



Welcome to the
Jersey Tourism
Industry Conference

States of Jersey



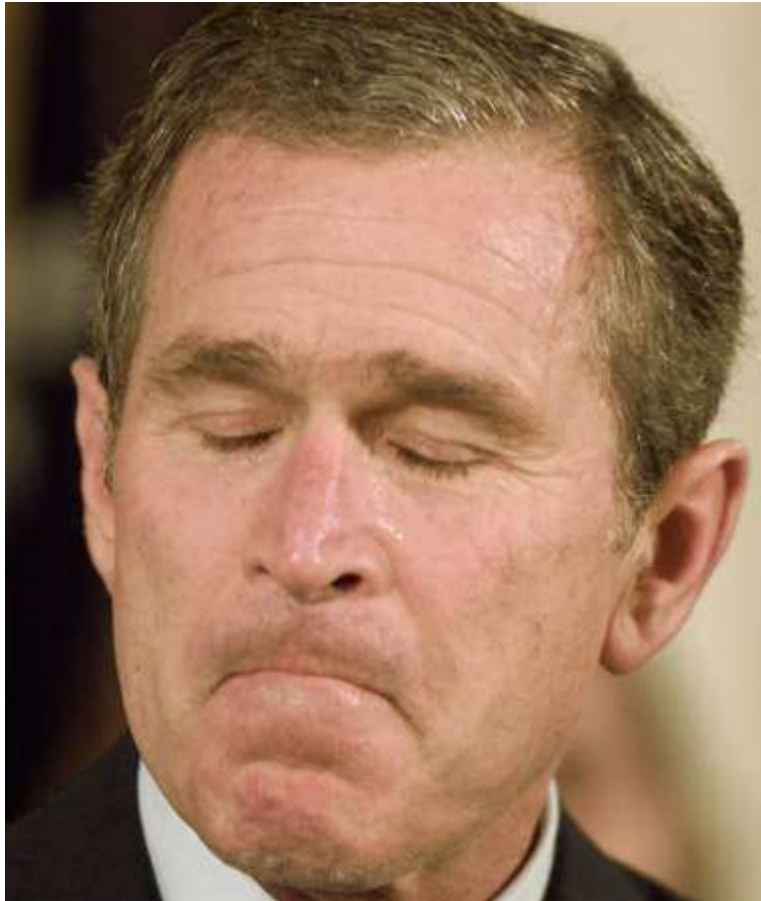
USA



George W. Bush



George W. Bush



George W. Bush



George W. Bush



George W. Bush



George W. Bush



President Obama



Are Government and Industry Objectives Different?

- No
- We both want profitable businesses and jobs
- $\text{People} \times \text{Spend} \times \text{Margin} = \text{Profit}$
- $\text{Profit} = \text{Tax}$
- $\text{Tax} = \text{provision of public services}$

Therefore

- Our objectives are aligned and we must act as one

The "EDD Effect"



