



Falkland Islands Tourism Statistics Report 2025



FALKLAND ISLANDS
TOURIST BOARD

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INTRODUCTION

When measuring tourism, the Falkland Islands Tourist Board (FITB) follows United Nations Tourism (UN Tourism) definitions. Consequently:

Tourists are non-residents of the Falkland Islands travelling to the country for at least one night and for not more than once consecutive year for leisure, business and other purposes. In the Falklands this is often referred to as Land-Based Tourism.

Tourists can therefore be travelling to the Falkland Islands for two main reasons. These have been classified as:

- Personal (leisure, holiday and visiting friends and relatives)
- Business (including transit – enroute to another country or short-term oil/fisheries worker)

Most of this report focusses on personal tourism.

Day Visitors are non-residents of the Falkland Islands travelling to the Islands, but not staying overnight. In the Falkland Islands these are cruise visitors. In the Falklands this is often referred to as Cruise Tourism.

When considering cruise tourism, the following definitions are applied:

- Cruise Vessels: vessels carrying 500 or more passengers.
- Expedition Vessels: vessels carrying less than 500 passengers.

Domestic Tourism is the movement of residents of the Falkland Islands (including temporary residents who have lived in the Falklands, or intend to live in the Falklands, for a year or more) to destinations that are at least 40 miles from their place of residence and to which they visit less frequently than once a week, for at least one night. Trips can be for any purpose, including leisure, visiting friends and relatives, business, and medical.

The data presented in this report is derived from:

- **Customs and Immigration Department:** for overnight visits, the purpose of visit (and length of stay) of each arrival in the Falkland Islands.
- **Air Visitor Survey:** monthly face-to-face survey undertaken by FITB on passengers departing by air at MPA (annual sample size: 400 approx.).
- **Cruise Visitor Survey:** a regular face-to-face survey undertaken during the cruise season by FITB at the Jetty Centre on visitors departing the Islands (annual sample size: 600 approx.).
- **Domestic Tourism Survey:** quarterly household survey undertaken by FITB staff through telephone data collection (annual sample size: 200 approx.).
- **Accommodation Occupancy Survey:** monthly survey undertaken by FITB to measure occupancy rates in serviced and self-catering accommodation.
- **Falkland Islands Government Air Service:** monthly flights by leisure visitors.

BRIEF SUMMARY

Tourism in the Falkland Islands continued to perform strongly in 2025, with total inbound tourist arrivals reaching 4,818, a marginal increase of 0.8% on 2024. **Leisure tourism remained the main driver of demand**, with 2,918 arrivals for personal reasons, up 8.3% and the highest total since 2007. Business arrivals declined by 8.8% to 1,900, meaning leisure visitors accounted for 60.6% of all tourist arrivals.

The UK remained the largest leisure market, generating 1,169 visitors and increasing its share to 40.1% of all leisure arrivals. Argentina remained the second largest market with 495 visitors, followed by the USA with 329. **France grew strongly, while Chile has become an important market** in recent years, largely driven by visits to friends and relatives.

Access continued to be dominated by LATAM, which carried 1,785 leisure visitors, or 61.2% of the total. The **RAF Air Bridge also saw strong growth**, carrying 906 leisure visitors, up 35.6% on 2024. Leisure visitors stayed an average of 11.4 nights, down 1.1 nights on the previous year, with considerable variation between markets.

Leisure visitor satisfaction remained high. The Net Promoter Score rose to 66.8 in 2025, indicating a strong level of recommendation and an improvement on 2024. **Visitor comments were overwhelmingly positive**, particularly around the Islands' scenery, wildlife, peacefulness, authenticity and the friendliness of local people. **The main areas for improvement relate to travel logistics, passenger handling, communication and digital connectivity**.

Tourist expenditure weakened despite higher visitor numbers. Total inbound tourist expenditure was estimated at over £7.8 million in 2025, down 15.5% on 2024. **Leisure tourism expenditure was more resilient**, at just over £6.1 million, down 1.1%. Average leisure spend per night was £183.83, although this was 10.0% lower than in 2024.

The 2025-26 cruise season recorded 65,197 passenger arrivals, down 8.5% on the previous season, partly due to 18 scheduled vessel cancellations. **Average cruise passenger spend was £76.90** and total cruise expenditure was just over £5.0 million, down 8.3%. **Cruise visitor satisfaction improved significantly**, with the Net Promoter Score rising to 56.3.

Domestic tourism remained important, with an estimated 11,495 trips and 23,537 nights in 2025. Domestic expenditure exceeded £1.1 million, although it was down on 2024.

Accommodation performance was mixed, with serviced room occupancy at 32% and self-catering unit occupancy at 38%, both weaker than in 2024.

Overall, the tourism sector has maintained its post-pandemic recovery but spend per visitor and operational constraints remain key issues to monitor.

KEY FACTS AND FIGURES

Indicator	2025	Change from 2024
<i>Inbound (Land-Based) Tourism</i>		
All Tourist Arrivals	4,818	0.8%
Leisure Tourist Arrivals	2,918	8.3%
Leisure Tourist Arrivals (Season – 2025/26 v 2024/25)	2,467	0.4%
Leisure Tourist Arrivals from the UK	1,169	29.6%
Leisure Tourist Arrivals from Argentina	495	11.3%
Leisure Tourist Arrivals from the USA	329	16.7%
Leisure Tourist Arrivals on LATAM	1,785	18.4%
Leisure Tourist Arrivals on the Air Bridge	906	35.6%
Average Length of Stay of Leisure Tourists (nights)	11.4	1.1 nights
Average Spend per Leisure Tourist per Night (£)	183.83	10.0%
All Tourist Expenditure (£ million)	7.8	15.5%
Leisure Tourist Expenditure (£ million)	6.1	1.1%
Satisfaction Index (-100 to +100)	66.8	4.0 points
<i>Cruise Tourism</i>		
Passengers	65,197	8.5%
Average Spend per Passenger (£)	76.90	3.6%
Total Passenger Expenditure (£ million)	5.0	8.3%
Satisfaction Index (-100 to +100)	56.3	25.7 points
<i>Domestic Tourism</i>		
Trips	11,495	5.5%
Nights	23,537	1.0%
Spend (£ million)	1.1	21.8%
<i>Accommodation</i>		
Serviced Accommodation Room Occupancy (%)	32.2	3.0%
Self-Catering Accommodation Unit Occupancy (%)	37.6	1.8%

GREEN boxes indicate an increase, and **RED** boxes indicate a decrease.

LAND-BASED TOURISM (OVERNIGHT VISITORS)

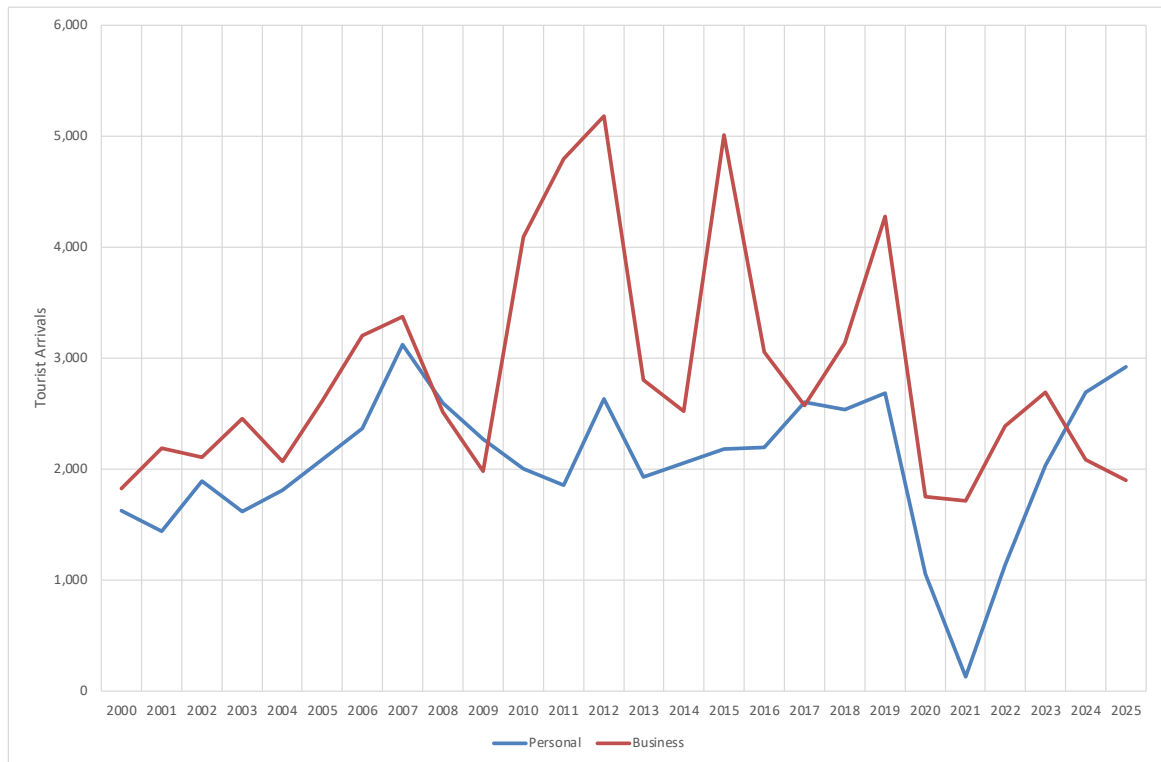
ALL TOURIST ARRIVALS

Tourist Arrivals by Purpose of Visit (2000-2025)

There were 4,818 tourist arrivals in the Falkland Islands in 2025, of which 2,918 were travelling for *personal* (or leisure) reasons (holiday and visiting friends/relatives) – the highest number since 2007. This represents an 8.3% increase in arrivals for personal reasons. Business arrivals (which by UN Tourism definition are classed as *tourists*) include those in transit (mainly fisheries) declined by 8.8% in 2025 to 1,900.

Year	Personal	Business	Total	Growth (%)
2000	1,623	1,825	3,448	
2001	1,439	2,187	3,626	5.2
2002	1,891	2,105	3,996	10.2
2003	1,621	2,457	4,078	2.1
2004	1,807	2,070	3,877	-4.9
2005	2,088	2,614	4,702	21.3
2006	2,368	3,201	5,569	18.4
2007	3,120	3,377	6,497	16.7
2008	2,599	2,515	5,114	-21.3
2009	2,268	1,978	4,246	-17.0
2010	2,006	4,092	6,098	43.6
2011	1,854	4,795	6,649	9.0
2012	2,633	5,179	7,812	17.5
2013	1,927	2,800	4,727	-39.5
2014	2,053	2,521	4,574	-3.2
2015	2,181	5,008	7,189	57.2
2016	2,197	3,052	5,249	-27.0
2017	2,602	2,576	5,178	-1.4
2018	2,536	3,137	5,673	9.6
2019	2,681	4,276	6,957	22.6
2020	1,058	1,748	2,806	-59.7
2021	131	1,712	1,843	-34.3
2022	1,136	2,387	3,523	91.2
2023	2,035	2,694	4,729	34.2
2024	2,695	2,083	4,778	1.0
2025	2,918	1,900	4,818	0.8
Growth 24-25	8.3	-8.8	0.8	
% in 2000	47.1	52.9	100.0	
% in 2025	60.6	39.4	100.0	
Av Annual (%)	2.4	0.2	1.3	

Tourist Arrivals in the Falkland Islands by Purpose of Visit, 2000-2025



In 2000, tourists travelling for personal reasons accounted for 47.1% of all arrivals. By 2025 this had increased to 60.6% at the expense of those travelling for business. The average annual growth rate of visitors travelling for personal reasons over the period 2000 to 2025 was 2.4%, whilst business visitors have grown at an average annual rate of 0.2%. Overall, all tourists have grown by an average annual rate of 1.3% over the period.



