# 2023 Moving Back to Normal?

# 2022 Round up



Where we were at the end of the year September 2022

	Actual	Budget	Variance	ΡΥ
Ticket	£1,407,405	£1,126,618	£280,797	£1,066,837
Cargo	£548,166	£437,251	£110,915	£486,293
Other	£18,000	0	£18,000	0
	£1,973,628	£1,563,869	£409,759	£1,553,130
	Actual	Budget	Variance	РҮ
Operating cost	(£1,036,867)	(£1,003,578)	(£33,289)	(£1.029,207)
Overheads	(£539,819)	(£492,464)	(£47,355)	(£547,943)
	(£1,576,686)	(£1,496,042)	(£80,644)	(£1,577,150)
Profit/loss	£396,942	£67,827	£329,115	-£24,020

#### Cash Flow – Cash in bank end of September £660,771

# 2022 Round up - First Quarter



Where we were at the end of the first quarter 2023

	Actual	Budget	Variance	ΡΥ
Ticket	£122,000	£90,000	£32,000	£104,000
Cargo	£116,000	£113,000	£3,000	£119,000
Other	£0	£0	£0	0
	£238,000	£203,000	£35,000	£223,000
	Actual	Budget	Variance	РҮ
Operating cost	(£221,000)	(£229,000)	£8,000	(£205,000)
Overheads	(£127,000)	(£121,000)	(£6,000)	(£116,000)
	(£348,000)	(£147,000)	(£2,000)	(£321,000)
Profit/loss	(£110,000)	(£147,000)	£37,000	£98,000

