



Spring 2011

In our latest edition of Guernsey News you will find information on the newest tourism experiences on the island, the key events coming up, the latest openings on the island, as well as...

- *New eco-camping opens this summer in Guernsey*
- *Launching this spring: The Channel Island Way*
- *New B&Bs now open*
- *A guide to learning holidays in Guernsey...*
- *The new Literary Festival is the highlight of 2011 Guernsey calendar*

WHAT'S NEW

New this summer: Guernsey's first eco-camping

A new educational and sustainable agricultural land project is launching in Guernsey in June 2011, aiming to offer guests a 'true west coast experience' that reconnects with the natural environment: WildGuernsey's WildCamping will be the first eco-campsite and eco-accommodation on the island.

Guests have the option to stay at either personal tipis or canvas tents, choosing between: Barefoot Wildcamping (pitch your own tent in a private area amongst mature blackthorn hedges); Bare Canvas Comfort (with canvas tents uniquely fitted out); and Simple Luxury (just turn up and everything will be ready for you, including comfortable sleeping arrangements).

WildGuernsey will offer a choice of activities and tailored packages to its guests, such as WildSwimming, WildSeaForaging, WildSeaSnorkelling, surfing, guided walks, cycling, beach craft, fishing, and kayaking. A range of locally sourced products is also available, from sloe jelly, lemon curd and seaweed crisps to bath truffles, massage bars, hand woven gathered baskets and even wedding favours!

WildGuernsey will be an interactive farm experience, with demonstrations on how to live sustainably (e.g. solar heated showers, waste and product awareness, composting etc.), and will be car free, encouraging guests with incentives that promote the use of buses and bicycles.

WildCamping's location is one of the most peaceful corners of Guernsey, with beautiful views out to sea and access directly to the beach.

<http://wildguernsey.wordpress.com/>
<http://wildguernsey.wordpress.com/posts/> (blog)

NEW Launching this spring: The Channel Island Way

The Channel Island Way is a new island-hopping walking route and guide, which provides an appealing platform to explore the differing coastlines of the five largest Channel Islands: Guernsey, Jersey, Alderney, Sark and Herm.

Covering in total 110 miles across the five islands, the whole route could be done in 2 weeks – but the concept is why rush, take your time and explore them at your own pace... the further you walk, the more each island asserts its own charm and personality.

In addition to the pleasures of walking these dramatic and diverse coastlines, because of the size of the islands, the comforts of café, pub and restaurant are never far away. All stops in Guernsey and Jersey are about 3 to 4 miles apart, with public transport available to get back to the starting point.

You can fly into the bigger islands of Guernsey, Jersey and Alderney, but the smaller islands of Sark and Herm can only be reached by boat.

www.visitguernsey.com/walking

New Literary Festival the highlight of 2011 Guernsey calendar

The Guernsey Arts Commission is preparing for the island's inaugural Literary Festival, set to take place from 12 to 15 May.

The Festival will celebrate Guernsey's rich tradition of literature, folklore and history, stretching back to French master Victor Hugo who wrote many of his most famous works while living on the island. A number of acclaimed writers will be in Guernsey to participate, including Annie Barrows, co-author of the best-selling *The Guernsey Literary and Potato Peel Pie Society*.

'Meet the Authors' sessions, discussion groups, poetry performances, murder mysteries and children's workshops are all part of the event, which takes place at venues across the island.

<http://www.arts.gg/index.php/guernsey-literary-festival/>

New permanent exhibition for Guernsey Museum

Guernsey Museum is adding a new permanent exhibition this year, to celebrate a selection of rarely seen works of art that are currently listed among its expansive archives.

Twenty of the 'hidden' paintings were shortlisted for the people's choice section of the display, ranging from contemporary works by living artists to 19th century works. All 20 have strong connections to the island - either being by local artists or featuring local landmarks.

