

VISIT JERSEY LIMITED
FINANCIAL STATEMENTS
AT 31 DECEMBER 2017

VISIT JERSEY LIMITED

DIRECTORS

K Beecham (Chief Executive)

NON-EXECUTIVE DIRECTORS

K C Keen (Chairman)

D R Seymour (Vice Chairman & Senior Independent)

J D Bannister

T J Crowley

M A Graham

C Leech

S J Watts

SECRETARY

K Beecham

BUSINESS ADDRESS

Second Floor
Tradewind House
22 Esplanade
St Helier
Jersey, JE2 3QA

REGISTERED OFFICE

Second Floor
Tradewind House
22 Esplanade
St Helier
Jersey, JE2 3QA

AUDITOR

Alex Picot
Chartered Accountants
95/97 Halkett Place
St Helier
Jersey, JE1 1BX

VISIT JERSEY LIMITED
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FOR THE YEAR ENDED 31 DECEMBER 2017

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VISIT JERSEY LIMITED

REPORT OF THE DIRECTORS

The directors present their report and the financial statements for the year ended 31 December 2017.

INCORPORATION

The company was incorporated in Jersey, Channel Islands on 26 September 2014 with the registered company number 116716.

PRINCIPAL ACTIVITIES

The company's principal activity is the promotion of tourism to and within Jersey.

RESULTS FOR THE YEAR

The results for the year are set out on page 9.

DIVIDEND AND TRANSFER TO RESERVES

The directors do not recommend payment of a dividend.

DIRECTORS

The directors who held office during the year were:

K C Keen (Chairman)
J D Bannister
T J Crowley
M A Graham
D R Seymour
S J Watts
K Beecham
C Leech

AUDIT & RISK COMMITTEE

The Board has established an Audit & Risk committee, which is chaired by Tim Crowley and includes Doug Bannister and Kevin Keen. By invitation the meetings of the Committee may be attended by the Chief Executive and external auditors. The purpose of the Committee is to:

- Review the audited financial statements and where appropriate recommend their adoption to the Board.
- To oversee the external audit process and manage the relationship with the external auditors.
- To review and monitor the adequacy, operation and effectiveness of the Company's internal financial controls.
- To review and monitor key risks faced by the Company and make recommendations on their mitigation as appropriate.
- To make recommendations to the Board as to the re-election and remuneration of the auditors.

REMUNERATION COMMITTEE

The Board has established a Remuneration Committee, which is chaired by David Seymour and includes Mike Graham and Sam Watts. By invitation meetings of the Committee may be attended by the Chief Executive. The purpose of the Committee is to:

- Review and determine the level of remuneration of the Chief Executive. Executive Director remuneration is designed to promote the long-term success of the Company and performance related elements are designed to be relevant and stretching, with the long-term success of the Company in mind.
- Review and determine the level of remuneration for senior employees and the overall framework of salaried staff remuneration and costs.
- Review periodically the terms and conditions of employment of the Chief Executive and senior employees.

REMUNERATION OF DIRECTORS

Directors' fees are paid only to non-executive directors and in 2017 totalled £93,000 (2016: £99,000) of which £21,000 (2016: £21,000) was paid to the Chairman. Annual Fees are £12,000 (2016: £12,000) for a non-executive Director and £21,000 (2016: £21,000) for the Chairman.

VISIT JERSEY LIMITED

REPORT OF THE DIRECTORS (CONTINUED)

DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

The directors are required to prepare financial statements for each financial period under the Companies (Jersey) Law 1991. As permitted by applicable legislation the directors have elected to prepare the financial statements in accordance with United Kingdom Accounting Standards and applicable law. The financial statements are required to give a true and fair view of the state of affairs of the Company and the profit or loss of the Company for that year.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the requirements of applicable legislation. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as the directors are aware, there is no relevant audit information (information needed by the company's auditors in connection with preparing their report) of which the company's auditors are unaware and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITOR

The auditor, Alex Picot, has indicated its willingness to continue in office.

