

**Product Action Group, 24 January 2018
Recommendations & Deliverables**

We present ten key recommendations for the development of Jersey's tourism experience economy. This is predicated on deepening support across government departments, to work together with Visit Jersey and our industry partners.

Key

Completed
Ongoing /In progress
Behind timeframe
Yet to commence
Priorities 2019 TBC

Recommendation	Deliverable	Who	Initiate by	Status
1. Seasonality				
Recognising unique, seasonal opportunities and need to get market-product fit "right" for each season (experiences). Agree and roll out Signature Experience e.g. winter with shopping, winter walks (don't necessarily need all the attractions to be open since visitor needs in winter not the same as summer visitors).	Develop pen portraits/case studies to understand what those who live in the UK and go to places for short-breaks (i.e. Cotswolds, Lake District) in the shoulder seasons are looking for. Draw on Kubi Kalloo research.	VJ (Kubi Kalloo) / Industry	Q2 2018	Ongoing /In progress
	Replicate for French visitors. Explore bespoke research requirements as required.		2019	
	Who are our best prospects and what do they want from #theislandbreak? Develop easily accessible caricatures (demographics, attitudes)	VJ	Q3 2018	
	Develop an experiential tourism checklist to present the partner opportunity.	VJ	Q2 2018	Completed
	Establish a three-tiered approach to Signature Experiences working with key suppliers. Test key projects – align to the brand promise. Dial up seasonality. Caution to over position outdoor experiences. 1. Do it yourself experiences i.e. Digital walking guides, tidal / dramatic change – 'low' and 'high' tide experiences, neighbourhood guides attuned to key	VJ / DTTT / industry partners	Q2 2018	Ongoing /In progress

	<p>experiences Cultural Guide to St Helier, capture the story of the ambassador - authentic, immersive, storytelling</p> <p>2. Product pairings i.e. Highly personal experience Meet the Ambassador, Forage with Kazz & Dinner at Samphire - scalable, premium, new</p> <p>3. Develop bookable, commissionable experiences with key markets i.e. partnerships with Normandy & Condor</p>		<p>Q3 2018</p> <p>2019</p>	
	<p>Develop bookable, commissionable experiences for 2020 75th Occupation Anniversary. Scope to partner with the Channel Islands.</p> <p>Ascertain opportunities to link to Victory Day in Europe.</p>	<p>VJ / industry partners / SoJ</p> <p>VJ / VB / DCMS</p>	Q4 2018	
	Agree TDF or appropriate Challenge Fund to Experience Development and inspire small businesses	VJ / SoJ	TBA (SoJ)	
	Events Jersey – focus on events opportunities to extend Jersey’s seasonality particularly in January – March. Food/seafood, wellbeing, walking, natural assets.	VJ /industry partners	2019	
	Identify and prioritise sports tourism opportunities i.e. wellness retreats. Support the development of local infrastructure for sport.	VJ / SJ / SoJ	Q3 2018	
Build the case for more attractions / activity providers / accommodation being open for more of the year, even if for short periods around Christmas and February half-term.	Target flagship attractions and share real visitor feedback from the exit survey with 1-2-1 meetings.	VJ / JAG	Q3 2018	
	As part of the ‘Get Match Fit’ programme develop a toolkit designed to help businesses better understand Jersey’s year-round opportunity and the benefits of expanding operations.	VJ / JHA	Q3 2018	
	Identify key JAG partners willing to explore opening over 3-day / long weekends during shoulder seasons and host a dedicated FAM off-island to present the opportunity.	VJ / VK / JAG	Q4 2018	
	Celebrate success – develop a case study which awards businesses	VJ / JB / JHA	2019	
2 Celebrate local provenance				

