

# *Work with us.*

## *Help us distribute the island break.*

It's only working together that we can tell Jersey's story.

Through the supplier partnership programme, amplify your business profile across our marketing channels and inspire visitors to explore our island year round.

Access the 2.8 million+ visitors who come to jersey.com each year and the 60,000 monthly referrals generated from the site.

Decide what level of participation best suits your needs. Participate in the **Bronze Tier** at **no charge**, or scale up to the **Silver** or **Gold Tiers**, as appropriate for your business.



	<b>Accommodation</b>			<b>Attractions &amp; Activities</b>		<b>Eat &amp; Drink</b>	
	Bronze Tier	Silver Tier	Gold Tier	Bronze Tier	Gold Tier	Bronze Tier	Gold Tier
	Open to all	Max 12	Max 5	Open to all	Max 10	Open to all	Max 10
	Free	£500 + £2000 MIK*	£2000 + £4000 MIK*	Free	£1250 + £500 MIK*	Free	From £400 - £1000 + MIK**
<b>Access VJ marketing toolkits and media library (b-roll, imagery)</b>	✓	✓	✓	✓	✓	✓	✓
<b>Use of the My Listing Portal to display your product on jersey.com</b>	✓	✓	✓	✓	✓	✓	✓
<b>My Listing Portal tutorial to get you up and running</b>	✓	✓	✓	✓	✓	✓	✓
<b>Guides and features produced content for jersey.com</b>	✓	✓	✓	✓	✓	✓	✓
<b>User Generated Content - share your content using #theislandbreak with the opportunity for it to be pooled onto jersey.com</b>	✓	✓	✓	✓	✓	✓	✓
<b>Invitations to join workshops, events and receive the industry e-news, sharing advice and opportunities</b>	✓	✓	✓	✓	✓	✓	✓
<b>Invitations to participate in media and influencer itineraries</b>		✓	✓		✓		✓
<b>Inclusion in the VJ onboarding email journey</b>		✓	✓		✓		✓
<b>Max 4 x offers via Twitter</b>		✓	✓		✓		✓
<b>1 x Featured Listing on jersey.com</b>			✓		✓		✓
<b>1 x Solus Email - sent to the VJ consumer database, dedicated to your business</b>			✓				
<b>Inclusion in re-targeting digital advertising - 4 seasonal campaigns promoting your offers</b>			✓				

\* Marketing in kind  
\*\* See over for details



## ***Silver and Gold Partners your commitment to us...***

- Have an appetite for hosting press and influencer trips
- Have relevant promotional offers uploaded to jersey.com
- Participate in the annual Visit Jersey trade evaluation survey
- Accommodation and Eat & Drink partners must be ***open year round***<sup>\*\*\*</sup> and Accommodation must participate in the ***STR hotel performance benchmarking***
- Include a link to jersey.com from your website and align to the island break brand messaging and imagery

<b><i>Eat &amp; Drink</i></b>	<b><i>**Cost</i></b>
Gourmet	£1000 + £1000 MIK
Casual	£1000 + £300 MIK
Gastro	£1000 + £300 MIK
Café culture / Deli	£400 + £150 MIK
Street	£400 + £100 MIK

<sup>\*\*\*</sup>Open for a minimum of 44 weeks per year



# *Would you like to amplify your profile with the Travel Trade and Events Jersey? Why not participate in our add on programme.*

The Visit Jersey Travel Trade opportunities for 2020 include:

- Join us on a Road Show, including training sessions, lunches, and sales calls
- Inclusion / Amplification in Online Training Programmes
- Showcase your product during travel trade FAM trips
- Attending tradeshows

Prices and costs to be advised per opportunity, but may be supported on a separate MIK basis.

To register your interest please contact [trade@visitjersey.je](mailto:trade@visitjersey.je)

Events Jersey organises bespoke networking events for event agencies and organisers. Opportunities for 2020 include:

- Sales dinners and drinks receptions
- Events FAM hosting
- Interactive experiences showcasing products

Prices and costs to be advised per event, but may be supported on a separate MIK basis.

To register your interest please contact [amy@visitjersey.je](mailto:amy@visitjersey.je)