BEFORE



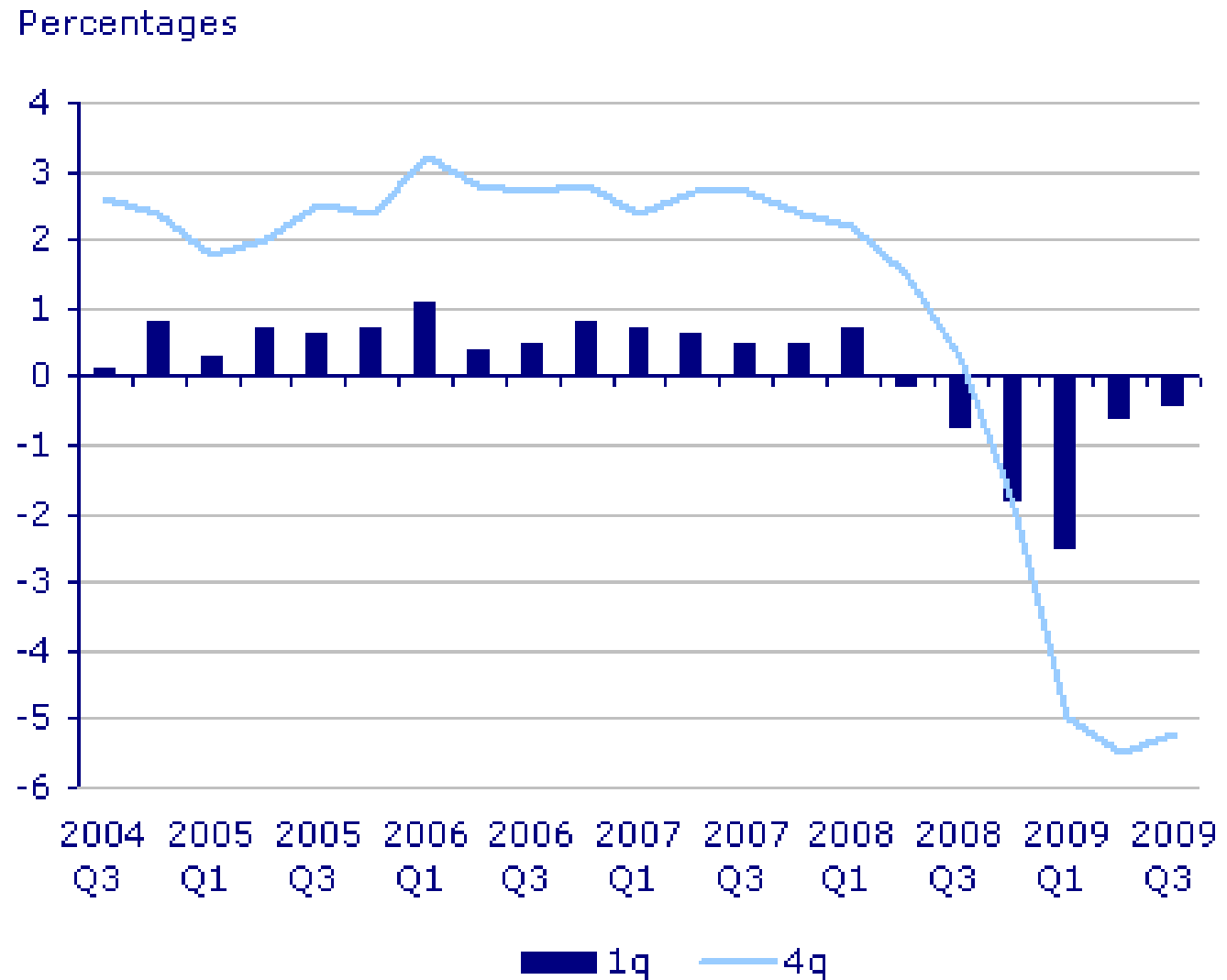
AFTER



A nation in recession



