

# #theislandbreak.

The island break for optimists who want to come up for air.



# Mission

Promote tourism to and within Jersey in an innovative, economic and efficient way thus delivering a vision of a vibrant sustainable tourism industry.

# Ambition

The long-term objective is to achieve a million visitors, spending £500 million a year by 2030.



# Strategy

1

## Bring brand Jersey to life

Leverage our new brand proposition to tell our island story that connects visitors to an emotive experience.

2

## Align best prospects to best channel

right people, right place, right time, right message.

3

## Capture, create & nurture visitor intimacy

Activate and engage visitors through relevant, breathtaking and personalised content.

4

## Partner with the industry

Work with our partners to better distribute brand Jersey and generate sales.



1

## Bring brand Jersey to life

Leverage our new brand proposition to tell our island story that connects visitors to an emotive experience



Jersey

# 1 Bring brand Jersey to life

Leverage our new brand proposition to tell our island story that connects visitors to an emotive experience

VJ will seek out and seize opportunities to leverage Brand Jersey by targeting the right people, in the right place, at the right time.

Build

Continue to build brand in new segments. Convert more potential visitors from *“I am not considering Jersey”* to *“I am considering Jersey”*

Defend

Keep reminding current visitors just how special Jersey is. Our loyal visitors are important to us and we need to retain them.

Evolve

Continue to adapt and evolve, to stay current and competitive, in line with visitor research and demand.





# Align best prospects to best channel

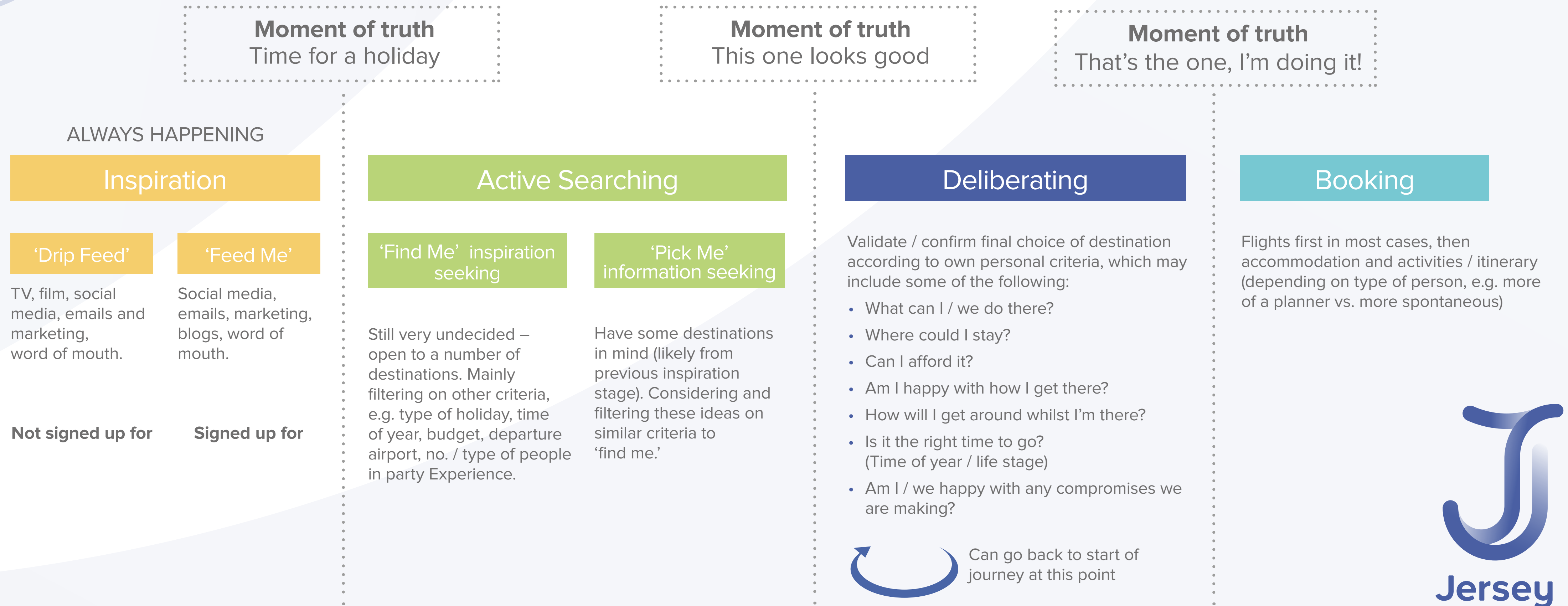
Right people, right time, right place, right message



