

Media Release

Date: 24 June 2021

Businesses can register their interest for Visitor Attraction Support Scheme

Businesses eligible for support from the Visitor Attraction Support Scheme are being asked to register their interest ahead of the launch of the Scheme early next month.

The full details of the new Visitor Attraction Support Scheme, which was announced last month, are available at covid19.gov.gg/guidance/business/visitor-attraction.

To be eligible for support from this scheme, businesses need to:

- Operate from bricks and mortar premises which host and attract visitors;
- Derive their primary income from the visitor economy;
- Have a business model that cannot be feasibly re-purposed to adapt to the current trading situation due to COVID restrictions; and
- Have material overheads with little income to cover these.

Businesses within the tourism industry that do not meet all the above criteria but are faced with significant overheads which the business is unable to sustain, can be considered for support on a case by case basis.

Businesses should register their interest by emailing business.support@gov.gg including 'Visitor Attraction Support' in the subject line, or by calling 743803. Lines are open Monday to Friday, 9.00am to 5.00pm.

The Scheme will provide support for 12 months, which will be backdated from the beginning of April 2021 to the end of March 2022.

Deputy Mark Helyar, Treasury lead for the Policy & Resources Committee said

'The creation of this new financial support scheme recognises that visitor attractions form an integral part of our tourism offering. We want to ensure that viable businesses that are facing financial difficulty are supported, so that as we welcome people to holiday on our island, they are able to enjoy the wonderful attractions on offer. However, as with all financial support measures, we must ensure that this support is being directed to businesses that need it most.'

Ends