Second Floor, Tradewind House,
22 The Esplanade, St Helier
Jersey, JE2 3QA

15 April 2018

BY ORDER OF THE BOARD



SECRETARY

VISIT JERSEY LIMITED

CHAIRMAN'S STATEMENT

The recovery of our Island's tourism sector continued in 2017 as we welcomed 727,000 visitors to Jersey who went on to spend £250 million in our economy. 413,000 of the total visitors were staying on holiday, which was the best for a decade. In the second half of the year (where there was a consistent measurement basis) the number of visitors staying in major forms of accommodation was up 18% whilst the number of visitor nights increased by 6% reflecting the shortening stays. Without the 27% reduction in day trips representing some 41,000 visitors we would have easily exceeded our target of 749,000 visitors set in the 2015 destination plan. A further reminder of a simple but important fact, without ways to get to Jersey our marketing efforts will be wasted.

In 2017 substantial effort was made to promote the many things visitors can enjoy when coming to Jersey (which we call product) that make their stay even more memorable and encouraging visitors to be advocates of #TheIslandBreak. Probably the most significant new "product" in 2017 and one that shows huge promise was The Super League Triathlon, which we are delighted will be returning in 2018 and beyond. Of course, local residents also benefit from new and existing product enjoyed by visitors. From Jersey Zoo to great restaurants, from our rich heritage assets to incredible experiences like a journey to Les Minquiers by Rib. Jersey has so much to offer in a convenient and safe location.

The States of Jersey invested tax payers money totalling £5.1 million for the year, of which £200,000 was to support the establishment of Events Jersey and the development of events led tourism. The vast majority of the remaining £4.9 million was spent marketing the Island as an all year-round tourist destination. Each marketing campaign is carefully evaluated for value for money to ensure that the Island's investment is being deployed to greatest effect, which is wholly appropriate and a matter of great pride for the team. In addition to those measures there was course the £250 million of what are effectively export earnings (including an estimated £12.5 million of GST) which further confirms the wisdom of ongoing States support for an industry that provides so many benefits to our community.

During 2017 Tourism Economics published their report on the economic contribution of tourism to Jersey and the opportunity for greater productivity. For the first time we saw the full impacts of tourism on our economy showing that when indirect and induced impacts were taken into account tourism accounted for 8.3% of Gross Value Added and 12.6% of all jobs. They also confirmed the opportunity for greater productivity by building visitor numbers in the shoulder months, even with the improvements in marketing only two-thirds of available rooms were sold in 2017 demonstrating the potential for more visitors without more hotel rooms. We very much hope that the recovery will encourage more investment capacity in addition to the very welcome opening of the Premier Inn this year. Confidence to invest by the private sector will be dependent though on joined up policies from Government that do not encourage on one hand but seem to punish with the other. An opportunity for government to demonstrate this joined up approach will be the implementation of any new migration policy. As a service industry the sector must be able to recruit the people it needs to give great service to its customers and replace employees if they move onto other sectors to develop their careers.

As previously noted though, the benefits of a vibrant visitor economy go beyond the purely economic, because:

- It is synergistic with our financial, digital & agricultural industries in supporting many high quality hotels and restaurants.
- Visitors underpin the viability of numerous routes by air and sea for the benefit of local residents whether on holiday or business.
- Visitor spending is crucial to the financial viability of many leisure facilities enjoyed by Islanders.
- Customer service training and work ethic gained working in the tourism sector is almost certainly the foundation of many successful careers in other sectors.
- Tourism provides important diversity to our economy.

Jennifer Ellenger and Suzanne Kirk left the team in 2017 we wish them well for the future and thank them for their efforts. We have recently welcomed Sarah Barton as Head of Trade who will be based in the UK promoting Jersey as a destination to the important trade sector. Sarah has extensive experience of this sector and we are excited about the contribution she can make.

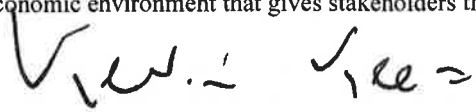
VISIT JERSEY LIMITED

CHAIRMAN'S STATEMENT (continued)

David Seymour is stepping down from the Board at the forthcoming AGM. His contribution to the Tourism Shadow Board and Visit Jersey Limited has been incredible, David's experience, expertise and passion for tourism in Jersey will be hard to replace but we know we can count on his continued feedback and support as a major stakeholder. We will be looking to replace David during the summer. Subject to her election at the AGM we will be welcoming Amanda Willmott to the Board, she brings extensive marketing and hospitality experience and being based in the UK another external perspective to our work.

