

An aerial photograph of a woman in a black swimsuit floating on her back in clear, turquoise water. She has her arms outstretched. To the right, a sandy beach is visible with gentle waves washing onto the shore. The overall scene is bright and serene.

# ISLANDS *of* GUERNSEY

2026  
Product Development  
Workshop

# Today's Outcomes

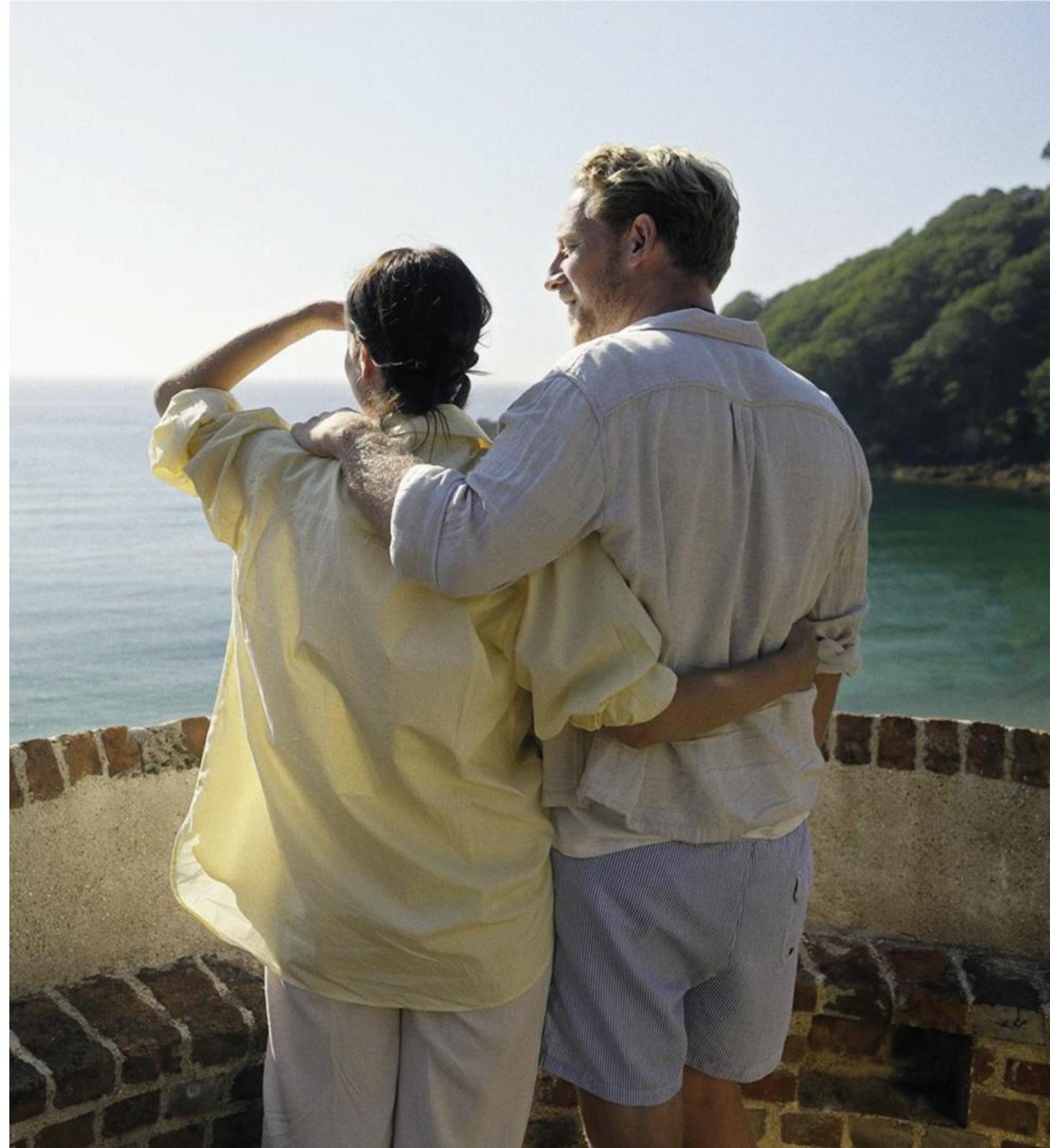
Renew, Research, Reinspire, Reimagine

This is a working session, your input will shape future product development.

- Shared understanding of VisitGuernsey's marketing plan
- Travel trends and insights
- Identification of priority product opportunities
- Actions or ideas to take forward

# The VisitGuernsey 2026 5 Point Plan Summary

1. Increase Consumer & Lifestyle Appeal
2. Diversify Offerings
3. Multi-Market & Multi-Route Marketing
4. Optimised Media Budget
5. Maximise Impact through  
Partnerships & Co-funding



# 1. Increase consumer and lifestyle appeal

Prioritising our brand and reaching new visitors through

## Content-Led Engagement

We will deepen our investment in a content-first approach that tells the island's unique stories. This involves collaborating with credible influencers to reach new audiences and bringing our brand to life across key lifestyle pillars, from family and wellness to history and arts. These channels account for almost a third of decision making in our exit survey.

