

Friday 27th September 2024
Liberation Room
13:30 – 15:30

AGENDA

PART 1

- | | | |
|-----------|--|----------|
| 1. | Apologies for absence | |
| 2. | Declarations of interest | |
| 3. | Confirmation of the Minutes of the meeting held on 20th June 2024 | Attached |
| 4. | Matters arising from the Minutes of the meeting held on 20th June 2024 | Attached |
| 5. | Executive Director Update | Attached |
| 6. | Management Accounts | Attached |
| 7. | Marketing & Social Media update | Attached |

Exclusion of Press and Public

The Chairman to move as follows:

Exclusion of the Press and Public the Committee resolved to exclude the press and public be now excluded on the ground that the next items of business to be considered are likely to disclose exempt information under Paragraph 17 relating to information about preparation or consideration to budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012.”

PART 2

- 8. Tourism Strategy 2024-2030**
- 9. Feedback from 5 people**
- 10. Feedback from FIDC**

FALKLAND ISLANDS TOURIST BOARD



Open Minutes

Held at 10:00am on 20th of June 2024
Liberation Room, Secretariat

These minutes are draft until confirmed at the next meeting of the Falkland Islands Tourist Board

Present:	Richard Stevens	RS	Chair
	Stephanie Middleton	SM	Executive Director, FITB
	Peter Nightingale	PN	Vice Chair, FITB
	Karen Lee	KL	Financial Controller, FITB
	The Honourable Mark Pollard	MP	MLA
	Carly East	CE	Director
	Brian Summer	BS	Director
	Petra Mansilla	PM	Director
	Jo Turner	JT	Director
	Amanda Curry Brown	DPECS	Director of Policy, Economy & Corporate Services

In Attendance:

Minutes: Karen Lee

Public and Press FIRS, Penguin News, FITV

Item	Part 1	Action
	<u>Apologies for absence</u>	
1.	MLA Gavin Short, who was replaced by MLA Mark Pollard due to being away.	
2.	<u>Declarations of interest</u>	
	None	
	Confirmation of minutes dated 21st March 2024	
3.	The minutes were confirmed as a true and accurate record.	

Item		Action
4.	Matters arising from minutes dated 27th of September 2023 - No matters arising.	
5.	<u>Executive Director Update</u>	
5.1	SM briefly ran through her update as presented.	
5.2	She noted that there would be final figures for the season that had just ended but our analyst was working with FIG's IT department as there was a new database for the immigration department. This meant that there was a slight delay on the production of the final figures, but hoped in the future it would be much quicker.	
5.3	The licence to operate which enables tour excursions to start and finish in the Jetty Centre car park will be finalised within the next few weeks.	
5.4	There has been a series of tweaks to the existing document for a variety of reasons, but principally to ensure the passengers had the best experience possible, whilst in the islands.	
5.5	The tourism awards will be going ahead next year and some lessons have been learnt from the one in April. The venue has already been booked.	
5.6	SM informed the board that she had attended various trade shows. At Seatrade she had useful meetings with other destinations that had similar issues to those here such as Iceland, Norway or Orkney. Due to illness SM had also attended WTM Latin America and noted that it was possible that there would need to be more assistance in future with linguists, if we were getting closer to having the second flight reinstated, then we could target more travel agents in South America.	
5.7	FITB is now on the Associate Committee for IAATO. MP noted that he had not seen recent lobbying from IAATO to FIG. SM noted that all of the points that had previously been in discussion were still in existence and still being discussed with various people within FIG. ACB confirmed that she had regular meetings and updates.	
6.	<u>Management Accounts</u>	
	KL gave an overview of the successful season and the position of FITB at 31 st May 2024.	
	RS asked if there were any specifics that needed highlighting, and KL noted that the margins for the shop had decreased overall but this was due to the changes in purchases, but after some analysis the retail arm of the business fully funded all of the information centre.	
	All virements were approved.	

7. **Marketing & Social Media update**

SM informed the board that Sasha was on a training course and therefore unable to attend.

The board noted that all of the statistics were moving in the right direction with more hits, and click throughs. PN confirmed that in his opinion the statistics were very normal showing trends due to seasons.

***Exclusion of the Press and Public** the Committee resolved to exclude the press and public be now excluded on the ground that the next items of business to be considered are likely to disclose exempt information under Paragraph 17 relating to information about preparation or consideration to budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012.*

Exempt Minutes

8. **Confirmation of the Exempt Minutes of the meeting held on the 21st March 2024**

The minutes were confirmed as a true and accurate record.

9. **Matters arising from the exempt minutes of the meeting held on the 21st March 2024**

No matters Arising

10. **Tourism Strategy**

There were a few more suggestions made about the strategy and then it was agreed it would be sent to Exco for approval before being made public.

11. **Clash Days**

The proposal of how to deal with clash days was duly considered and it was agreed that the new policy would be taken to Exco for validation. It was also agreed that the reason for the policy and work would be made clear.

12. **Financial Statements and Audit completion report**

The accounts had been previously approved by email and these were ratified at the meeting.

13. **Wage Increase**

The wages increase was agreed at 3.2%.

Minutes confirmed this day of 2024

Chairperson

Secretary



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Title of Report: Executive Director Report

Paper No: 5

Date of Meeting: 27 September 2024

Report of: Steph Middleton, Executive Director

1. Purpose

- 1.1 To provide the Governing Board with an update since the last Board meeting.

2. Recommendation

- 2.1 None. This paper is for information only.

3. Tourism Season 2024/2025

3.1 Cruise Visitors:

If all vessels were to visit at capacity, then we would expect around 92,500 visitors for the 2024/2025 season. However, as vessels are never completely full, we would be looking at around 74,000. The final figure may well be lower than this if we have as many cancellations as the last two seasons due to weather.

Our starting point for this season is about 12,000 less than the 2023/2024 season and this is largely due to Celebrity Cruises re-positioning their vessel for one season – they have already booked in for the 2025/2026 season.

3.2 Land-Based Visitors:

Early indications are that bookings are good for the forthcoming season.

4. Licence to Operate/Car Park

- 4.1 The Licence to Operate was finally completed with the new guidelines for Gypsy Cove and Yorke Bay and released to operators on 27 August 2024; submissions were received between the 16th and 23rd September 2024.
- 4.2 This year we have also included a map of the JVC area that is zoned to make it easier to inform operators where we would like them to operate from or park.
- 4.3 At the time of writing this paper 42 Licence to Operate forms had been returned with 212 vehicles booked in.
- 4.3 Stands are being provided for those who wish to have them to sell from. These have been made locally.
- 4.2 Despite our best efforts to get industry to provide us with advertising material in the JVC, very few take this opportunity up.

Anyone wishing to display a poster in the JVC should contact Kate Williamson who will give you the necessary information. Her contact is: katy@falklandislands.com

5. Jetty Visitor Centre

- 5.1 The Jetty Visitor Centre is now fully stocked for the forthcoming season. Our thanks must go out once again to all the local suppliers who have tried their best to supply the stock requested to see us through the season.
- 5.2 About 75% of all stock in the JVC now comes from local suppliers.
- 5.3 During the winter brochures have been reviewed and new stock ordered. We leave ordering these to as late as possible so that the information is as accurate as it can be.

