

Visitor Economy Strategy Steering Group
Meeting Notes (PUBLIC)
20 April 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 give some thought to the short-term tasks that need to be focused on.

From the previous meetings we have our long list of issues and items to be addressed and we have agreed and committed collectively at the JHA event 30 March to report on progress to industry by July. The aim is that each participant lists their top five things that they are going to have delivered, or substantially progressed by July so we can provide an update and compelling evidence of progress to the industry.

DISCUSSION

The Visitor Economy Steering Group agreed some short-term tasks to progress, in-part because they are immediate pressing issues for Tourism and Hospitality and in-part because progressing these is a test of our capability to be able to deliver on promises and essential to confidence in us as a team, and the strategy as something that will be delivered.

Urgent short-term issues for immediate attention include...

1. Work Permits and Immigration Issues
2. Licensing Law
3. Tourism Law
4. Housing Challenges for Workers
5. Digital Mapping of Jersey for a connected experience
6. Consultation on Supplementary Planning Guidance for short term holidays lets
7. Consultation on AirBNB and Self Catering, as part of discussion on Shortage of bed stock
8. Use October's Destination Jersey to launch the 2024 plan to the industry

9. Improving the customer service experience
10. Improve productivity of tourism assets, by broadening the season with tourism led events

Some of the short-term tasks are actually the basis for addressing long-term issues. These included..

1. Establish a Data Hub by Q4 2023
2. Establish an Inward Tourism Investment Bureau by the end of 2023
3. Ask recruitment consultants to draw up a 'best in class' hospitality recruitment

The Sector Lead Retail and Visitor Economy is currently absent on leave but upon their return the Visitor Economy Steering Group will start addressing the long-term issues, potentially using "Task Force Teams" to review, report and make strategy recommendations.

The exact scope/terms-of-reference for the "Task Force Teams" has not been finalised, and the pace of progress will depend upon Strategy Group and other key resources. It is intended that this will be the focus of the next Visitor Economy Steering Group.

The aim should be each Section of the Strategy 1, 2, 3, 4 etc., are delivered very quickly using "Task Force Teams" and that we can evidence progress soon (maybe June/July) and have all the sections and the overall strategy complete, potentially by October.

NEXT MEETING

Tourism Strategy and Steering Group - Next meetings scheduled for 27th April, 25th May and 22nd June

We may use the 27th April as an opportunity to discuss resources and support necessary to deliver the short-term tasks above, and perhaps also resources and support necessary for the "Task Force Teams". To be confirmed.

End of Document