

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT
BY DEPUTY M. TADIER OF ST. BRELADE
ANSWER TO BE TABLED ON TUESDAY 22nd JUNE 2010**

Question

“Would the Minister be in favour of establishing a working party, in conjunction with the Constable of St Helier and Jersey Tourism, to establish a ‘Town Ambassador’ scheme employing local residents (often students or retired), voluntary or paid, to aid tourists with orientation, information and so on, as a way of promoting the tourism industry, optimising tourists’ on-Island experiences and thus increasing the likelihood of repeat custom, and if not, why?”

Answer

We are fortunate in Jersey to have residents who are already prepared to go out of their way to provide a welcome and assistance to visitors as they visit our town centre and other locations around the Island.

We also have the Friends of Tourism scheme with as many as 450 members. This scheme was designed to inform and encourage local people to promote the Islands benefits in overseas locations as well as throughout the Island.

Whilst a new ambassadorial scheme would further enhance the quality of experience for visitors we do not feel that the benefit would justify the re-deployment of funding and human resources at a time when we are totally focussed on the challenges of a very difficult trading environment.

Economic Development is a partner in the Town Centre Partnership and supports the Connetable and the Town Centre Manager in many initiatives. We are for example very supportive of their events programme and of course the Angels at Christmas time.

I very much appreciate and welcome the sentiment contained in the suggestion.

Friends of Jersey Tourism are online on <http://www.jersey.com/business/traveltrade/friends>