

TOURISM COMMITTEE

Summary of the Meeting held on Thursday 21st May 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

TC128.26 Apologies:

Mary Nicolle (MN)

TC129.26 Minutes and Matters arising from 23rd April and 7th May and notes from Brittany Ferries meeting

The minutes were read out. The minutes were signed off as correct. The summaries were discussed. IOSS was discussed as were stamps and coins.

TC0130.26 Invoices to approve

The invoices were viewed and signed off as correct.

TC131.26 Sark Accredited guides

There had been a demand for guides in the last few days, specifically French speaking. There are also German and Swedish speaker on the island.

TC132.26 ToFR for Tourism Shop account

This item was being finalised.

TC133.26 Cruise ships arrival procedure

There had been a cruise ship that recently visited Sark. Improvements to the way they are dealt with in the future were discussed. There was due to be a cruise ship arriving tomorrow but they had made arrangements directly with a representative on Sark.

TC134.26 Visitor centre

The VCT would be invited to a meeting in the near future.

TC135.26 Guernsey Travel Trade Summit

This had been successful. There had been feedback received on various elements of Sark. Festivals were discussed. There had been confusion regarding some of the French operators who didn't realise that accommodations were on Sark. Those that did know reported issues with only one night. Marketing and website options were discussed.

TC136.26 Advertising requests

There had been requests for advertising which were considered.

TC137.26 Catering businesses

Restaurant operations, staffing and customer service were discussed.

TC138.26 Public Health Committee

It had been raised at PDG that the public health element of the Committee could be moved to the Medical Committee as this might be a more appropriate place for it.

TC139.26 Resident letter to Tourism

There had been a second letter from the resident asking about his letter. Most of the items mentioned were the responsibility of the Douzaine.

TC140.26 Inspections

Another inspection had been completed.

TC141.26 2nd Edition Guernsey Airport Travel Showcase

There had been an invite from the 2nd Edition of the Guernsey Airport Travel Showcase to be held in 2027.

TC142.26 Brittany Ferries Visit to Sark

The visit went well, it was hoped that they might visit again.

TC143.26 Carriage Drivers information

The information given out during carriage tours was discussed.

TC144.26 AOB

It had been previously noticed that five of the QR codes were not functioning. New QR codes had arrived, they just needed putting up. The Norman festival planning for 2027 was considered. Camping and accommodation beds were discussed. Festival accommodation options were considered. General island tourism infrastructure and increase in tourism discussed. It was explained that there had been a case of a disease in cattle.

TC145.26 Next meeting date – Thursday 4th June

The next meeting was scheduled for Thursday 4th June.