

1. Tony Moretta (“**TM**”) provided an update on the testing programme, noting that he was now back in his role of CEO of Digital Jersey and is no longer the testing programme director although he is still involved in launching the contact tracing app. He said there had been challenges with the IT system which was linked to the dated hospital system, but that they will shortly be moving to a new IT system. He noted there had been a great team effort between the Ports of Jersey and Government to ensure that passengers didn’t have to queue for long.
2. TM said they had introduced improved logistics to get tests to the UK lab including a chartered flight every morning. He noted that many people have had their results back within 24 hours and although there were some IT problems with the lab in the UK, any positive results were communicated over the telephone so these issues did not impact the communication of positive results.
3. TM said the new IT system should be in place next week and should be much quicker and be able to cope well with the requirement to scale up the testing. TM also noted that today, they were looking to commit to an on-island testing solution which should hopefully be in place by the end of July/beginning of August. This is essentially a lab on a truck and this will be ramped up as quickly as possible in August. At capacity, should be able to undertake 2,000 tests a day on-island, working 24/7, so results should be available within the 12 hour target.
4. TM further noted that there is now a SMS text sent to every visitor when they arrive with a link to the latest Jersey coronavirus information. He also said there is a SMS symptom tracker which sends a daily message over a 14-day period from the contact tracing team which enables people to report any symptoms which will then trigger the contact tracing team to get in touch. He said there is also a proposal being submitted today to fund a Jersey contact tracing app which both visitors and residents could use, which should have some inter-operability with places like the UK and Ireland too. TM also noted there would be different testing rules for different countries.
5. David Seymour (“**DS**”) congratulated TM on this work and said he had heard from someone who had gone through the testing process that it had run very smoothly.
6. Dominic Jones (“**DJ**”) noted that if more people could hear TM’s update on the testing process, this could help instil confidence and reduce some of the negativity and queried how the group could help to communicate this positive message.
7. TM noted that the Government comms unit were trying to do this but noted that the media also have a role in this too and can often be sensationalist and they amplify social media around the topic. TM noted that in a recent BBC interview, he emphasised the point that there is currently nobody who is unwell with COVID-19 in Jersey but that this was not included in the final cut of the interview. He said communications can always be improved but that everyone needed to do what they can to amplify the positive message.
8. Patrick Burke (“**PB**”) also congratulated TM and the team on their work. He referred to TM’s point about building up to 2,000 tests a day and queried where this sits in terms of the optimum.
9. TM noted that STAC may look at regional infection rates and may prioritise testing on flights from those regions with higher infection levels. He noted that Madeira had been offering everyone a free test when they arrive since 1 July but that they only had capacity for 900 tests a day so they would quickly get to a point where they can’t test every arriving passenger.
10. Stef Stevens (“**SS**”) noted that Seafaris and other commercial operators have been in contact with the Ports, Customs and Government and wanted to ensure that they are not forgotten about when it comes to testing. She said with the Condor issues, they are receiving lots of calls about bringing people over, and some private boats are now bringing people in and taking money for this. She emphasised the need to work together to ensure a level playing field.
11. TM noted that there is an arrangement in place for private boats and private planes, where they book an appointment at the drive through testing facility and go as soon as they arrive.
12. Alan Merry (“**AM**”) noted that there are lots of moving parts at the harbour and asked SS to provide her feedback to the team there. AM said although there were procedural documents, perhaps they also need something simple written down in relation to each of Condor, visiting yachtsmen, Manche lles and Seafaris etc so that everyone is aware of the process.

