



PR & Marketing Annual Report 2009

Activities as at 31 December 2009

Introduction

Mission Statement

“To market the island as a tourist destination, as well as business, e-commerce and investment. To efficiently achieve this within the remit of the allocated budget, using the most cost-effective marketing tools, such as, press relations, namely press visits, editorial, advertising, advertorial, event supports, exhibitions, brochures, posters, e-mail marketing and website.”

PR & Marketing Strategy 2009

The campaign continued to be specifically targeted to the niche markets, these being the special interests such as Wildlife, Walking, Angling, Sailing, Golf and Aviation. The over 50's and couples with a high disposable income, no children, or children who have left home, and young affluent families, were included, with Alderney being marketed as a safe, relaxing and peaceful destination. The key geographical areas being Jersey, Guernsey, France and UK, specifically the South of England, Cornwall, Wales and the Home Counties.

Budget

The tourism budget was held at £114,000.

Overview of the 2009 Tourism Season

2009 Tourist Figures

Inevitably the current economic climate has affected tourist numbers during 2009 resulting in a general downturn in the number of passengers carried by the airlines to the island of 3%.

Malcolm Coupar from Aurigny said *"2009 proved a very challenging year for airlines, and whilst Aurigny's performance on Alderney routes was slightly ahead of forecast thanks primarily to Blue Islands unexpectedly withdrawing from the Bournemouth route, it was still poor in financial terms. In overall terms for Alderney, a contraction of just 3% in its' air markets in 2009 was a good result, and Aurigny is pleased to have increased its' share of these markets to 80%."*

However, the number of visiting private aircraft and their crew increased by 9% and 13% respectively, which is really encouraging.

Keith Webster, Alderney Airport Manager said *"The overall annual figures show a 9% improvement in private aircraft arrivals over 2009. Given the financial downturn, that has to be something to be proud of."*

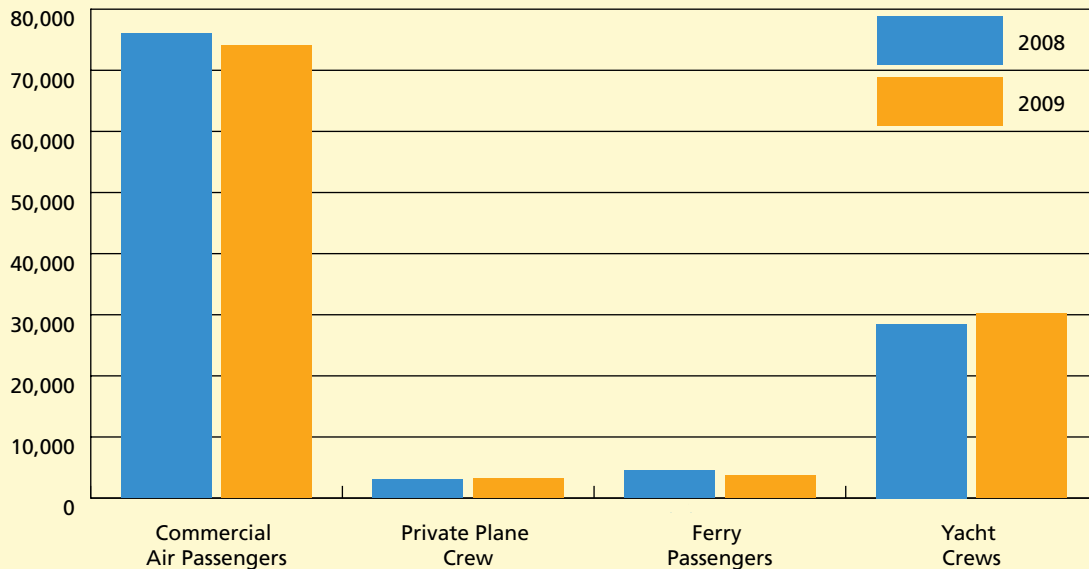
At the harbour the number of ferry sailings decreased by 4 (some were cancelled due to weather) and the number of passengers were down by 641 (15%). The number of yacht nights spent on the island increased by 6% as did the number of crew.

The Alderney Harbour Office said *"Despite the economic downturn we have seen a 6% increase in both the number of visiting yachts and their crew for 2009. These increases are a reflection of favourable weather conditions, a targeted marketing campaign, the encouraging pound / euro exchange rate and the service provided by Alderney harbour including a much improved Mainbrayce water taxi service for all visiting leisure vessels. I am aware that when compared with the number of yachts visiting French ports within the locality we have achieved good figures for 2009. Although the ferry passenger numbers have decreased by 15%, and the sailings by 4, as some were cancelled due to weather, in 2008 Manche Iles Express carried 123 passengers per sailing and in 2009, 118, so this is only a reduction of 5 passengers per sailing"*.

