

Tourism Management Board - Meeting Notes May 2025

Matters Arising

- Arrival stats delay – sometimes issues with accuracy and will only publish when have both sea and air. Work in progress
- 2026 – Aurigny and Blue Islands have confirmed they intend to work on a rolling 12 month timetable. From when this will go live TBA. NB: Jersey on sale until June 26 with easyJet and August 26 with Jet2.
- Sustainability charter, Ambassadors scheme and TMB focus group to be picked up next week.

Budget Request to ED – all agreed to send letter as is. Discussions around putting in context of visitor levy, but decided to leave as is given levy not agreed yet.

Messaging to deputies

- Candidate list to be published end of this week. Email to be sent to them re importance of tourism. Action: comms team
- Meet new ED committee as part of induction. TMB to arrange separate meeting/lunch for all States Members

Autumn food festival

- GHA keen to see an Autumn and Spring food festival.
- Ideas included immersive experiences; combining food with tourist attractions/walking tours; pop up restaurants in Castle Cornet; celebration of local and quality of seafood. Noted that value messaging is what works so well and to get support from venues, can't charge them too much. Potential from French market for this also discussed.
- Zoe has to action initial brief and suggested way to progress. Ideally need a concept to start promoting end of May.

Events update

- Discussion around all remaining events and distribution of funds.

- Noted that evaluation form needs to be simplified and can be sent out to those that have happened. Zoe to delegate
- Application form will also be simplified for next round

AOB

- TIC – some people feeding back its hard to find. Out of hours, when flags aren't up you can't see it. VG looking to make it more prominent.
- Pop up at the port works really well
- Huge congrats to VG for content marketing award nomination
- Noted Camp de Reves also won Kings Award for Enterprise in sustainability category.
- Islands Unlimited and VG have a plan of action to attract Jersey market to use service.
- Tourism Framework – to review for next meeting and discuss required updates.

Swimming Pools safety rules has been raised as an issue. HSE guidelines are being enforced and some of the requirements are felt by industry to be above and beyond. Charlie to advise implications.