

TOURISM COMMITTEE

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

Present:

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

Also:

Jenni Robinson (JLR) - CSO

TC042.26 Apologies:

Mary Nicolle (MN)

TC043.26 Minutes and Matters arising from 29th January and 12th February

**The minutes from 29th January were read out and signed off as correct.
The notes from the 12th February were viewed and signed off.**

TC044.26 Invoices to approve

The invoices were viewed and signed off.

TC045.26 Interactive Stakeholder meeting - feedback

The meeting had been attended by around 20-25 people. There had been many comments received. There were some improvements that could be made if using this format again. There was a suggestion that there could be another meeting of this type in early April.

TC046.26 Sark Marketing Strategy

A document explaining the Sark Marketing Strategy was being created.

TC047.26 Inspectors- process

The latest permits were signed. Inspection documentation was being updated. There was a discussion around the inspector roles and the roles of the VCT.

TC048.26 TofR for Tourism Shop account

The Treasurer had suggested that TofR be created for the Shop account. An initial document had been drafted.

TC049.26 Map distribution

New maps had arrived for 2026, unfortunately some had arrived damaged. Maps were being distributed to businesses that were already open.

TC050.26 Visitor Centre – Re design progress

Advice from a builder had been received. There was a plan being done which would need to go back to the Douzaine. Once the builder returns further information and plans would be available.

TC051.26 Visitor Centre – Boiler serviced

The boiler had been serviced. It would need to be done again this time next year.

TC052.26 Easter events

There were Easter events being organized. There were press releases going out shortly for some of the events at Easter. Other Easter events could be contacted to coordinate these.

TC053.26 Accommodation – Bed stock

Information on bed stock was being collated.

TC054.26 Public Meeting

There was a suggestion of a tourism surgery once the VC was done up. A date could be found once the VC redesign scheduled was finalised.

TC055.26 Sark Accredited Guides interest

There are currently around fifteen interested parties. The question regarding insurance was yet to be answered. IOSS had shown an interest for members of staff to undertake the training.

TC056.26 Islands of Guernsey Travel Trade Summit – 18th -20th May

This was a tourism event happening in Guernsey that Sark Tourism would be attending.

TC057.26 Derelict and Long term inactive properties – Tourism impact 3 point email

There was a discussion regarding the response.

TC058.26 Visitor numbers email

There was a discussion regarding the visitor numbers opposed to residents travelling. The visitor centre recorded internal figures but these were not IOSS official passenger figures.

TC059.26 Harbours email

There had been a volunteer for a possible Harbours event. Several other suggestions had come from the walk around the Harbours with members of Douzaine and Harbours Committees.

TC060.26 Disabilities email

This would be discussed at a meeting later in March or April with the email sender once meeting availability was confirmed.

TC061.26 Travelling with Dogs

There had been a visitor who had tried to visit with dogs. They had been unable to bring them on the Manche Ilse. They had travelled to Guernsey, then on to Sark. This could be looked into. There were some people on Sark that were very knowledgeable about dogs who could be asked for information.

TC062.26 AOB

There was discussion regarding the paid advertising and how this should be signposted. There was a discussion regarding the trade emails that go out from the VC. An unsubscribe option could be included. Upcoming meetings and events were discussed.

TC063.26 Next meeting date – Thursday 12th March

The next meeting had to be cancelled so the next meeting would now take place on Thursday 26th March.