

Guernsey Tourism Partnership LBG
Minutes of the Annual General Meeting 2025
Held at the Johnson Suite, Les Rocquettes Hotel
on Wednesday 30th April 2025 at 7:30pm

Committee members in attendance:

Chair: Ant Ford-Parker

Vice Chair: Amanda Johns

Secretary: Jane Barnes

Committee members: Chris Meinke, Clive Acton, Andy Ison, Suzanne Le Pavoux, Mim Sarre

1. Apologies for absence from members were noted: Jill Vaudin, Jilly Wright, Hannah Beacom.
2. Minutes of previous AGM had been circulated and were taken as read.
3. Chairman's report:
The Chairman reported another successful year where the GTP had been involved with various tourism initiatives and noted that the main growth was in communication and reputation. GTP's reputation has grown significantly and are well represented within tourism related boards i.e. Tourist Management Boards, Visit Guernsey.

Efforts are ongoing to speak to as many members as possible and gather as much information from industry to take to the people who can do something about it. This year information is coming in well and being well received by the people that can make a difference and GTP are now involved in all the conversations. Also great news that Islands Unlimited is up and running and also Brittany Ferries has good sailing times for tourists this year.
4. Secretary's report:
Suzanne read the Secretary's Report - (Appendix 1). The Secretary noted the 2024 membership currently stands at 92 with 4 officers and 7 committee members and the committee has met on a monthly basis over the last year.
5. Treasurer's report: Noted we are currently between Treasurers and as such a report was not presented.
6. To consider and approve the accounts for the year ending 31st December 2024:
Adoption of the accounts - Having been proposed by Ian Vaudin and seconded by Mim Sarre, the accounts were approved by the meeting.
7. To appoint account examiners for the coming year:
Kelly Creasey had agreed to continue as the account examiner for 2024.
8. Election of officers and Committee members, the following proposals were made:
Chairman - Amanda Johns proposed Ant Ford-Parker and this was seconded by Andy Furniss.
Vice Chairman - Suzanne Le Pavoux proposed Amanda and this was seconded by David Bartram.
Treasurer - Noted that Rachel Chandler was not seeking re-election and Chris thanked her for her work for GTP. Chris Meinke proposed Toni Mauger, a qualified accountant, as Treasurer and this was seconded by Ian Vaudin.
Secretary - Amanda Johns proposed Jane Barnes be reappointed and this was seconded by Andy Ison.

Committee Members - Noted that 3 people were standing down from the Committee:

- David Willcocks who was a very active member and we thank him for his support.

- Duncan Wilkinson for providing website and IT services and we would like to thank him for his help during his term.
- Simon de la Rue had very good input to our committee and we thank him for his input and support.

The following were re-elected to the Committee having been duly proposed by Ant Ford-Parker and seconded by Andy Furness:

Clive Acton
Suzanne le Pavoux
Andy Ison
Chris Meinke
Mim Sarre

Noted that although no-one had formally submitted their interest in joining the GTP Committee prior to the meeting Andy Furniss indicated that he would like to join. Ant Ford-Parker proposed Andy Furness and Amanda Johns seconded the proposal and Andy Furniss was elected to the Committee.

9. Any other business: No other business had been notified for the Agenda.

There followed: a presentation from Simon Vermeulen as president of the Tourism Management Board, a presentation from Andy Ison of Islands Unlimited and a general question and answer session. See Appendix 2.

There being no other business, the meeting closed at 8:50 pm

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Chairman

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Date

Appendix 1.

Secretary's Report

Our 2025 Membership currently stands at 92

The GTP currently has 4 officers and 7 committee members.

We have met regularly throughout the year and have sought to represent the interests of tourist attractions and operators.

We have regular meetings with Visit Guernsey and our chairman is now a member of The Tourism Management Board.

We had an End of Season Partner' Update meeting at the end of November with a Visit Guernsey presentation giving the opportunity to meet, learn and exchange ideas which was well attended. We have an AGM each Spring.

We have run workshops to educate Partners about certain aspects of the tourist economy in collaboration with Visit Guernsey.

We shall be following a similar programme for the forthcoming year.

Appendix 2

Summary of Simon Vermeulen's presentation as President of Tourism Management Board and as Deputy on the Committee for Economic Development

- Recently returned from a two-day States meeting; pleased to attend.
- Passionate about tourism since his involvement with La Grande Mare in 1976.
- Acknowledged challenges in gaining political support but remains determined.
- Noted the term began during COVID, which had severe impacts (e.g., temporary morgue plans, travel cancellations, closed airport, cancelled cruise liner visits).

Tourism Vision and Developments

- Aims to make Guernsey a "destination of choice" with thriving visitor numbers.
- Collaboration is currently lacking but essential moving forward.
- Highlights of current investments:
 - Bella Luce, Ormer in Town, Vracq, and Islands Unlimited (new inter-island ferry).
 - Mim's Kiosk and Jane's Glampsite praised as success stories.
 - Brittany Ferries partnership adds valuable marketing power.
- Establishing Islands Unlimited was difficult but great it was successful; now offers strong connections between Guernsey and Jersey.