As the proverb goes success has many fathers and in Jersey's case many mothers, who all work so hard to provide visitors with a great experience. We are sincerely grateful to them all. The Minister for Economic Development, Tourism and Culture Senator Lyndon Farnham and his team deserves special mention and thanks for their continued support. Then of course there is Keith Beecham, his team and my board colleagues who are all dedicated to the achievement of our vision. I record my thanks to them all.

When the Tourism Shadow Board set the 1 million visitor target back in 2013, it was clearly intended to be bold and inspirational but realistic. Of course, that total includes visitors that we have very limited influence over such as those that come for business purposes or to stay with friends and relatives. Delivery will also be subject to many external factors where we have little or no control such as the value of sterling or the decisions of airlines. However, we remain convinced that the 1 million visitors and £500 million of on-island spend is eminently possible by 2030, but it will not be easy. The global tourism industry may be huge and growing but it is also highly competitive. Continued success will come through more hard work, more understanding of the value of the sector and an economic environment that gives stakeholders the confidence to continually innovate and invest.



Kevin Keen
CHAIRMAN

Date: 18th Apr. 2018

VISIT JERSEY LIMITED

CHIEF EXECUTIVE'S REPORT

Our Role

Visit Jersey began trading on 30th March 2015. We promote tourism to and within Jersey in an innovative, economic and efficient way thus delivering on our vision of a vibrant sustainable tourism industry. Over the longer term our priorities are to:

- Inspire visitors from overseas to visit and explore Jersey,
- Maximise public investment through partner engagement, and
- Advise government and the industry on tourism issues, particularly those affecting our competitiveness.

Our vision is to help the world fall in love with Jersey and our mission is to “Champion Tourism” and “Tell Great Stories”.

2017 was a busy year for Visit Jersey as we set about creating seasonal marketing campaigns and developed a strong product strategy. These efforts were direct help address the 21 recommendations detailed in the Jersey Destination Plan. It was a year of substantial achievements across a wide range of areas.

Jersey welcomed 413,200 people for a staying holiday to our amazing island during 2017. This was the third year of growth and the best growth since 2007 and beat our 2017 target of 373,800 staying holiday visitors. More first time holiday makers are coming. We are encouraged that 52% of those visiting for Holiday/Leisure said that this was their first visit to Jersey. Historically, this figure was slightly less than 50%.

Total visitors (which includes day trips, visiting friends and relatives, and business travellers) were 726,809, 5% above 2016 and 3% below the 749,000 target for total visitors. Staying business visitors at 57,677 were down by 5,323 (-18%). 65% of visits in 2017 were from the UK, France accounted for 18%, Guernsey was 5% and Germany 3%. The total spend from all our visitors was £250.2 million, up 10% on the previous year.

Marketing Trade and Product Activity

There are three broad strands to our activities; marketing, trade and product. Jersey is competing in the global tourism economy and we aim to ensure our efforts are of the highest order. Executives presented at a number of conferences including at World Travel Market and at the Digital Tourism Think Tank's Global event 'Aligning Audiences with Brands'.

Marketing

In 2016 we launched a new brand for Jersey. During 2017 we rolled out winter, summer and autumn marketing campaigns. We also ran several marketing initiatives focused on one-off opportunities such as broadcasting adverts featuring one of our island ambassadors, Gordon Hunt, the Head Ape Keeper at Jersey Zoo on the ITV hub, Twitter and Facebook timed around the popular ITV series “The Durrells”. All this marketing activity in 2017 generated a little over 750,000 referrals for our commercial partners.

Jersey.com, our consumer website continued to be enhanced and re-engineered to improve the customer experience and provide improved level of referrals to our partners. The ‘Stay’ and ‘See & Do’ pages have all been completely refreshed.

Product and Events Activity

We relaunched our “Partnership Programme” in July. The programme provides a framework for on-island suppliers across accommodation and attraction sectors to work with Visit Jersey. This Gold/Silver/Bronze tiered approach allowed us to tailor our services to the specific needs of individual partners. We have 26 gold and silver partners.

We recognise the role of events, festival and business events have in supporting our ambition to increase productivity and enhance the competitiveness of the economy. To reflect this, an events strategy was developed to help provide opportunities to drive incremental visitor spend.

After consultation with accommodation suppliers it was decided to stop the Jersey Quality Assured grading scheme and recommend the AA scheme.

