



[REDACTED]  
MS Planning  
[REDACTED]

17<sup>th</sup> July 2017

Dear [REDACTED]

Thank you for sharing your revised plans regarding the proposed redevelopment for the Tamba Park site.

Jersey welcomed 356,000 people for a holiday in 2016 and they contributed around £159 million to our economy, an average per visitor of £447. In the first five months of 2017 we have witnessed a 16% increase in staying holiday visitors, compared to the same period last year.

As an island, we have recognised the need to improve the competitiveness of the visitor economy and raise productivity. Recommendation 3 contained in the Jersey Destination Plan (published in September 2015), focuses on this; "raise productivity by developing a year-round visitor economy". Also, recommendation 16 suggests sustained growth in the visitor economy is predicated on several factors including "the development and improvement of Jersey's stock of accommodation to meet visitors' needs".

On the information shared with us, we believe this re-application will have a positive impact on the visitor economy. The application would, in our opinion:

- make better use of an existing tourism site and raise productivity
- add environmentally friendly self-catering units to complement our island's stock of accommodation for visitors
- be sensitive to and respect the nature of the site
- sustain employment

As an island, our community works hard to safeguard Jersey's natural and built heritage. We believe this initiative is sympathetic to these requirements from a visitor economy perspective.

Yours sincerely

[REDACTED]  
[REDACTED]  
CEO Visit Jersey  
[REDACTED]