

Advertising at  
St. Peter Port Harbour, **Guernsey**



**advertise.gg**

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# Guernsey

Guernsey is the second largest of the Channel Islands, the southernmost group of islands that make up the British Isles.

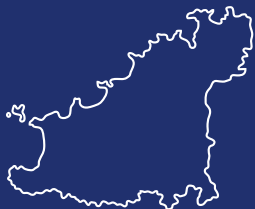
Less than 30 miles from the French Coast, Guernsey is geographically closer to France than to the United Kingdom.

This close proximity to both the United Kingdom and France is evident in all aspects of Island life, with influences clearly taken from both, but with a truly unique culture and lifestyle that is very different to anywhere else.

Guernsey generally enjoys a relaxed and tranquil way of life, but with busy financial, retail, hospitality and tourism industries ensuring a vibrant and bustling economy with extremely low rates of unemployment.

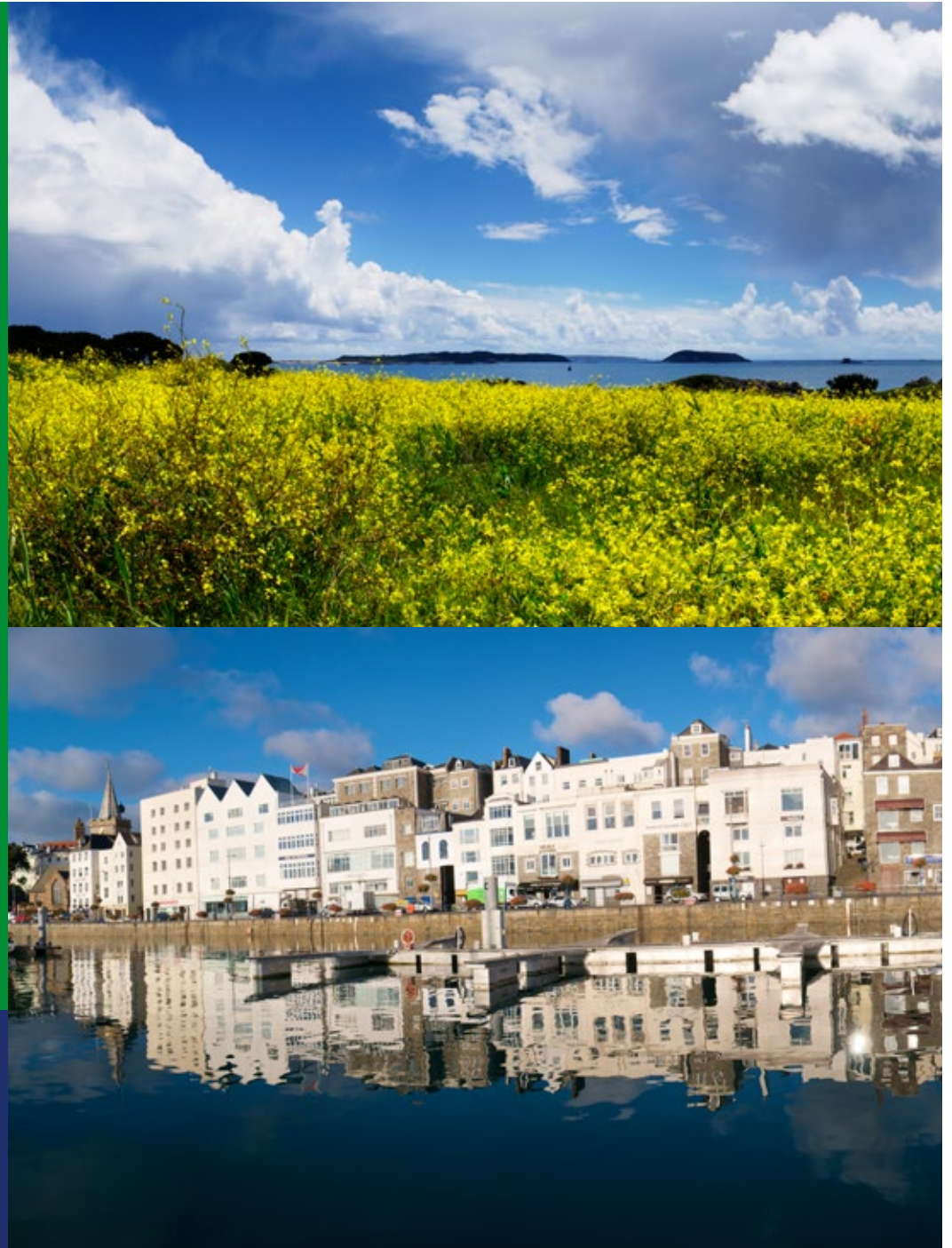
The Island offers fantastic scenery, with approximately 31 miles of beautiful coastline, historical landmarks aplenty and the opportunity to "island hop" to Jersey, Alderney, Sark and Herm.