## Authenticity at Our Core

Our authenticity-first approach will remain the foundation of all 2026 marketing materials. We will leverage our unique character and heritage to create campaigns that are both impactful and resonate deeply with our target audience.

## Tapping into New Trends

We will tap into a range of evolving travel trends, including 'calm-cations,' men's wellness, and nostalgia tourism.

## Aligning with Relevant Partners

Our press and lifestyle strategy will continue to focus on high-end, lifestyle-aligned publications. This allows us to connect with our target audience of affluent travelers in a trusted and aspirational environment.

goodfood

FAMILY TRAVELLER

The Telegraph

The Great Outdoors

Condé Nast Traveller

GQ

The Observer



checking out Renoir Tea Garden which



at Hauteville House, that he completed



during the Second World War.

# 1. Leveraging trends for growth (continued)

*"Travel trends like stargazing, holiday romance, nostalgia tourism, sleep tourism, digital detoxes and so on show us that people are searching to be reconnected to something bigger than themselves."*

- **Jasmine Bina, CEO of Concept Bureau and an experienced analyst of consumer behaviour**



## Calm-cations

Various reports are citing Calm-cations are the latest travel trend focused on rest and reset

<https://www.forbes.com/sites/rebeccahughes/2025/03/14/try-2025s-calmcation-trend-in-these-stress-free-european-spots/>



## Off the beaten track

Concern about overcrowding had prompted tourists to spend their 2025 summer vacations in less popular or off-the-beaten track destinations

<https://www.cnbc.com/2025/08/19/coolcations-are-booming-as-tourists-prioritize-quieter-off-peak-trips.html>



## Cooler Climates

One of the fastest-rising trends among British travellers is the 'coolcation' - Thomas Cook

<https://www.cnbc.com/2025/08/19/coolcations-are-booming-as-tourists-prioritize-quieter-off-peak-trips.html>



## New Haydays / Newstalgia

As millennials enter middle age, the holidays they loved as children will be revisited

<https://www.sellingtravel.co.uk/gen-z-and-millennials-feeling-deja-vu-with-nostalgia-travel/>



## Men's only wellness

Men-only wellness retreats are on the up according to [booking.com](https://www.booking.com)

<https://www.booking.com/articles/travelpredictions2025.html>



## Food Destinations

**Nearly 1 in 5** will travel specifically to seek out new restaurants or culinary experiences

<https://stories.hilton.com/2025trends/foodies>

## 2. Diversify our offerings on all fronts

We will diversify our offerings to attract a broader audience and tap into new market segments. This approach is grounded in our understanding of what visitors want, and the success of our previous campaigns.

