

Visitor Economy Strategy Steering Group
Meeting Notes (PUBLIC)
4th October 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 – Update and Welcome

Item 2 – Strategic Objectives & Framework Development

Item 3 – Short term tasks progress

Item 1 – Update and Welcome

- Meeting addressed some of the issues raised in previous meeting (around articulating ambition)
- The summer has been spent on individual stakeholder meetings

Item 2 - Strategic Objectives & Framework Development

- Context of other strategies of relevance and their timelines, notably the Future Economy Programme and Ports Policy Framework which are of relevance to our strategy

- This has now been summarised and brought together, helping us to shape our objectives for the sector
- Discussed process and how best to get wider buy-in from across Government
- Sector Lead Officer ran through key objectives

Our Visitor Economy Strategy will be framed around the following 7 priorities:

1. **Connectivity** - We will support the ambition to grow the existing route network and high-value air connectivity (in particular into Europe) through development of awareness of Jersey as a destination and development of the on-island offering
 2. **Unlock investment in product**
 - a. We will unlock investment in critical infrastructure, in particular accommodation, to ensure its long-term viability and ensure the capacity exists to grow the whole Visitor Economy and support the growth of connectivity
 - b. We will enable the development and renewal of a diverse and unique product and experience that benefits visitors and islanders and allows all to experience Jersey's cultural and natural assets in a way that works for them
 3. **Sustainability** - We will ensure that the growth of tourism and hospitality is sustainable in respect to our economy, our environment and our community. We will showcase and protect our natural environment by putting responsible tourism at the heart of all our policies, and aligning with the islands Net zero Carbon Roadmap
 4. **Build Brand awareness** - We will promote the island internationally and contribute to its reputation through a clear brand and destination positioning
 5. **Digitalisation & people** - We will unlock the potential of digital skills and solutions in order to be able improve the customer experience, drive business productivity and harness the potential of data
 6. **Enabling regulatory framework** - We will ensure the Regulation and Governance is shaped such that it enables the industry to achieve its goals and provides a supportive business environment
 7. **Working together** – We will work collaboratively in order to ensure all stakeholders are aligned in our aim to deliver a world class experience for visitors and achieve our overarching goals
- Growth defined as key goal, recognise this means different things to different people - need to agree how this will be measured and what our targets will be

Item 3 – Short Term Tasks Progress

- Timeline for publication of the VE strategy needs to be agreed and communicated. *This has subsequently been confirmed – Strategy to be published in December 2023, with industry launch event some time in Q1. Date and venue TBC.*
- Both Data Hub and Tourism Law projects are started and making good progress.

Thank you

The group thanked Robert Mackenzie for his commitment and valuable contribution to date in his capacity as Chair of the Chamber of Commerce Tourism Venues & Attractions committee. A new representative will be identified and communicated in the coming weeks.

Next meeting

Date to be confirmed