

Jersey Destination Plan Refresh Survey findings

David Edwards

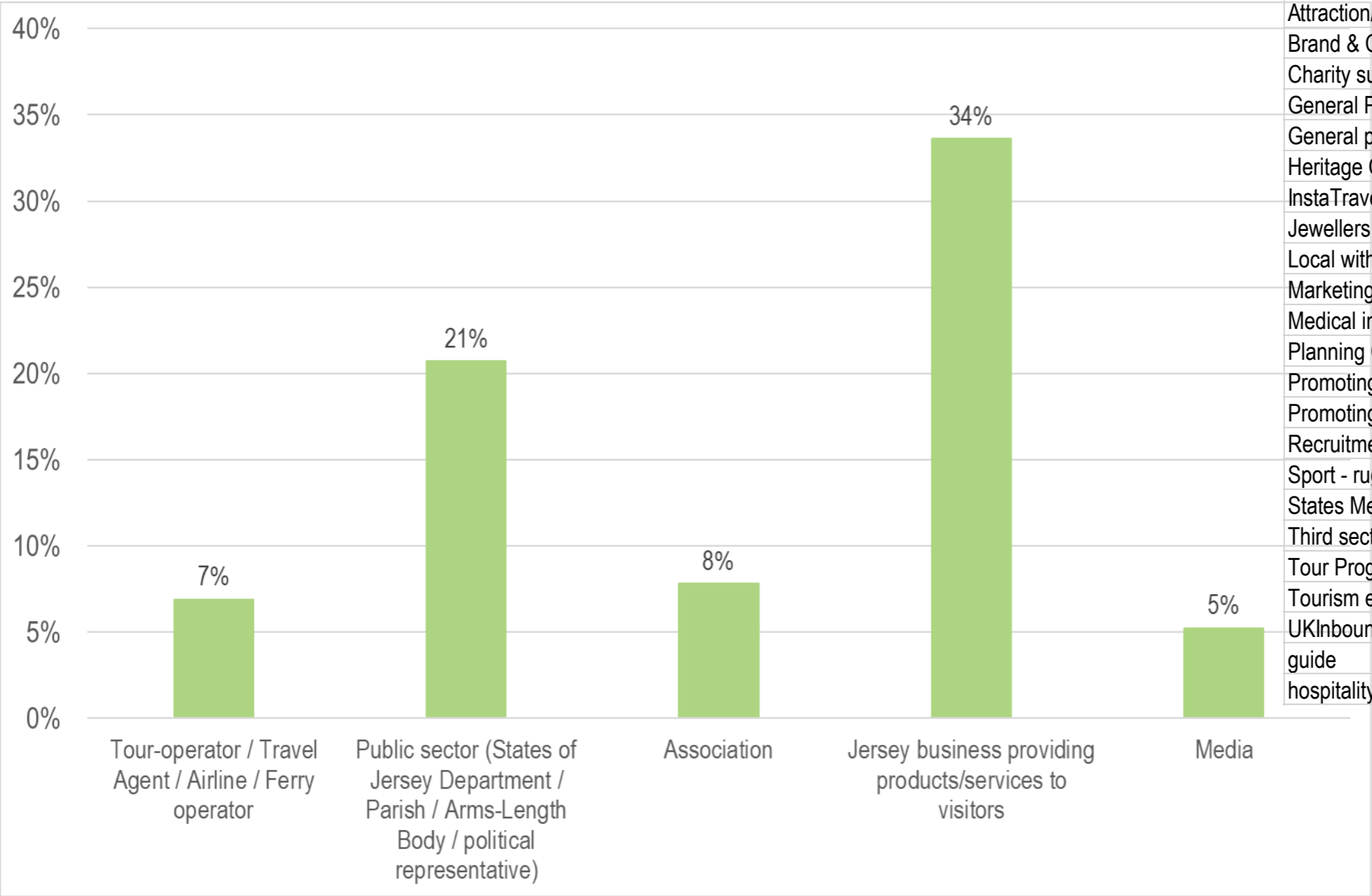
November 2018



About the survey

- Around 20 minute online survey
- Promoted across all VJ business channels
- Gained 79 responses

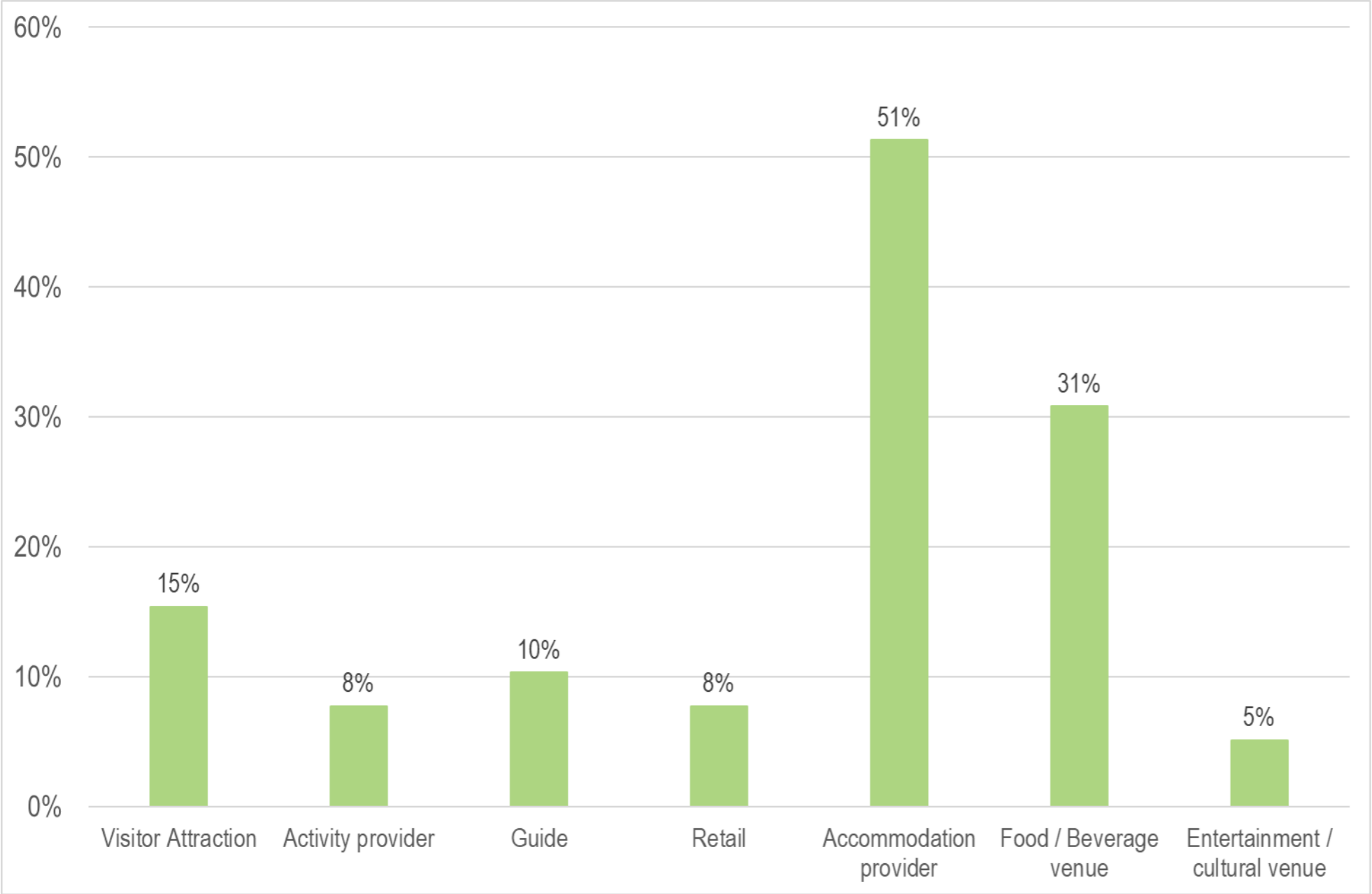
Who took part?



