

Deputy Chief Minister |
Minister for Economic Development,
Tourism, Sport and Culture

19-21 Broad Street | St Helier
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By email

24th March 2023

Dear Chair,

Thank you for your letter of the 17th March, in which you provide a number of questions following the Panel's private briefing on the Visitor Economy Strategy. I have set out below answers to each of these in turn:

It is important to note that the Visitor Economy Strategy is currently in its inception phase. Further development and consultation with key stakeholders will be taking place over the coming months and it is this process which will inform the content and actions contained within the final report. In advance of this engagement with the industry it would be premature to offer detailed solutions or prejudge the content which the industry will wish to see.

1. *Will the issue of staff accommodation being compulsory for hotel staff be considered within the strategy? We understand that previously, staff employed to work at United Kingdom owned hotels on the Island did not have staff accommodation and therefore had to find suitable accommodation on arrival to the Island.*

Further to the above, it is not possible at this stage to confirm whether or not this will feature in the final strategy.

2. *How will tensions between hotels, accommodation, key worker accommodation, hospitality staff accommodation and general housing be resolved?*

As with the answer to question 1, it is not possible at this stage to confirm whether or not this will feature in the final strategy. The Minister for Housing and Communities will of course be consulted along with the wider Council of Ministers as part of the development of the Strategy.

3. *In what way will the strategy encourage private investment in supporting infrastructure and aim to strike a balance between local and foreign investment to support Island identity? Will it extend to proposals for tax incentives or tax breaks?*

It is not possible at this stage to confirm whether or not this will feature in the final strategy. The strategy will be mindful of the forthcoming Inward Investment Strategy which will be published later this year and officers from the Tourism and Retail sector have fed into the development of that strategy. Additionally, the Minister for International Development will be consulted along with the wider Council of Ministers as part of the development of the Strategy.

4. *We note the visitor information office of Visit Jersey was recently closed. Can you confirm if this will be considered as part of the strategy and if so, how will this be consulted on and also confirm how the decision to close was consulted on?*

The decision not to renew the contract with Liberty Bus for the visitor information centre was made by Visit Jersey following consultation by Visit Jersey with industry, alongside a review of data demonstrating a significant decline in visitor enquiries at the Tourist Information Centre since 2019 (pre-pandemic)

Consideration as to how best to provide information to tourists in a convenient and contemporary way is likely to be considered as part of the Strategy.

5. *How will the strategy propose to promote tourism at airports and harbour terminals?*

This will likely fall beyond the scope of the Strategy itself however both Visit Jersey and Ports of Jersey are being engaged as key stakeholders and both maintain close working relationships with one another.

6. *What will be in place within the strategy to tackle the quieter 'shoulder months' of the tourism calendar?*

This will be a key ambition of the Strategy, at this stage and prior to engagement with stakeholders, it is not possible to confirm which actions will be recommended within the Strategy to address visitor numbers during the shoulder months.

7. *What plans are in place to help local entrepreneurs gain access to funding to assist in setting up or purchasing hospitality businesses?*

Alongside established businesses, entrepreneurs or prospective entrants into the tourism industry can receive support from Jersey business. Jersey Business maintains a dedicated Head of Tourism and Hospitality and their free business advisory service provides help in business planning, accessing funding and support to set up or expand a business.

8. *Will the strategy inform the sports strategy or vice versa and if so, how?*

At this stage it is unclear whether or not this will feature in the final strategy as this will also depend on the scope and ambition of any sports strategy.

9. *What consultation is planned for the events sector and will this involve the Bailiff's Department?*

It is anticipated that the Visitor Economy Strategy will inform changes to the Island's events licencing regime. As you will appreciate, the establishment of events licencing legislation is a separate piece of work to the Visitor Economy Strategy and will be a longer-term piece of work which would involve a number of stakeholder and interested parties, including the Bailiff's Chambers.

10. Can you advise how many hotels there are on the island and how many beds there are in each and any benchmarks and targets you intend to use in this respect in the Visitor Economy Strategy?

A breakdown of the number of, and current bed provision within, each type of visitor accommodation is below:

- Hotels: 49 with 6548 beds and 118 self-catering beds
- Guest Houses: 26 with 591 beds and 31 self-catering beds
- Self-Catering: 34 with 1147 beds
- Hostels: 2 with 146 beds

The Visitor Economy Strategy is likely to set an ambition of expanding the provision of beds on Island, at this stage it is not clear whether this will involve the setting of specific targets.

11. Can you advise how many Air B&B short term lets there are currently registered in Jersey and any benchmarks and targets you intend to use in this respect in the Visitor Economy Strategy

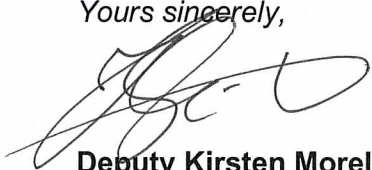
No legislation is in place to register / licence Air BnB establishments or those being offered on other similar booking platforms. All visitor accommodation being offered, for reward, for 6 persons or more at any one time must be registered under the Tourism Law. There are several establishments that are Tourism registered that also appear on the Airbnb platform or similar.

12. Noting the Panel's separate request for a copy of the Partnership Agreement with Visitor Jersey that is due for renewal this year, please could you provide any existing KPIs for existing projects being undertaken by Visit Jersey.

Visit Jersey's 2023 KPIs are contained within their 2023 Business Plan which has been published on their website. For ease of reference a link can be found [here](#).

I hope the above provides clarity to the areas you have raised.

Yours sincerely,



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