

MEETING NOTES: TOURISM MANAGEMENT BOARD

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| Date | 10 th February 2025 |
| Time & Place | 9.30am, Sir Charles Frossard House Port Soif Meeting Room, and Via MS Teams |
| Person's present | <p>Members:</p> <ul style="list-style-type: none">• Hannah Beacom – Chair• Zoe Gosling - States of Guernsey Lead Marketing Officer• Deputy Simon Vermeulen – <i>CfED</i> (Via MS Teams)• Rob Moore – States of Guernsey Senior Relationships Manager• Clare Crowson - Agents (Via MS Teams)• Charlie Walker - Accommodation (Via MS Teams)• Nico Bezuidenhout – Carriers (Via MS Teams)• Antony Ford Parker – Product/ Excursions (Via MS Teams)• Natalie Davidson – Events• Luke Bourgaize – Operations Officer (Notes) (Via MS Teams) <p><u>Apologies</u></p> <ul style="list-style-type: none">• Ian Vaudin - Taxis |
| | <p><u>Matters Arising</u></p> <ul style="list-style-type: none">• The Chair noted that she would like to speak to either prospective election candidates or new deputies. New deputies was the preferred option due the to the potential large volume of new candidates. Deputy Vermeulen recommended a press article for the TMB as it is likely prospective candidates would see this. <p><u>Inter-Island Connectivity</u></p> <p>It was noted that:</p> <ul style="list-style-type: none">• Discussions with DFDS are ongoing, Rob Moore noted that a list has been shared with DFDS, Brittany and Manche-Iles on the biggest events occurring in the short future to allow for increased ferry travel.• Chad Murray is looking at buying a boat to set up a new ferry service, the Chair and Anthony Ford-Parker had met with him to raise concerns over financing.• Aurigny air fares were reduced for 2024, however increased landing fees of set this so the consumer was not impacted. <p><u>Cruise Liner Development</u></p> |

Mark Renouf, Cruise and Surveys Manager, joined the meeting

It was noted that:

- The steering group recently met to look at the next cruise season.
- 62 ships are now booked for 2025, with approximately 50,000 passengers.
- Guernsey is set to rejoin “Cruise Europe”, which will provide exposure to French and Spanish cruise operators.
- Cruise steering group continues to review infrastructure, currently looking at a floating pontoon to be situated in the Little Russel, cruise ships can the dock alongside the for better tender access. Mostly positive feedback has been received from cruise operators so far.
- There is a Cruise Europe event on the 6th of May in Copenhagen, there are additional other events taking place in the short-term future.
- Pier Wi-Fi is hoped to be re-instated soon.
- 57 ships have been booked for 2026 so far, with approximately 60,000 passengers.
- Deputy Vermeulen questioned on whether Guernsey should be overbooking cruise ships given the level of cancellations, Mark Renouf explained that is this currently done to a degree, such as with MSC, their ships can carry up to 6000, however Guernsey on has capacity for 4500 maxima, it is always expected that MSC’s ships will not be full though.

Mark Renouf, Cruise and Surveys Manager, left the meeting.

Brittany Ferries

It was noted that:

- Overall, passenger and vehicle figures for UK travel are looking good.
- Visit Guernsey has been in contact with Brittany to discuss joint marketing strategies.
- Border agency has raised concerns over increased French passengers. If French passengers wish to connect to England, they will have to disembark in Guernsey, clear customs, and then re embark. Customs at present do not have the capacity to handle this.

Foreign Speaking Tour Guides

- Anthony Ford-Parker noted that the silver accreditation is a long process, and it is unlikely that any bronze tiered guides will get through it in time for the tourism season. Many of the guides aren’t Silver accredited and some aren’t even in the Guild.
- VG will alter their policy to promote all guides regardless of their accreditation.

Events Update

It was noted that:

- Ben Levy has proposed a Jazz Festival at Castle Cornet, the Board has agreed to provide 15k on the terms that it is match funded. The Board has provided Ben with all the correct contacts to seek additional funding from other organisations.
- Chantal's applications has changed now, instead it is for two separate food festival related events, but wont commit to anything until she is guaranteed funding.

Guernsey Mark

- The Board has received an update from Chantal, it has taken longer than expected to get the scheme working as it has not been embraced as expected.
- Presently, a venue must send their menu to Chantal in order for her to sign it off. Going forward a better approach needs to be decided as the method is not efficient.

Visit Guernsey Product Development Workshop

It was noted that:

- The seating plan was designed to facilitate networking and new relationships between attendees.
- Intention was to try and create some new bookable experiences for prospective tourists.
- BBC ran some positive media pieces on the workshop.

AOB

- Rob Moore noted that the threshold duty rates for small brewers has been reduced. The GHA and Liberation Group have contacted many SoG Officer noting their concerns as they were not notified of this change. Charlie Walker noted that the Liberation group do no brew locally.
- Rob Moore noted that the GHA have still indicated they do not want to engage with the focus group until they are permitted to see the TMB's minutes. Board members suggested creating the focus group without the GHA's involvement.

Signature
and Date

Hannah Beacom - Chair