Overall the season fared well despite the current global economic situation.

Overview of the 2009 Tourism Season (continued)

Transport Statistics for 2008 & 2009



Transport Type	To End December 2009	To End December 2008	Increase/Decrease	% Increase/Decrease
Commercial Airlines				
Total Pax Travelled	73,739	75,764	-2,025	-3%
Aurigny total				
Southampton	28,329	29,113	-784	-3%
Guernsey	30,945	30,371	574	2%
Blue Islands total				
Bournemouth	863	5,173	-4,310	-83%
Guernsey	13,242	11,107	2,135	19%
Promotion - Charters Jersey	360	0	360	100%
Private Aviation				
Aircraft	1,186	1,092	94	9%
Crew	3,123	2,752	371	13%
Ferry				
Sailings	31	35	-4	-11%
Passengers	3,665	4,306	-641	-15%
Yachts				
Yachts Nights	6,021	5,690	331	6%
Crew	30,105	28,450	1,655	6%
Sail Training				
Vessels	48	39	9	23%
Crew	883	714	169	24%
Charter Angling				
Nights	237	416	-179	-43%
Crew	2,133	3,744	-1,611	-43%

Brochure & Website Statistics

A record number of brochure requests have been received for 2009 with a total of 8,691, during 2008 only 2,316 were requested. This is a massive increase of 6,375 and is the highest number of brochure requests ever received in one year. As a point of interest, the total number of brochure requests (Jan to Dec) received for 2005, 2006, 2007 and 2008 were 9,919, we were only 1,228 brochures requests short of having received more in 2009 than in the past 4 years together, which is quite incredible!

These increases can be directly attributed to the highly successful direct mailing and online advertising campaigns, which Alderney Marketing has undertaken during 2009 and the great media coverage received during the year.

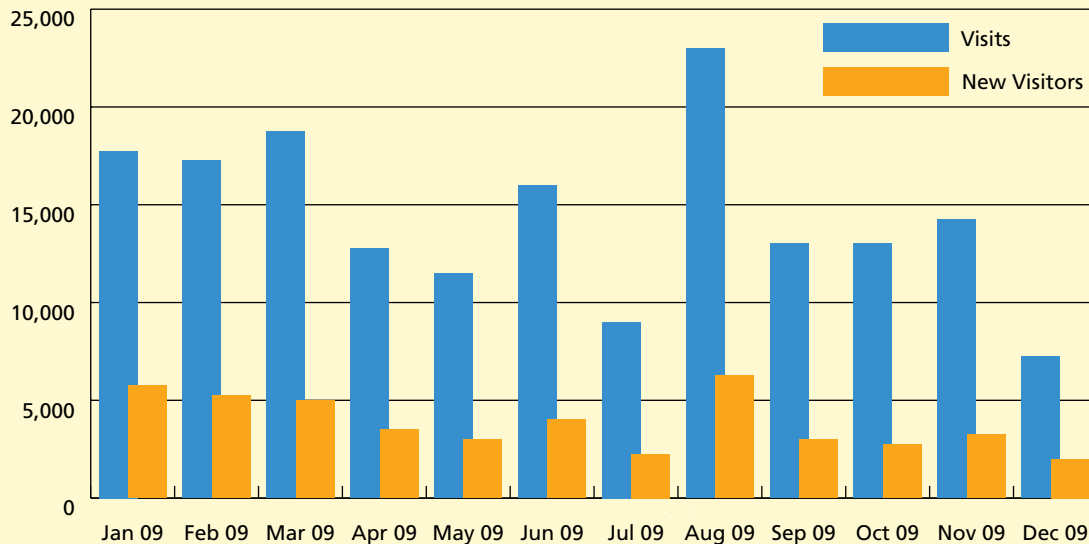
VisitAlderney.com website (where you can view online and download the Alderney Tourism Brochure) has received 173,229 visits in just 12 months. Previously the Government and Tourism combined website included stats for both, these separated stats provide clear figures on the number of actual potential visitors. The statistics clearly indicate that more people are visiting the VisitAlderney website for the information that they require and downloading their copy of the brochure. **From January 09 to December 09 9,760 copies of the Alderney brochure were downloaded from the Alderney Tourism website, this coupled with the normal brochure requests of 8,691 makes a total of 18,451 brochure requests during that period. *Please note that the brochure download figures for 2008 are not available***

This is a good indicator that our message is being received and prompting interest in Alderney as a holiday destination.