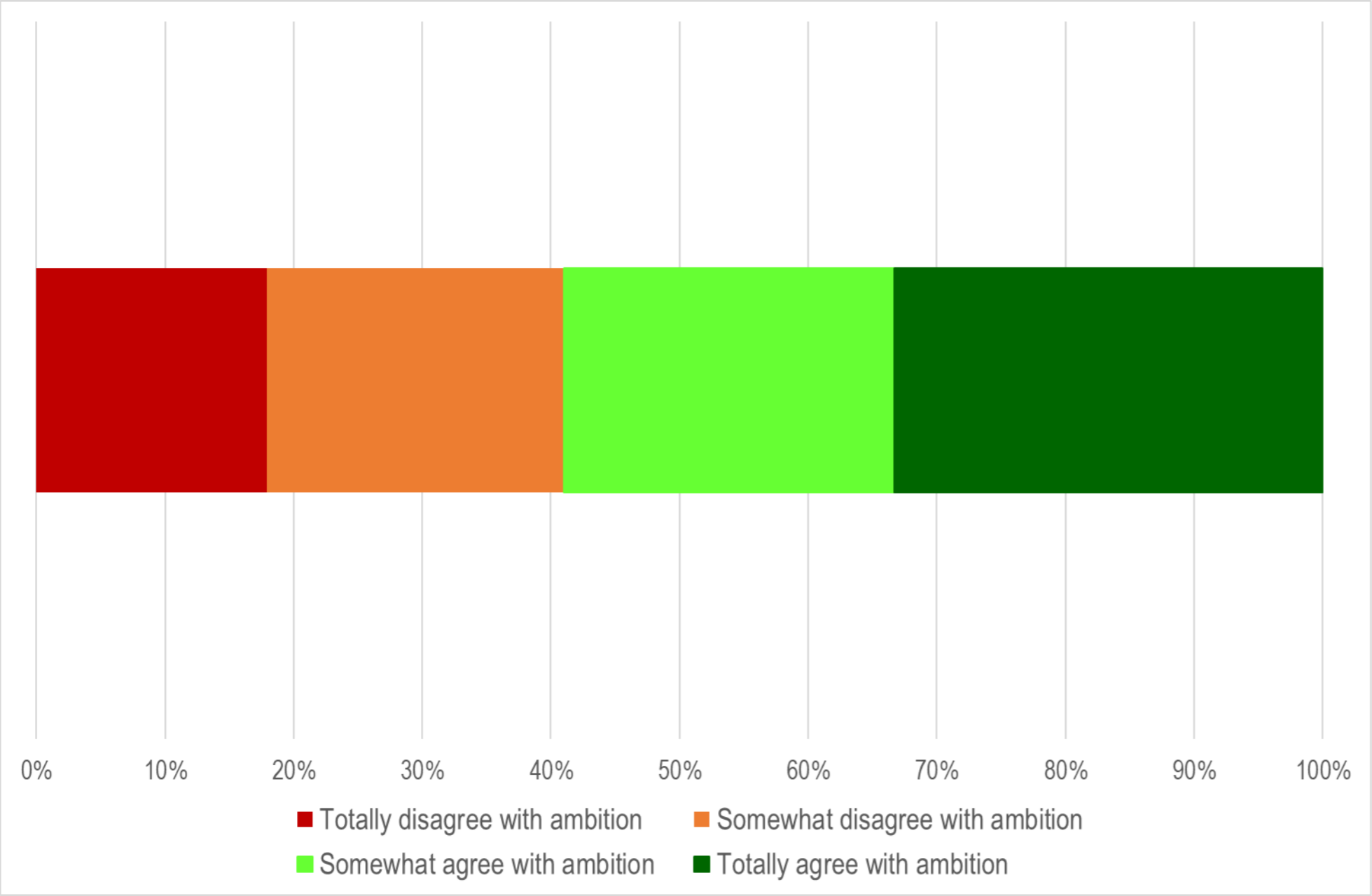
A resident
Attraction/Galllery
Brand & Concept development for destinations
Charity supplying equipment to visitors.
General Public
General public
Heritage Organisation
InstaTraveler
Jewellers
Local with keen interest in boosting tourism.
Marketing company
Medical industry
Planning Consultant
Promoting Jersey has a great destination
Promoting Jerseys Inner History
Recruitment
Sport - rugby
States Member
Third sector
Tour Programme Manager and lead guide
Tourism education
UKInbound
guide
hospitality consultant



