

**TOURISM OFFICE - PARIS: COMMENTS
OF THE ECONOMIC ADVISER.**

**Presented to the States on 1st May, 1984
by the Finance and Economics Committee.**



STATES OF JERSEY

STATES GREFFE

175

1984

P-50

Price : 35 p.

The Finance and Economics Committee has discussed the Report and Proposition but has decided that it is best left to individual members to express their views. However, the Committee feels that information provided by the Economic Adviser on this subject is both of interest and assistance and is reproduced as follows -

1. The French market is undoubtedly an important one for the Island's tourism industry, as the following figures show -

Staying Visitors 1982/1983

| | <u>Total Number</u> | <u>Total Expenditure in the Island</u> £ million | <u>Average Expenditure per Visitor</u> £ |
|-------------------------|-------------------------|---|---|
| U.K. | 586,000 | 116.1 | 198 |
| French | 98,000 | 13.7 | 140 |
| Other | <u>56,000</u> | <u>13.7</u> | <u>245</u> |
| Total | 740,000 | 143.5 | 194 |
| <u>Day Visitors</u> | | | |
| French | 140,000 | 4.0 | 29 |

2. The key question, however, is whether with limited financial resources available for overseas promotion of Jersey as a tourist destination, the Tourism Committee is distributing the resources to the best effect. For example, the expenditure of £116,000 on the London office can be related to 586,000 staying visitors and an annual expenditure of £116.1 million - the expenditure of £160,600 on the Paris office can be related to 98,000 staying visitors and an annual expenditure of £13.7 million.

To the cost of the London and Paris offices might be added the cost of advertising and other promotional expenditure in respect of the United Kingdom and France. This information is not available from the Committee's reports on the London and Paris offices, and perhaps more surprisingly is not easily obtained from the make-up of the Committee's

budget. However, of the total 1984 budget figure for advertising, publicity and promotional expenses of £1.9 million, some £1.05 million, spent on advertising campaigns, is believed to be broken down broadly as follows -

| | |
|--------|----------|
| U.K. | £650,000 |
| France | £200,000 |
| Others | £200,000 |

The cost of the offices and of the advertising campaigns taken together as a percentage of the expenditure of visitors in the Island is for the United Kingdom 0.7%, for France 2% and for other countries 1.5%.

3. France with a population of 55 million is on the Island's doorstep, but this does not necessarily mean that it is the best European market for the Island as a tourist resort. There is undoubtedly further potential in France, but this is also the case in other countries of Western Europe, and the question must be asked whether promotional resources are being distributed within Europe to best effect at the present time.

4. There are psychological problems to overcome in persuading the French living in, say, the Paris region to visit Jersey. Market research has shown that for many of the French, Jersey has a "Victor Hugo" image - i.e. wet and windy. In addition, experience elsewhere points to the conclusion that it is much more difficult to persuade people to take holidays that involve travelling north (i.e. psychologically away from the sun and warmth) than travelling south, unless there is a special interest factor. Market research has shown that there is a keen interest in Jersey on the part of residents of Holland, North Germany and Scandinavia, visitors with a high spending profile - although the preference of many of these visitors is for self-catering accommodation which the Island is not presently well equipped to provide.

5. In selling Jersey to the French as a holiday destination there would appear to be particular potential in the regions closest to the Island, and it may be queried to what extent those resident in Brittany/Normandy use the Paris office. The breakdown of French staying visitors by region of residence is as follows -

Main Season (April-October)

| | <u>1977</u> | <u>1982</u> |
|---------------------|-------------|-------------|
| | % | % |
| Brittany | 27 | 30 |
| Normandy | 15 | 15 |
| Paris | 40 | 26 |
| Elsewhere in France | 18 | 28 |

6. In considering the expense of the Paris office attention might be focussed not only on whether the cost of the office is reasonable in relation to the size of the French market, or of the total promotional budget, but whether with limited financial resources available the expenditure on a tourism office in Paris is the best use of the funds available for "selling" Jersey as a tourist destination both within France and between France and other countries.