13. AM also noted that this is a resource hungry process, even before ramping up flights and sailings. He said the process at the airport is going well and will be even better once the new IT system is up and running. He said it's a more challenging process at the harbour as larger numbers of passengers all arrive at the same time.
14. Robert Mackenzie ("RMac") queried the position in relation to non-Jersey residents who test positive on arrival and are required to self-isolate and don't have access to a suitable location to do so. He said he understood Government would provide a location for positive-testing visitors to stay (if they didn't have a residence to do so), but that the advice on the Government website says they should call the helpline at the earliest opportunity. He queried whether they would be moved to an isolation unit and also queried the procedure around payment for this. He said he is receiving lots of queries around this from people due to come on holiday.
15. TM said he was not sure on this as this was being organised by a separate team but from what he recalled, they were trying to be flexible and had put some arrangements in place but had not put the details on the website. TM thinks the process is that if a visitor is already in a hotel, Government would check if the hotel was happy for them to stay there and if so, would cover the bill for them to stay there, but that Government had also made arrangements with at least one hotel to take people in if they need to be moved, at their cost.
16. RMac said these details need to be clear as they need to give this information to their clients. Jennie Smith ("JS") noted that Visit Jersey had been working with Government to collate a detailed FAQ document containing information that visitors may want and this was one of the points they were trying to get clarified by Government. She said their response was that the contract tracing team would be the primary contact and that if a visitor tests positive, there would be one key contact for them to assist with every element including return travel, accommodation, etc. and if someone doesn't have the means to cover the accommodation, this will be funded. JS said she hoped the FAQ document will be out within the next few days.
17. Simon Soar also noted that many self-catering accommodation providers are asking this question too. **Action – JS to confirm with Government whether the individual or Government will cover the costs of this.**
18. TM noted that he was taking Lucy Stevenson from the JEP for a tour of the airport testing process and that this will be a good opportunity to get the message across about how well the process is operating.
19. AM provided an update on connectivity, noting that everyone on the call had been sent the new airport schedule and that this was being uploaded onto the website.
20. He said that in terms of aircraft movements, these would usually be around the 2,500 mark but they were currently around 500-600 level. AM said the current estimates for arriving passengers were based on expected load factors. We can be certain on the capacity of the aircraft but there is no real certainty over load factors. AM said predicting load factors at the moment was incredibly difficult as there are so many variables. He said last year the average load factor was around 75% but that included Flybe which historically had low load factors. Although some of the first flights had decent load factors some were also very low therefore it is really difficult to produce an accurate forecast however, the indications are that that we will struggle to achieve last year's percentage..
21. AM said it would be the end of September/ early October before they get data from ACL on flight bookings and that this data would be firmed up in November/ December.
22. AM said the Condor numbers had the potential to get back to some degree of normality quicker than the airlines, although this depends on the situation in St. Malo. Air traffic figures are substantially down on last year. AM said in terms of sharing these figures, it may be best to focus on the capacity figures, as the load factor was subject to many variables. He said that if Jersey implemented another 14-day quarantine period, airlines such as easyJet may just leave Jersey out of their route network for this year.
23. Debbie Goffin ("DG") asked whether Condor were planning to increase their services from the current schedule from UK. AM said he thought the Condor capacity figures were based on social distancing measures being in place on vessels and therefore carrying a limited number of passengers but said he would confirm this. **Action – AM to confirm if this reflects Condor's full capacity or limited capacity with social distancing measures in place.**
24. DS queried whether the Condor UK – Jersey route would be direct or via Guernsey. KB said from speaking to Condor yesterday, he understands that will be a direct route with no specific plans to include Guernsey at the moment.

25. DS queried where the charters would be from, assuming these would be the Fly Direct charters rather than German charters and AM confirmed there were some also Funchal charters. DS also queried whether it was possible to establish the original of the booking e.g. visitors or Jersey residents. AM noted that the estimates were purely arriving passengers and that they wouldn't have more detailed information than that until much closer to the time.
26. PB queried what is holding Jersey back in terms of these reduced passenger numbers. AM noted that it is primarily driven by the airlines' ability/ willingness to put schedules on. The airline industry has been hit extremely hard. He said that the restricted schedule announced today would be at risk if there was another isolation period put in place, even if that was only for a few days. He said airlines will only fly when they know they can make money when their assets are in the air as an example, Jet2 are not flying to Jersey at all this year. AM noted that estimates of arriving passenger arrivals for the balance of 2020 were significantly lower than last year.
27. KB noted that, since from today we have sight of the planned flights this summer, Visit Jersey would undertake an analysis of the figures from the various routes last year and compare that to the estimates for this year.
Action – VJ to analyse figures.
28. DG gave an update from the tour operator perspective, noting that there is definitely interest in coming to Jersey and they had been taking bookings over the past few weeks for July, August and September although the numbers are small. The interest was good for Jersey, stronger than for many other products with most long-haul bookings not until next year. She said she had been supporting the talks around Government chartering flights but that this had now fallen away with the Government Blue Island arrangement and that it may get to the point where they have more demand than capacity. She said at the moment, customers don't seem to be put off too much by testing.
29. AM noted that if there is demand, Condor have the assets and can put additional sailings on, whereas airlines have a different decision-making process.
30. Sarah Barton ("SB") said she'd spoken to Condor recently and their capacity had gone from 850 – 350, although they were looking to increase capacity to meet demand and still had plenty of car capacity in August, but additional sailings could be put on if demand exceeds capacity.
31. AM also noted that Condor would be changing their capacity figures based on 1m distancing (down from 2m) and that this was quite complex, but would increase capacity.
32. RMac noted that demand seems to be based on coming by sea and people feel safer travelling by boat than by plane. He said it's less than a week since borders opened and it's still early days but that he would like to see more Condor capacity in August, whether through capacity increases on existing sailings and/or through additional sailings. He said there is not much demand for staying leisure visitors to fly and there are issues around confidence and travel insurance as people can't get cover for COVID-19 related illness. He noted the reciprocal health arrangement with the UK and suggested perhaps this should be pushed a bit. He said he was disappointed by the early levels of demand for air travel.
33. DJ suggested a passenger arrivals survey, possible as part of testing process, to get an idea of the proportion of visitors / returning locals to help industry plan. **Action - KB to relay this suggestion to Government to include this question in the testing process.**
34. SB noted that she had just received an e-mail from Condor confirming capacity increases (Liberation from 350 – 482 from 18 July) (Rapide from 300 – 387 from 17 July). SB said Condor have also launched their 'Travel Safely by Sea' campaign video and that VJ could push this out together with the airport safety video, to help build reassurance. **Action – SB to confirm with Condor whether they will also increase the frequency of services.**
35. PB noted that the Atlantic was now open 7 days a week and that they had bookings as soon as it was announced that the borders were re-opening. PB queried what we are doing as an island to communicate that Jersey is open.
36. Louise Ashworth ("LA") provided an update on marketing activity and shared the new re-opening edit which has gone out on the VJ social media channels and also Jersey.com: <https://www.youtube.com/watch?v=IATf1PeOinI>
37. LA said that the marketing strategy would be more tactical, agile and reactive this year, focusing on where the connectivity is. She said the always-on digital activity had been reactivated and marketing would be more

