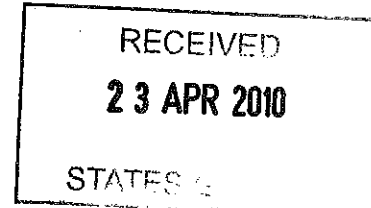


Deputy C F Labey
Chairman
Rural Economy Strategy Scrutiny Sub-Panel
Scrutiny Office, States Greffe
Morier House, St Helier
Jersey JE1 1DD

23rd January 2010

Re: Rural Economy Strategy



Dear Deputy Labey

Thank you for your letter of the 13th April 2010, seeking the views of Tourism in regard to the above strategy.

We had been given the opportunity of contributing to the report on those aspects which affect Tourism, and I am pleased to say that as a sister department to Environment, we are delighted with the content of the report, but there are a number of areas to which I would specifically refer, which are of particular importance to the Tourism Industry.

There can be no doubt that the rural environment is of great importance to Tourism as it is, in effect, an absolutely essential part of the product which we provide for visitors. Jersey is known and promoted for the quality and provenance of its food, for its environment as well the many other important attributes such as heritage, culture and coast line.

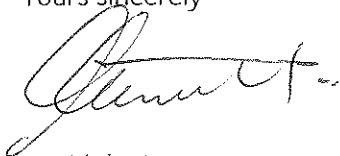
We were particularly pleased to note the section on agri-tourism which we believe has significant potential for future growth as there is a high demand for self catering in farm style accommodation providing better access to the countryside and the pursuits to be found therein. This inevitably leads to the issue of access to the countryside which is of great importance and which in our view is, supported by the initiatives to set aside environmental corridors at the edges of fields to encourage wildlife.

We were particularly pleased to see the reference to Jersey's Green Globe status in recognition of our Green Tourism branding which was based upon coastal footpaths, cycle tracks and the Green Lane network dating back to 1994.

We believe that local food and food provenance will form an even greater part of the visitor experience in the years to come as visitors are becoming far more interested in integrating with the environments in which they stay on holiday. Locally caught fish, vegetables, dairy products etc. will all be in greater demand and will help to define Jersey's personality as an interesting and vibrant destination to visit.

Thank you for giving us the opportunity of contributing to your deliberations.

Yours sincerely



David de Carteret
Director

www.jersey.com