# 2

## Align best prospects to best channel

Right people, right place, right time, right message



3

## Capture, create & nurture visitor intimacy

Activate and engage visitors through relevant, breathtaking and personalised content



Jersey



# 3

## Capture, create & nurture visitor intimacy

Activate and engage visitors through relevant, breathtaking and personalised content

VJ will build deeper and more engaged relationships with current and potential visitors through the continuous production, curation and distribution of powerful, breathtaking and relevant content.

Clearly communicate to the industry a content framework with supporting imagery / video.

❄️ Winter		🌱 Spring			☀️ Summer			🍂 Autumn		❄️	
January	February	March	April	May	June	July	August	September	October	November	December
Spa & wellness breaks	Spa & wellness breaks	Group holidays	Family holidays	Luxury holidays	Singles holiday	Beaches & scenery	Beaches & scenery	Food	Couples breaks	Farmer's market	Shopping
Summer breaks	Summer breaks	Walking	Farmer's market	Michelin star restaurants	Beaches & scenery	Beach activities	Weddings	Outdoor breaks	Walking	Winter festivals	Family holidays
Short break	Short break	Cycling	Group activities	Jersey History	Gardens & floral	Surfing & watersports	Music & festivals	Autumn breaks	Wellness	Occupation & heritage	Farmer's market
Romantic breaks	Romantic breaks	Group activities	Occupation	Cultural Jersey							



# 3

## Capture, create & nurture visitor intimacy

Activate and engage visitors through relevant, breathtaking and personalised content

Continue to enhance digital assets by improving user-ability through personalisation and the introduction of an itinerary planner (Q1 2017)

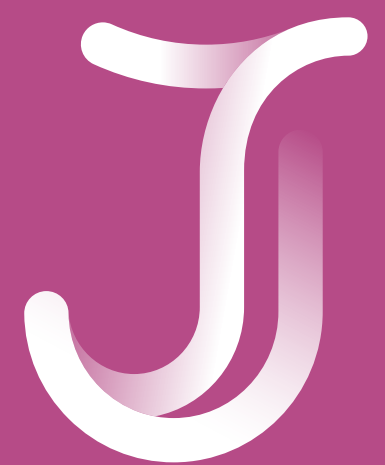
Move further to the top of the sales funnel to grow the consideration set – but also work harder at the bottom to provide better quality referrals for partners (less volume – but better value)



4

## Partner with the industry

Work with our partners to better distribute brand Jersey



Jersey

# 4 Partner with the industry

Work with our partners to better distribute brand Jersey

Continue to work with suppliers, carriers and tour operators to enhance marketing activities and deliver a better return on investment.

Work in partnership to amplify brand Jersey, provide partners with better access to VJ channels to capture sales prospects and improve the range of opportunities for potential visitors to source and buy access to Jersey.

- Programmes** : Collaborate with the industry on joint marketing activities to strengthen our offer and provide better access to buy Jersey
- Channels** : Enhance VJ owned marketing channels and improve the quality of the referrals
- Data** : Improve partner feedback and provide partners with valuable visitor analytics specific to their product



