



**Ms. Sellares
Birds On The Edge
The Elms,
La Chève Rue
St Mary
JE3 3EN**

Monday 28 February 2022

Ref: Plémont Seabird Reserve

Dear Ms. Sellares,

Thank you for sharing your plans to introduce a Seabird Protection Zone with the implementation of a Predator Exclusion Fence, aiming to increase Jersey's Puffin population.

Wildlife tourism is a popular pastime in Jersey's main source visitor markets and has also been identified as a key driver in destination choice by the segments identified as most likely to visit Jersey. Therefore, an increase in puffin numbers and consequently opportunities for wildlife tourism would be welcomed.

The UK is Jersey's largest source market for visitors with around two thirds of visitors coming from the UK, and France and Germany representing a smaller but important share ([Exit Survey Data, 2019](#)). When considering the market potential for growing birdwatching tourism, it is helpful to note that the UK is by far the largest European source country for birdwatching tourism, followed by the Netherlands and Germany ([source](#)). The UK and Germany align well with our existing visitor numbers and with our access routes by air and ferry. It is also noted that of all European countries, the United Kingdom has the highest number of tour operators that organise birdwatching trips. Visit Jersey has existing relationships within the UK travel trade that would welcome more birding opportunities in the island.

It is appreciated that the focus of the plans is to grow the Puffin numbers in the island which will take some time. However, looking to the future, destinations such as [Skomer Island](#) in Wales and the [Outer Hebrides](#) have used local wildlife, including Puffins, to encourage visitors in a responsible way



Additionally, evidence in other destinations where reintroduction tourism has taken place, shows that there is also a potential for economic benefit for local business e.g. merchandise, marketing, guiding ([wildlife tourism in reintroduction projects](#)).

The plans you have shared, also include experiences that would appeal to visitors such as a Seabird Trail, Information Boards, Nest Camera, Guided Walks, Events and Public Talks. [Visit Britain's research into Experiential Activities](#) identified a high level of interest in visitors for those looking to enjoy a guided nature experience (80%). Opportunities for volunteering are included as part of the plans and the research from Visit Britain also tells us that Voluntourism is a growing travel trend with 56% of respondents interested in a volunteering or working holiday.

Last year, Visit Jersey commissioned in depth research, identifying Jersey's best prospect visitors. They identified four key groups that represent the visitors most likely to choose a trip to Jersey, based on their travel preferences and Jersey's product offering. Of these four segments, two of them, the 'Easy Explorers' and 'Authentic Adventurers' index highly with wildlife spotting being one of their key motivations for travel.

The research and insights above highlight how wildlife tourism product can be developed to grow the visitor economy.

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Amanda Burns
CEO Visit Jersey