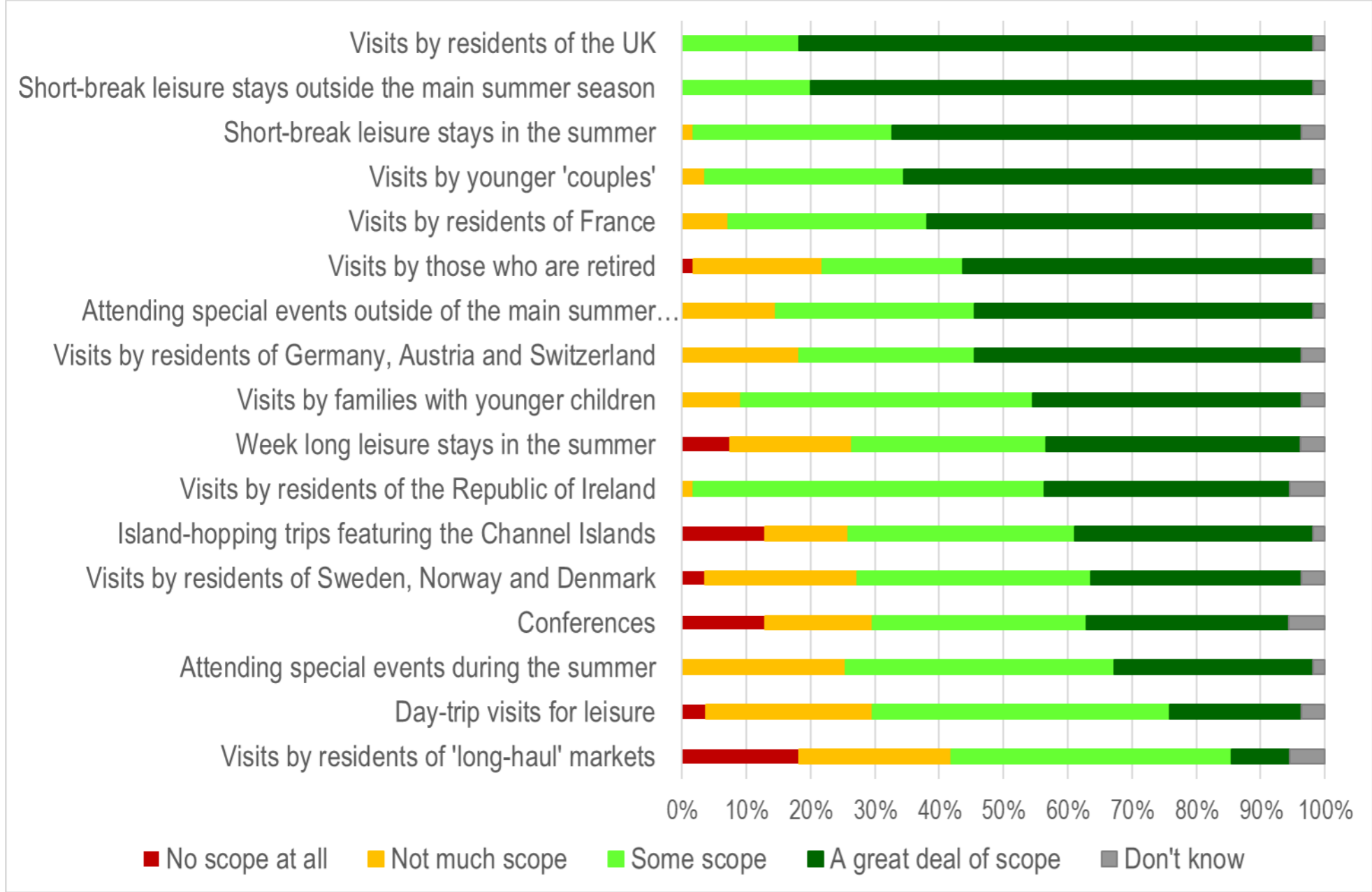
Nature of business



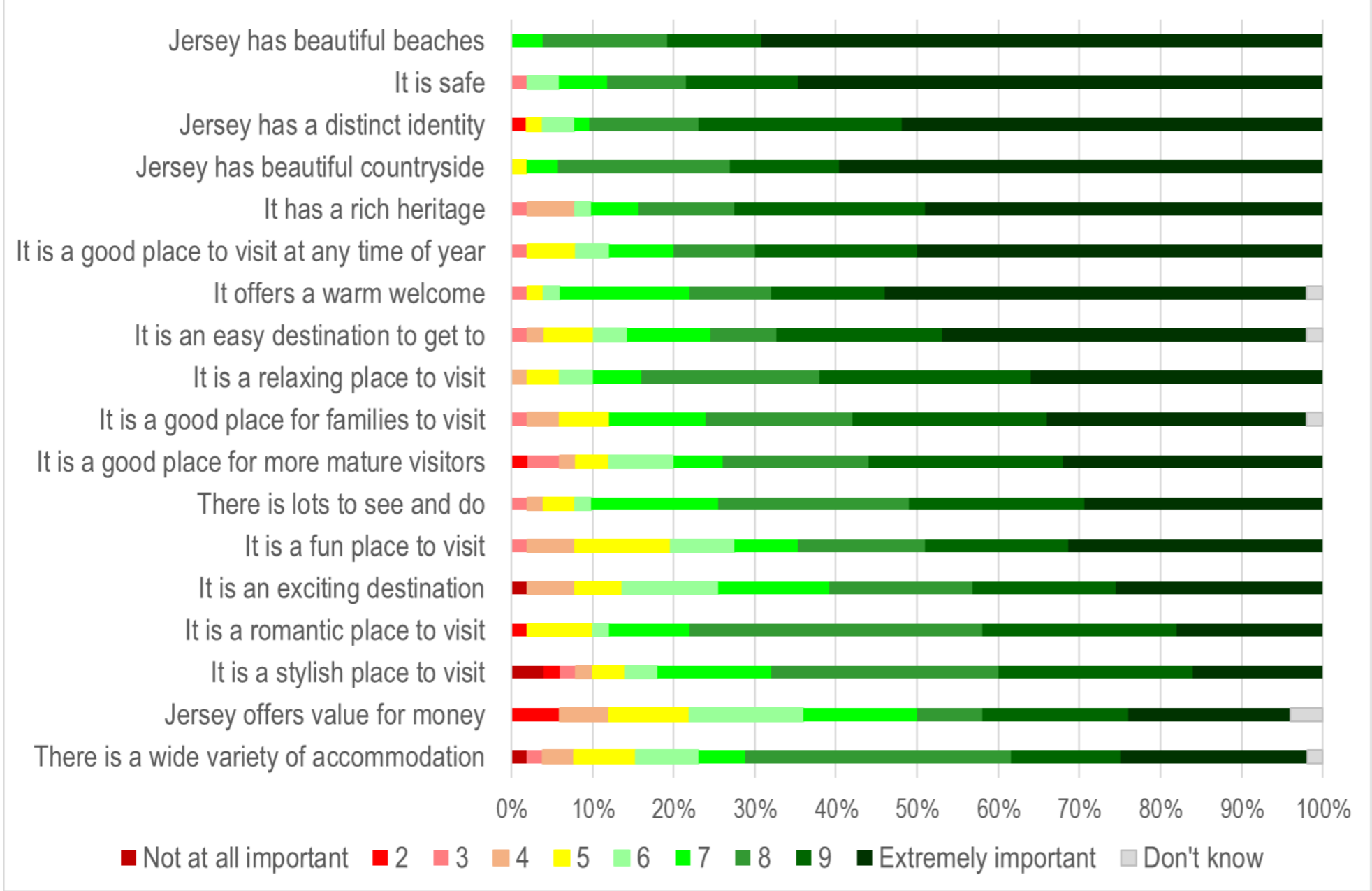
Opinion on 1m visitors spending £500m ambition



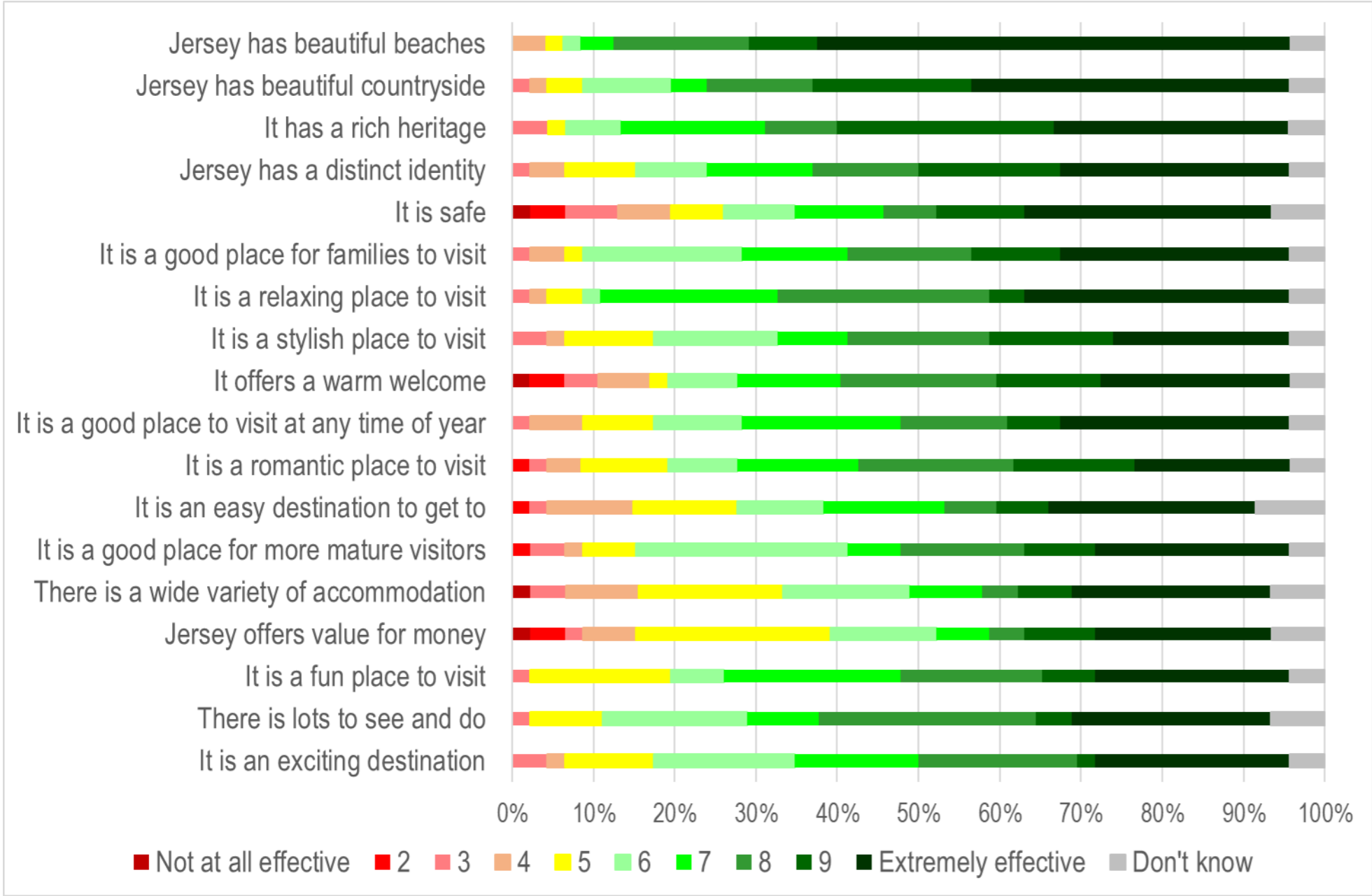
Which markets offer scope to grow?