The work receiving the most votes from members of the public was 'The Tree of Life' by internationally-renowned Guernsey artist Peter Le Vasseur. This painting will join the four next most popular works when the new exhibition opens later this year.

www.museum.guernsey.net

GET INSPIRED

NEW Learning holidays in Guernsey

If you consider yourself to be creative and love nothing more than indulging in various artistic activities, why not combine this passion with a break? Guernsey is a great place to unwind, offering a variety of activities to make the most of your stay:

- **Photography:** Always wanted to take better pictures and get more enjoyment from your photography? Jean-Christophe Godet (www.thegallery.gg, 01481 713 135) is an award winning travel photographer based in Guernsey and also the founder of the Guernsey International Photography Festival. He offers a wide range of photography courses for all abilities including Beginners, Landscape Photography, Outdoor Portrait Photography, Night Photography and specialist courses such as How To Photograph Guernsey, Herm and Sark. Courses range from one day to a full weekend. Prices: from £75.

- **Cook:** Guernsey's rich culinary tradition is another source of inspiration for many visitors, with seafood and dairy produce particular favourites. The Sueco Cookery School (www.suecooutsidecatering.com) offers a fresh approach to cooking with exciting courses that emphasise hands-on involvement, quality ingredients and inspirational teaching. One-day courses include: Catch & then Cook (spend half day fishing on a charter boat, then on to the kitchen to prepare and cook your catch); The Secrets of a Good Sauce (spend a day perfecting a range of hot and cold sauces, a must for any aspiring chef); and The Gourmet Student (for those wishing to develop their skills and learn to cook dishes perfected by our brigade of chefs). Courses start from £75 per person. Bespoke courses can also be arranged.
- **Drawing:** If you have ever wondered how to draw life, why not sign up for expert tuition in a unique studio environment? The Gallery (getcreative@thegallery.gg), located in picturesque St Peter Port, runs regular adult Life Drawing sessions, which include a glass of wine, model and drawing equipment. The next sessions are on 29 March, 19 April and 16 May. Price: £15 per person.
- **Painting:** The famous French Impressionist painter, Pierre Auguste Renoir, spent a month on Guernsey in the autumn of 1883, producing some of his most characteristic paintings whilst on the island. If, like him, you are inspired by the beautiful coastal scenery, La Maison Rouge Gallery on Guernsey's sister island Sark (www.sarkpaintings.com) offers watercolour holidays for individuals and groups of up to eight, all tailored to your exact requirements.
- **Mosaic:** A wonderful way to make something very expressive and unique, mosaic requires no previous experience. The Gallery (www.thegallery.gg) runs one-day workshops for locals and visitors alike. The next mosaic workshops take place on Saturday 26 March and Saturday 21 May with expert tuition from Genevieve Langford, owner and founder of The Gallery. The workshop runs from 10.30am-4.30pm. Prices: £75.

NEW Sark: The world's first Dark Sky Island

The residents of Sark, the smallest of the four main Channel Islands, have always known that their stunning night skies were something to treasure but now they have been given international recognition: Sark has been acknowledged for the quality of its night sky by the International Dark-sky Association (IDA), who have designated it the world's first Dark Sky Island.

Sark has no public street lighting and there are no paved roads and cars, so it does not suffer from the effects of light pollution in the same way as towns and cities do. As a result, the night sky is very dark, with the Milky Way stretching from horizon to horizon, meteors streaking overhead and countless stars on display.

www.sark.info

NEW Poems on the Buses... all around Guernsey!

Aiming to take poetry off the page and into the public gaze, the ever-popular Poems on the Buses (POB) scheme has been a feature of Guernsey life for almost three years.

A terrific way for both experienced poets and new talent to share their work, the fourth selection to appear on the buses, considered by many the most exciting so far, has come about as a result of an international competition.

Suggested and administered by local writer and educationalist Jane Mosse, the competition attracted almost 500 entries from as far afield as Finland, Greece, Spain, Portugal and France. In total, 33 will be displayed in buses around Guernsey for 6 months.

www.arts.gg

HOTEL & SPA NEWS

New B&Bs open in Guernsey...

Looking for some friendly guest accommodation for your next visit to Guernsey? A number of new options are now available...

- Located in the centre of Guernsey, **La Roche Guest House** (www.larocheguesthouseguernsey.com) provides comfortable accommodation in an elegant and charming Georgian home with secluded gardens. Guests can enjoy the use of the drawing room with grand piano, basement cinema with an extensive selection of films, the gardens and terraces, the conservatory and the outdoor heated spa pool. The hotel can also arrange bicycle hire, excursion advice and tourist information, as well as bookings for restaurants, taxis and concerts. Rooms start from £50 per person per night.
- **Maison de Bas Villa** (www.maisondebasvilla.co.uk) is a beautiful Victorian villa, set in its own 2 ½ acre site in the Parish of Vale, close to the family-friendly beaches on the North and West coasts of Guernsey. The listed building is surrounded by picturesque, mature gardens, which contain a secluded, decked area with seating, sun loungers and a large Jacuzzi, tennis court and a formal garden with a small fountain, where you will find additional seating. Rates start from £40 per person per night for stays of two or more nights.