targeted this year and offer driven, with price led offers and assurances around cancellation policies and Jersey being a safe and clean destination being important. LA said that while priority would be given to previous partnership programme participants, VJ would advertise the strongest offers. **Action – industry to communicate any offers to Visit Jersey.**

38. She said that digital display advertising would probably get switched back on again in the next week. LA noted that there has been a significant increase in UK traffic to Jersey.com although there had not yet been the same level of bounce back from Germany or France so there was more work to do there. LA said there would be more tactical marketing activity with the airlines this year. **Action: AM to confirm with Matt Thomas when LA can push forward with conversations with easyJet and BA.**
39. LA noted she had also been in discussions with Blue Islands about driving demand for their routes too. She also noted that the current campaign used existing imagery. VJ were already thinking about 2021 activity now that they are able to capture new content. She noted that usually VJ launch their campaigns on Boxing Day for the next summer season. However, she thinks bookings for next year will start earlier than usual and that VJ will need to put out a strong push for 2021 earlier than December, possibly by the end of September.
40. She noted that Visit Jersey were pushing very hard to speed up access to the Tourism Sentiment insights dashboard which will give real time sentiment insights and feed into the messaging, which should be next week.
41. DS queried what PR activity was happening, noting that destinations that have reduced quarantine measures are getting lots of publicity.
42. LA noted that Jersey appeared in the Times last week and noted that VJ had discussed with Government and decided to wait until the first weekend of borders being opened up again before really pushing hard on PR., VJ were now working with their PR agency in London to restart the PR activity. She said it would be driven by press releases and messaging rather than bringing the media over and that Jersey would be positioned as a domestic UK destination. LA said really clear messaging around the procedures when visitors arrive was required as we don't want any confusion.
43. KB noted that VJ were cautious initially as there was not much clarity around guidelines, but as this has become clearer, the PR activity can now be turned up.
44. SS noted that it would be important to clearly separate Guernsey and Jersey within any PR activity and asked if there was any further update on Guernsey's decision to keep their borders closed.
45. KB noted that he had weekly update calls with the CEO of Visit Guernsey and they currently have no plans to open borders before September.
46. AM noted that although the Blue Islands schedules currently include Guernsey, they won't operate these flights until the borders re-open.
47. Kristina Le Feuvre ("KLeF") noted that the statistics on <https://www.worldometers.info/coronavirus/#countries> currently states that the Channel Islands still have 18 active cases. **Action – Visit Jersey to take this point forward and have this updated.**
48. PB asked what can be done to get more certainty about unlocking the St. Malo route, noting he was receiving enquiries from Germany and Switzerland from customers who want to drive here, noting that longer stays will be more important than ever now in light of the reduced connectivity.
49. KB noted that this is due to the issue with the stevedores in St. Malo and until this labour dispute is resolved, there will be no sailings from St. Malo to anywhere. VJ are working with condor on recovery campaigns. AM noted that Brittany Ferries are also working to get the St Malo port open again.
50. SS asked if much forward notice was provided about the industrial action and KB said they weren't party to the discussions but it went public about 2 weeks ago.
51. SB provided a Trade update. She noted that after the UK government announcement about moving to 1 metre social distancing, there was some recovery in domestic travel. On 3 July, the UK government published their list of air corridors, which created some demand in the market for destinations other than just domestic.
52. SB noted that a TTG poll for travel agents showed an increase in respondents making sales. She said trade partners are confirming noticeable increases in enquiries for Jersey with bookings mainly for this year, with August and September looking decent. OTAs have reported a steep rise in Jersey searches, indicating demand for a late summer/early autumn opportunity as well as late July/early August. She noted that transport is key

though and that there is also some lack of clarity around travel aspects and travel agents' concerns around liability risk.