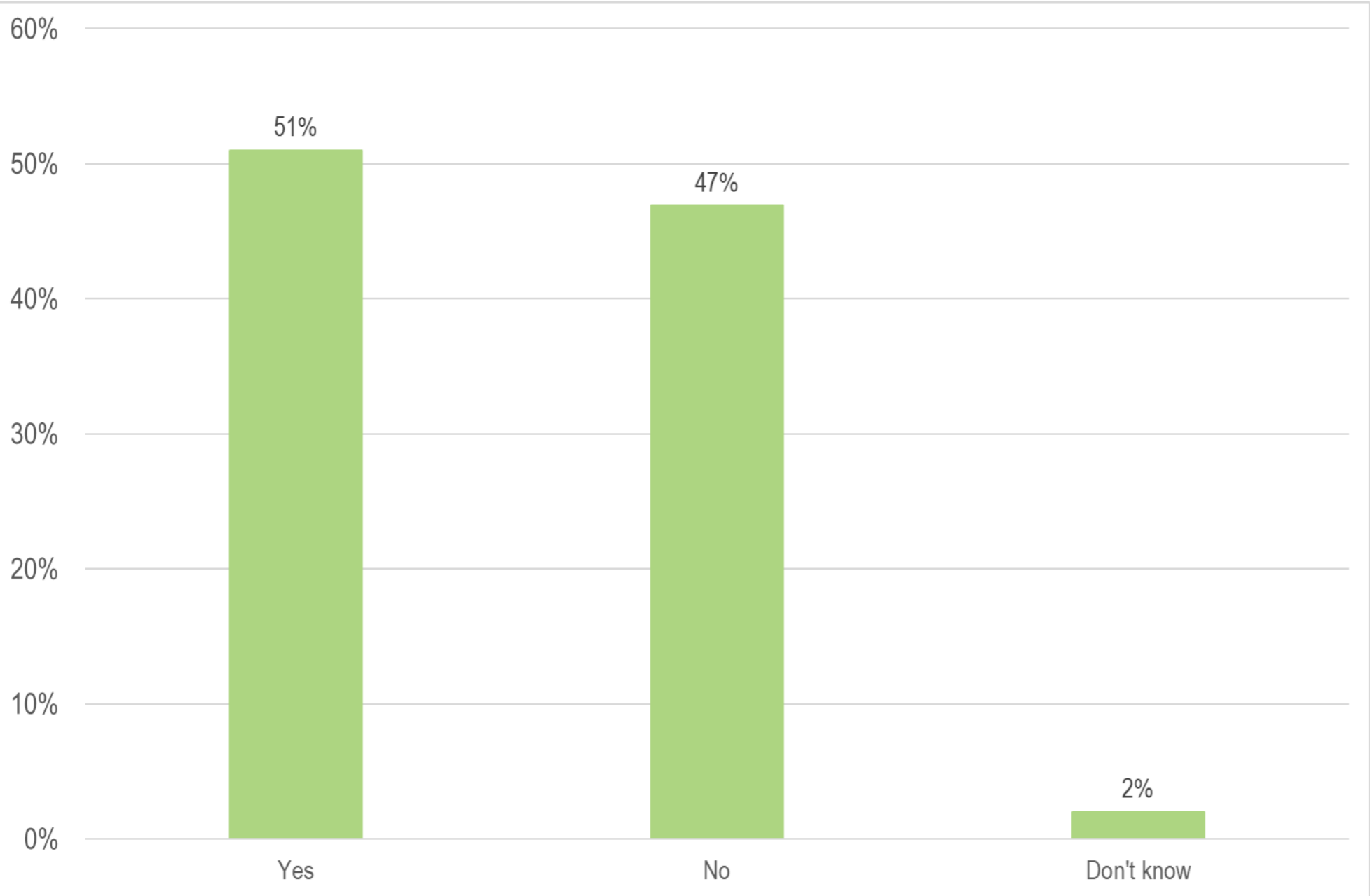
Importance of promoting attributes



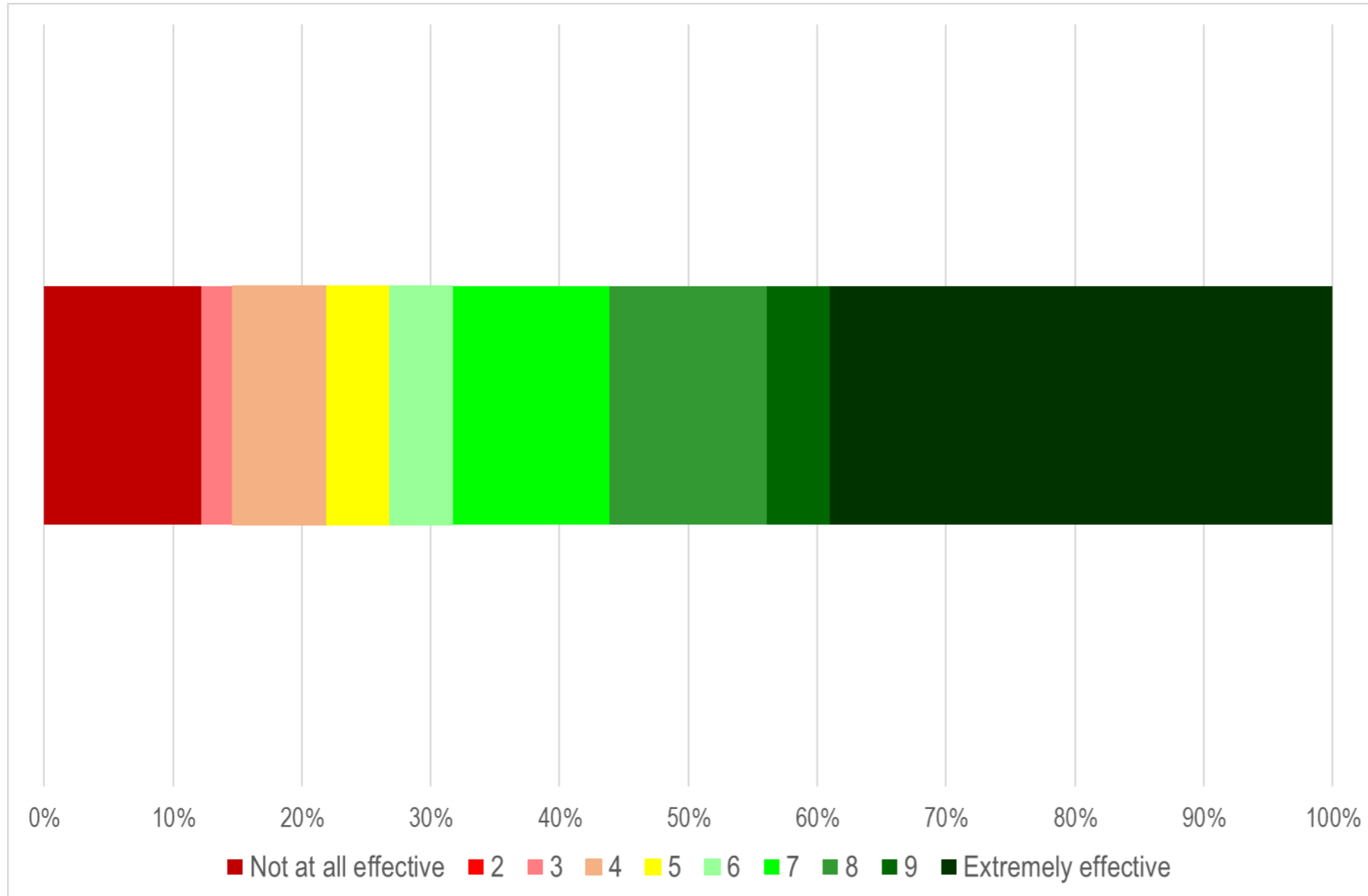
Effectiveness of promoting attributes past 2 years