6.0 On-line Shop

- 6.1 The FITB on-line shop has been set up through Square and is now fully functional. The final pictures were uploaded over the last week and so will now be promoted via our local and international social media channels.
- 6.2 Having the shop as part of the square system means that the stock is now live which it was not on the previous shop and could lead to disappointment if items have sold out.

7.0 Mount Pleasant Visitor Centre

- 7.1 The Mount Pleasant Visitor Centre has now been operational for about a month.

The Visitor Centre is open three days a week. Monday and Thursday 1100 to 1800 hours and Saturday 1200 to 1600 hours.

These hours will be reviewed periodically so they can be amended for change in demand.

- 7.2 There has been a lot of interest shown in the destination brochures and we are also in the process of producing new ones to suit the market.

8. Pontoons

- 8.1 Despite some difficulties positioning the concrete sinkers, and getting the Seaflex engineer to the Falklands, the finger pontoon is now in situ and ready operationally.

- 8.2 The works on the jetty extension for the second gangway are nearly complete.

- 8.3 There is a delay in the installation of the additional security shelter; there were problems with the original supplier so another one had to be identified.

The new shelter will be installed in November.

- 8.4 To ensure the two-way system can operate as planned, the new fencing and handrail will be extended to abut the existing shelter and removed to accommodate the new shelter upon installation.

- 8.5 The remainder of the works, including the installation of new lighting, will be completed by the end of September.

9.0 Strategy

- 9.1 Following on from the last Board meeting and comments made at Farmers Week, the draft strategy was put out for public consultation between 29 July 2024 and 12 August 2024.

- 9.2 Comments on the document were received from 6 people and these will be discussed in the Closed section of this meeting.

- 9.3 Following any amendments agreed by the Board of Directors, the document will then go to Exco for approval.
- 9.4 The Director of Policy, Economy and Corporate Services will give a verbal update on how the new strategy will feed into the Economic Development Strategy.

10.0 Annual Statistics Report

- 10.1 The Annual Statistics Report has now been completed and is available for download on our website www.falklandislands.com under the Trade section.

11.0 T-Stats Database

- 11.1 FITB have launched our online tourism statistics system to provide up-to-Date intelligence on the sector for both FIG, Government agencies, and the private sector.

The T-stats platform is widely used by destinations in the UK, and provides data on inbound air arrivals, cruise ship and passenger arrivals, accommodation occupancy, FIGAS and Concordia Bay passenger movements, domestic tourism trips and spend, and digital marketing performance on the FITB platforms.

Customs and Immigration and the FIG ICT Department have been hugely helpful linking their database to provide monthly arrivals data. We are also grateful to FIGAS, Workboat Services, and the accommodation sector for submitting monthly data for the system.

- 11.2 Anyone wishing to have access to the system should email: steph@falklandislands.com

12.0 Attendance Expo Prado

- 12.1 SM attended Expo Prado which took place during the first two weeks of September in Montevideo in Uruguay.
- 12.2 SM would like to thank Carolina da Silva, the Falkland Islands Advisor at the British Embassy in Montevideo for all her assistance in arranging meetings and setting up the stand at Expo Prado.
- 12.3 The beginning of the visit began with SM attending a hospitality conference which was hosted by ITHU the catering college who have connections with the Falklands, having had one of their students working in the Islands on completion of their training as a chef.

The whole day consisted of a series of presentations covering opportunities to get into the tourism industry

Presentations were about:

The ability to be able to start your own business on a very small scale from home to become part of the tourism industry and the power of marketing through social media to turn it into a successful business in a very short amount of time.

How to seek employment on cruise vessels, the standards expected and the opportunities once you have been successfully employed the first time.

Opportunities to work in other countries around the world through a recruitment agency; the standards required to be considered and career opportunities.

Marketing your business, knowing your audience, and managing the customer expectation.

Becoming an influencer by combining it with current employment.

All these presentations highlighted the need to know your customer, offering quality products and services and the importance of customer satisfaction – an unhappy customer will be a lost one.

12.4 SM also had meetings with tour operators wishing to sell the Falkland Islands.

Operators are keen to sell the Falklands, however, it is not easy whilst there are very competitive prices in Europe. A mid-week flight is also crucial to selling – one week not long enough but two would be too long.

12.5 SM did a presentation for the British Society at an evening event. The British Society are always keen to talk about the connections with the Falkland Islands and are hoping to bring a group down soon.

12.6 The British pavilion at Expo Prado had good footfall through it again, and as always there was a lot of interest in the Falklands stand.

13.0 Tour Guide Course

13.1 The Tour Guide Course is already underway in the evenings and is fully subscribed to.

13.2 We currently have a waiting list to do the course, so we are working with Louise Taylor to see if it will be possible to run another one.

14.0 Pre-season Meeting

- 14.1 The pre-season meeting was held at the JVC on 18 December 2024. 61 people were in attendance.
- 14.2 Senior Veterinary Office, Zoe Fowler gave a short update on Bird flu re-iterating best practices to prevent the spread by humans.
- 14.3 SM then read out an update from the General Manager of FIGAS, Morgan Goss on aircraft availability for the season.
- 14.4 The Licence to Operate was discussed briefly and the Head of Environment, Mr Mike Jervois spoke about the guidelines for Gypsy Cove and Yorke Bay.
- 14.5 SM then updated on the pontoon installation as outlined above.



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Title of Report: August Management Accounts

Paper No: 6

Date of Meeting: 27th September 2024

Report of: Karen Lee, Financial Controller

1. Purpose

- 1.1 To inform the Board as to the financial performance and position of the Tourist Board as at the end of August 24. Please note that all figures are rounded to the nearest pound, making it look like there are differences adding up the columns, when in fact it is just rounding.

2. August Management Accounts

2.1 Revenue

Instead of taking a percentage of the annual budgeted turnover for the first two months, I have compared these two months with the prior year turnover. As you can see we are more than 2.5 times higher than last year which is pleasing. We have now opened the MPC visitors centre however this did not start until towards the 16th August so the big increase is principally due to more sales in the JVC. We can partially attribute this to having the new stock in earlier this year which created a bit more interest. We also hope this is a sign of things to come.

The new web shop is now live. It can be found from our main website and it is much more streamlined as it links real time to the actual stock in the shop.

2.2 Expenses

At this early stage of the financial year many projects have not commenced. We have incurred lots of expenses and therefore we have high prepayments for items such as the familiarisation trips that will happen and projects.

We are delighted to confirm that we have purchased new railing for the fence line behind the shelters and this is currently being shipped from UK. We have also asked for various maintenance jobs to be undertaken around the building and we hope that these will happen within the next few weeks prior to the start of the larger cruise ships arriving.

