

Content Calendar 2022



JANUARY

WHAT'S NEW

What's new and events happening in Jersey in 2022.



FEBRUARY

THE MOST ROMANTIC MONTH

Valentine's Day - Romantic experiences



MARCH

LOCAL FOOD AND PRODUCE

British summer time - a focus on seasonal produce – Taste Jersey



APRIL

THE GREAT OUTDOORS

Earth Day - Sustainable Jersey



MAY

HISTORY AND HERITAGE

Liberation Day · Walk in the Park · Durrell Challenge - Only in Jersey experiences for the bank holidays



JUNE

HISTORY AND HERITAGE

Sunset Concerts · Around Island Walk · Accuro Jersey Triathlon - Barclays Boat Show - Golf and surfing



JULY

PEOPLE AND CULTURE

30 Bays · Out There · Awakening Festival
A guide to Jersey's beaches



AUGUST

PEOPLE AND CULTURE

Jersey Battle of Flowers · Good Vibrations · International dog day - Picnic in the Park



SEPTEMBER

ACTIVE & WELLBEING

Breca Swimrun · SLT · Weekender - Air Display · FOW · Jersey Corn Riots



OCTOBER

LOCAL FOOD AND WELLNESS

BRILLIANCE · Jersey Rally · Jersey Marathon · Tennerfest



NOVEMBER

ACTIVE AND WELLBEING

Winter activities - Christmas markets and seasonal events



DECEMBER

CHRISTMAS

Simply Christmas · Christmas Swim - Durrell Dasher - A look ahead to 2023

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JANUARY

WHAT'S NEW

“So, what’s new for 2022?” Is what everyone is going to be asking in January. Whether it’s a new product, experience, event, dish or something bigger, then we need to know about it! Everyone likes to get the year off to a good start with great food and healthy living, so let’s show them how to do it the Jersey way! Help us to inspire visitors to discover the island break this January and show why we are a year-round destination.

FEBRUARY

ROMANTIC BREAKS

Valentine’s Day continues to dominate in the month of February as people plan gestures large and small for loved ones. We are keen to show how Jersey can help out... let us know what you have going on to help spread a little love. Let’s also not forget that romantic content is not for everyone, so do let us know what else Jersey has to offer anyone coming for a slice of the winter island action.

MARCH

LOCAL FOOD AND PRODUCE

The clocks go forward this month which means spring is on its way, and so is the arrival of fresh seasonal produce, including the first in season Jersey Royals. From field to fork the same day, help us let visitors know where they can enjoy the freshest of flavours. Let’s also give ideas of how to enjoy the extra hours of daylight. Have you got a new outdoor space? Or a new activity to try? Let’s show our visitors how to spring into the Jersey action, this March.

APRIL

THE GREAT OUTDOORS

April is National walking month, and Jersey has some fantastic walks. Do you have a new way to explore the island? Maybe you’ve created a new trail, or a new tour, that we can share? It’s also Earth Day this month so what better time to encourage our visitors to get out and enjoy our beautiful landscapes? Let us know if you’re changing the way you do things to take a little extra care of our natural environment.

MAY

HISTORY AND HERITAGE

The island’s Liberation Day continues to capture the attention of our visitors. This unique moment in history where the Channel Islands were the only part of the British Isles to be occupied during WWII is visible on our landscapes, through our museums and amongst our people. We want to continue to share stories of the past in new ways, that continue to tell our island’s history. Let us know how visitors can explore the island the Jersey way.

JUNE

HISTORY AND HERITAGE

Jersey’s history and heritage over the years has shaped its culture. Europe’s first school opened in Jersey in 1914. From here, the west coast’s distinctive laid-back surf culture has evolved. It’s at one of our golf courses you can walk in the footsteps of legends Ted Ray and Harry Vardon. Tell us about more of these unique tributes from the island, so that our visitors get to know a bit more about our history and heritage and how we have become the island we are today.

JULY

THE GREAT OUTDOORS

Summer is a great time to get outdoors and enjoy all the island has to offer. Let us know what outdoor action you have for our visitors this July that sets us apart from other destinations. How can they enjoy our beaches in a fun and unique way that will get them reaching for their swimsuits and hats? July is really a time when our beaches come alive, so let’s share with our visitors how they can enjoy some of the beach life fun.

AUGUST

THE GREAT OUTDOORS

Families will be enjoying the last of summer this August and we want to show them how they can enjoy it in Jersey. What family friendly offerings do you have that we need to know about? We all know that our four legged friends are as much as a part of the family as anyone, and we know Jersey is pawsome for dogs. Let us know what you’re doing to help welcome every member of the family this August.

SEPTEMBER

ACTIVE AND WELLBEING

September definitely feels like a month to get active in Jersey – with The Super League Triathlon and the Breca Swim Run race both taking place, the island becomes one big outdoor circuit for however you want to use it. The Corn Riots Harvest Festival is also happening bringing the French Festival and Fête du Jërriais into a wider programme of events. It’s a great time to enjoy the island so let us know how visitors can enjoy a good time, whether culture or active is their thing.

OCTOBER

LOCAL FOOD AND WELLNESS

This October we want to let our visitors know where the best places are to dine out and what they should be eating. Local menus are packed full of wholesome local produce with low food mileage, which gives them a truly unique Jersey flavour. Why not mix it up a bit and combine a dining experience with a spot of retail or a spa day? If you have something you think could fit the bill, then do drop us a line to let us know.

NOVEMBER

ACTIVE AND WELLBEING

There is nothing more invigorating than taking on the island’s natural landscapes in winter. We want to share ways that visitors can dive into the outdoor winter action, as well as ways to reward themselves following their outdoor pursuit. With award winning spas, enchanting exhibitions and enticing retail offerings, let us know if you think you’ve got somewhere this November where visitors will want to go. It’s now that we also need to start knowing more about your Christmas events.

DECEMBER

CHRISTMAS

Christmas is a fantastic time to be in Jersey, so this December we need you to help us ignite the Jersey Christmas spirit for our visitors. Unique events such as annual Christmas swims and the Simply Christmas markets, are just a couple of ideas that set Jersey apart from other destinations. We also need to start showcasing what’s new for 2023 – so if you’re planning something new, make sure you drop us a note to let us know.