

**WRITTEN QUESTION TO THE MINISTER FOR ECONOMIC DEVELOPMENT, TOURISM,
SPORT AND CULTURE**

BY DEPUTY M. TADIER OF ST. BRELADE

ANSWER TO BE TABLED ON TUESDAY 16TH JANUARY 2018

Question

Will the Minister give consideration to supporting Visit Jersey's recent campaign to attract more winter visitors to the Island by –

- (a) ensuring that more Jersey Heritage sites are kept open over the winter months, even once a week, to ensure that sufficient activities are available to tourists;
- (b) reducing or scrapping airport fees for incoming flights during certain winter months; and
- (c) attracting a well-regulated casino to operate in the Island?

If not, why not?

Answer

I am extremely pleased by the work being done by Visit Jersey and my Department to support the tourism and hospitality sector in Jersey. I am extremely encouraged by the initial results of the campaign recently launched to attract more visitors to our wonderful island in winter.

- a) Having lots of things to see and do is a crucial motivator, so weekend opening of key Jersey Heritage sites would certainly be beneficial. Visitor evidence, courtesy of the replies from the Exit Survey, suggests a sense of disappointment that some attractions were closed in early November. We are currently in discussion with Jersey Heritage regarding its business plan for 2018 and opening hours during the non-peak season forms part of that discussion.
- b) Airport fees represent a relatively small portion of the overall ticket cost and Jersey is more competitive in terms of consumer taxes on aviation than the UK as we do not levy Air Passenger Duty on departing passengers.
I do support the principle of utilising ports (air and sea) charges to increase visitor numbers especially during quieter periods of the year and I am in regular dialogue with Ports of Jersey in relation to this.
- c) Any quality addition to the Jersey visitor experience would be welcomed and a casino could provide welcome additional year round entertainment for both locals and visitors. There are however no plans to pursue this option at present although I would expect the issue to be raised again during the next Assembly.