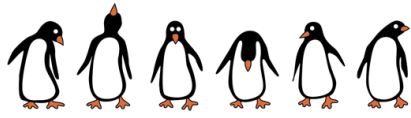


FALKLAND ISLANDS TOURIST BOARD



Falkland Islands

T O U R I S T B O A R D

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Held at 09:15 on 30th June 2017
Malvina House Hotel

Present: Mike Rendell MR Chair
Sally Ellis SE Vice-Chair
Stephanie Middleton SM Interim CEO
Alex Olmedo AO Director
Josephine Muncaster JM Financial Controller
Diane Simsovic DS Head of Policy
Michael Poole MP MLA

In Attendance: Karl Stroud, Carli Sudder

Minutes: Tina Hirtle

Public and Press None

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Apologies were given for Rikki Evans, Jenny Luxton & Samantha Marsh	
2	<u>Declaration of interest</u>	
2.1	There were no declarations of interest.	
3	<u>Confirmation of the minutes of the meeting held on the 4th April 2017</u>	
3.1	The Minutes were confirmed as a true and accurate record.	

4	<p>Matters arising from the minutes of the meeting held on 4th April 2017</p>	
4.1	<p><u>Traditional & Digital Marketing Update (5.1 in previous minutes)</u></p> <p>MR said at the last meeting there was some doubt whether FIH or ITT would be attending WTM this year. SE confirmed that ITT would definitely not be attending and it is believed that FIH was not attending either.</p>	
4.2	<p><u>Prado (5.2 in previous minutes)</u></p> <p>SM confirmed that she has been in touch with Pia from the Embassy in Montevideo and she is arranging meetings with operators, this has been covered in the update.</p>	
4.3	<p><u>Terminal Infrastructure(6.1 in previous minutes)</u></p> <p>MP give a brief update on the Terminal saying that the paper was considered at the end of April and that EXCO agreed the principle of the first stage development looking to localise and privatise the management of the terminal and also looking at what could be privately run. A project manager will be appointed for a 12 month period with the second stage starting within 2 and a half years to look at what capital investment is needed within the terminal. A brief discussion on the current terminal and short term solutions was had, MP said that FIG along with operators did look at short term solutions and the conclusion was that there is no viable short term solution that is workable so they are looking at solving the problem long term.</p>	
5.	<p><u>Accommodation Grading System Review</u></p> <p>AO declared a declaration of interest on this paper</p>	
5.1	<p>SM said that she was asked by individuals to look at the grading system saying that a lot of money is put into finishing touches on accommodation that does not look like that it is reflected in the grading. SM & KM have been considering 3 additional stickers this year, one of which being the “Breakfast award” and the other two yet to be decided. AO had a concern on the grading regarding the use of stars, saying that it’s the same across the board and that there is no difference between hotel, bed & breakfast or self-catering; in the UK he said that Rosettes are used for bed & breakfasts and self-catering whereas stars are only used for Hotels. SM said she would be happy to look into this. SE said that it would be useful for the consumer when researching their holiday to see the criteria for grading/stars of the accommodation on the website before getting here. MP said it would be good to review this periodically. MR feels that this is a good scheme to bring people on board, and it also has prompted some grant applications to meet with KM recommendations.</p>	SM

6. Traditional & Digital Marketing Update

6.1 SM said over the last few weeks it was clear that people were struggling to follow how social media works and the follow through, there is now a one page available for distribution to show exactly how the web site works. SE said that KM has done a great job in the short time that the web site has been launched. She said many enquires have been dealt with by the Tourist board and then forwarded on to the relevant operators from these ITT have picked up direct bookings and a new Tour operator. SM said getting operators feedback on what bookings have been achieved/gained on the back of this is going to be important.

SM briefly updated the board from her trip away and the people she had met with. She said that:

Wild frontiers - have sold the Falklands as part of a cruise previously they are really enthusiastic and in contact with one of the local operators and are very keen to put a lot more of their emphasis in South America which included the Falklands.

Wexas Travel – have previously sold the Falklands in the past and are going to make more effort to sell the Falklands now, already an individual has been in touch and is hoping to bring a group down in February next year.

Rainbow Tours – are still very active at selling, and enthusiastic although one thing that stood out from the meetings was the lack of current knowledge, however potentially may be put forward for a future fam trip to the Islands.

In summing up she said the lack of information and knowledge is pretty worrying and trying to get time with these people is very difficult. SE said maybe when someone is in the UK meetings could be had with product/sales managers, setting up schedules of sales via power point presentations containing the basic information on how to get to the Falklands, what's on offer, best destinations, sample Itinerary's etc. DS said another line maybe be to work more directly with Matt Weir the FIGO PR person, or to try newspaper splashes, in their digital version on line where there is no restriction on space.

Prado

SM confirmed that Prado is moving forward, Pia from the Embassy has been very helpful in helping to arrange things and in contact with operators. AO will be accompanying SM in the first week of Prado and potentially S Marsh in the second week.

7.	<p><u>Tourism Development Strategy Update</u></p> <p>Domestic Tourism guide – will be sent to the board in the next week.</p> <p><u>Accommodation investment guide</u></p> <p>JM is currently working on this a number of responses have been received from Land owners, targeted this time have been people who currently don't have any accommodation at present or people who have a lot of scope to improve the accommodation they have already and to see what concerns they have and if they are thinking of doing it and in what way FITB can assist.</p> <p><u>Gypsy Cove</u></p> <p>MP updated the board saying that £200,000 has been put in the government budget for infrastructure at Gypsy cove, planning process has to go ahead, moving forward next steps would be for the FITB to look at doing an outline planning application for a structure to include public toilets, potentially a café/restaurant if permission was awarded then the board can go to the private sector to see if there are interested parties to do the work. MR noted that the Board had approved to move forward with the proposal for just toilets and shelter.</p> <p><u>Carpark</u></p> <p>SM said the black top is completed now and consideration is going to be given if markings are going to be put in, she is working with the design office to see how best to utilise the car park to get the maximum out of it. A meeting will be held in July to see how the car park will be operated next season. It is hoped that this year there will be a code of conduct in place which will be circulated to the board before going out.</p> <p><u>Grant Scheme</u></p> <p>SM said this is coming along really well and have received a lot of applications with the process being made a lot simpler resulting with more people applying. JM noted that as at the year end the applications and grants awarded will exceed the initial budget as savings in other areas had freed up funding. AO asked what the procedure around reallocating budget was, JM said she would check.</p> <p><u>Stanley Infrastructure Fund</u></p> <p>2 Applications have been received and approved.</p> <p><u>Tourism Association</u></p> <p>Karl Stroud & Carli Sudder have been leading on this and a meeting was had last week. It is hoped that this will be up and running potentially in September 2017 ready for the Tourist Season</p>	<p>SM</p> <p>JM</p> <p>JM</p>
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