

FALKLAND ISLAND TOURIST BOARD



Open Minutes

Held at 13:30 on Wednesday, 2nd of April 2025

Chamber of Commerce

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

Present	Richard Stevens Peter Nightingale Petra Mansilla Carly East Dwight Joshua Gareth Goodwin Matt Daniels Stephanie Middleton Sasha Williams	RS PN PM CE DJ GG SPA SM SW	Chair Director Director Director Director Director Senior Policy Advisor Executive Director, FITB Marketing Officer, FITB
---------	--	---	---

In Attendance

Minutes	Cody Betts-Mckay	CBM	Marketing Assistant
Public and Press	Jordan Knight – FITV Traighana Smith - FIRS Katharyn Daniels - Penguin News		

Part 1

Action

- Apologies for absence
 - The Honourable Gavin Short
 - Karen Lee, joined Via zoom
- Declarations of interest
 -
- Confirmation of minutes dated 27th September 2024
 - These minutes were confirmed as a true and accurate record

4. Matters arising from the minutes dated 27th September 2024

- No matters arising

5. Executive Directors Update

SM informed the Board that there are three key surveys, including air, cruise and domestic visitors, in which finding a person to do these surveys is proving difficult, but we are looking at ways to address this. The data received from these surveys are put into the T-Stats database, which has been operational since October 2024.

SM noted that Clash days are being monitored and the 2024/25 season only saw a total of 3 days with vessels totalling more than 3000 if at full capacity, with one of these days being cancelled due to weather and one day with vessels totalling more than 5000 people. It was also mentioned that the 2024/25 season was down by roughly 2000 passengers compared to the 2023/24 season.

Moving on to developments in tourism the board RS asked about an update to the Gypsy Cove café which SM informed that although FITB will not be funding the Gypsy Cove Café a local couple are now taking this project on which FITB fully support.

FITB are also working with Customs & Immigration and the Falkland Islands Government IT Department to collect and analyse data on yacht movements to help in support of the development of a marina.

Circular electric buses were also mentioned, and although not electric, it was noted that Falkland Islands Tours & Travel did run a bus service during the 2024/25 season, which ran smoothly; however, there were a few issues that will need reviewing before the next season.

GG asked about the Green Seal Investment, which SM informed FITB fell short of, but are working on these small issues and are confident we will achieve it when we reapply.

6. Managements Accounts

SM gave an overview of the current financial performance and position on the Tourist Board, noting that there was a variation of overspends as well as areas that will level out during the quiet shoulder.

GG asked about the subscriptions and if they tend to go over annually, which KL informed via Zoom that that it was likely FITB signed up for extras that weren't included in the budget but also that Adobe and Microsoft were overspends.

DJ asked about the sales industry costs, particularly the overspend in accommodations, to which SM informed that FITB will be going over the grants and invoices to confirm the spend.

7. Marketing & Social Media

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

SW noted that a lot of areas in marketing overlap, such as attending trade shows and making sure that before attending, FITB were arranging meetings with suitable clients who fit into their marketing strategy or areas FITB would like to branch out to, such as 'adventure seekers'. This led

to a discussion about a potential learning platform being created for international and domestic guides to be able to join and get updates and refreshers about the Falklands so that they can sell the best product going forward.

A discussion on the online platform was started in which SM informed the board that there was previously an online platform, but it did not take off as hoped.

It was noted that from the trade shows that both SM and SW attend, they meet a variety of people in different areas, such as bloggers, YouTubers, journalists and more. All of which are getting in contact with FITB to discuss the plans for working together. With that in mind, FITB were able to bring down a total of seven familiarisation trips with people from all different areas, such as two fishermen, one more so in the guide writing field and another who is a flyfishing guide. We also worked with an affluent cinematographer from the UK and bloggers from Italy and the USA.

SM also highlighted that a previous goal was to bring down more celebrity FAMS, but this was proving difficult due to the high costs of doing so.

GG asked if there was a specific criterion when dealing with FAMS, which SW informed us we have a set amount of people we need to bring down from different categories and that they need to fit into specific sectors that correspond with the Falklands marketing plan.

GG asked about any events for photography, in line with the current Digital Image library. SW mentioned that this was something that FITB may look into for the future and focus on local photographers.

SM highlighted the issue from the previous photography event, that fewer images came in when FITB asked for permission to use them for other sources.

RS asked when dealing with visitors, do we provide them with a welcome pack, and if so, does it include local products. SW informed that currently we provide them with a variety of information, Wi-Fi cards, and a museum pass, but that it is something FITB wish to incorporate moving forward.

SW went on to inform the board that now the cruise season has finished, a stock take of all leaflets was underway, and any information that needed updating or printing would be completed before the 2025/26 season began.

There was a small discussion regarding the opportunity to join the UNESCO World Heritage Status, in which SW had reached out to Emma Goss, Heritage Conservation Officer, for her opinion on this. SPA also noted that if we were to go ahead with this that we would need to look at what specifically we would like to go into, i.e., cultural or natural and that any amendments made later could strip you of the status.

It was noted that all social media platforms are running well, and moving forward, there will be more emphasis on sticking to a schedule created around the Search Engine Optimisation (SEO) reports, which indicate what areas visitors are googling or looking for.

8. Exclusion of the Press and Public

- The Committee resolved to exclude the press and public on the grounds that the next items of business to be considered were exempt within the terms of paragraph 17 of Schedule 3 of the Committees (Public Access) Ordinance 2012 relating to [].

<u>Part 2</u>	Action
9. <u>Confirmation of the Exempt Minutes of the Meeting held on 27th September 2024</u>	
9.1	<ul style="list-style-type: none"> - These minutes were confirmed as a true and accurate record and signed by the Chairman.
10. <u>Matters Arising from the Exempt Minutes of the Meeting held on 27th September 2024</u>	
	<ul style="list-style-type: none"> - No matters arising
11. <u>Human Resources</u>	
	<p><i>Not for publication by virtue of paragraph 7 of Schedule 3 of the Committees (Public Access) Ordinance 2012, relating to Information about Individuals.</i></p> <p>The Tourist Board noted some staff movements, adverts for positions of Customer Service and a Research Assistant have been published.</p>
12. <u>Licence to Operate</u>	
	<p><i>Not for publication by virtue of paragraph 13 of Schedule 3 of the Committees (Public Access) Ordinance 2012, relating to Information about contemplated action.</i></p> <p>The Tourist Board discussed the operation of the season and, noted the suggested improvements to operating.</p>
13. <u>Tour Guide Training</u>	
	<p><i>Not for publication by virtue of paragraph 13 of Schedule 3 of the Committees (Public Access) Ordinance 2012, relating to Information about contemplated action.</i></p> <p>The Tourist Board discussed the current Tour Guide training and proposed changes to the course to enable more of an information course with 5 general modules an extra course with an exam to become fully accredited.</p>

Minutes:

Chairman:

Clerk: