



18 June 2019

Visit Jersey launch the Jersey Runcation Challenge

Visit Jersey will be shining a light on the island's active credentials, with a campaign in partnership with the sports app Strava.

With sea, sand and track all within easy reach, Jersey is a mecca for sporting events – the island has a reputation for being one of the most pulse-raising race destinations in the British Isles.

Designed by athletes, for athletes, Strava's mobile app and website connect millions of runners and cyclists. With over 12% of UK adults on Strava and 4.8m users in the UK, Jersey will be positioned as a playground for athletes of all levels.

Strava's community will be invited to run 26 miles in 26 days for a chance to win a runcation for two in Jersey with entry to the Standard Chartered Jersey Marathon, 6th October 2019. All athletes who complete the challenge will receive a discounted entry to the Marathon and a special hotel rate with Seymour Hotels of Jersey.

The campaign, launches today and will run for four weeks, targeting the UK Strava Community, and will drive traffic to a challenge hub on jersey.com.

Meryl Laisney, Head of Product & Events, at Visit Jersey commented:

“Strava is the social media network for athletes and presents a powerful distribution channel for us to inspire a new type of visitor to consider Jersey. Sporting events such as the Standard

Chartered Jersey Marathon, RBC Super League Triathlon, the Durrell Challenge and Trail Monkey's CI 100k, act as a catalyst for the island's tourism development."

Andrew Thomas, Managing Director of 3D Events and Standard Chartered Jersey Marathon event organiser added:

"We are absolutely delighted to support the Strava partnership which appeals to athletes of all ages and abilities. We share Visit Jersey's vision to produce events that generate and create lasting memories for visitors. We had over 2,500 runners in 2018 with over 50% of marathon runners coming from off the island and are passionate about the continued growth of this local sporting event for the benefit of the Jersey community, economy and official charities – Futuremakers and the JSPCA."

Research shows sport, whether spectating or participating, can provide a compelling reason to visit a destination. Whether it is a rugby supporter travelling to an away-game, an avid golfer trying their luck on a challenging course for the first time or a cycling enthusiast enjoying some leisurely rides while on holiday.

Jersey is a paradise for those who enjoy outdoor living, with the ability to engage in sporting activities on land, in the water, or at the seashore. Drawing sporting visitors to the island can prove highly productive as it tends to be characterised by a higher spend per night than for other visitors. VisitBritain figures show that inbound sporting visitors to Britain typically spend £785 per visit compared with £583 for other holiday visitors.

Sports tourism, including sports training, offers a great opportunity to help address Jersey's seasonality challenge. At present three-quarters of all holiday visits to Jersey take place between April and September, but with temperatures rarely falling below zero in a typical winter, Jersey offers a venue where extreme cold is much less likely to hinder sporting activity than is the case in mainland Great Britain.

Find out more: <https://www.strava.com/challenges/Jersey-Runcation-Challenge>

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Notes to editor:

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Visit Jersey / Events Jersey

Our ambition is to unleash Jersey's potential to win, host and deliver great events. Events Jersey aims to raise the productivity of the sector and increase events export earnings.

business.jersey.com/events-strategy
events.jersey.com

Strava

Strava is the social network for athletes. As the platform at the centre of connected fitness, Strava's mobile apps and website connect millions of active people every day. Strava's sponsored challenges offer a unique platform to motivate, reward and create a lasting association for a brand.
strava.com

Standard Chartered Jersey Marathon

The Standard Chartered Jersey Marathon 2019 will take place on Sunday 6 October. Registration is open for the Full Marathon, Relay Race and 3K Fun Run.
jersey-marathon.com