# United Kingdom

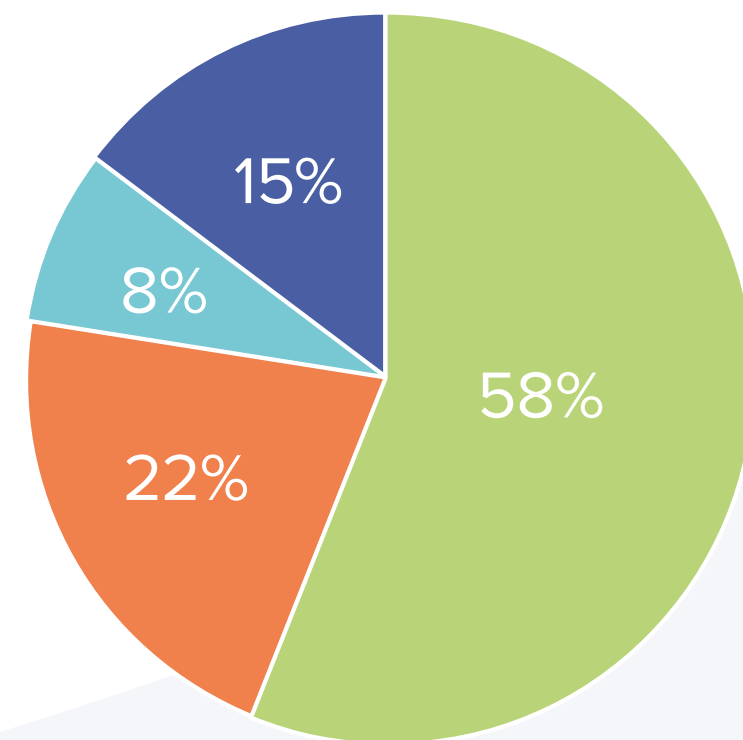
## Market Profile 2015

Total value: Unknown  
 Value SLV: £120m  
 Av Length stay SLV: 4.6  
 SLV visitors: 251K

SLV: 72%  
 Bus: Unknown  
 VFR: Unknown

## Investment

- Consumer
- Digital (always on)
- PR
- Trade



## Target Market Profile

Retain 1	Retain 2
55+ Retired / working 2+ holidays a year 3-6+ month lead time Package driven 60 miles from departure points ABC1	25-54 Working 1+ holidays a year 3-6+ month lead time Package driven 60 miles from departure point ABC1C2
Convert 1	Convert 2
25-54 No children 2+ holidays a year 4-6-week lead time Working Independent traveller 60 miles from departure points ABC1	25-54 Children 2+ holidays a year 4-6-week lead time Working Independent traveller 60 miles from departure points ABC1

# United Kingdom Key Campaign Dates

## Q1 2017

Retain	Campaign Dates	Channels	Campaign Information
Summer Campaign 1	Dec 2016 – Mar 2017	Print Direct Mail Radio PR Email Marketing Digital Social Media	30 November <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>
CI Heritage Festival	Jan 2017 - Mar 2017		
Convert	Campaign Dates	Channels	Campaign Information
Winter Campaign	Jan 2017 – Mar 2017	Digital Social Media Email Marketing PR	30 November <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>



# United Kingdom Key Campaign Dates

## Q2 2017

Convert	Campaign Dates	Channels	Campaign Information
Summer Campaign 2	May 2017 – July 2017	On-demand television Digital Social Media Email Marketing Experiential Marketing PR	March 2017 <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>

## Q4 2017

Convert / Retain	Campaign Dates	Channels	Campaign Information
Autumn Campaign	September 2017 – November 2017	On-demand television Print Digital Social Media Email Marketing PR	July 2017 <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>



