



TOURISM & PUBLIC HEALTH COMMITTEE

A COMMITTEE OF THE CHIEF PLEAS OF SARK

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Sark Tourism Trade Update – July 2026

As we move into the height of the summer season, we would like to thank everyone for the welcome you continue to offer visitors to Sark. This update highlights a number of opportunities to enhance the visitor experience, support business growth and work together to strengthen Sark's tourism offering.

Sunset Sailings – Creating a Memorable Visitor Experience

The forthcoming Sunset Sailings, operated by the Isle of Sark Shipping Company on 15th, 22nd and 29th July, and 5th August, present an excellent opportunity for the island's tourism and hospitality businesses to collaborate and create a distinctive evening experience for visitors. As a trial initiative, the sailings are designed to encourage longer stays, increase visitor spending and explore the potential for future evening tourism opportunities on Sark.

With passengers travelling specifically to enjoy an extended stay on Sark, food and beverage businesses are ideally placed to enhance the occasion through:

- Curated sunset dining menus.
- Cocktail or drinks specials.
- Locally inspired picnic hampers and takeaway options.
- Outdoor dining experiences where available.

There is also an opportunity to work alongside cycle hire providers by offering later bicycle returns, enabling visitors to make the most of the longer evenings. Guests can enjoy exploring the island at a relaxed pace, spend time at one of Sark's beautiful bays or take a swim at Creux Harbour before finishing the day with dinner or evening drinks.

By working together to create a seamless experience that combines exploration, relaxation and exceptional hospitality, businesses can generate valuable midweek trade while helping establish the Sunset Sailings as one of Sark's signature visitor experiences.

As these sailings are being delivered as a trial, their success will depend not only on passenger numbers but also on the overall visitor experience once guests arrive on Sark. Businesses are therefore encouraged to support the initiative through their visitor offering and by helping to promote the sailings through their own channels, including social media, websites, newsletters and customer communications. A promotional toolkit has been prepared by the Isle of Sark Shipping Company and is available to assist businesses with their marketing activities. A successful trial could help support future evening and shoulder-season tourism initiatives, creating additional opportunities for businesses across the island. If you would like to be involved, please contact bookings@sarkshipping.gg.

Enjoy the long Summer evenings in Sark!

**SUNSET SAILINGS
WITH SARK SHIPPING**

 Isle of Sark Shipping

15TH JULY	DEPART
22ND JULY	GUERNSEY
29TH JULY	15:30 & 17:10
5TH AUGUST	RETURN 21:00

ADULTS £14.00 - CHILDREN £6.00

Book direct: www.sarkshipping.gg

Visitor Experience

Recent visitor feedback has highlighted how much guests value Sark's relaxed, welcoming atmosphere.

While businesses naturally wish to attract customers, visitors have commented that highly proactive approaches to encouraging trade in public spaces can sometimes feel intrusive. Businesses are therefore encouraged to adopt a friendly, welcoming but non-intrusive approach, allowing visitors to browse and engage at their own pace.

Maintaining Sark's authentic character is one of the island's greatest strengths and plays an important role in encouraging positive reviews, repeat visits and recommendations.

Consistent Opening Times

Visitor feedback suggests that clear and consistent opening days and hours are particularly valued, especially by those planning meals around excursions, day trips and evening sailings. Businesses are encouraged to maintain regular opening times wherever possible and to ensure any changes are communicated clearly through websites, social media and other visitor information channels.

Providing reliable opening information helps visitors make the most of their stay, supports positive visitor experiences and reinforces confidence in Sark's hospitality offering.

Pricing Transparency

Clear pricing is an important part of delivering a positive visitor experience and helping customers make informed choices.

Businesses are reminded that, under **The Liquor Licensing (General Provisions) (Sark) Ordinance, 1979**, premises operating under a Hotel or Standard Liquor Licence are **legally** required to **display** drink **prices** prominently in areas where drinks are sold or served. Failure to comply may result in enforcement action, including prosecution or the suspension or forfeiture of a licence.

More broadly, all businesses are encouraged to ensure that prices for food, drinks and retail items are clearly displayed, easy to understand and applied consistently. Transparent pricing helps build visitor confidence and reinforces Sark's reputation as a welcoming and trustworthy destination.

Accessibility Matters

Accessibility continues to be an important aspect of the overall visitor experience.

Feedback indicates that visitors particularly appreciate clear information about available facilities, especially the location of public toilets and accessible amenities. This information is especially valuable for guests with mobility needs, families with young children and older visitors.

Businesses are encouraged to communicate this information proactively wherever possible and to consider how accessibility can be incorporated into their own visitor offering. Small improvements can make a significant difference to visitors' overall experience.

Developing New Experiences for Cruise Visitors

Recent discussions with InterCruises have identified strong demand for an even broader range of experiences for cruise visitors coming to Sark.

Areas of particular interest include:

- Guided walks and heritage experiences.
- Outdoor and active adventures.
- Authentic local and cultural experiences.
- Food and activity packages.
- Excursions suitable for varying interests and fitness levels.
- Reliable all-weather alternatives.

Expanding the range of available experiences will not only enhance Sark's visitor offering but also encourage greater visitor spend across the island while creating new business opportunities.

If you have ideas for new tourism products or experiences, Sark Tourism would be delighted to discuss them and support their development and promotion wherever possible.

New Routes Coming Soon to Komoot

VisitGuernsey has been working with Alderney, Sark and Herm to develop a series of walking and cycling routes on Komoot, showcasing outdoor experiences from across the Islands of Guernsey.

Komoot is a leading platform for outdoor enthusiasts, with a community of more than 50 million users and a strong leisure-focused audience. The project includes two route collections within the app – one dedicated to walking and the other to cycling – featuring 6–8 routes from across the islands. The collections will highlight the diverse landscapes, coastal scenery and outdoor adventures available throughout the Bailiwick.

Once live, VisitGuernsey will target audiences in Brittany, Normandy and Paris, serving adverts to Komoot users in these regions to promote the Islands of Guernsey as a destination for exceptional walking and cycling experiences. The collections are expected to launch in the coming weeks. Further details will be shared once they are

live, enabling partners across the islands to help promote the routes to visitors with an interest in outdoor exploration.

What's On in Sark

Planning ahead is becoming increasingly important for visitors, travel trade partners and tour operators.

Sark's growing events programme showcases the island's unique mix of culture, creativity, heritage, nature and community throughout the year. We encourage businesses to familiarise themselves with upcoming events and consider how they can align their own offers to maximise visitor engagement.

To help us promote Sark as effectively as possible, event organisers are encouraged to notify Sark Tourism of planned events, activities and special initiatives as early as possible, and to provide updates should details change. Advance notice enables events to be included in marketing activity, visitor communications, media opportunities, trade engagement and the online events calendar, helping to maximise awareness and attendance.

The earlier we receive event information, the greater the opportunity to promote it to potential visitors both on-island and in our target markets. The full events calendar can be viewed at: <https://www.sark.co.uk/events>

Working Together

Thank you once again for your continued commitment to providing exceptional visitor experiences.

By working collaboratively across the island, we can continue to strengthen Sark's reputation as a unique and welcoming destination while supporting a thriving and sustainable visitor economy.

For tourism enquiries, partnership opportunities, marketing support or itinerary planning, please contact the Sark Tourism team. We are always happy to discuss ideas and explore ways we can work together to promote Sark.

We look forward to working with you and welcoming visitors to Sark throughout the season.