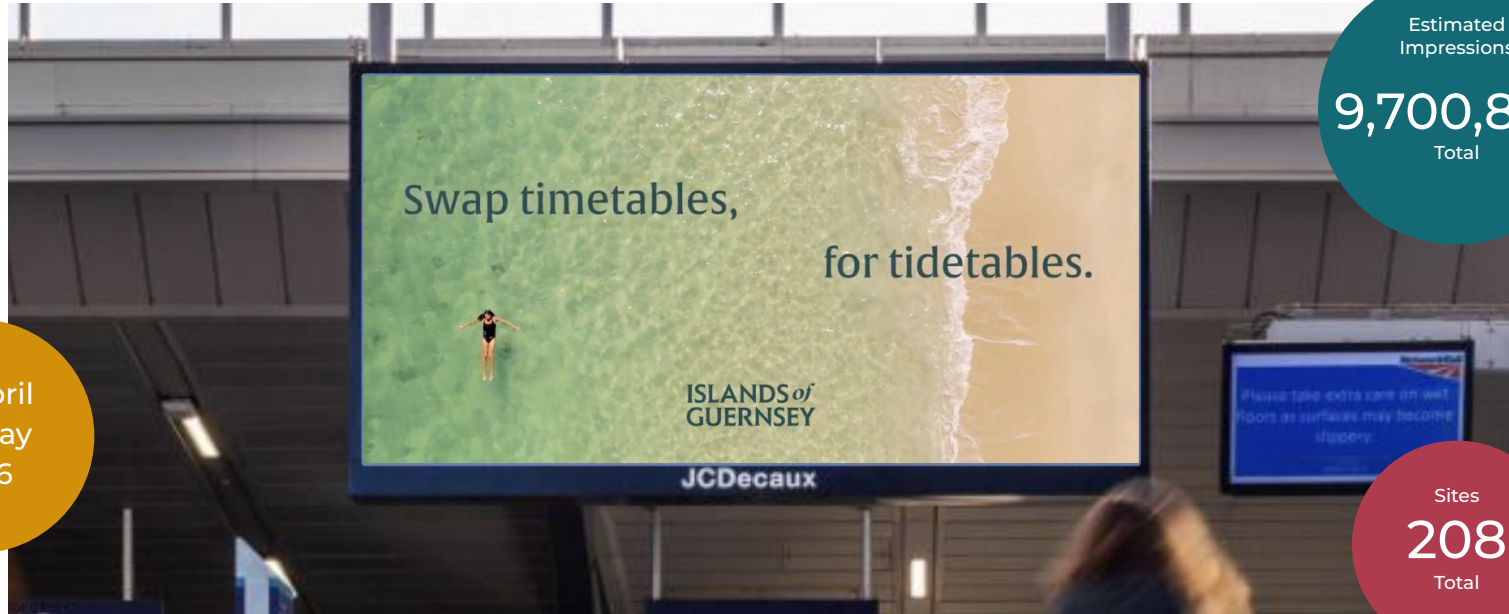
Total Impressions

1,543,438

10
Channels

Q2 - Out of Home - UK

- **Location:** Central London
- **Placements:** Rail, Street Furniture (bus stops) & Waitrose (examples such as Waterloo, Liverpool St, Canon St, Fenchurch St and Blackfriars)
- **Programmatic:** targeting key commuter times on rail & bus stops, and weekends at Waitrose with the next available London flight



28 April
- 11 May
2026

Estimated
Impressions

9,700,830
Total

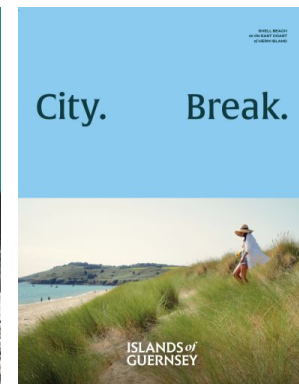
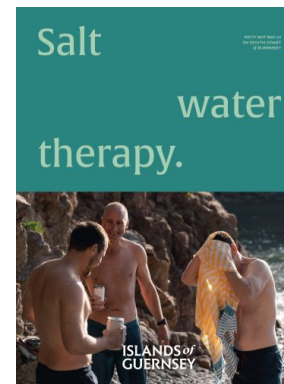
Sites

