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STATES GREFFE

18 May 2009

Deputy M.R. Higgins,
Scrutiny Office,
Morier House,
Halkett Place,
St. Helier JE1 1DD

Dear Deputy Higgins,

Tourism Public Private Partnership

I have been trying to get cultural/heritage tourism on Tourism's agenda for years and years. Cultural/heritage tourism is the biggest sector of tourism worldwide, but no effort (as far as I know) has been made by Jersey to market it specifically.

I enclose a sample of my letters on the subject. I did have one meeting with Tourism but was told that there 'was' no money available. I then had a meeting with Jon Carter, Jersey Heritage Trust, and later still with Rod McLaughlin, E.S.&C. Interest, but nothing came of either meeting.

After all that effort, and that of the specialists who wrote papers on their subject and those who wrote sample itineraries (at no cost to the public purse), it is galling that so much has been spent on the race course, the (in my opinion) not very good website, and the latest amount, £500,000 I think – money which leaves the local economy – on extra advertising.

Top of the list of visitors' responses to a Tourism questionnaire a number of years ago was HERITAGE & the beauty of the island. Targeted marketing is the key – a small information package sent to history & archaeology societies drawing attention to the Tourism website and the excellent Prehistoric Jersey website.

The majority of people who go on heritage holidays are middle-aged to elderly – those who no longer have a mortgage, who have, perhaps, inherited capital, are not restricted to school holidays, etc., whose children have left home and who have both the time and the money to have at least one or two holidays in the year, despite the credit crunch. People who, like the members of the Royal Archaeological Society, are unaware of the amount of interesting sites here. These special interest holidays can also take place nearly all the year round and be good for hotels in the shoulder months.

Yours sincerely,



Isabel Haydon