### 1. Strategic Product Pillars

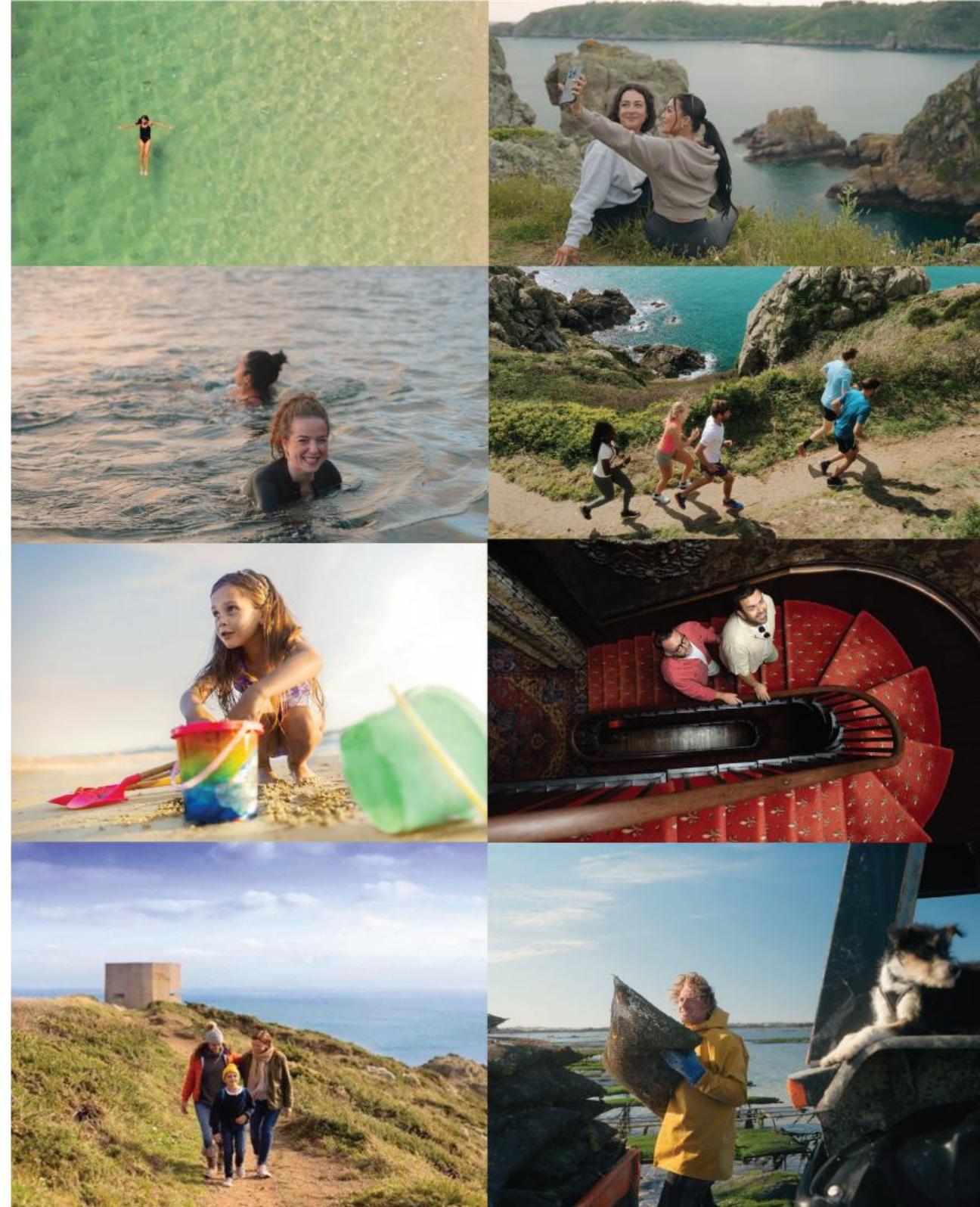
- **Wellness & Outdoor Experiences:** We will capitalise on the growing demand for wellness travel by promoting our outdoor experiences. For 2026, our new focus is on the **men's wellness** movement, creating content and experiences that speak directly to this audience.
- **Food Provenance:** The introduction of a new **food festival** and the promotion of new eateries will position Guernsey as a premier food destination. This is a key focus for 2026.
- **Sports & Active Tourism:** We will work with sports programs to promote Guernsey as a destination for both formal events and informal active pursuits like **trail running and hiking**.
- **History & Arts:** We will continue to build on the success of the Liberation 80 campaign by promoting our rich artistic heritage and history, leveraging our **authentic storytelling model** to engage new audiences.

### 2. Extending the season

We will continue to position Guernsey as an all-year-round destination, building on the positive uplift we've seen in off-peak periods.

### 3. Trips of every duration

Our strategy will be to create compelling offers for a variety of trip lengths from day and short term trips to longer term stays across our islands.



### 3. Develop multi-market and multi route marketing activity to support key routes

- **Deepen the French Connection:** The French market is a strategic triumph and is a core area for 2026 growth. Marketing efforts will be reinvested and expanded, particularly in the key target areas of Paris, Normandy, and Brittany. Focusing on day trips whilst encouraging extended stays. We will continue to work with specialised agencies and deliver region specific communications.
- **Refine UK Targeting:** The strategy should continue to target our key departure points; London, Birmingham, Bristol and the South West, with targeting seasonal routes where appropriate. Continuing to promote Guernsey as a year-round destination to a more targeted segment of UK travelers who are looking to escape the crowded hotspots of continental Europe.
- **Revitalise the Jersey Market:** The decline in visitors from Jersey is primarily a result of connectivity issues. The 2026 strategy should frame its approach to this market as a "reconnection" strategy, with a primary focus on working with travel partners to re-establish and promote reliable inter-island services and two centre Channel Island holidays.



# 4. Optimise media budget for both brand growth and partner referrals

## Brand and visibility

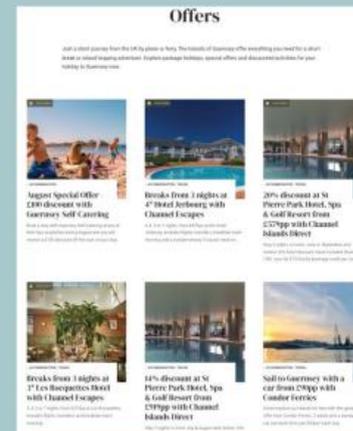
- High-Impact OOH: Secure prime out-of-home advertising placements near key departure points to build brand presence and drive awareness at the moment of travel consideration.
- Targeted Video: Hyper-targeted VOD (Video on Demand) delivery and paid social media campaigns to reach our 35+ audience with relevant, lifestyle-aligned content that inspires travel.
- Credible Endorsements: Leverage authentic PR and influential partnerships to tell our story in trusted publications and platforms, enhancing our credibility and reach.