The JVC has seen an influx of local suppliers selling more and more items and we are delighted with the standard of works and the desire to sell through the season. With early sales being higher than the same period last year, we hope that this is a sign of a good season.

We have had a further legal invoice about the use of our logo on products but we hope that this will be the final one but again it is noted that Penguin publishing are still watching our activities.

2.3 Overall results for the year to date

The overall position of FITB for the first two months is a loss of £122,127.

3. **Audit**

The audit is well underway and it is hoped that the accounts will be signed off in November.

FALKLAND ISLANDS TOURIST BOARD

YEAR END 30.06.2025

FINANCIAL SUMMARY - August 24

	Actual to date	Budget to date	Variance	Revised annual forecast	Annual Budget	Variance
	£	£	£	£	£	£
REVENUE						
JVC Sales	9,939	3,722	6,217	(280,000)	(280,000)	-
JVC Purchases	(7,715)	(2,791)	(4,924)	100,000	75,000	-
Rental Income	799	550	249	(3,300)	(3,300)	-
Advertising - JVC	-	167	(167)	(1,000)	(1,000)	-
Licence to operate; income less direct costs	(1,086)	1,667	(2,753)	(10,000)	(10,000)	-
Tour guide course fees	736	417	320	(2,500)	(2,500)	-
Interest received	-	-	-	-	-	-
Gains on sales of assets	-	-	-	-	-	-
Total revenue	2,673	3,731	(1,059)	(196,800)	(221,800)	-
SALARIES / WAGES						
Salaries/Wages	44,472	41,667	2,805	250,000	250,000	-
Pension Contribs.	3,290	4,167	(877)	25,000	25,000	-
Contract Allowances	-	-	-	-	-	-
	47,762	45,833	1,929	275,000	275,000	-
STAFFING COSTS						
Workers insurance	141	200	(59)	1,200	1,200	-
Passages & Travel Expenses	-	167	(166)	1,000	1,000	-
Staff clothing	105	167	(62)	1,000	1,000	-
Travel	-	167	(167)	1,000	1,000	-
Recruitment costs	-	-	-	-	-	-
Training	1,500	1,667	(167)	10,000	10,000	-
	1,746	2,367	(621)	14,200	14,200	-
OPERATING COSTS						
Repairs & Maint. - JVC (internal)	396	333	63	2,000	2,000	-
Repairs & Maint. - JVC (external)	167	333	(167)	2,000	2,000	-
Repairs & Maint. - FITB office	-	500	(500)	3,000	3,000	-
Repairs & Maint. - Philomel store	-	3,333	(3,333)	20,000	20,000	-
Repairs & Maint. - Pontoons	-	1,667	(1,667)	10,000	10,000	-
Total Departmental Operating Costs	563	6,167	(5,605)	37,000	37,000	-
ESTABLISHMENT COSTS						
Telephone & Internet Charges	1,189	1,333	(145)	8,000	8,000	-
IT Support	504	833	(329)	5,000	5,000	-
Stationery & Office Requisites	371	333	38	2,000	2,000	-
Cleaning	436	333	103	2,000	2,000	-
Bank Charges	365	667	(301)	4,000	4,000	-
Legal fees	2,353	333	2,019	2,000	2,000	-
Postage	333	167	166	1,000	1,000	-
Electricity & heating	994	1,333	(340)	8,000	8,000	-
Motor vehicle expenses	102	583	(482)	3,500	3,500	-
Water	35	200	(165)	1,200	1,200	-
Insurance - JVC contents	540	917	(377)	5,500	5,500	-
Audit Fees	-	667	(667)	4,000	4,000	-
Entertainment	175	1,167	(992)	7,000	7,000	-
Subscriptions	1,588	1,333	254	8,000	8,000	-
Sundry expenses	143	250	(107)	1,500	1,500	-
Gain/loss on exchange	-	-	-	-	-	-
Total Establishment Costs	9,127	10,450	(1,323)	62,700	62,700	-
WEBSITE COSTS						
Website maintenance and contents	4,337	5,000	(663)	30,000	30,000	-
INDUSTRY COSTS						
Tour guides course	450	417	33	2,500	2,500	-
Accommodation Accreditation Scheme	-	-	-	20,000	20,000	-
Board Meetings (formerly membership meetings)	40	683	(643)	4,100	4,100	-
Tourism Awards	755	833	(78)	5,000	5,000	-
Tourism Accommodation Grants	22,350	8,333	14,017	50,000	50,000	-
Infrastructure Improvement Fund	15,400	2,500	12,900	15,000	15,000	-
Tourism Business Grant Scheme	580	2,500	(1,920)	15,000	15,000	-
Green Tourism grant Scheme	-	2,500	(2,500)	15,000	15,000	-
Industry marketing grant	-	833	(833)	5,000	5,000	-
Total member costs	39,575	18,600	20,975	131,600	131,600	-

TRADE & MARKETING COSTS						
Trade fairs	8,093	13,500	(5,408)	81,000	81,000	-
Traditional marketing projects	1,982	1,667	315	10,000	10,000	-
Familiarisation trips	-	8,333	(8,333)	50,000	50,000	-
Domestic marketing	166	3,500	(3,334)	21,000	21,000	-
Print advertising	4,600	6,667	(2,067)	40,000	40,000	-
Digital marketing	1,196	8,333	(7,138)	50,000	50,000	-
Digital marketing projects		2,500	(2,500)	15,000	15,000	-
Research to include satellite account	3,182	4,750	(1,568)	28,500	28,500	-
	19,218	49,250	(30,032)	295,500	295,500	-
Trade Projects						
Trade Training	-	-	-	7,500	7,500	-
Database upgrade		-		5,000	5,000	-
Cruise co-op funding to build stronger relationships	-	-	-	15,000	15,000	-
	-	-	-	27,500	27,500	-
Product development						
Branding identity guidelines	-	-	-	5,000	5,000	-
Hiking Development of Trails	-	-	-	6,000	6,000	-
Small projects	-	-	-	6,000	6,000	-
Green tourism: certification		-	-	10,000	10,000	-
	-	-	-	27,000	27,000	-
Depreciation	2,473	3,000	(527)	18,000	18,000	-
Net deficit /(surplus)	122,127	136,936	(14,809)	721,700	696,700	25,000