53. SB noted there is clear demand for 2021 and she urged anyone who hasn't issued hotel rates to do so. SB noted that on Tuesday, long standing travel agent TravelSmith had ceased trading – they had been coming to Jersey for 46 years. She also noted that Jet2 have cancelled their Leeds/Bradford flights to Jersey.
54. SB noted that there were good signs of recovery in the German market generally and Lufthansa now have 40% of their fleet in in the air, although they have cancelled the Munich-Jersey flight. Eurowings also cancelled all Jersey flights for 2020. She said that as a result, Walters have said that with no direct flights, it's unlikely that they will be able to bring customers this year. Also, Dertour who were bringing their first charter from Frankfurt to Jersey this year had already cancelled. Globalis are still looking to progress the Autumn series if possible.
55. SB said there is still some lack of clarity around groups and SR Travel who also bring groups are asking how this will operate and that VJ are working with Government on this. Sunair have cancelled operations until 31st July and SB is waiting for an update. She said she continues to communicate all the latest Jersey news to trade partners around borders and have shared the Government infographic and airport safety video and will also share the Condor video.
56. SB further noted that VJ are continuing with the trade education programme. Yesterday Rhys from the Hills Balfour team provided training focused on health and wellbeing to the trade and SB also trained the easyJet holidays call centre earlier this week. She noted that there were campaigns on hold with Expedia, Last Minute and Trip Advisor and that VJ remain in regular communications with them and will kickstart these as appropriate. VJ are also talking to Travel Zoo about a solus email to potentially a client database of 2 million, but need attractive offers to drive this. SB also noted that they are investigating opportunities with Kayak.
57. SS queried if there was any data around the average length of stay for these bookings and SB noted that short breaks were looking popular for the summer period but that she would see if she could get more data on this.

Action – SB to follow up.

58. JS gave an update on the operations group and health charter and VisitBritain 'Good to Go' initiative. She noted that VisitBritain were being slow in responding despite follow-ups and asked the group whether it would be preferable to keep pushing with VB or to progress with the local Visit Safe scheme.
59. KLeF noted that she had applied online for the VB accreditation by clicking on the England link (but included a Jersey post code) and VB had sent her the certificate. She noted that the questions were quite vague and that the certificate did not have the attraction's name on it, so it could have been provided to anyone. She noted that infection levels seem to be the most concerning factor for people.
60. DJ noted that to build confidence, it is important to get locals to buy into what we're doing by demonstrating that Jersey is safe.
61. Simon Soar noted that the stay safe charter was getting final ministerial approval (it has been approved but just needs the final sign off) and had already been approved by Health & Safety, so if this is wanted, the work has been done.
62. DS agreed that he thinks they should go with the stay safe charter. He said that this will give confidence to people and if it has the backing of the health department then there will be policing of it which is very important.
63. GS also agreed about proceeding with stay safe charter and that this will build out in the medium and long term. He said there is an issue with policing and enforcement generally across the guidance for all sectors and noted that there must be funding for a proper regime to oversee this and that it's appropriate to bid to Government for proper resource. He noted that the Best Western group are publicising that they are independently audited in terms of the guidance and process and this gave him confidence.
64. JS noted that the VB initiative also requires robust spot checks and that we would need similar spot checks for the local scheme. JS noted the options around this included Government taking responsibility (noting that they are short staffed), or Quality in Tourism managing this, noting that she had received a reasonable quote from them.
65. JS said she sensed that the feeling she was getting from the group is that it is worthwhile to have a charter and it needs to be robust, but at this point, it's more important to get a scheme out than to keep pushing with VB.
66. Simon Soar said that he fully agreed with DJ and the charter they have created is multiple level; for the industry to know we are adhering to the right level and is about the public having faith in us, and also the potential visitors

to see the levels we are working to. It also allows Government to have faith in what we as an industry are doing to show our commitment to being safe as an island. He also said he'd asked for funding for the auditing of the implementation of the scheme. **Action – JS and Simon Soar to keep communications open with VisitBritain but proceed with the Stay Safe.**

