

- Trading update (all) – top level if different to last time
 - General picture is very positive, with the exception of May and July. **Action:** CC/CW to feed back to VG: *Could we up the promo on Liberation? Travel in May specifically?*
 - By air, resident travel is the shortfall. Visitor traffic (classed as those starting their journey outside of the Bailiwick) is up, inter-island is up and the Paris route is up.
 - Update from NB on inter-line agreements, Jersey traffic and opportunities of business travel on Paris route.
 - CC questioned NB on Aurigny schedules as only on sale until 20 October 26. People are booking 2027. NB advised that the delay has been uncertainty on London routes. Noted the importance of getting on sale asap. **Action:** NB

- Future of the TMB
 - Lee has advised prior to meeting that committee agreed to extending contracts to end of May (formal letters not yet received).
 - Barrie advised that the recruitment process for a Chair has not been started.
 - Members reiterated that the recruitment for a new chair needs to start asap. Extension of contracts is to aid the transition and ensure continuity of the TMB and there is no appetite to continue beyond 31 May. The Board's understanding is that this was a priority action from last meeting and would like to reiterate this as an urgent one. **Action:** Lee/Committee to push forward with recruitment.

- Delivery Plan – Top 9.
 1. **Collaboration** – media coverage strong. Next good news story: various ideas discussed and keen to keep up the positive stories around tourism in the press. **Action:** all to share figures/positive stories to VG for press

 2. **Economic Evidence Reporting**

- Case studies to demonstrate ROI (Events sub-group) / Lost opportunity due to lack of funding/inc product dev.
IV updated the Board on the executive summaries he has prepared re events/product applications that the TMB couldn't fund and the economic impact they could have had on island. Plan is for these to be shared ahead of next Budget review. Stand out was lack of product development and the return that spend could deliver. **Action:** IV to remove names of the specific businesses on the summaries and share. These will form part of the handover to new TMB Chair.
- £15k 3year agreement with Floral Guernsey reported in the media. The Board pleased to see this after many discussions around their funding. FloralGuernsey will need to raise the remaining funds themselves, but great they have been supported. Committee keen to change the mindset away from 100% reliance on Government Funding and encourage businesses/charities to be self-sufficient.
- Spend survey. Cruise ££ figure: discussion around what figure should be used. Survey data suggests only £45, but response rate is under the minimum threshold normally required. Ant suggested the international cruise figure of £85 should be used. It is on some documents, but not all. More work to be done here.

3. Guernsey Ambassador Scheme

- Launched and good media pick up. Noted narrative needs tweaking slightly, but exposure was excellent
- 25 enquires so far – from business leaders to sole traders. Aurigny also expressed an interest which all agreed would be excellent. NB to ensure progresses. Train the trainer session with VG to be set up. **Action:** ZG to set up date and promote on trade workshop – plus another press release.
- IV was wearing his badge! Lots of work being done on taxi driver buy in and expects min 8-9 drivers wearing the pin by end of the month. Others will follow. Taxi driver association wont send out, but work in progress and IV confident that it will grow. Noted that a positive experience when he collected the pin.
- Incentive with free entry into certain attractions was raised. **Action:** Rob to update on this one. Noted that this will help buy in
- Discussion around the training slides and concern that they weren't inspiring enough. Reiterated this is phase one – get the buy in, raise the profile and make people mindful of their impact on the visitor experience. Plan to enhance it, review it, add modules. Phase two (if/when we have more investment) could include interactive online learning

- Agreed it needs regular review and will be on the next agenda.
4. **Visitor Levy** – committee have agreed to take forward to consultation phase and industry will be contacted. This is an ED work plan and keen to get over the line late 26/early 27 so doesn't clash with GST introduction. CC updated the Board on the current CMA guidelines and the headache it is causing the industry. If the visitor levy is introduced, the payable local fee needs to be included in advertised pricing.
 5. **Sustainability** – Nothing to add from last meeting.
 6. **Protect / Optimise bedstock** – Premier Inn building up for sale. Nothing else on this point.
 7. **Connectivity Gains**
 - Update from Ferry steering group: Brittany Ferries reporting positive forward sales. UK market is something they want to work on. Premier/Brittany have a meeting Thursday 5th. Agreement with Islands Unlimited signed and customers can now book their inter-island ferry with Islands Unlimited through BF site.
 - Proposal now received by CfED from DFDS.. Given a time line of 2-3 weeks but unsure what this is for: a decision, the launch of the sailings? **Action:** Rob to advise
 - Inter-island flights: encouraging performance since Aurigny has taken back the route.
 - LHR launch event and update on sales: update at next meeting.
 8. **Extend the season** Events update Big Eat is looking very positive. Some of the events are now sold out. English and French promo material being produced. Suggested this should be the case for all, not just this event. April sales generally looking good. No data yet to indicate if the Big Eat has directly driven the increase, but there is growth. Appetite to repeat in October. **Action:** All to continue promoting April. VG to push forward with October asap!
 9. **Increase the visitor value** - Guernsey Mark. Meeting arranged 5th March so update to follow.

- AOB
 - Future meeting dates: 8th April and 13th May. As above – alternative is 18th May before the Trade Workshop and in person
 - Ant stepping down as the Chair of the GTP and replacement to be announced shortly. He will remain an active member working on membership and ideally continue on the TMB.
 - Taxi Driver WhatsApp group – hasn't progressed but everyone keen. This will keep taxi drivers updated with arrivals at both ports and any key messaging. **Action:** Rob/Ian to pick up