

# FALKLAND ISLANDS TOURIST BOARD



## FOR PUBLIC DISTRIBUTION

Held at 09:00 on 4<sup>th</sup> April 2017  
Chamber of Commerce

Present: Mike Rendell MR Chair  
Sally Ellis SE Vice-Chair  
Stephanie Middleton SM Interim CEO  
Alex Olmedo AO Director  
Samantha Marsh SMA Director  
Jenny Luxton JL Director  
Josephine Muncaster JM Financial Controller  
Diane Simsovic DS Head of Policy  
Rikki Evans RE Director  
Michael Poole MP MLA

In Attendance: Margaret Williams

Minutes: Tina Hirtle

Public and Press None

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Apologies were given for DS who will be absent for the start of the meeting	
2	<u>Declaration of interest</u>	
2.1	There were no declarations of interest. However AO commented that he owned 2 café's, this was in connection to a paper that was coming up in the closed sections on Gypsy cove Toilets/Café.	

3	<p><b><u>Confirmation of the minutes of the meeting held on the 16<sup>th</sup> December 2017</u></b></p> <p>3.1 The Minutes were confirmed as true and accurate record.</p>	
4	<p><b>Matters arising from the minutes of the meeting held on 16<sup>th</sup> December 2017</b></p> <p>4.1 <b><u>Prado Expo (4.1 in previous minutes)</u></b></p> <p>MR commented and said that there was not a clear message coming out of the previous minutes on Prado. JL confirmed that what was actually meant was that there should be a representative from Tourism there to promote the Falklands, saying not necessarily to sell holidays but to widely “Promote the Islands “. It was agreed this would be discussed further with the Marketing paper.</p>	
5	<p><b><u>Traditional &amp; Digital Marketing Update</u></b></p> <p>5.1 SM said FITB did not have a satisfactory stand at WTM and it seems that the same is going to happen this year; she said that FITB still attend WTM this year only have a desk with pre-arranged meetings as there was some doubt as to whether FIH and ITT would be attending. The current cost of the stand is in the region of 43K, so using some of this towards our tactical market and attending Prado would be more beneficial to FITB.</p> <p>SM finished by saying many operators had moved from having big stands to utilising desks; if the situation arises where LATA were to have a stand and it was to be offered to all members then FITB should consider maybe joining that.</p> <p>5.2 <b><u>Prado</u></b></p> <p>The Board agreed that FITB will be present at Prado; SM said that we need to be clear that FITB will not be just standing behind a desk for the two week period but meetings will need to be set up with operators. SM said that she will get in contact with Pier for assistance to arrange meetings with operators and if enough could be arranged then FITB will go for the full two weeks. It is a possibility that 2 people could be present as it would be too much for one person to cover the full 2 weeks.</p>	

5.3	<p><b><u>Press and Trade Familiarisation Trips</u></b></p> <p>SM said that feedback from the FAM visitors had been requested and this would be presented at the next Board meeting. Nadine Maffre’s blog is being checked and should be available to view shortly.</p> <p>SM said in the next financial year there will be two tour operators and three journalists selected for FAM visits; FIH and ITT will be consulted to get their recommendations for participants.</p>	
5.4	<p><b><u>Branding Study</u></b></p> <p>MP said that in his view it would be worth sending it to the corporate management team in FIG as he feels it makes some important points regarding consistency of branding, and how important some Government departments are to people’s experiences, and it would be worth FITB summarising this in the annual presentation at farmers week.</p> <p>He noted one of the key market segments was our war and history and how this highlights the need to protect existing sites either through legislation or a code of conduct.</p> <p>MR said that photography should be included as a key market and that the key attributes to Falklands tourism is the amount of wildlife to see and how close and personal you can get compared to anywhere else in the world; he feels that this unique product is not being highlighted enough to make the best of what we have. SMA noted that the term “close” could be misconstrued by tourists. AO said overall that it is a very comprehensive document giving us a lot of tools to work with.</p>	
6.	<p><b><u>Tourism Development Strategy Update</u></b></p>	
6.1	<p><b><u>Terminal infrastructure</u></b></p> <p>SM apologised to MP as an update on the air terminal was omitted from the paper under infrastructure. The update should read as:</p> <p>“Work on development of the air terminal at MPA continues. Conversations were held with interested parties in late 2016 and a concept is due to come to Executive Council before the end of April for discussion, and hopefully approval. The paper is likely to recommend redevelopment of the existing terminal so that the layout is improved considerably and bottlenecks at check- in and immigration are removed. It will also improve the experience and increase the terminal capacity. This proposal is based on professional advice received and differs slightly from the original concept which was to look at building a separate departures terminal. If approved, this project would likely take 2 years to complete. In the meantime investment has been made by the MOD in improving scanning equipment which should help speed up that process slightly”.</p> <p>MP confirmed that this is definitely on the agenda for Exco at the end of April 17.</p>	

