

Cruise update

- Productive trip to the US and constructive meetings with all major cruise lines
- Cruise line feedback supports exploring infrastructure to facilitate disembarking straight into land (examples from other ports include floating pontoons) rather than tendering if we are to see any growth and avoid further decline. Being a tender port limits appeal: cruise liners tend to include a maximum of 4 tender ports into an itinerary.
- Infrastructure on island and ability to cater for cruise pax also essential. Power is not.
- Opportunities in 2028 for Guernsey as substitution port where liners having issues with planned ports of call.
- Paper being worked on for committee with short, mid and long term goals.
- TMB and specifically GTP fully behind the investment and can provide economic return figures from their businesses. **Action: AFP**
- In addition – for this year: x5 Guernsey produce stalls will be at the Port for cruise pax to buy local. All slots sold out.

Trading update

- All members provided update. May and July continue to be the months that need work, although improvements made.
- Notable late booking pattern across all sectors. 29% of bookings within 4 weeks of travel.
- Jersey market incredibly responsive to tactical offers, Kids fly free, same day return. Can this be applied to UK market?! Has been and average fare this year lower than last year.
- Questions around Aurigny's reduced capacity, which was a cost cutting exercise. Still plenty of inventory left to sell, particularly for May, but with oil prices increasing +120% there is greater cost in flying empty seats. Members questioned whether they would have sold as late market and asked for assurance that there would be no further cuts.
- 2027 schedules also raised – both sea and air. Winter schedules should be released in the next 3 weeks. No update from BF yet.

Future of TMB

- Senior Relationship Manager provided update in absence of CfED political lead for tourism, but in summary the Committee will continue as planned with their revised modelling of the TMB. Further updates at next meeting: **Action: LVK**
- Budget application process explained for events and product development, which needs to be submitted by July. **Action: RM/CW/CC**

Population Management

- Update provided to the board and the wider challenges. Currently a backlog of applications, but also a number of people who left the island between Dec and Mar as extension was too late.
- Discussions around attracting UK students to work on the island once qualified, targeting universities with recruitment marketing and directing to Guernsey Job Centre. Action??

Trade Summit update

- Good response from off island with new tour ops attending. Some GTP members still to sign up. **Action:** ZG to share attendees end of week. To decide if TMB do a presentation or just be present: CW/CC.

Guernsey Ambassador Scheme

- Good uptake. Train the trainer happening in room next door.
- Taxi driver response positive and 14 completed with badge, another 8 have done but one of those has 17 drivers so working through. Aiming for 40.
- GTP video has gone down well. Noticeable benefit and enthusiasm
- Session to be arranged for airline and airport staff
- Incentive to offer those completed – free entry / free discovery pass in progress. They wanted to know numbers but are supportive in theory. **Action: RM.** GTP members to provide a list of their offerings to Guernsey Ambassadors to Cara to collate on the trade site. **Action: AFP**

Visitor Levy

- Discussed but no movement as capacity to carry out the consultation process is limited. Reiterated TMB support for Levy and common practice in other destinations, as long as the funds go back into tourism development.

Sustainability

- Concern over growing traffic congestion and lack of cycle paths. Expectation of quaint/beautiful island is not always met and starting to get negative feedback – Ant
- Discussion about level of roadworks and closed roads funnelling traffic (which isn't necessarily bad for cyclists as they can still go through) but does mean other roads busier. Consensus was that need to avoid too many road closures during the season or will have a negative impact on visitor experience. Plans for improved cycle paths?? Action: THS to provide update at next meeting and if cycle paths part of development plan?
- EV bikes – weren't commercially viable before, but to revisit.

Connectivity Gains

- Update from Ferry steering group: hasn't been one since last meeting.
- Inter-island flights performing well and YTD up on last year
- LHR launch event and update on sales – no update, but should have for next meeting

Extend the season:

- Events update: Big Eat -ZG. Event has been well received and excellent coverage off island. Mixed feedback on island but generally down to price point.. Many events have sold out though and already had applicants in for October. Learnings from April will feed into October, and confirmed as an annual event to put Guernsey on the foodie map.
- Noted again that past October – no tickets available for getting to the island (apart from LHR)

Guernsey Mark – Meeting happened to discuss challenges around the Mark. Further discussions needed as to what we do with it.

GST – update to the board on the (now 4) workstreams being carried out before July debate, which is still going ahead to schedule.

Transport Challenges on island

- Becoming critical – increasing costs, lack of drivers, storage and only x2 providers of insurance for commercial vehicles proving challenging for this industry.