

ESTIMATES COMMITTEE
Question Taken on Notice

Question Number: 7-7

Date: 19/06/2018

From: Mr Gary Higgins

To: Hon. Lauren Moss

Portfolio: Tourism & Culture

Agency: Tourism & Culture

Subject: KPIs for turbo-charging the tourism initiative

QUESTION

My question is in regard to the KPIs that are set to measuring the turbo-charging and the tourism initiative, it predicts a decrease over the next 12 months. Can we see the breakdown of the predicted increases into the current categories of how we track visitors at the moment?