Ensuring 'local' means 'local' – so honesty – but that when local produce is used it is always championed.	As part of the 'Brilliant Basics' programme, roll out a local provenance toolkit i.e. how to tell Jersey's story field to fork. Celebrate best practice. Focus on opportunities: <ul style="list-style-type: none"> • Present to industry how restaurants can showcase locality of food • Rural tourism opportunities in winter • Brewery tours, farm tours etc. • Celebration on the local items we produce with 'behind the scenes' tours 	VJ / GJ	Q3 2018	
	Explore the development of a co-operatives for the supply of food and fish produce to local restaurants. VJ to present the benefits to the visitor and businesses.	VJ / GJ	2019	
3 Retail				
Develop the retail product fit for a visitor economy i.e. De-regulation of Sunday trading, extended opening hours, consistent pricing.	Shape 10-year view of what Jersey's shopping experience should look like.	JRA / SOJ		
	As a starting point, explore Sunday opening in key seasonal timeframes. VJ to supply statistics and case studies to inform JRA approach to lead Government change.	VJ / JRA / SOJ	Q2 2018	
	Introduce clear price structure. VJ to supply economic case (verbatim, research data) to inform JRA approach.	VJ / JRA / SOJ	Q2 2018	
Create a compelling retail offer both through the 'what' can be bought, e.g. local produce, and through enhancing the actual shopping experience, e.g. opening hours, retail theatre.	Review remit of Genuine Jersey. Adjust the offering, more focus on local products i.e. more opportunity for pop-up businesses.	VJ / GJ	2019	
	Central Markets strong asset for the island. 9-year lease up for renew. Discuss with SoJ regarding property management and influence purpose. Explore authentic/local retailers and develop night life opportunity. i.e. short-term nightlife pop-ups vs. long-term glass exterior to preserve/conservate but inject new life*	VJ / SOJ / POSH	2019	
	Celebrate a retail offer based on experiences which celebrate authenticity. Development of the retail partnership programme.	VJ / JRA	Q2 2018	
Encourage the development of a good retail mix.	Feed in to the Retail Strategy. Engage with Sandpiper to inform VJ thinking behind retail development.	VJ / JRA / Sandpiper	Q3 2018	
4 Nightlife				

Address perception of Jersey's weak nightlife economy.	Promote Jersey's unique nightlife experiences i.e. hidden bars	VJ	Q3 2018	
Explore al fresco opportunities.	Highlight our natural locations and distinct areas that can be accessed/developed for this purpose i.e. host oyster tasting on Gorey Pier w/ local wine, Weighbridge, Royal Square, Central Markets, Liberty Wharf*. <i>Promote for EJ for MICE market with key events.</i>	VJ / SoJ planning	Q4 2019	
5 Accommodation				
Ensure growth in the diversity of the island's accommodation offering, and encourage best practice (from luxury hotels, to Premier Inn and Airbnb).	Publish the findings of the product audit and the visitor experience research. Share STR findings.	VJ	Q2 2018	
Get 2/3 star sector fully participating in #theislandbreak. Nudge away from winter closure/contractor accommodation.	Advocate opportunities for shorter break market (not 7-night holidays) Target 2/3 star properties to attend Destination Jersey to identify new travel trade partners.	VJ / JHA	Q2 2018	
	Develop case studies of what great customer care servicing looks like at all visitor touchpoints. Emphasis on role of digital technology i.e. self-service and how partners can benefit.	VJ / JHA	2019	
	Consider mystery shopping – invite our best prospects to share independent feedback	VJ / JHA	2019	
Work with 4/5 star to develop more experience packages.	Present opportunities outlined from Signature Experiences and invite gold/silver partners to roll out (i.e. tier one by September).	VJ	Q3 2018	
Explore opportunities to develop floating Airbnb.	Develop case studies from other destinations offering floating hotels and share with Jersey Marinas to present to boat owners (especially linked to events).	VJ / POJ	2019	

