



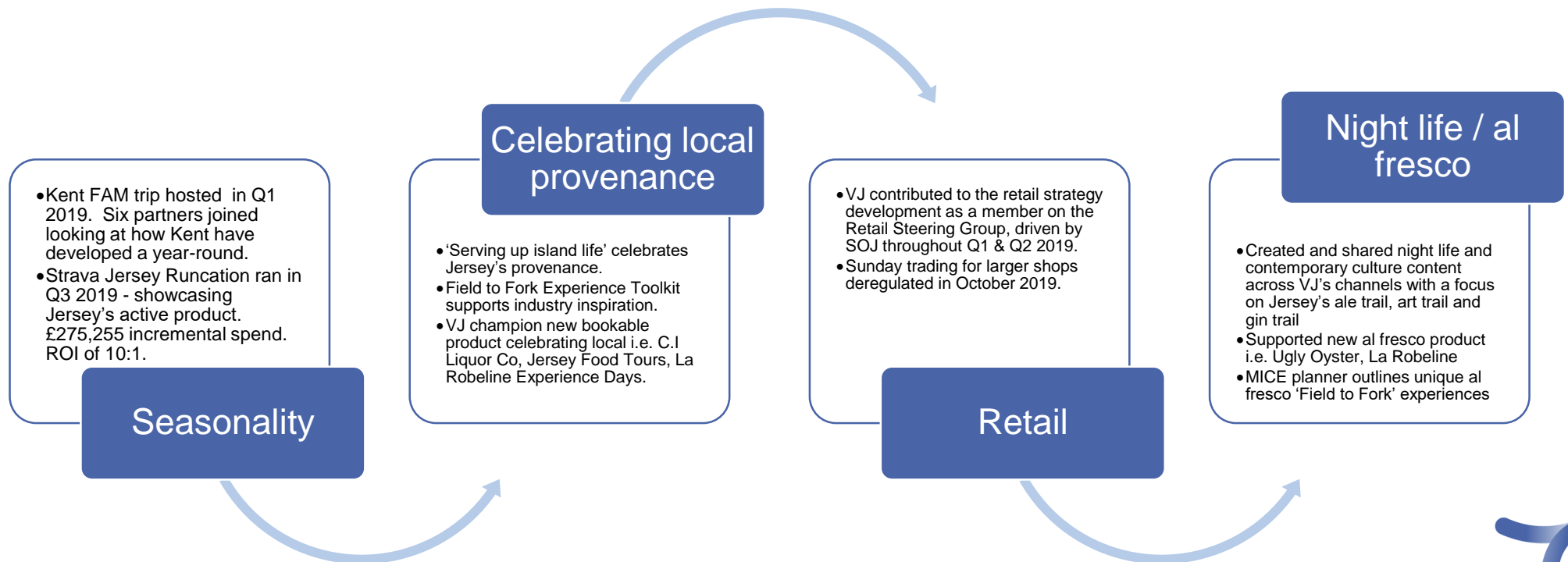
**Product Action Group**  
10.00 – 12.00, 20 November 2019



# Agenda

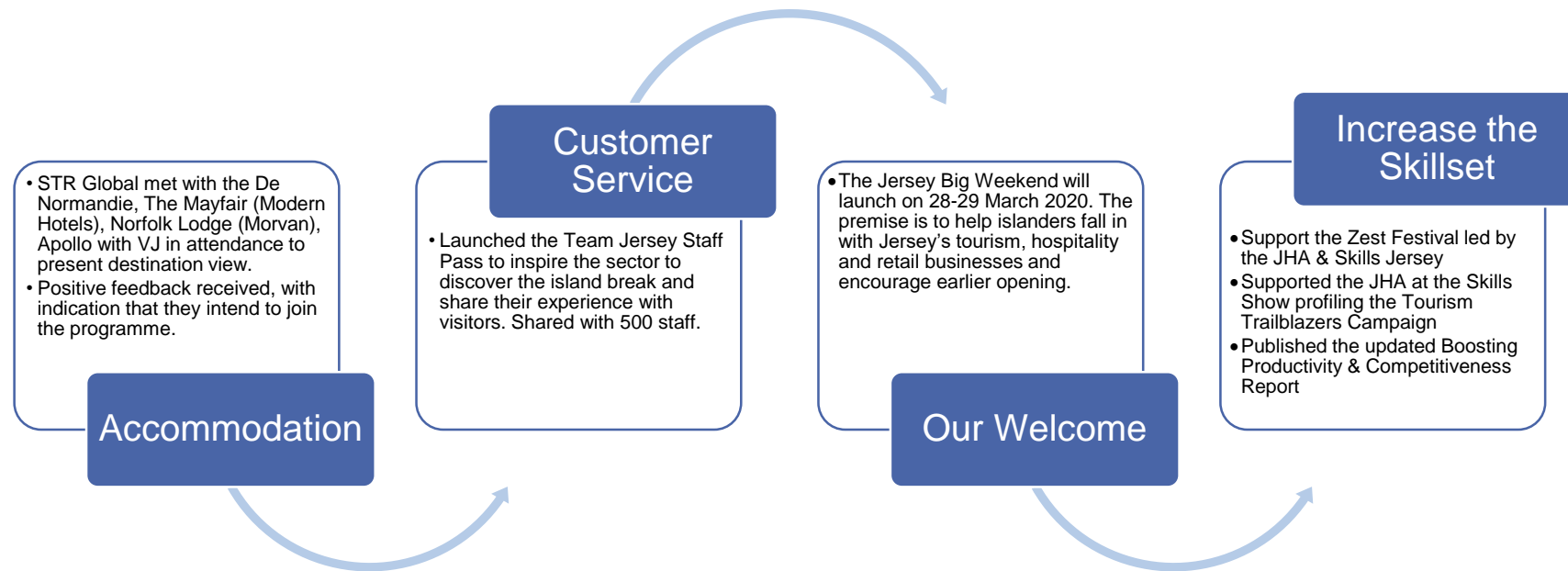
- Welcome.  
Keith Beecham, CEO, Visit Jersey
- 2019 Highlights. Looking Forward.  
Meryl Laisney, Head of Product, Visit Jersey
- No longer if, how should I act on sustainability?  
Malcolm Bell, CEO, Visit Cornwall
- Group Discussion.

