



Product Action Group Terms of Reference

Background

The Product Strategy aims to lead, influence and manage all aspects of Jersey that contributes to the visitor's experience. It takes into account the needs of visitors, local stakeholders and the environment. The purpose of the strategy is to define the development needs and opportunities for the island following an evidence-based approach. It serves as a shared statement of intent to achieve our ambition of reaching 1 million visitors by 2030, spending £500m per annum.

To deliver against these objectives and target growth, a Product Action Group has been established with industry stakeholders in key product areas. The Product Action Group will focus on the priority actions to be implemented by partners over the next 3-5 years.

Industry collaboration and commitment are crucial to the success of the Product Strategy, in order to address fragmentation, prioritise resources and recognise, strengthen and coordinate across different businesses.

If Jersey is to remain a competitive destination the island's supplier base needs to inform and implement the Product Strategy, working collaboratively and in partnership with Visit Jersey.

Visit Jersey as the custodian of the Product Strategy, accountable for its delivery, needs a vehicle to cement industry ownership and drive forward implementation. The Product Action Group is this vehicle and will allow Visit Jersey to engage with the industry on key issues affecting and impacting on Strategy delivery.

Purpose of Product Action Group

To support Visit Jersey in implementing the Product Strategy and securing growth and improvement by:

- Providing industry ownership of the Strategy and related issues that impact on its implementation;
- Securing stakeholder commitment to the implementation of the Product Strategy and its Action Plans;
- Reviewing progress and blockages to delivery, identifying solutions and advising on necessary changes and amendments as required;
- Debating important issues of interest to the industry to help improve productivity and competition.

Membership

The Product Strategy is made up of senior industry figures from across Jersey. Members represent the spectrum of interests across tourism, hospitality and the visitor economy. Members have been invited to participate by Visit Jersey to help agree priorities based on their ability to drive action forward and influence stakeholders. Those invited will be the major representative entities and third parties for the key tourism sectors whom have industry expertise with knowledge in areas pertinent to implementation of the Product Strategy.

The optimum membership of this Group will be around 20 representatives. Visit Jersey reserves the right to invite other organisations and individuals to attend. Membership will be reviewed annually by Visit Jersey.

Governance

The Chief Executive of Visit Jersey will chair the Product Action Group.

Frequency

The Product Action Group will meet twice a year, typically January and September.

Relationship with Visit Jersey

Visit Jersey is the custodian of the Product Strategy and has a responsibility to drive forward sector-wide implementation.

The Product Action Group provides Visit Jersey with a mechanism for driving forward industry implementation. It facilitates a strategic dialogue between Visit Jersey and the wider tourism industry to allow it to effectively advise government on tourism matters and drive forward the Product Strategy.

Relationship with the Visitor Economy

The Product Action Group, due to its role in driving forward industry wide implementation of the Product Strategy, and discussing issues impacting on the industry, will help to shape and develop the programme for an annual product event with an island-wide supplier audience.

Visit Jersey will report to the wider industry on the progress being made by the Product Action Group through the forum of the annual product event and Visit Jersey's annual report. Information will be shared on progress, successes and challenges to delivery.

Linkages will be made to ensure the important implementation role i.e. via supplier groups, government departments, third parties i.e. Jersey Business, Sports Jersey and DMOs.

Relationship with Tourism Development Fund (TDF)

The Chair of the TDF will kept informed on Product Action Group deliberations so as to support potential TDF funding in areas that help close product gaps and bring additional visitors to Jersey.