6 Customer service				
Need consistent customer servicing at all points; airport passes visitor to bus/taxi/to hotel/to attraction/restaurant, retail etc. Collectively deliver great customer care. Need to get buy-in from managers and frontline staff.	Have world host type workshop- mixing audience suppliers get the joint responsibility angle.	VJ / JHA	2019	
	Share case studies of good customer service.	VJ / JHA / JB	2019	
	Explore Awards for Hospitality & Retail Customer Service.	VJ / JHA / JRA / JB	2019	
7 Value for money				
Promote affordability and accessibility across all product verticals i.e. transport, retail.	Promote the Discover Jersey Liberty Bus pass and ease of use, both day and night, to key nightlife economy hubs i.e. St Helier, Gorey, St Aubin.	VJ / LB	Q2 2018	
	Explore ways to make bus travel even more accessible. Free bus pass to > 60s	LB	Q1 2019	
	A Taxi-hopping smartcard. Branded visitor taxis.	JTA	2019	
	Agree clarity and consistency to the Jersey retail pricing structure. Make the GST refund scheme more accessible. VJ to present the business case.	JRA / SoJ / VJ	TBA	
8 Public realm				
Development of public areas for visitors and locals to enjoy. JNP, parks, gardens, family areas, access for disabled. Have a range of public space that is fit for purpose. Improve quality of our public spaces i.e. St Brelade's Bay 7ft wide walk way instead of 5-7m deep to allow businesses to expand.	Development of a strategy for public realm (20-year plan).	SoJ (planning)	Q3 2018	
	Encourage a pragmatic approach to government implementation of planning laws.			
	Planning applications in the future should consider the tourism opportunity as part of the process.			
	Share examples of public realm best practice.	VJ / SoJ (DFI)	Q2 2018	
Respond to the actions noted in the Disability Strategy . Develop accessibility guide and present at industry workshop. Build out jersey.com accessibility product.	VJ / SoJ	Q2 2018		
9 Our Welcome				

Encourage accessibility to all, regardless of disability – covers both attitudes and infrastructural issues.	Develop an accessibility/inclusivity toolkit for businesses and a guide for inspiring prospective visitor information. Identify ambassadors who represent inclusivity and share their voice.	VJ / industry partners	Q2 2018	
Sell back to the community the reasons why we chose to live here (<i>Jersey's equivalent of Hygge – Friendliness? Wellbeing?</i>)	Identify key initiatives for locals to value the contribution of tourism. The pitch – Jersey would look very different if we lost funding.	VJ / industry partners	2019	
Build on Jersey's pride and passion. Increase local knowledge of the tourism contribution.	Build on previous engagement and launch a campaign to industry partners and islanders to love tourism. Inspire community to support it i.e. VfR market, invite residents to win #theislandbreak experience, employees club, free attraction pass	VJ / JHA / media	2019	
	Consider the pre-departure welcome to visitors in the island.			
10 Increase the skillset				
Numbers and quality, how to make hospitality an appealing sector with great jobs (lots of kinds). This isn't just a 'we need more migrants' debate. Make businesses more productive, and thereby lessen the need for migrant labour. Present new opportunities for people to work within the tourism industry. Inspire and educate local workforce to want to work within the hospitality sector, help them fall in love with tourism and understand its value.	VJ to feed into the JHA manifesto sharing insight from the Boosting Productivity & Competitiveness Report.	VJ / JHA	Q2 2018	
	VJ to create 'find you passion' ambassador edits and share across Jersey Hospitality Action Group. Invite ambassadors into schools to share their stories.	VJ / JHAG	Q2 2018	
	VJ to present 'best in class' examples of global staffing management. Share case studies of other destinations managing effective sustainable policies i.e. Kenya to encourage staff, re-purpose empty buildings such as office space for staff accommodation, create work exchange partnerships with other destinations similar to Jersey – Australia Lifeguard agreement. VJ to share with JHA to build a case with government.	VJ / JHA	2019	
	VJ to feed into the Skills Strategy driven forward by the Jersey Hospitality Action Group. Showcase the tourism industry not only as a long-term career choice but as a short-term way of learning life skills to carry into other industries. <ul style="list-style-type: none"> Win hearts & minds of parents 	VJ / JHAG	2018	

	<ul style="list-style-type: none"> • Address industry perception that there is no guaranteed job. • Broaden school engagement (outreach via school assemblies i.e. present a typical day in tourism) • Graduate training schemes 			
--	---	--	--	--

Stakeholders

DCMS: Department of Culture Media & Sport

DFI: Department of Infrastructure

DTTT: Digital Tourism Think Tank (experience development partner)

GJ: Genuine Jersey

JAG: Jersey Attractions Group

JB: Jersey Business

JHA: Jersey Hospitality Association

JHAG: Jersey Hospitality Action Group

JRA: Jersey Retail Association

JTA: Jersey Taxi Association

LB: Liberty Bus

PoJ: Ports of Jersey

SLT: Super League Triathlon

SJ: Sports Jersey

SoJ: States of Jersey

VB: Visit Britain

VJ: Visit Jersey

VK: Visit Kent