# Product Action Group 2019 Highlights



## Product Action Group

# 2019 Highlights



Product Strategy.

**Deliver a sustainable,  
competitive advantage.**

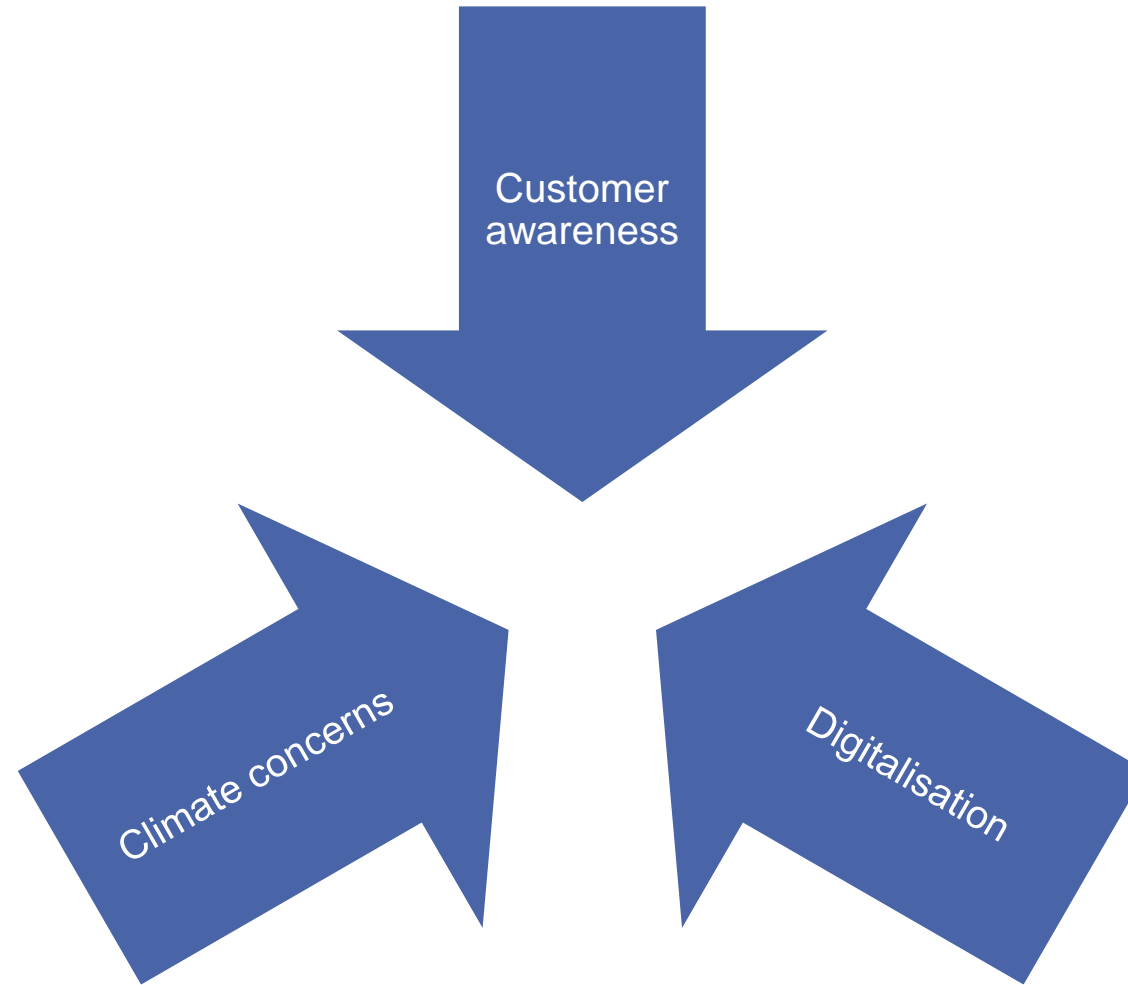


**Sustainability.  
Not a passing conversation.**



Product Action Group

# Driving sustainability



Tackling the Climate Emergency, States of Jersey.

**“We have a unique opportunity (as a small jurisdiction) to show global leadership and help chart the course to a more sustainable future.”**





# We need tourism trailblazers.

- **Education** – toolkits, training, best practice to drive cultural change
- **Visibility** – secure visibility in VJ content and storytelling i.e. e-guide
- **Development** – ongoing commitment i.e. Plastic Free Jersey, Green Tourism
- **Collaboration** – multi-stakeholder partnerships (pan-private, public, voluntary sectors)

Our ambition.

**By 2030 what is our  
collective aim for the tourism  
sector?**



Product Action Group

# Group discussion

## Questions

1. What are the opportunities for Jersey?
2. What are the challenges for Jersey?
3. What are Jersey's sustainable priorities?
4. What can I do for my business?
5. What will prevent me from implementing these?