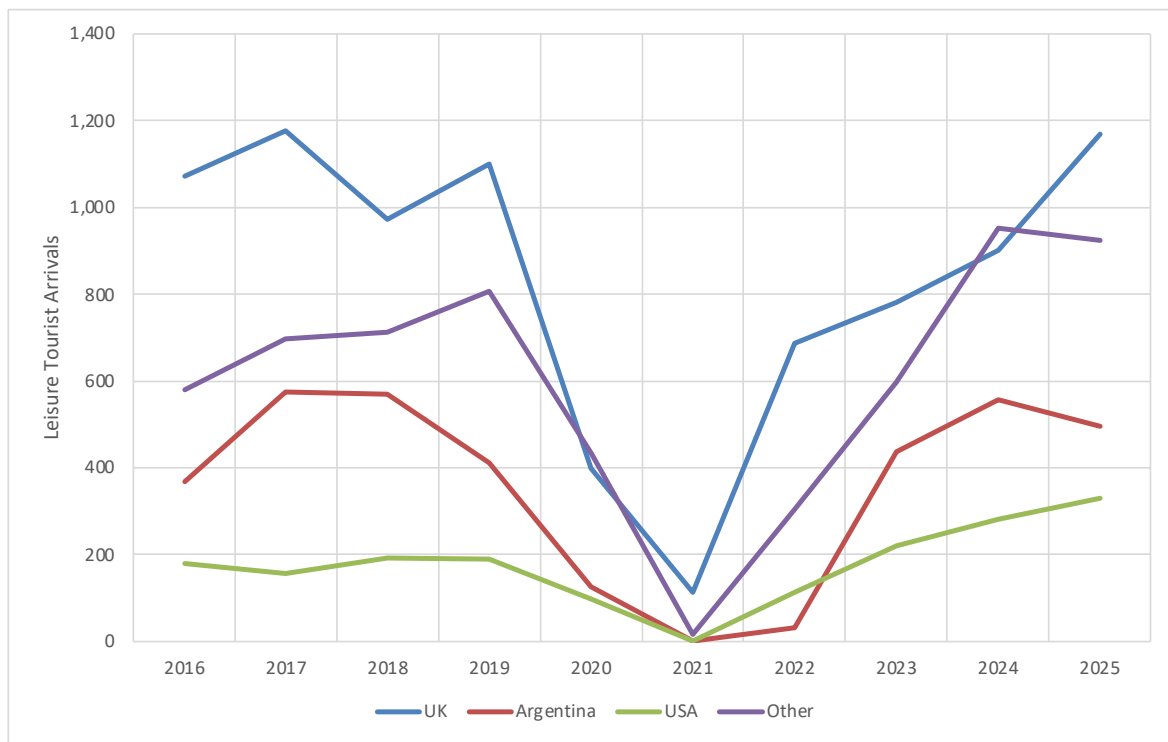
PERSONAL (LEISURE) TOURIST ARRIVALS

Arrivals by Country of Residence (2017-2025)

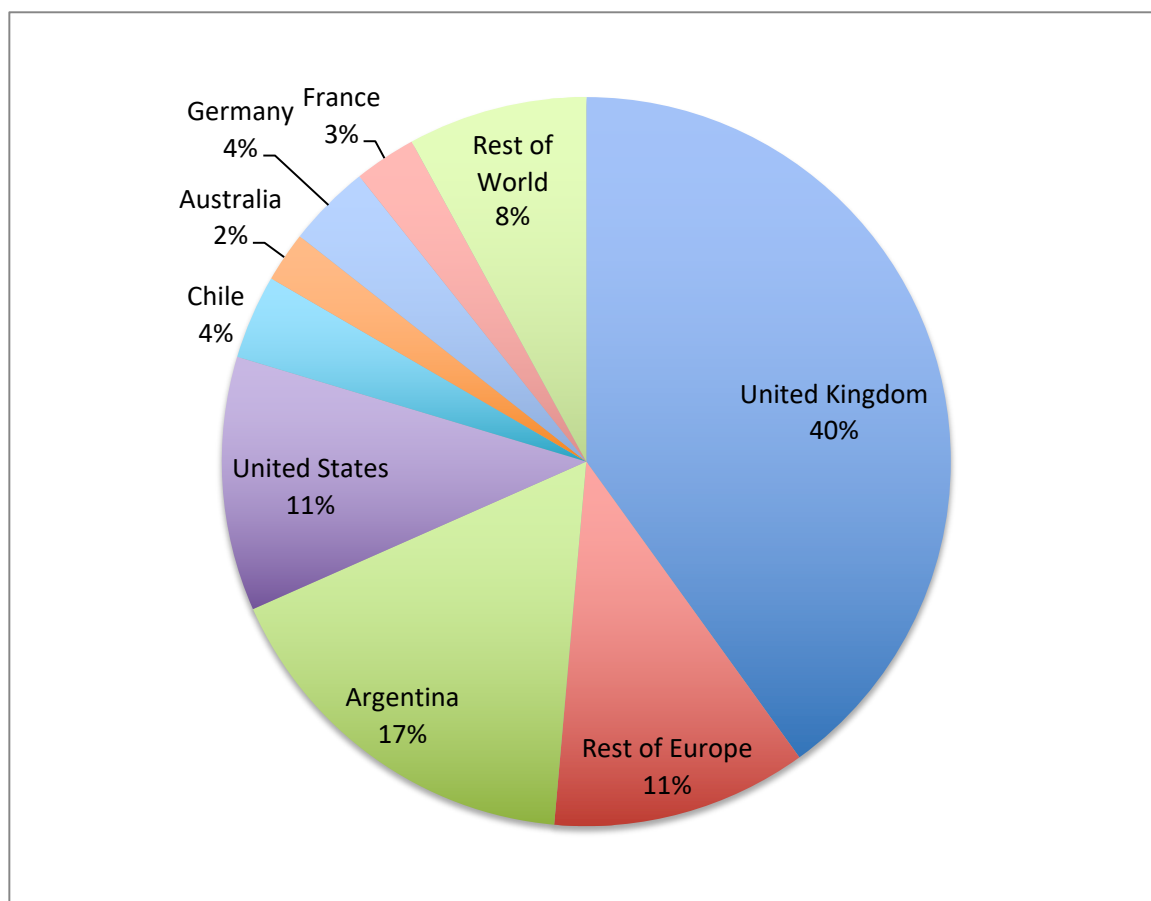
Traditionally, the top five markets for leisure tourism to the Falklands have been the UK, USA, Argentina, France, and Germany. Leisure tourists from the UK made up 40.1% of all arrivals in 2025 (up from 33.5% in 2024), followed by Argentina with 17.0% (down from 20.7%) and USA with 11.3% (up from 10.5%). Arrivals from France grew significantly in 2025, but still only represent 2.7% of all leisure arrivals.

Notably Chile has become an important market in the last three years and has broken into the top five markets with 109 leisure arrivals (mostly visiting friends and relatives) in 2025. As they are not predominantly holiday visitors, but driven by family/friends in the Falklands, they have not been included in the table below.

Year	UK	Argentina	USA	France	Germany	Rest of Europe	Other	Total	% Growth
2017	1,176	574	157	109	88	197	304	2,605	18.5
2018	974	570	191	75	65	214	359	2,448	-6.0
2019	1,100	412	189	108	93	240	366	2,508	2.5
2020	399	127	98	35	41	124	234	1,058	-57.8
2021	114	0	1	1	5	4	6	131	-87.6
2022	687	32	113	21	12	122	149	1,136	767.2
2023	781	438	221	77	57	239	224	2,037	79.3
2024	902	558	282	56	136	332	429	2,695	32.3
2025	1,169	495	329	80	108	331	406	2,918	8.3
% Growth	29.6	-11.3	16.7	42.9	-20.6	-0.3	-5.4	8.3	
% Share	40.1	17.0	11.3	2.7	3.7	11.3	13.9	100.0	



The distribution of leisure tourist arrivals in 2025 is shown below, with the UK representing 40% followed by Argentina at 17%. The USA accounts for 11%. Chile has grown as a market and now represents 4% of all leisure arrivals, very similar to Germany, followed by France and Australia. In the Rest of the World group, Spain and Poland were the most significant with 59 and 53 arrivals respectively. All other countries (a total of 41 countries of origin) generated (in most cases, significantly) less than 50 visitors each.

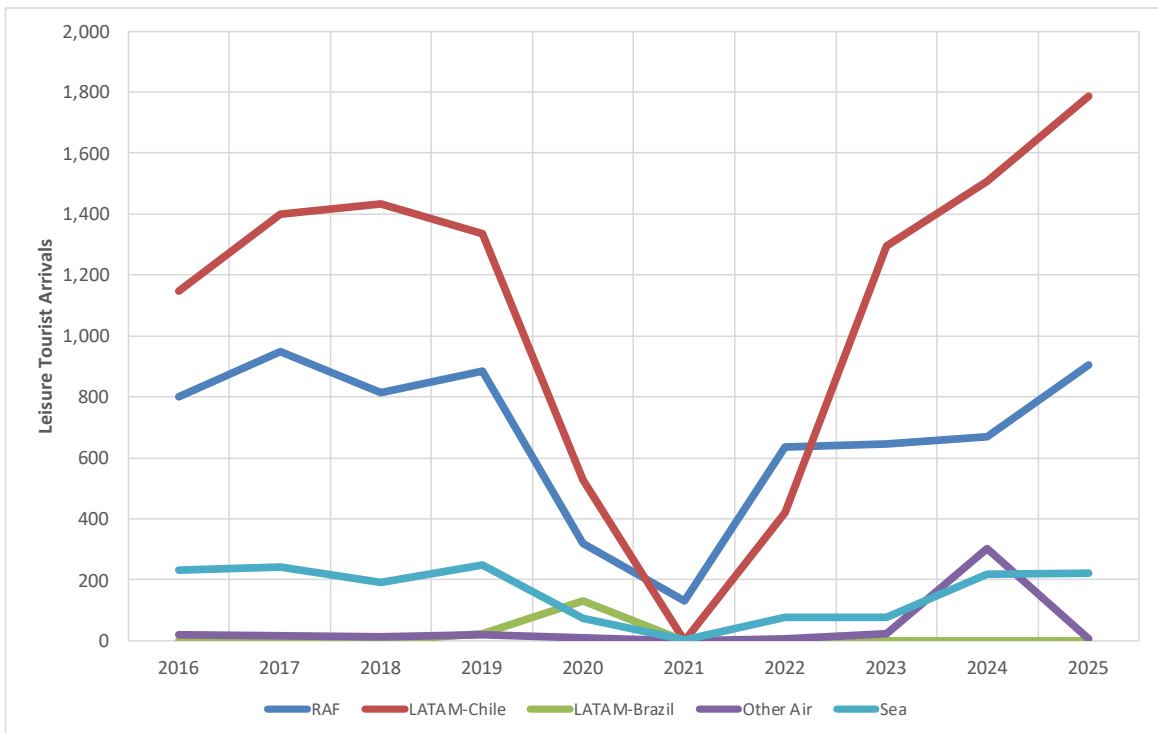


Arrivals by Mode of Transport (2017-2025)

LATAM carried almost two-thirds (61.2%) of all leisure tourists to the Falkland Islands, totalling 1,785 in 2025, compared to 906 arrivals on the RAF Air Bridge. Leisure arrivals on the Air Bridge are dominated by UK visitors.