## Digital first comms

- Multi-message delivery targeting 35+ audiences with a propensity to travel, around key departure points
- Driving traffic to VisitGuernsey.com and partner sites

## Owned channel optimisation

- Partner Offers: Leverage our email database to distribute exclusive partner offers, providing a direct route to conversion and nurturing our existing audience.
- Consistent Engagement: Maintain a consistent organic social media presence, delivering weekly content that continues to build our community and keep Guernsey top-of-mind.



# 5. Maximizing impact through partnerships and cofund budgets

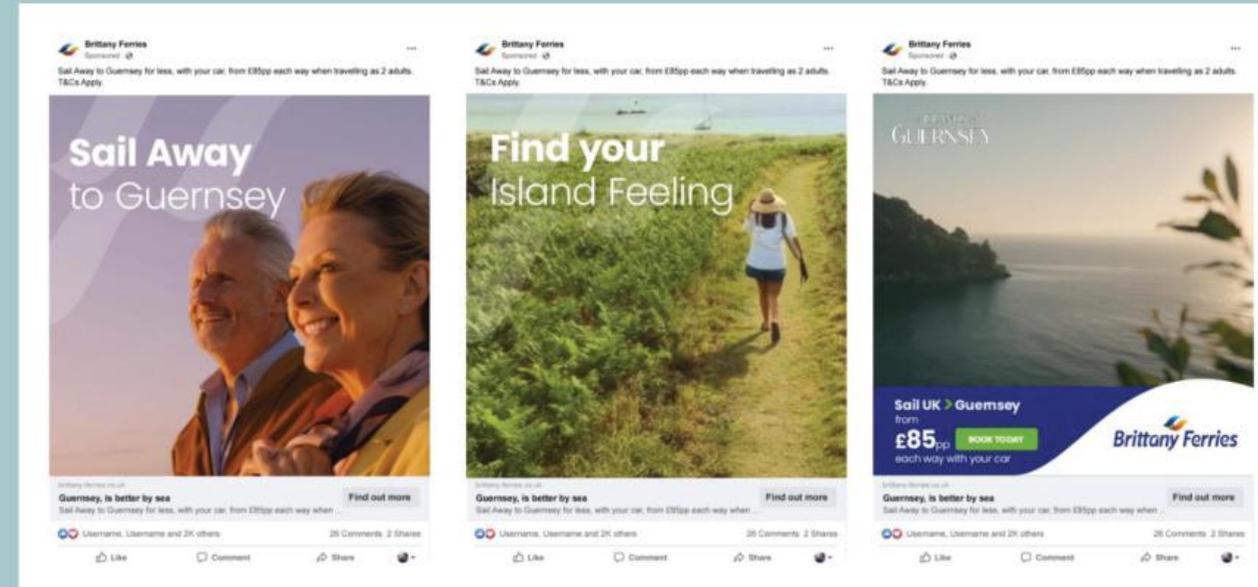
## Cofunds

Following the success of our co-fund campaigns in the French and UK markets, we will deepen our collaborative activity with partners. This strategy will allow us to pool budgets for larger-scale, more impactful campaigns.

- **Nationwide and Targeted TV:** Previous cofund campaigns have included national TV campaigns, using our high-quality assets to build brand awareness on a nationwide scale and leveraging targeted platforms like Sky Adsmart to reach specific, high-value audiences.
- **Regional Radio:** Our cofund radio campaigns have historically included direct calls to action to drive conversion, targeting localised audiences with a strong propensity to travel.
- **Direct Conversion & Acquisition:** Our cofund campaigns are a unified effort to not only raise awareness but also drive direct bookings and customer acquisition, ensuring a clear return on investment for both VisitGuernsey and our partners.

## Partnerships

- **Cruise development:** We support Guernsey Ports in cruise development by collaboratively managing marketing and relationships with existing, returning, and new cruise lines.



In 2026 we will welcome new cofund partnerships to help us move collaboratively towards our goals.



