



The Government of Sark

TOURISM COMMITTEE

A COMMITTEE OF THE CHIEF PLEAS OF SARK

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Islands of Guernsey Travel Trade Summit 2026

The Islands of Guernsey Travel Trade Summit, held from Monday 18th to Wednesday 20th May 2026, brought together travel trade professionals for a three-day programme of networking, collaboration and immersive island experiences across the Bailiwick.

Welcoming tour operators, group organisers, carriers and local suppliers, the summit provided valuable opportunities to strengthen existing relationships and develop future partnerships, while showcasing the distinctive character and variety offered across the islands.

Attendees were introduced to the best of the Islands' tourism offering through a combination of pre-scheduled supplier meetings, seminars and social events. These sessions were designed to highlight not only the quality of local businesses, but also the diverse experiences available - from coastal dining and heritage to outdoor activities and island-hopping.

Among those attending were Conseiller Natalie Tighe, Chair of Tourism, along with George Timpson of the Sark Visitor Centre, both supporting the promotion of the island of Sark.

An element of the programme were two familiarisation visits, allowing delegates to experience the islands of Guernsey and Sark first-hand; the Sark visit provided insight into its distinctive, car-free way of life and unspoilt natural environment.

Although the day began with less favourable weather and sea conditions, these soon improved, and by the time of departure delegates were able to enjoy Sark in sunshine. The visit included a scenic ferry journey, arrival via the island's iconic tractor bus, and a relaxed exploration of Sark's highlights, including a horse-drawn carriage tour, La Seigneurie Gardens, and the Heritage Rooms. Time was also set aside to enjoy a brief lunch and to explore the island's small independent shops, giving delegates a well-rounded impression of Sark's offer.

Overall, the summit successfully demonstrated the strength and diversity of the Islands of Guernsey as a destination, while allowing each island - including Sark - to showcase its own unique appeal. The event provided a valuable platform for continued collaboration and ensured that visiting trade partners left with a deeper understanding of what makes the Bailiwick such a compelling choice for travellers.

Summary: Trade Partner Feedback on Sark

Feedback gathered during the Travel Trade Summit highlighted strong interest in Sark as a distinctive and appealing destination, alongside several clear areas where further development and support would enhance its inclusion within travel programmes.

Access and Connectivity

A consistent theme was the need for improved transport reliability and flexibility. Trade partners noted challenges with ferry services, including cancellations, limited sailing options, and difficulty integrating Sark into wider island-hopping itineraries. Stronger connectivity, particularly with neighbouring islands, was seen as key to increasing inclusion in multi-island packages.

Accommodation and Length of Stay

There is demand for a broader range of accommodation, particularly:

- More guesthouses, B&Bs, and smaller units;
- Greater availability of one-night stays, especially for short itineraries and group tours;
- Current limitations make it difficult for operators to include Sark in shorter programmes or as part of touring routes.

Guides and Experiences

The need for qualified guides, particularly French-speaking guides, was highlighted across multiple markets. There is also interest in:

- Improved access to guided tours and curated experiences
- Easier communication and booking for key activities (e.g. transport and tours)
- There were also some comments that elements of carriage tours could at times feel overly negative in tone, suggesting an opportunity to ensure these experiences remain welcoming, engaging and positively reflective of Sark's unique appeal.
- Development of premium and specialist experiences for higher-end travellers

Product Development Opportunities

Trade partners expressed strong interest in expanding Sark's experiential offer, including:

- Gastronomic and local food experiences
- Outdoor activities such as walking, cycling, and kayaking, supported by clearer mapping and route information
- Unique experiences aligned with Sark's identity, such as heritage, nature, and low-impact tourism
- Potential niche products such as retreats, Dark Skies, and cultural events

Practical Booking and Information

There is a need for improved accessibility of information and smoother booking processes, including:

- Clear, centralised and digital-friendly platforms for trade use
- Simplified booking systems (e.g. consolidated invoicing, easier deposits, and e-bike hire)
- Up-to-date itineraries and product information readily available to partners
- Dedicated trade resources, such as itinerary suggestions and partner pages

Market Opportunities

Interest was noted from a range of markets, including:

- Core European markets
- Growing interest from long-haul and affluent traveller segments

- Potential in Scandinavian and Asian markets, particularly for nature-led and premium experiences

Overall, Sark is viewed as a unique and compelling destination with strong appeal across multiple markets. However, unlocking its potential within the travel trade will depend on improvements to access, accommodation flexibility, book ability and the development of well-defined, market-ready experiences.