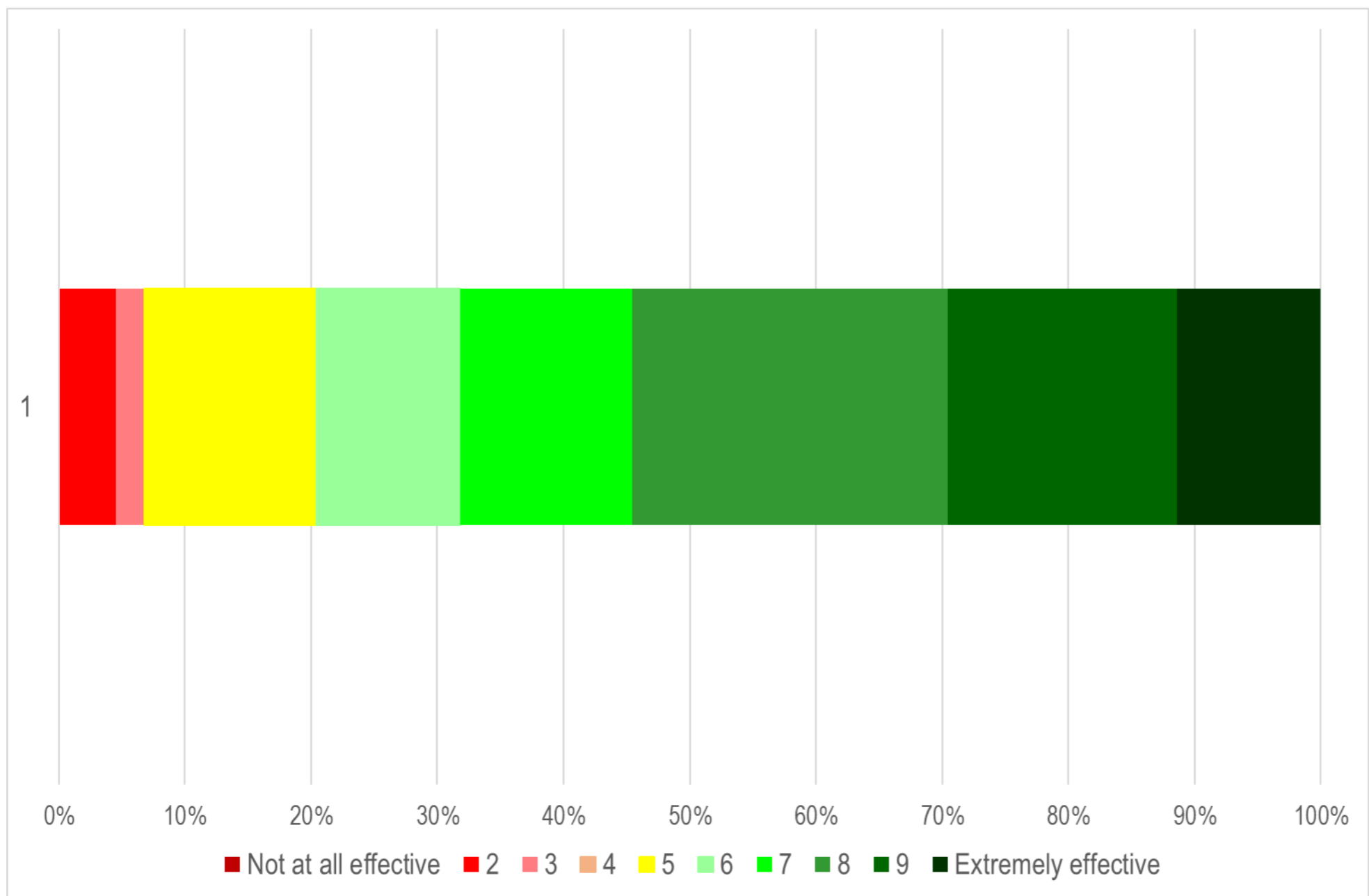
Whether used #theislandbreak



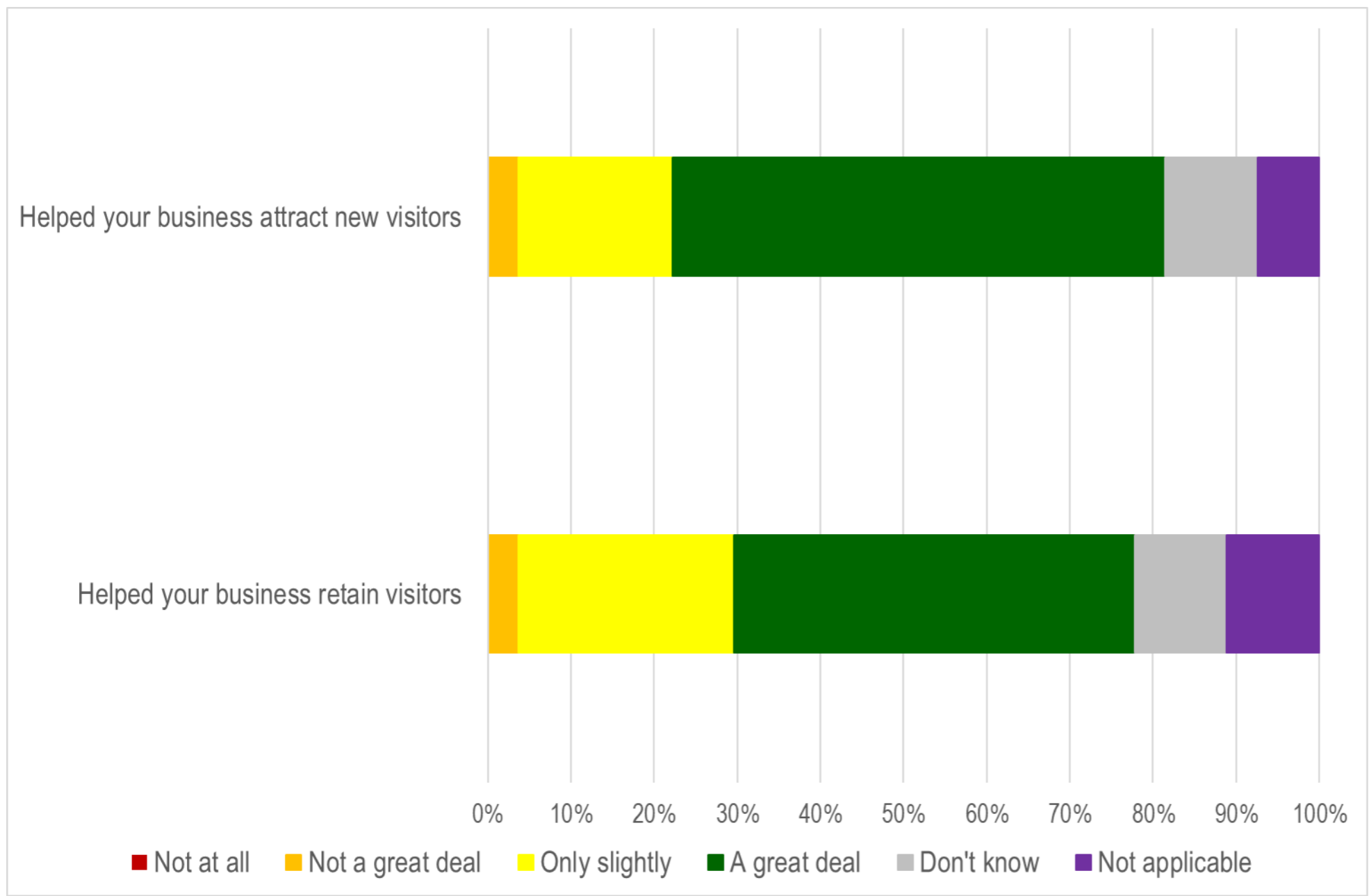
Effectiveness of #theislandbreak



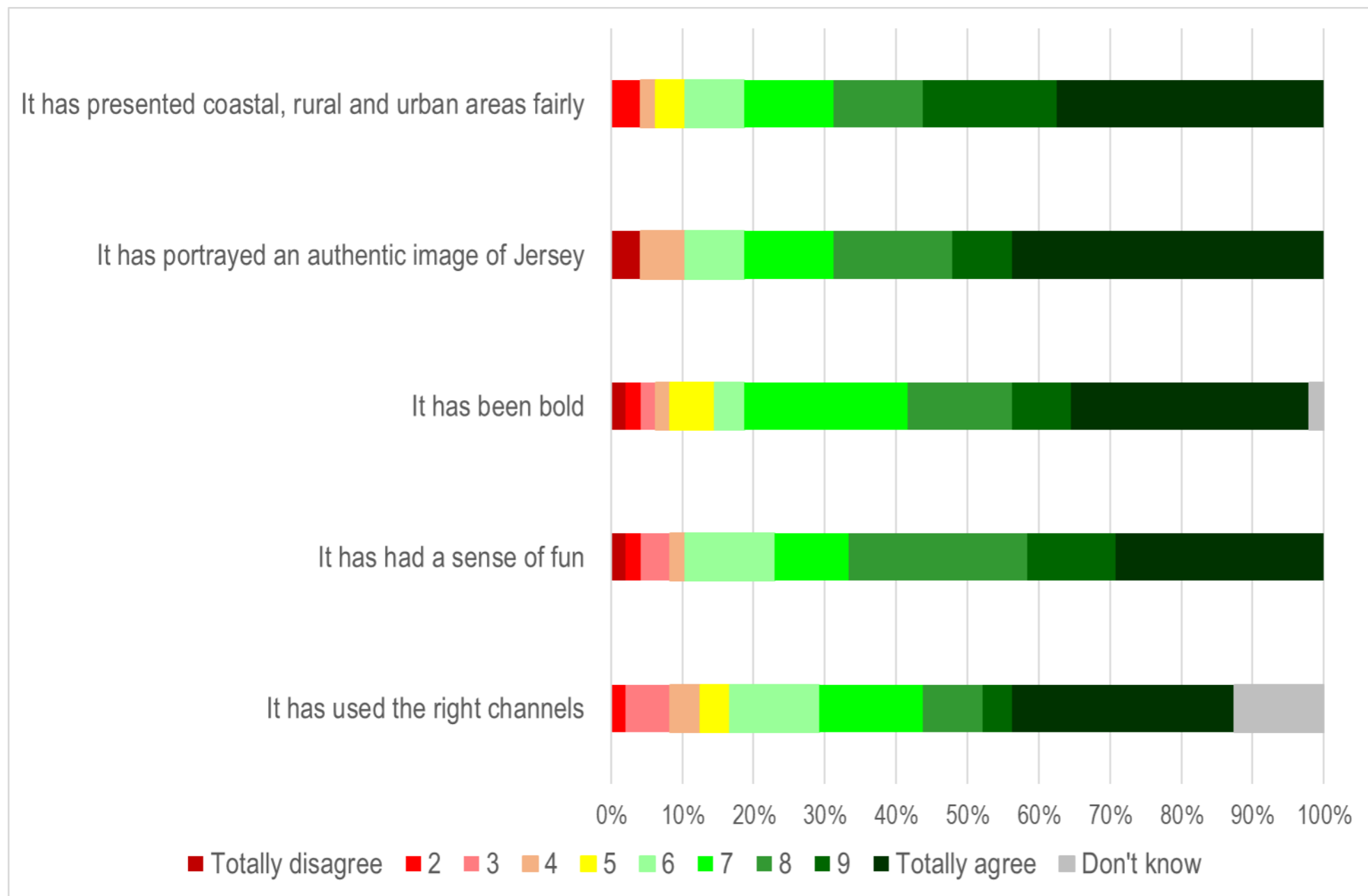
Effectiveness of joint marketing past 2 years



