

Content Calendar 2021



JANUARY

ACTIVE AND WELLBEING



FEBRUARY

ACTIVE AND WELLBEING

Next month: Taste Jersey*



MARCH

THE GREAT OUTDOORS

Coming up: Jersey Big Weekend*



APRIL

THE GREAT OUTDOORS

Coming up: Spring Walking Week



MAY

HISTORY AND HERITAGE

Coming up: Liberation Day* · Durrell Challenge* · JIMF*



JUNE

HISTORY AND HERITAGE

Coming up: Around Island Walk* · Jersey Triathlon*



JULY

PEOPLE AND CULTURE

Coming up: 30 Bays* · Out There* · Reasons*



AUGUST

PEOPLE AND CULTURE

Coming up: Battle of the Flowers* · Electric Park* · Round Island Challenge*



SEPTEMBER

LOCAL FOOD

Coming up: Breca Swimrun* · SLT* · Weekender* · Walking Week* · Air Display* · Jersey Regatta*



OCTOBER

LOCAL FOOD

Coming up: Jersey Rally* · Jersey Marathon* · Tennerfest* · Savour* · Jersey on Sale*



NOVEMBER

JERSEY ON SALE

Coming up: Jersey on Sale* · CI 100K*



DECEMBER

CHRISTMAS

Coming up: Simply Christmas* · Christmas Swim*

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JANUARY

ACTIVE AND WELLBEING

With the arrival of the New Year comes a desire to look ahead and focus on our wellbeing. January's content should present opportunities for visitors to hit the reset button, get active and become the best version of themselves. They will also be on the look out for something new to try! Got something you think will fit the bill? – Then we want to know about it!

FEBRUARY

ACTIVE AND WELLBEING

As we enter February, and the most romantic month of the year, we want to tell tales of love. Whether that's with food or with each other, ideas of how to elope in Jersey, or how to enjoy the food of love the Jersey Oyster. With one of Jersey's signature food events Taste, set to take place this spring, now is also the time to share how Jersey can feed our wellbeing from the inside. Drop us a line and let us tell your stories.

MARCH

THE GREAT OUTDOORS

Nature's never far away in Jersey. From coast to countryside, it is full of natural, wild spaces where you can get outdoors and enjoy the islands breath-taking scenery. March is the month to showcase why Jersey is the outdoor destination where you can come up for air. It is also when the first of the Jersey Royals are dug. We want to invite visitors to taste the difference our island's natural landscape has on our local produce.

APRIL

THE GREAT OUTDOORS

This April we want to share ideas to really put a spring back in our visitor's step. It is easy to explore Jersey by foot, and with The National Trust for Jersey curating a programme of guided walks this month, there is no better time to showcase why even though the island is small in square miles, it is BIG in places to go and things to see. Help us get our visitors in the know and share with us suggested places for them to go!

MAY

HISTORY AND HERITAGE

Jersey has a big story to tell and we need your help to tell it. This May, we want to share ways to explore the island's unique history and heritage. With Liberation Day celebrations happening this month, there is no better time to help visitors discover ways to delve into Jersey's past. Get in touch with experiences for our visitors to see things from new perspectives and create memories that last.

JUNE

HISTORY AND HERITAGE

One small island. So many stories. The heritage of our island is made up not only by its history, but how as islanders we celebrate all the island has to offer. Coming together in June at events such as the Around Island Walk, presenting a unique way to enjoy the islands landscape that wears the traces of its colourful past. Jersey is an island of rediscovery, so let us know what you have for our visitors to experience.

JULY

PEOPLE AND CULTURE

Jersey's unique character of land and sea, coast and countryside are brought to life through its people and their passion for the island. It is these stories that bring alive the islands culture, and in July we would like to share this enthusiasm, passion, and vitality – and share a fresh perspective on the island. If you have a story to tell, then we want to hear about it.

AUGUST

PEOPLE AND CULTURE

We want our visitors to not just visit Jersey but to discover the island through the eyes of locals. With the historic Battle of Flowers, the endurance Round Island Challenge and musical Electric Park events happening this month, visitors can really see how our island community comes together. Do you have something happening this month that visitors can come and be a part of? Then get in touch and let us know.

SEPTEMBER

LOCAL FOOD

Everything is closer in Jersey – including our local food. Jersey's BIG 4 known as the Jersey Lobster, Potato, Dairy and Oyster, will offer our visitors an authentic taste of Jersey. Whether it is at our annual and biggest Music festival the Weekender or at a Food truck at the Super League Triathlon, if you are serving it this September, then we want to let our visitors know where they can source a unique flavour of our island.

OCTOBER

LOCAL FOOD

In Jersey, our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise, it is served just as nature intended. From our beach food culture to our award-winning restaurants, our food is special. It is food from the heart to feed the soul. Let us know this October where our visitors can tuck into a serving of island life, whether it is at one of our food or sporting events we want to let them know where to go to enjoy a moment to savour.

NOVEMBER

JERSEY ON SALE

New for 2021 Jersey on sale will be a festival celebrating unique cultural experiences, reinforced with incredible offers and promotions that visitors will not want to miss. We know how much our visitors love the island in the summer, but many have yet to discover its winter charm. We want to entice them back to experience it for themselves. If you have something to offer this November, then we want to know about it!

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 need you to give us more ideas to jingle the bells of curiosity for visitors to discover Jersey for Christmas this year. .