208
Total

Q2 - Print Advertising - UK

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

THE iPAPER	THE iPAPER	THE iPAPER	THE iPAPER	THE iPAPER	THE iPAPER

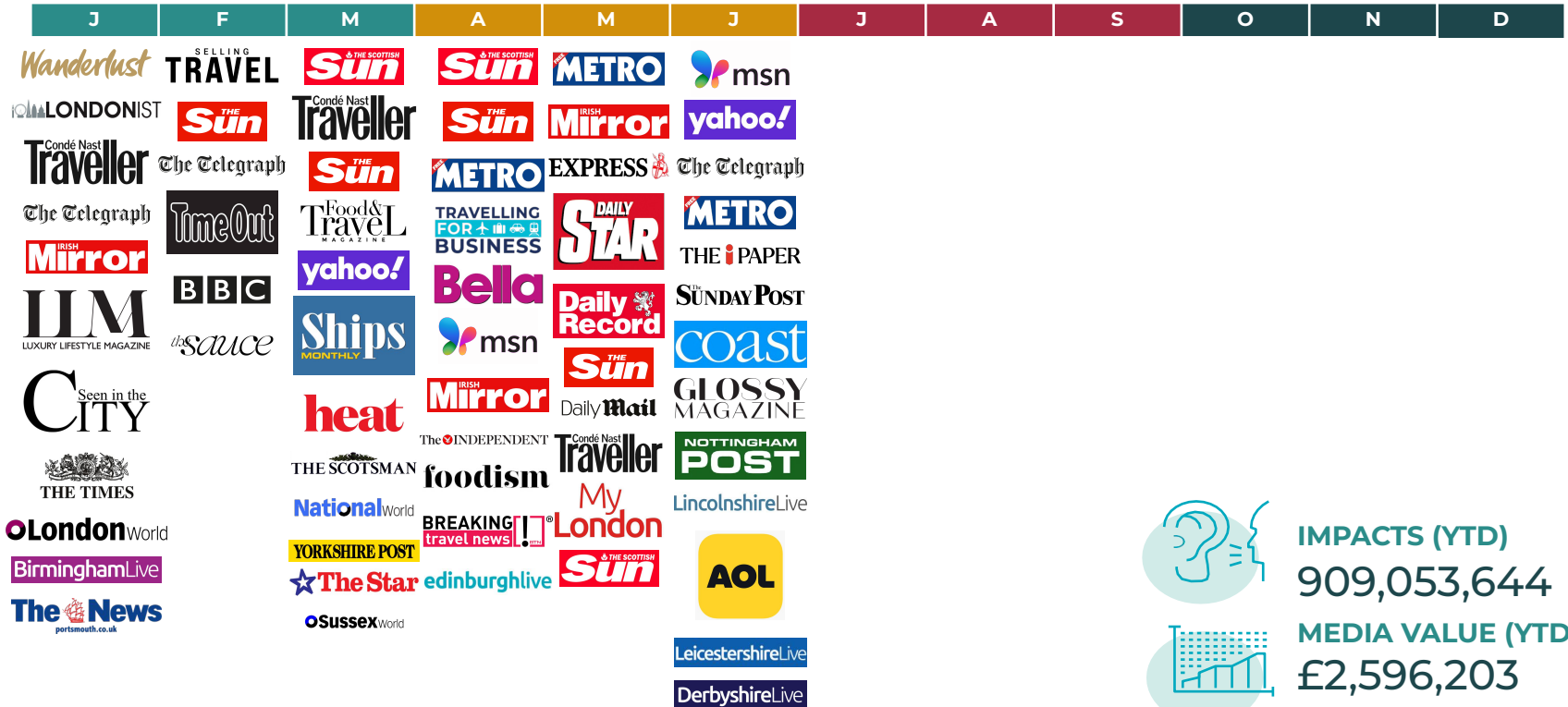


TOTAL CIRCULATION
2,275,423



TOTAL INSERTIONS
23

Q2 - PR Delivery - UK



IMPACTS (YTD)
 909,053,644
MEDIA VALUE (YTD)
 £2,596,203

Q2 - PR Delivery - UK

THE BIG EAT GUERNSEY

Conducted one group press trip with key consumer and trade titles including **Foodism**, **The Sunday Times Ireland** and **Travel Weekly** and **The Caterer**. Completed several individual press trips with key lifestyle titles including with **The Telegraph**, **Coast** and **Woman** to spotlight local producers.