Guernsey offers a unique experience for visitors, with a luxury of options to explore and enjoy, whilst also providing a fantastic living and working environment for those fortunate enough to call the Island their home.



Population:  
**62,915\***

\*Source: States of Guernsey









# St. Peter Port Harbour, Guernsey

St. Peter Port Harbour provides an integral lifeline to the island of Guernsey, with 98% of all goods imported into the Island arriving here.

The busy harbour is also a vital means of travel, providing regular and reliable access to and from a wide range of destinations, including Poole, Portsmouth, Jersey, St. Malo and Cherbourg.

There are in excess of 500,000 passengers and 115,000 vehicles passing through the harbour each year, including 100,000 cruise liner passengers coming ashore whom subsequently inject approximately £5 million into Guernsey's economy.

St. Peter Port Harbour is a focal point of the town and its facilities are vast, stretching from the main ferry terminal and freight areas, through to the Victoria Marina and Albert Marina facilities which are used and enjoyed by the many leisure marine visitors to the Island.

The importance of St. Peter Port Harbour to the Island cannot be overstated, being used in some capacity 24 hours a day, 365 days per year it serves a high number of people.



**500,000**  
passengers p/a



**115,000**  
vehicles p/a

Source: Guernsey Harbours

UNITED KINGDOM

Poole

Portsmouth

## Destinations

- Cherbourg
- Herm
- Jersey
- Poole
- Portsmouth
- Sark
- St. Malo

CHANNEL ISLANDS

Guernsey

Jersey

Cherbourg

St. Malo

FRANCE



# Advertising at St. Peter Port Harbour, Guernsey

Advertising at St. Peter Port Harbour is now available exclusively through local media agency [advertise.gg](http://advertise.gg).

The harbour provides a unique and exciting opportunity for companies to promote their goods and services to a mass audience of passengers travelling into and out of the Island, using the effective and powerful tools of ambient and outdoor advertising.

Advertising at the harbour is equally attractive to businesses based in Guernsey and also those based in the destinations served by the harbour, such as Poole, Portsmouth, Jersey, St Malo, Cherbourg, Alderney, Sark and Herm.

There are multiple advertising areas throughout the harbour, all of which provide a variety of options for advertisers.

St. Peter Port Harbour is made up of the following:

- Passenger Ferry Terminal
- Cruise Liner Passenger Cabin
- Victoria Marina Facilities
- Albert Marina Facilities

Advertising at the harbour provides businesses with an alternative means to communicate with a mass audience, outside of the more widely available forms of traditional media on the Island which can be congested and easily ignored.



## 4 easy steps to advertise at St. Peter Port Harbour...

1. Choose the "**Zone**" in which you wish to promote
2. Choose the "**Media Type**" for your advertisement
3. Choose the "**Size**" of your advertisement
4. Contact **[advertise.gg](http://advertise.gg)**

