

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY DEPUTY G.C.L. BAUDAINS OF ST. CLEMENT**

ANSWER TO BE TABLED ON TUESDAY 14th FEBRUARY 2006

Question

Would the Minister inform members whether Jersey Tourism is currently running an advertisement in national papers offering return fares to Jersey of £19.50 by sea and £51 by air and which refers readers to Jersey.com and, if so –

- (a) where on the jersey.com website details of the promotion can be found? and,
- (b) whether these prices are available to Jersey residents wishing to travel to the UK; if the answer is in the negative, would he explain the reasons why Jersey residents can not benefit from the promotion?

Answer

This particular advertisement appeared the weekend of 4th/5th February 2006. The fares quoted were confirmed by the two carriers, Condor Ferries by sea and Thomsonfly by air prior to the advertisement appearing. Further similar advertisements are scheduled to appear but subject to suitable prices and availability at the time of going to press.

- (a) jersey.com website offers consumers a variety of ways in which access can be gained to travel information. There is a complete travel section which offers links to the website of every carrier serving Jersey and an on line booking facility which enables consumers to book virtually every service to the Island.
- (b) prices of air and sea fares to and from the Island are managed by individual carriers, usually employing computerised yield management systems. Availability can change very rapidly and usually cheaper fares are more likely to be available the earlier their enquiry is made. Most airlines operate on a sector fare basis for calculation of return air tickets and, therefore, the prices will be the same irrespective of whether the journey first commenced in the U.K. or in Jersey.