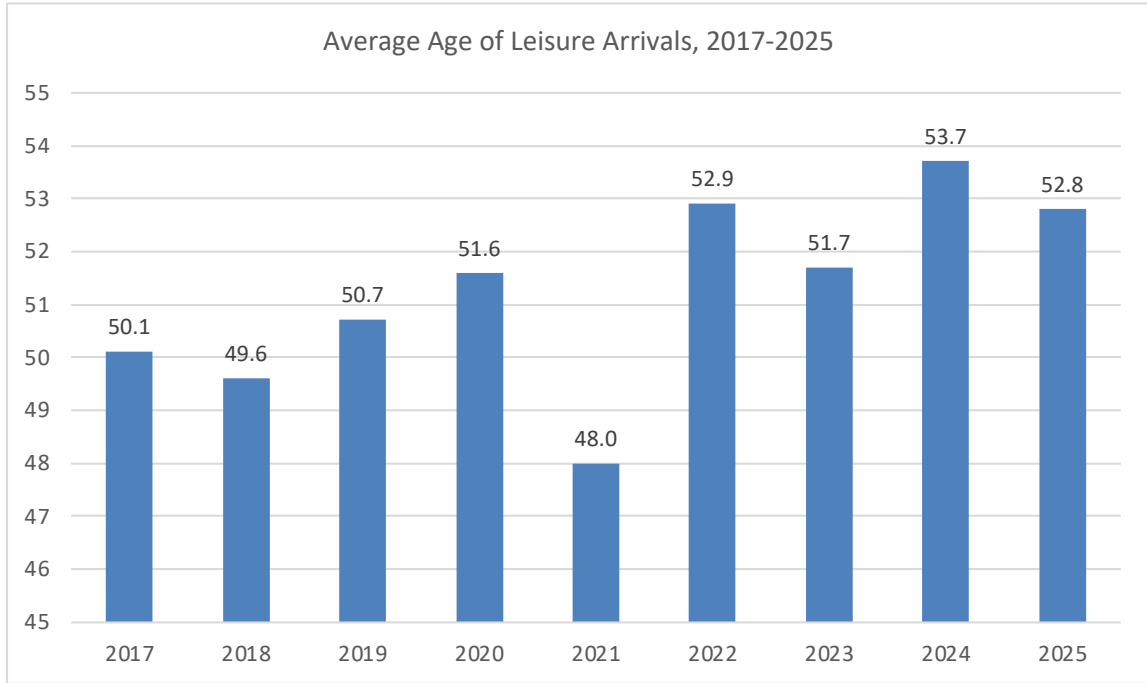
Leisure visitors travelling on the Air Bridge and LATAM grew in 2025, by 35.6% and 18.4% respectively. Arrivals by sea (who stayed overnight in the Falklands) were broadly the same as in 2024, with 220 arrivals.

Year	RAF Air Bridge	LATAM - Chile	LATAM - Brazil	Other Air	Sea	Total
2017	949	1,398	0	17	241	2,605
2018	813	1,432	0	13	190	2,448
2019	884	1,336	23	18	247	2,508
2020	318	526	130	11	73	1,058
2021	130	0	0	0	1	131
2022	637	419	0	5	75	1,136
2023	644	1,295	0	22	76	2,037
2024	668	1,507	0	301	219	2,695
2025	906	1,785	0	7	220	2,918
% Growth	35.6	18.4	-	-97.7	0.5	8.3
% Share	31.0	61.2	0.0	0.2	7.5	100.0

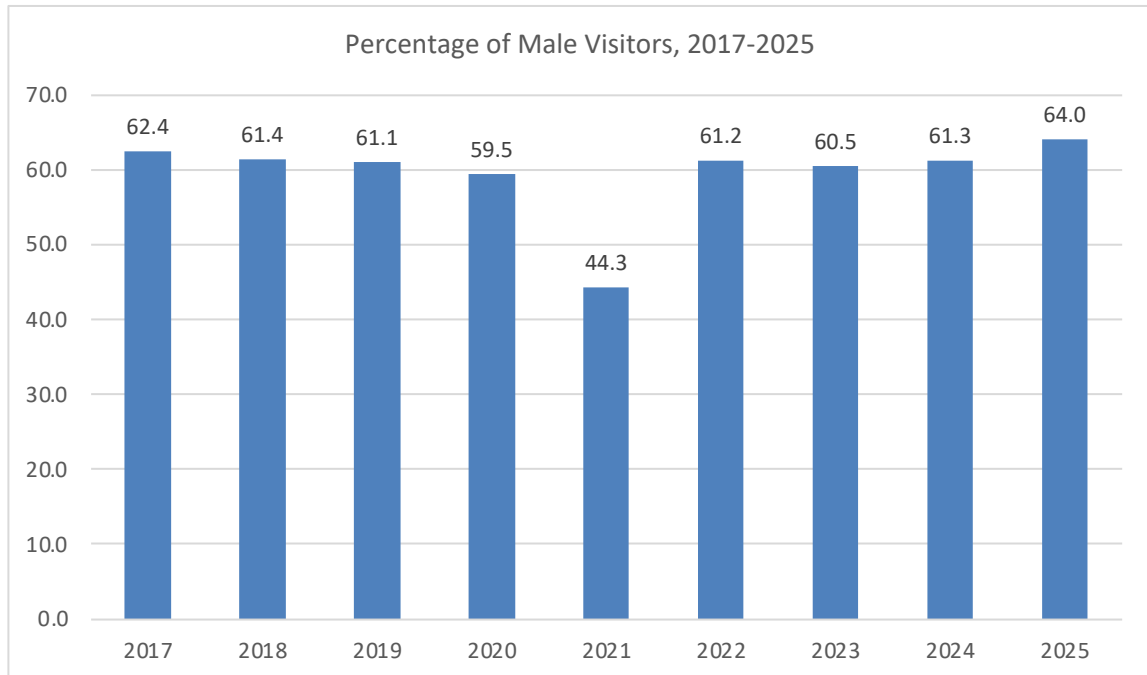


Arrivals by Age and Gender (2017-2025)

The average age of all leisure visitors to the Falklands in 2025 was 52.8 years, about one year younger than in the previous year. The average age over the last nine years was 51.2 years.

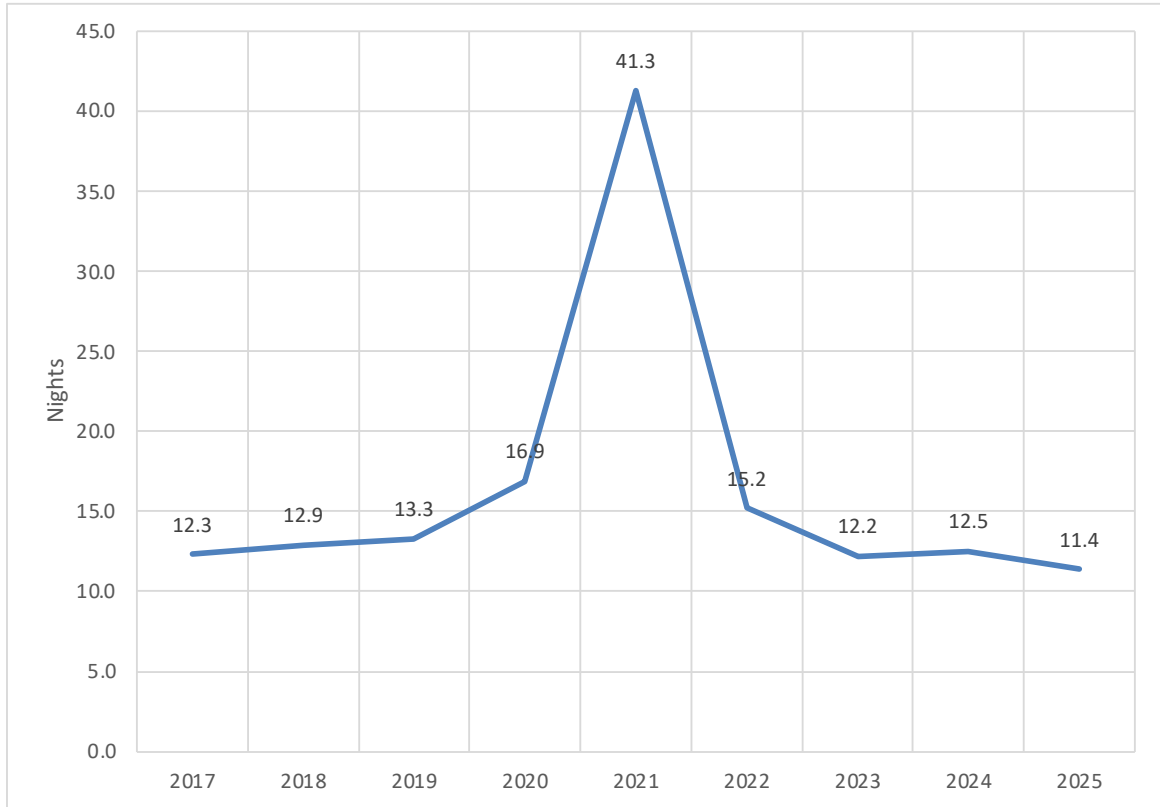


In 2025, almost two-thirds (64.0%) of all leisure visitors were male. Males tend to dominate leisure visitors due to the war/historical interest segment; also, bird watchers are more likely to be male than female.



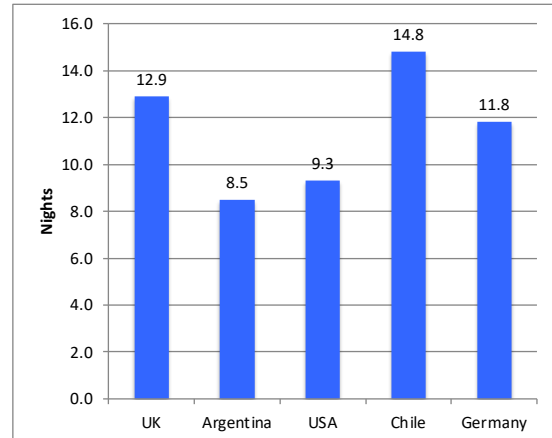
Length of Stay (2017-2025)

The average length of stay of leisure visitors was 11.4 nights in 2025, down 1.1 nights from 2024. Over the period since 2017, the average length of stay has been 16.4 nights. However, **excluding** the COVID period when holiday visitors were not allowed to travel (it was restricted to visiting friends and relatives) during which visitors spent longer in the country due to quarantine, the average length of stay is 13.3 nights

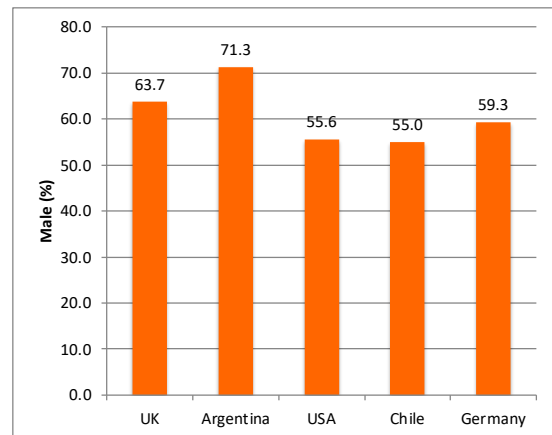


Profiles of Visitors from the Top Five Markets (2025)

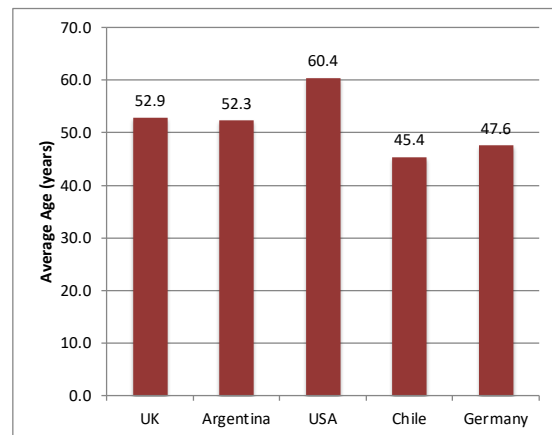
Length of Stay: the average length of stay of leisure visitors varies considerably between the markets, with visitors from Chile staying the longest at 14.8 nights, and visitors from Argentina staying the shortest, on average 8.5 nights.