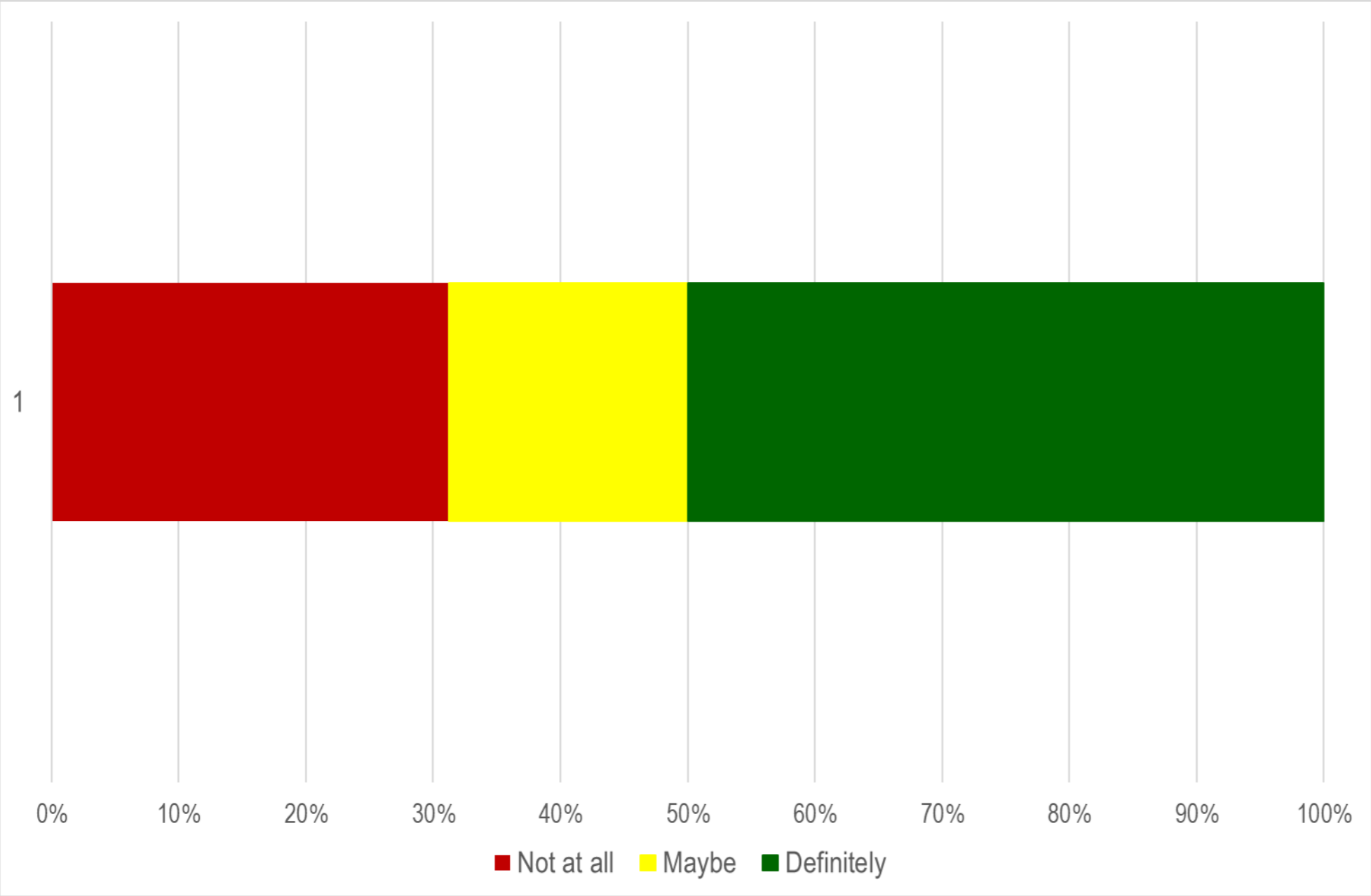
Impact of marketing past 2 years



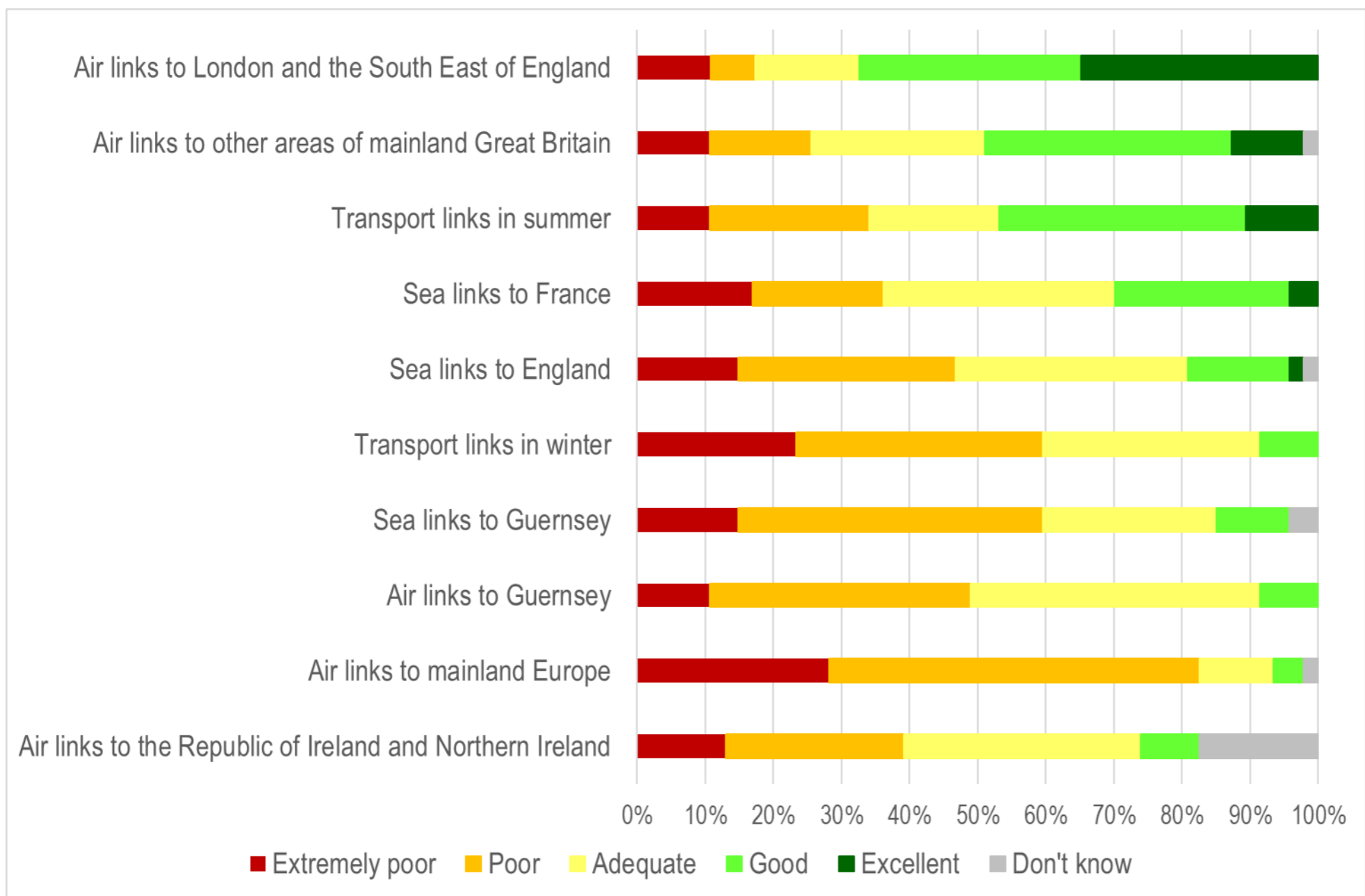
Attitudes towards marketing past 2 years



Should there be more promotion of “The Channel Islands”?



Rating of current transport links



Ranking for where the focus should be

Establish new air routes
Increase the number of air routes operating year-round
Establish new sea routes
Maintain the existing air route network
Maintain the existing sea route network
Increase the frequency of flights but not extend the season

Potential impact of better inter-island links

The number of visits to Jersey for events (sporting, cultural etc)

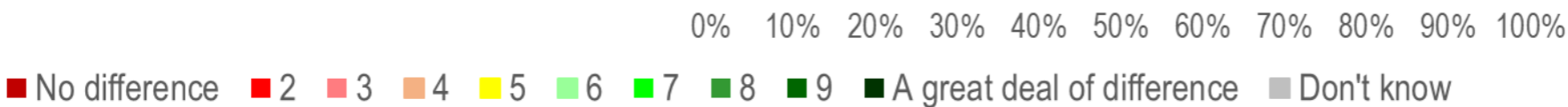
The number of 'island-hopping' trips visiting both Jersey and Guernsey

