



Isle of Sark

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Sark Tourism

Sark Visitor Economy Workshop on Thursday 12th February at 17.30

During the workshop:

- Attendees will be seated by sector to allow each group to reflect on its own experiences and discuss what is working well, where there may be opportunities to strengthen the visitor offer and what support or collaboration could help in the coming year.
- We will explore themes including visitor trends, capacity and transport considerations, sector-specific challenges, product development, and realistic opportunities for enhancing Sark's visitor experience and sustainability.
- The aim is to gather insights that will support both individual businesses and the island's wider visitor economy.
- What does success look like for Sark's visitor economy in 3-5 years? Based on that, what are the 3 most important things we should start measuring?
- We recognise that we currently lack robust visitor data. Today is about building a shared understanding from your real-world experience to inform next steps.

Discussion Point 1 – Visitor Trends and Forward Bookings

- How has visitor demand in 2025 compared to 2024?
- How do forward bookings for 2026 compare to the same point last year?
- How has visitor demand changed overall?
- What local or external factors have influenced these trends do you think (e.g., transport links, events, accommodation capacity, visitor perceptions)?
- Which of your products or services have been most popular and why?
- Are there offerings that are underperforming? Why might that be?
- How well do your services match what visitors are currently seeking?
- Are we attracting the type of visitor we want more of?

Timing: 15-minute discussion | 5 minutes table feedback

Discussion Point 2 – Capacity and Infrastructure

- How many bookings have had to be declined due to limited accommodation, transport, or other constraints?
- Can we estimate the financial or reputational impact of unmet demand?
- At what point would additional investment in accommodation, transport, or visitor services be justified to meet demand?
- What is Sark's realistic carrying capacity?
- Are we losing visitors due to bottlenecks (boats / beds / labour / bed stock)?
- Are we structurally constrained or poorly co-ordinated?
- Are peaks the issue rather than annual totals?

Timing: 15-minute discussion | 5 minutes table feedback

Discussion Point 3 – New Markets and Connections

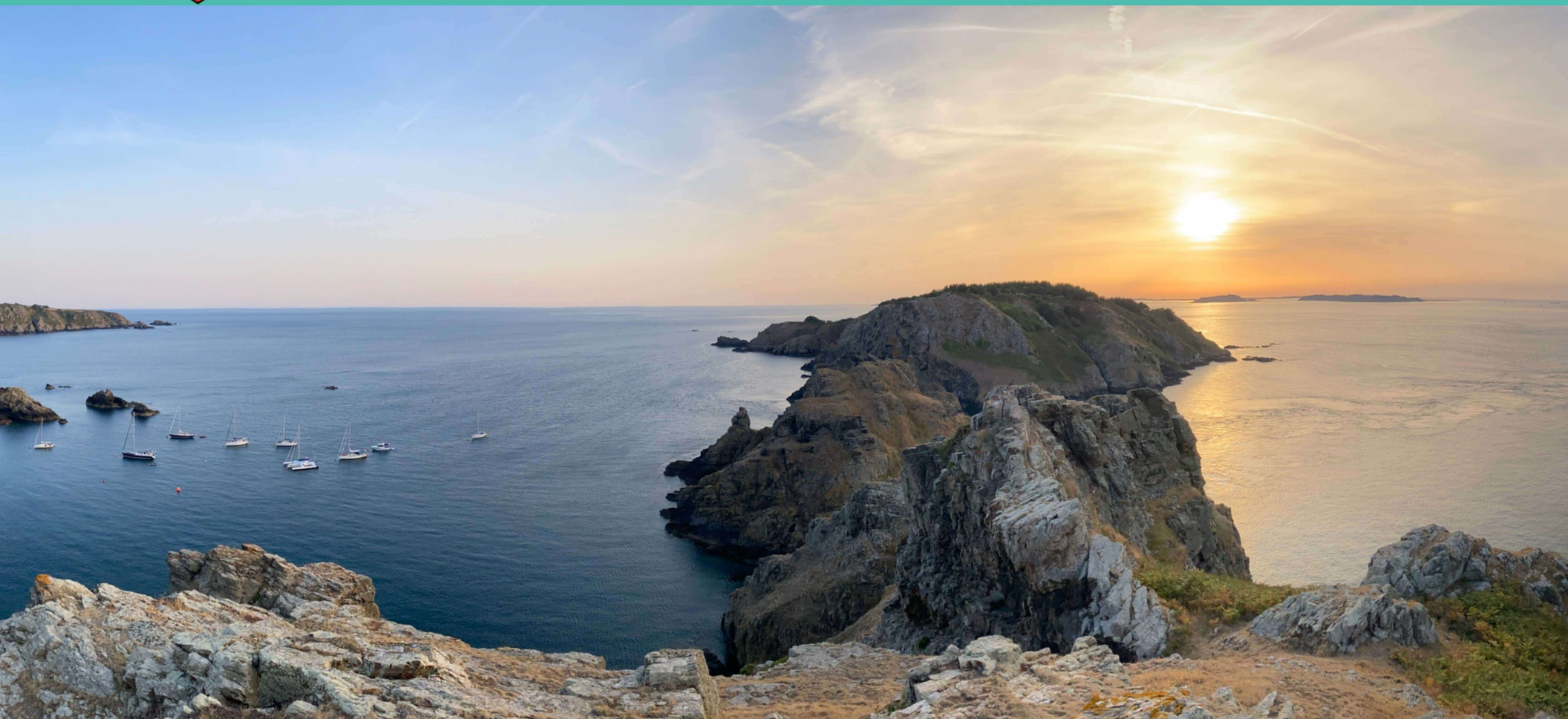
- What new visitor markets or routes should Sark explore? Which markets are easiest to convert with current access?
- Do you have contacts or networks that could help attract these new visitors?
- Are there opportunities to partner with other islands, tour operators, or niche travel providers?

Timing: 10-minute discussion | 5 minutes table feedback



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Discussion Point 4 – Product Development and Visitor Experience

- What types of visitor experiences or products are currently missing on Sark?
- What are existing visitors requesting that we currently cannot offer?
- What is distinctively Sark – and how do we strengthen that?
- What might future visitors expect, particularly sustainability, digital engagement, or unique experiences?
- What improvements or innovations could you make to enhance the visitor experience?
- Are there services or experiences that competitors (other islands or destinations) offer that we could consider adapting for Sark?
- If you had the resources, what would you add or change in your offerings to better meet visitor expectations?

Timing: 15-minute discussion | 5 minutes table feedback

Discussion Point 5 – Sustainability and Events

- Do we have any sustainability objectives and are they realistic and measurable for Sark?
- How can we encourage event organisers to adopt more sustainable practices?
- What support, guidance, or resources do event organisers need to align with sustainability objectives?
- Are there specific incentives that could make hosting events on Sark more attractive?
- What changes could make your service eco-friendlier without impacting quality?

Timing: 15-minute discussion | 5 minutes table feedback



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What are the 3 most important actions we should focus on this year?

Thank you for attending and thank you for your input.