

Tourism Management Board - Meeting Notes July 2025

- Forward occupancy looking strong – latest survey in May showed June was already above last year. Late booking market prevails. Where hotels did have gaps, they are being filled. Some accommodations not doing so well – so VG are drilling down into occupancy further – looking at grade / property type and size – results will be shared with TMB.
- Have seen some proposed rate increases for 2026, which is a concern when we've had to discount this year.
- Hannah and Charlie attended a very positive round table with members in other industries who were complimentary of the TMB and the work being done.
- Aurigny: July was trading ahead of last year. Paris is performing well and 30% inbound.

- October Food Festival – has been parked for this year. Still lots going on with street food fest, scaled down tennerfest and other events. Zoe to collate them so we still have something to get behind for October. Clare to contact Chantal re street food website.
- Bigger plan is to work on a full program of foodie events that will take place in 2026, which will include large scale fixed price menus April and October, street food festivals, foodie talks, cycling tours, foraging and fine dining tours, etc. VG will own and bring in influencers to promote it as part of annual marketing plan. Will include some big names. Outline plan will be ready for September (brochure print deadline!) but with VG driving it – we're excited! 😊

- Discussions around structure of TMB post-election. Recommended that TMB has quarterly updates with politicians. Hannah to meet in August.
- Election results seen as very positive by members of TMB. Forward thinking, commercially minded and efficient people have got in – who want to work collaboratively and seem pro-tourism/champion increased investment.

- Art for Guernsey have started work in the Old Quarter using the TMB's funding that was moved from cricket. Already making excellent progress.

- Islands Unlimited have had a challenging start to the season and have a few operational issues to iron out. Comms needs work when sailings delayed and it is a smaller vessel so if the sea is rough, you need to have a strong stomach(!) but overall, a good service and well used already. Currently not ideal for older passengers but keen to support and promote. They are looking at a scaled down winter service.
- Noted that Alderney – Jersey route has had a slow start with only 1-2 pax per flight.
- There is an issue with taxis– likely down to delays in arrivals, but pre-booked cars not showing up. Meeting between Ports and Taxi Association to take place.
- Raised that Blue Islands are insisting people check in even though they know flight is delayed. Nico advised this is because some airports (inc LGW) have a security system that doesn't work if a passenger tries to go through after the boarding time on their ticket.
- Discussions around Blue Islands issues and the code share flights. They are still an aircraft down so will see continued problems.