

Visitor Economy Strategy Steering Group
Meeting Notes (PUBLIC)
15 June 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
6. Ports of Jersey

PURPOSE OF THE MEETING

The purpose of the meeting was to discuss the following...

Item 1 – Discuss Minister Briefing Paper / Policy Position (15 mins)

Item 2 – Review Short-Term Tasks, Leadership, Participation and Progress (30 mins)

Item 3 – Discuss Long-Term Plans approach (30 mins)

ITEM 1 – DISCUSS MINISTER BRIEFING PAPER / POLICY POSITION (15 MINS)

At the previous VESG it was agreed by the Steering Group that we use the next meeting to discuss, agree and sign-off on the “overarching aim and ambition” and check the support of the Minister(s) for this before we progress further. As a result the document [[VSSG Policy Position Paper May 2023 - for Steering Group_CONFIDENTIAL](#)] was drafted and circulated for feedback at this meeting.

Summary Outline

- Loss of investment confidence, lack of strategy
- Decrease in bedstock; rate of replacement not keeping up with rate of closure
- Risk to connectivity
- Desire for greater quality and variety of accommodation
- Need to determine whether moving towards value rather than volume
- Digitalisation needed to meet future consumer expectations, make business more productive and harness the potential of data
- Opportunity to grow spend, improve output, revitalise and contribute positively to Jersey

- Need for greater collaboration and proactive action plan on key issues
- Need to address sustainability and decarbonising now
- Need to balance needs with objectives of other island priorities

Government Objectives

- To drive economic growth
- To increase productivity
- To support a balanced economy
- To contribute to Jersey’s attractiveness as a place to live, work and do business
- To support connectivity to and from the island
- To offer diversity of employment
- To contribute to making Jersey an attractive place for young people
- To positively contribute to the island’s reputation and international reach

Other objectives may come from Industry through the Visitor Economy Strategy Steering Group

The VESG was supportive of VESSG Policy Position Paper as a key document necessary to underpin the Strategy

It was agreed that a terms of reference be drafted for work to be progressed by Visit Jersey and Ports looking at the inter-dependencies of connections and bed stock, and the question of volume versus value as a key component of the strategy and an essential element to inform all other subordinate elements.

If necessary we can take this report and recommendations to the Minister(s) for their review and approval if this is felt necessary prior to progressing the Short-Term Tasks (identified by VESSG) and Long-Term Plans (outlined in the VESSG Policy Position Paper)

ITEM 2 – REVIEW SHORT-TERM TASKS, LEADERSHIP, PARTICIPATION AND PROGRESS (30 MINS)

It has previously been discussed that we use the VESSG as a coordinating hub for a hub-and-spoke collaborative approach to developing the 2026-2040 Strategy. This allows for delegation of research, review and recommendations and centralisation and coordination through the Visitor Economy Strategy Steering Group

Therefore the aim of the VESG is not to debate the Short-Term Tasks but simply to receive an update for publication with the minutes. The actual plans, discussions, reports and recommendations are for the sub-groups to manage internally as part of the JHA 30 March event commitment to identify and progress critical issues that cannot wait until after the Strategy is complete.



The spreadsheet [[Visitor Economy Strategy Steering Group \(Task Allocation\).xlsx](#)] was reviewed to agree Issue, Team Leader, Detail, Supporting Government Officers, Industry Supporters. We can complete update outside of the VESG.

See attached Short-Term-Tasks_PUBLIC_230719.pdf

Other elements which are not short-term should be carried forward into the long-term strategy plans. Items already included in the Ministerial delivery plans are not listed here, but will reported on separately as part of normal government business.

NEXT MEETING

The next meeting is to be scheduled following individual meetings with VESG stakeholders.

End of Meeting