

TOURISM
MANAGEMENT BOARD

Trade Workshop

18 April 2023

Meet the team - Trade

- Hannah Beacom – Chair
- Nico Bezuidenhout – Carrier
- Greg Yeoman – Carrier
- Clare Crowson – Travel agent
- Ian Vaudin – On island transportation
- Charlie Walker – Accommodation
- Jon Bisson – Events
- Keith Beecham - Adviser

Meet the team – States of Guernsey

- Deputy Simon Vermeulen – Committee for Economic Development, Tourism lead
- Mary Putra, MBE – Director of Communications

Aims for this morning

- To advise of the work so far
- To consult on our principles before we finalise them

Work so far

- March and April board meetings
- Agreed a framework for our work this year
- Will be working openly and collaboratively
- Looking to make evidence based decisions
 - Met with Head of Data Research and Analysis, States of Guernsey
 - Arranged trade meeting
 - Chair and other board members met with interested parties

Focus for next month

- Awaiting publication of bed stock report by Critical Economics
- Will continue discussions with Head of Data Research and Analysis
 - Exit surveys have been reintroduced, after a pause for Covid
 - Ports data has continued to be collected
 - Will trade share their data with this department
 - To discuss how this data is shared with the trade (format, frequency)

Principles

- Productivity
- Competitiveness
- Stewardship

Productivity

- Provide a proactive, positive and collaborative approach
- Improve tourism skillset
- Improve working together within the industry
- Improve use of technology
- Increase average spend per visit

Competitiveness

- Improve the visitor experience
- Targeted marketing - currently
 - Couples 57+
 - Multi-generational families
 - Couples and families 35+
 - Niches – Weddings, Outdoor Leisure, Wellness/Sea swimming
 - Marketing – joint promotions, targeted by departure point
 - Cruise ships – smaller, higher spend brands
- Define the product that makes Guernsey attractive
- Benchmarking to similar jurisdictions

Stewardship

- Sustainability - economic sustainability for the island
- Green credentials
- How is tourism recognised locally?
- Leakage

Data

- What data do your businesses/organisations collect that you would be happy to share with the Data Research and Analysis, States of Guernsey ?
- What data do you want to see published to inform the operations of your business/organisation?

Productivity

- What are the factors limiting business growth ?
- In the spirit of a joined up approach, what could a trade sector represented in the room do to encourage growth on the island.
- Did your business/organisation have improved shoulder months compared to pre Covid?

Competitiveness

- How do we collectively market the Bailiwick and our businesses?
 - Are the markets and niches the correct ones ?
- How do we improve the visitor experience ?
 - What is the feedback from your visitors ?
 - Do we collectively meet/exceed their expectations ?

Stewardship

- What can be done to encourage eco tourism? Can this sit alongside current offerings?
- How do we demonstrate to the locals that tourism is an important sector and good for the island ?

Follow up

- We will report back to attendees next month
- We will then report regularly via the VisitGuernsey trade mailers