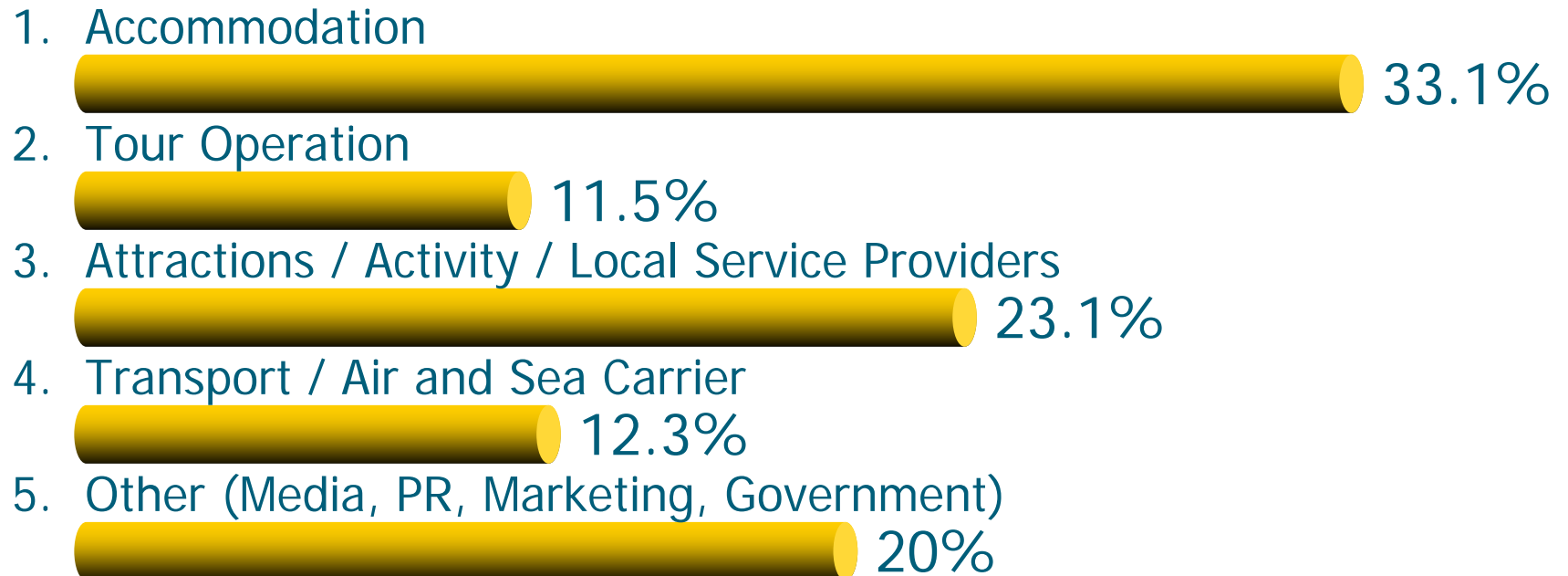


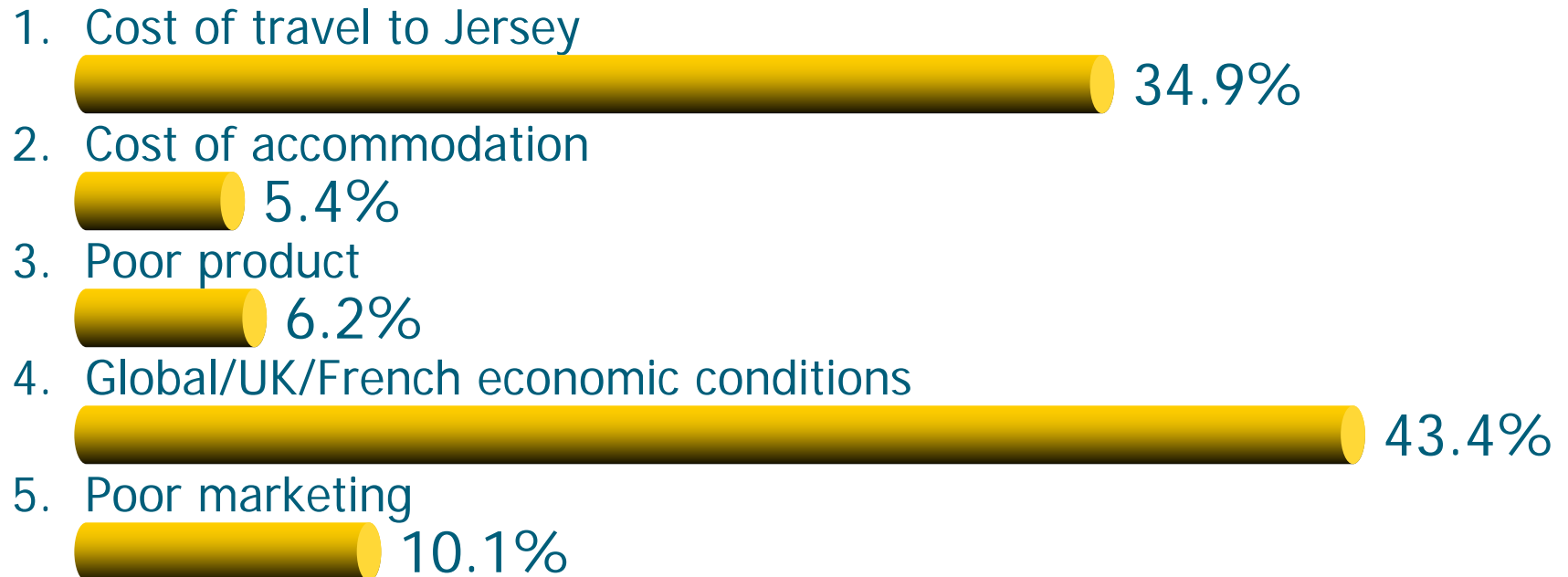
# Jersey Tourism Conference Audience Voting Results

Please tell us which sector of the Industry you represent?



## Question Two

In your view what was the biggest factor in this year's weak arrivals Statistics? (Please select one answer)

