



Terms of Reference - Visitor Economy Recovery Steering Group

Introduction

This terms of reference (TOR) provides the framework for Visit Jersey and partners to agree and deliver a strategy to move from a COVID-19 environment to recovery. The TOR are not dogmatic, and actions will be adapted to suit circumstances, in particular in timing of activities as conditions for travel improve.

A longer-term strategy to get back on track to achieve the 2030 ambitions falls outside these TOR. A separate project will begin in summer 2020 to consult with Government, industry, and other stakeholders to agree a new Jersey Destination Plan. Logic dictates that any destination plan and longer terms objectives are reviewed in light of COVID-19 and the changing landscape.

Purpose

Our shared vision, building on the tourism achievements of the last five years, is that collaboration delivers sustainable benefits for businesses and the visitor economy. We want to make the best use of our collective expertise and skills, under the overall plan set out by Visit Jersey, to begin rebuilding visitation to our tourism and hospitality businesses.

Objective

The group's primary objective is to support the recovery of Jersey's visitor economy.

1. Identify target customers (in Jersey, in the Channel Islands and further afield)
2. Suggest suitable product development
3. Advise on the creation of a marketing and communication response
4. Champion the recovery efforts to the wider stakeholder audience

Scope

Within this context:

- Whether delivery of the activities contribute to wider Government policy (particularly economic growth and societal benefits)
- Whether undertaking the activities is a justifiable use of the Visit Jersey grant, and whether they provide value for money
- The extent and effectiveness of engagement with tourism businesses and the Jersey population
- Whether the governance and management arrangements are robust and transparent

Governance Arrangements

The Visit Jersey Board will have oversight of this initiative. Visit Jersey's Amended 2020 Business Plan (appendix 1) and these TOR have been shared with Government who are supportive.

The group will meet monthly, be co-ordinated by Visit Jersey, and the CEO of Visit Jersey will report directly to the Visit Jersey Board.

This project will start in early May 2020 and is expected to be completed by the end of 2020.

Membership

The task force will be chaired by the CEO of Visit Jersey. The Head of Marketing, may deputise on his behalf.

The nature of tourism means that it is directly and indirectly impacted by a wide range of organisations and issues. The membership of the group reflects this, recognising that it is only through partnership working with organisations across the public and private sector that recovery can begin and be sustained.

Participants

All Visitor Economy Recovery Steering Group members agree to work in the collective interests of the visitor economy.

Members	Organisation/sector	
1	JHA	Simon Soar
2	Government of Jersey	Dan Houseago
3	Ports of Jersey	Matt Thomas
4,5,6,7	Accommodation	Patrick Burke Andrew Shrimpton David Seymour Christopher Peach
8,9	JAG (Activities)	Stef Stevens Paul Talbot
10, 11	Heritage & Attractions	Kristina Le Feuvre Jon Carter
12	Chamber of Commerce or Jersey Business	Graeme Smith
13	Retail & Restaurants	Dominic Jones
14,15	Tour Operator	Robert Mackenzie Debbie Goffin
16	Community Action Group / Environment Committee / Genuine Jersey / National Park	Jim Hopley
17, 18, 19, 20, 21	Visit Jersey	Keith Beecham (Chair) Louise Ashworth Jennie Smith Sarah Barton Meryl Laisney