#### Cash Flow – Cash in bank end of December £548,000

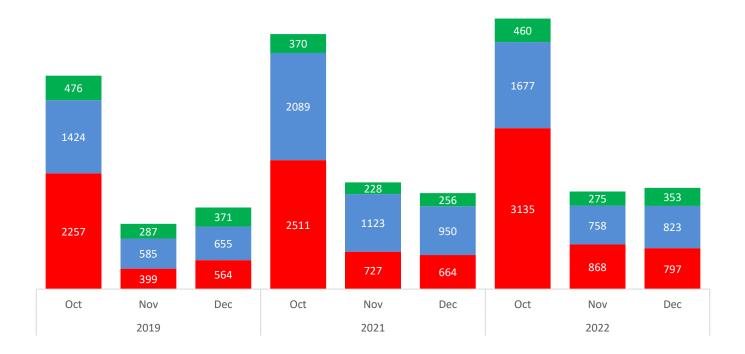
# 2022 Round up - First Quarter



Where we were at the end of the first quarter 2023

#### Volume (legs) by ticket type



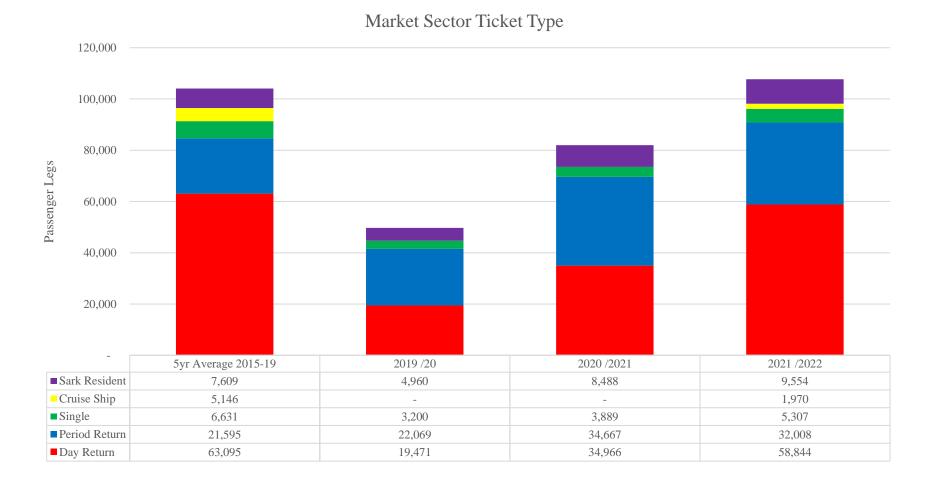






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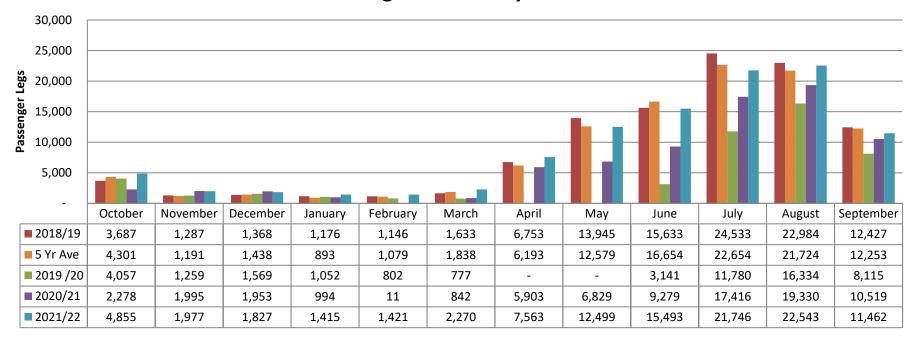
Change to market sector 5 year average. 2019. 2020 & 2021







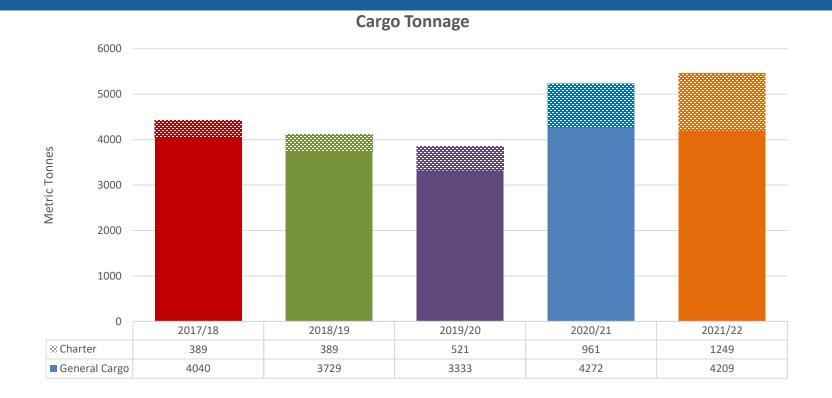
### Passenger Volume by Month



- 2021/22 Winter season volumes were better than budget due to staying visitors and reluctance to travel further afield.
- Shoulder Season and Summer produced high volumes, with the Sark events and good settled weather offsetting the lower cruise ship and agent group numbers.

# 3. Cargo / Freight





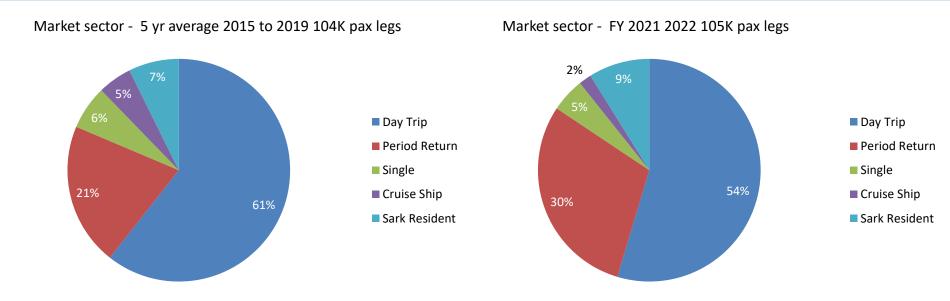
#### Notes: Tonnage totals do not include Sark Electricity Company fuel shipped

The base cargo tonnage remains at a similar level to that experienced in the early 2000s. This is likely to represent the base cargo for Sark i.e. with limited capital projects, the current population and a limited number of seasonal workers. The introduction of the land reform act allowing properties to be bought and sold to have increased the shipment of materials for building and renovation (increased charter volumes).

"To ensure the sustainable provision of safe, reliable, friendly and efficient passenger and cargo shipping services for the residents of Sark and visitors to it"

# In Summary





The 2022 summer season saw volumes and revenues recover to pre-Covid levels. The "Market Sectors" however changed fairly significantly. Compared to the 5 year average (2014-19) Group Agent bookings fell by 40% Cruise excursions fell from and average of 2,500 passengers per season to less than 1,000. There were also significant increases in visitors to Sark +5,000 passengers and Sark originating Day trippers increased from 2,000 to 3,500.