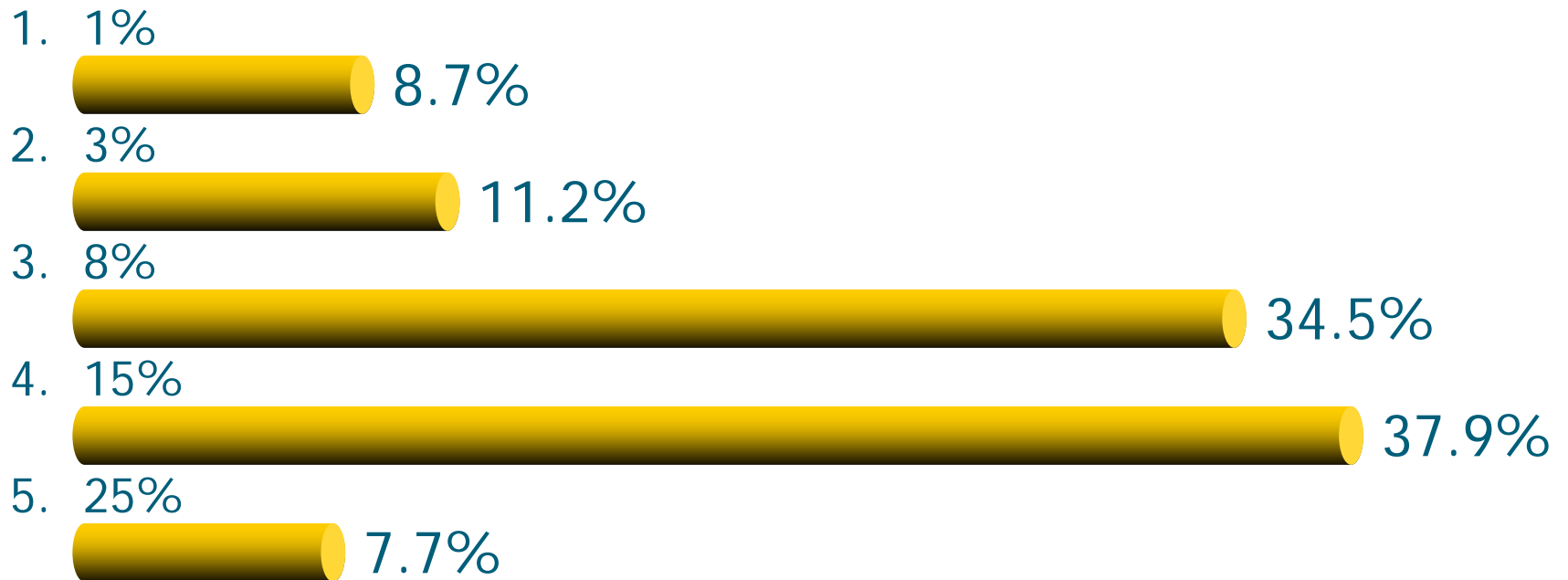


## Question Three