# France

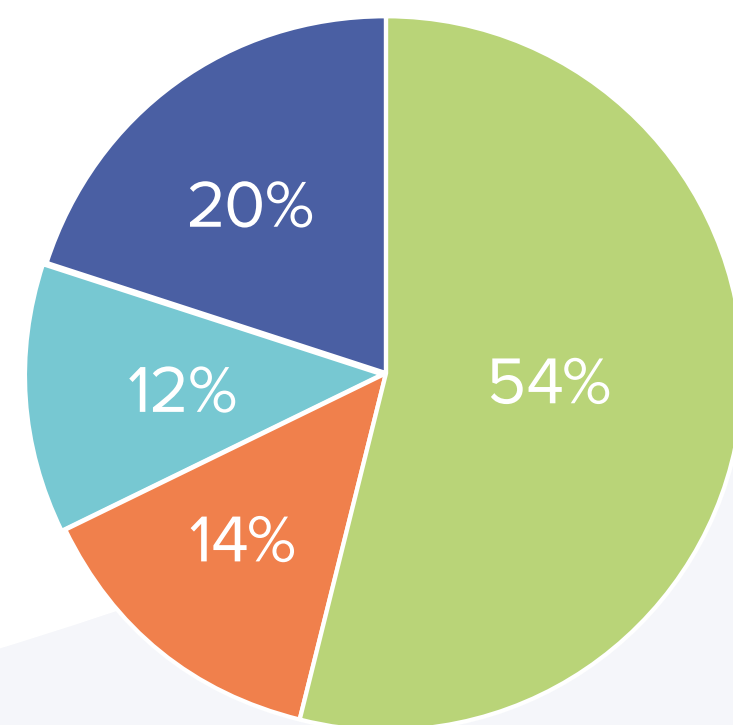
## Market Profile 2015

SLV visitors: 36K  
 Value SLV: £10.5m  
 Av Length stay SLV: 2.1  
 DT visitors: 108K  
 DT value: £3.1m

SLV: 30% (Estimated)  
 Day trippers: 70% (Estimated)  
 Bus: Unknown  
 VFR: Unknown

## Investment

- Consumer
- Digital (always on)
- PR
- Trade



## Target Market Profile

Day-tripper	Short stay
25-54 (or groups) Children 2+ holidays a year Holidaying in the region Working Independent traveller ABC1	25-54 no Children 2+ holidays a year West / North West France Working Independent traveller ABC1





# France Key Campaign Dates

## Q1 2017

Short Stay / Day Trip	Campaign Dates	Channels	Campaign Information
Winter Campaign	Jan 2017– Mar 2017	Email Marketing Digital Social Media PR	December 2016 <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>
CI Heritage Festival	Jan 2017 - Mar 2017		

## Q2 2017

Short Stay / Day Trip	Campaign Dates	Channels	Campaign Information
Spring Campaign	Mar 2017 – May 2017	Email Marketing Digital Social Media PR	February 2017 <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>



# France Key Campaign Dates

## Q3 2017

Day Trip	Campaign Dates	Channels	Campaign Information
Tactical Partner Activity	Jul 2017 – Sept 2017	Email Marketing Digital Social Media PR	March 2017 <ul style="list-style-type: none"> <li>• Full activity scope</li> <li>• Opportunities to get involved</li> </ul>

## Q4 2017

Day Trip	Campaign Dates	Channels	Campaign Information
Autumn Campaign	Sept 2017 – Nov 2017	Email Marketing Digital Social Media PR	July 2017 <ul style="list-style-type: none"> <li>• Full campaign scope</li> <li>• Media plan</li> <li>• Opportunities to get involved</li> </ul>



