

## **TOURISM COMMITTEE**

### **Summary of the Meeting held on Thursday 15th January 2026 at 5pm in the Assembly Room**

#### **Present:**

Natalie Tighe (NT) – Chair  
Helen Plummer (HP)  
Jolie Rose (JR) Deputy Chair

#### **Also:**

Jenni Robinson (JLR) - CSO

#### **TC001.26 Apologies:**

Mary Nicolle (MN)

#### **TC002.26 Invoices**

The invoices were viewed and signed off.

#### **TC003.26 Minutes and matters arising from 18<sup>th</sup> December**

**The minutes were signed off as correct.**

#### **TC004.26 Inspections**

Inspections had been carried out by the VCT and a member of the committee. Further inspections would be carried out as and when required.

#### **TC005.26 Welcome pack 2026**

The current welcome pack was viewed. It may need some updates so should be distributed for input before being printed.

#### **TC006.26 Advertising 2026 2<sup>nd</sup> round**

The consultant had done a second poster and it was hoped that more businesses and events would soon advertise with Sark Tourism. It was hoped that more people would advertise as they opened for the season.

#### **TC007.26 Accommodation Permit information 2026**

The forms and information had been combined and updated. Further documentation would be reviewed as necessary.

#### **TC008.26 Star rating letter**

A letter had been received via the VC. If the committee had received it first, it could have been included in the latest trade mailer. There was a discussion about the feasibility of a star rating for Sark.

**TC009.26 Enjoy Jersey 2026 artwork deadline – Feb 23<sup>rd</sup>**

The advert was discussed.

**TC010.26 Collab idea for Sark creator**

An influencer had been in contact with a proposal. The proposal would be investigated.

**TC011.26 Petit Train advert**

Everyone was happy with the current artwork and no changes were required.

**TC012.26 Channel Escapes partnership 2026**

This was to be added to the next trade mailer.

**TC013.26 Derelict and Long term inactive properties impact on Tourism**

This item does not directly come under the Tourism mandate. The general impact of these buildings do affect tourism and generate complaints.

**TC014.26 Sark Pamphlet**

The application for funding through the Millenium- 2027 Year of the Normans project was being finalised as the deadline was the end of the month.

**TC015.26 Visitor centre revamp**

There had been a response with ideas for the VC. There was a discussion regarding the revamp, logistics and reopening once complete.

**TC016.26 Visit Guernsey/TPA collaboration**

There had been a meeting. Collection of occupancy data and feedback data were considered.

**TC017.26 Stakeholder meeting**

This had been scheduled for Thursday 29<sup>th</sup> January.

**TC018.26 Easter IOSS timetable**

The current easter timetable had not been popular. It had been flagged to Harbours. A number of residents and interested parties had also contacted Harbours. This could also be discussed at the Public meeting.

**TC019.26 Public meeting dates**

There was a discussion around when would be best to hold a public meeting. A provisional date of Thursday 12<sup>th</sup> February at 5.30pm was set.

**TC020.26      Next meeting date – Thursday 29<sup>th</sup> January**

The next meeting was due to be held Thursday 29<sup>th</sup> January.

**TC021.26      AOB**

Social media content, target demographics and general marketing strategy were considered. The committee received an update on Sark Guiding accreditation scheme.