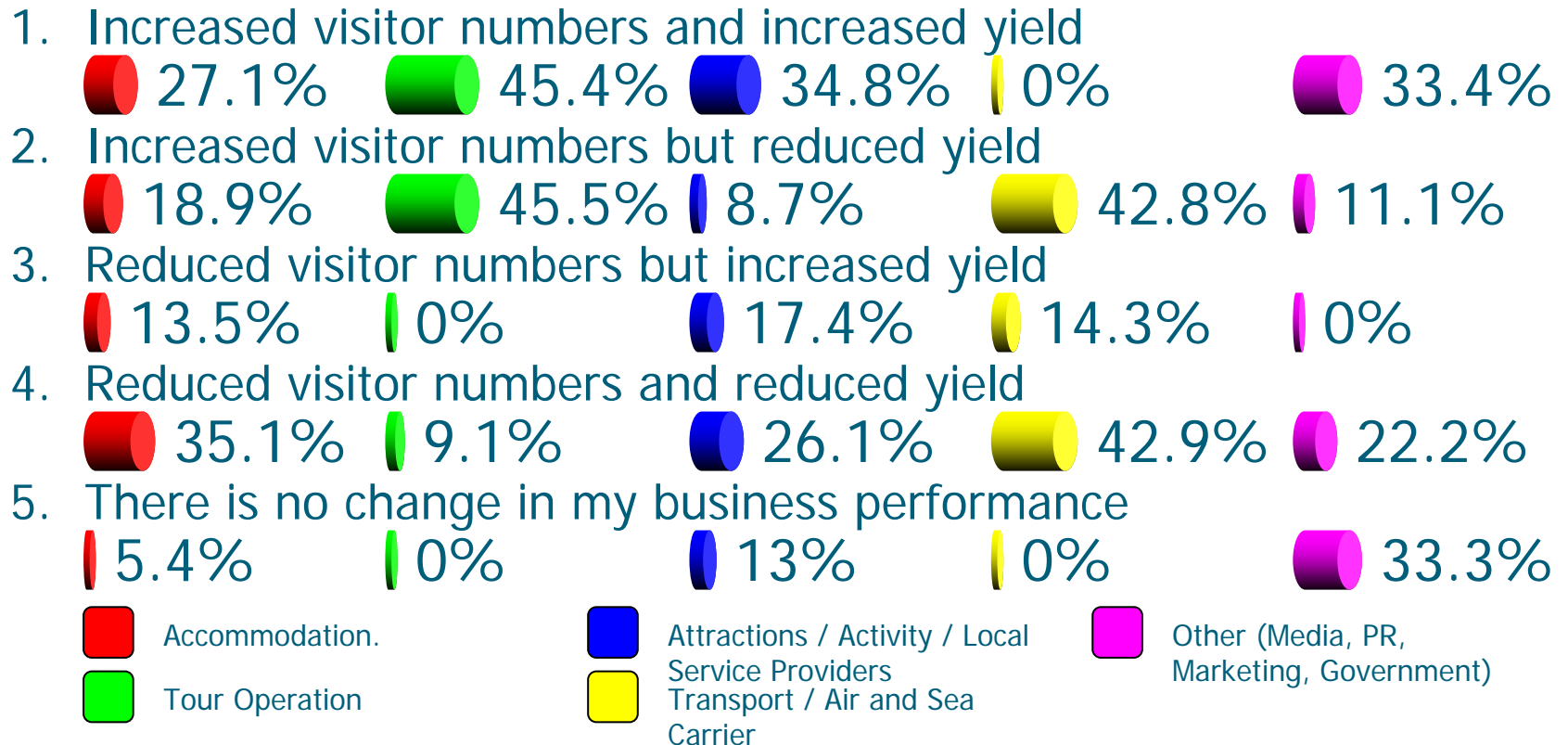
Web hits on jersey.com have increased by 52% over 2008 YTD

