Business Plan
2020 - 23
Our 2030 ambition

1 million
visitors

£500m
spend

Our 2020
Targets

In 2020 we forecast
758,000
visitors (up 2.2%)

visitors spending
£282m
(up 2.5%)

Our 2020 Priorities

Create & deliver market plans

Build on-island engagement

Champion productivity & competitiveness

Review & develop marketing resources

Develop organisational capability

Strategic Priorities 2020-2023

Inspire visitors from overseas to visit and explore Jersey

Improve productivity of tourism assets by broadening seasonality

Maximise public investment through partner engagement

Advise government and the industry on tourism issues, particularly those affecting competitiveness
Priorities & market plans

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>UK Nurture</th>
<th>UK Grow</th>
<th>Germany Nurture</th>
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<table>
<thead>
<tr>
<th>Campaign/ Product</th>
<th>History &amp; Culture</th>
<th>Field to Park</th>
<th>Tidal Trail</th>
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<th>Field to Park</th>
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<tbody>
<tr>
<td>Rediscovers Yourself</td>
<td>Travel trade</td>
<td>Tidal Trail</td>
<td>Field to Park</td>
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<thead>
<tr>
<th>Channel Alignment</th>
<th>Print press</th>
<th>Travel trade</th>
<th>Digital display</th>
<th>Email marketing</th>
<th>SEM</th>
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<tbody>
<tr>
<td>Print press</td>
<td>Premier Holidays</td>
<td>Airlines Holidays</td>
<td>Leger Holidays</td>
<td>Sewing &amp; National Holidays</td>
<td>Saga Holidays</td>
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<tr>
<td>Digital display</td>
<td>Travel trade</td>
<td>Facebook</td>
<td>PR amplification</td>
<td>Digital display</td>
<td>Email marketing</td>
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<td>Email marketing</td>
<td>SEM</td>
<td>Facebook</td>
<td>Instagram</td>
<td>PR amplification</td>
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2020 Measurement

- **Total visitors**: 758,000 (+2.2%)
- **Visitor spend-nominal**: £282m (+2.5%)
- **Overnight Holiday Visitors**: 438,000 (+3%)
- **Holiday visitors’ total bednights**: 1.96m (+2.5%)
- **First time holiday visitors**: 50% (+1%)
- **Holiday Visitor Approval Score (Net Promoter Score)**: 56
- **Marketing: ROI on grant**: 6:1
- **Travel Trade satisfaction with VJ**: 79% (+1%)
- **On-island Information Provision**: 79% (+1%)
- **Staff turnover**: <13%
- **Staff motivation**: 3.3 (+10%)
- **Marketing KPIs from new website**: Create benchmarks

Create & deliver market plans

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Build on-island engagement

- **On-island Information Provision**: 79% (+1%)
- **Marketing in kind contribution to VJ**: £38,000 (+10%)

Develop organisational capability

- **Staff turnover**: <13%
- **Staff motivation**: 3.3 (+10%)

Review & develop marketing resources

- **Marketing KPIs from new website**: Create benchmarks

Champion productivity & competitiveness

- **Seasonal spread**: 23.5% (+0.5%)
- **Island RevPAR**: £76 (+2%)
- **On-island supplier satisfaction with VJ**: 73% (+1%)
2020 budgets

**Programme Budget**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Research and intelligence</td>
<td>£300,000</td>
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<tr>
<td>Product</td>
<td>£95,000</td>
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<tr>
<td>Marketing</td>
<td>£2,016,000</td>
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<tr>
<td>Trade incl. co-operatives</td>
<td>£688,000</td>
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<tr>
<td>Tourism Information Centre</td>
<td>£280,000</td>
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<tr>
<td>Events Jersey</td>
<td>£150,000</td>
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**Infrastructure Budget**

<table>
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<th>Category</th>
<th>Amount</th>
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<tr>
<td>Market Facing and Research Staff cost</td>
<td>£789,000</td>
</tr>
<tr>
<td>Other Staff &amp; Board Costs</td>
<td>£273,000</td>
</tr>
<tr>
<td>Premises Costs</td>
<td>£62,000</td>
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<tr>
<td>Total Administrative Expenses and Depreciation</td>
<td>£247,000</td>
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**Government Investment**

£4,900,000

Alignment with Government’s Priorities

**Put children first**

- Events inspire children to enjoy healthy and learning lifestyles

**Improve islanders’ wellbeing and mental and physical health**

- Participating in activities and spectating at sports events supports wellbeing of residents
- Routes allow residents to enjoy travel as part of healthy lifestyle
- Tourists contribute to and support Jersey’s culture as well as supporting community events
- Tourism fosters a sense of place and citizens feel proud of their island

**Create a sustainable, vibrant economy and skilled local workforce for the future**

- Tourism spending supported 8.5% of GVA and 11.5% of all employment in Jersey
- Tourism provides diversity to our economy and is synergistic with other sectors

**Reduce income inequality and improve the standard of living**

- Tourism jobs across all salary levels for all ages
- Visitors explore and spend in all 12 parishes

**Protect and value our environment**

- Tourism helps our rural economy and respects landscapes. Visitors help sustain the livelihoods of Jersey’s farmers and fishermen and value our natural beauty
- Tourism supports and helps sustain Jersey’s heritage

For further information visit [business.jersey.com/plans-reports](http://business.jersey.com/plans-reports)
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