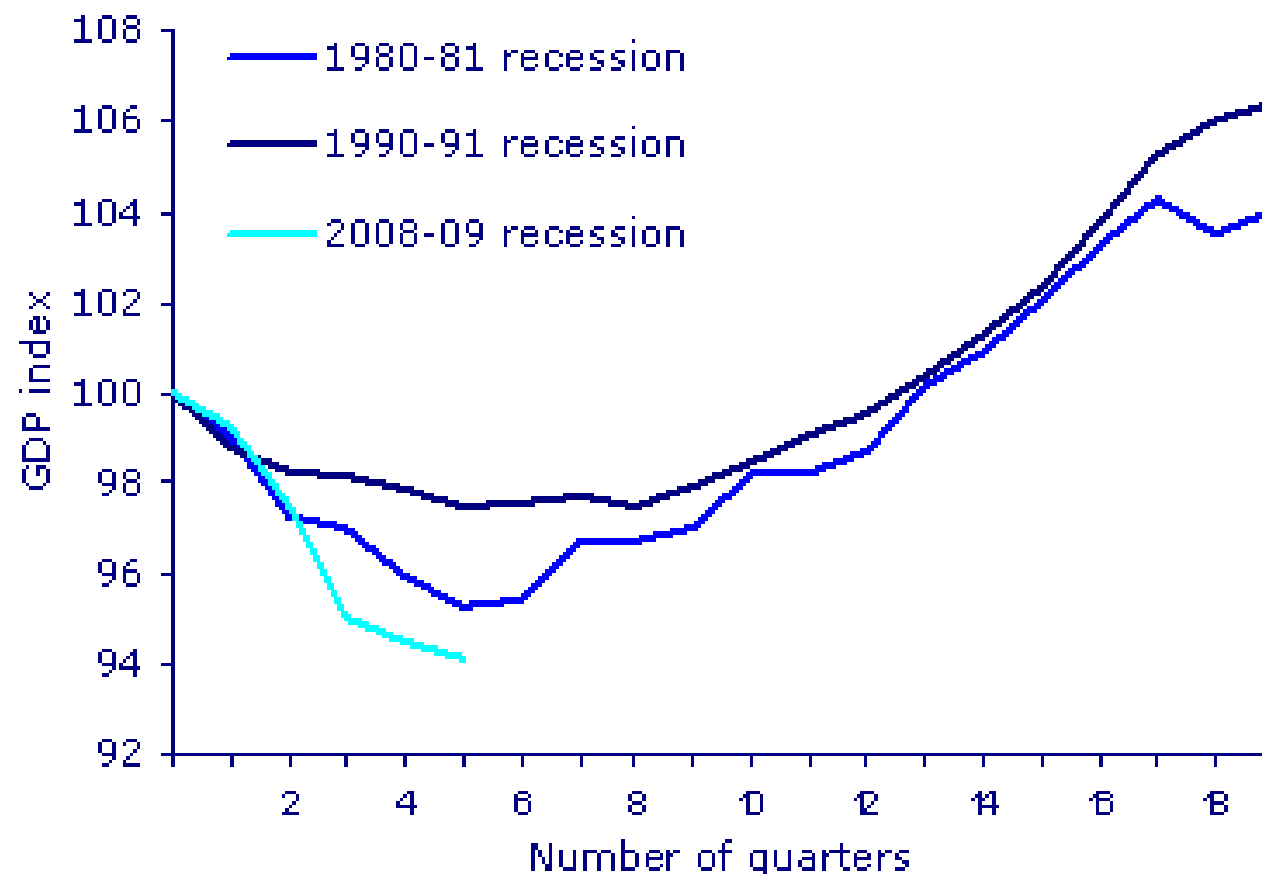
UK GDP



Worst recession in history?