In your view approximately what percentage of the increase would we need to convert to visitors to return to 2008 SLV levels?



# Question Four

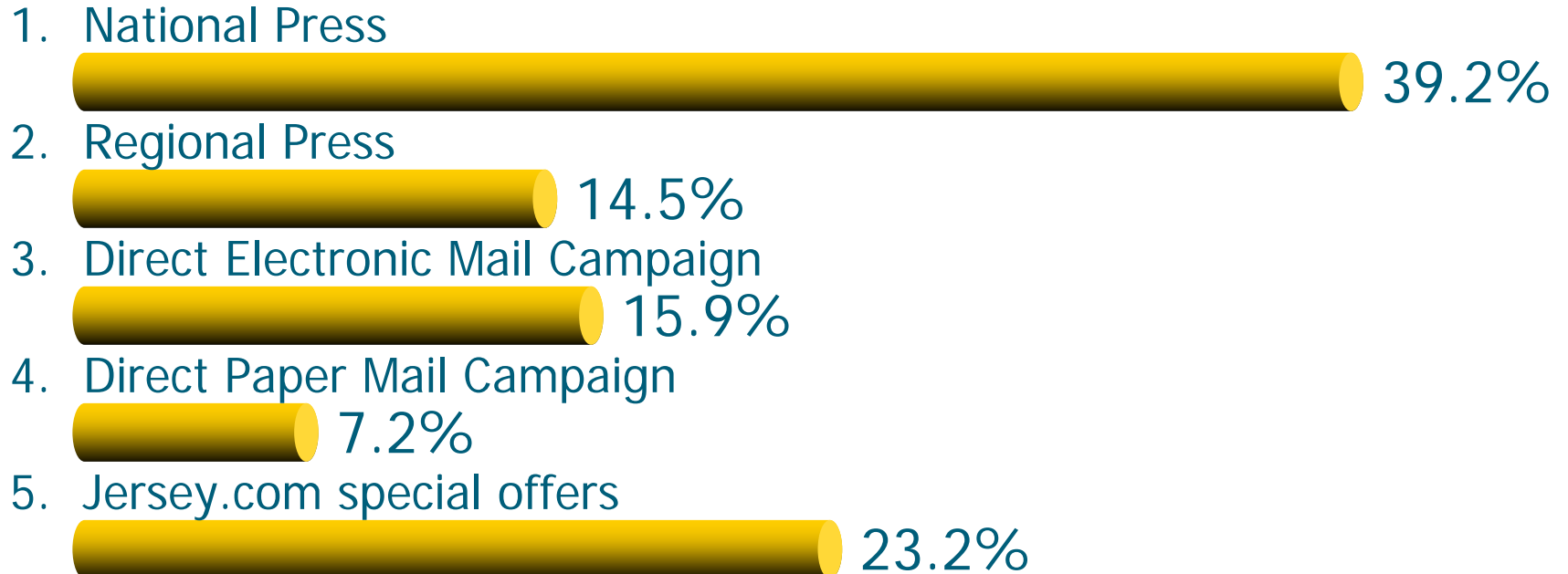
## Please tell us how your business performed in 2009 compared to 2008?