# Trade Activation

Raising our profile & connecting with partners

- Weekly calls with buyers & existing partners
- Monthly training calls & events
- Annual global trade event calendar
- Online training platform
- Familiarisation itineraries
- Collaborating on themed programmes
- Repackaging/adapting product e.g. for cruise
- Pitching to publications & TV / film
- Visitor Information Centre team



ISLANDS of GUERNSEY

# What's New

- Food festivals
- British Airways - Heathrow
- Wellness retreats
- Coastal saunas
- Golf performance centre
- Michelin guide & keys



# New-ish

- Gin bunker
- Bathing pools
- Visitor Information Centre



SMALL ISLANDS, BIG FLAVOUR

# THE BIG EAT

## THE ISLANDS OF GUERNSEY'S FOOD FESTIVAL

[View Events](#)

### Upcoming Events

**FRENCH CONNECTION**  
**THE GUERNSEY GRANDE FROMAGE TOUR**  
APR 1 - 30 📍 BALTHAZAR

**THE GREAT OUTDOORS**  
**GOURMET GUERNSEY EBIKE TOUR**  
APR 1 - 30 📍 GO GUERNSEY LAND AND SEA

**FESTIVAL MENUS**  
**COBO BAY HOTEL FESTIVAL MENU**  
APR 1 - 30 📍 COBO BAY HOTEL

**FESTIVAL MENUS**  
**JB PARKER CELLAR FESTIVAL MENU**  
APR 1 - 30 📍 JB PARKER

**THE GREAT OUTDOORS**

### RESERVOIR VIEW VINEYARD TOUR

MULTIPLE DATES

A rare opportunity to see a newly established vineyard in the early stages of growth.

📍 RESERVOIR VIEW VINEYARD TOURS 🌿

**MEET THE LOCALS**

### KTEA KOMBUCHA BREWERY TOUR

APR 26

Learn more about how real, raw and premium kombuchas is made with this behind the scenes tour.

📍 KTEA KOMBUCHA BREWERY TOURS 🌿

**FORAGING AND FINE DINING**

### THE WILD WAY RETREAT

APR 18 - 19

Step into the wild for a weekend of discovery, where foraging, cooking, and connection to nature combine to inspire a richer, more grounded way of living.

📍 GLAMPING AT WILDGUERNSEY

# The Big Eat

The global gastronomy/food tourism market value in 2024 was approximately £707 billion and is anticipated to increase four-fold in the next 10 years.

Research reveals that:

- 84% of travellers state local cuisine influences their destination choice
- 76% of food tourists spend more than they planned on unique local dishes
- 50% of food tourists seek authentic dining experiences
- 48% of travel companies offer food-themed travel packages
- 64% of tourists believe food contributes significantly to their overall travel satisfaction



## THE GUERNSEY GRANDE FROMAGE TOUR

APR 1 - 30

Embark on a cheese lover's journey through the heart of St Peter Port, enjoying historic streets, harbour views and some of the island's most exciting culinary destinations.

📍 **BALTHAZAR** ££



## FORAGE AND FEAST WITH VRAIC & WILDGUERNSEY

MULTIPLE DATES

Created for The Big Eat festival in collaboration with WildGuernsey and Vraic restaurant, this experience offers an immersive foraging tour followed by a seasonal, locally inspired lunch.

📍 **VRAIC** £££



## THE PATH OF THE HORSE

APR 11 10:00 - 16:00

Step away from the noise of everyday life and into a day of presence, nourishment and connection. Guided by the steady wisdom of horses and supported by thoughtfully prepared food and drink, this immersive workshop invites you to slow down, regulate your nervous system and reconnect with a deeper, steadier strength.

📍 **THE CENTRE - EQUINE ASSISTED HEALING**

£££



## FARM TO TABLE DINNER AT LA REUNION

APR 30

A celebration of Guernsey produce at La Réunion through an intimate dining experience.

📍 **LA REUNION** ££

# The Big Eat

Case study

- 40+ events and menus celebrating local produce
- Boost tourism during the shoulder seasons
- Position Guernsey as a leading foodie destination
- A series of immersive experiences
- Dedicated VisitGuernsey marketing campaign
- Wide exposure via press, social media, trade mailers and a new festival website



# Group Discussion (10 minutes)



## Prompt

“Where could food, place, and storytelling come together in a way that visitors couldn’t replicate at home or elsewhere?”

“What could we create that rewards visitors for coming back year after year?”

