

Trade

Sarah Barton | Head of Trade

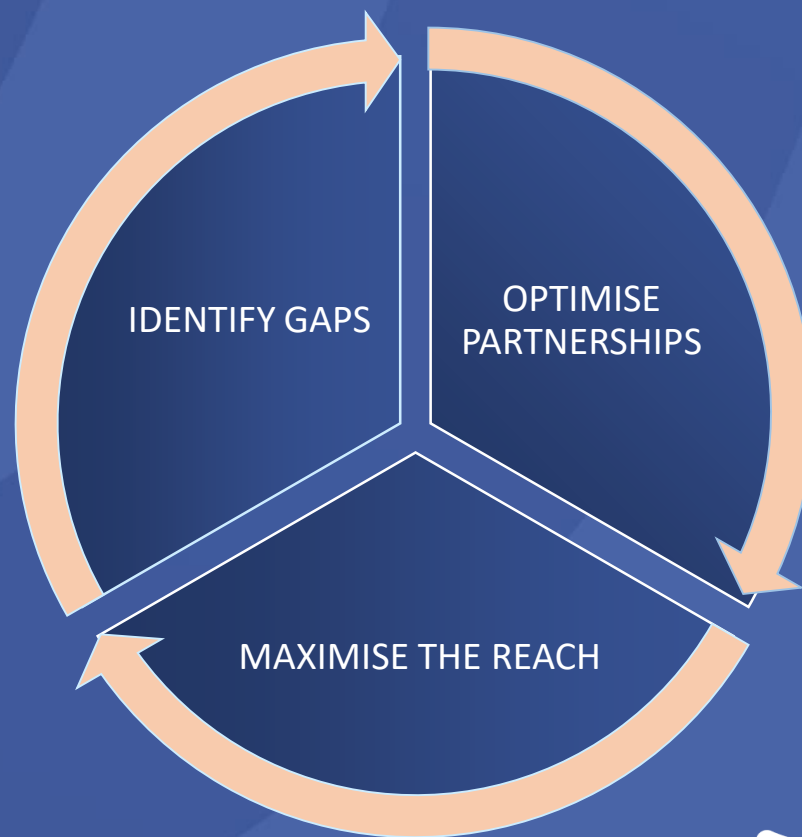


Trade vision

- Build a balanced portfolio of trade partnerships engaged in telling Jersey's story
- Deliver year round accessibility and sustainable growth in visitor volume and spend

Trade Strategy

Work with our industry partners to distribute and extend reach of our tourism product



Trade: build a balanced market portfolio

With Ports of Jersey build on best prospect research and route capacity analysis to ...



Maximise current flight capacity and ensure route sustainability



Grow the seasonality of current routes



Drive greater destination awareness and new visitor volume through partnership optimisation



Identify and develop qualified new route opportunities



Trade: optimise partnerships & identify gaps

Maximise Jersey's Distribution ...



Approach best match partners in the UK & Europe



Nurture existing partnerships to capture new sources of visitors to extent season and spent



Identify key trade to collaborate with to extend brand and reach



Trade: bring Jersey to life

Amplify the island's story through the trade...



Collaborate with marketing to deliver industry ready toolkits to inspire and sell the destination



In partnership with product, develop a relevant easy to use portfolio to showcase the island offering and signature experiences



Identify and attend key trade events and develop bespoke events



Develop bespoke buyer and sales influencer educational programmes

