

# Tourism's French advert boost

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THE tourism industry could benefit from prime site advertising in France this summer.

At the bipartite talks held in Granville last Friday between the Island and Normandy, Jersey was offered the opportunity to use billboards and poster sites on the main approach roads to the French port.

Chief Minister Frank Walker, who led the 24-strong Jersey delegation, said it would be fantastic if a deal could be worked out in time.

## Sites

'We were offered the sites by the Conseil de la Manche and Economic Development will be following it up. It could be fantastic if we could have some poster sites promoting Jersey in partnership with (ferry operators) Manche Illes Express,' he said.

The daylong talks between Island and French politicians, business people and tourism officers also discussed the possibility of a freight link between Cherbourg and Jersey.

## Jersey offered prominent billboard sites

Senator Walker said the matter had been under discussion for some time and the onus was on French freight operators to come up with a business plan by September.

'The time for talking is now over. It is time for the Manche Illes Express to come up with hard plans and they have promised we will have the plans in our hands no later than September,' he said.

If all went according to plan, he added, the service could be operating by the end of 2006. However, he said it would have to generate new business and pose no risk to the lifeline freight routes to the UK.

Senator Walker said Jersey and Normandy have also agreed to set up working groups similar to those established to encourage closer links with Brittany.