FALKLAND ISLANDS TOURIST BOARD
YEAR END 30.06.25
FINANCIAL SUMMARY - Augusty 24

	Aug-24 Year to date Accounts	30.06.24 Draft Accounts	30.06.23 Final Accounts
FIXED ASSETS			
Tangible fixed assets	142,654	130,949	122,751
	<u>142,654</u>	<u>130,949</u>	<u>122,751</u>
CURRENT ASSETS			
Stocks	210,277	177,128	113,747
Debtors and prepayments	81,949	172,205	43,371
Cash at bank and in hand	61,827	18,163	115,596
	<u>354,053</u>	<u>367,495</u>	<u>272,714</u>
CURRENT LIABILITIES			
Creditors and accruals	(211,270)	(265,880)	(207,376)
	<u>(211,270)</u>	<u>(265,880)</u>	<u>(207,376)</u>
NET CURRENT ASSETS	<u>142,783</u>	<u>101,616</u>	<u>65,338</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>285,437</u>	<u>232,565</u>	<u>188,089</u>
DEFERRED INCOME ACCOUNT			
Brought forward	(161,714)	(117,238)	(351,738)
Funding received in period	(175,000)	(700,000)	(500,000)
Funding released to profit and loss in period	122,127	655,524	734,500
Deferred income account	<u>(214,586)</u>	<u>(161,714)</u>	<u>(117,238)</u>
NET ASSETS	<u>70,851</u>	<u>70,851</u>	<u>70,851</u>
FUNDS			
Non- distributable capital reserve	70,851	70,851	70,851
Profit and Loss account			
FUND RESERVES CARRIED FORWARD	<u>70,851</u>	<u>70,851</u>	<u>70,851</u>



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Title of Report: Marketing & Social Media
Paper No: 7
Date of Meeting: 27th September 2024
Report of Sasha Williams, Marketing Officer

1. Purpose

1.1 To provide an update on the Marketing & Social media

2. Recommendation

2.1 None. This paper is for information only.

3. Domestic tourism overview

Currently FITB have been working on producing updated versions of the Tour Guide Handbook which has been sent to print and should be on route.

FITB will be holding the annual Tourism Day event on Sunday the 29th of September 2024, we have changed the style of this year's event which will see us include different local artist sit down in the back room to allow people in the community get involved if they wish or learn and sign up to sessions. We will also have a bus tour with Polar Seafish, and Falklands Land Holdings will be bringing in farm animals for people to look at outside.

4. Social Media Platforms

Currently our main platforms include 2 Facebook pages and Instagram both of which are all up and running with the scheduling still being pushed.

4.1 International Facebook

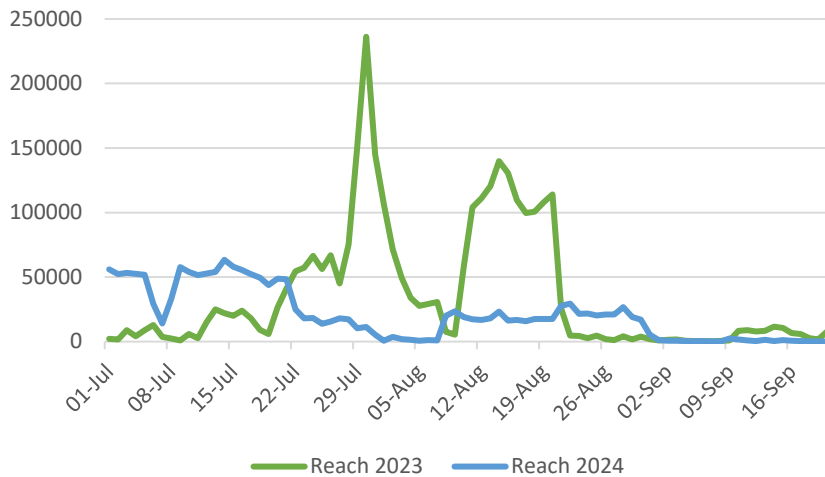
The international Facebook page is our main page and currently we are looking to increase the number of posts we do moving forward as well as looking into the content we post. Looking into our SEO (Search Engine Optimisation) report we can look specifically at what people are googling or looking for online and our website.

With this information we can look to target different areas such as:

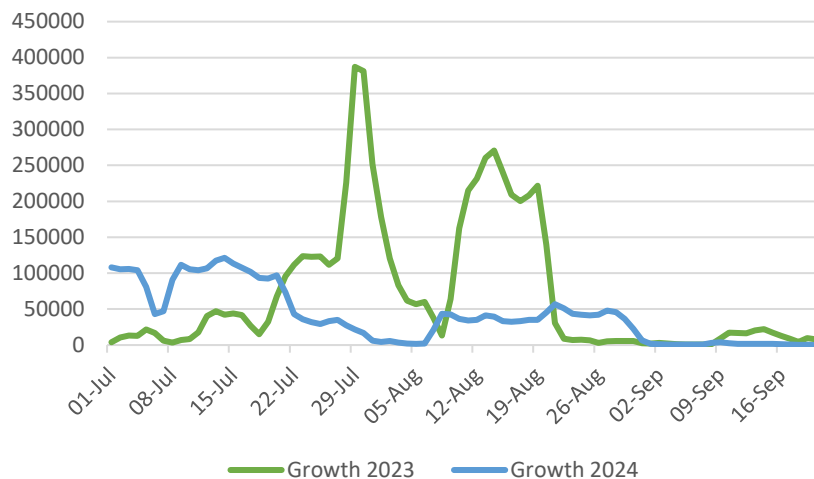
- How to get around the Islands
- Accommodations in the Falklands
- Birding in the islands or key birding areas to visit

This information is very helpful and moving forwards will be the base of our decisions when organising posts for the International Facebook page.

International Facebook Reach



International Facebook Reach Growth



Facebook Reach

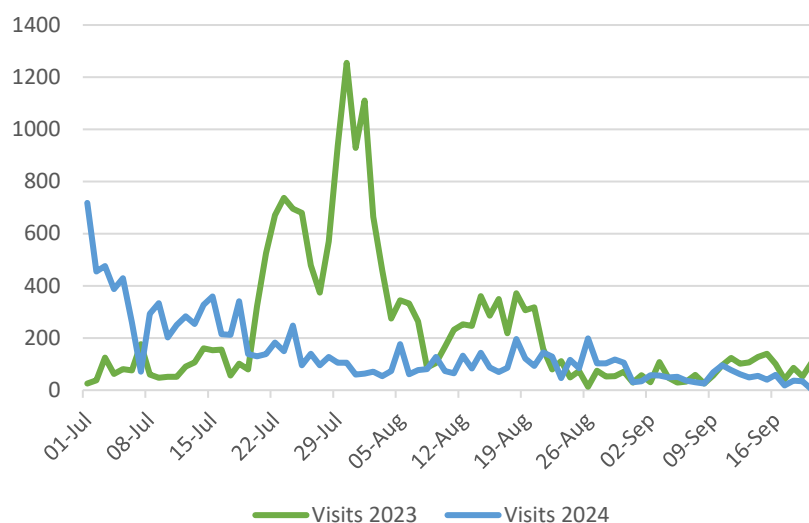
Facebook reach gives you a measure of how many FB accounts were exposed to our message/post.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

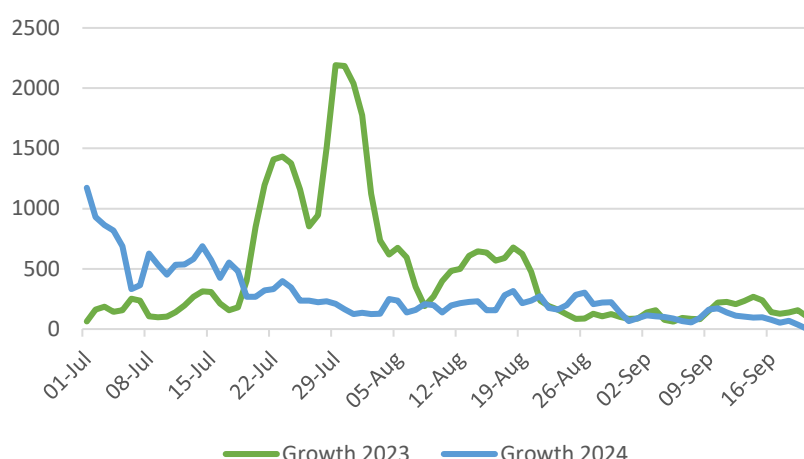
The 2023 period clearly shows that there were large spikes in the reach towards the end of July and throughout August 2023 whereas the 2024 period selected we see a steady reach from July and throughout August with dips towards the end of July and throughout September.

