

Tourism Management Board - Meeting Notes September 2025

- New Deputy – Lee Van Katwyk will be the lead for Tourism/Retail and will now sit in TMB meetings
- VG showed us Trade and Media site and shared plans to improve. They recognise that as the site has evolved, there is a lot of content that could be displayed a lot better, improved UX and easier to use dashboards. Email will be going out for feedback, but work to start on redevelopment this month, with planned launch early 2026.
- Accommodation sector research piece is a work in progress. Agreed needed but mindful of budgets.
- Hannah asked the room about the season.
 - General consensus is it's been good. French market especially.
 - Downside is French don't tip as much or use taxis, but overall, the increase in this market has been great for the island. Day trippers (with ID cards) more so than staying visitors, due to lack of passports.
 - Accommodation sector reported a hard slog and some aggressive rate cutting, but came in in the end. Aurigny also reported +1% in comparison to Jersey -1% and IOM -5%. Premier had a good season, albeit very late and noticeable increase in 2026 which is massively up on last year. The North and West Show had good attendance and noticeable increase in UK plates. Noted this week is very busy on island. Many flights full and hotels at maximum occupancy.
- Discussion around taxis and cruise – improvements made this year and drivers that are using the bays are getting the work. Other drivers starting to follow suit. Also discussion around lack of Sunday drivers and incentives to get them out.
- Cruise Steering Group – discussion around the meetings and having industry representation. VG to feed back and see if we can get trade representation. Acknowledged that some discussions are confidential, but needs industry to be at the meetings and work together, so we can plan. Noted that the resident feedback to having 2 cruise ships docked was highly positive (in contrast to pre-pandemic). Needed the lull to make people realise how valuable cruise business is to the island!
- Events funding – Zoe to share tweaked form with TMB this week for sign off

- Press release and final form to be sent out to trade next week, based on receiving same budget as last year. Funding will be allocated once budget confirmed end of October (once have budget events sub-group to meet)
- Also need to review evaluation forms from this year and streamline those for next
- Floral Guernsey – further discussion around funding for them. **IF** TMB had a product budget, we would look to support, but unlikely for the whole amount. They would need to get other funding. Rob will feed back TMB position to ED/Floral.
- Revised TMB Framework – to form the whole of the agenda for next month’s meeting.
- Trade Meeting – 21st October. Aiming for presentations from Brittany, Aurigny and Ben Levy. Deputy Van Katwyk is away, but will see if Deputy Kazantseva-Miller can attend. Agreed need political representation given that their understanding is a key strategic aim. The meeting will then follow similar format to before, where we invite industry to feedback on the Framework and make sure it is representing wider industry
- Ferry Working Group – next one 18th Sept. Working well, making positive change and shows key stakeholders how Guernsey are working together to maximise the routes.
- Aurigny will have a new COO in place by trade meeting in October. They will do the presentation at the workshop.
2026 UK regional schedules should be out in the next 2 weeks. Launching new bookable app 21st September. Likely to take on the EDI Saturday flight from Loganair, although not confirmed. Also looking at aircraft with longer range for some European routes.
- Manche Ille Express / Islands Unlimited – both had a tough start to the season but picked up. Corporate business has done well and room for further growth. 2026 in discussion.