Partnered with several food influencers - **Boop Foodie**, **Shu Lin**, **Verna Rao** and **Lylaa Shaikh** - resulting in mass content dedicated to The Big Eat.

All itineraries developed to showcase local producers and eateries, and spotlight the events and dedicated menus of The Big Eat Guernsey. Showcasing Guernsey's growing gastronomy offering.

BRITISH AIRWAYS NEW ROUTE

Highlighted the increase in accessibility by arranging a journalist from **The Mirror** to join the inaugural BA flight. Arranged a conversation between respected travel journalist Simon Calder and Zoe Gosling, VisitGuernsey, for **Simon Calder Independent Travel Podcast** and a story in **The Independent**.

SAFFERY ROTARY WALK

Partnered with content creator **Tom Prout** to capture content of the walk, and showcase the outdoors/active USPs of Guernsey and Herm along with **Oscar Silvester**.

STAKEHOLDERS

Q2 stakeholder engagement activity delivered strong results across the island, with 27 hosted media, influencer and trade visits supported across the UK and European markets, showcasing Guernsey's food, culture, heritage and outdoor experiences through tailored itineraries, island-hopping experiences and partnerships with local hotels, attractions, restaurants and tourism providers.

PRESS MATERIALS

The Q2 press release focussed on **island hopping offers** ahead of summer with additional pitches on **The Big Eat Guernsey** and the new **BA flight route**.

2026 PERFORMANCE OVERVIEW **Q1**

The Telegraph

The 13 best things to do in Guernsey

Our expert guide highlights the top attractions on the island and nearby

Antonia Windsor
Destination expert
Published 09 June 2026 5:00pm
BST
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Add us as preferred source



Surfing in Vaoum Bay is one of the best things to do in Guernsey

Whether you want to jump into deep natural rock pools or take bracing walks along cliff paths peppered with wildflowers, Guernsey and its neighbouring islands offer boundless outdoor adventures. History buffs will enjoy with the remnants of the Second World War German occupation and the traces left by the artists Renoir and Turner as well as the visits of Victor Hugo.

Trips to the car-free islands of Sark and Herm are like stepping into an Enid Blyton novel, while farther north in Alderney you'll find the largest communities of northern gannets in Europe.

METRO

I spent 48 hours in the 'pocket-sized paradise' between England and France

Jed Bradley | Video Producer
Published May 30, 2026 12:30pm Updated June 1, 2026 10:38am



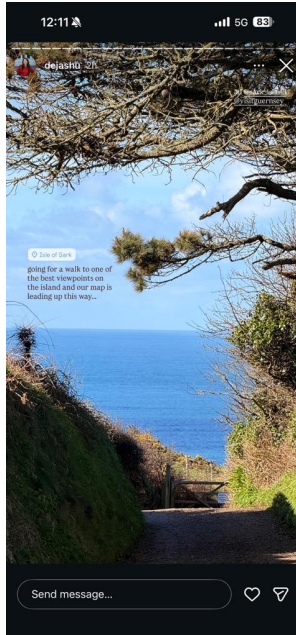
It's been described as a hidden gem from a bygone era (Photo: Jed Bradley)

15
Pieces of top tier press trip coverage

80
Pieces of Coverage

Q2 - PR Delivery - UK

190+ Influencer Posts (Stories & grid posts / videos across IG & TikTok)



Instagram post screenshot for **tom_proust** (Guernsey, Channel Islands). The post text reads: "The weekend adventure that proves you don't always need to travel half way across the world to find somewhere special !!! >>>". It continues with details about flights, hotel, transport, and itinerary. The post has 3,182 likes and was posted on 12 June.

