

APPROVED

**WRITTEN QUESTION TO THE
MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM, SPORT AND CULTURE
BY DEPUTY S.Y. MÉZEC OF ST. HELIER
ANSWER TO BE TABLED ON TUESDAY 18TH APRIL 2017**

Question

What discussions, if any, has the Minister had with his counterparts in Guernsey and Alderney, including their tourism bodies (Visit Guernsey and Visit Alderney) to discuss joint opportunities for attracting tourists from Europe and the U.K. to ‘Island hop’ across our Islands?

Answer

I discuss a range of tourism matters, including our air and sea links, during the course of regular meetings with my political counterparts in the Channel Islands. Specific destination marketing opportunities are, however, considered and actioned by Visit Jersey in accordance with its [Destination Plan for Jersey](#) and successive [business plans](#), which I review and approve on an annual basis.

At an operational level Visit Jersey are in regular contact with their counterparts across the Channel Islands. Significant activity includes –

- jointly developing a C.I. website <http://www.visitchannelislands.com/>
- the roll-out this year of a Channel Islands Heritage Festival- “Heroes, Myths and Legends” (8th April to 10th May)
- collaboration with Visit Guernsey to support direct triangular summer air routes from Germany, Austria and Holland.
- collaboration at important trade exhibitions (e.g. at ITB Berlin and WTB London, Visit Jersey jointly present under the Channel Islands banner).

In March, the CEO of Visit Jersey met the Marketing & Tourism Officer at Visit Alderney two weeks ago. They emphasised the importance of inter-Island connectivity (was informed about the possibility of Alderney based airline introducing a scheduled service between Alderney and Jersey). There are currently no direct air or sea routes between Alderney and Jersey, though we do have the periodic sailings from Sark.

A Memorandum of Understanding has been drafted between Visit Jersey and Visit Guernsey and is with Guernsey for comment. I anticipate this being finalised soon.