# Germany

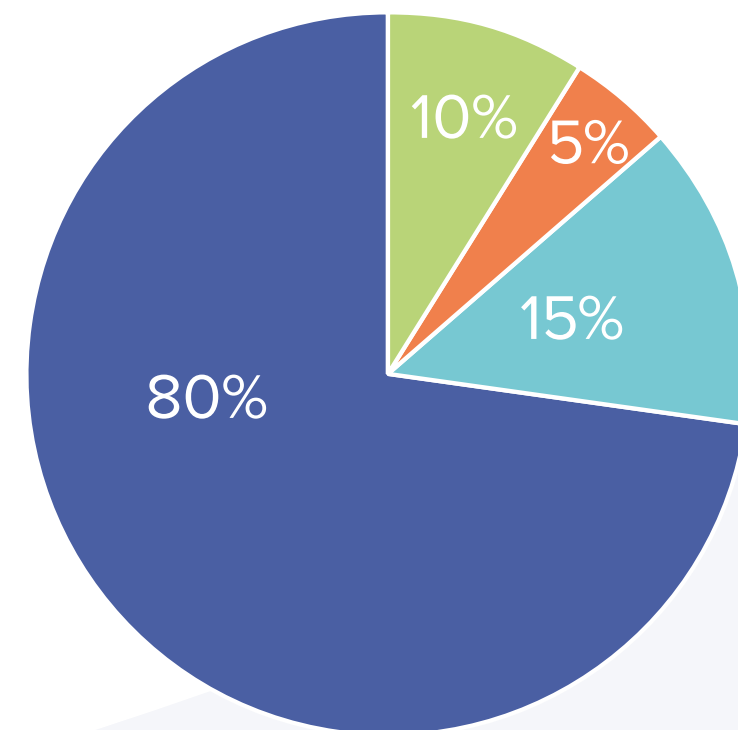
## Market Profile 2015

SLV visitors: 13.7K  
Value SLV: £10.9m  
Av Length stay SLV: 5.9

SLV: 90% + (Estimated)  
Bus: Unknown  
VFR: Unknown

## Investment

- Consumer
- Digital (always on)
- PR
- Trade



## Target Market Profile

Retain & Grow	Convert
55+ Retired / working 2+ holidays a year 3-6+ month lead time Package driven 60 miles from departure points ABC1	25-54 no Children 2+ holidays a year 60 miles from departure points Working Independent traveller ABC1



# Germany Key Campaign Dates

Q1 2017 onwards

Retain / Grow / Convert	Campaign Dates	Channels	Campaign Information
CO-OP campaigns	Jan 2017 – Aug 2017	Radio Print Email Marketing Digital Social Media PR	N/A
Tactical opportunities	Jan 2017 Ongoing	Email Marketing Digital Social Media	N/A



# Marketing Evaluation



# Marketing Evaluation

Indicator	Measurement	How	Target
Brand Performance	Brand sentiment	Visits Jersey will conduct a periodic survey (March / October) of a representative sample of our target audiences to gauge brand perception across the following attributes: awareness, consideration, intent and booked	<ul style="list-style-type: none"> <li>• Benchmark available Dec 2016</li> <li>• First wave of results May 2017</li> <li>• Second wave of results November 2017</li> </ul>
Marketing Performance	Return on investment of 5 to 1	Visit Jersey expects to return £5 to the visitor economy for every £1 spent. This will be measured through a series of evaluation surveys administered to those exposed to our activity	<ul style="list-style-type: none"> <li>• ROI: £25 MILLION</li> <li>• 76K Incremental visits</li> <li>• 267K Incremental bed nights</li> </ul>



# Marketing Evaluation

Indicator	Measurement	How	Target	Reported
Activity Performance	<ul style="list-style-type: none"> <li>• Visitor traffic</li> <li>• Data captured</li> <li>• Social following</li> </ul>	Traffic, data, and social following will be measured through standard analytics tools	<ul style="list-style-type: none"> <li>• Visitor traffic: 1.5 Million visitors (+10% on previous year)</li> <li>• Data captured: 40K</li> <li>• Social audience</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly (trade newsletter)</li> <li>• Annual report</li> </ul>
Trade Performance	<ul style="list-style-type: none"> <li>• Partner referrals</li> <li>• Satisfaction survey</li> </ul>	Referrals will be reported with standard analytics tools and a partner dashboard	<ul style="list-style-type: none"> <li>• Partner referrals: 130K</li> <li>• Plus 2 points on 2016 result</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly (trade newsletter) (breakdown available on next slide)</li> <li>• Annual report</li> </ul>



# Partner Referrals

Sector	2017
Accommodation Provider	55000
Attraction / Event / Restaurant / Retail / Tour	34000
Travel and Tour Operators	41000

	Accommodation	On-island Activity	Travel
Q1	18000	2000	13000
Q2	15000	7000	12000
Q3	12000	21500	11000
Q4	10000	3500	5000

**133K** Partner referrals