Bella Luce welcomes new luxurious spa

The four-star Bella Luce has been lovingly renovated over the past three years and now it is time for its Bella Spa to open its doors. The ultimate in relaxation and wellbeing, the treatment rooms of Bella Spa are designed to ensure the most serene and restorative spa experience.

The spa will be offering an extensive range of luxurious treatments from Temple Spa and Rodial: Temple Spa is a lifestyle brand that beautifully fuses product, philosophy and spa with luxurious treatments that replenish, revive and renew; Rodial effectively targets specific skin problems whilst combining the best of anti-aging products and firming ingredients.

To celebrate the opening of Bella Spa, a number of introductory offers will soon be announced.

www.bellalucehotel.com/spa

KEY EVENTS FOR 2011: PUT IT IN THE DIARY!

Guernsey Spring Floral Festival Week

Saturday 9 – Sunday 17 April

Guernsey may only measure 25 square miles but it is bursting with natural beauty. Discover its spectacular floral wealth in the first of three Floral Festival Weeks. Walks, talks and lectures are all available in this Spring Week, when wildflowers are at their best and filling the hedges and fields.

www.floralguernsey.gg

Easter Festival of Living History

Friday 22 – Monday 25 April

Steeped in history, Castle Cornet comes to life with the aid of the Guernsey History in Action Company. Costumed performers retell the stories from Guernsey's turbulent past and wonderfully rich heritage. There is something for all the family and visitors can return each day during the weekend.

www.museum.guernsey.net

Guernsey Spring Walking Festival

Saturday 7 – Sunday 15 May

Explore the coast, trek along cliff paths, discover the town of St Peter Port, or learn about some of the lesser-known parishes. Taking between two hours and half a day, walks are categorised to suit all abilities, with the expert guides on hand to tell the tales of the island's fascinating history, culture and people.

www.visitguernsey.com

Liberation Day

Monday 9 May

This historic day marks the anniversary of liberation from the occupying German forces in 1945. The colour and pageantry of the Liberation Celebrations Cavalcade will be an integral part of the celebrations, while the Liberation Firework Extravaganza will bring the day to a spectacular conclusion. This year Guernsey will bid farewell to 201 (Guernsey's Own) Squadron, who will exercise its freedom of Guernsey for the last time.

www.visitguernsey.com

NEW Guernsey Literary Festival 2011

Thursday 12 – Sunday 15 May

The Guernsey Arts Commission is preparing to launch the island's first ever Literary Festival. There will be a host of acclaimed writers such as Annie Burrows of *The Guernsey Literary and Potato Peel Pie Society* fame. This will be a landmark event for Guernsey; a celebration of the island's best kept secret: a rich tradition of literature, folklore and history.

www.arts.gg/index.php/guernsey-literary-festival

Guernsey Photography Festival

Wednesday 1 – Wednesday 30 June

Returning to Guernsey after its successful launch last year, the Festival is comprised of indoor and outdoor exhibitions featuring work by world-renowned photographers, multitude of community activities, competitions, workshops, talks and seminars.

www.guernseyphotographyfestival.com

NEW The Guernsey Festival of Performing Arts

Saturday 2 – Sunday 3 July

July will see the inaugural Guernsey Festival of Performing Arts. Headlined by Example and Ocean Colour Scene, with another big name to be revealed for the Sunday finale, the festival will play host to more than 80 acts over 4 stages. Other attractions will include SilentArena, a specialised Arts Area, a Spine Ramp for skateboarders and BMXers, the world's tallest mobile Reverse Bungee Rocket.

www.guernseyfestival.gg

Guernsey Festival of Comedy

Thursday 2 - Friday 11 June

Go and have a laugh: nine days of laughter in Guernsey! Celebrating its 5th year, the Guernsey Festival of Comedy features visiting international comedians, comedy club nights, classic film comedy, as well as shows from the Edinburgh Festival.