VISIT JERSEY LIMITED

CHIEF EXECUTIVE'S REPORT (continued)

Trade Activity

In Germany, Switzerland and Holland we co-funded several tour operator co-operative initiatives to sustain and build route connectivity; often working with Visit Guernsey to promote travel to the Channel Islands from these countries. Seat numbers from Germany in 2017 fell due to the difficulties experienced by Air Berlin. The prospects for 2018 are brighter.

In 2017 we exhibited at a number of travel trade shows, the three biggest were Explore GB in Brighton and ITB Berlin (both in March 2017) and World Travel Market in London (November)- the last as the Channel Islands with Visit Guernsey. Tourism suppliers partnered for both events and met with tour operators to discuss plans for 2018.

The surplus of £132,338 shown on the Statement of Income and Retained Earnings is, to a significant part, due to the delay in appointing a Head of Trade until 2018 and associated programme costs.

Operational Achievements

Working in partnership with The Ports of Jersey and Jersey Heritage, over 112,000 visitors to the island were helped at the Tourist Information Centre sited within Jersey Museum at the Weighbridge. Jersey provides information on-island to help visitors feel a sense of welcome and get more from their stay.

Our customer relationship, digital asset management and content management systems are all cloud-based. Visit Jersey began preparing for the introduction of the General Data Protection Regulations (GDPR) in 2018. Staff continued with their individual personal development linked to the 2017 Visit Jersey Business Plan. Meryl le Feuvre was promoted to Head of Product and following consultation developed a new Product Strategy to include Events Jersey.

We can also report that Visit Jersey has provided accommodation and infrastructure support to John Garton of Genuine Jersey, who is co-located with us.

Policy Matters

The Jersey Destination Plan, published in 2015, frames the challenges and opportunities facing the tourism and hospitality sector. We were pleased to consult throughout the year with States officers to help with the proposed revision to the 1948 Tourism Law.

During the year, Visit Jersey provided input to various reviews including waste charges and workforce matters emphasising the value of the Jersey visitor economy.

In autumn, at a series of stakeholder meetings we shared our Product Strategy and established a Product Action Group to steer this important initiative forward.

The Future

We have a talented team in place, some excellent marketing and trade agencies helping us and established processes to manage our business. We have a board that is passionate, professional and supporting the executive team to deliver great results. Yet we are only at the start of our journey to revitalise the Jersey visitor economy. We will continue to pursue a partnership approach, with on and off-island partners, to further our ambitions for the Jersey visitor economy. This momentum will not change in 2018. We will develop a new trade strategy in 2018 to work alongside out marketing and product strategies.

At our core, we are storytellers; creating and curating great stories about Jersey that provide reasons for people to come to Jersey. We will deliver opportunities for industry partners to work with Visit Jersey to support their and our objective of sustainable growth and productivity improvement for this vital sector of Jersey's economy.

Keith Beecham
CHIEF EXECUTIVE



Date: 18th April 2018

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF VISIT JERSEY LIMITED

Opinion

We have audited the financial statements of Visit Jersey Limited (the "company") for the year ended 31 December 2017 which comprise the Statement of Income and Retained Earnings, the Balance Sheet and the Notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion, the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2017 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accounting Standards;
- have been prepared in accordance with the requirements of the Companies (Jersey) Law 1991.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF VISIT JERSEY LIMITED (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Companies (Jersey) Law 1991 requires us to report to you if, in our opinion:

- proper accounting records have not been kept;
- returns adequate for the audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement set out on page 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

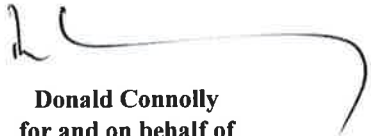
Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

This report is made solely to the company's members, as a body, in accordance with Article 113A of the Companies (Jersey) Law, 1991. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

