

Deputy Chief Minister |
Minister for Economic Development,
Tourism, Sport and Culture



Deputy David Johnson
Chair
Economic and International Affairs Panel
By email

8th February 2022

Dear Deputy Johnson,

Update to the Tourism Strategy

Thank you for your letter of 7th February. I trust that you found the briefing useful.

I am confident that a draft Tourism Strategy will be prepared for Ministers to consider in mid-March. Once drafted and reviewed by Ministers, it will be shared with stakeholders to ensure the sector are content with the overall direction. The strategy will then be taken to the Council of Ministers in mid April.

The strategy is likely to set specific goals, actions and performance measures for a number of areas: air and sea connectivity; visitor accommodation provision; encouraging investment in the Island's events and attractions offer; staffing and productivity; and regulatory reform.

Once a draft is completed it will be shared with the Panel at the earliest opportunity.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Lyndon Farnham".

Senator Lyndon Farnham
Deputy Chief Minister | Minister for Economic Development, Tourism, Sport and Culture
19-21 Broad Street | St Helier | Jersey | JE2 3RR | E:l.farnham@gov.je