

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY DEPUTY G.P. SOUTHERN OF ST. HELIER**

ANSWER TO BE TABLED ON TUESDAY, 24th OCTOBER 2006

Question

Would the Minister inform members what budgets have been allocated to support events to promote 'event-led tourism' over the years 2005 to 2007 and would he set out which events have been, or will be, supported and to what amount?

Answer

The support for event led tourism is provided by Economic Development in the form of both grants to external organisations who arrange events such as the Jersey Battle of Flowers and through the direct organisation of a series of events which are delivered by staff of the Economic Development Department.

In 2005 the total sum expended on grants and events amounted to £607,459. In 2006 the estimated amount is £594,500 and for 2007 a budget has been set of £639,000 reflecting the increased focus on the event led component of EDD's budget for the tourism sector. During 2006 the original budget of £449,500 was supplemented by internal reprioritisation of EDD to budget both Air Display and Battle of Flowers of £50,000 and a payment from the Tourism Development Fund of £45,000, for the Jersey Battle of Flowers.

The provisional programme in 2007 will include elements of funding for the major events as follows:

- Liberation
- Battle of Flowers
- International Air Display
- Fête de Noué

in addition to a broad programme designed to add vibrancy and excitement to the visitor experience.

Final budget allocation to these events will be subject to rigorous analysis of business plans including full definition of outputs.

Additional funding for the Battle of Flowers and all other events will be contingent upon compliance with the findings recently published report into the 2006 Battle of Flowers event by the Comptroller and Auditor General.