

## Tourism Management Board – Meeting Notes April 2025

- **6 month waiver rules** – discussions ongoing with Population Management to see if it is possible to facilitate 6-month work placements for French speaking students
- **Budget Request to ED** – discussion around what TMB will put forward. Priority is an admin support role to drive items forward, plus a request to increase Events and Product Development grant budget.
- **Arrival stats:** Keen to ensure these statistics are published promptly as industry are looking at them. Rob Moore to raise with Ports.
- **Earlier publications of timetable.** Analysis being done on current winter schedules, but Aurigny's plan remains to change to a 364 day time table. If Aurigny lead with this, other carriers likely to follow.
  - LGW is currently out until Jan, other routes to follow in the next 7 days.
  - Changes to fare categories and product offering including lower entry level fares...

Brittany have also committed to winter schedules being released in July.

Noted that we want to get back to an early booking pattern.

- **Ambassador scheme.** Various barriers to this, but to be progressed. Presentation to be updated. Incentive needed to make worthwhile.
- **Sustainability charter.** Almost there and will be circulated with charter for year 0 (this year) where it will be advisory, to year 1 (compulsory starting points) to a 3-5 year plan.
- **TMB focus group** – has been delayed by the ongoing discussion with the GHA, but TMB will progress and get meeting date set up.
- **Events update**
  - **April food festival, inc Street Food Fest.** Has been challenging, but got there in the end and have a marketable event with many foodie outlets participating. Something to build on for next year.
  - Ongoing discussion with grant recipients taking place to finalise event details
- **Brittany Ferries – trade meeting** inc political members from France / St Malo tourism and local business over for 2 days of meetings, workshops, etc. Charlie and Ian attended from TMB and extremely positive. They were keen to do

business and very productive. Forward business currently sitting at +154% for France – Guernsey, and now up from UK too. Determination to make this a success and exceed previous numbers!

- Improvements to signage at the harbour, taxi camera ordered, VG/cruise team welcoming arrivals.
- **New VG visitor centre now open!**
- **AOB**
  - Second rental car operator now at Guernsey airport. +120 cars to the island which will increase car hire by 25%