

# Press release from the Sark Tourism Committee

Tuesday 25<sup>th</sup> March 2014

## A promising start to the tourism season on Sark

The broadcast of series two of 'An Island Parish' on BBC 2 seems to have had a significant impact on visitor enquiries and bookings for accommodation.

Sark Visitor Officer Karen Adams reports an unprecedented increase in requests for the Sark Tourism guide, with 555 brochure requests in February alone. This is compared to 117 in the same month last year. She says

*"I am thrilled at the level of response generated by the broadcast of 'An Island Parish'. It was perfectly timed to entice potential visitors at the very time that most people are planning their summer holidays, and it appealed to the right target audience for Sark visitors too. I and my colleagues have been flat out trying to keep up to date with enquiries by phone and e-mail and hope that the increased awareness of our stunningly beautiful island will lead to many day visitors and bookings for accommodation this season".*

The Sark Tourism website has also seen a huge increase in visitors during January and February. Keiran Wyatt-Nicolle and Mike Chatfield of Mad Co. our current Marketing agency have reported a huge spike in visitors to the sark.co.uk website. The increased interest directly correlates to the broadcast of the series with website hits increasing by 1000% during the 24 hour period after the broadcast of each show. Keiran says

*"In 2014 we have introduced the option of downloading the brochure to keep postage costs under control and be environmentally responsible in our bid to service the increased interest in the Island, an interest that seems to have rocketed as a result of Island Parish. The additional interest in the island has also led to an increased take up of the Sark News email. As a result of more interest in the daily life on Sark, and the fantastic array of activities available in 2014, the decision was made to broadcast the email newsletter every two weeks throughout the summer to the database of over 4,000 recipients."*

The Chairman of the Sark Tourism Committee, Mrs Sandra Williams, states

*"This is the best possible start to the tourism season on Sark. Our events calendar for the year is filling up nicely, and visitors who have watched 'An Island Parish' and wish to come and experience the beauty and tranquillity of this magical island will have a varied choice of events and guided walks on offer throughout the season."*

For more information please contact

Mrs Sandra Williams [sandra.williams@gov.sark.gg](mailto:sandra.williams@gov.sark.gg) Tel: 07781 412043 (not available between 12 pm and 2 pm)

Mrs Karen Adams [office@sark.co.uk](mailto:office@sark.co.uk) Tel: 01481 832345 Mobile: 07781 106072

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