	To End December 2009	To End December 2008	Increase/ Decrease	% Increase/ Decrease
Brochure Requests	8,691	2,316	6,375	275%
Website Stats	173,229	155,500	17,729	11%
Brochure Downloaded	9,760			

Brochure & Website Statistics (continued)

Monthly Visit Alderney Visitors



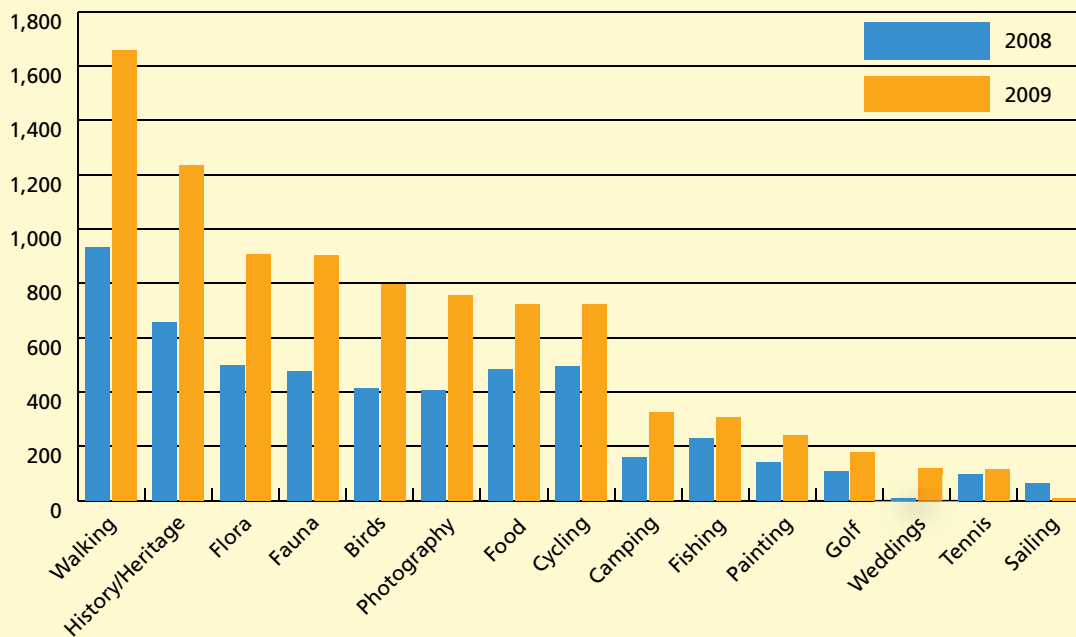
Month	Visits	Unique Visitors*	New Visitors	Return Visitors	Brochure Downloads
January, 2009	17,744	5,730	5,730	0	512
February, 2009	17,117	6,227	5,215	1,012	669
March, 2009	18,677	6,139	4,953	1,186	789
April, 2009	12,753	4,326	3,358	968	612
May, 2009	11,498	4,089	3,141	948	925
June, 2009	16,015	5,240	4,109	1,131	1,057
July, 2009	9,109	3,206	2,357	849	1,168
August, 2009	22,822	7,556	6,236	1,320	1,277
September, 2009	12,979	4,339	3,067	1,272	644
October, 2009	13,071	3,689	2,650	1,039	608
November, 2009	14,209	4,212	3,184	1,028	788
December, 2009	7,235	2,437	1,801	636	711
Totals	173,229	57,190	45,801	11,389	9,760

*A unique visitor is a statistic describing a unit of traffic to a website, counting each visitor only once in the time frame of the report.