The number of leisure day-trips to Jersey by residents of Guernsey

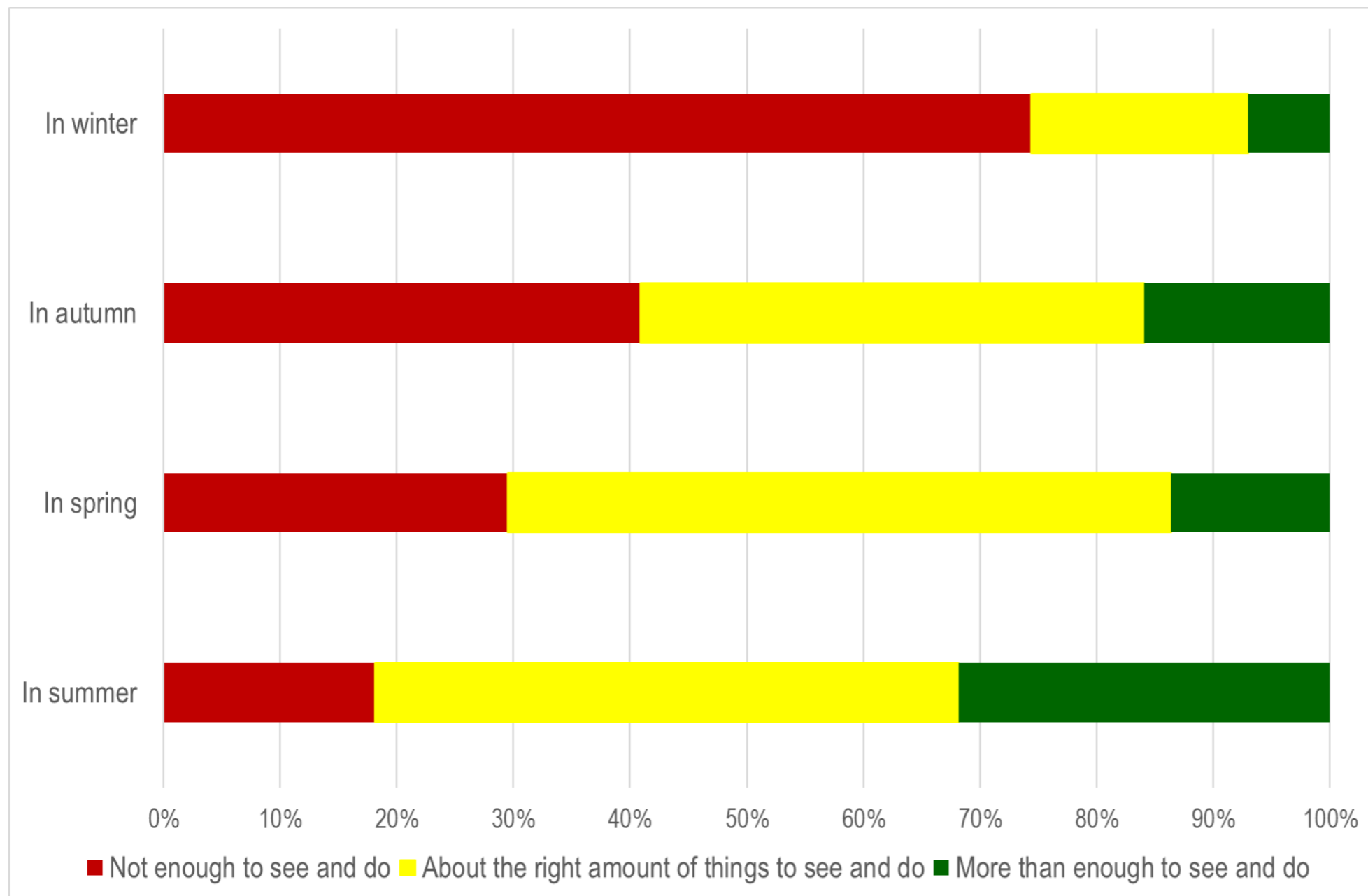
The number of overnight leisure visits to Jersey by Guernsey residents

The number of leisure day-trips to Jersey by those visiting Guernsey

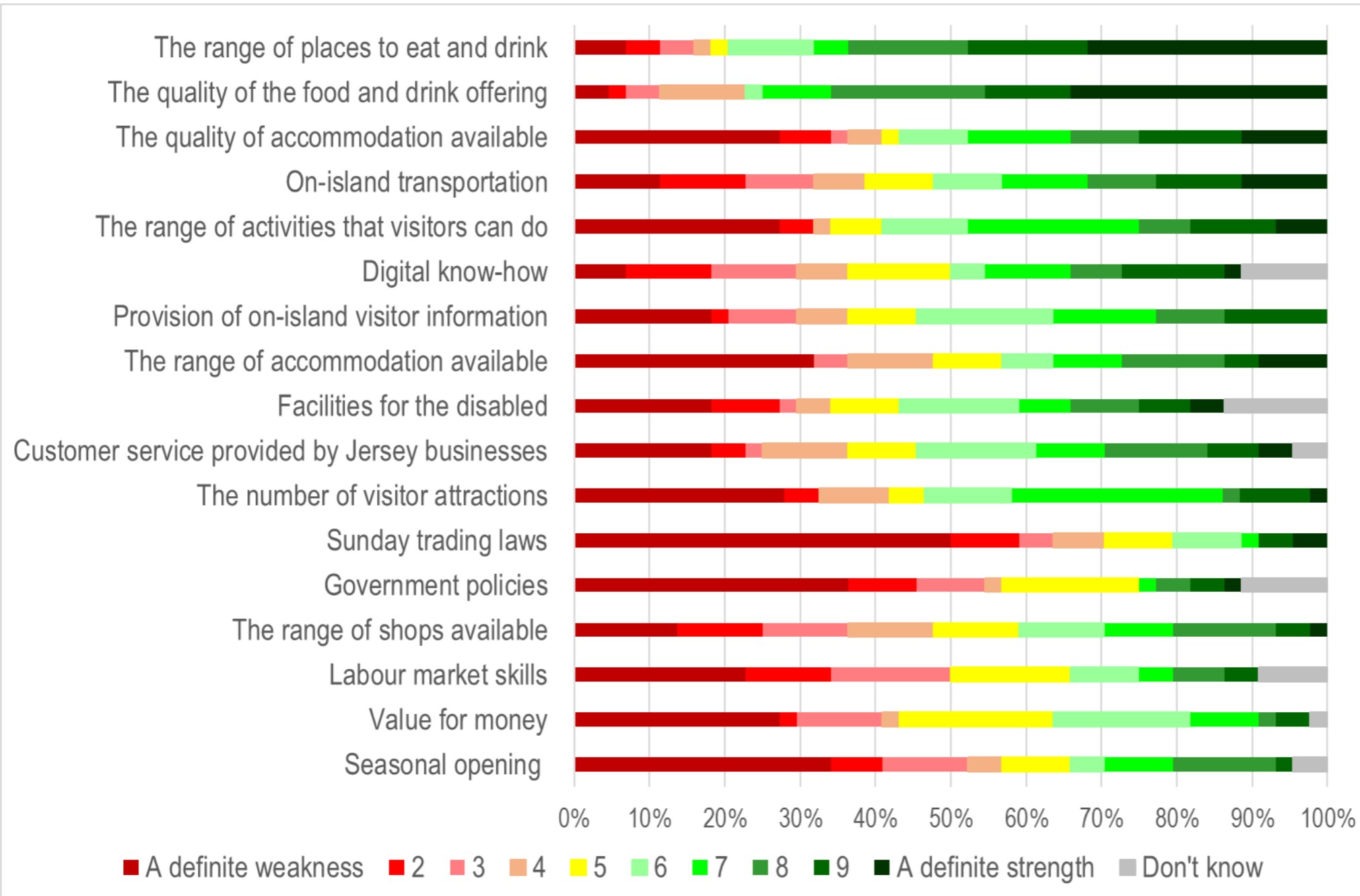
The number of business trips to Jersey



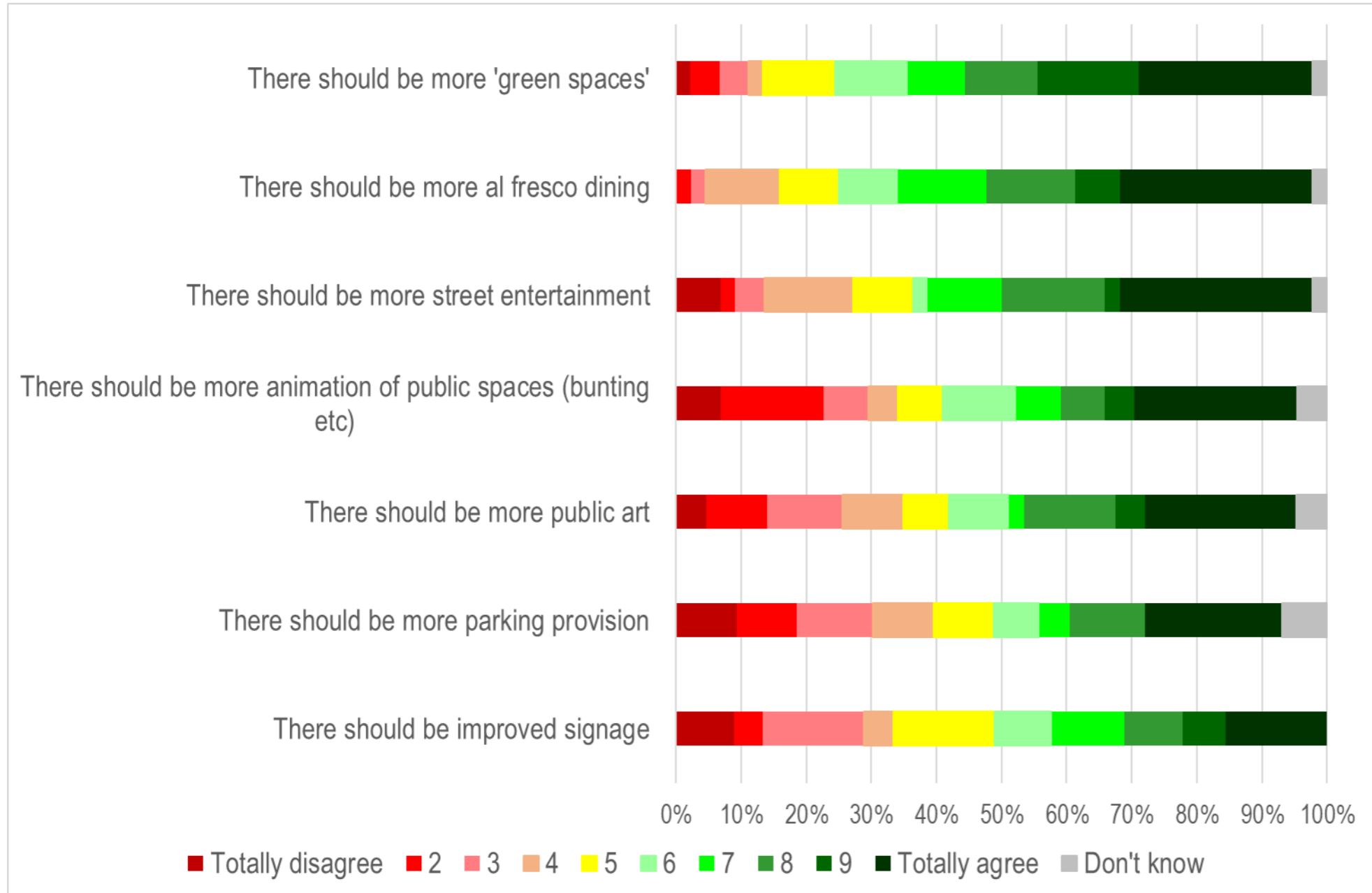
Is there enough for visitors to do?