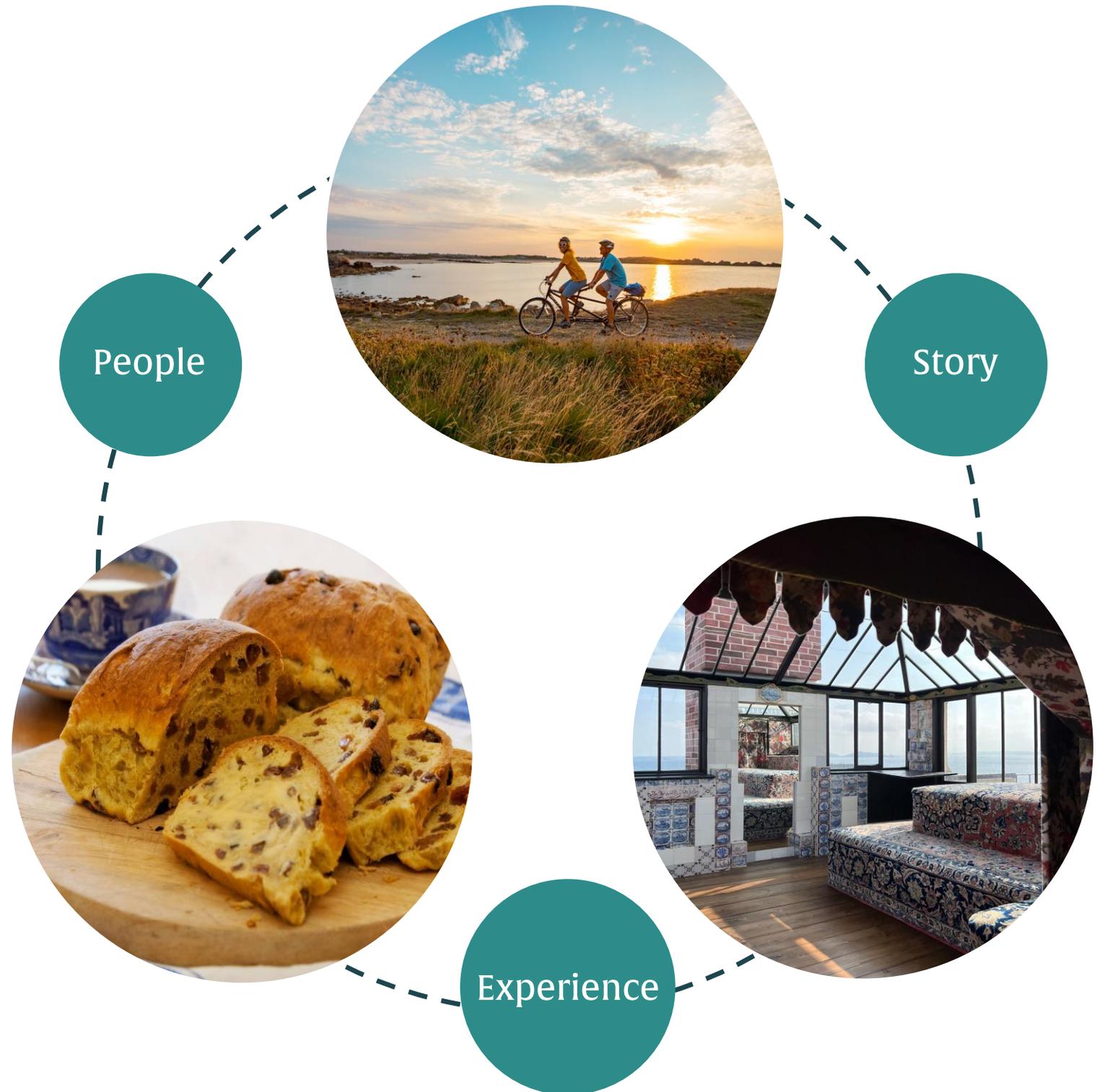
“What partnerships could transform a simple meal into a multi-moment experience before, during, and after dining?”

## Join the Dots

- Think about the experience
- What makes us unique
- Collaborate
- Easy booking
- Added value

### Next steps

- How are people going to find out about and book this?
- What is your digital footprint?
- How visible is your business?
- Use VisitGuernsey to support your own marketing
- Last minute availability? Use the Bailiwick Staycation Club



# Coffee Break





# Travel Trends & Opportunities

# ABTA's Travel Trends Conference

## Queenager

- A woman typically in their 40s to 60s
- Embracing confidence and independence
- Adventurous spirit
- Looking for travel experiences
- Greater spending power and agency than in their teenage years

## Set Jetting

- Tourists want to visit real-life locations featured in movies or TV shows.
- Phenomenon encourages people to choose destination based on films, such as Hobbiton in New Zealand from Lord of the Rings, or King's Landing in Croatia from Games of Thrones,
- In the TV series White Lotus, the destination is part of the cast.
- VisitBritain 'Starring GREAT Britain' campaign
- Institute of Screen Arts Guernsey (ISAG)

## Micro-retirement

- A trend among Gen Z and Millennials for taking short breaks to travel, recharge, pursue hobbies or personal growth.
- A focus on wellbeing
- People are working past retirement age
- Inheritance pattern changing



# The 'Real' Decision Makers

Gen Alpha (Born 2010-2024) are the influencers of Millennial Parents (Born 1980-1994). They control when and where the holiday is. Where the annual leave days are used and money is spent.

## Case studies

- From Lego Land to Lyme Regis
- Multi-gen cruise: Excursions
- Tails of Blackwoof – Dog Park
  
- How can you tap into this market?



