

1. Keith Beecham (“KB”) noted apologies from Andrew Shrimpton, Patrick Burke, Ruth Perchard, Graeme Smith, Paul Talbot and Dan Houseago
2. KB confirmed that the Minister Lyndon Farnham will be joining today’s meeting
3. KB advised the EU identity cards has been added to the agenda
4. Louise Ashworth (“LA”) provided an update on Visit Jersey digital channels, confirming the there is still an interest in Jersey according to data received, which included:
 - Over 2.8m people reached to date with our reopening edit, raising awareness that Jersey is safely open for business
 - 37.5k partner referrals generated from jersey.com..
 - July saw the highest number of website users generated since February
 - Total website traffic levels continue to improve slowly. Total users from 13th July - 6th August = 111,350 (-35.5% YoY, however, it is up 47.3% over the previous period).
5. VJ has launched a direct route response. Data received from Jersey.com highlights ferries and self-catering are the most visited on the site at the moment
6. LA said according to figures received the younger demographic 18-24 is at 59%,while the 55-64 normal demographic is seeing a fall on visits to Jersey.com
7. LA noted that we are seeing positive conversions from activity with partners able to track through to sale.
8. LA has asked stakeholders on the call where possible to add tracking to their site, which will provide greater data and assist with understanding customer behaviour
9. LA confirmed that the first UK journalist will be visiting the island this weekend from the Sun newspaper, and processes and are in place, in the event they are not able to visit due to testing
10. LA said we have received some really positive coverage recently in the national media regarding testing at the airport in Jersey
11. LA advised that we are looking forward to 2021, this includes strategy, assets and activity
12. Robert Mackenzie (“RMac”) said the feedback he is getting is there are still concerns and fear of the flying process. A second point was greater uncertainty regarding the testing and quarantining, and should we be more aware of these two factors?
13. LA confirmed that there has been a greater demand for shielding holidays, and we need to be able to provide assurance regarding cancellations policies if consumers are unable to travel
14. LA added that there is confusion in the messaging regarding cancellations between Direct booking v Online Travel Agencies
15. David Seymour (“DS”) Noted that the STR forward booking report only reflects 16 properties. This needs to be reviewed.
16. Sarah Barton (“SB”) said that we do need to go out and talk to younger demographic
17. SB also confirmed that we are actively working with Lastminute.com to position ourselves towards the younger visitor market
18. LA noted the lead time for bookings has reduced to as little as two days. **ACTION KB noted the VJ team will look at the forward bookings and Ruth Perchard will pick up directly with DS**
19. The Minister (“LF”) joined the meeting
20. LF confirmed that the testing on arrival programme has positive reviews.
21. LF informed the meeting that Jersey’s own testing Laboratory has now arrived on the island. Once operational 2,500 on island tests per day can be processed
22. LF noted we are seeing very few on island cases, however there are continued discussions taking place to discuss why imported cases are being included in the combined total number of cases
23. LF confirmed that continued talks are taking place within Government in relation to finding additional funding and support for the hotel industry during the Winter months
24. RMac queried why the support over the Winter period was only for hotels and what was the reasoning behind why they been selected for support?
25. LF confirmed that outside the fiscal support being provided consideration is being given to wider sectors of the economy; accommodation and other hospitality sectors.

26. LF noted, that If we start to lose hotel beds, this will have a greater effect on the economy. He also confirmed they want to prevent business closing
27. DS asked the Minister if he could provide an update on the economic council
28. LF noted the Economic Council will be shortly putting a report together for review
29. Matt Thomas (“MT”) Noted that POJ are seeing an improving picture by air and sea, with easyJet and British Airways at around 50% where they were this time last year on the routes operating
30. MT advised POJ are currently seeing twice as many people traveling to Jersey by air at the moment
31. MT said the testing teams upon arrival in Jersey have been fantastic, and are providing a calming atmosphere for arriving passengers through the testing procedure
32. MT noted BA had originally planned for their shortly haul programme to stay at LHR airport until November. That is now under further review and LHR could remain the short haul option indefinitely
33. MT informed the meeting that easyJet are finding it challenging at the moment, with certain hubs under constant review
34. MT advised that August is looking good, with a strong rebound, and added that he did not see business travel starting until September or October, Noting that it is difficult to make a call on what the Winter flight programme may look like
35. LF asked if Matt would able to provide any update regarding BA and easyJet programmes
36. MT confirmed the load factors are looking encouraging. The challenge will be filling the capacity that is put on and meeting the load factors
37. RMac noted that easyJet have reduced the Jersey to Glasgow route to operate only once a week in September
38. LA added that all of Visit Jersey activity is tailored to departure points and messaging is different for each
39. DS asked if MT was able provide an update on France plus Condor scheduling
40. MT added that they are reviewing schedules on a daily basis
41. Debbie Goffin (“DG”) informed the meeting that booking in July were down 35% year on year, which is positive. She also added the August is generally not a good month for bookings as people are on holiday
42. DG noted that over 50% of their bookings are for departures in the next 6 weeks
43. DG said that people whose holidays were cancelled earlier in the year are now rebooking. Which is adding to their bookings
44. RMac said that they were in stronger position since borders opened. Recognising that the September market is less inclined to travel. They are not seeing late bookings and there is concern over the numbers for Autumn. Noting we will be seeing a very challenging 2021, as people are wary about booking too far ahead for next year.
45. LF left the meeting
46. Simon Soar confirmed that Visit Safe charter already has 28 business signed up, covering multiple sectors, noting that this is a positive move forward
47. Jennie Smith (“JS”) said that businesses are starting to download asset. Plus a toolkit has been put together that tourism businesses can use
48. Amanda Burns asked if Jennie was able to advise what the expected adoption rate and what was the timeframe to reach the goal
49. JS advised that the hope is to reach 50% uptake of hotels and restaurant
50. Meryl Laisney (“ML”) noted the vast majority of hotel properties are open. A couple of properties plan to open by late August/September, e.g Monterey, Banjo. Properties are continually reviewing their positions based on border decisions, so this picture changes daily. Those that are open are seeing mixed occupancy rates. Properties able to attract the staycation market are faring better. Corporate hotels struggling somewhat.
- 50 Those that are closed typically fall into the ‘value end of the market – sold as a packaged product. The number of hotel beds lost from closed hotels/guest houses is around 600. These include:
 - Alhambra Hotel
 - Almorah Hotel