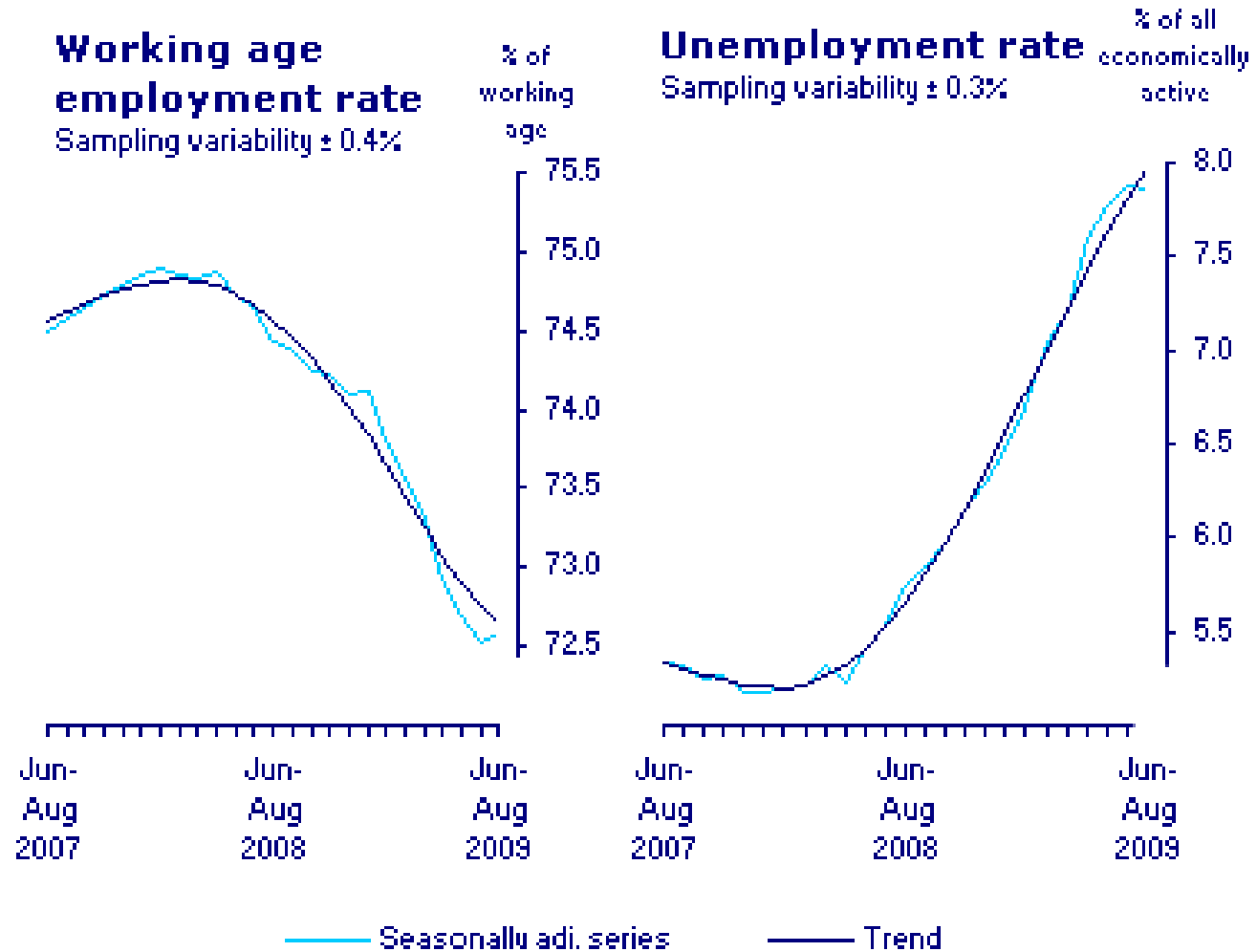
UK GDP



UK Unemployment



1 in 12
Out of
Work



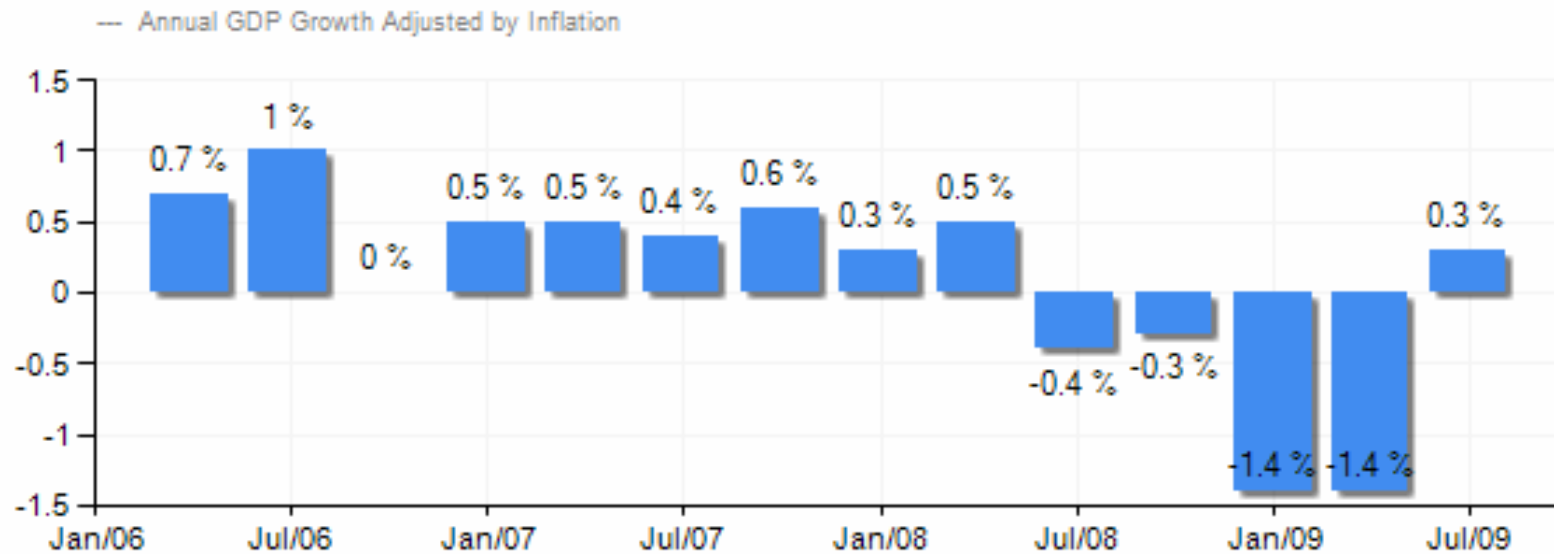
2009 Sterling/Euro Exchange Rate



French GDP



France GDP Growth Rate



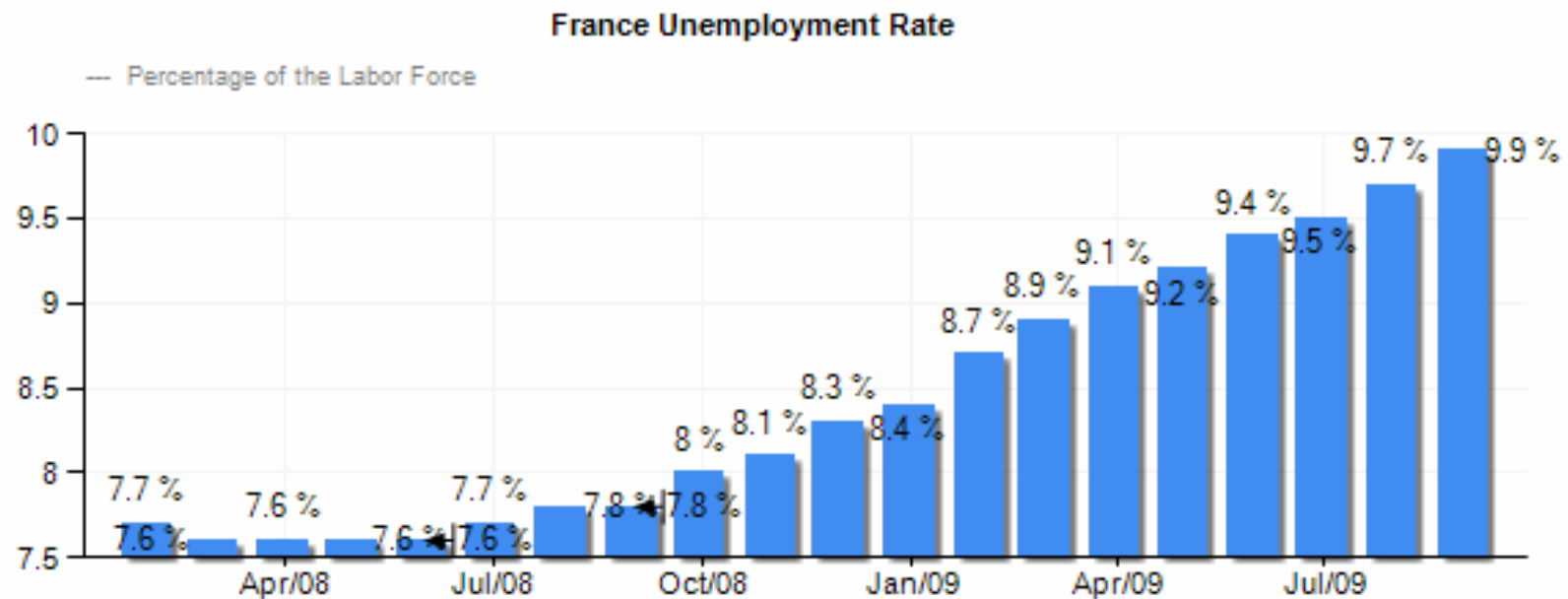
source: INSEE National Statistics Offi

www.tradingeconomics.com

French Unemployment



- 1 in 10 out of work



source: European Commission

www.tradingeconomics.com

Air Arrivals - YTD



	Air		
	2008	2009	Change
Gross Arrivals	559,842	504,571	-9.9%
UK	477,171	426,939	-10.5%
Continental	29,113	30,655	5.3%
Inter-Island	53,558	46,977	-12.3%

