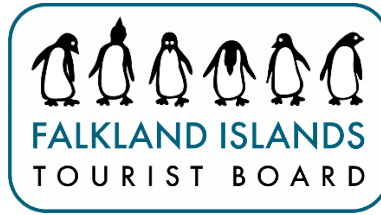


FALKLAND ISLANDS TOURIST BOARD



Open Minutes

Held at 10:00am on 21st of March 2024
Chamber of Commerce

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

Present:	Richard Stevens	RS	Chair
	Karen Lee	KL	Financial Controller, FITB
	Stephanie Middleton	SM	Executive Director, FITB
	Sasha Williams	SW	Marketing Officer, FITB
	The Honourable Gavin Short	GS	MLA
	Carly East	CE	Director
	Brian Summer	BS	Director
	Jo Turner	JT	Director
	Amanda Curry Brown	DPECS	Director of Policy, Economy & Corporate Services

In Attendance: Ross Weir – (with Amanda Curry Brown)

Minutes: Cody Betts-McKay CBM Marketing Assistant

Public and Press Traighana Smith – FIRS
Paula Fowmes & Jordan Knight – FITV

Item	Part 1	Action
	<u>Apologies for absence</u>	
1.	Petra Mansilla	
2.	<u>Declarations of interest</u>	
	-	
3.	<u>Confirmation of minutes dated 27th of September 2023</u>	
	The minutes were confirmed as a true and accurate record.	

Item**Action****4. Matters arising from minutes dated 27th of September 2023**

- No matters arising.

5. Executive Director Update

SM informed the board of the current figures, regarding cruise and land-based visitors. Numbers are now close to reaching those achieved previously in the 2019/20 season pre-covid.

SM noted the increase in cruise passenger spend which was encouraging. It was noted that the satellite account would be updated once the National Accounts for 2020 were complete; this helps determine tourism contribution to GDP.

SM also brought up the topic of the License to Operate system and the changes that will be implemented for the upcoming season; full details will be announced at the Wash Up meeting at the beginning of April. SM also highlighted the increased sales of goods from local suppliers which has increased significantly since the 2021/2022 season.

SM moved on to discussing Avian Influenza and its impact on the current season. SM also noted that she wanted to give a special mention to Sea Lion Island regarding the difficulties they have faced this season not only with Avian flu and the unexpected closure of the lodge, but also with the recent wildfire. The FITB board wished them well in a speedy recovery.

SM updated the Board on the pontoons, saying work is due to commence as soon as the season is over.

6. Management Accounts

KL gave an overview of the successful season and the position of FITB at 29th February 2024.

7. Marketing & Social Media update

SW informed the board of the current figures regarding FITB's social media platforms.

SW also noted that FITB have been looking to increase the domestic market by continuing to run various competitions and promotions.

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.”

Confirmation of the Exempt Minutes of the meeting held on the 12th of December 2023

The minutes were confirmed as a true and accurate record.

Matters arising from the Exempt Minutes of the meeting held on the 12th of December 2023

No matters arising.

Minutes confirmed this day of 2024

Chairperson

Secretary