Q2 - PR delivery - France

J	F	M	A	M	J	J	A	S	O	N	D
Le Monde	PETIT OUCH MOK	LE FIGARO	PARIS MATCH	À L'QUEST	Pleine Vie						
france.3			LA PRESSE DE LA MANCHE	À L'QUEST	LE FIGARO						
L'union	F	CE QUE PENSENT LES HOMMES	GRAZIA	ici Normandie	LE FIGARO						
ouest france	FIGARO nautisme	VOYAGERpratique.com	ICON	À L'QUEST	GEO						
france.3	france.3	CLASS ToursWE	VOYAGES D'AFFAIRES	FIGARO nautisme	À L'QUEST						
	Le Quotidien du Tourisme.com	INFOTRAVEL actualités, voyages inspirations	routard.com	MISTER TRAVEL	GRAZIA						
	LE FIGARO Hors-Size	Bleisure TRAVEL COMPANY	TOURMAG	GRAZIA	AD ARCHITECTURAL DIGEST						
	PUBLICIS	ici Normandie	LE FIGARO	À L'QUEST	GRAZIA						
	INFOTRAVEL actualités, voyages inspirations			LE JOURNAL DES SENIORS	À L'QUEST						
	LE FIGARO			MASCULIN.COM	INFOTRAVEL actualités, voyages inspirations						
				À L'QUEST	Voyager Ici&Ailleurs						

IMPACTS

Q2 : 294,760,511

YTD : 757,114,174

MEDIA VALUE

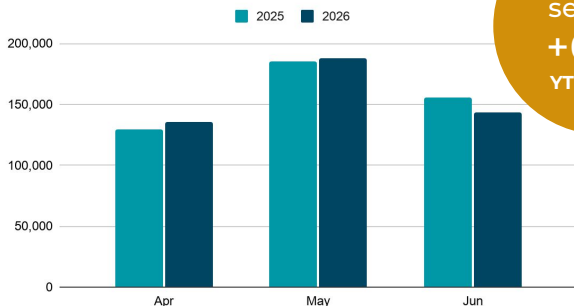
Q2 : £424,167

YTD : £641,022



Q2 - Website Performance

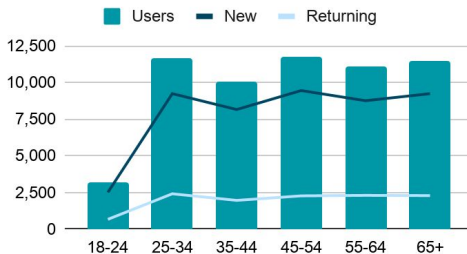
Q2 Website sessions 2026 v 2025



Website sessions
+0.9%
YTD v 2025

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

2026

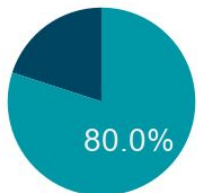


TOP MOST VISITED PAGES:

- /accommodation/places-to-stay-in-guernsey/
- /planning/offers/
- /experiences/events/
- /planning/getting-here/fly-to-guernsey/
- /planning/getting-here/sail-to-guernsey/

2026

● New Visitor ● Returning Visitor



TOP CITIES
London
Birmingham
Dublin
Paris
Plymouth
Wolverhampton
Norwich
St Helier
Manchester
Milton Keynes

