

T  **OURISM**
MANAGEMENT BOARD

Meet the team

Tourism Management Board

Hannah Beacom – Chair

Nico Bezuidenhout – Carrier

Clare Crowson – Travel Agent

Ian Vaudin – On island transportation

Charlie Walker – Accommodation

Natalie Davidson – Events

Ant Ford-Parker – Excursions and Tourist Attractions

Meet the team

States of Guernsey

Deputy Simon Vermeulen,
Committee for Economic Development, Tourism lead

Zoe Gosling – Lead Marketing Officer for VisitGuernsey

Rob Moore – Senior Relationship Manager

Rob Moore

Senior Relationship Manager



1. Introduction

2. The Value of Tourism

Why does the visitor economy matter to Guernsey?

In addition to the fiscal benefits and contribution to our overall economy, the visitor economy helps make Guernsey a better place to live, work and do business. It supports our external and 'internal' travel links and the development of 'product' from which our community benefits, whether that be our bars and restaurants, sporting, cultural and arts events or heritage and export industry and it is one of Guernsey's few indigenous industries. It is important that collectively we understand its current value and potential.

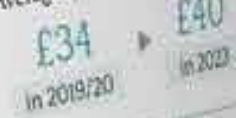
2023 Visitor Survey analysis shows that the spend of visiting parties was distributed as follows:



Average spend per plane and ferry visitor



Average spend per cruise visitor



Combined total expenditure of visitors



*The average party size was 2 people and the average length of stay was 4.9 nights

**This is an updated figure based on the 2023 survey using the Guernsey HTI.



568,879
Total number of passengers

▲ 9.8% increase from 2022
▼ 18.9% decrease from 2019



61% of all visitors stayed in hotels (108,667 people)



62% of all visitors had visited Guernsey before

3% of those had visited on a cruise

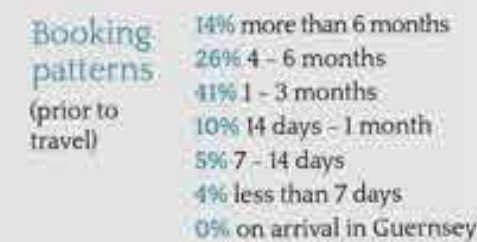
Length of stay in 2023



4.9 Nights
Average length of stay for visitors staying in all accommodation (871,884 bed nights)

108,971 visitors reported the main purpose of their trip to Guernsey was for leisure

5,138 people in summer
Capacity to accommodate



2023 Accommodation occupancy



Aims for this morning

🎯 To measure this season against the aims of the Tourism Management Framework

🎯 To let you know the activities of the TMB

🎯 To let you know our priorities and seek your guidance on them

Nico Bezuidenhout

CEO of Aurigny

Coffee Break



Key Strategic Aims



Continue to improve data so that we truly understand our value to the economy.



Prioritise extending the season.



Encourage private sector understanding of Strategy to ensure experience meets the expectations of the target audience and we maximise spend.



Support political understanding of the value of tourism and champion investment.



Protect and maintain bedstock levels.



Protect and maintain air and sea links.

Discussion ①



Repeat Business



Air &
Sea Links

Key Strategic Aims

Improve Data.



Data published on the Trade and Media website



Airport arrivals and departures, together with a narrative published monthly



Harbours arrivals and departures, together with a narrative published monthly



Accommodation occupancy published monthly



Quarterly Travel and Visitor Accommodation Bulletin Infographic



Quarterly Travel and Visitor Accommodation Bulletin

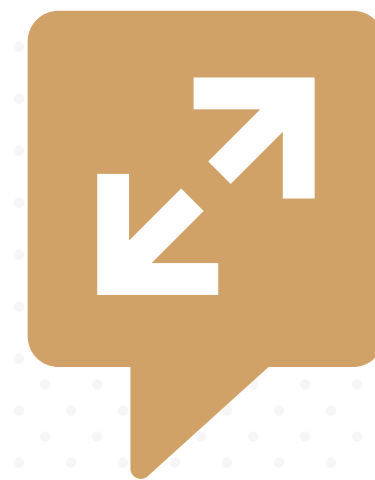


Quarterly VisitGuernsey Performance

Discussion 2



Product
Development



Extending
the Season

Mark Renouf

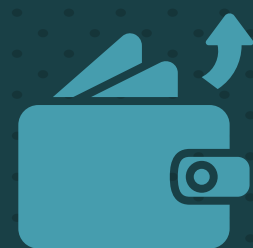
Cruise and Surveys Operations Manager

TMB Engagement

What we've achieved



Economic Development –
Consultation on Visitor Levy



P&R – Budget



Guernsey
Development Agency



E&I re roadworks in
general and around tourist
attractions and hotels



Development and Planning
Authority re Planning Brief
for St Peter Port and
St Sampsons Harbour
Action areas



Consultation re new
Guernsey Bank Notes



Guernsey Raiders re
pilot to promote to
visiting competitors
and supporters



VisitJersey to identify
opportunities to work
closer together and to
market the Channel Islands



Ports

Product Development Fund

9 x Recipients including:

Festung Guernsey



Vivier Bunker



Floral Guernsey



The Guernsey Mark



16 x Groups benefitted from the grant this year

Guernsey Literary Festival
Guernsey Photography Festival
Guernsey Street Festival
La Beltane Arts Festival, Sark
Channel Islands Pride
Floral Guernsey Foundation
Celebrate Local Food festival
EDABL
Walking Festivals
Amalgamated boxing club
Guernsey Chess Federation and Club for The Guernsey International Chess Festival
Gsy Indoor Bowling Association, Hosting of the World Indoor Bowls Championships
The Classic Channel Regatta
Guernsey Cricket, "ICC Men's T20 WC Europe Sub-regional qualifiers"
Guernsey Arts - Seafront Sundays
Spirit Yacht Regatta



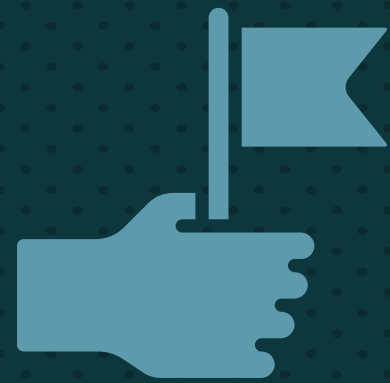
2025
Apply by 5pm,
Weds 30th October



Sustainability



Land use



Guernsey
Ambassador
Scheme



Structure
of the TMB itself

Discussion ③



Going
Forward



Other
Considerations



Where to find more data
www.guernseytrademedia.com