

## Access to Public Information Response

November 17<sup>th</sup> 2017

### REQUEST UNDER THE CODE OF PRACTICE FOR ACCESS TO PUBLIC INFORMATION

#### Request sent on November 17<sup>th</sup> 2017:

On p29 of the Visit Guernsey Strategic Plan there is an example of a specific action plan – which is how Visit Guernsey said it was going to achieve the 22 broad actions in the strategy.

So there presumably should be 22 of these, all with the same type of measurable targets detailed in the example.

I'd like a copy of each of the action plans and the evidence of the impact they have had. (so for the TV campaign it was meant to increase visitor numbers by 3%, add £3.2m. to GDP – so you should be able to say it increased them by X, with X impact on GDP, for example).

#### States of Guernsey response sent on December 22<sup>nd</sup> 2017:

Following your request under the Code of Practice on Access to Public Information, please see below for a response from the Office of Economic Development.

Please find attached the set of Action Plans drafted together with the Chamber of Commerce Hospitality and Tourism Sub-group between 2014-15. We have made redactions where information is confidential and sensitive (names of personnel, target/partner organisation names and competitively sensitive details, etc.).

The attached are working documents that were never intended for publication, which set out the key areas of focus for The Chamber of Commerce Tourism and Hospitality sub group, representing industry, and the previous Commerce and Employment (now Economic Development) representing the States of Guernsey. The volume and value and timeframe objectives were not specific targets scientifically arrived at, they were agreed as 'broad order of magnitude' assessments of costs and likely benefit which would help to set relative priorities. If progressed, as stated in the strategy document, the required and appropriate feasibility studies and business cases would be developed by either Industry or the States of Guernsey to progress.

Please also note that the current tourism strategy was never endorsed by the States and is a legacy document the current Committee for Economic Development inherited. The Committee intends to bring a new tourism strategy to the States as soon as possible.

The visitor number trends and details are published on a quarterly basis and are available for scrutiny by the media. See link. <http://www.guernseytrademedia.com/facts-figures>

Where funds have been specifically allocated from the Economic Development fund / Future Guernsey to support TV advertising (2015 and 2016) and air route development (2016), the funding allocation and results are reported in the Budget Report each year See link - <https://www.gov.gg/budget>