- Au Caprice Guest House
- Beausite Hotel
- Biarritz Hotel
- Fort D'Auvergne Hotel
- Hotel Cristina
- Hotel Miramar
- Maison des Landes
- Maison Gorey Hotel
- Norfolk Hotel
- Norfolk Lodge Hotel
- Old Bank House Hotel
- Samares Manor (allocated to longer term lets)

- 51 Many guest houses are only seeing a trickle of visitors, i.e. 1-2 per week attracting loyal repeat visitors
- 52 Properties more reliant on the German speaking markets have struggled
- 53 A number of the guest houses have diversified to provide sheltered accommodation, student accommodation or housing for essential workers
- 54 Bookings are being cancelled and made very last minute. Broadly August is looking good, September mixed, then occupancy falls off the cliff. A vast number of bookings have been deferred to 2021
- 55 ML advised she has been supporting the GoJ to find accommodation partners to house self-isolating visitors. Closed hotels are not in a position to accommodate only 1-2 people per week. It doesn't justify opening a property of scale for this purpose, so a number of guest houses have expressed interest to help
- 56 Some self-catering product has been lost to local families choosing to retract product from the visitor market for 2020
- 57 Jim Hopley advised they are getting a lot of interest for their promotion "Picnic in the Park" at the moment and will be looking to make it an annual event
- 58 Jon Carter confirmed many of their visitors are first time local visitors, adding that the outdoor sites have been busier and that the indoor attractions numbers have been considerably down
- 59 Dominic Jones ("DJ") noted that there needs to be a tourist product for visitors when they are in Jersey. Adding we will see many challenges ahead. DJ is also concerned many business will be trading at a loss during the Winter and that worried business are not being encouraged to open
- 60** KB confirmed Government are looking at other of funding tourism industry. **Action KB/AB to engage with GoJ and report back**
- 61 Kristina Le Feuvre informed the meeting that the majority of their customers are more comfortable with the outdoor area. The challenge going forward will be how to manage indoor spacing. Concerned about the Winter months going forward.
- 62 KB advised that EU ID cards will almost certainly no longer be valid from next year for visitors coming in from mainland EU countries. There are a significant number of EU residents when travelling to Jersey do not possess passports. Europeans will need passports to travel to Jersey from next year. There will probably be an implementation period of six months next year. This is a major concern and will impact not only the tourism industry but the retail also
- 63** RMac confirmed the day trip market from France would be wiped out. People will not be spending money on passports when ID cards are free. This is a major concern to the visitor market for Jersey. The industry needs to be very aware of the impact this will have. **Action Invite JHA to join the ID/Passport working group led by Condor (Paul Luxton)**

Attendees

Organisation/sector	
JHA	Simon Soar
Government of Jersey	Senator Lyndon Farnham Dan Houseago (apologies received)
Ports of Jersey	Matt Thomas

Minutes: Recovery Task Force Steering Committee Zoom Meeting – 12 August 2020

Accommodation	Patrick Burke (apologies received) Andrew Shrimpton (apologies received) David Seymour
JAG (Activities)	Stef Stevens (apologies received) Paul Talbot (apologies received)
Heritage & Attractions	Kristina Le Feuvre Jon Carter
Jersey Business	Graeme Smith (apologies received)
Community Action Group / Environment Committee / Genuine Jersey / National Park	Jim Hopley
Retail & Restaurants	Dominic Jones
Tour Operator	Robert Mackenzie Debbie Goffin
Visit Jersey	Keith Beecham (Chair) Amanda Burns Louise Ashworth Sarah Barton Meryl Laisney Oliver Archbold Jennie Smith