

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thursday 27th November 2025 at 5pm in the Assembly Room

By Invitation:

Director IOSS (left at 6.10pm)

Present:

Natalie Tighe (NT) – Chair
Helen Plummer (HP)
Jolie Rose (JR) Deputy Chair
Mary Nicolle (MN)

Also:

Jenni Robinson (JLR) - CSO

TC349.25 Apologies:

None

TC350.25 Combined Marketing Strategy

There were some slight technical difficulties that delayed the start of the meeting. Both Sark Tourism and IOSS are both effectively marketing 'Island of Sark'. A cohesive branding and highlighting campaign duplication would be key for next year. Event organisers were being approached for information early. The hope is to have the event dates even if full details are to follow. Partner hotels have offered to push events if given enough notice. Island FM advertising was also discussed.

TC351.25 Guernsey Airport Travel Show

IOSS have a table being provided and have a flag, promotional materials and have secured the use of a large screen to market Sark with video. IOSS staff could assist with any set up. A member of Sark Tourism would attend. Both IOSS and Sark Tourism were requesting close proximity for the respective tables. IOSS have plenty of brochures and maps for the event.

TC352.25 Festivals and Events 2026/2027

There were some plans for events connecting to Toilers of the Sea as it will be 160 years since original publication in 2026. There was also a LARPing event being planned. Sheep race was due to take place again. Foraging events and walking events were hoped to happen next year. IOSS were updating their calendar and accessing support options. Coordinating boats and events was deemed important. Options for events around the existing timetable were limited to charters. Ways to resolve clashes for next year were considered. Sark Tourism intend to push all events on Sark.

TC353.25 IOSS Family promotion

IOSS intends to put on some sort of family offer on Mondays throughout the summer. Mondays have been a quieter day relative to rest of the week. Early notice of offers has been requested to allow business to open. Previous years early offers have been put on whilst many businesses are closed. This was being worked into IOSS strategy. All offers will be promoted as soon as possible across multiple platforms.

TC354.25 Special, Additional or discounted sailing

IOSS were in the process of planning sunset sailings. Feedback from those Sark businesses that replied to the IOSS questionnaire were positive, but due consideration will be given to the concerns of some businesses regarding operating later sailings on Fridays and Saturdays. It was suggested that Wednesday would be popular. Mothers and Fathers days will likely involve some form of special offer. Discounts provided by IOSS to accommodation providers in Sark will be restructured, but support will still be given to encourage overnight stays. Competitions and corporate packages were also under development.

TC355.25 Other

There was a discussion around tour guides. It was hoped that the knowledge and experience of existing guides could be shared. Possible training options were considered. Guiding accreditation options were also considered. Suggestions for candidates for guiding were welcomed. Collecting feedback was considered but may have to wait for new booking system. An in person option may be more effective. Signage suggestions for the Harbour were highlighted. Information on the boat and TV adverts were discussed. IOSS staff were invited to join a FAM visit.

TC356.25 Minutes and matters arising from 6th November, 13th November and 20th November

The minutes were signed off as correct.

TC357.25 Invoices

The invoices were viewed. The invoices were signed off.

TC358.25 AOB

The Island Games was discussed. The Christmas VC hours were considered. All the map advertising for the map had been sold. Inspections for next year were discussed and possible training.

TC339.25 Next meeting date – Thursday 18th November

The next meeting was due to be held Thursday 18th November.