

**WRITTEN QUESTION TO THE MINISTER FOR SUSTAINABLE ECONOMIC
DEVELOPMENT**

BY DEPUTY M. TADIER OF ST. BRELADE

QUESTION SUBMITTED ON MONDAY 8th SEPTEMBER 2025

ANSWER TO BE TABLED ON MONDAY 15th SEPTEMBER 2025

Question

“In relation to the contract between the Government and DFDS, will the Minister –

- (a) state whether there is any requirement for DFDS to provide a frequent traveller or loyalty discount scheme and, if so, the date for its commencement; and
- (b) agree to publish the concession agreement between the Government and DFDS and, if he so agrees, advise a date for its publication and, if he does not so agree, advise why not?”

Answer

- a) The Concession Agreement requires the Operator to develop a Residential Marketing Strategy which contains pricing frameworks that offer targeted discounts for residents of Jersey in order to make ferry travel more affordable and accessible for local residents. It also requires multi-trip ticket options that offer flat prices for frequent travellers. This has been evidenced by some of DFDS’s daytrip promotions during Summer 2025.

DFDS is also developing a fuller frequent traveller scheme and Officers are in continuing discussions with the Operator about the scheme’s design. At the moment, there is no target date for the scheme to be launched, but Government has emphasised that it wishes to see this happen as soon as possible.

- b) Further to the provision of the full and unredacted Concession Agreement to the Economic and International Affairs Panel on 11th March 2025, the Deputy will be aware that I have agreed to publish a redacted version of the Concession Agreement in a recent letter to his Panel.

Commercial partners have a legitimate expectation of a requisite level of confidentiality which protects, or otherwise does not compromise, their own commercial integrity and so it is important that care is taken in publishing the Concession Agreement.

My officers are currently working to prepare a redacted version of the Concession Agreement which will be published in due course.