### Sales and Marketing Advertising & Promotions, Sark Events.



Sarkfest, Sheep racing, Oddsocks, Lawnmower racing and other Sark based events have generated considerable interest and passenger volumes (congratulations to the organisers....my apologies if we have missed any out)



## Sales and Marketing Advertising/promotions.



We are also continuing to promote to the Guernsey resident market through Guernsey Press advertising using both general awareness pieces (Rediscover Sark) and targeted special offers. In addition we have maintained the £16 day return price for Sark originating passengers and a short break fare will be introduced mid September.





Offer applies to any day return departing Guernsey any Day @12:00 noon

#### Staying Longer?

Travel Guernsey to Sark 12:00 return from Sark any day 09:20, 11:10 or 12:45 and Save **10%** on the standard return fare

Book via www.sarkshipping.gg or call our Reservations Team on 724059







Adult Early Day Return £27.00

Offer applies to any early day or short day return. (depart Guernsey 08:30 or 12:00) 15<sup>th</sup> July to 4<sup>th</sup> September Children must be accompanied by an adult (Maximum 3 children per adult booked).

Book via www.sarkshipping.gg or call our Reservations Team on 724059



# Sales, Marketing and Community

A selection of Sales, Marketing, Public Relations & Community activity – 2021/22
Offer – Half term –( "Kids for £2 special fare)
Offer – Christmas Shopping trips (£12 Day trips of Christmas)
Offer – January sales fares.
Offer – January sales fares. Offer extended to cover February through to the 28th
Re- contracted with Guernsey Press for summer advertising.
Offer –discounted day return fare (Press Ad web site)
Offer – Early Season Guernsey Sark Staycation offer
Offer – Early season Sark Guernsey Staycation offer
Other - library books to / from Sark free of charge
Other – Provided additional sailings and special rates for Sark Guernsey Vaccine appointments
Other –provided support for bands and performers for "MermFest"
Other - Operated additional cargo and passenger services for "Sarkfest" Summer Festival
Other - Introduced "Kids for £2 special fare for the summer school holidays /Free on Sunday
Other - Provided free travel for journalists, bloggers and other travel reporters
Other – Assisted and supported "Oddsocks" performance in Sark
Other – set a special freight tariff for lawn mowers competing in the Sark lawn mower race (August 2022)
Offer – Scheduled special sailing and reduced fare for Lawnmower racing supporters
Offer - Late season staycation offer Guernsey – Sark & Sark Guernsey (GP ad and local promotion)
Other – Introduced reduced rate for Medical/Dental visits (Sark - Guernsey)

# **Fleet update/Operations**



### **Operations:**

IoSS welcomes Juliet Walsh into the Company as part of the senior management Team (Operations Manager). Juliet was previously with Condor Ferries where she was Guernsey Port Manager and Duty Operations Manager. She comes to us with 22 years experience in the Ferry Industry.

### Corsaire de Sercq:

The vessel continues to operate reliably and economically using less fuel than the Venture for a round trip.

Customer reaction continues to be very positive even in choppy weather conditions. There has been no operational downtime for mechanical reasons.

### Sark Venture:

Sark Venture has been operating normally and there have been no reported issues. Sark Venture was used mostly to cover cruise excursions and tendering. There was no downtime due to mechanical issues. Sark Venture is due for her 5yr MCA inspection in March 2023.

### Sark Viking:

Sark Viking is operating normally and there have been no reported issues. The Viking will be travelling to Plymouth in February 2023 for her 5 yr Mecal inspection

Assumptions



#### **Assumptions:**

- Winter season and demand & schedules will remain as previous years.
- There will likely be further recovery of the tourism industry during 2023 but the visitor numbers are unlikely to reach 2018/9 levels at least until July/August (air schedules not fully recovered, tour operators still need to set up programmes, Brexit, Pandemic rebound, high inflation putting pressure on spending etc.).
- Cruise liner visits only 25% of 2018/9 levels (Brexit and Covid) Guernsey currently has 80 calls booked (IOSS 28 booked – pre Covid circa 40)
- Guernsey resident staying visitor numbers may fall back to 2019 volume and pattern of travel as holiday destinations continue to open up and as a result of cost of living increases limiting discretionary spending.
- Fuel prices close to double 2018/19 unlikely to reduce significantly in the short term.

