

VisitGuernsey has been shortlisted for two prestigious National Travel Marketing Awards 2019 for its marketing campaigns to promote tourism to the island, created to capitalise on the cinema release of 'The Guernsey Literary & Potato Peel Pie Society' in 2018.

The shortlist for the awards, in association with Chartered Institute of Marketing Travel Group, was announced on Tuesday 15th January, with VisitGuernsey listed in categories for 'Best Strategic PR Campaign' and 'Best Microsite'.

The 'PR Strategic' submission featured VisitGuernsey's major 2018 PR campaign to leverage the message of 'Visit the island that inspired the film' through consumer and trade media to attract new and return visitors. The multi-media campaign, in collaboration with its London-based PR agency LOTUS, included comprehensive media partnerships, a national editorial broadcast campaign, visiting journalist programme and high-profile brand partnerships.

VisitGuernsey launched the 'Guernsey Movie' microsite in March 2018, working alongside local web development agency TPA. The site was developed to deliver an interactive experience that linked the film to Guernsey's history and real life experience of the occupation and provide visitors with information on the island's heritage sites, tours and activities themed around the WWII period. The objective of the site was again to encourage potential visitors to 'Visit the island that inspired the film'.

The award winners will be announced on 11th March 2019 at a ceremony at the London Hilton on Park Lane.

Deputy Charles Parkinson, President of the Committee for Economic Development, says: "We are really delighted that the tireless work and creativity of the marketing team at VisitGuernsey and its agency partners has been recognised by these prestigious travel awards. The film release of 'The Guernsey Literary & Potato Peel Pie Society' represented a once-in-a-lifetime opportunity to promote

the island to different audiences, and whilst we expect the benefits to be fully realised during this year, we have been thrilled by the ongoing response to the VisitGuernsey marketing campaigns to encourage fans of the film and the best-selling book to visit Guernsey".