19 April 2018



Donald Connolly
for and on behalf of
Alex Picot Chartered Accountants

VISIT JERSEY LIMITED**STATEMENT OF INCOME AND RETAINED EARNINGS****FOR THE YEAR ENDED 31 DECEMBER 2017**

	Note	2017 £	£	2016 £	£
INCOME					
Grant from States of Jersey		5,100,000		5,100,000	
Other net income		33,169		114,091	
		<u>5,133,169</u>		<u>5,214,091</u>	
OPERATING EXPENSES					
Marketing Costs		3,517,622		3,667,799	
Staff Costs	3	894,826		911,254	
Other Operating Costs		588,383		603,001	
		<u>5,000,831</u>		<u>5,182,054</u>	
SURPLUS FOR THE YEAR	4	132,338		32,037	
OTHER COMPREHENSIVE INCOME			-		-
TOTAL COMPREHENSIVE INCOME FOR THE YEAR		132,338		32,037	
BALANCE BROUGHT FORWARD		211,467		179,430	
BALANCE CARRIED FORWARD		<u>£343,805</u>		<u>£211,467</u>	

The company has not made any acquisitions or discontinued any operations during 2016 and 2017. The revenue derives entirely from continuing operations. Furthermore the company made no recognised gains or losses during the year other than as reported in the statement of income and retained earnings.

The notes on pages 11 to 15 form part of these financial statements.
Independent auditor's report on pages 7 and 8.

VISIT JERSEY LIMITED

BALANCE SHEET AT 31 DECEMBER 2017

	Note	2017		2016	
		£	£	£	£
TANGIBLE FIXED ASSETS	5		22,103		40,206
CURRENT ASSETS					
Debtors	6	39,703		56,748	
Cash at bank		954,789		816,862	
		<u>994,492</u>		<u>873,610</u>	
CREDITORS: Amounts falling due within one year	7	<u>672,787</u>		<u>702,346</u>	
NET CURRENT ASSETS			321,705		171,264
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>£343,808</u>		<u>£211,470</u>
CAPITAL AND RESERVES					
Called up share capital	9		3		3
Reserves			343,805		211,467
Shareholder's Funds			<u>£343,808</u>		<u>£211,470</u>

The financial statements were approved by the Board on ^{18th April} 2018 and signed on its behalf by:

V. V. V. V. V.

 Director

[Signature]

 Director

The notes on pages 11 to 15 form part of these financial statements.
 Independent auditor's report on pages 7 and 8.

VISIT JERSEY LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2017

1. GENERAL INFORMATION

Visit Jersey Limited is a private company limited by shares, incorporated in Jersey. The company's principal place of business, which is also its registered office, is Second Floor, Tradewind House, 22 Esplanade, St Helier, Jersey.

The principal activity of the company is the promotion of tourism to and within Jersey.

2. ACCOUNTING POLICIES

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all of the years presented, unless otherwise stated.

2.1 Statement of compliance

The financial statements have been prepared in compliance with FRS102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", adopting the presentation and disclosure requirements of chapter 1A, and the Companies (Jersey) Law, 1991, as amended.

2.2 Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with FRS102.

2.3 Turnover

Turnover represents amounts invoiced in respect of goods sold and services provided during the year.

2.4 Other income

The States of Jersey grant and bank deposit interest are credited to the statement of income and retained earnings when they are due to the company.

2.5 Expenses

Expenses are recognised on an accruals basis.

2.6 Depreciation

Depreciation is provided using the following rates and bases to reduce by annual instalments the cost of the tangible assets over their estimated useful lives:-

Leasehold improvements	-	straight line over 3 years
Display Fixtures	-	straight line over 5 years
Computer Equipment	-	straight line over 2 to 3 years
Office Equipment	-	straight line over 2 to 5 years

2.7 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation.

2.8 Taxation

The company is subject to Jersey income tax at 0%.

2.9 Financial Instruments

The company has chosen to adopt Sections 11 and 12 of FRS102 in respect of financial instruments.

(a) Financial assets

Basic financial assets, including trade and other receivables and cash and bank balances, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at the market rate of interest. Such assets are subsequently stated at amortised cost using the effective interest method.

VISIT JERSEY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

FOR THE YEAR ENDED 31 DECEMBER 2017

2. ACCOUNTING POLICIES (continued)

2.9 Financial Instruments (continued)

(b) Financial liabilities

Basic financial liabilities including trade and other payables and bank loans are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost using the effective interest method.

(c) Impairment

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying value and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss. If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

2.10 Foreign exchange

Foreign currency transactions are translated into the functional currency using the rate of exchange on the date of the transaction.

At each year end foreign currency monetary items are translated at the closing rate. Non-monetary items measured at historic cost are translated at the exchange rate on the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

Foreign exchange gains and losses resulting from the settlement of transactions and from the translation at year end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised through the statement of income and retained earnings.