## Question Five



Please tell us which of the following you would prefer as a paid advertising channel for partnership marketing.



## Question Six

Do you believe we should continue to use “Europe without the Euro” in 2010?

1. Yes

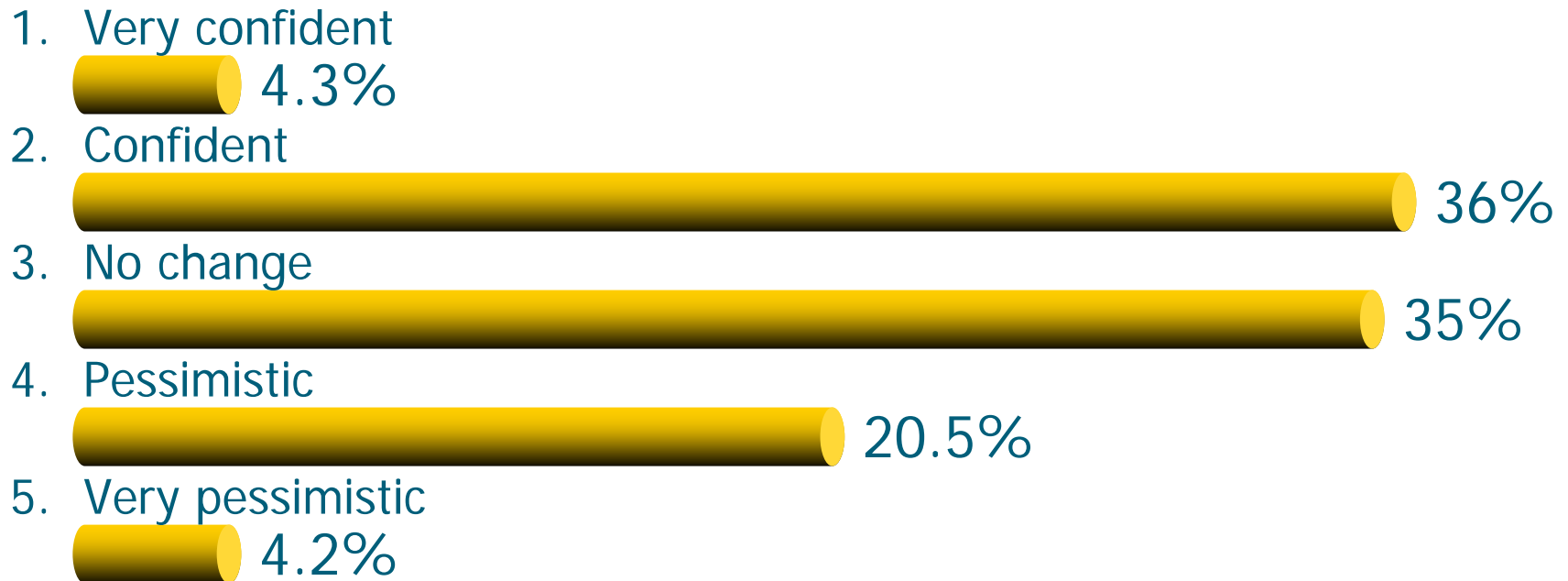


2. No



## Question Seven

How confident are you about business levels for 2010?