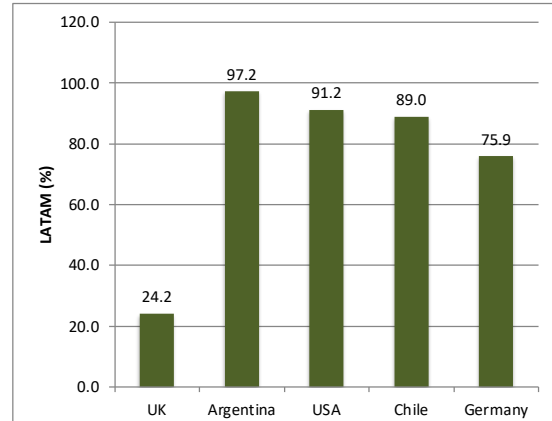
Gender: the percentage of male visitors as a proportion of all visitors also varies by market, with arrivals from Argentina being the most male-dominated, whilst those from Chile and the USA being the most equally split between the two sexes.



Age: Visitors from Chile were the youngest, averaging 45.4 years, whilst those from the USA were the oldest, averaging over 60 years.

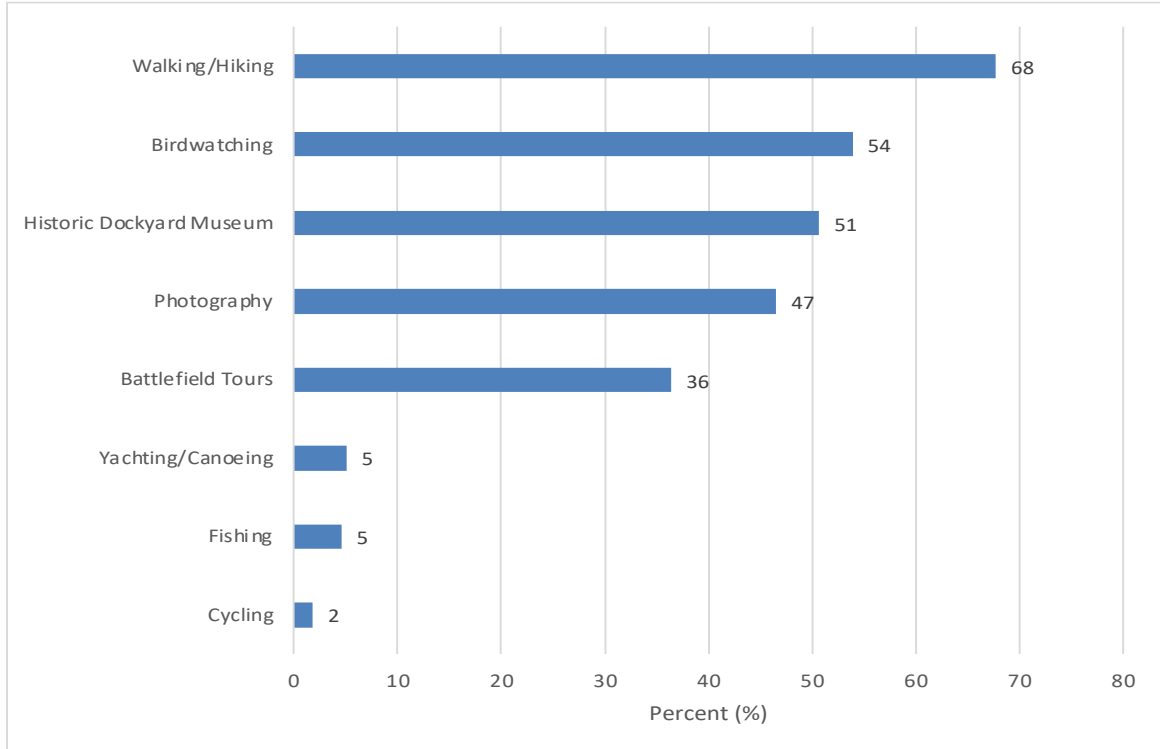


Mode of Transport: the proportion of visitors using LATAM via Chile is shown in this chart. Only 24.2% of UK visitors used LATAM, compared to 97.2% of visitors from Argentina and 91.2% of visitors from the USA.



Activities Undertaken by Leisure Visitors (2025)

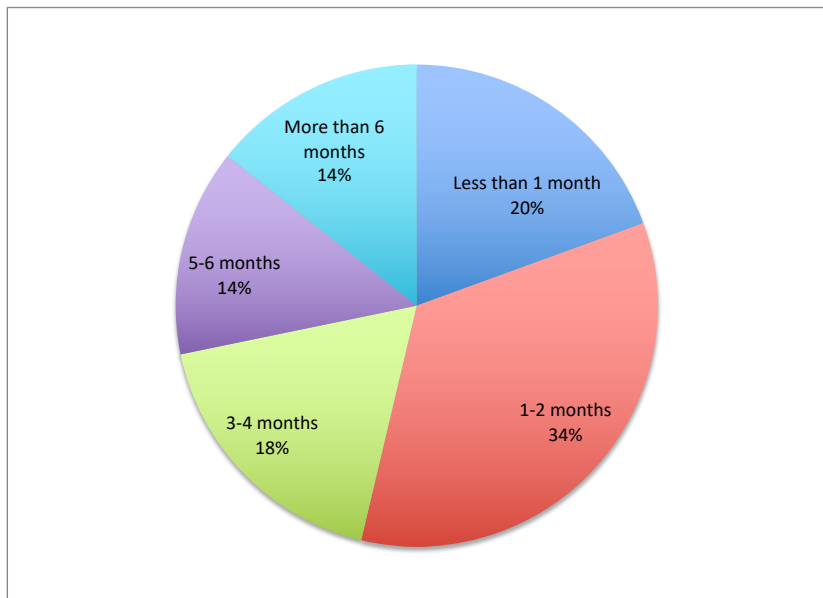
The Air Visitor Survey undertaken by FITB shows that walking/hiking and birdwatching were the two most popular activities undertaken by overnight visitors, followed by visiting the Historic Dockyard Museum, photography, and battlefield tours.



Timing of Booking Trip (2025)

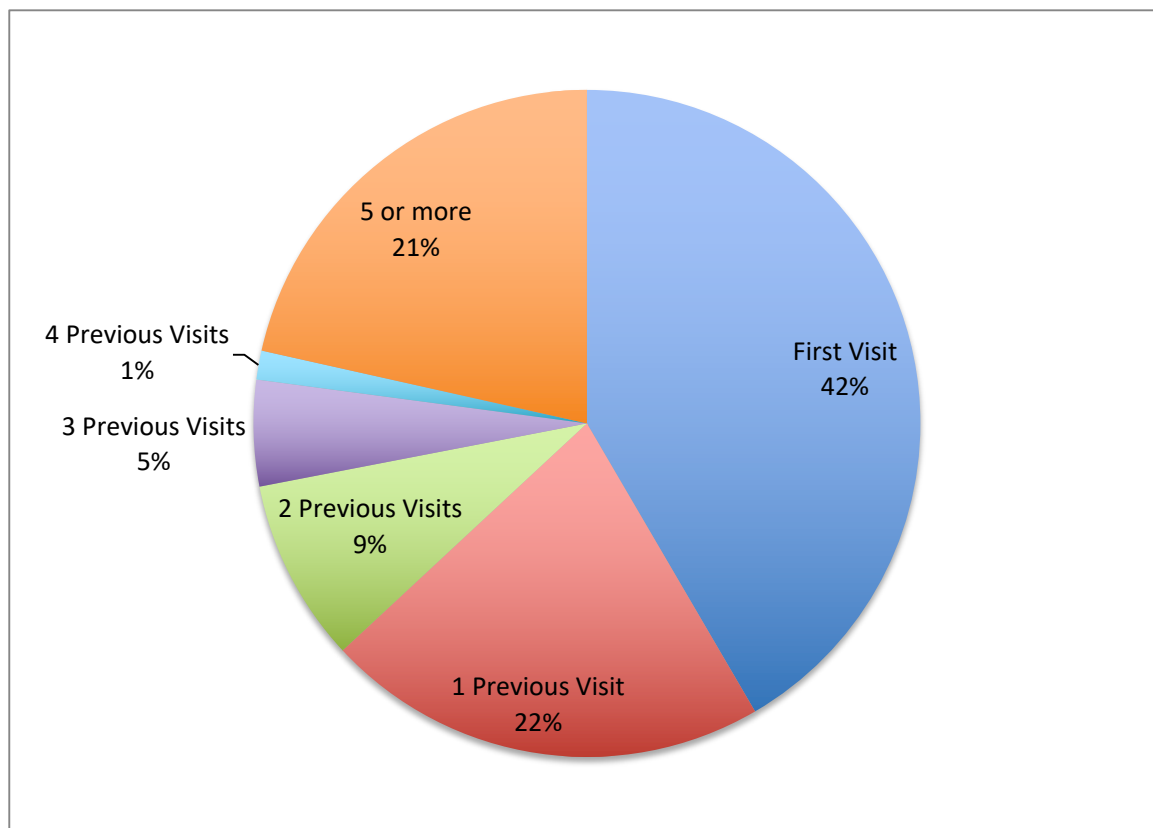
The survey showed that only 14% of all visitors booked their trip more than 6 months in advance, and 20% booked it less than a month in advance.

Compared to previous years, the general trend has been to shorter length bookings, with considerably more trips being taken less than three months after the booking was made.



Previous Visits to the Falklands (2025)

Under one-half (42%) of all visitors to the Falkland Islands were travelling for the first time (down from 56% in 2024). Over one-quarter (27%) had visited three or more times before (up from 23% in 2024). However, overall there have been more first time visitors in 2025 than in 2024.



Overall Visitor Satisfaction and Comments (2025)

The Net Promoter Score (NPS) is a measurement of satisfaction of visitors to the Falklands. The score ranges from -100 (the worst) to +100 (the best) based on the rating out of 10 that the visitor assigns to the question: *would you recommend the Falklands to friends, relatives or colleagues*.

NPS was 72.5 in 2020 but dropped to 54.0 in 2022. In 2023 there was an increase to 66.6, showing growth in overall satisfaction. This declined slightly in 2024 to 62.8, however it has risen in 2025 to 66.8. Any score above 60 can be considered as representing a high satisfaction rate from visitors, however an upward trend in the NPS is the main aim each year.

