# **TOURISM** MANAGEMENT BOARD

# Meet the team - Trade

- Hannah Beacom Chair
- Nico Bezuidenhout Carrier
- Clare Crowson Agent
- Ian Vaudin On island transportation
- Charlie Walker Accommodation
- Natalie Davidson Events
- Keith Beecham Consultant



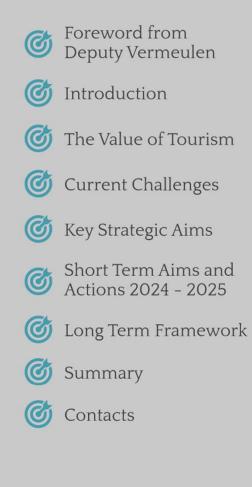
# Meet the team – States of Guernsey

- Deputy Simon Vermeulen Committee for Economic Development, Tourism lead
- Mary Putra, MBE Director of Communications





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5% France 6% Jersey 9% ROW 32% Unknown	before. 3% of those had visited on a cruise	Booking patterns (prior to travel) 5% 7 - H days 4% lags 4% la
Country of residence 18% 01% 00% 00% 00% 00% 00% 00% 00% 00% 00		108,971 visitors reported the main purpose of their trip to Gaernisey was for lesure
59% Travelled by plane		(452.101 bed nights) (149.189 bed nights) 4.9 Nights' (271.894 bed nights)
▲ 9.8% increase from 2022 ▼ 18.9% decrease from 2019		Average length of stay for hotel guests other accommodation
568,879 Total number of passengers		Length of stay in 2023 4.2 5.9 Nights Nights



# Key Strategic Aims

- Data
- Extending the season
- Political Understanding
- Private sector understanding encouraging maximum spend
- Bedstock amount and quality
- Air and sealinks protect and maintain



#### How will we measure success

- Review the detail of the arrival data
- Reliability of sea and air routes
- Continued reporting on bedstock levels
- Stable and growing occupancy levels
- Increasing length of stay
- Increase average spend
- Growing occupancy in shoulder months



# How will we measure success

- Success of the product development grant projects
- Success of event grant projects
- Increased engagement and contribution from Industry
- Net Promoter scores



# Short term aims

- Encourage sustainable tourism
- Collaborations on new products
- Events led tourism
- Sports tourism
- Promote the importance of the industry to the local community and our politicians





Guernsey Ambassador Scheme

# Guernsey Mark

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# More work to do

- Sustainability
- Land use
- Ease of entering the industry
- Staffing
- Bed levels