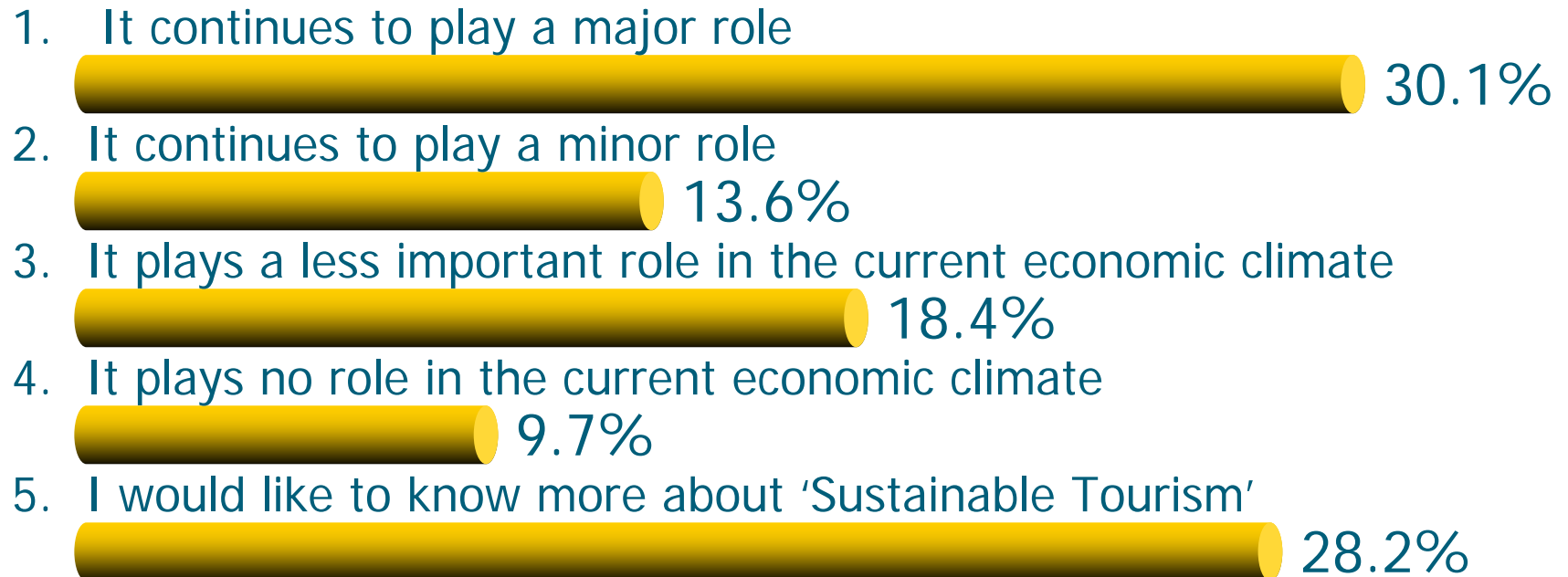


## Question Eight

Which other audience segment do you believe we should consider targeting in our marketing strategy? Please Select one

- 1. City Adventurers:** twenty-something with active lifestyles (music, clubbing, eating out etc.)  
17.2%
- 2. Culture Seekers:** historic and cultural activities  
18.9%
- 3. Ramblers:** specifically into walking  
12.3%
- 4. Outdoor Actives:** low impact land and water sports  
21.3%
- 5. Luxury Lovers:** premium accommodation & gourmet experiences  
26.2%
- 6. Others**  
4.1%

What role does 'sustainability' play in your current business development strategy?



## Question Ten

Events & major events are a long term strategy and need a longer term vision and sustained funding.

What role should industry play in developing and delivering this strategy?

1. No involvement  
3.4%
2. A partnership with the public sector  
77.3%
3. A lead role  
19.3%





## Question Eleven



Do you believe that event led tourism THAT DELIVERS INCREMENTAL VISITORS should receive increased funding AND FOCUS in order to form a major part of the strategy for future development?



### If Yes how should that funding be achieved?

1. A VISITOR tax levied throughout the year on all staying visitors  
 5.6%
2. A levy based upon the size and grade of properties in the accommodation sector  
 2.2%
3. Increased financial support from industry sponsorship  
AND PUBLIC FUNDING  
 55.1%
4. Re-distribution of existing funding from other marketing activities  
 37.1%

## Question Thirteen

Does the industry support the continuation of the Green Lane scheme and the associated 15mph speed limit?