Overall, the comments from visitors on the survey paint a **very positive picture of the Falkland Islands**. Visitors most often describe the Islands as **beautiful, unique and memorable**, with praise for the **scenery, wildlife, natural environment and sense of peace and quiet**. Many responses also highlight the **friendliness, hospitality and community spirit** of local people, suggesting that the warmth of the welcome is a major part of the visitor experience.

A strong theme is that the Falklands feel **different from other destinations** in a positive way. Visitors describe them as special, relaxing and authentic, with plenty to see and enjoy. For many, the combination of landscapes, wildlife and people creates a distinctive experience that leaves a lasting impression.

Alongside this, there are some recurring criticisms.

The main concerns are about the **travel and arrival experience**, rather than the Islands themselves. Several comments mention **long journeys, long waits, early check-in, slow processes, poor communication about timings, and limited terminal facilities**. A number of visitors also refer to **poor or limited Wi-Fi/internet**, especially in relation to the terminal or departures, and some note that the destination can feel **expensive**.

In summary, visitors' views are **overwhelmingly favourable**: the Falklands are seen as a beautiful, welcoming and unique destination with strong appeal based on nature, scenery and community. The main areas for improvement relate to **transport logistics, passenger handling, communications and digital connectivity**, which appear to be the most common sources of frustration.

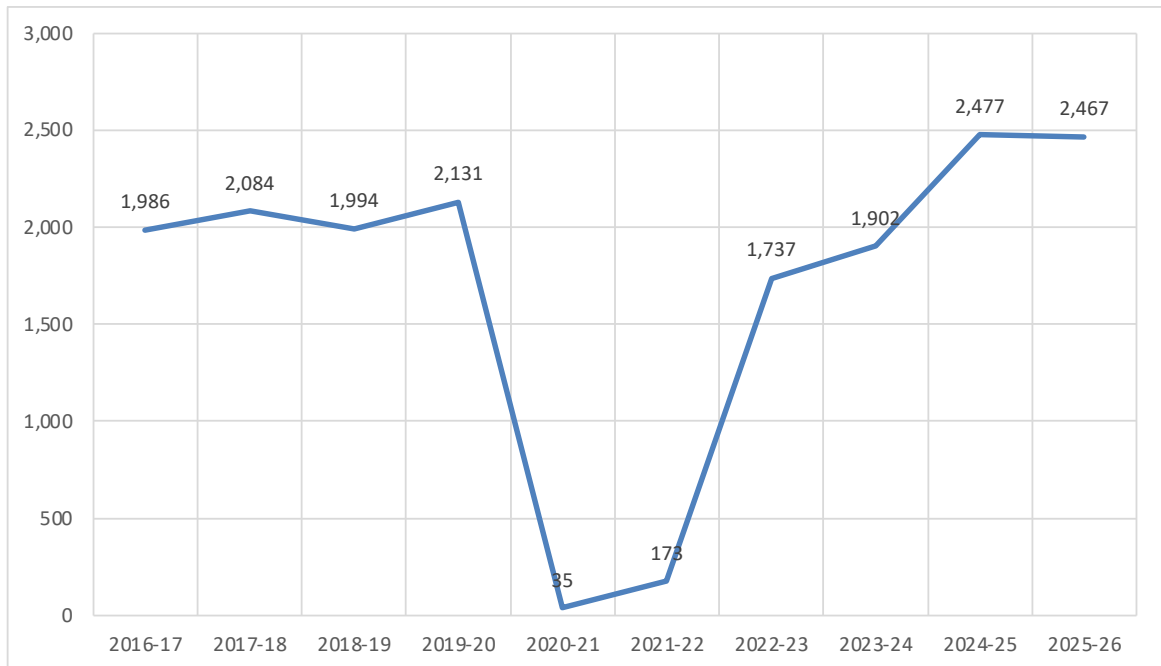


Arrivals by Season (2016-2026)

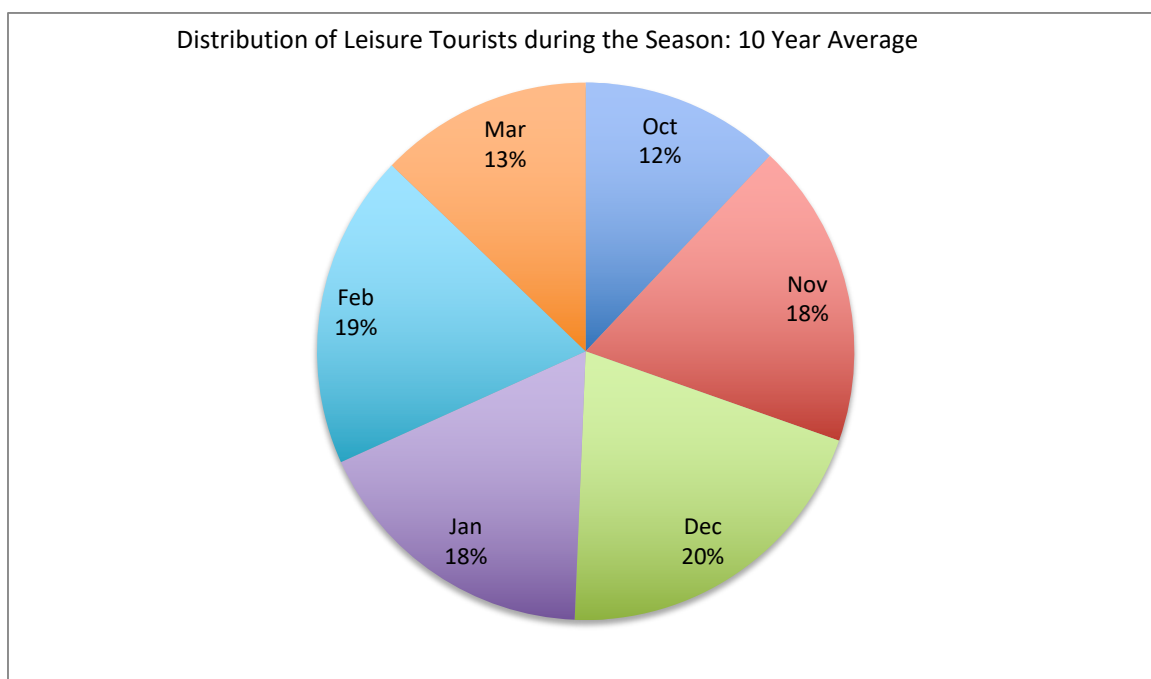
Leisure tourism in the Falklands mainly takes place between October and March, and many of the accommodation establishments (in particular on the outer islands) are only open during this period. It is therefore useful to analyse leisure tourist arrivals by season (similar to the cruise seasons).

This data shows that 2,467 leisure tourists visited the Falklands in the 2025-2026 season, which was marginally down 0.4% on the previous season. The season started and ended strongly (October and March were considerably up on the same months in the previous season) but was weaker in the middle four months.

Season	Oct	Nov	Dec	Jan	Feb	Mar	Total	% Growth
2016-17	225	298	391	361	382	329	1,986	
2017-18	293	359	440	307	316	369	2,084	4.9
2018-19	259	273	463	347	374	278	1,994	-4.3
2019-20	160	517	434	429	435	156	2,131	6.9
2020-21	4	10	14	5	1	1	35	-98.4
2021-22	15	30	70	30	8	20	173	394.3
2022-23	160	403	350	295	310	219	1,737	904.0
2023-24	120	346	354	405	419	258	1,902	9.5
2024-25	346	451	513	420	512	235	2,477	30.2
2025-26	461	433	412	387	459	315	2,467	-0.4

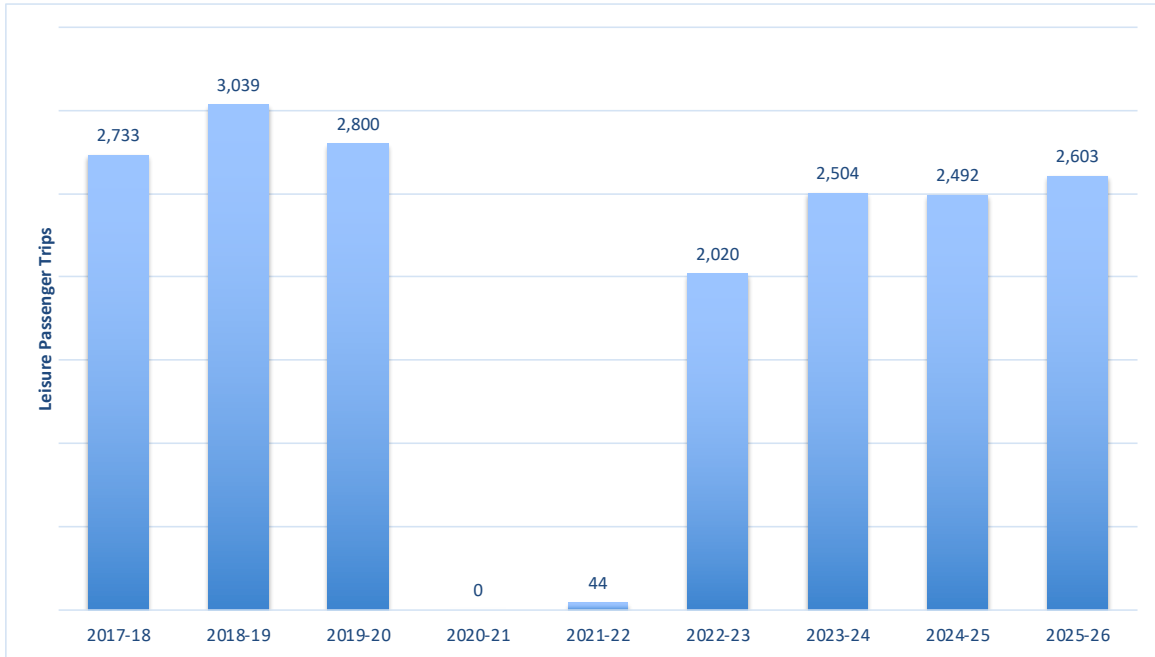


Taking a 10-year average (as seasons vary) it is possible to identify the months that are traditionally the busiest. The chart below shows that over the last 10 years December has marginally been the busiest month, representing 20% of all leisure arrivals over the season.