3. STAFF COSTS

Visit Jersey Limited employed 13 members of staff during the year (2016: 15) and their total remuneration for the year they were employed falls within the following pay bands:

	2017 No.	2016 No.
£100,000 to £124,999	1	1
£75,000 to £99,999	1	1
£50,000 to £74,999	4	4
£49,999 and under	7	9
	<hr/>	<hr/>
	13	15

VISIT JERSEY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

FOR THE YEAR ENDED 31 DECEMBER 2017

4. SURPLUS FOR THE YEAR

Surplus for the year is stated after charging the following:

	2017 £	2016 £
Depreciation	25,189	22,696
Audit Fee	5,040	4,480
Non-Executive Directors Fees	93,000	99,000
	<hr/>	<hr/>

5. TANGIBLE FIXED ASSETS

	Leasehold Improvements	Display Fixtures £	Computer Equipment £	Office Equipment £	Total £
Cost					
At 1 January 2017	22,587	-	26,331	17,783	66,701
Additions	-	3,800	3,286	-	7,086
At 31 December 2017	<hr/> 22,587	<hr/> 3,800	<hr/> 29,617	<hr/> 17,783	<hr/> 73,787
Depreciation					
At 1 January 2017	7,529	-	12,034	6,932	26,495
Charge for the year	13,176	760	8,072	3,181	25,189
At 31 December 2017	<hr/> 20,705	<hr/> 760	<hr/> 20,106	<hr/> 10,113	<hr/> 51,684
Net book value					
At 31 December 2017	<hr/> £1,882	<hr/> £3,040	<hr/> £9,511	<hr/> £7,670	<hr/> £22,103
At 31 December 2016	<hr/> £15,058	<hr/> £Nil	<hr/> £14,297	<hr/> £10,851	<hr/> £40,206

6. DEBTORS

	2017 £	2016 £
Accounts receivable	7,642	16,584
GST refund due	15,012	23,393
Prepayments	9,409	9,424
Sundry debtors	7,640	7,347
	<hr/> £39,703	<hr/> £56,748

VISIT JERSEY LIMITED**NOTES TO THE FINANCIAL STATEMENTS (continued)****FOR THE YEAR ENDED 31 DECEMBER 2017****7. CREDITORS: Amounts falling due within one year**

	2017	2016
	£	£
Trade creditors	587,014	547,031
Bank overdraft	-	57,107
Sundry creditors and accruals	85,773	98,208
	<u>£672,787</u>	<u>£702,346</u>

8. FINANCIAL COMMITMENTS

At 31 December 2017 the company had the following future minimum lease payments under non-cancellable operating leases for each of the following periods:

	2017	2016
	£	£
Within one year	17,102	29,376
Within two to five years	-	29,376
After five years	-	-
	<u>£17,102</u>	<u>£58,752</u>

Subsequent to the year end Visit Jersey Limited entered into a new nine year lease with an annual rental of £42,921 commencing from 13th October 2018.

9. CALLED UP SHARE CAPITAL

	2017	2016
Authorised		
10,000 Ordinary shares of £1 each	£10,000	£10,000
Allotted, called up and fully paid		
3 Ordinary shares of £1 each	£3	£3

10. RELATED PARTY TRANSACTIONS

Visit Jersey Limited received a grant of £5,100,000 (2016: £5,100,000) from the States of Jersey during the year, £200,000 (2016: £100,000) of which was for "Events Jersey". All services consumed by the company from the different departments of the States of Jersey and its subsidiaries are on an arm's length basis.

Mr D Bannister, a director of the company, is also a director of Ports of Jersey Limited. During the year ended 31 December 2017 the company spent £234,995 (2016: £276,398) on services provided by Ports of Jersey Limited, which was on an arm's length basis.

11. CONTROLLING PARTY

The Company is wholly owned by a non-charitable purpose trust, the Visit Jersey Trust, and by definition the company has no controlling party.

VISIT JERSEY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

FOR THE YEAR ENDED 31 DECEMBER 2017

12. CAPITAL COMMITMENT

At 31 December 2017 the company had the following capital commitments:

	2017	2016
	£	£
Authorised but not contracted or provided for in the financial statements:		
Premises fit-out costs	60,000	-
	<hr/> £60,000	<hr/> £-