Sea Arrivals - YTD

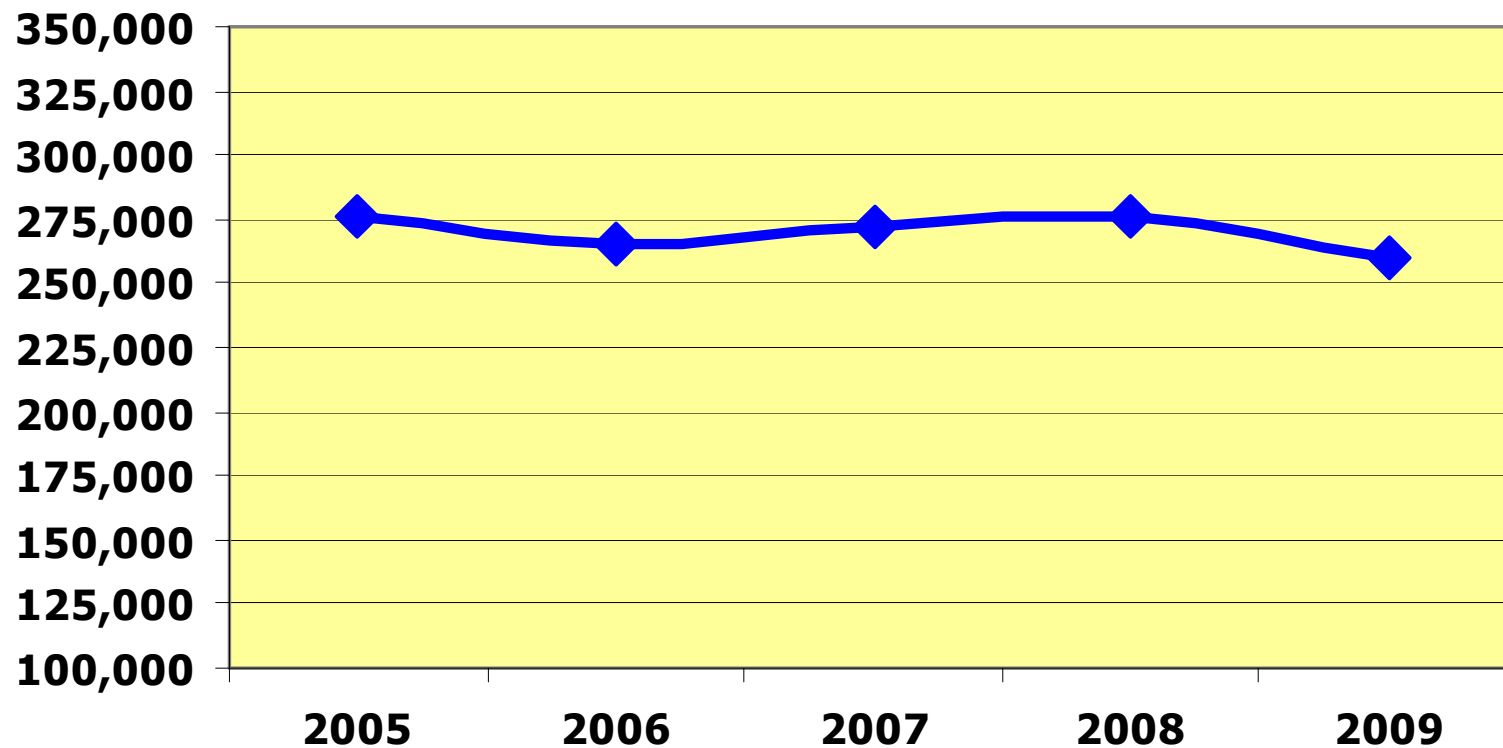


	Sea		
	2008	2009	Change
Gross Arrivals	283,666	281,766	-0.7%
UK	64,580	70,269	8.8%
Continental	179,938	169,793	-5.6%
Inter-Island	39,148	41,704	6.5%

Staying Leisure Visitors – YTD



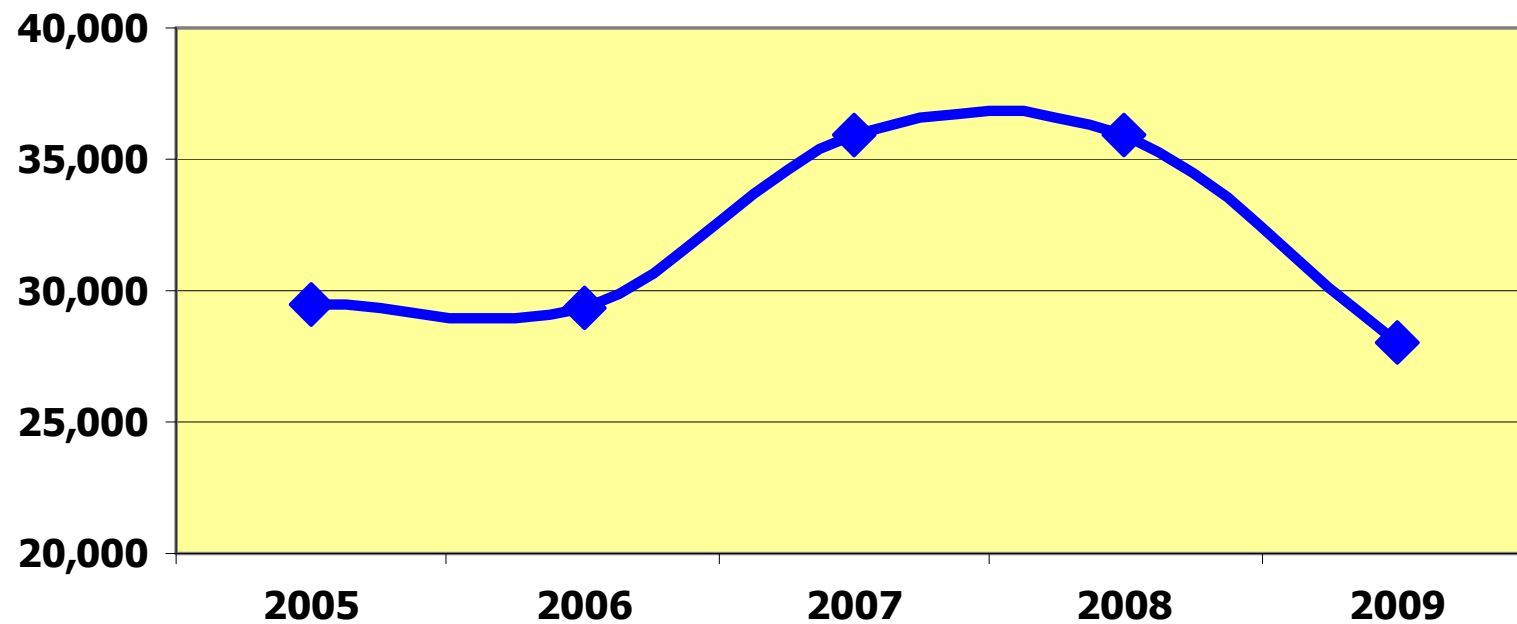
Staying Leisure Visitor Volume
Jan- Aug 2005-2009



