



**TOURISM & PUBLIC HEALTH COMMITTEE**  
**A COMMITTEE OF THE CHIEF PLEAS OF SARK**  
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**Sark Tourism Trade Update – Preparing for the 2026 Season**

As we enter the 2026 visitor season, we wish you every success for the months ahead. With Easter upon us, a strong programme of events is planned for residents and visitors alike. You can view and share the full listing here: <https://www.sark.co.uk/events>

**Island FM Collaborative Advertising Opportunity**

We are exploring a joint advertising package with Island FM, centred on sponsorship of the James Bentley Breakfast Show. By grouping up to 10 businesses, we can secure a reduced monthly rate, providing daily mentions for each participant alongside wider promotion of Sark as a destination. Island FM will produce all creative content.

If you would like to be involved, please let us know.

**Developing New Cruise Visitor Experiences**

Recent discussions with InterCruises highlight strong demand for:

- Engaging guided experiences
- More active, outdoor, or 'experience-led' activities
- Combined food and activity packages
- A choice of excursions catering to different interests and energy levels
- Reliable alternatives in poor weather

Expanding these offers will strengthen the visitor experience and create wider benefits for local businesses. If you are interested in developing new products, we would be happy to support you so please do get in touch.

### **Brittany Ferries and Travel Connections**

We are awaiting confirmation on whether the Brittany Ferries charter will operate this season and will update you as soon as possible.

In the meantime, visitors and residents can access a year-round 10% accommodation discount through our partnership with Sarnia Hotels.

Details: <https://www.sark.co.uk/partners>

### **Vaping in Hospitality Settings**

We have received feedback regarding vaping in dining areas; while policies are at the discretion of each business, we kindly ask that you consider your current approach to help maintain a comfortable environment for all guests.

### **Protecting Sark's Official Online Presence**

Some businesses have recently received messages promoting an independent website. A number of recipients have raised understandable concerns regarding the legitimacy of these messages and the unfamiliar external links included. We would like to take this opportunity to remind all businesses that <https://www.sark.co.uk/> remains the island's single, trusted digital platform, developed in close partnership with the local community. This unified approach helps to ensure clear, consistent messaging, avoids unnecessary duplication of advertising costs and supports the ongoing development of shared resources such as maps and visitor information. We would encourage businesses to exercise caution when approached by third-party platforms and, where possible, to direct any queries to Sark Tourism. Maintaining a coordinated and trusted online presence is key to presenting Sark at its very best to visitors.