

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thursday 29th January 2026 at 5pm in the Assembly Room

By Invitation:

Visitor Centre Team – left at 6.23pm/6.34pm

Consultant (via Teams) left at 6.34pm

Director IOSS (via Teams) left at 6.34pm

Present:

Natalie Tighe (NT) – Chair

Helen Plummer (HP)

Jolie Rose (JR) Deputy Chair

Also:

Jenni Robinson (JLR) - CSO

TC022.26 Apologies:

Mary Nicolle (MN)

TC023.26 Visitor Centre Feedback and Operation

There was an update regarding catering and accommodation permits. There were several establishments that would not be renewing for this year. There were also several new establishments applying for permits this year. Overall 2026 expected bed stock remained the same as 2025. The Welcome pack had been updated and would be printed professionally. It would be delivered to IOSS to give out to journalists. VC samples and merchandise were discussed.

TC024.26 Marketing and Promotion

The map had been finalised and been sent to the printers. The digital brochure was nearly complete. The digital brochure could be added to or converted to printed version if required. Upcoming Facebook campaigns were being planned. There had been a meeting with Visit Guernsey. The social media channels and consistent branding options were considered.

TC025.26 Events and Experience

The Travel showcase was quite busy and successful. There had been a suggestion of increasing events that include a celestial element. Several upcoming events were discussed including

- The Big Eat
- Dark Skies Picnic
- Easter events
- Festivals
- Stamp launches

IOSS would be doing an offer in February Half term and Mondays. The VCT would be contacting businesses to find out opening times and an information sheet would be created. This could be distributed and/or published to prevent tourist turning up at closed establishments. VCT were planning a social media competition. It was highlighted that all events should provide a press statement with quote and contact number.

TC026.26 Infrastructure and Accessibility- signage, QR codes and upgrades to VC

Upgrades to the VC were considered and permission from the Douzaine had been sought. The functionality of the QR codes around the island were being checked. The Douzaine had requested that the La Coupee Sign be put back up as it was deemed a warning sign.

TC027.26 Community & Business Engagement- Interactive Stakeholder meeting

There was to be an interactive stakeholder meeting to be held on Thursday February 12th. Invitations would be sent out shortly.

TC028.26 Sark Accredited Guides

The training syllabus, course structure and general costs were still being accessed.

TC029.26 Training

The VCT had started the Food Safety courses. There could be some 1st Aid training but numbers may be required for it to be worth it. Representatives for Sark and IOSS would be attending the Product Development Workshop.

TC030.26 Funding and Data

There was an application for funding for the Sark Pamphlet and the play had been made. The exit survey would hopefully be used this year to provide data. There was due to be Data protection training in February.

TC031.26 Action Planning and next steps for 2026

The Committee were provided an update on twinning and stamps. Island links were discussed. Guernsey were ceasing accommodation ratings so Sark Tourism were looking into their own system. A condition for providing information to the Committee had been added to the accommodation permits for 2026.

TC032.26 Minutes and matters arising from 18th December

The minutes were signed off as correct. Everyone was happy with the summary to go on the website.

TC033.26 Invoices

The invoices were signed off as correct.

TC034.26 Next meeting date – Thursday 12th February

The next meeting was due to be held Thursday 12th February.

TC035.26 AOB

The marketing strategy document was considered. The aim and purpose of a new events charity were discussed with possible conflict of interest considered. Whilst there were deemed no conflicts at this time this could be revisited.