# Wellness

## How can we respond to change in behaviour?



Change	Response
BioTech / BioWearables Sleep tracking, heart monitoring, step counting	<ul style="list-style-type: none"><li>Wellness retreats : Silent, dark, longevity clinics, bio-hack clubs, Social clubhouse spaces, rituals, mindful studios, sober sauna raving, nutritional counselling, sleep hygiene</li></ul>
Weightloss: Weight-loss jabs (GLP-1 drugs) Changing spending and eating habits Dining out and drinking less More people going to the gym	<ul style="list-style-type: none"><li>Producing more protein-rich products. Focus on gut health and Microbiom.</li><li>Desire for smaller portions: tailored menus rather than breakfast buffet style serving</li><li>Eating more mindfully. Healthier menus.</li><li>Low and no-alcohol options.</li><li>Time saving options, meal prep, protein shakes</li></ul>
51% of travellers using generative Ai to plan Ai 'hallucinating' (providing incorrect info)	<ul style="list-style-type: none"><li>Using humans and creating a personal touch</li><li>Make it easy for people to book</li><li>Fact checking, and producing your own content. People can tell, if its too polished or in-authentic.</li></ul>
Loneliness Epidemic: Seeking connection	<ul style="list-style-type: none"><li>Hobby retreats, writing, renaissance fairs, romantic/fantasy events, mermaid convention</li><li>Creating community events and spaces</li></ul>

# Group Discussion (10 minutes)



## Prompt

“What would make visitors stay one more night?”

“What could be bundled that isn't today?”

“What experience could only happen here?”

“What's missing for first-time vs repeat visitors?”

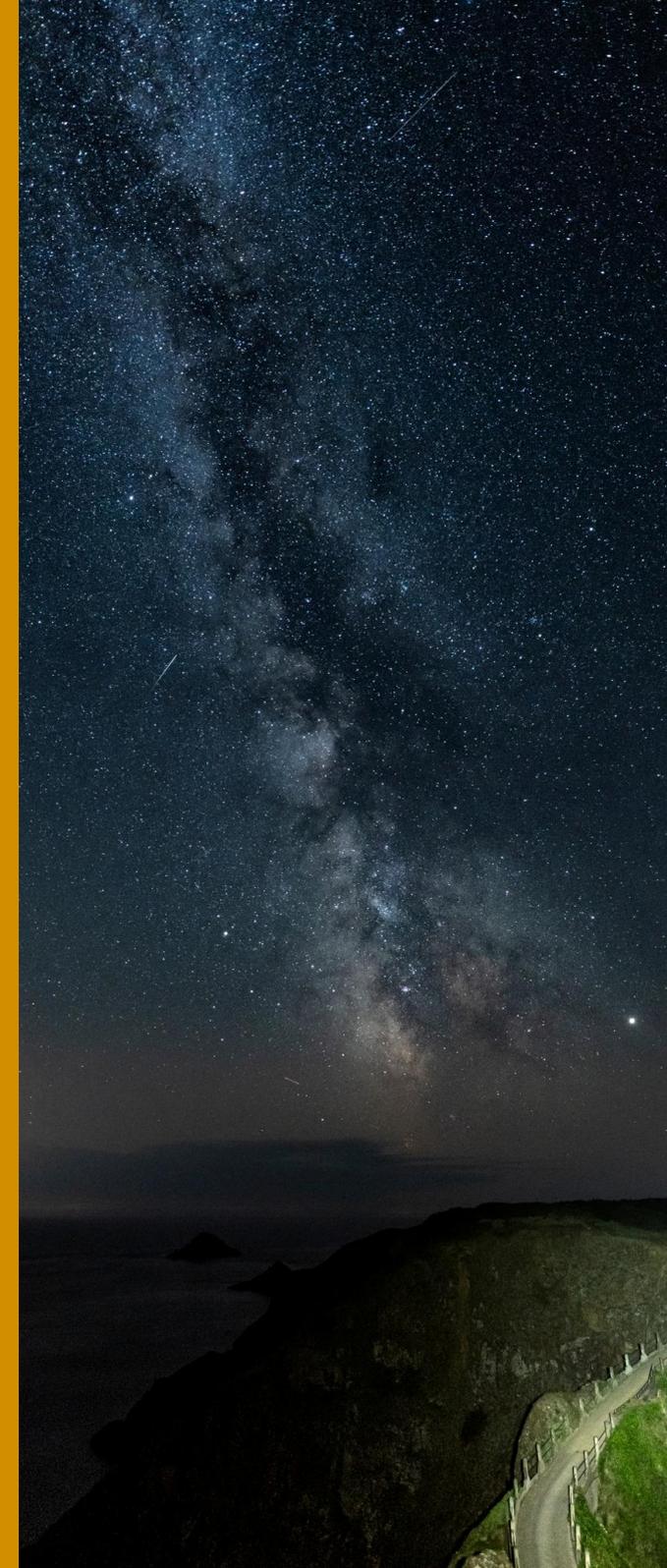
# Astrotourism

A rise in solar activity, has contributed to a spike in 'astrotourism', referring to travellers seeking out nighttime experiences such as:

