



## States Greffe

Deputy Kirsten Morel  
Minister for Economic Development, Tourism, Sport and Culture

### **BY EMAIL**

17th March 2023

Dear Minister,

### **Briefing on Visitor Economy Strategy**

The Panel has recently received a briefing from officers within Economic Development, Tourism, Sport and Culture on the Visitor Economy Strategy. The briefing was extremely comprehensive however, the Panel has a number of further questions and would be grateful if these could be addressed.

1. Will the issue of staff accommodation being compulsory for hotel staff be considered within the strategy? We understand that previously, staff employed to work at United Kingdom owned hotels on the Island did not have staff accommodation and therefore had to find suitable accommodation on arrival to the Island.
2. How will tensions between hotels, accommodation, key worker accommodation, hospitality staff accommodation and general housing be resolved?
3. In what way will the strategy encourage private investment in supporting infrastructure and aim to strike a balance between local and foreign investment to support Island identity? Will it extend to proposals for tax incentives or tax breaks?
4. We note the visitor information office of Visit Jersey was recently closed. Can you confirm if this will be considered as part of the strategy and if so, how will this be consulted on and also confirm how the decision to close was consulted on?
5. How will the strategy propose to promote tourism at airports and harbour terminals?
6. What will be in place within the strategy to tackle the quieter 'shoulder months' of the tourism calendar?
7. What plans are in place to help local entrepreneurs gain access to funding to assist in setting up or purchasing hospitality businesses?
8. Will the strategy inform the sports strategy or vice versa and if so, how?
9. What consultation is planned for the events sector and will this involve the Bailiff's Department?
10. Can you advise how many hotels there are on the island and how many beds there are in each and any benchmarks and targets you intend to use in this respect in the Visitor Economy Strategy?

11. Can you advise how many Air B&B short term lets there are currently registered in Jersey and any benchmarks and targets you intend to use in this respect in the Visitor Economy Strategy
12. Noting the Panel's separate request for a copy of the Partnership Agreement with Visitor Jersey that is due for renewal this year, please could you provide any existing KPIs for existing projects being undertaken by Visit Jersey.

We would be grateful if you could respond to this letter no later than midday on Friday 24th March 2023 in line with the 5 day response period required for correspondence between Scrutiny Panels and Ministers.

If you have any questions regarding this or our work in general, please do not hesitate to contact me. Please note that unless otherwise stated, all letters will be uploaded to the Scrutiny website as a matter of course.

Yours sincerely,

A handwritten signature in black ink that reads "Moz Scott". The signature is written in a cursive, slightly slanted style.

Deputy Moz Scott  
**Chair**  
**Economic and International Affairs Scrutiny Panel**