Guernsey Chamber of Commerce

The Chamber of Commerce Tourism and Hospitality Sub Group

- Karel Harris - Chair
- Luke Wheadon
- Kenrick Brookes
- Alan Sillet
- Áine Sillet
- Ant Ford-Parker
- Andy Ison
- Clive Acton
- Corrina Walker
- Andy Coleman
- Rob Veron
- Kai Junghanns

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Key Challenges during 2017 / 18

- Staff Recruitment and Retention
- Air and Sea Links

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Progress with Tourism Strategic Plan 2015-2025 - Strategic Priorities

1. Sustainable Transport Links:

- Strategic Review of Air and Sea Links Infrastructure
- Launch of Inter-Island Ferry trial

2. Strengthen the Island's product offering:

- Strategic Review of Guernsey's Tourism Product Offering completed
- Proposals for liberalisation of the marriage ceremony in Guernsey – Wedding Tourism Opportunity

3. Deliver an exceptional visitor experience:

- Further investment in and develop of the cruise passenger experience
- Announcement and progress with the Seafront Enhancement Area programme

4. Develop positive environment for growth and investment:

- Review of the Tourism Use Class Policies – Change of Use
- Amendments made to Population Management policies

5. Develop Compelling and Consistent Marketing:

- Secured additional £1 million VisitGuernsey marketing budget over past four years
  - £500,000 for TV advertising
  - £500,000 to capitalise on the launch of the Guernsey Literary and Potato Peel Pie Society movie

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Review of the Guernsey Tourism Strategic Plan 2015-2025 - Current Timings

• December 2017	Strategic Review of Guernsey's Tourism Product Offering presented to C*f*ED
• May – October 2018	Industry Engagement for Strategic Review of Air and Sea Links Infrastructure
• December 2018	Strategic Review of Air and Sea Links Infrastructure to be presented to P&R and C*f*ED
• December 2018	Review of Guernsey's Tourism Strategic to be presented to the C*f*ED
• Q1 2019	Strategic Review of Air and Sea Links Infrastructure recommendations to be presented to the States
• Q1 2019	Review of Guernsey's Tourism Strategic Plan to be presented to the States
• Q2 2019	Publication of the Review of Guernsey's Tourism Strategic Plan

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Ten Objectives for 2018 -2019

1. Complete the Review of the Tourism Strategic Plan and to have it approved by the States
2. Investment decisions from The States following the Strategic Review of Air and Sea Links Infrastructure
3. Launch of Inter-Island Ferry
4. The States and Industry to support the recommendations of the Strategic Review of Guernsey's Tourism Product Offering
5. The States to vote for the proposals to liberalise the marriage ceremony in Guernsey –support Wedding Tourism Opportunity
6. Further investment in and development of the cruise passenger experience by The States and Industry
7. Confirmed deliverables by The States from the Seafront Enhancement Area programme
8. Tourism Use Class Policy changes – Change of Use flexibility
9. Review of Immigration policies and procedures to expedite process
10. Increased Marketing budget for VisitGuernsey

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