

Media Release

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'The Summer Starts HERE' Staycation campaign to support local tourism industry

A new campaign to encourage Islanders to enjoy a staycation and support the Bailiwick's tourism industry gets underway today. 'The Summer Starts HERE' campaign aims to get locals taking advantage of the top quality visitor accommodation, hospitality offering and holiday activities the Islands have to offer.

The campaign will feature in local traditional media and online. Central to the campaign is club.visitguernsey.com; a new, dedicated online hub for information on places to stay, attractions to visit and things to do. The hub will include a full range of staycation options from hotels, B&Bs, self-catering accommodation and camping plus a wide range of restaurants, activities, tours, museums, historic sites and other attractions. Later this month every household will also receive an invitation to 'The Bailiwick Staycation Club' with more details on what's available.

The information on the new website will be provided by tourism operators themselves and will feature the latest details about what's available, prices and offers at a central point making it easy for Islanders to search for their top staycation.

Deputy Joe Mooney, Tourism Lead for the Committee *for* Economic Development said:

"We know many Islanders will have had holiday plans this year that can't go ahead because of the coronavirus crisis which has impacted not just travel off-island, but also the global aviation industry and virtually every part of international travel. Similarly our local tourism sector has been hit hard by the crisis, and lost a lot of business with their customers unable to get here.

But we live in one of the most beautiful places in the world, somewhere hundreds of thousands come to holiday every year and this is an opportunity to make the most of what we have right on our doorstep. There's so much to see and do that I know often passes us by, but this summer I'm calling on Islanders to make the most of it. Our Islands can cater for any kind of break – family holidays, pampering yourself,

getting back to nature, exploring our history, fish and chips on the beach or fine dining and fine hotels - there's lots to choose from and something for everyone."

Deputy Charles Parkinson, President of the Committee *for* Economic Development said

"It's very humbling to see how the people of Guernsey, Alderney, Sark and Herm have responded to this pandemic. Beating the virus and 'flattening the curve' is at the heart of it, but there is much more we can and must do as a community in the spirit of 'Guernsey Together'.

Our hoteliers, restaurateurs and tour guides have had a difficult start to the year and deserve our support, and we all deserve a break too because we've come so far and achieved so much in these past few months. Supporting the staycation campaign is a way we can do something both for local businesses and for ourselves. And we can do it by having a seriously good time."

Many businesses related to the Tourism sector have been contacted and sent info to complete web form, should there be any business that do not have this information then please contact wendy.pedder@gov.gg who will be happy to help.

Ends