67. Meryl Laisney (“ML”) provided an update on the events sector. ML noted that following the last steering committee meeting, an Events Operational Group had been set up and the first meeting was held last Monday. ML said there was a need to develop robust guidelines for the events sector and Jersey Business had facilitated a meeting yesterday with Public Health and a wide range of event sector stakeholders. She said that as a priority, the guidelines are being worked on and will be shared with the group for consultation.
68. ML also noted that a letter of support for the events sector had been shared with Lyndon Farnham (“LF”) which also identifies some of the challenges flagged by industry stakeholders including around the role of the police/ambulance etc. at events. The letter also said that if event facilitation is not feasible at level 1, then financial support needs to be considered until the industry can fully operate and that they were arranging a meeting with Government and Jersey business to discuss support mechanisms.
69. Simon Gaston echoed ML’s comments and thanked Visit Jersey and Jersey Business for their support in pushing things forward.
70. GS noted that Jersey Business are available to provide support for the events sector at an individual business level and that if anyone would like support with business planning, to contact him on graeme.smith@jerseybusiness.ie
71. RMac noted that there would be economic support for tourism and hospitality industry until the end of August but queried when details of the support going forward from the end of August would be published and wanted to emphasise to Government that the industry needs to know about these details before 31 August and ideally this month.
72. GS noted that LF has consistently said there will not be a cliff edge and that there is recognition that the tourism and hospitality sectors were the hardest hit. GS noted that he and KB had attended a Senior Officers Group which supports the Political Oversight Group and the Economic Council and the message was very clear that the continuation of the payroll co-funding is critical and there was recognition that the hospitality sector is at the forefront of that. He said although he doesn't know the exact detail of what will happen with this, he knows it is clear that it remains critical for this industry. He noted that the actual take-up of the payroll co-funding has been less than originally anticipated, so there is probably scope within the budget to extend this.
73. KLeF noted that LF had spoken with her last week and reiterated his support for attraction providers but quite rightly said his priority is the accommodation sector as this is linked to connectivity, but that attractions are also key.
74. DS asked GS whether any work is being undertaken around a GST waiver, because VAT levels have been reduced in the UK. He noted that Guernsey is continuing with their co-funding scheme until the end of September, but thereafter they are looking at grants based on the number of rooms, noting the detail is on their website (<https://covid19.gov.gg/guidance/visitor-accommodation>)
75. GS noted that Government are looking at a number of fiscal measures and he believes there will be an announcement tomorrow around this. He noted that on a call yesterday, the feedback around GST was that it was not felt there would be a significant return from action around GST. The message was that from a hospitality perspective, it was not seen as that critical. GS noted this was the first time he had heard this view and that if GST is critical, this needs to be communicated back to Government. **Action – provide feedback to Government that this group does not wish to have GST taken off the table at his stage.**
76. GS noted that when Jersey Business set out their 5 priorities to the Chief Minister, they included a grant programme to help support businesses into new business models (e.g. productivity, IT etc.) and Jersey Business probably has a role to play to help Government coordinate the various grant programmes and noted that the Tourism and Development Fund may be recapitalised. There is a recognition that there needs to be a grant programme to support various industries.
77. GS noted that the Fiscal Policy Panel would be interviewing Simon Soar next week and that the same messages that are important to the industry should be fed back into the Fiscal Policy Panel, and that this would be a good forum to discuss the GST point.

78. Some additional comments from the chat function:

79. From Dominic Jones to Everyone: 11:16 AM

80. I think idea for support mentioned by Graeme are important but we also need to stimulate customer demand. Sector specific cut in GST plus UK style voucher to push early week dining (50% off up to £10 Monday to Wednesday) and encourage stay (£100 hotel voucher or first night free which would work for different hotel levels and visitor spend ?)

81. From Jennie Smith to Everyone: 11:16 AM

82. <https://www.itv.com/news/channel/2020-07-09/more-than-100m-boost-for-jersey-economy>

Attendees

Apologies

- Lyndon Farnham
- Dan Houseago
- Andrew Shrimpton

Organisation/sector	
Government of Jersey	Lyndon Farnham (Unable to attend) Dan Houseago Scott (Unable to attend)
Digital Jersey	Tony Moretta (attended part of meeting)
Ports of Jersey	Alan Merry
JHA	Simon Soar
Accommodation	Patrick Burke David Seymour
JAG (Activities)	Stef Stevens Paul Talbot
Heritage & Attractions	Kristina Le Feuvre Jon Carter
Jersey Business	Graeme Smith
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) Louise Ashworth Meryl Laisney Sarah Barton Ruth Perchard Jennie Smith