

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thursday 26th March 2026 at 5pm in the Assembly Room

By Invitation:

Jimmy Martin (JM) – Chair, Harbours, Shipping & Pilotage Committee (until 6pm)
Patrick Dewe (PD) – Harbours, Shipping & Pilotage Committee (until 6pm)

Present:

Natalie Tighe (NT) – Chair
Helen Plummer (HP)
Jolie Rose (JR) Deputy Chair
Aidan Mallon (AM) SOO

Also:

Jenni Robinson (JLR) - CSO

TC064.26 Apologies:

Mary Nicolle (MN)

Harbours

There were discussions around continued efforts to align the ferry timetables. The French connections were hoped to be better utilised this season. The idea of island hopping and how best to facilitate this was considered. There had been a walk around the Harbour with various Conseillers that had highlighted somethings at the Harbours. Some items mentioned were already being addressed. An event at the Harbour had been suggested as the best next step. The Harbour information for boat owners was due to go out shortly. The 17th and 18th April were identified as the most suitable dates. There would also be a high tide swim event with food in the planning stages for August 14th. Easter events and bookings so far were considered. The fuel increase request from IOSS was discussed. The winter timetables were hoped to be planned and ready for review soon.

There was a discussion around the Tourism suggestions for the Harbours.

TC065.26 Minutes and Matters arising from 26th February

The minutes were read out. They were signed off as correct. The summary was approved for publish, with the section regarding Islands of Guernsey Travel Trade Summit- 18th -20th May as this was now publicly available information.

There was a previous mention of notifying the Douzaine about dog bins that was still outstanding.

TC066.26 Invoices to approve

The invoices were viewed. The invoices were signed off as correct.

TC067.26 Advert requests approved

The Pushang advert had been completed. The Guernsey Together Festival had been notified and someone would be in contact soon.

TC068.26 Sark Marketing Strategy

This had been discussed at the last meeting.

TC069.26 Media Visits 2026

Currently the next scheduled visit was expected on 27th May. The 'Meet and Greet' for this year was discussed.

TC070.26 Sark Accredited Guides

This was still waiting for an insurance question to be answered. There was a suggestion that the VCT could issue a holding email to those awaiting updates.

TC071.26 Easter events

The current expected numbers looked a bit disappointing. Volunteers, supplies and logistics were discussed. Pricing was discussed as world events was having an impact. Further digital pushes could attract more visitors. Some events would likely be cancelled if numbers remained the same.

TC072.26 Harbours event

This item was discussed earlier in the meeting.

TC073.26 Disabilities

This item was deferred due to time constraints. There was due to be an accessibility audit soon.

TC074.26 Visitor centre – redesign progress

Permission had been received but this was now to be left to the end of the season so it would not disrupt operations too much.

TC075.26 Islands of Guernsey Travel Trade Summit – 18th -20th May

The plan for this had now changed slightly with a possible familiarization visit to Sark on 20th.

TC076.26 Workshop information to publish

The workshop had been successful. There would hopefully be another workshop at a later date. A bed stock analysis was being created for publishing along with summaries.

TC077.26 Vaping in restaurants

This had come from the Medical Committee. They had been asked if there was anything that could be done about vaping in restaurants. It would obviously be up to business owners. It

was understood that some people would have issues with it, especially if they had previously given up smoking. It could go out to businesses as a polite reminder.

TC078.26 Bel Air Toilets

This originally came from the stakeholders meeting. It was then discussed at Douzaine. It was understood that the Douzaine declined to assist as it would open them up to contributing for all.

TC079.26 Water test guidance

There had been some difficulties filling out the accommodation forms. The VCT had requested some guidance regarding water testing requirements.

TC080.26 Seafront Sundays

There was no intention for a Sark Tourism pitch but as IOSS and other Sark businesses would likely have a presence, this could be assisted.

TC081.26 New Harbour sign

The new sign was going at Harbour but the new location was not given Douzaine permission. This would need to be rectified. A new DCC application was being made.

TC082.26 Sustainability in Accommodations

There was a discussion about use of recycled materials. One accommodation was thought to be buying new single use bedding instead of supporting the laundry.

TC083.26 ToFR for Tourism Shop account

This document was currently in draft form.

TC084.26 Island life webpages now updated

There were now live and were very informative.

TC085.26 Doppelganger website

There had been reports of a website with a very similar name to the Official Tourism site but with inaccurate information. The owners of the site appeared to be trying to conceal their identity. Possible actions were discussed with the initial course of action being to write to the website owners.

TC086.26 Exit Survey

The exit survey was being finalised ahead of the season.

TC087.26 AOB

There had been a request from a business for a letter of support regarding a temporary full time carter position this summer. The role was unlikely to be filled on island but it was unclear if it had been advertised.

TC088.26 Next meeting date – Thursday 9th April

The next meeting was scheduled for Thursday 9th April.