- Star bathing
  - Constellation tracking
  - Moonlight hikes
  - Dine under the stars
  - Celestial events photography
- 
- Plannable calendar

## Extras

- Telescopes
- DIY rocket ship
- Lectures: Science experts



ISLANDS *of* GUERNSEY



# Perfect for 'I Do's

- Tour operator enquiries
- Search volumes: January to March > Spring/Summer
- Wedding Packages – tiered
- Hen/ Stag Do
  - Wellness weekend
  - Low/No Alcohol
  - Activity weekend
- Popular Wedding Search Trends & Keywords
- Unique and Scenic Locations
- Sustainable and Eco-Friendly Weddings
- Themed and Non-Traditional Weddings
- Alfresco and Destination Wedding Trends



# Accessible Tourism

Accessible Tourism is worth \$200 Billion.

The Purple Pound – The friends and family of a disabled person \$13 Trillion.

Demographic of our longest returning visitors

- Education
- Research
- Ask an expert
- Follow an expert
- Adapt & improve – Share you updates with us
- Invite a content creator
- Work with an accessibility specialist tour operator



ISLANDS of GUERNSEY



2027

# European Year of the Normans

- 'A Shared History Across Europe'
- Working with tourism bodies: France, UK, Ireland, Belgium, Holland, Denmark
- TV Show 'King and Conqueror' (2025)
- European Route
- Festivals
- Exhibitions
- Museums & Galleries
- Walking trails
- Artist and culture exchanges
- Language
- Architecture
- Storytelling



# Inspiration & Resources

- [www.guernseytrademedia.com](http://www.guernseytrademedia.com)
- 2025 Marketing Plan
- VG & TPA Latest Travel Trends
- WTM Global Travel Report
- Youtube: World Travel Market (WTM) London
- ABTA Trend Report



**GetYourGuide**

Sponsored ·

Book from 150,000+ th... See more



★★★★★ 4.9 (135)  
Paris: Montmartre Macaron Baking Workshop

Find top-rated activities

Price Time of day



★ 5.0 (18) · 1.5 hours  
Canterbury Running Tours  
From £25 / person

★ 5.0 (26) · 1 hour  
Award-winning axe throwing experience in Margate  
From £20 / person

11 experiences



★ 5.0 (9) · 3 hours  
Essex Beekeeping Experience  
From £65 / person



★ 4.95 (93) · 1.5 hours  
August Botanical Candle Workshop Margate  
From £48 / person



★ 4.98 (94) · 2 hours  
Walk a micro pig  
From £46 / person

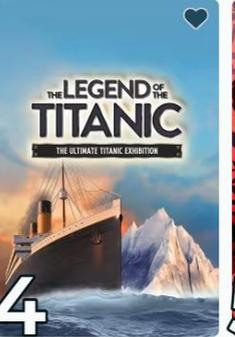
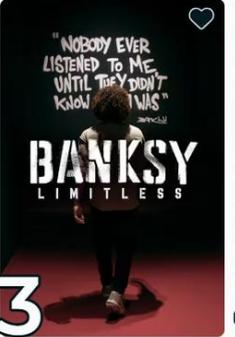
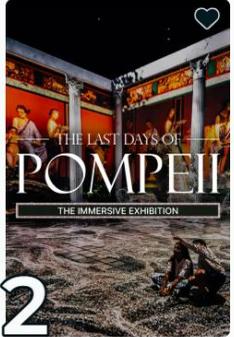
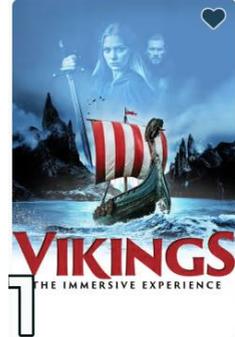
**fever** London Categories

# London

Things to Do: Events, Experiences and Much More



Top 10 in London



1 2 3 4 5

Rewards Discover Review Forums

## Where to?

Search All Hotels Things to Do Restaurants Cruises



Tripadvisor Insights

# The 2026 Tripadvisor Trendcast

The travel experiences shaping 2026.

ISLANDS *of* GUERNSEY



# TOURISM MANAGEMENT BOARD

## The Ambassador Scheme

- New initiative encouraging a positive experience for visitors
- 2025 net promotor score : 71
- The training guide will be free to download from the new trade site from the end of next week
- Designed to be incorporated into existing training by businesses and industry groups
- Sole traders - sign up to an online or classroom training session



What is one idea  
you are excited  
about from today?

ISLANDS *of* GUERNSEY

Thank you

[JO.FERGUSON@GOV.GG](mailto:JO.FERGUSON@GOV.GG)

