

FALKLAND ISLAND TOURIST BOARD



Open Minutes

Held at 13:30 on Friday 27th of September 2024

Liberation Room

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

Present	Richard Stevens The Honourable Gavin Short Brian Summers Jo Turner Petra Mansilla Amanda Curry Brown Stephanie Middleton Karen Lee Sasha Williams	RS GS BS JS PM DPECS SM KL SW	Chair Director Director Director Director Director of Policy, Economy & Corporate Services Executive Director, FITB Financial Controller, FITB Marketing Officer, FITB
In Attendance	-		
Minutes	Cody Betts-Mckay	CBM	Marketing Assistant
Public and Press	Evelina Mezennaja - FITV Katharyn Daniels - Penguin News		

Item	Part 1	Action
1.	<u>Apologies for absence</u> - Carly East - Peter Nightingale	
2.	<u>Declarations of interest</u> - No declarations of interest	
3.	<u>Confirmation of minutes dated 20th June 2024</u> - These minutes were confirmed as a true and accurate record	
4.	<u>Matters arising from the minutes dated 20th June 2024</u> - No matters arising	

5. Executive Directors Update

SM highlighted parts of her report;

SM informed that there had been a large influx of local suppliers and that the future goal of the Jetty Visitor Centre was for it to be stocked by all local suppliers. This led to an update on the online shop which now runs through Square, which has improved the efficiency of our shop as all stock is updated through Square.

SM discussed the current works on the pontoons. The Board was made aware that the finger pontoon is now operational and that the extension on the jetty for the second gangway was due to be completed by the end of the month. It was also mentioned that the shelters and lighting would be completed in November.

GS asked a question regarding the seals and any prevention plans to which SM explained that GK services will be doing regular scrub downs of the pontoons to help ward off seals. This then led to a discussion regarding the potential of seal guards. SM informed the Board that this had been investigated, but it was an expensive feature, with no certainty or proof of concept.

SM then discussed the draft strategy and informed the Board that 6 individual comments were received which were to be discussed further in the closed section, it was also mentioned that the Annual Statics Report is available for download via the 'trade' section on Falklandislands.com.

ACB gave an update on the strategy and the Economic Development Strategy (EDS), which is being updated. It was noted that FITB undertook the tourism development strategy (TDS) because the policy department did not have the capacity within the department. FITB completed the consultation phase and created the TDS in its current format. The Policy Department now has, Matt Daniel who will be leading the EDS update and he has started his consultation with other sectors of the community, ACB noted that the tourism sector is now in a good position to feed the TDS into the EDS. ACB went on to note that whilst the EDS wasn't current, there were many aspirations related to tourism in the Islands action plan. E.G., flights and ferry services.

It was brought to the Board's attention that the Falkland Islands Tourist Board have launched an online Tourism Statistics System that is officially live and available for all businesses. SM is the contact person for more information as well as access to the database. It was mentioned that talks were being held with Workboat Services and the Falkland Islands Government Air Service (FIGAS) will provide information monthly. Cruise numbers will be provided later as these are not electronic yet.

The Pre-Season meeting which took place on the 18th of September was discussed and it was mentioned by BS that an error of date was put in the Board papers.

6. Management Accounts

KL gave an overview of the current financial performance and position of the Tourist Board. KL informed the Board that there has been a much busier start to this season compared to the last which is promising, it was also noted that grants are higher during the quieter months and slow down during the season.

KL mentioned that the stock increase with local suppliers has been very good this season.

It was also noted that the audit was underway and that it should be signed off in November.

BS queried a section on the papers about Penguin Publishing's legal queries and SM informed that there had been some legal formalities over the original orange logo when registering this as a trademark, this was resolved at the start of 2024, but they recently came back with some more questions. FITB's legal representatives hope to have resolved this issue.

7. Marketing & Social Media

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

SW discussed the current international Facebook page and informed the Board that the figures were down and that a more structured plan would be put in place when it comes to scheduling posts. It was also noted that the schedule would look to include more information based on the Search Engine Optimisation (SEO) reports which indicate what areas visitors are Googling or looking for.

SW then informed the Board of the increase in growth for the Domestic page which will likely see more growth moving forward as more local events are happening.

Moving on to Instagram SW noted that there was a lot of growth during the July-September period and that this is a good sign as this is an image-based platform more than an information-based platform such as the website or Facebook.

SW then moved on to talking about Familiarisation trips that are due to start taking place in October. It was noted that David Lindo – The Urban Birder – has unfortunately had to pull out for medical reasons.

PART 2

"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 Paragraphs 17 relating to information about preparation or consideration of budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012"

Members of the press & public left the meeting.-

8. Confirmation of minutes dated 20th June 2024

These minutes were confirmed as a true and accurate record

9. Matters arising from the minutes dated 20th June 2024

No matters arising

10. Tourism Strategy 2024 – 2030 including feedback

The feedback was reviewed, and it was agreed to;
include retail in the weaknesses,
synergies with the FIG Public Diplomacy Budget and media coverage,
add more to Initiative 28 for new destinations,
add East Falkland destination work that was in the last strategy back to
a new strategy,
insert a new initiative for cruise ship arrivals,
ensure any renewal of FIPASS remains cruise ship-friendly.