Staying Business Visitors – YTD



Staying Business Visitor Volume
Jan - Aug 2005-2009

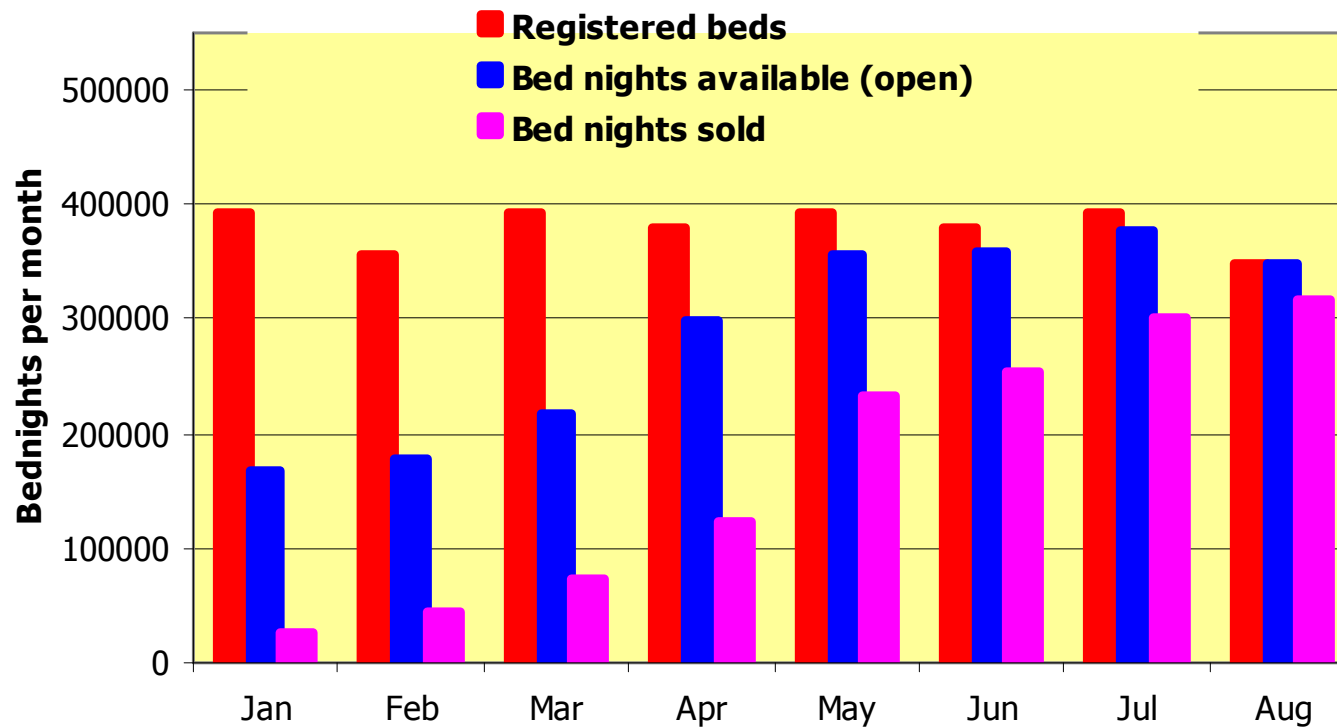


Bed Space



Capacity .v. Occupancy

Bedspace - Registered, Available & Sold Jan - Aug 2009



Did the 2009 Marketing Campaign work?



