

Tourism Management Board – Meeting Notes 10 March 2025

- TMB sharepoint access to be looked at as members having issues logging in.
- French Speaking guides – ongoing. Plan was to look at changing VG recommendations to include bronze guides, where there are more French speakers, but they can't go out alone. Utilise French students? Work in progress
- 6 month waiver – TMB have written to Population Management to raise concerns about issues preventing French students working in Guernsey

Interisland connectivity

- Islands Unlimited should be sailing from June and on sale in the next couple of weeks!

Brittany Ferries

- Very positive start to the year. Inbound bookings are +24% overall. Large increase from French market. Very proactive and lots of work being done to brand the vessel. Inter-island sales on the Wednesday sailing also strong.
- Work being done behind the scenes on the port welcome and immigration.

Cruise Liner Consultancy Group

- Positive meeting – ports keen to work together with trade
- Discussion around excursion and taxi trade moving away from cruise business. They have found alternatives, so if the volume does come back, they will need to be given notice.

Guernsey Ambassadors scheme

- Train the trainer slides have been updated and VG to roll out.

Any other business

- Discussion around visitor accommodation being used for key worker accommodation and what will happen when the exemption expires. Rob updated the board on the complexities and work being done in the background to facilitate new housing. Some promising projects due to commence, but is a long process.
- Guernsey Rally was a huge success and already talking about next year
- VG working closely with Aurigny and new marketing manager, which is working well.
- Blue Islands have operational issues which has proved a challenging start to the year.
- Floral Guernsey discussed at length. The TMB are very supportive of what they do, but do not have a product development pot to support financially. Hannah has prepared a response to the letters/emails she is receiving which explains why we couldn't support.