

February 2026

Trading update

- Trading update on forward bookings by month and feedback on January sales provided by each member.
- GTP – overall forward bookings for groups is up, school groups strong and growth in inter-island business.
- GTP concern at decline in cruise ships, impact on cash flow this time of year is real. Business less likely to invest without confidence in the sector’s future growth.
- Cruise Guernsey and Economic Development officers meeting international cruise companies in the US in March to discuss 28/29 and beyond. Objective to secure as many bookings as possible and where there is a reluctance to book, gather additional feedback as to what the barriers are. Ideally looking for a variety of cruising styles and offer different product/itineraries to suit.

Delivery Plan – Top 9

- No 3 – Ambassadors scheme. Launched at product development workshop and will be made available on the new trade website this week. Dedicated trade mailer also this week. Discussions around adding pre-recorded web content to bring “what you can do” to life. **Action:** Ant to send video content to VisitGuernsey, but to work on more detailed content so it can be enhanced and different versions for different sectors, but initial plan to get it launched. Query on incentive to do. Discussed in the past about the pin giving FOC access to x4 attractions. **Action:** Rob to pick up with Data & Analysis. Clare/Chalie to follow up with VG re launch – dedicated mailer and also getting DVLA, GHA, GTP to support.
- No 5 – Sustainability Charter. Launched with events grants. Overall feedback is good but barriers. Waste and power supply on seafront being biggest issues which requires States intervention. Discussions around roadmap. Agreed on event evaluation forms to collate feedback so we can better understand what’s achievable, current barriers, what we need States to do. **Action:** ensure feedback survey includes all the detail we need – if haven’t complied, why not.

- Events funding: massively oversubscribed again. Need to show ED what economic contribution could have been achieved if we had supported these events. **Action:** Ian to review unsuccessful applicants and missed opportunity. This will be presented to States at next budget round so we have real case studies. Suggested that the pot is for tourism development, not just events. All agreed good idea, but needs a bigger pot!
- Value of tourism – spend survey being carried out now. All agreed figures being used at the moment, especially varying figures for cruise, need updating.

Sustainability – Sam Claxton

- VisitGuernsey working on a roadmap with short (1yr), medium (2yr) long (3-5yr) goals
- Showcase Guernsey’s sustainability with a clear story and proof of experience / accelerate sustainability across the sector.
- Currently looking at quick wins and more long-term aspirations. Ultimately want to position Guernsey as low-impact leisure destination.
- Measurability important and need clear KPIs
- **Action:** VG to work on roadmap and present at next TMB meeting. All agreed industry would be keen to support and essential

Future of TMB

- GHA unavailable to join this meeting and have indicated they need until after their board meeting 21st March to report back.
- Discussions around the evolution of the TMB and consensus of members being to build on what we have achieved rather than start afresh.
- Lee asked members with a contract until 31 March if they would be open to extending until May. All agreed in principle. **Action:** Lee to get committee sign off and comms to GHA

Events /VG update

- Big Eat: over 50 events for April and industry has got behind and put on some creative/fresh events. Interest from international sponsor. Collaboration with BF.

Foodie event in London. Co-funded campaigns with GR/BA about to launch. Overall looking very strong and positive about October/2027.

- Product Development workshop – positive/great feedback.
- Guernsey Mark: no recent update but suggested that VG and Rob try to reopen discussions on how to drive forward. **Action:** Rob to reach out.

AOB

- Population Management – concerns from various industries and ongoing discussion. **Action:** Charlie to be included in future meetings as well as GHA.
- French visitors – lots of work being done with ferry working group, development of sports tourism. French lessons. Harbour development: taxi cam in place as well as signage improvement. Looking at costs for further enhancements. Chamber of Commerce luncheon 11th March: geared towards French relationship/trade.
- Working group for inter-island tourism (Bailiwick) to be set up after positive meeting with Sark tourism lead. **Action:** Lee to set up
- WhatsApp group for taxis and ports to advise when needed at airport/harbour. **Action:** Rob to pick up Taxi Drivers Association
- Visitor Levy: keen to progress. ED have actioned some work into it.
- LHR launch 19th April. Discussions with LHR re launch event (ideally low cost). Members asked for sales update and proportion of inbound. **Action:** Rob/Lee to see if they can get this info and if they're allowed to share.
- Deputy Morel on island. **Action:** Rob to update at next meeting on inter-island connectivity

Next meeting – 4th March 09:30