We can also see in the growth chart replicates the figures above.

International Facebook Visits



International Facebook Visits Growth



Facebook Visit

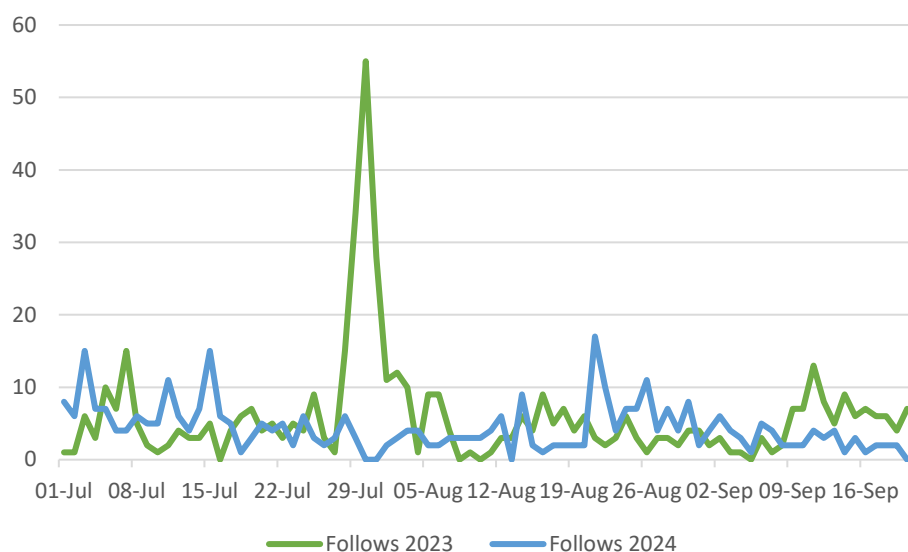
Facebook visits refers to the number of times that our FB page or profile has been visited.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

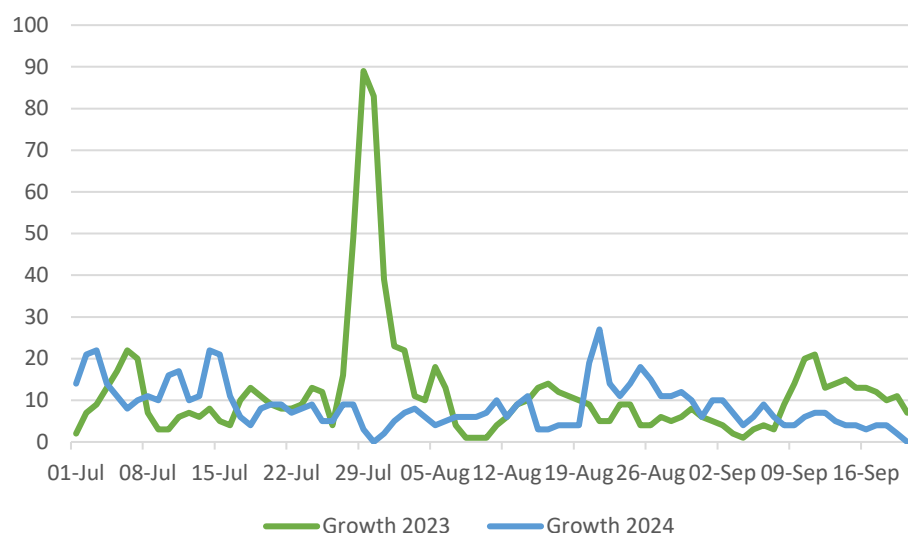
We can clearly see that in the 2023 period we have had a significant increase in visitors to our international page in July/August which is due to the posting schedule.

You can see in the second chart about growth that we have had a steady incline over the period set for 2024 but large spikes in the July/August 2023 period.

International Facebook Followers



International Facebook Followers Growth



Facebook Follows

Facebook follows allows us to see how many different users have either followed or unfollowed our page.

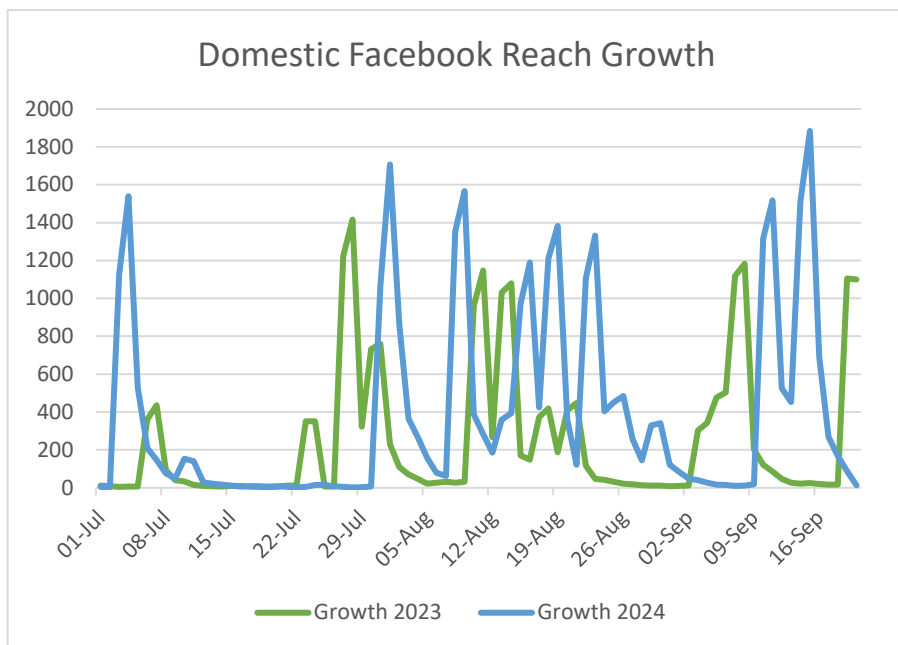
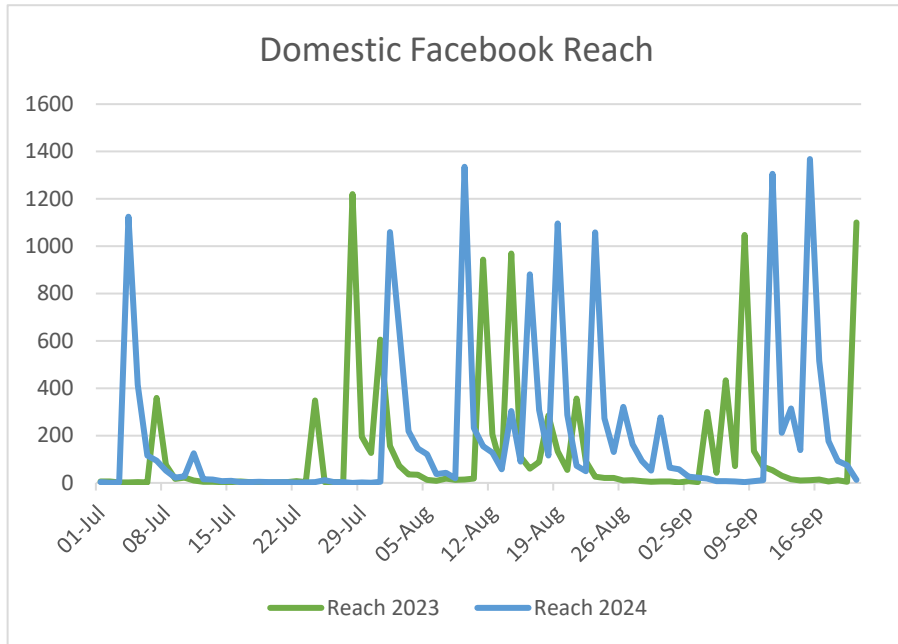
The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

