



## **TOURISM & PUBLIC HEALTH COMMITTEE**

**A COMMITTEE OF THE CHIEF PLEAS OF SARK**  
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### **Your Latest Update from the Sark Tourism Team - June 2026**

Sark enters the 2026 season with growing momentum across both tourism and trade. Following a successful Islands of Guernsey Travel Trade Summit, increasing engagement across our digital channels and continued development of new visitor experiences, there are exciting opportunities for partners to promote and develop Sark as a distinctive island destination.

Recent highlights include:

- Successful participation in the Islands of Guernsey Travel Trade Summit.
- Sark Tourism social media growth surpassing 19,000 Facebook followers.
- Two viral social media campaigns reaching almost 200,000 combined views.
- Upcoming launch of the new German-language Sark Tourism website after the recent French launch.
- Opportunities for businesses to participate in collaborative marketing and cruise excursion development.
- A growing calendar of events and visitor experiences throughout 2026.

### **A Warm Thank You Following the Islands of Guernsey Travel Trade Summit**

We were delighted to take part in the Islands of Guernsey Travel Trade Summit in May, which brought together tour operators, group organisers, carriers and local suppliers from across our key markets.

The event provided valuable opportunities to strengthen relationships, develop new partnerships and showcase the unique experiences available across the Bailiwick. As part of the programme, several delegates visited Sark to experience first-hand our car-free way of life, stunning natural landscapes and distinctive visitor offering.

Thank you to everyone who met with us during the summit. We look forward to building on these connections and welcoming even more visitors to Sark in the seasons ahead.

Please see the attached summary report for a full overview of the summit and Sark familiarisation visit.

## **Growing Awareness Through Digital Marketing**

Our digital channels continue to play an increasingly important role in raising awareness of Sark and inspiring future visitors.

We are pleased to share that the Sark Tourism Facebook community has now surpassed 19,000 followers, continuing a strong period of audience growth and engagement.

Recent content has also delivered exceptional reach:

- Our feature on the Tiny Islands series exceeded 100,000 views.
- “The Working Week Hits Different in Sark” generated more than 97,000 views.
- Both reels surpassed our previous highest-performing post, which reached 87,200 views.

These results demonstrate the growing appetite for authentic island stories and provide valuable exposure for Sark among potential visitors across key markets.

Meanwhile, work is nearing completion on the new German-language Sark website, with translation and design updates now in their final stages before proof-reading. The launch will help strengthen our presence in an important European market and support future international promotion further to the recent French translation.

## **Partner Updates & Opportunities**

### **Island FM Collaborative Advertising Opportunity**

We are currently exploring a joint advertising package with Island FM centred around sponsorship of the James Bentley Breakfast Show.

By bringing together up to ten Sark businesses, we can secure a reduced monthly advertising rate while delivering:

- Daily mentions for participating businesses.
- Increased visibility for Sark as a destination.
- Professionally produced creative content from Island FM.
- Consistent exposure to audiences across Guernsey and the wider Bailiwick.

If your business would be interested in participating, please contact us for further information.

### **Developing New Cruise Visitor Experiences**

Recent discussions with InterCruises have highlighted strong demand for a broader range of visitor experiences for cruise guests visiting Sark.

Areas of particular interest include:

- Engaging guided experiences.
- Active and outdoor activities.
- Experience-led products that provide authentic local connections.

- Combined food and activity packages.
- Excursions catering to different interests and fitness levels.
- Reliable all-weather alternatives.

Expanding the range of available experiences will enhance the visitor offer, support local businesses and encourage greater visitor spend across the island.

If you have ideas for new products or experiences, Sark Tourism would be pleased to support development and promotion wherever possible.

### **What's On in Sark: 2026 Highlights**

Sark's events calendar continues to grow, offering visitors a rich blend of culture, creativity, nature and community throughout the year.

#### **Creative Sark Week - 5th – 13th June**

A celebration of arts, creativity and island life featuring workshops, markets, open gardens, weaving, pottery, nature writing, seaweed foraging and evening events.

#### **National Garden Scheme Open Gardens - 6th – 7th June**

Rare access to some of Sark's most beautiful private gardens, including La Seigneurie and Le Grand Dixcart.

#### **Summer Music Fest - 6th June**

A relaxed evening of music, food and community spirit at the Bel-Air Inn.

#### **Bingo on the Boat - 13th June**

followed by BBQ & music at the Bel Air; book through Isle Of Sark Shipping

#### **Colour Fun Run | 21st June**

A vibrant family event organised by Friends of Sark School.

#### **Sark Sheep Races | 17th – 18th July**

One of Sark's most iconic visitor events and a firm favourite with guests of all ages.

#### **Sark Sea Service - 19th July**

Creux Harbour

#### **Folk 'n' Ale | 1st August**

Live music, local food and a wonderful island atmosphere at The Old Hall.

#### **Oddsocks Theatre: Romeo & Juliet | 8th – 9th August**

Popular open-air theatre performances that consistently attract visitors and residents alike.

## **St Peter's Church Fayre - 15<sup>th</sup> August**

Food and games to raise funds for the local church

## **Sark Lawnmower Races | 28<sup>th</sup> – 29<sup>th</sup> August**

A uniquely Sark event featuring the famous Harbour Hill climb and competitive circuit racing.

### **Year-Round Experiences for Your Clients**

Alongside its events programme, Sark offers a growing selection of experiences that can be incorporated into group and independent itineraries.

Highlights include:

- Guided permaculture tours at Stocks Hotel.
- Heritage and cultural exhibitions, including the summer Shipping Exhibition.
- Weekly cricket matches on the Millennium Field.
- Popular Jam Nights at The Old Hall.
- Guided walking tours showcasing Sark's landscape and history.
- Stargazing and Dark Skies experiences.
- Coastal walks and wildlife encounters.

These experiences combine naturally with Sark's defining appeal: a slower pace of life, unspoilt scenery and a genuine sense of escape.

### **Working with Sark Tourism**

We remain committed to supporting our tourism and business partners through:

- Sample itineraries for day trips, short breaks and themed travel.
- Group travel coordination and logistical support.
- Familiarisation visits and media support.
- Trade-ready marketing assets including imagery, copy and destination information.
- Product development guidance and partnership opportunities.

Whether you are creating new packages, developing visitor experiences or looking to feature Sark more prominently within your programmes, we are here to help.

### **Stay Connected**

Thank you for your continued support of Sark and its visitor economy. For tourism enquiries, partnership discussions, marketing opportunities or itinerary support, please contact the Sark Tourism team. We look forward to working with you and welcoming visitors to Sark throughout the season.