

STATES OF JERSEY



STATES STRATEGIC PLAN 2009 – 2014 (P.52/2009): NINTH AMENDMENT

Lodged au Greffe on 19th May 2009
by Senator B.E. Shenton

STATES GREFFE

PAGE 2 –

After the words “attached as Appendix 1” insert the words –

“, except that in Priority 2 on pages 12–13, in the section entitled “What we will do”, in the eleventh bullet point, after the words “Recognise the contribution made by the Tourism and Agriculture industries to a diverse society” insert the words “and demonstrate this commitment by making grants available for investment in tourism infrastructure”.

SENATOR B.E. SHENTON

REPORT

There has been little significant investment for a number of years and many tourist attractions now appear jaded, or are close to closure.

Jersey has not, in my opinion, made the most of the jewels that it possesses. I shall use Durrell as an example.

Would Florida experience the tourist numbers if it did not have its theme parks?
Would St. Ives have the same tourist numbers without the Tate?

With Durrell, which is a Trust, we have a jewel in our midst which could become a beacon for tourists – drawing them to Jersey. We need to demonstrate that, as a Government, we are willing to invest in tourism. It is a move that could reap important benefits in the coming years.

There are no financial or manpower ramifications as this is a Strategic Plan – a blueprint for the way forward, and a document that should contain aspirations. Financial resourcing would come to the Assembly under a separate proposition at a suitable time.

Tourism warrants one ‘throw-away’ line in the Strategic Plan. It deserves more.