

7.11 The Deputy of St. Martin of the Minister for Economic Development regarding the Tourism Development Fund grant to “Tennerfest”:

£10,000 has been granted to Tennerfest from the Tourism Development Fund for each of the past 2 years. What is the justification for the grant? What use was the grant put to and what system is in place to monitor the number of visitors attracted to the Island to participate in the Tennerfest promotion?

Senator P.C.F. Ozouf (The Minister for Economic Development):

Tennerfest has been supported by Jersey Tourism for the past 7 years and is funded out of the Economic Development Department budget, not the Tourism Development Fund. It meets the strategic objectives of driving new business in the off-season - that means October and November in this case - and increasing spend in the local economy. The promotion provides a showcase for the Island’s fabulous array of restaurants, cafés, bars and hotels delivering business to this sector of the industry at a traditionally quiet time of year. In 2006, 102 restaurants participated in the promotion. The Tennerfest promotion costs £121,000 in total and Jersey Tourism’s grant of £10,000 contributes towards the promotional print. Tennerfest is a key part of the 2006 tourism campaign; significant off-Island advertising is carried out. For example, regional advertising campaigns covering 18 regional newspapers, full-page adverts in the *Jersey Evening Standard* with a readership of some 839,000 people, full-page copy in the *Your M&S* magazine with a readership of approximately 4 million and many other promotions. In terms of Jersey’s performance during the Tennerfest - October and November - these have become strong months for the leisure market. In 2005, the most recent data available, suppliers sold 69 per cent of the available capacity of a total of 94,000 room nights, an increase of 2 per cent over the previous year. November saw similarly an increase of 5 per cent over the previous year. Many specific packages are marketed by tour operators and we will be evaluating the success of Tennerfest 2006 in the forthcoming weeks.

7.11.1 The Deputy of St. Martin:

Given that Tennerfest I understand is a joint campaign with Guernsey, does the States of Guernsey pay an equal amount of money as a grant as Jersey does?

Senator P.C.F. Ozouf:

I can confirm to the Deputy later on in the day what the exact contribution of the States of Guernsey is, but I understand the States of Guernsey is a similar partner. I am happy to confirm that later in the day to the Deputy.

7.11.2 Deputy C.J. Scott Warren:

Would the Minister agree with me that many local people are able to eat out more cheaply and it may encourage them perhaps to eat out, certainly during that period, more often?

Senator P.C.F. Ozouf:

I would absolutely agree and this is one of the fundamental dilemmas that Jersey tourism has. A lot of the events that we are supporting are not only good for the visitor economy but they are great for the local economy too. I know I enjoy Tennerfest - I know I certainly put on a few pounds during the weeks of Tennerfest as we all probably do - and so that clearly indicates that there is a win-win both for the

tourism economy and for the local economy and it is a great news story for what is a fantastic array of restaurants that we have in the Island.

7.11.3 The Deputy of St. John:

I just wondered if the Minister had any measurable evidence of the concept of the £15 Tennerfest for the local economy. Have there been any statistics compiled as to how well that sector of our economy is doing as a result of support from the local residents because, as you have said, most people seem to take advantage of this far more than tourists do? Is there a measurable effect on that particular element of our industry locally from the local residents?

Senator P.C.F. Ozouf:

It is quite difficult to carry out but I am happy to take on board the Deputy's comments - which I agree with - that it is important that one should make decisions on clear evidence. But I would not want to engage in a great deal of work in terms of research for something which is an established success which I think we all intuitively know is a success and is widely supported, I understand, by the tourism industry themselves. It basically brings, and it has an excuse for, marketing of Jersey. I got some great feedback from people I know in London who picked up the *Evening Standard* and Jersey was there in the *Evening Standard* as a place to visit. So it is tangible and intangible but I am happy to do some more work to get some more data, but I do not want to spend another £10,000 finding it.

7.11.4 The Deputy of St. Martin:

Given that very few establishments sell or provide menus for £10, does the Minister agree that possibly the Tennerfest campaign in its present form is probably past its sell by date and should be revisited with possibly looking at another promotion form?

Senator P.C.F. Ozouf:

The Tennerfest is a great brand name, and I do not know whether or not we should be thinking about having a '12'; I do not know, the ring of a sort of '15-fest' does not have quite the same ring to it. It is important that there are menus available at £10, £12.50 and £15 and I think it is accepted that there is a range of menus available. It is the brand that has been invested in that is now very well known and certainly I would need evidence to move away from what is now a very established brand of which restaurants do give £10, which is great value.