Over the 2024 period we can see we have had a variety of spikes in how many followers have joined our page compared to 2023 which also had a steady spike but a large spike on the 30th of July 2023. 2024 we also note has had periods of no increase but also no decline.

Looking at the growth chart we can see that even with people unfollowing or no new followers the international page has continued a steady growth.

4.2 Domestic Facebook

The Domestic Facebook is growing steadily and surely, although as we are a small island it makes it harder to grow in, but we aim to maintain the following we have and instead get more people to interact with the page. We have noted that although figures may look similar there has been a larger growth in all areas and we aim to keep it growing.



Facebook Reach

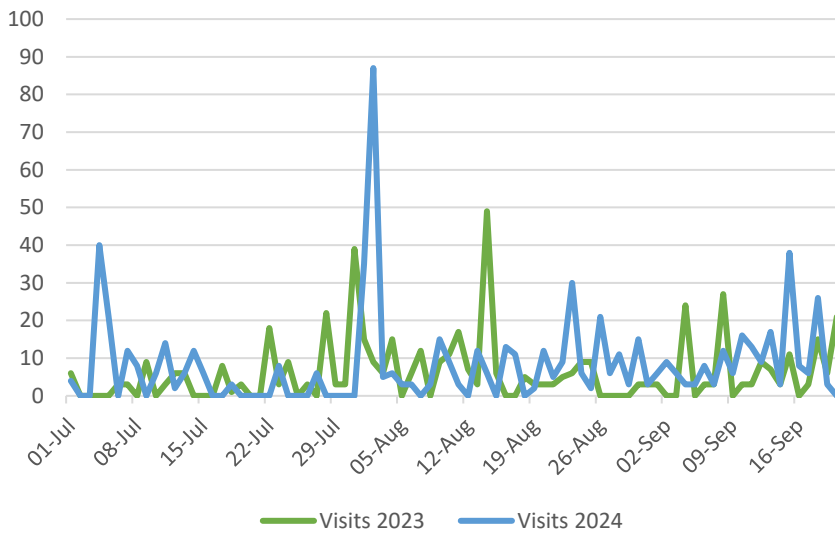
Facebook reach gives you a measure of how many FB accounts were exposed to our message/post.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

Looking at the chart we can see that the Reach for both 2023 & 2024 are very similar with large spikes both years. We do need to note that there was a drop for both July 2023 & 2024 which is due to the fact it was winter and less events were being held locally.

We can also see in the growth chart replicates the figures above.

Domestic Facebook Visits



Facebook Visits

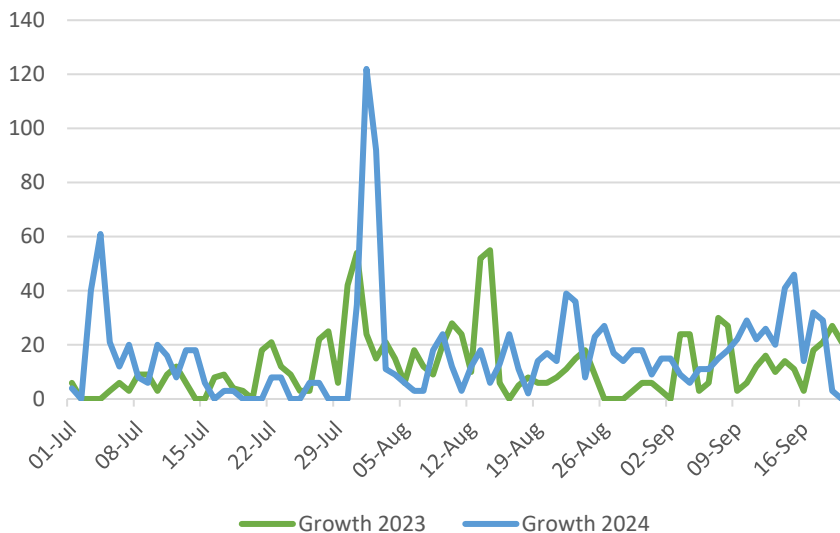
Facebook visits refers to the number of times that our FB page or profile has been visited.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

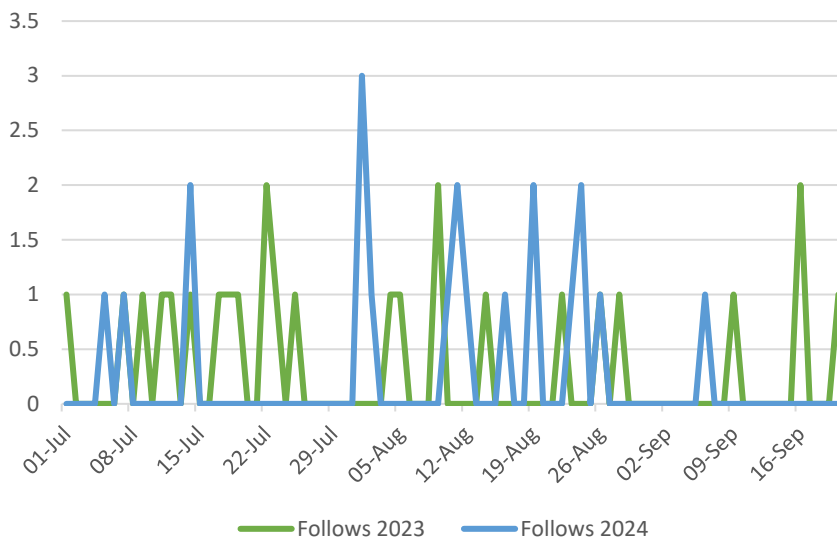
The 2024 period clearly shows that there was a large spike in the visits towards the end of July/early August. It should also be noted that although the 2023 saw larger spikes of visitors the 2024 period saw more consistent spikes from July – September.