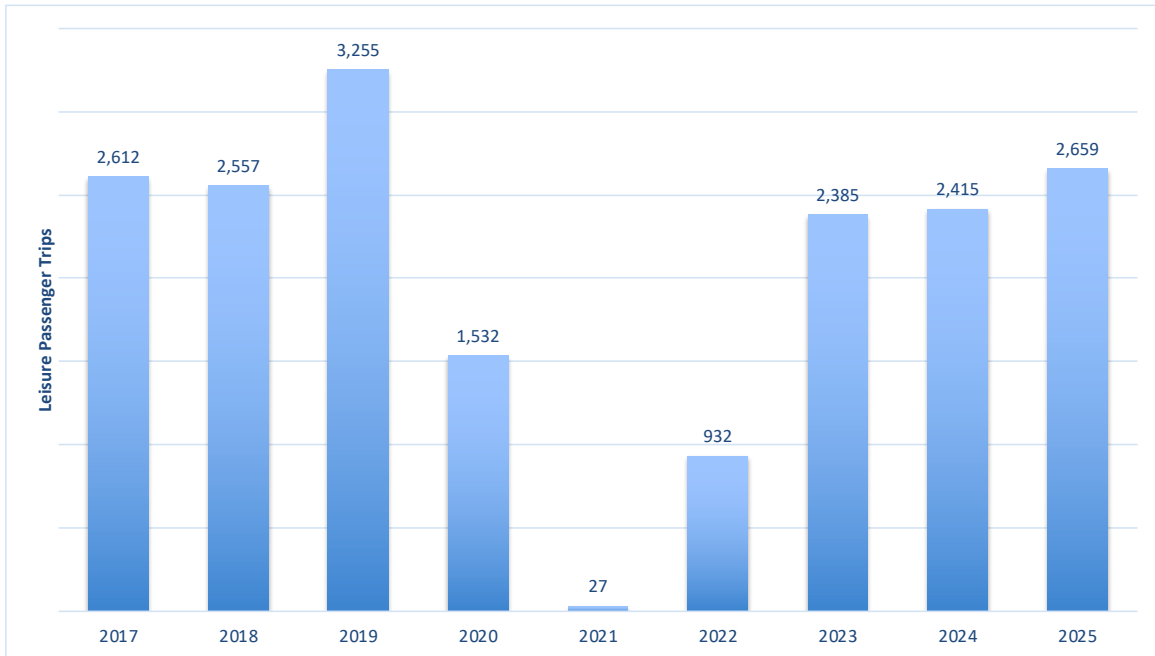


Leisure Flights on FIGAS by Season and Year (2017-2026)

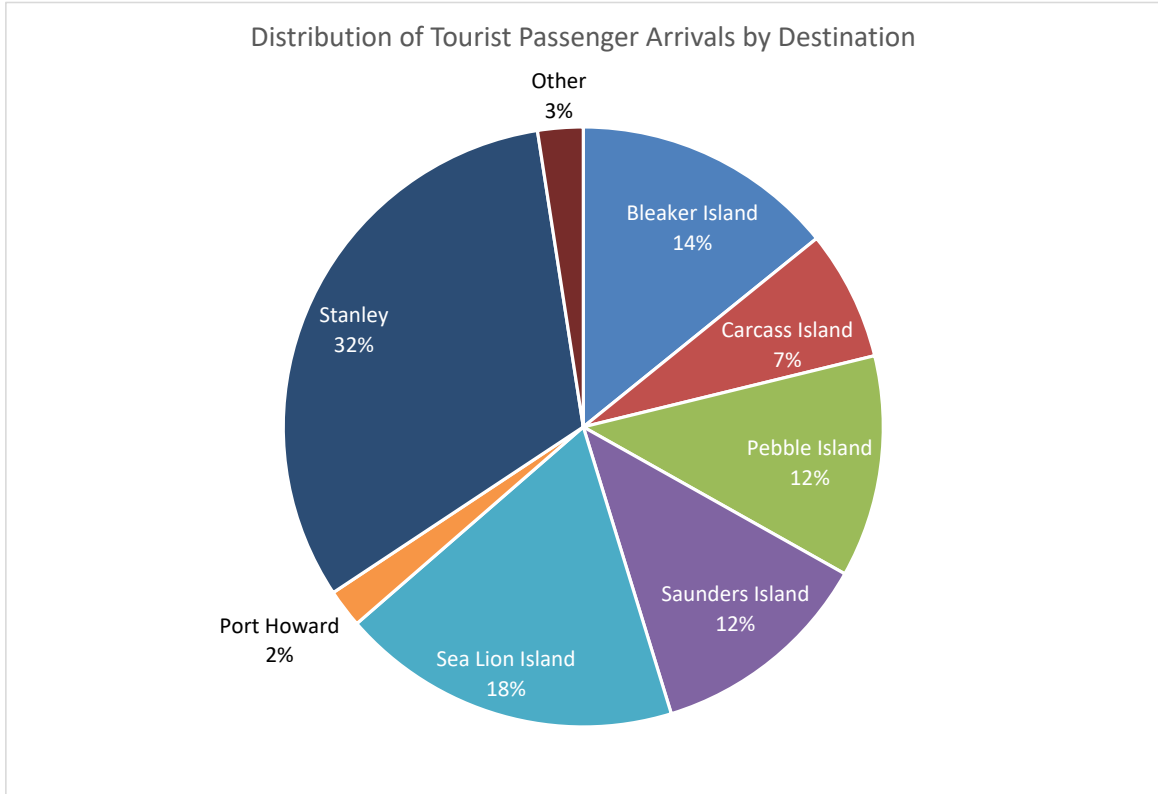
There were 2,603 leisure passenger trips on FIGAS during 2025-26 season (encompassing the period of October 2025-March 2026), making it 4.5% busier than in the previous season.



Analysing leisure passenger trips by year shows there were 2,659 in 2025, up 10.1% on the previous year, and the busiest year since 2019.



Analysing leisure visitor flights by destination shows that flights to Stanley made up 32% of the total (up from 30% in 2024), with Sea Lion Island being the next busiest in terms of arrivals (18%) – no change from 2024. Bleaker Island, Saunders Island, Pebble Island and Carcass Island took 14%, 12%, 12% and 7% of all arrivals respectively, in 2025.



TOURIST EXPENDITURE

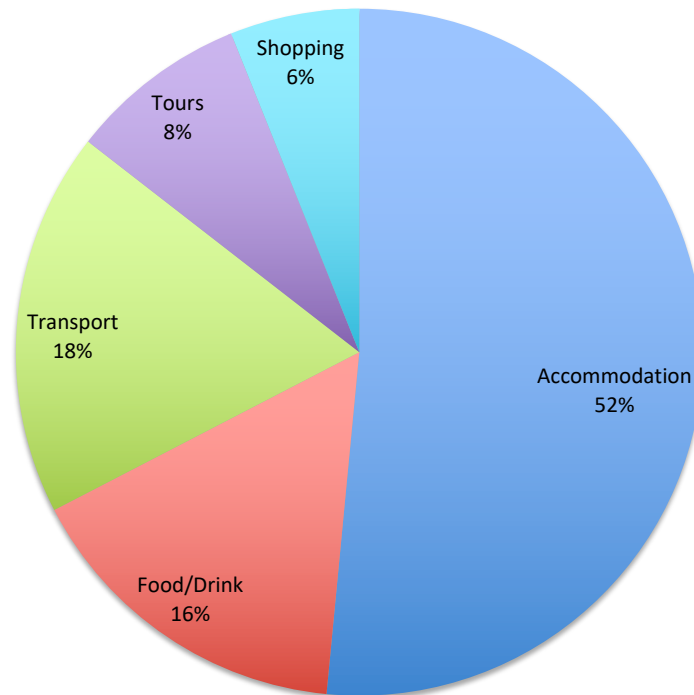
Tourist Expenditure per Person per Night (2020-2025)

The average spend per tourist per night (for all purposes of visit) in the Falklands in 2025 was £144.00, down 9.5% on that measured in 2024. Over one half (52%) of all daily spend was on accommodation (£75.38).

Tourist Expenditure	2020	2022	2023	2024	2025	Share 2025
All Purposes of Visit	(£)	(£)	(£)	(£)	(£)	(%)
Accommodation	118.11	79.09	109.15	90.70	75.38	52.3
Meals/Drinks	15.91	16.93	13.52	19.21	26.78	18.6
Transport	30.71	15.92	27.64	22.50	21.98	15.3
Tours/Guides	24.54	11.99	11.32	13.39	10.28	7.1
Shopping	10.24	12.21	8.96	9.29	9.25	6.4
Other	6.34	5.69	2.06	4.00	0.34	0.2
Total	205.85	141.82	172.65	159.07	144.00	100.0

Leisure tourists spent more than business visitors, averaging £183.83 per night, with average spend per night on accommodation being £94.50 (representing 51% of all spend). Leisure spend per night was down (10.0%) on that recorded in 2024.

Distribution of Visitor Spend (all purposes)



Total Tourist Expenditure per Annum (2017-2025)

Total inbound tourist expenditure (for all purposes of visit) in the Falkland Islands in 2025 is estimated at over £7.8 million, down 15.5% on 2024.

Leisure (personal) tourism accounted for over £6.1 million, down just 1.1% on 2024.

Year	Personal	Business	Total	Change (%)
2017	3,575,309	2,798,967	6,374,276	12.6
2018	4,975,446	3,638,361	8,613,807	35.1
2019	5,884,250	4,959,398	10,843,648	25.9
2020	2,924,373	4,185,639	7,110,012	(34.4)
2021	221,196	2,484,560	2,705,757	(61.9)
2022	3,289,005	3,494,592	6,783,597	150.7
2023	4,906,254	3,043,302	7,949,556	17.2
2024	6,878,314	2,389,831	9,268,145	16.6
2025	6,115,280	1,715,428	7,830,707	(15.5)



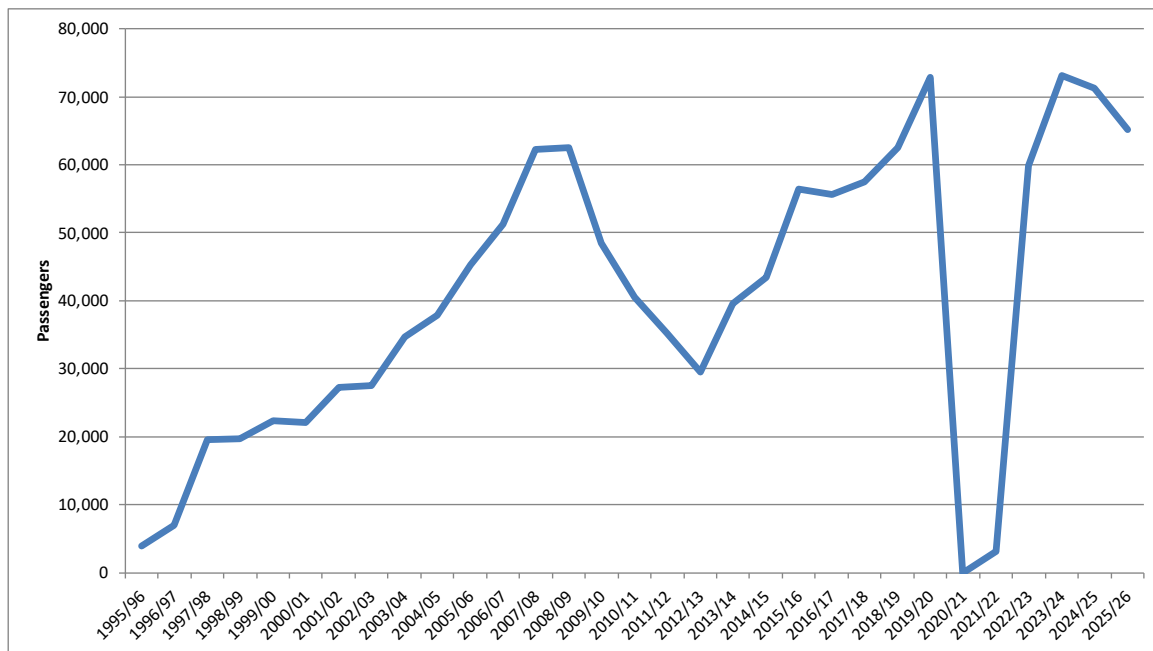
CRUISE TOURISM (DAY VISITORS)

CRUISE ARRIVALS

Passenger Arrivals (1996-2026)