Schedules and Fares



### 2023 schedule:

- 0830 departure maintained for 2023 Later time more popular with both GY residents and visitors. To save crew costs and fuel 0830 sailings will be introduced on Tuesdays and Thursdays in the peak season rather than operate two passenger boats at 1015.
- 1200 departure moved introduced earlier in the season to supplement capacity and will operate 7 days per week high season, short day fare re-introduced on 1200 departure.
- Passage time maintained at 35 minutes. (round trip time 1H30 has been achieved through 2022 season)
- To mitigate high fuel prices and operating cost inflation capacity on a single sailing time will be replaced by frequency (additional rotations).

#### 2023 Fares:

• Fare increases will be applied from 1st March 2023. These have been kept to below inflation and the more price elastic fares have had smaller increases applied.



Schedules and Fares

The strategy for the 2023 schedule will follow lessons learned from 2022 and assumes that volumes by day/ by month will follow a similar pattern.

Sailings in Orange will be added subject to demand. The service will be operated primarily by the Corsaire and Venture sailings will be added when and if required.

Saturday 1 <sup>st</sup> April to Sunday 18 <sup>th</sup> June & Monday 4th September to								
Saturday 30th September								
Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
	0830	0830	0830	0830	0830	0830		
	1015	1015	1015	1015	1015	1015	1015	
Depart Guernsey	1200	1200	1200	1200	1200	1200	1200	
	1510	1510	1510	1510	1510	1510	1510	
	1650	1650	1650	1650	1725	1650	1650	
Depart Sark	0920	0920	0920	0920	0920	0920		
	1110	1110	1110	1110	1110	1110	1110	
	1245	1245	1245	1245	1245	1245	1245	
	1600	1600	1600	1600	1600	1600	1600	
	1745	1745	1745	1745	1815	1745	1745	

Monday 19 <sup>th</sup> June to Sunday 16 <sup>th</sup> July							
Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Depart Guernsey	0830	0830	0830	0830	0830	0830	
	1015	1015	1015	1015	1015	1015	1015
	1200	1200	1200	1200	1200	1200	1200
	1510	1510	1510	1510	1510	1510	1510
	1650	1650	1650	1650	1725	1650	1650
Depart Sark	0920	0920	0920	0920	0920	0920	
	1110	1110	1110	1110	1110	1110	1110
	1245	1245	1245	1245	1245	1245	1245
	1600	1600	1600	1600	1600	1600	1600
	1745	1745	1745	1745	1815	1745	1745

Monday 17 <sup>th</sup> July to Sunday 3 <sup>rd</sup> September							
Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Depart Guernsey	0830	0830	0830	0830	0830	0830	
	1015	1015	1015	1015	1015	1015	1015
	1200	1200	1200	1200	1200	1200	1200
	1510	1510	1510	1510	1510	1510	1510
	1650	1650	1650	1650	1725	1650	1650
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Depart Sark	0920	0920	0920	0920	0920	0920	
	1110	1110	1110	1110	1110	1110	1110
	1245	1245	1245	1245	1245	1245	1245
	1600	1600	1600	1600	1600	1600	1600
	1745	1745	1745	1745	1815	1745	1745

Schedules and Fares



•ADULT SINGLE £17.75 •CHILD SINGLE £9.00 •ADULT DAY RETURN (OFF PEAK) £28.00 •ADULT DAY RETURN (PEAK) £29.75 •CHILD (3-14YRS) DAY RETURN (OFF PEAK) £14.00 •CHILD (3-14YRS) DAY RETURN (PEAK) £15.00 •ADULT PERIOD RETURN £35.00 •CHILD (3-14YRS) PERIOD RETURN £17.50 •GROUP (OFF PEAK) •ADULT - £27.50 CHILD - £13.75 •GROUP (PEAK) •ADULT - £28.50 CHILD - £14.25 •INFANT (0-2YRS) FREE •DOG SINGLE £5.00 •DOG RETURN **£10.00** 

Throughout the season we will continue to offer special fares and promotions to encourage sales.

The Isle of Sark Shipping Company Ltd.



Thank you for taking the time to read through the Isle of Sark Shipping Public Forum Presentation.

If you missed the session or did attend but have questions or further feedback, please do not hesitate to get in touch.

Your feedback and observations are essential and welcome.

Either e mail us or pop into the office if you are passing.

### Thank you again.

"To ensure the sustainable provision of safe, reliable, friendly and efficient passenger and cargo shipping 17 services for the residents of Sark and visitors to it"