We can also see in the growth chart replicates the figures above, but we can also note that larger numbers of visits occurred in August – September 2024.

Domestic Facebook Visitor Growth



Domestic Facebook Follows



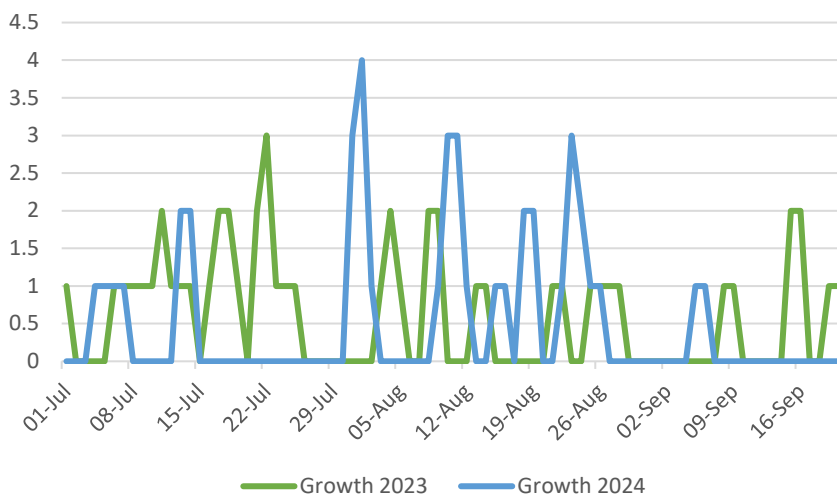
Facebook Follows

Facebook follows allows us to see how many different users have either followed or unfollowed our page.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

When looking at the graph we can note that 2023 had more followers overall but that the 2024 had similar numbers and a larger spike at the end of July.

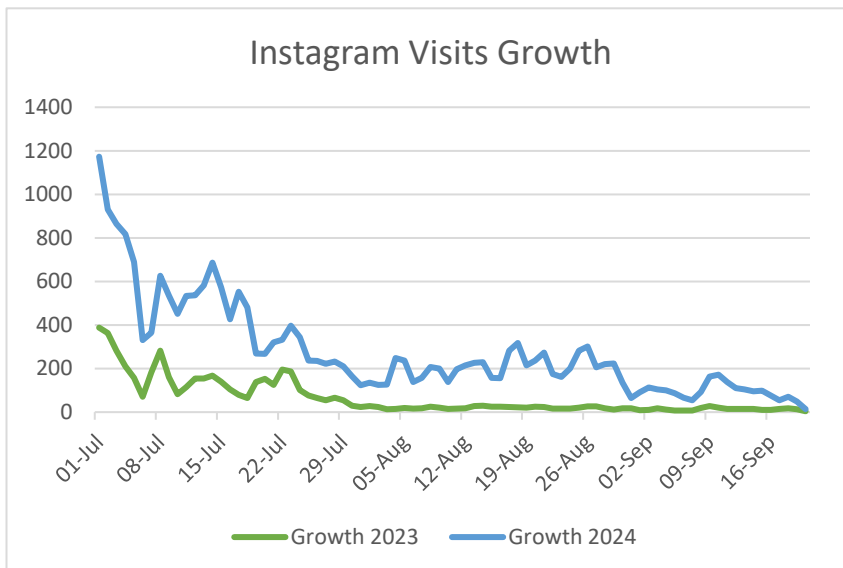
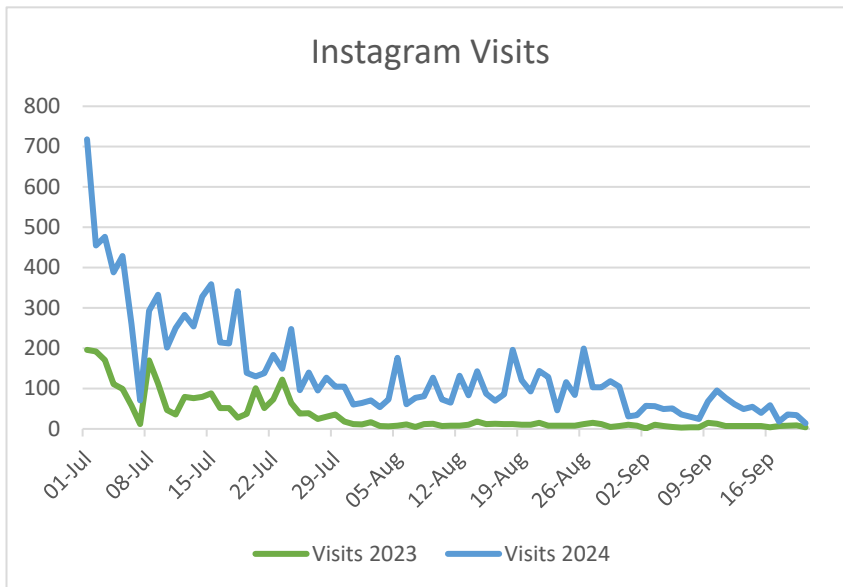
Domestic Facebook Followers Growth



Regarding the growth chart, we can see that there were periods in 2024 where there were no followers, but numbers did not decline either.

4.3 Instagram

The Instagram page have shown a lot of growth for the July - September 2024 period compared to the 2023 period. We have noted that 2024 has gained a lot more traction with people looking at the Falkland Islands Tourist Boards page. This is a good sign as Instagram is an image-based platform and not so much focused on the text and links.



