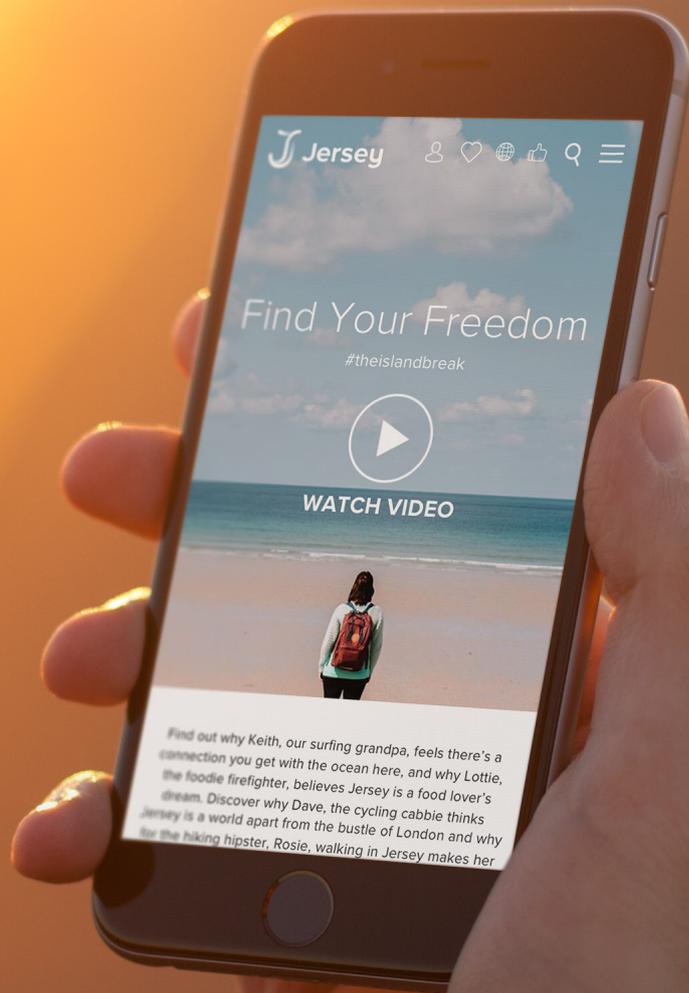


Summer Campaign Part 2 | UK



Find Your Freedom

Evaluation

The second phase of the Visit Jersey summer 2017 campaign 'Find Your Freedom' followed the experiences of four visitors to the island, from the surprising to the extraordinary, each showcasing a fresh perspective on a Jersey escape. As well as Jersey's stunning sights, each episode highlights the unexpected backstories of the characters by following their day on the island from sunrise to sunset: The Foodie Firefighter, an unlikely

gastronome explores the culinary offering, The Surfing Grandpa, an experienced wave rider takes on Jersey's smooth sets, The Hiking Hipster, a Doc Marten clad East Londoner hikes the stunning coastline and The Cycling Cabbie, a London taxi driver trades in his four wheels for two on Jersey's Green Lanes.

This campaign ran from 1st June to 31st July 2017.

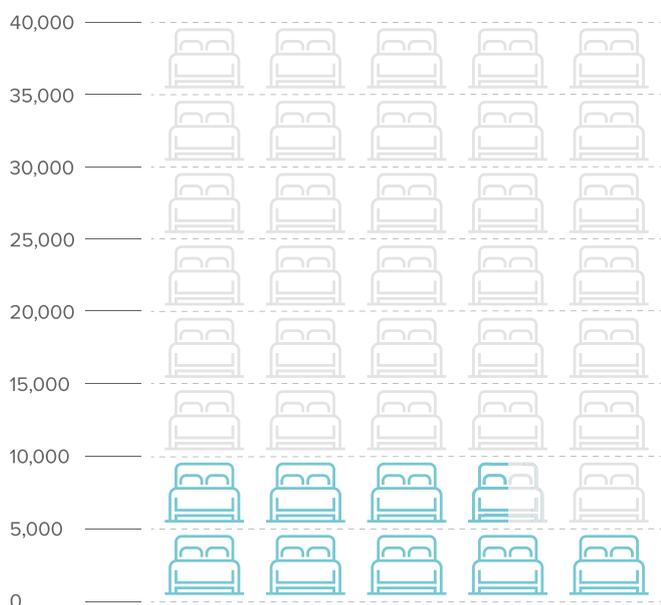
For more information:
www.jersey.com/find-your-freedom

Outputs



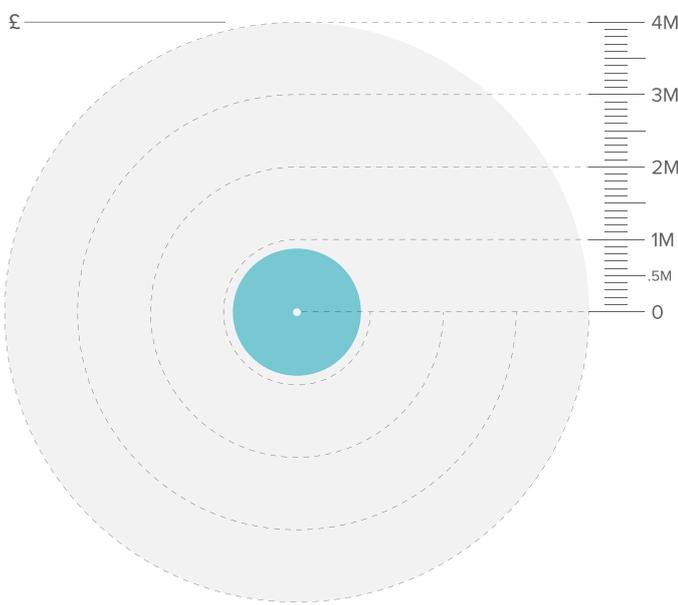
Outcomes

Bednights



8,468

Visitor Spend



£857,800

The number of visitor nights that could be attributed to this second phase of our summer campaign is estimated at over 8,400 – equivalent to almost £900,000 of visitor spending. More than six-in-ten of those who saw the activity recalled it more than a month later.

There were very high levels of agreement with the statement that the material featured imagery that made

the viewer want to discover Jersey for themselves and that Jersey was the sort of place that could be visited at any time of year. The campaign prompted more than one-third of those seeing it to proactively search for information on places to stay in Jersey and how to reach the island, with even more talking to their friends and relatives about the material they had seen.