- Web hits at 1,151,306 ↑ 52% (YTD)
- Online sales £1,184,017 ↑ 9% (YTD)
- 1,242 Twitter Followers twitter.com/visitjersey
- 3,813 Facebook Fans facebook.com/visitjersey
- Music, Arts & Entertainment and Walking top the list of events category searches

Hitwise - Search Term Analysis



Search Terms in **Flights to UK**

12 Rolling Weeks ending September 26, 2009

	Search Terms (1,109 returned)	Searches
1	flights to jersey	2.53%
2	flights to edinburgh	2.21%
3	cheap flights to london	1.52%
4	flights to belfast	1.49%
5	flights to newquay	1.44%
6	flights to london	1.43%
7	cheap flights to edinburgh	1.23%
8	flights to invernass	1.09%
9	flights to glasgow	1.07%
10	flights to guernsey	0.93%

Flights to UK

Paid Rate:

48.0%

So, why are the Outcomes Not Better?

- Two little words

“Poor Conversion”

The Challenge



- Convert 1% of additional web hits = 4,000 visits, say 6,000 visitors
- Convert 2% of additional web hits = 8,000 visits, say 12,000 visitors
- 2008 – 2009 SLV loss = 10,000 visitors

We need to convert **LESS THAN 3%** to get back to 2008 levels

2010 Season – Strategy I



2010 Season – Strategy II



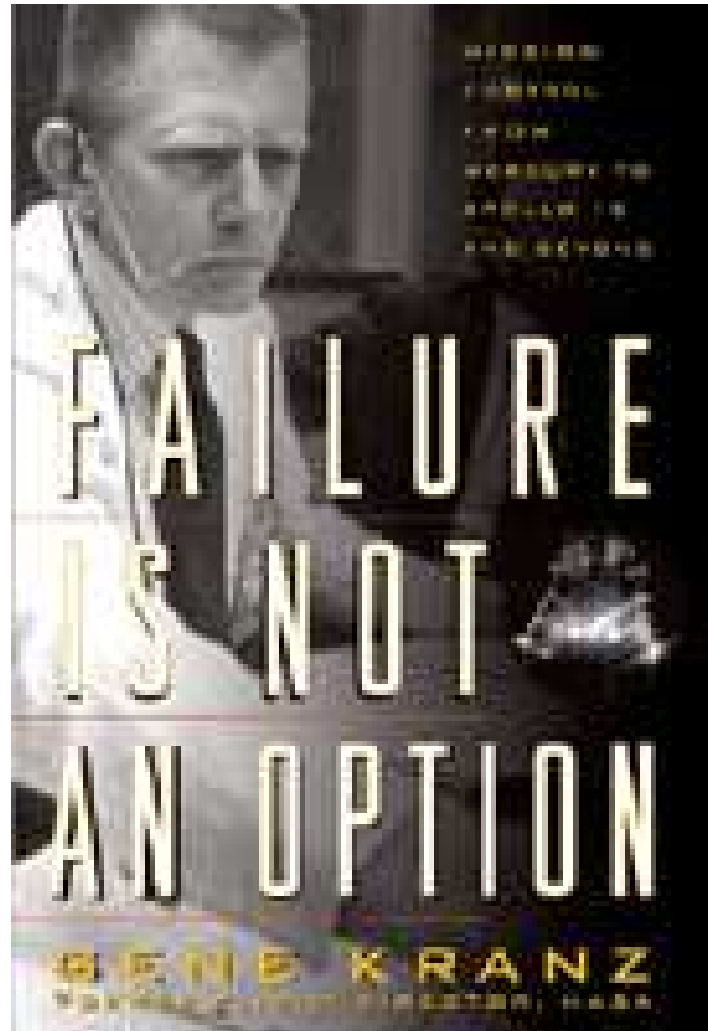
2295-FR1583 Flight director Gene Kranz (ED HARRIS) communicates with the Apollo 13 crew from Mission Control.
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2010 Season – Strategy III



2010 Season – Strategy IV



Final Request



Vote for Lucie!!