Facebook Visits

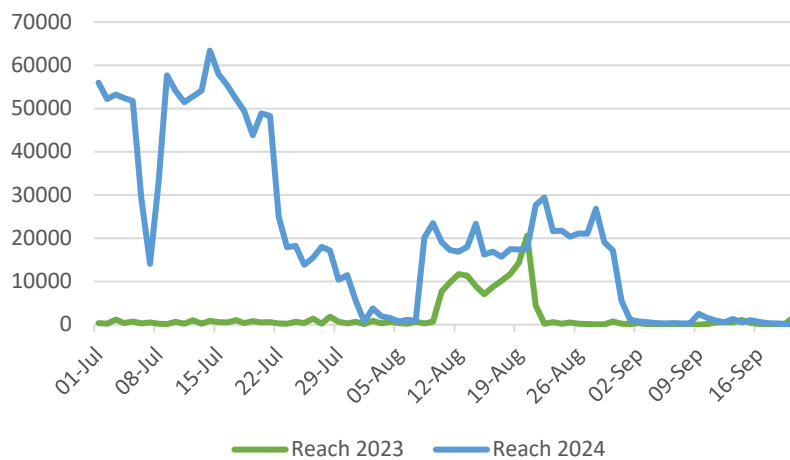
Instagram visits refers to the number of times that our FB page or profile has been visited.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

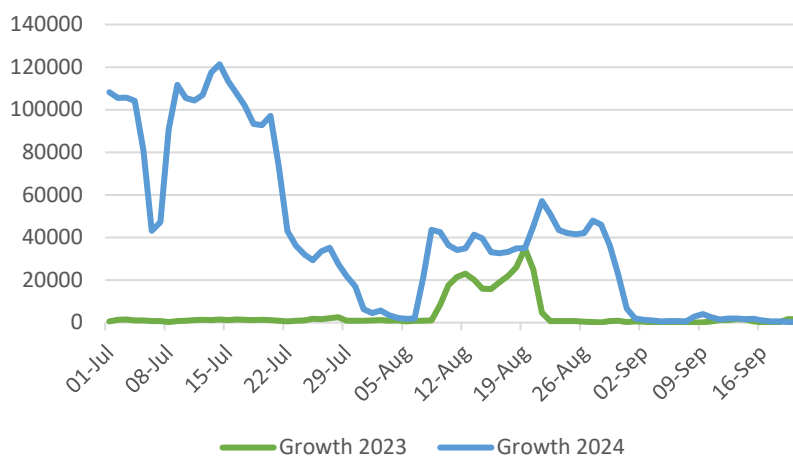
The 2024 period clearly shows that there was a higher number of visits with more spikes compared to the 2023 figures.

We can also see in the growth chart replicates the figures above showing as well that the 2024 had more fluctuation in visitor numbers compared to 2023 which had a steady visit throughout the July – September period.

Instagram Reach



Instagram Reach Growth



Facebook Reach

Instagram reach gives you a measure of how many FB accounts were exposed to our message/post.

The graphs compare data from the **1st July 2023 – 20th September 2023** and **1st July 2024 – 20th September 2024**.

The 2024 period clearly shows that there was a higher number reached throughout the July-September period with more spikes compared to the 2023 figures.

We can also see in the growth chart replicates the figures above showing as well that the 2024 had more fluctuation in reach numbers compared to 2023 but we do also note that there was a drop in figures at the end of July/early August and leading into September 2024.

5. Familiarisation trips

FITB are currently underway with organising Familiarisations trips. At this current time, we have the following people booked to visit during the season:

- David Lindo – The Urban Birder: October 5th – 19th
- Olivia Balsinger – A freelance journalist known for being a host/write on 'Journeys Beyond': November 16th – 23rd
- Euan Myles – Fly fishing enthusiast & Award-winning advertising and branding photographer January 25th – February 8th
- Finlay Wilson – Fly fishing guide/instructor and journalist: January 25th – February 8th

6. Snapsea

Currently we have a downloadable image library through our website which SW approves when people ask to access the images. We currently have 200 plus images available on this platform and as we get more images we add to the library at the end of each month. The platform has

FITB have also joined Snapsea which is a User-Generated Content platform which means that it works with SmartCurate AI+ along with in-house human curators who dedicate time and effort to make sure the highest quality images or videos come through to our page. We are then able to request images or provide a link to someone to allow them to upload the images directly to our database.

7. Newsletters

FITB have recently moved to producing three newsletters, which allows us to target different areas in the industry. It also allows us to make sure that the target audience is aware of key things happening within the Falklands with overlaps for certain topics, for example both domestic and trade would have a section on the works with the new pontoons.

We will be sending out the next editions of all three (trade, consumer & domestic) newsletters at the end of September.

8. Competitions

FITB have discussed multiple projects with both the Infant Junior School and Falkland Islands Community School.

8.1 FITB recently hosted a school competition with the Infant & Junior School and Camp Education. The students were asked to create playing cards, the themes included Flora & Fauna, architecture and locations but primarily showcasing the Falklands. We had a total of 214 entries from FS1 to Year 5 and Camp Education. FITB got MLA Gavin Short, Julie Haliday and Petra Mansilla to judge the student's cards picking out 4 winners who will be going away on a trip of their choice covered

by FITB as well as picking out 48 remaining cards to complete the deck of playing cards which will be sold in the Jetty Visitor Centre.

8.2 FITB have also run a photography/video competition with the Falkland Islands Community Schools Travel and Tourism class. SW was informed that the school has extended the deadline until the end of September to allow for the new year 7 group to get involved.

8.3 FITB and Falkland Islands Development Corporation (FIDC) recently had a meeting to look at changing the plan for this project. The project will see the year group divided up into groups to work with different sectors in the Tourism industry, they will then need to produce either of the following:

- Brochure
- Social media campaign to push the business
- Video showcasing what it is like working in that industry.

The winning group(s) will also be displayed on both FITB & FIDCs pages or platforms.

After discussing the plans to change it to a school/after school project we have looked into running this project over lunch times with FIDC funding food for the children. This new plan has now been sent off to the school in which we are waiting for approval, if this is to go ahead, we will look to start it in the January 2025 and run a 12-week project.

9. Tradeshow

SW recently attended Global Birdfair alongside Falkland Islands Holidays and Falklands Conservation. This year we saw Birdfair move location however people were not discouraged by this and just over 13,000 people attended the event. There were 294 exhibitors including the three stands from the Falkland Islands. Over 11,400 people attended lectures, events & workshops one of which Martin Beaton (a member of the team who represents the Falklands Tourist Board) also held a 20-minute lecture on the Falkland Islands.

SW met a variety of people interested in visiting the Falklands for the first time, those who have visited the island before on a cruise to South Georgia & Antarctica or people in the industry such as Bradt Guides who FITB have worked with previously. Talking to Debbie Wylde who is the Partnership Manager for Bradt guides she often comes over to discuss the inclusion of the Falklands, including FITB, Falkland Islands Holidays and new people to the industry such as the Falklander Travel. SW also met with Robert E Fuller who is one of Britain's foremost Wildlife artists. He also has a following of 2.3 million on social media, an avid traveller and guide working for companies such as Wildfoot, in fact he will be passing through the islands in October. He has also appeared on a variety of TV shows such as BBC The One Show, ITV This Morning, ITV Good Morning Britain, and others. He has also reached out on different platforms such as The Telegraph and The Times as well as BBC Radio 2, BBC Radio

5 Live, and Talk News Southern Ireland to name a few. SW has been in talks with him to discuss a Familiarisation trip in 2025/2026.

SW also met up with Bella Falk, she is the creator of multi-award- winning travel and photography website Passport & Pixels. She has already written articles on the Falklands when she passed through in 2019 on a cruise. She has been published in National Geographic Traveller, Lonely Planet and BBC Travel. She has a keen interest in wildlife & nature travel as well as promoting solo female travel. SW has been in discussion with bringing Bella down this season in early 2025 or later into the 2025/26 season.