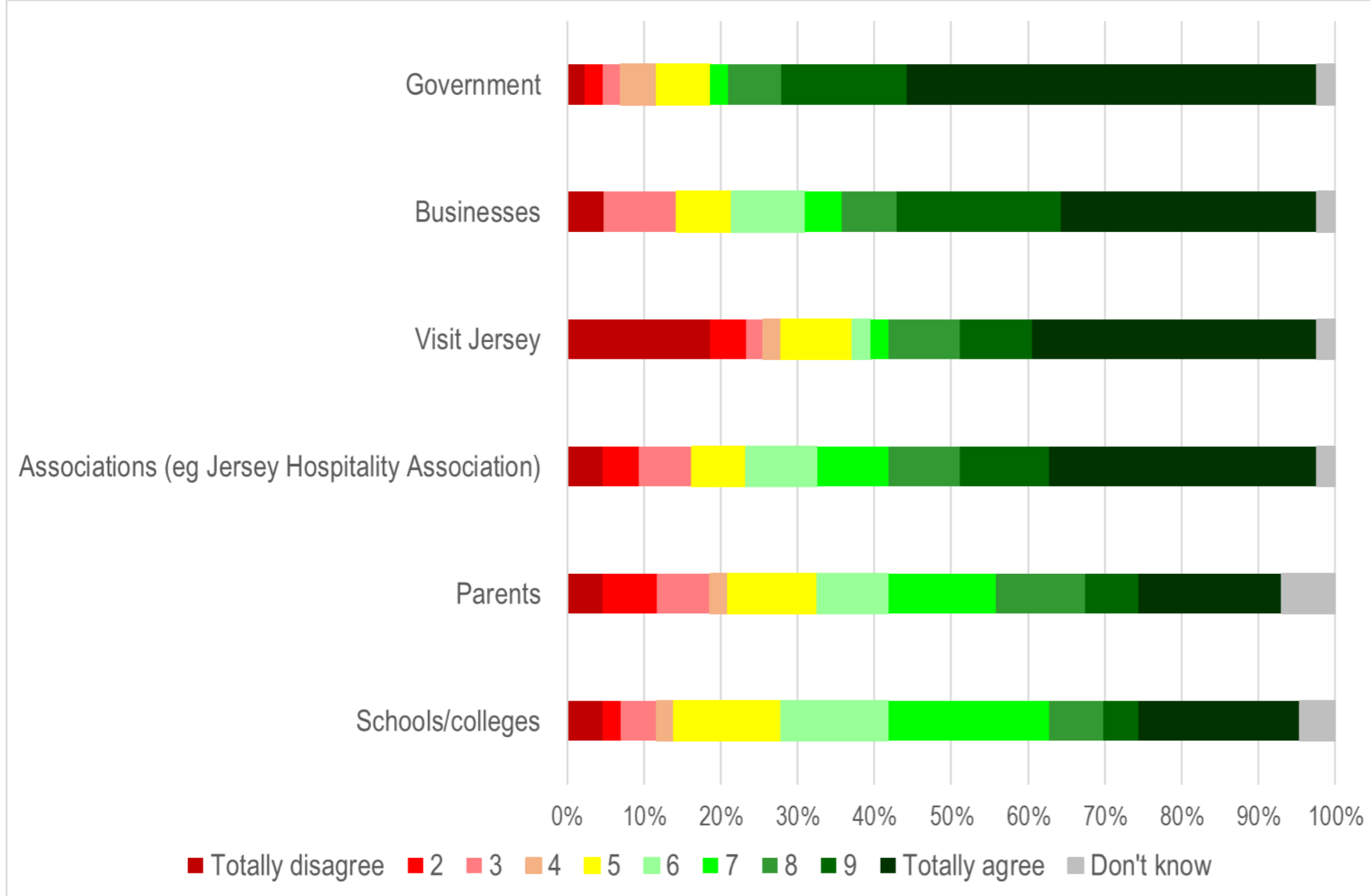
Perceived product strengths and weaknesses



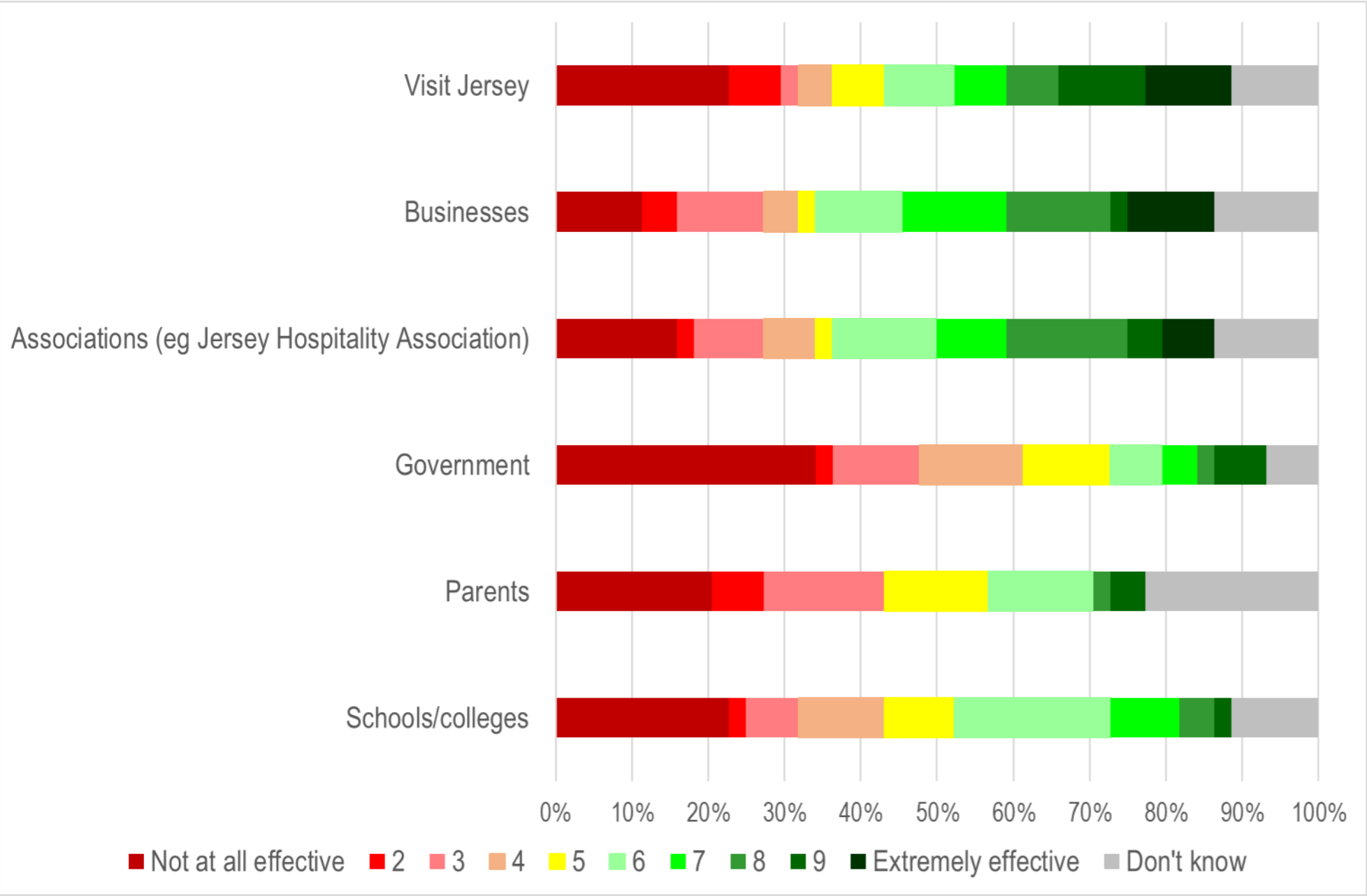
Attitudes towards public realm



Who has role in securing future talent?



Effectiveness of securing future talent



Rank for what would best help deal with labour constraints

Better trained staff
Changes to planning laws
Easier access to finance / loans / grants
A better understanding of technological solutions