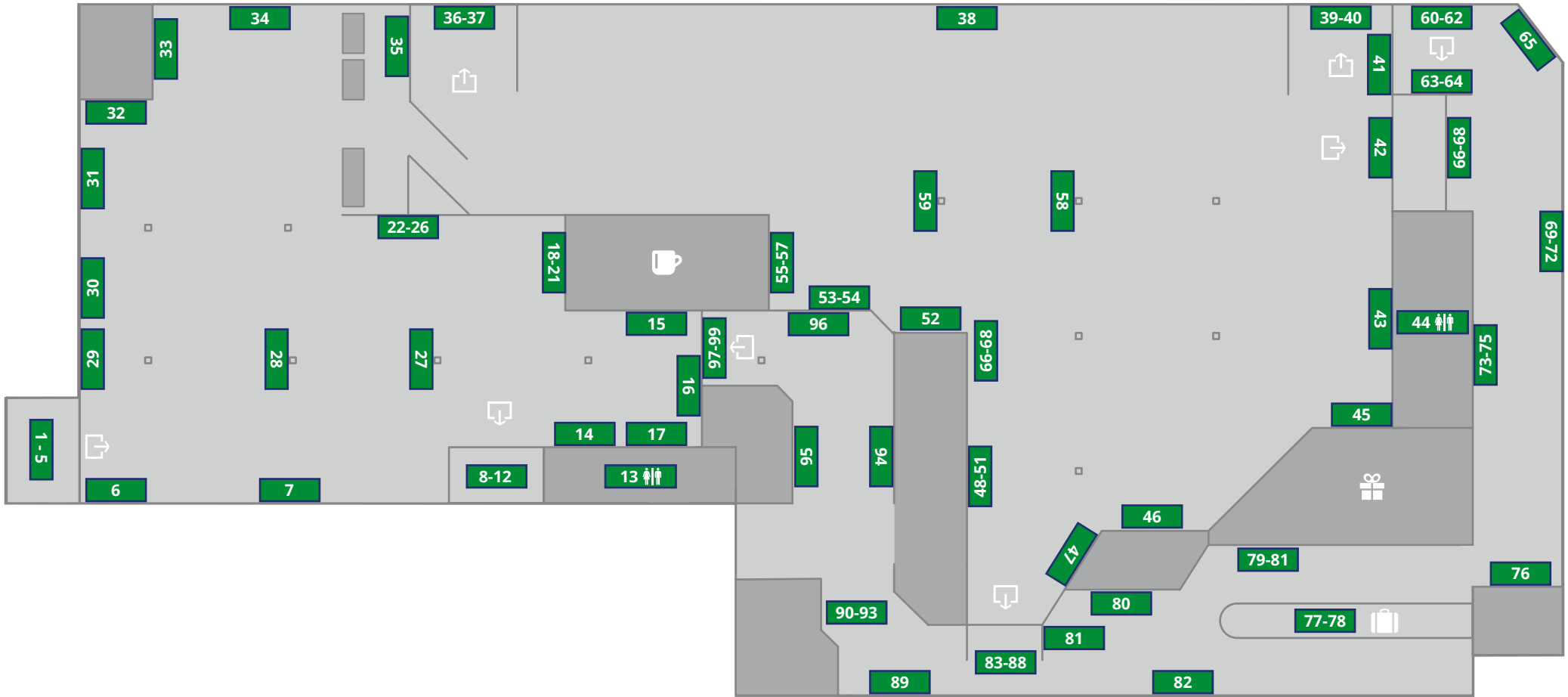
**Zone**  
1-100

**Media Type**  
Illuminated Lightbox  
Poster Holder  
Vinyl Window Graphic  
Many more on request...

**Size**  
A4-A0  
Many more on request...

*For those who want something a little bit different, non-standard and bespoke advertising options are also available, simply contact **[advertise.gg](http://advertise.gg)** to discuss this further.*

## St. Peter Port Harbour, Passenger Ferry Terminal, [Map](#)



**KEY:**

- Entrance/Exit
- Terminal Cafe
- Toilets
- Gift Shop
- Luggage Reclaim
- Advertising Space

- 100** 50 x luggage trolleys with front and rear advertising



# Ambient Advertising

Ambient advertising is about placing adverts in places you wouldn't usually expect to see them. It is the name given to all forms of out-of-home advertising, non-traditional and alternative media.

This form of advertising is growing rapidly and is the fastest growing non-traditional advertising medium.

It's an effective means to engage with potential customers whilst they are "in transit" or in commercial areas, making it more likely that they will positively engage with an advertising message.

Utilising ambient advertising is a must for any business looking to build brand awareness, generate or maintain interest in a product or service or launch something new.

Ambient advertising is especially important when other mediums of traditional marketing are increasingly cluttered and make it ever more challenging for businesses to ensure their message is seen.



*"Ambient advertising is the fastest growing non-traditional advertising medium"*



# advertise.gg

We are a new and innovative local advertising company that offers forward thinking advertising solutions.

With a focus on ambient and out-of-home advertising, we understand the power of non-traditional media, creating and managing advertising platforms that reach a wide range of audiences in the Channel Islands.

[www.advertise.gg](http://www.advertise.gg)





For more information or to make a booking please contact sales:

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