



12 January 2026

To: Deputy Montfort Tadier: Chair of Economic and International Affairs Scrutiny Panel

Subject: Ferry Service: Concession Agreement Review

Dear Deputy Tadier

Thank you for your letter of 17 December 2025 requesting comments for the Ferry Service Concession Review being undertaken by the Economic and International Affairs Scrutiny Panel.

Visit Jersey were not involved in the tender process for the provision of ferry services to/from the island. We do recognise that in selecting a new operator in 2025, there has been a period of transition that has impacted visitor numbers to the island, especially from France. We also recognise that DFDS had a much shorter than expected period to mobilise its resources, resulting in the late publication of bookable ferry schedules, which directly impacted early booking demand for the 2025 season.

Throughout the past year, we have worked proactively with the Jersey and UK based DFDS team to implement cooperative marketing campaigns to drive bookings to the island by sea from the UK and France in order to mitigate some of the risks associated with transitioning to a new ferry provider. Additionally, we sit on the Government of Jersey Ferry Service Passenger Growth & Marketing Subcommittee, where the DFDS marketing plans are reviewed against the obligations contained in Schedule 7 of the Ferry Service Concession Agreement, and to verify strategic alignment with Visit Jersey marketing plans.

As we do not have operational oversight of the ferry service, the responsible teams in the Economy Department at the Government of Jersey and Ports of Jersey are therefore likely to be better placed to provide the specific answers to the questions that you seek. Furthermore, industry bodies such as the Jersey Chamber of Commerce and the Jersey Hospitality Association could provide detailed feedback from island businesses as a whole, and specifically from businesses in the visitor economy sector.

We have subsequently received an email dated 12 January 2026 from Joseph Brannigan at the States Greffe requesting a face-to-face meeting, which we are happy to attend in private if you feel it would be beneficial, based on our comments above.

Yours sincerely,

Signed by:

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Tricia Warwick
CEO, Visit Jersey

1/12/2026