Cruise Industry

- Simon regularly meets visiting cruise captains and builds relationships through trade shows. Cruise numbers have declined; and believes a deep-water berth is needed for future growth. Cruise traffic supports local shops and restaurants and has a lasting tourism impact.
- Recent improvements:
 - Public Wi-Fi enhancements.
 - Guernsey's registration with Cruise Europe to improve visibility in a competitive market.

Airport Connectivity

- Airport connectivity remains a serious issue.
- Every complaint matters and has been escalated to the relevant authorities.
- While there's no immediate solution, discussions with airlines like British Airways are ongoing, with news expected by Q3 next year.
- Reliable, sustainable transport is vital for the island's resilience.

Other Projects and Cultural Successes

- Assisted Luc Wheadon with the Bunker lease — a positive case study.
- Met with an American representative of the Victor Hugo Society to explore a match-funded vision, requiring committee support, they agreed a peppercorn rent and the development is now underway.
- Successful Renoir and Turner exhibitions. Positive developments such as the new Premier Inn (with potential for more).
- Duke of Richmond Hotel purchase and Randal's investment all echo confidence in the sector.

Tourism Management Board (TMB)

- Was established by Economic Development to manage events and the Tourism Development Fund.
- Floral Guernsey is now expected to be funded by charities and other areas.

- Visit Guernsey is making their funding go a long way and their flyers and advertising can be seen in many places.
- Commended Zoe for her hard work in marketing.

Runway Extension

- Andy asked if Simon would revisit the runway extension.
- Simon advised: original cost estimates (e.g., £70M) were inflated and included unnecessary items like runway resurfacing; EMAS presented a £20M solution, but still deemed the current runway too short; Over 100 wet lease flights of which some of them have used the Airbus — Ultimately he believes a longer runway is beneficial.

Summary of Andy Ison's presentation

- Funding was received only 8 weeks ago — and so they were in a similar time frame to DFDS i.e. launching in 3 months.
- Crew hiring and accommodation have been challenging.
- Changing perceptions of island-hopping is key; the campaign starts in 3 weeks.
- The ferry holds 320 passengers; 80–90 per trip needed for viability.
- Bookings mostly from Guernsey; Jersey campaign is underway. Incentives offered (e.g., free tickets for referrals).
- Aim: create full visitor experiences with packages, tours, and brochures.
- Collaboration between Guernsey and Jersey includes cross-promotion in "What's On" listings.

Challenges & Opportunities

- Ship currently in Malta, will be ready by 14 May.
- Catering, logistics still being finalized.
- Jersey's involvement limited despite several meetings.
- Exploring expansion to Sark next year; Alderney less viable due to economics of boat size.
- Manche lles already covers Jersey–Sark routes and receives Jersey support.

Audience Questions and Comments: Panel: Ian Vaudin (TMB), Simon Vermeulen, Andy Ison, Zoe Gosling VG

Tourism Funding & Support

- Ian noted Guernsey receives significantly less tourism funding than Jersey (7x less).
- TMB's events budget is just £130,000 — not sufficient for large-scale promotion.
- Visit Guernsey is the island's key tourism asset.

Future Elections

- Ant emphasized the need for "tourism-friendly" deputies.
- Simon agreed and credited Ant for his advocacy.

Visitor Information Centre

- Zoe was praised for efficiency and dedication.
- Questions raised about the lack of a TV display; Zoe to investigate.
- Concerns about fewer information boards than promised; more are being installed.
- Maps currently at the printers for new signage for directions to the Centre.

Infrastructure & Liberation Day

- Questions about scaffolding removal before Liberation Day:
 - High Street scaffolding is down; Lower Pollet still being worked on.
 - Airport and Slaughterhouse scaffolding may remain for up to a year.
- Road closures for Liberation Day noted; future planning to avoid disruption during school times.

Harbour and Piers

- Andy raised concerns about partial pier closures when small cruise ships are in port. The left arm of the Albert Pier is closed all day for coaches when a ship is in port, even if only a few hundred people come ashore.
Urged better engagement with the industry and avoidance of unnecessary closures.
- Simon acknowledged issues and promised improvement next year.
- Current harbour leadership lacks commercial tourism focus; Mark Renouf is reviewing the situation.

Cruise Ships and Strategy

- Amanda asked about ideas to bring back large cruise ships.
 - Simon and Ian noted that the cruise market is highly competitive.
Guernsey is now part of Cruise Europe and attending trade shows to rebuild relationships.
- Cruise bookings made up to 3 years in advance; 2027 targeted for turnaround.
- Issues impacting cancellations: fuel prices, taxes, green mandates, post-COVID recovery.
- Zoe highlighted that tender ports are a limiting factor as larger ships do not like tenders.
- Visit Guernsey captures visitor data to remarket and encourage return visits for longer stays.

General Support for Tourism

- A member praised Simon's efforts and year-round commitment to tourism.
- Ant reiterated the need for a strong tourism advocate in government and plans to engage candidates ahead of the election.

Closing Remarks

- Thanks given to Simon, Andy, Ian, and Zoe for their participation.
- Special thanks to Chris for organising the AGM.