

VisitGuernsey appoints new Director of Marketing & Tourism

VisitGuernsey has announced the appointment of Jason Moriarty as the island's new Director of Marketing & Tourism.



Mr Moriarty takes up his new role with immediate effect having held the post of Marketing Manager – Trade & Media for the past eight years. He succeeds Chris Elliott in the role.

Mr Moriarty's duties will combine off-island marketing as well as engaging with the Guernsey tourism industry to ensure that the destination continues to maximise its potential.

"Despite a challenging economic climate over recent years VisitGuernsey promotions have been successful and delivered an increase in staying leisure visitors," he said.

"It is absolutely vital that, together with our partners, we continue to build on this good work. We will continue to adapt and where feasible to invest to ensure that Guernsey remains attractive and competitive within the consumer travel market."

For more information on Guernsey visit www.visitguernsey.com.

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