

GUERNSEY AIMING TO DEVELOP GROUPS BUSINESS IN 2011

VisitGuernsey is stepping up its targeting of group business this year as it builds on a successful 2010 in the group travel sector.

The island exhibited at the Excursions 2011 group travel show in January, its first-ever participation in this event, in partnership with Condor Ferries and Premier Holidays. This followed last year's introduction of a dedicated groups e-brochure and a marked increase in interest from specialist operators at the Guernsey Trade Workshop event in May 2010.

"Groups business has been on the increase for us for 18 months or more," said Jason Moriarty, VisitGuernsey's Manager – Trade & Media Relations.

"Last year's initiatives built the levels of interest and the time is right for us to devote more attention to this market and showcase the range of excursions, museums and activities we have to offer."

With year-round direct flights from nine different UK airports, plus seasonal flights from two further airports and convenient ferry crossings from Poole, Weymouth and Portsmouth, Guernsey is easily accessible from mainland Britain. The island also offers a range of accommodation to suit groups, from intimate boutique-style properties to larger four-star hotels with more extensive facilities.

The island boasts a wide variety of attractions and experiences, with plenty for all types of traveller. Heritage is a big draw, with a range of excellent museums focusing on Guernsey's maritime history, its Occupation by the German forces during World War 2, traditional Guernsey lifestyles and the story of the island's most famous resident Victor Hugo. Hugo's home-in-exile, Hauteville House in St Peter Port, is one of Guernsey's most compelling attractions, which also include the Sausmarez Manor house and the colourful Little Chapel, thought to be the smallest in the world.

Visitors can also relax at one of Guernsey's 27 tranquil beaches and bays, enjoy colourful gardens and flower-filled rural lanes, or get active on the island's 28 miles of spectacular clifftop paths and cycling routes - and even try their hands at coastering and surfing.

Guernsey's compact size (just 24 square miles) makes all of this easily accessible, and to add even greater variety day excursions to the traffic-free islands of Herm and Sark can be easily arranged.

To download the Guernsey group travel e-brochure organisers should visit www.guernseytrademedia.com/meetguernsey or call 01481 234567.

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