

Visitor Economy Strategy Steering Group

Meeting Notes (PUBLIC)

24rd March 2023

Visitor Economy Steering Group

Purpose: The group's purpose will be to ensure the Island creates the right conditions for the tourism and hospitality sector to continue to transform and thrive and to inform the development and implementation of a long-term strategy for the sector. The members will provide input to the Minister and Government teams to inform policy direction and provide a consultative forum for legislative changes. The group will also serve as a key point of communication between Government and Industry to ensure streamlined and consistent messaging and flow of information between stakeholders, Ministers and Officers.

Membership

Sponsor: Minister for Economic Development, Tourism, Sport and Culture

- Head of Local Economy, Government of Jersey
- Sector Lead – Retail & Visitor Economy, Government of Jersey

A Representative of each of the following organisations

1. Visit Jersey
2. Jersey Hospitality Association
3. Luxury Jersey Hotels
4. Chamber of Commerce
5. Jersey Business

PURPOSE OF THE MEETING

The purpose of the meeting was to review the Strategy format, content, composition and process including design, delivery, roles, responsibilities, dates and measures.

DISCUSSION

1. The need to address short-term and long-term
2. The agreement that short-term issues identified 23 Feb need to be triaged, allocated and progressed with a view to providing an Industry Update as soon as possible.
3. We agreed the need to focus on measures and the value of a Dashboard of key indicators for performance and progress.
4. We agreed the need to be specific and detailed in our requests for support from Government, effectively as formal requests (issue, impact, action needed, benefit, date) for which Government should provide a formal response. This makes everything clear and transparent.
5. We talked about the JHA Industry Event on 30 March

<https://www.eventbrite.co.uk/e/jersey-hospitality-agm-networking-lunch-industry-strategy-panel-tickets-574635950597?utm-campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=listing&utm-source=cp&aff=escb>

NEXT MEETING

9am till 11am 20 April 2023 - TBC

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