www.happyguernsey.com

Guernsey Summer Floral Festival Week

Saturday 9 - Sunday 17 July

Guernsey's mild climate means that flowers and plants arrive earlier than in the UK, with even exotic sub-tropical plants flourishing on the island. The second Floral Festival of the year finds Guernsey in full bloom, celebrating its natural beauty. From walks to talks and from lectures to workshops, if you love gardens there will be something for you.

www.floralguernsey.gg

Sark Sheep Racing

Friday 22 – Sunday 24 July

An ever-popular two-day event: a day at the races, Sark fashion. Just like Ascot, even down to the hats, but here sheep are the stars rather than horses – which, complete with their teddy-bear jockeys, race over a set course! Unmissable fun for all the family!

www.sark.info

Torteval Scarecrow Festival

Saturday 30 – Sunday 31 July

This July the beautiful parish of Torteval, south west of Guernsey, will once again be taken over by a motley crew of scarecrows. Follow the trail and pick your favourite – they come in all shapes and sizes! – whilst taking in the natural beauty of the area. A great event for all the family that gets more and more popular every year.

www.visitguernsey.com

Guernsey Autumn Walking Festival

Saturday 3 – Sunday 11 September

Discover hidden paths and tracks and learn all about the history of Guernsey with the help of accredited guides. Victor Hugo Trail for the hikers, St Peter Port Trail to visit the capital, Ruettes Tranquilles to see granite farmhouses and ancient churches, nature trails and coastal walks to experience Guernsey's rugged coast line...

www.visitguernsey.com

Guernsey Autumn Floral Festival Week

Sunday 25 September – Sunday 2 October

Guernsey has a rich floral heritage and a passion for all things horticultural. As the summer draws to an end and the autumn colours creep in, explore the wonderful shades of Guernsey and enjoy its natural beauty – tours around various open gardens, walks, lectures and workshops will be on offer.

www.floralguernsey.gg

Tennerfest

Saturday 1 October – Saturday 12 November

For the 14th consecutive year, starting from the 1st October, Guernsey can look forward to six weeks of great meals at fixed prices. Starting from £10, diners are guaranteed to find outstanding menus and meals created from the wealth of local produce. Highlighting the diversity and choice of food available, there are cafés, bistros, gastro pubs, seafood restaurants, Italian, Indian and Chinese restaurants, as well as the more traditional hotel restaurants.

www.tennerfest.com

TRADE NEWS

Visitor numbers: A reflection of 2010

Despite the recession, the ash cloud episode, the World Cup, as well as economic uncertainty throughout the year, according to the latest available official figures the visitor economy in 2010 showed that the sector remained buoyant – detailed statistics to be released shortly.

Air passenger numbers were on similar levels with 2009, while passengers arriving by sea also showed a slight increase. The accommodation sector reported a high level of occupancy throughout the year in both the hotel and self-catering sectors. In the crucial summer period, July figures were on a par with 2009, August was up 5 per cent (recorded figures showed a 90 per cent occupancy level, which is the highest for a decade) and September also showed an increase of 1 per cent.

Distribution of the UK brochure pack up to the end of September was 121,180. The total number for the whole of 2009 was 91,490, making 2010 a record year and the highest number of brochures ever distributed since records were kept. E-brochure views up to the end of September, by around 30% year-on-year, to 47,228.

Guernsey targets No.1 cruise status

With 76 vessels scheduled to visit this season, the islands of Guernsey hope that this will be enough to once again take the top spot as the most visited British port for day calls.

In 2011, Guernsey will welcome Cunard's new *Queen Elizabeth*, which makes its inaugural calls to the island in September. *Queen Elizabeth* recalls the rich heritage of its predecessor and features Guernsey in two of its itineraries. Other first time visitors include Silversea's *Silver Spirit* and *Silver Whisper*.

With more than 800 years of history St Peter Port, Guernsey's capital, is one of the most picturesque seaports in Europe. A stunning location for cruise calls, it offers quality port services, professional handling arrangements and is open 24 hours a day. VisitGuernsey offers a reception marquee and 'meet and greet' service to welcome cruise passengers, with a range of literature about the island provided.

www.guernseytrademedia.com/cruiseguernsey

For more information on visiting Guernsey please go to www.visitguernsey.com or call 01481 723 552

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