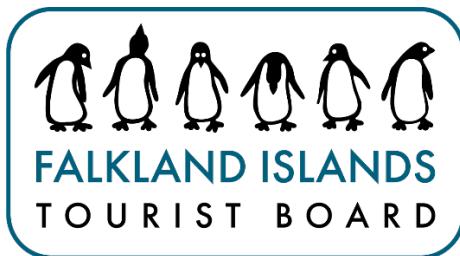


FALKLAND ISLAND TOURIST BOARD



Open Minutes

Held at 10:00 on Friday, 15th August 2025

Chamber of Commerce

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

Present	Richard Stevens	RS	Chair
	Peter Nightingale	PN	Vice Chair
	Dwight Joshua	DJ	Director
	MLA Gavin Short	GS	Director
	Gareth Goodwin	GG	Director
	Stephanie Middleton	SM	Executive Director, FITB
	Karen Lee	KL	Financial Controller, FITB
	Sasha Williams	SW	Marketing Officer, FITB
In Attendance	-		
Minutes	Cody Betts-Mckay	CBM	Marketing Assistant
Public and Press	Jordan Knight – FITV Katharyn Daniels - Penguin News Amy Coleman - FIRS		

Item	Part 1	Action
1.	<u>Apologies for absence</u>	
	<ul style="list-style-type: none"><li data-bbox="404 1587 589 1596">- Petra Mansilla<li data-bbox="404 1610 589 1619">- Carly East<li data-bbox="404 1630 589 1639">- Matthew Daniels	
2.	<u>Declarations of interest</u>	
	<ul style="list-style-type: none"><li data-bbox="404 1711 1284 1787">- The Honourable Gavin Short declared an interest in the Executive Directors' Report section 4.2 Production Development (Gypsy Cove Café)<li data-bbox="404 1801 1284 1866">- Karen Lee, Richard Stevens & Peter Nightingale declared an interest in the Review of Grants section 6 Initiative 28 - Grant schemes for accommodations and tourism businesses.	
3.	Confirmation of minutes dated 2 nd April 2025	

- These minutes were confirmed as a true and accurate record.

4. Matters arising from the minutes dated 2nd April 2025
- No matters arising.

5. Executive Directors Update

SM informed the board that the T-stats database is almost complete, but that she is just waiting for Customs & Immigration to add the yacht movements onto the system and the Falkland Islands Government (FIG) IT department is making progress to help resolve issues.

SM brought up how the passenger tax rose from £37 to £50, which led to a discussion.

GG asked if there were any consultations held before this, and SM informed the board that she had talks but was unaware of the significant increase. RS expressed his disappointment in the lack of consultation with the industry, and there was a general concern from the board about the impact this significant increase in passenger tax may have on the Falklands. GS noted that he was nervous about the effects of this large pay increase when it was decided during budget select and that he had voiced his opinion to bring in the industry for a consultation as well.

DJ and SM both noted how the Falklands were now one of the more expensive ports to visit. DJ also noted that when speaking to the cruise company Norwegian, they would be pulling out for the upcoming seasons, and SM noted that after speaking to the Norwegian itinerary planners, it appeared they would pull out for at least 3 years.

SM then moved on to discuss the License to Operate(L2O) and the current tour guide course and assessments for accreditation, noting that the first course was completed, the 3-day course is currently running, a confirmed course is due to start in October, and another day course is in discussion. SM also noted that some assessments may not be completed when the L2O applications are being handed in, and those who wish to join the L2O can still do so as long as they are on our list to be assessed and that in the case of that person failing they will be given the chance to be re-assessed or their money refunded. RS said he was happy to hear a lot of people have reached out to do the course or assessments and noted that as a healthy sign that the course and assessments are working.

It was also noted that Carol Phillips will return to working the carpark for the season with the help of Luna Leyton to deal with the stands and operators/ticket sellers, which RS noted was good to hear as the carpark alone is one persons job but asked if CCTV would also help and SM noted there is CCTV but maybe it would be worth repositioning them.

DJ and GG both asked questions regarding clash days on the 7th of February and 4th of March 2026, which SM informed that it was in line with the point system and that the system is effective, and we currently only have one clash day for the 2026/27 season.

RS asked about the timeline of Gypsy Cove Café, and SM informed handover for land should be around mid-2026. DJ also asked a timeline regarding

works on the Jetty Visitor Centre, which the re-cladding of the POD Gift Shop would take 2 weeks and then works on refencing will start.

SM also acknowledged the information put out about free Wi-Fi being available during the season.

6. Tourism Awards

SM brought to the board's attention that the tourism awards have received criticism over the years and wanted to ask the board for their opinions on changing the format to allow a fair system.

The board discussed a variety of options and some of the concerns they have had or heard from individuals themselves.

Eventually, the Board decided to go away and gather some ideas and a further meeting will be held in 2 weeks to discuss the options.

7. Management Accounts

KL started by discussing how the audit report started last week and that we are waiting for some statistics from immigration to complete the final annual report.

KL then moved on to a discussion about certain areas throughout the accounts, noting that the Jetty Centre turned over a total of £122,674, more than the estimated target.

DJ asked to follow up on a question from the previous meeting about the board getting more information about grants; however, SM informed that, due to confidentiality reasons, they could not provide that, but instead a general overview. KL then informed FITB has provided the total number of grants in each section: *18 accommodation, 2 business, 7 infrastructure, 11 green seal and 4 websites*.

GG asked why there was an underspend in trade fairs, and it was informed that due to the closeness in events, this led to some better efficiencies in costings. GG then asked why digital marketing was underspent, KL noted that most adverts go under print, but like most magazines, now they are digitalised.

The Board also agreed that the new bank mandate should be updated to include all the new directors.

8. Grant Review

KL informed that the strategy has introduced a new initiative called niche segments, in which FITB need to come up with an amount for. It also led to initiatives 27, 28 and 29, which were discussed as the new strategy reduced initiative 28 – accommodation and tourism business from £10,000 down to £5,000.

9. Marketing & Social Media

SW gave an overview of the Marketing plans and current work happening in tourism.

SW started by thanking Dwight Joshua for attending WTM Latin America in São Paulo. Also noting the attendance and connections made, some of which have been followed up by FITB to schedule meetings to discuss plans.

Moving on, SW discussed familiarisation trips and mentioned that they have reached out to different areas such as bloggers, journalists and tour providers specialising in areas like battlefield tours.

SW noted section 5.4 review of new materials and informed the board of the hard work Cody had put into Outdoor Active – a platform that allows users to download all our walks, and also noted that an app is in progress. The Board was also informed that Outdoor Active has the most up-to-date version of the walks in which the marketing team will be using to update all the printable walking guides going forward.

SW mentioned Snapsea (a user-generated image platform) with which they will be having meetings to discuss integrating the platform onto the FITB website, thereby removing the original image library. The Snapsea database has a larger image library and allows FITB to use it in more ways than the original image library.

Currently, FITB are running a competition on their Facebook page to win a fluffy penguin. SW informed that when running competitions, it goes through the FITB website to allow FITB to capture emails from potential visitors and therefore send targeted newsletters to them about the Falklands.

GG asked about the update of presentations from FITB, which SW informed that she is currently working on a variety that covers tradeshows, school projects, general events and one aimed at the military market.

GG also asked about the potential of getting reports from meetings held at tradeshows, but SM informed that the list would be extensive, depending on which shows they attend.