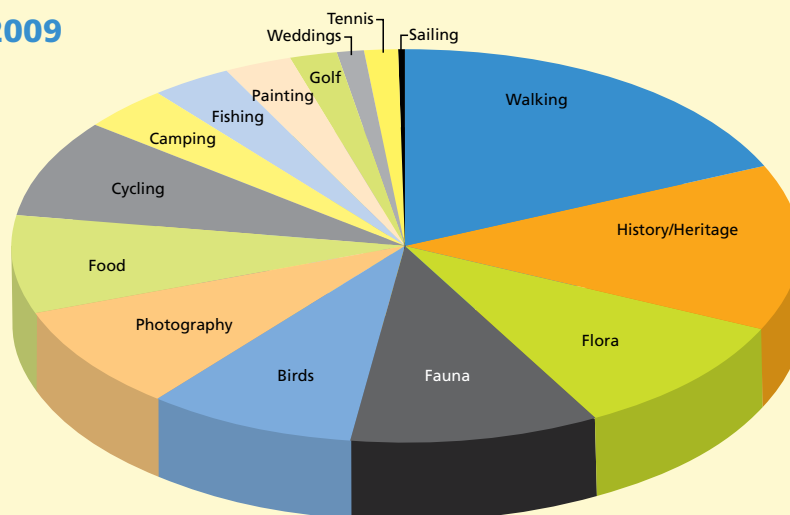
Niche Markets

The below data has been provided as the result of our online brochure request form (the new and improved form has a field which requests information regarding visitors' special interests, which provides invaluable information) and the survey cards which are sent out with the Alderney brochure requesting the same information from interested parties. The below graph demonstrates these key areas; walking, history, flora & fauna and bird-watching, are the main attractions followed by photography and food. The biggest growth area was for weddings, which is a segment of the market that Alderney Tourism is actively developing and promoting.

Comparison of Niche Markets for 2008 & 2009



Niche Markets for 2009



Literature

During 2009 we have been actively working on developing and improving all literature i.e. producing the new Yachtsmen's Guide to Alderney, the Yachtsmen's and Angler's 2010 tide tables, the new Wedding Leaflet, French Sail to Alderney Leaflet and the 2010 Alderney Tourism Brochure.

Website

The new website is enabling us to conduct more in-depth research into potential visitors to the island and during 2010 we plan to continue conducting market research through online surveys.

E-Newsletter

During 2009 we have continued to email our interactive e-newsletters, which provides snippets of information about Alderney and up and coming events, to our mailing list of 16,000 plus. The newsletters also contained direct links to visitalderney.com, so that the recipients can navigate directly to the page that they require and also to the special deals page. More funds were also allocated to our online advertising campaign.

Exhibitions

Throughout the year representatives from Alderney Tourism and the Alderney Harbour Office attended several exhibitions. These exhibitions are specifically selected to ensure the market they are targeting is appropriate to Alderney. The number of exhibitions that we have attended increased by three this year, with the addition of the Devon County Show, the Manchester Holiday Show and BBC Gardeners World.

Exhibitions (continued)

In 2009 the following exhibitions (which are listed in date order) were attended: -

January

- The London Boat Show *(with VisitJersey & VisitGuernsey.com)*
- Manchester Holiday & Travel Show *(with VisitGuernsey.com)*

February

- The Times - Destinations Holiday Show at Earls Court *(with VisitGuernsey.com)*

March

- Ordinance Survey Outdoor Show, NEC Birmingham *(with VisitGuernsey.com)*

May

- Devon County Show *(with VisitGuernsey.com)*

June

- BBC Gardeners World at the NEC Birmingham *(with VisitGuernsey.com)*

August

- The International Birdfair

September

- The Southampton Boat Show *(with VisitJersey & VisitGuernsey.com)*

November

- A Wedding Fayre at the Holiday Inn in Southampton

Media Coverage for Alderney

Press Activities

It is of great importance that members of the press and journalists visit Alderney with a view to writing an article, as editorial is far more valuable than advertising alone.

During 2009 there were visits from specialist magazines, independent journalists, guidebooks and the regional and national press.

Media Coverage for Alderney (continued)

Television Coverage

BBC 2's Timewatch programme - Elizabeth's Lost Guns

Documentary makers, Bellwether Media, visited Alderney in June 2008 to film the raising of the cannon from the Elizabethan Wreck for BBC 2's programme Timewatch. The hour long programme featuring Alderney was broadcast on Saturday, 21st February 2009 at 8pm and was a positive and informative documentary. The name Alderney was mentioned continually throughout the programme and the value of this kind of publicity in advertising / PR terms is immeasurable.

Gone Fishing

The Gone Fishing programme with Hugh Fearnley-Whittingstall, which featured Alderney, was also repeated **again** in October 2009.

Journalist Visits

Condé Nast Traveller Magazine

On May 5 a journalist from Condé Nast Traveller Magazine visited Alderney to gather information for an article on the Channel Islands in which Alderney will feature. Condé Nast is one of the leading travel magazines with a total worldwide circulation in excess of 820,000. The magazine has won six awards and is the only travel publication to win a National Magazine Award, the highest honour in magazine publishing worldwide

Lonely Planet

The Lonely Planet Magazine rated Alderney and Sark as the second best kept travel secret in the world. The article, written by Miranda Krestovnikoff a presenter on BBC2's Coast, was published in the July issue and highlighted the top 50 best kept secrets in the world with the top position going to Almeria in Spain.

Sunday Times

Miranda also wrote an article for the Sunday Times (24th May 2009) in which Corblet's beach was rated sixth in the top 20 secret beaches in the British Isles, and she has also written an article for the 2010 Alderney brochure.

