

Tourism Management Board - Meeting Notes June 2025

Matters arising: Aurigny to launch 365 timetable by end of June. Blue Islands will follow suit, likely to be later

Occupancy Report – April

- Concerns from the GHA on their survey and that majority of respondents looking at a terrible season.
- Sub-group of TMB have met to discuss this (twice) and have invited GHA to meet to discuss/work out a plan to turn around.
- VG report now in, which is a much larger survey with 3X respondents. This is more positive but a clear divide between accommodation providers – some looking at a good season. Others are not.
 - TMB to look at cost of commissioning a market analysis of the accommodation sector to investigate what is happening. We know anecdotally, but need data.
 - VG to refocus some of the brand budget to a tactical summer piece to encourage late bookings for June-August. Today's trade mailing to include an invitation to hoteliers to submit added value offers for dates they would like to include in this campaign.

Connectivity Resilience

- Aurigny updated us on recruitment and fleet and in a positive position moving forward.
- Blue Island has cut back timetable up until 21 July. Likely to be extended as experiencing numerous operational issues. First time Blue Islands have cancelled in advance, which although a challenge does mean we can reproject some bookings

Tourism Framework Review

- Agreed needs some updating and more detail added. Updated contribution to economy figures (report being done now), stronger aims with more ambitious objectives and clearer detail on collaboration with government – focussed steering groups are proving successful.

- All to review with the intention to have an updated version ready in draft format for Trade Workshop in October. Plan is for wider trade to feed into draft and final revised version to be published in December.
- Trade workshop potential date: 14 October

Route Development

- Zoe advised process and discussion around recent fam trip of German operators: procedures and feedback to improve future experience.

Sustainability charter – all have read and agree with document. Ideally would be government led, but TMB can use event funding as a way to encourage.

- Feedback on Liberation and people not using the correct bins.
- Educational piece, especially with bigger companies to avoid SUP

AOB

- Bi-annual trade workshop with Jersey – discussed value it offers and Zoe to pick up with VJ about bringing it back, potentially March/April depending on Easter.
- Autumn Food Festival – all seem keen to do, but no one wants to take ownership and run it. Zoe and Natalie to discuss.
- TMB to fund basic French Language courses for hospitality industry. If initial one is well received, to put on more.
- Growing need to have French menus in restaurants