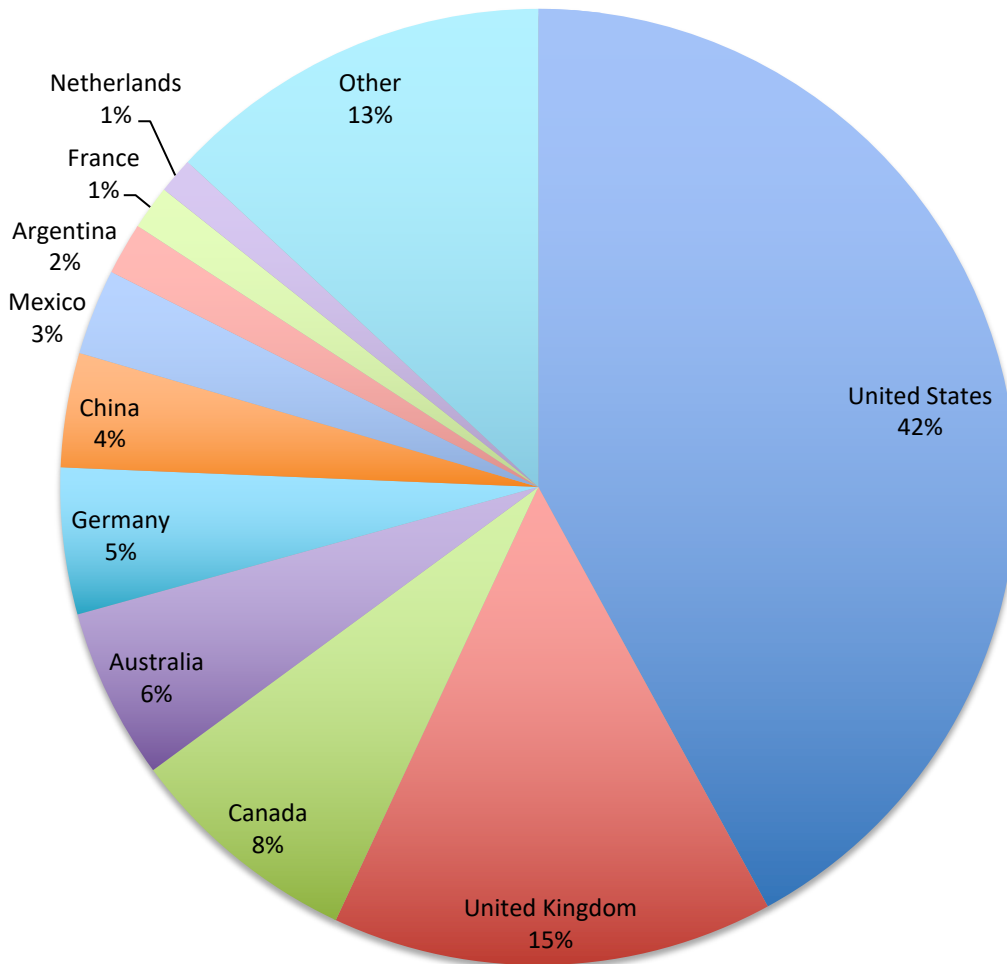
In the 2025-2026 season there were 65,197 cruise passenger arrivals; this represents a decline of 8.5% compared to 2024-2025. A total of 18 scheduled vessels were cancelled, accounting for a loss of around 9,000 passengers.

Season	Passengers	Change (%)
1996/97	7,008	77.9
1997/98	19,523	178.6
1998/99	19,638	0.6
1999/00	22,370	13.9
2000/01	22,125	-1.1
2001/02	27,230	23.1
2002/03	27,461	0.8
2003/04	34,691	26.3
2004/05	37,880	9.2
2005/06	45,229	19.4
2006/07	51,282	13.4
2007/08	62,203	21.3
2008/09	62,485	0.5
2009/10	48,420	-22.5
2010/11	40,542	-16.3
2011/12	35,159	-13.3
2012/13	29,553	-15.9
2013/14	39,543	33.8
2014/15	43,437	9.8
2015/16	56,476	30.0
2016/17	55,633	-1.5
2017/18	57,496	3.3
2018/19	62,505	8.7
2019/20	72,836	16.5
2020/21	0	-
2021/22	3,155	-
2022/23	59,936	1,799.7
2023/24	73,191	22.1
2024/25	71,278	-2.6
2025/26	65,197	-8.5



Nationality of Passengers (2025-2026)

The largest cruise market was the USA, with 42% of all passenger arrivals (down from 43% the previous season). The second largest market was the UK (15%, compared to 9% the previous season), followed by Canada with 8% (down from 9%).



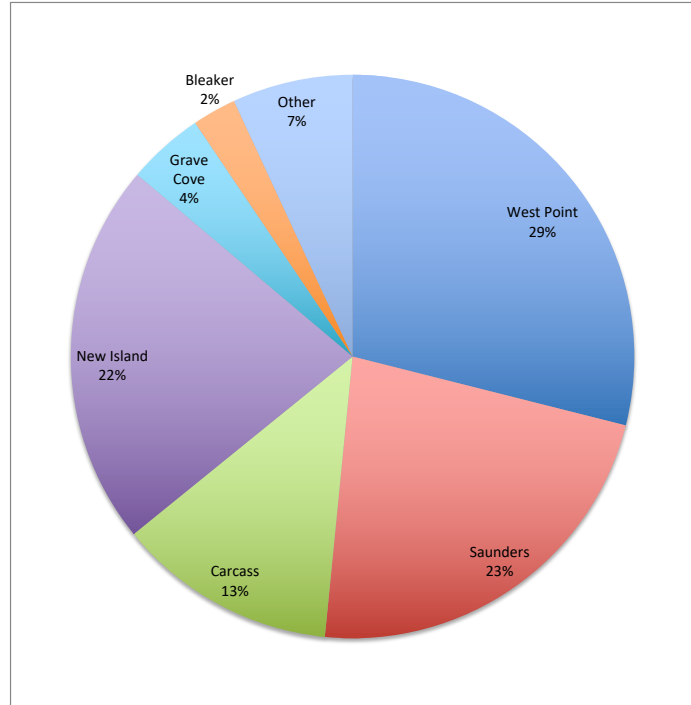
Nationality	Pax
United States	27,403
United Kingdom	9,734
Canada	5,184
Australia	3,776
Germany	3,227
China	2,522
Mexico	1,892
Argentina	1,150
France	976
Netherlands	789
Other	8,544

In total, there were 27,403 passenger arrivals from the USA, by far the largest market. The only change to the top 10 nationalities is the emergence of France and The Netherlands at the expense of Brazil and Switzerland. Visitors from Argentina have halved, but still made it into the top 10.

Expedition Vessel Calls (2025-2026)

Expedition vessels dominate the cruise market in the Falklands in terms of ship movements. Of the 129 ship arrivals in the 2025-26 season, 80 (62%) visited at least one destination outside of Stanley.

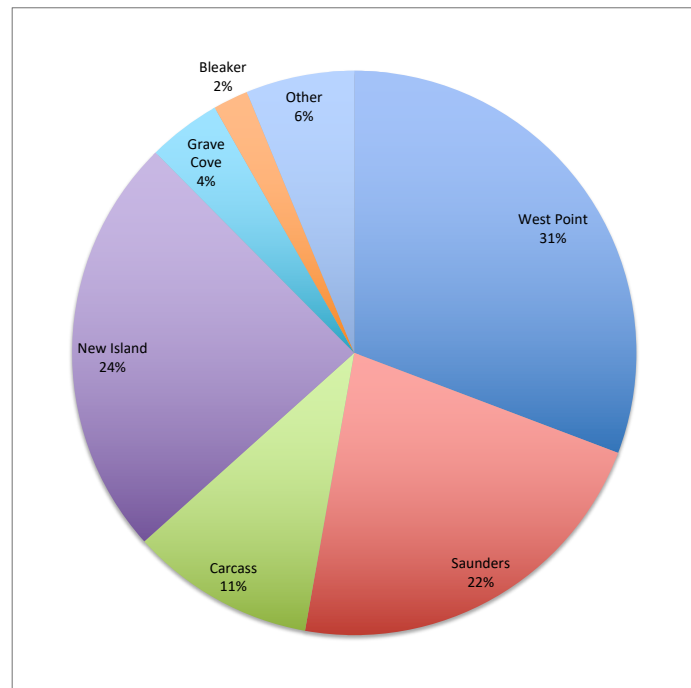
Analysis of the distribution of the 159 calls to destinations in camp (outside of Stanley) shows that West Point accounted for the largest share (29%) of all calls, followed by Saunders Island (23%), and New Island (22%).



Expedition Passenger Arrivals (2025-2026)

Of the 65,197 arrivals on cruise vessels in the 2025-2026 season, 16,281 (25.0%) were on expedition ships (up from 22.7% in 2024-2025).

In terms of passenger visits to destinations in camp, there were a total of 24,247 disembarkations (some passengers disembarked at more than one location), with 31% visiting West Point, 24% visiting New Island, and 22% visiting Saunders Island. Disembarkations in camp were down 15.5% on the previous season.



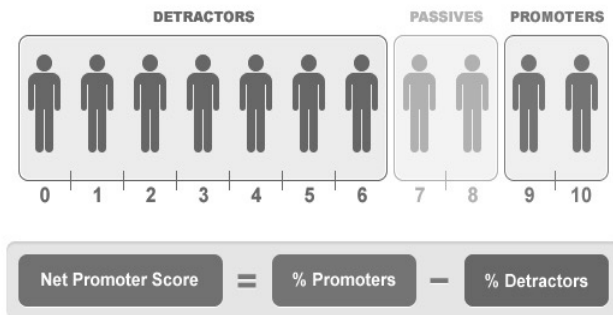
Time Onshore and Previous Visits (2025-2026)

The Cruise Visitor Survey undertaken by FITB shows that the average time ashore (in Stanley) of cruise visitors was 4.9 hours, up from the 4.5 hours recorded in 2024-2025 season. Passengers on large cruise ships (over 500 passengers) stayed longer, averaging 5.2 hours, compared to those on expedition ships, averaging 4.7 hours. On average there were 1.8 passengers occupying a cabin on all types of ship.

93.1% of all cruise passengers were first time visitors to the Falklands, with those on expedition ships being marginally more likely to have been before (91.7% were first time visitors, compared to 94.6% being first time visitors on the large cruise ships).

Visitor Satisfaction (2025-2026)

The Net Promoter Score (NPS) is a measurement of satisfaction of visitors to the Falklands. The score ranges from -100 (the worst) to +100 (the best) and is calculated as shown to the right, based on the rating out of 10 that the visitor assigns to the question: *would you recommend the Falklands to friends, relatives or colleagues.*



The NPS for the 2025-26 season was 56.3, up significantly from 30.6 in the 2024-2025 season, as shown on the right. This shows a mid-to-high range satisfaction rating, which is very good, although the aim should be for the pointer to be in the red area (60+ points).



The NPS for large cruise vessel passengers was higher, at 58.5, and lower for expedition cruise vessel passengers at 54.3.

Importance of the Falklands Islands in the Cruise Itinerary (2022-2026)

A total of 9.6% of visitors stated that the Falklands was *Essential* when choosing their itinerary. However, a further 55.5% stated that it was *Very Important*. Therefore, almost two-thirds of all arrivals attached high importance to the Falklands when selecting their cruise. This is up on the percentage of respondents selecting *Essential/Very Important* in the 2024-25 season.