Media Coverage for Alderney (continued)

Journalist Visits (continued)

The Daily Telegraph

The Braye Beach Hotel was included in an article by Francesca Syz in The Daily Telegraph magazine on Saturday 27th June 2009, which recognized the hotel as one of the four best British seaside hotels.

Choice Magazine

A nine page article appeared in the July issue of Choice Magazine. The article, which depicts the island perfectly, is very informative, well written and has managed to cover almost all aspects of the island. This article has been published as the introduction for the 2010 brochure. The journalists who wrote the article and an accompanying photographer visited Alderney in June last year.

Telegraph

Two articles appeared in the Telegraph, one written by Fiona Duncan "The Fun of the Fort", which appeared in the Sunday Telegraph on 23rd August 2009 and was on the front cover of the travel supplement. Fiona visited Alderney this year during Alderney Week courtesy of VisitAlderney.

The other article entitled "Angler casts his net wider for business" featured Mark Harding, written by Widget Finn in the Sunday Telegraph. The article appeared in the Business section on Sunday 27th September 2009, after a visit to the island by Widget in August. The Telegraph also followed up on the article about Mark Harding for the Starting Out end-of-year roundup.

The Field Magazine

Alderney also had a 5-page article in the August edition of The Field Magazine entitled "The Tenor of Bass", which was written by Charles Rangeley-Wilson who visited Alderney during Alderney Week in 2007, courtesy of VisitAlderney.

Total Sea Fishing

Total Sea Fishing also published an article on Alderney in their September edition "Flies versus Bait and Lures", written by Simon Everett who visited Alderney in June 2008, courtesy of VisitAlderney.

Media Coverage for Alderney (continued)

Journalist Visits (continued)

Country Life Magazine

An article appeared in Country Life in November, written by Widget Finn, the article focused on Alderney farmer Mike Cox of Kiln Farm. A top UK photographer, Brian Moody - www.brianmoody.co.uk, visited the island to take photographs in October.

Others

Alderney has also had visits from two Dutch journalists from an outdoor publication, which is one of the main active magazines in Holland with a circulation of 40,000 and a readership of 136,000. Also there were visiting French golf journalists.

Competitions

Island FM - Promotion

During two weeks in May a promotion for Alderney was broadcast on Island FM. The promotion in the form of a competition, offered the lucky winners a day out in Alderney to partake in a series of events called "The Alderney Challenge." The overall winner won a weekend in Alderney.

Competitions in Breeze Magazine - Southampton Airport's official magazine

Alderney Tourism has been sponsoring a series of Alderney competitions in the Southampton Airport magazine Breeze. The winner of the 2008 autumn competition was Mrs Wassell of Hampshire who visited with her husband in May 2009.

Guernsey Post - Postbag Competition

In conjunction with Alderney Tourism and the Belle Vue Hotel, Guernsey Post's official magazine ran a competition to win a weekend in Alderney. The summer edition of the magazine was delivered to every household in Guernsey and distributed to Guernsey Post branches throughout the island. The competition ran until the end of July.

A competition also appeared in the April issues of the BBC Wildlife Magazine - Wildlife Poet of the Year competition - the entry details appeared on the BBC website and were promoted in the April issue of their newsletter with a "courtesy of VisitAlderney" strap line. The prize was a week's holiday in Alderney.

Other News

Adverts - Euro v Pound

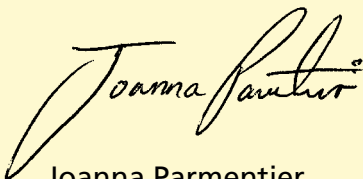
With the pound at new lows against the Euro and the Dollar at the end of 2008 and beginning of 2009, the UK was looking more attractive to European residents as a holiday destination; VisitAlderney, therefore, increased the advertising activity in France, specifically the French coast. VisitAlderney also took advantage of the Euro situation by obtaining better prices re: reduced rates for media advertising, which enabled us to increase our advertising presence. To compliment this, a new strap-line - **"Visit our £ friendly island"** was introduced and appeared on all of Alderney's tourism adverts. Strap lines such as **"Duty-free friendly"** and **"VAT free"** were also added to all sailing adverts (duty-free diesel) and on all flying adverts (duty-free Avgas).

Coding system

A coding system has been introduced for all adverts placed by Alderney Marketing; this will enable us to track, through the website, the responses to each advert within a specific publication and will provide invaluable information as to how effective the adverts are.

Government Website

The States of Alderney Marketing Department launched the new official Government Website.



Joanna Parmentier
Marketing Manager

24th January 2010