

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thursday 23rd April 2026 at 5pm in the Assembly Room

By Invitation:

Sarah Hudson, Treasurer

Present:

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

Also:

Jenni Robinson (JLR) - CSO

TC089.26 Apologies:

Mary Nicolle (MN)

Finance

The budget sheets were viewed. Items discussed included.

Catering permits

Accommodation permits

Water tests

Print and Digital advertising spend

Income from Business advertising

Visitor centre costs

New map printing and distribution costs

Moorings income

Paid social media campaigns

Shop merchandise

TofR shop account

The insurance options regarding accredited guides were discussed. The intent was to have a pool of guides and take bookings and payments through the VC. There was a discussion about the CPA.

SH left at 6pm.

TC090.26 Minutes and Matters arising from 26th March

The minutes were read out and signed off as correct. The summary was approved but would need to be sent to the Douzaine as it mentioned them.

The summary of the Sark Visitor Economy Workshop held on Thursday 12th February had been added to the Tourism meeting summaries page of the website.

TC091.26 Invoices to approve

The invoices were viewed and signed off.

TC092.26 Sark Accredited guides

This was discussed earlier in the meeting.

TC093.26 Disabilities

This would be discussed at the next meeting.

TC094.26 Islands of Guernsey Travel Trade Summit – 18th – 20th May

The logistics had been arranged. There was an app which allowed participants to book meeting slots from next week.

TC095.26 Sustainability in Accommodations

Further information on sustainability in accommodations would be required.

TC096.26 TofR for Tourism Shop

This was discussed earlier in the meeting.

TC097.26 Exit survey

This would have a link on the tourism website and Chief pleas website. IOSS had offered a prize for one of the participants. This could be selected by random from the entrants and then the VCT could contact the winner regarding the prize. How the responses were received were considered.

TC098.26 VC request for printer

The VCT had asked to have a new printer. The Committee had asked for someone to go look at the existing printer.

TC099.26 Occupancy data

The office had explained that occupancy data could be collected by adding conditions to permits. This would require a consultation, another stakeholders meeting could be held for this at the end of the season. Any information collected would be for industry wide insights only. This could also be included in future trade mailers.

TC100.26 Accessibility information sheets

There were some information sheets that had been drafted. There was a query over the point of contact. This would be confirmed before the information was put on the website.

TC101.26 QR codes updating

The VC had asked to update the QR codes and for a tarpaulin to cover tables. The Tarpaulin had already been sourced. The QR codes that needed to be replaced were weather worn so were in need of replacement.

TC102.26 Hotel Partnership 2026

The partnership information was all on the website and was being pushed on social media to encourage island hopping.

TC103.26 Stamp Launch 1st April 2026

The stamp launch had happened at the Art Gallery with the Artist and members of the community. There would be another stamp launch in July for the next Sark Stamps.

TC104.26 GT email

There had been a request for a drone for tourism purposes. It would be funded by local businesses but would need permission for use. This would need to be taken to P&F. There had been reports of issues with IOSS website. There had also been issues raised regarding boats at Easter. Some businesses were also reporting issues with road signage regarding safety which was a matter for the Douzaine.

TC105.26 Bel Air signage

There had been comments regarding some signage at the Bel Air. As it was a commercial sign, it would be a matter for DCC.

TC106.26 Stamps 2027

Guernsey post had asked for ideas for stamps for 2027. One theme could be Norman as the Year of Normans events would be in 2027. A photo competition could be used for the other stamp design with the theme of 'I love Sark'.

TC107.26 2nd Edition of the Guernsey Airport Travel Showcase – Sunday 10th January 2027

There had been an email from the organisers of the event explaining that the event was due to take place next year on Sunday 10th January.

TC108.26 AOB

There was a discussion regarding the eateries map, there had been some issues at Easter due to some restaurants being closed. Seasonal workers had been discussed. The trade mailers distribution was considered as it had included information on vaping and other important information. Festivals and events volunteering were discussed. The current Tourism storage arrangements were considered. There was a general discussion regarding island wide storage. There was a discussion around the Year of the Normans events and possible funding. The cruise ships would be starting again soon this year. Events planning and Stakeholder meetings were discussed for 2027.

TC109.26 Next meeting date

The next meeting was scheduled for Thursday 7th May.