

## **TOURISM COMMITTEE**

### **Summary of the Meeting held on Thurs 7th August 2025 at 5pm in the Assembly Room**

#### **Present:**

Natalie Tighe (NT) – Chair  
Mary Nicolle (MN)  
Helen Plummer (HP)

#### **Also:**

Jenni Robinson (JLR) - CSO

#### **TC221.25 Apologies:**

Jolie Rose (JR) – Deputy Chair

#### **TC222.25 Minutes and matters arising from meeting 16<sup>th</sup> and 24<sup>th</sup> July**

Everyone had read the minutes and NT signed off the minutes as correct.

#### **TC223.25 Invoices to approve- in meeting folder**

The committee viewed and approved the invoices as appropriate.

#### **TC224.25 Landmark Trust**

It was discussed and viewed as a proposal for a different committee.

#### **TC225.25 Community Pound/Blockchain tokens**

This item was discussed and required further investigation so was moved to the end of season agenda.

#### **TC226.25 Catering business email**

The committee were provided with up to date information and discussed a suitable course of action.

#### **TC227.25 TOTM – Tourism support guide and request**

The committee discussed the support and resources provided to the TOTM.

#### **TC228.25 Chief Pleas Newsletter- to note submission**

This had been drafted and sent to for submission.

**TC229.25      Facebook campaign Direction, Timeframe, Reach and Spend**

The committee were awaiting further information regarding this.

**TC230.25      Translation and Accessibility progress- website**

The committee was informed that the French translation of the website was underway. The committee suggested translating to German.

**TC231.25      Stamp Launch- Arrangements**

The committee were provided with an update regarding the stamp launch. There was a discussion regarding involving the VC.

**TC232.25      PR Proposal via VC**

The committee discussed this proposal but due to budget constraints were unable to accept. It was suggested that sending a letter declining but requesting to keep details on file for the future would be the best course of action.

**TC233.25      Visitor accommodation complaint**

The committee discussed the complaint and the best course of action.

**TC234.25      St Malo Sea Route**

The committee discussed the possibility of a sea route direct to St Malo.

**TC235.25      Budget 2026**

The committee discussed the budget for 2026. The committee discussed the advertising spend with print/digital split.

**TC236.25      Partners Tab on Tourism website**

The committee was provided with an update on the progress of the Partners tab for the website.

**TC237.25      Brochure/map order to be noted**

These had been ordered through the VC.

**TC238.25      2026 Staycation UK media pack**

The committee had not had time to fully consider these so they were moved to the next meeting.

**TC239.25      2026 Jersey Cruising guide advert via VC**

The committee had not had time to fully consider these so they were moved to the next meeting. The committee discussed ways to increase the awareness in Jersey.

**TC240.25      Sark Advert TV contract to be noted**

The advert had been confirmed, the contract signed as was due to be aired from Friday.

**TC241.25      British Travel Journal – Autumn/Winter edition**

This had already been turned down.

**TC242.25      Trade Mailer entry – Data Protection**

This had been put into the Trade Mailer.

**TC243.25      Balliwick Charters Dielette Lunch trip – for trade mailer**

This had been put into the Trade Mailer.

**TC244.25      AOB**

The committee suggested informing VC of any offers of assistance. The progress of the map and where best to place it were discussed. Ways to assist with orientation were discussed. Information regarding dogs being under control and how best to inform people were discussed. The committee received an update regarding twinning. The committee discussed shipping routes and ports. The committee discussed the Alderney Tourism centre and tourism initiatives.