

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT  
BY THE DEPUTY OF ST. MARY  
ANSWER TO BE TABLED ON TUESDAY 12th OCTOBER 2010**

**Question**

Following on from the Minister's answer to Written Question 5611 on 13th September 2010, can the Minister advise members -

- (a) What is the 2009 figure for "Airline Marketing"?
- (b) What is the 2009 figure for "Route Development"?
- (c) What is the 2009 figure for "Conference Bureau"?

Can he further advise whether these sums are included in departmental figures under the heading of "Policy and Research" as they were in 2007 and 2008?

Further can the Minister inform the Assembly how much was spent in 2009, 2004, 1999, and 1994 (or a comparable set of years) on the following -

- (i) Public Relations in France
- (ii) Public Relations in Benelux
- (iii) Public Relations in Germany
- (iv) Marketing and marketing support of all kinds in France
- (v) Marketing and marketing support of all kinds in Benelux
- (vi) Marketing and marketing support of all kinds in Germany?

**Answer**

Figures for 2009

- (a) Airline Marketing was £404,517.
- (b) Route Development was £173,000.
- (c) Conference Bureau was £235,959.

These figures are include in the 2009 Jersey Tourism Annual Report under the heading Strategy & Policy.

In addition Jersey Tourism spend in 2009 on:

- (i) Public Relations in France was £48,073.
- (ii) Public Relations in Benelux was £13,625.
- (iii) Public Relations in Germany was £47,484.
- (iv) Marketing and marketing support of all kinds in France was £211,782.
- (v) Marketing and marketing support of all kinds in Benelux was £5,000.
- (vi) Marketing and marketing support of all kinds in Germany was £227,754.

The above figures have been calculated using a combination of identifiable costs in each of the specified markets. Similar levels of expenditure were experienced in previous years although detailed information is no longer available for the earlier years specified in the question. However a similar level of revenue expenditure for France and Germany can be applied to 2008.