

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY DEPUTY M. TADIER OF ST. BRELADE
ANSWER TO BE TABLED ON TUESDAY 11th SEPTEMBER 2012**

Question

Will the Minister provide a breakdown of expenditure on advertising to promote Jersey tourism outside the Island (including country by country and in the varying media) for 2011 and 2010?

Answer

The advertising expenditure breakdowns by country and media selection are provided below.

| Advertising Media Spend 2010 | |
|---|-----------------------------|
| UK | |
| National Billboard Campaign | £120,000 |
| National and Regional Press, Magazines, Supplements and brochure Panels | £586,000 |
| Magazine inserts & Online Banner Advertising | £75,435 |
| Classic FM Radio & Email promotion | £103,000 |
| Digital, including Pay Per Click (PPC) ¹ | £155,000 |
| TV | £250,000 |
| Direct Marketing Campaign | £55,000 |
| UK total | £1,344,435 |
| France | |
| Billboards | €57,848 (c.£48,300) |
| Digital, including PPC, Social Media advertising, online display ads | €27,500 (c.£23,000) |
| Channel Islands joint email campaign (France) | €10,632 (c.£8,900) |
| Press Advertising | €37,823 (c.£31,600) |
| France Total | €133,803 (c£111,800) |
| Germany | |
| Radio | €145,000 (c.£121,000) |
| Consumer eNewsletters | €3,600 (c.£3,000) |
| Tour Operator Support | €39,350 (c.£33,000) |
| Germany Total | €187,950 (c£157,000) |
| Total advertising expenditure 2010 | £1,613,235. |

¹ Excludes email campaigns which are completed in-house and do not incur media purchase

| Advertising Media Spend 2011 | |
|--|----------------------------|
| UK | |
| National and Regional Press, Magazines, Supplements and brochure Panels | £290,000 |
| Digital, including Pay Per Click (PPC) and social media advertising ² | £190,000 |
| TV | £1,075,000 |
| UK total | £1,555,000 |
| France | |
| Billboards | €73,000 (c.£63,950) |
| Digital, Including PPC, Social Media advertising, online display ads, excludes Jersey iPhone app | €75,000 (c.£65,700) |
| France Total | €148,000(c£129,650) |
| Germany | |
| Radio | €65,000 (c.£56,000) |
| Email campaign | €6,000 (c.£5,250) |
| Joint marketing activity with Air Berlin /Lufthansa | €35,000 (£30,500) |
| Germany Total | €106,000 (c£91,750) |
| Total advertising expenditure 2011 | £1,776,400 |

² Excludes email campaigns which are completed in-house and do not incur media purchase