Summer Campaign Part 1 | UK

Come alive this summer

Experience

Jersey? It’s so uplifting

Looking for a short, sharp, stress-busting weekend break? Just two days in Jersey can totally transform your body and mind, says travel writer Amanda Statham.

Life doesn’t get much better than this. I think, as I finally manage to stand on my surfboard and ride a wide sandy beach lapping just two days earlier that I’d been canceling this weekend. Now I was thankful I hadn’t.

If, like me, you feel most of a start, shore-shin-busting break, a trip to the Channel Island treasure will provide that much-needed shot of feel-good. Despite the fact that it’s just a 45-minute flight from London, the currency is different and everyone speaks English. Jersey still seems very exotic. Maybe this is because it’s only 25 miles from France and is hotter than in Europe in July.

You can drive owned cars and bicycles, I’m told, or hire bikes from a local. You can also bond with the usual attractions and take a helicopter ride over the island.

It’s tempting to linger here and so linger I do, only heading back to the city car when the sun sinks into the ocean. The emerald highway drinks around the picturesque headland and a weight starts to lift as Jersey’s natural beauty works its magic. In St Helier, I discover that the island’s capital town wows with a swish waterfront development, grand Victorian Opera House and elegant art gallery. I am staying at the Club Hotel & Spa boutique Jersey coal, a fabulous four-star hotel in the heart of the island. The rooms are modern and stylish, with cloud-like linen. Days are spent trying out the extensive pool and a balcony overlooking the fleeted pool and a balcony overlooking the fleeted pool and a balcony overlooking the fleeted pool.

As a local here will tell you, you head to the wild west coast beaches near Herm and St Aubin’s, where the waves crash on the cliffs and the sand stretches along the cliffs. North of St Martin’s Point, the giant sand dunes are beautiful, offering incredible views over the sea. After a short walk, I take in the beauty of the five-mile beach of the island.

I leave feeling and feeling like a different person.

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The first phase of the Visit Jersey summer 2017 campaign ‘Come alive this summer’ focused on generating demand for the important summer months. The campaign continued the destination brand focus on the benefits of visiting Jersey rather than just its features. The campaign was supported by a series of standout national print adverts, direct mail, 8-page pull-out supplements within The Times and The Daily Telegraph, digital display, interactive digital units and social advertising. The activity drove traffic to the campaign landing page housed on jersey.com. This provided a platform to refer potential visitors to our partners.

This campaign ran from 26th December 2016 to 31st March 2017.

For more information: www.jersey.com/come-alive

The number of visitor nights that could be attributed to this first phase of our summer campaign is estimated at over 38,400 – equivalent to more than £3.7m of visitor spending. Encouragingly, two-in-three of those who saw the activity recalled it more than a month later. The material made those who had seen it feel that Jersey was the sort of holiday destination that they would enjoy and also that it had featured the sorts of places that they would want to visit while on holiday. Two-in-five of those seeing the campaign followed one of the links to exclusive offers with a similar proportion looking for more information on travel to Jersey or accommodation options.