Dublin
+60.5%
v Q2 2025



TIME ON SITE:
57 sec

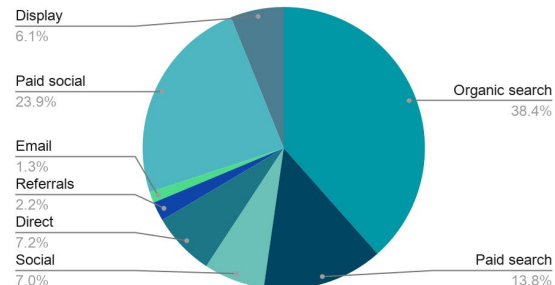


BOUNCE RATE:
33.13%

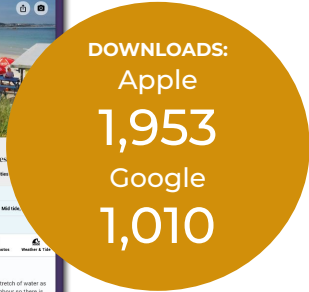
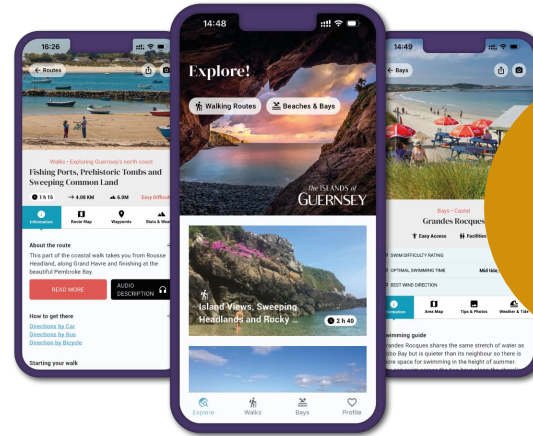
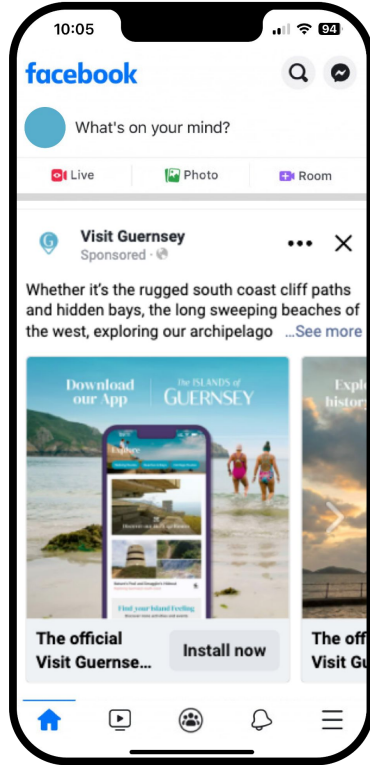
Google Analytics

Organic search and social channels drive the majority of sessions

Traffic sources (2026)



Q2 - App Performance



	Total Year to Date	Total Lifetime
Google	1,383	6,689
Apple	2,350	20,050
Total	3,733	23,747

Q2 - Top 10 Partner Listings

ACCOMMODATION TOP 10	VIEWS
Old Government House Hotel	1,025
Cobo Bay Hotel	712
The Duke Hotel	540
Fermain Valley Hotel	532
La Piette Hotel	529
Renoir Cottage	513
Camp De Reves Glamping	499
St Pierre Park Hotel	468
Premier Inn	420
Best Western Hotel De Havelet	416

FOOD/DRINK TOP 10	VIEWS
Auberge Du Val	453
The Greenhouse Kitchen	393
Fermain Beach Cafe	332
Lola	296
Vistas Beach Cafe	295
2 Frenchies Artisanal Bakehouse	276
Renoir Tea Garden	167
Vraic	166
Hook	141
Cobo Tearoom	138

ACTIVITES TOP 10	VIEWS
Victor Hugo House Hauteville House	1,996
Renoir Walk	800
La Vallette Bathing Pools	783
The Little Chapel	692
Cobo Bay	679
Castle Cornet Its Museums	670
La Valette Underground Military Museum	605
German Occupation Museum	556
German Underground Hospital	539
Lihou Island	471



Q2 - Partner Referrals

Partner referrals
79,189
Q2 2026

	Apr	May	Jun
Partner referrals	24,006	29,387	25,796

TOP 10 REFERRALS

	COUNT
condorferries.co.uk	5,186
aurigny.com	4,152
channelislandsdirect.co.uk	2,158
condorferries.fr	1,766
thebigeatguernsey.com	1,573
buses.gg	1,261
britishairways.com	1,208
selfcatering.gg	1,191
channelescapes.com	1,063
prestonholidays.co.uk	978

Q2 - Occupancy

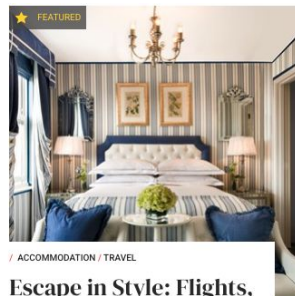
	Apr	May	Jun
2026	65% +20.37%	73%	TBC
2025	54%	74%	79%



★ FEATURED

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.



★ FEATURED

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.



★ FEATURED

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.