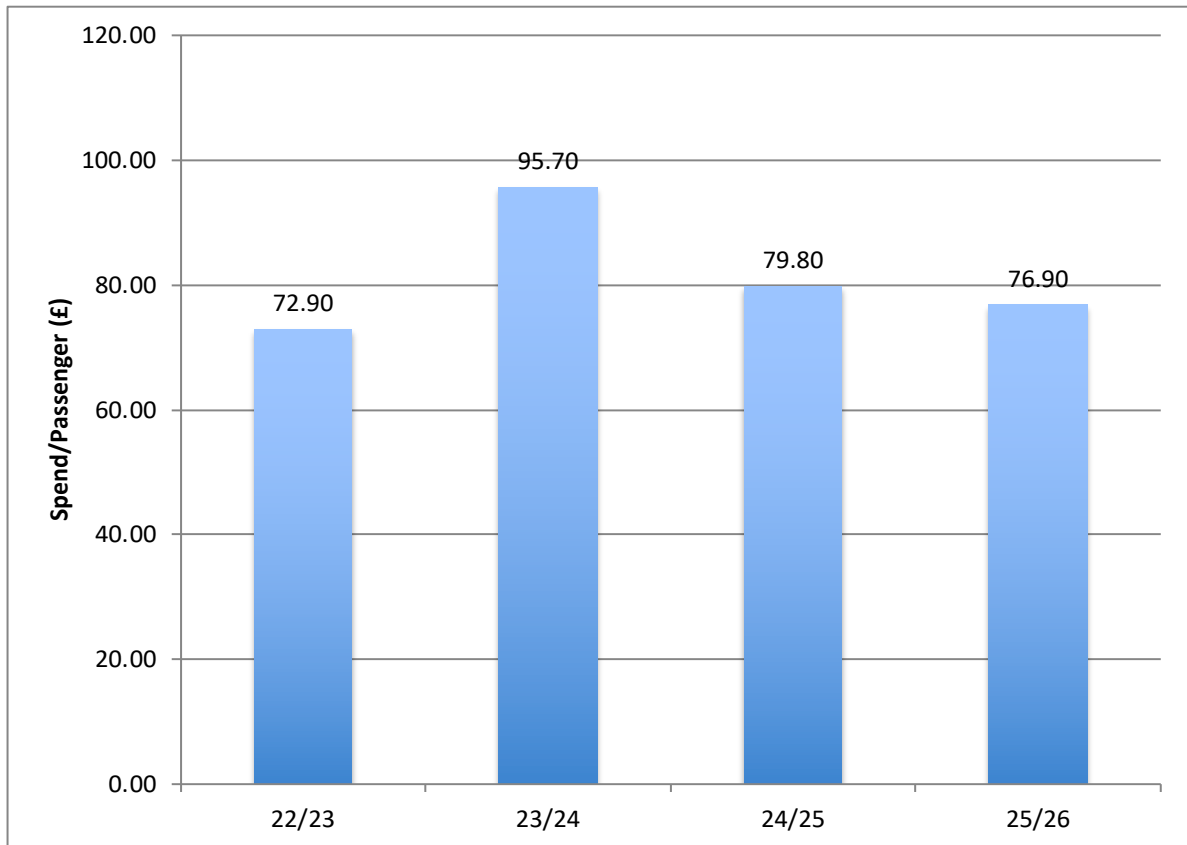
Response	22/23	23/24	24/25	25/26
	%	%	%	%
Essential	13.8	6.8	3.2	9.6
Very Important	56.6	65.9	46.5	55.5
Quite Important	23.7	22.1	43.4	27.2
Not Very Important	5.6	4.9	6.3	6.7
Not Important at All	0.4	0.3	0.6	1.0
Total	100.0	100.0	100.0	100.0

CRUISE PASSENGER EXPENDITURE

Average Spend per Passenger (2022-2026)

The average spend per cruise passenger was £76.90 in the 2025-26 season, down by just under £3 on the previous season. Expenditure on tours was up, closer to the levels measured in 2022-23 at £40.70 per passenger (on average), however, spend on shopping was down by around £15.

Type of Spend	22/23	23/24	24/25	25/26
	(£)	(£)	(£)	(£)
Tours	44.45	59.19	27.74	40.70
Food and Drink	6.19	11.16	8.98	9.14
Shopping	21.72	23.14	42.07	26.62
Other	0.54	2.21	1.00	0.44
Total	72.90	95.70	79.80	76.90



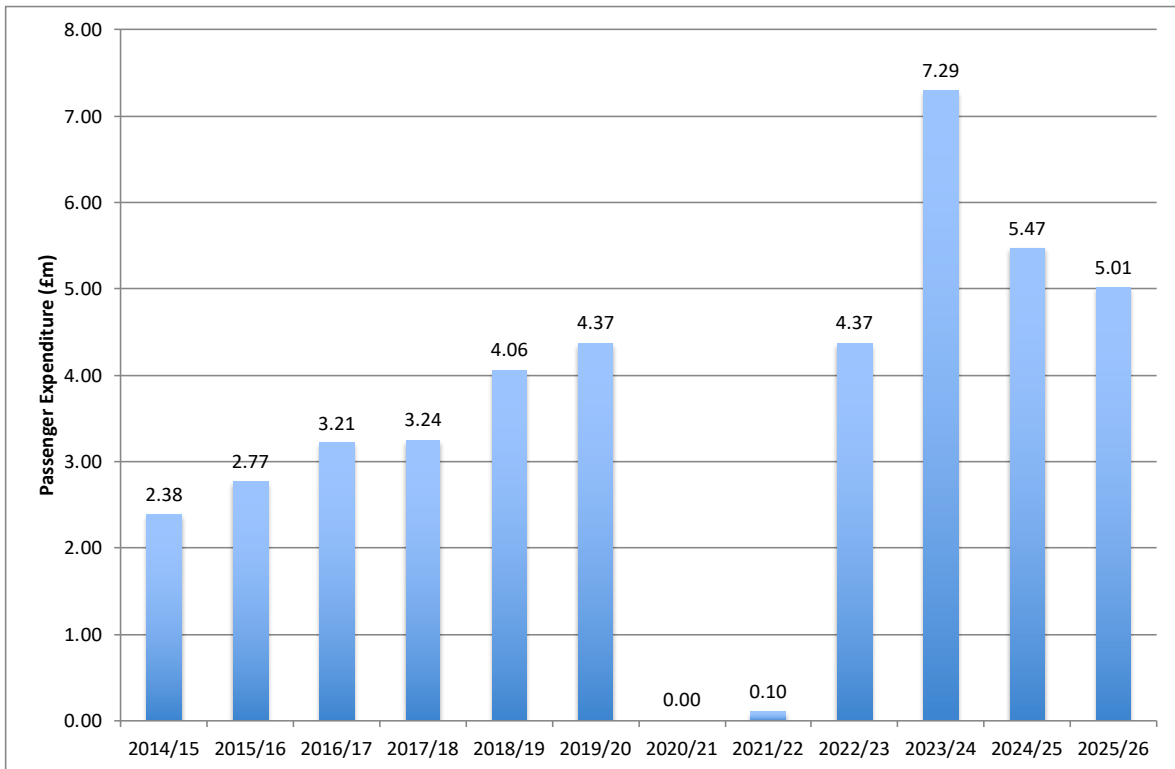
Average spend by passengers on the different types of cruise ship are shown below. Overall, there is almost no difference between the two at nearly £77 per passenger. However, spend on the different items does vary, with higher spend on tours amongst cruise (large vessel) passengers.

Type of Spend: 2025/26	Expedition	Cruise	All	%
	(£)	(£)	(£)	(£)
Tours	37.30	44.44	40.70	52.9
Food and Drink	10.43	7.72	9.14	11.9
Shopping	28.52	24.54	26.62	34.6
Other	0.66	0.20	0.44	0.6
Total	76.91	76.90	76.90	100.0

Cruise Passenger Spend (2014-2026)

Overall, cruise expenditure totalled over £5.0 million in the 2025-2026 season, decreasing by 8.3% on that measured in the 2024-2025 season.

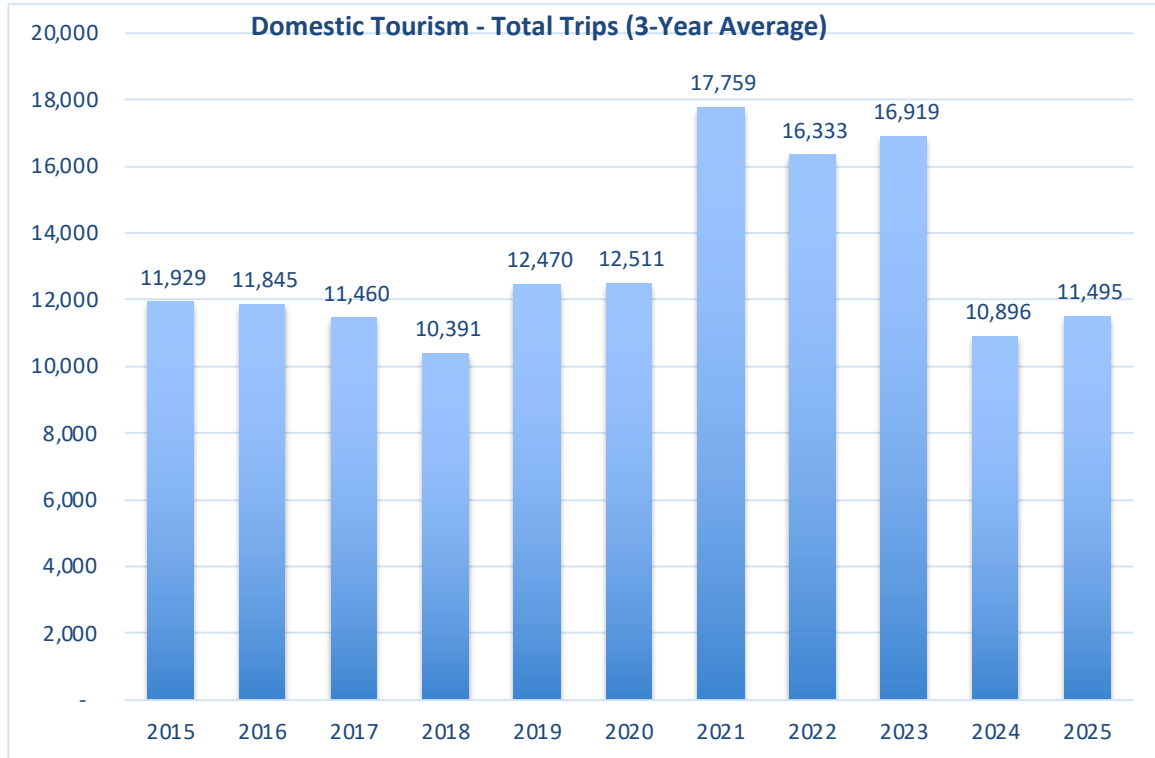
Season	Spend	Change
	(£)	(%)
2014/15	2,383,388	11.8
2015/16	2,769,018	16.2
2016/17	3,213,918	16.1
2017/18	3,243,349	0.9
2018/19	4,055,949	25.1
2019/20	4,372,345	7.8
2020/21	0	
2021/22	102,538	
2022/23	4,369,334	4,161.2
2023/24	7,292,465	66.9
2024/25	5,467,990	-25.0
2025/26	5,013,812	-8.3



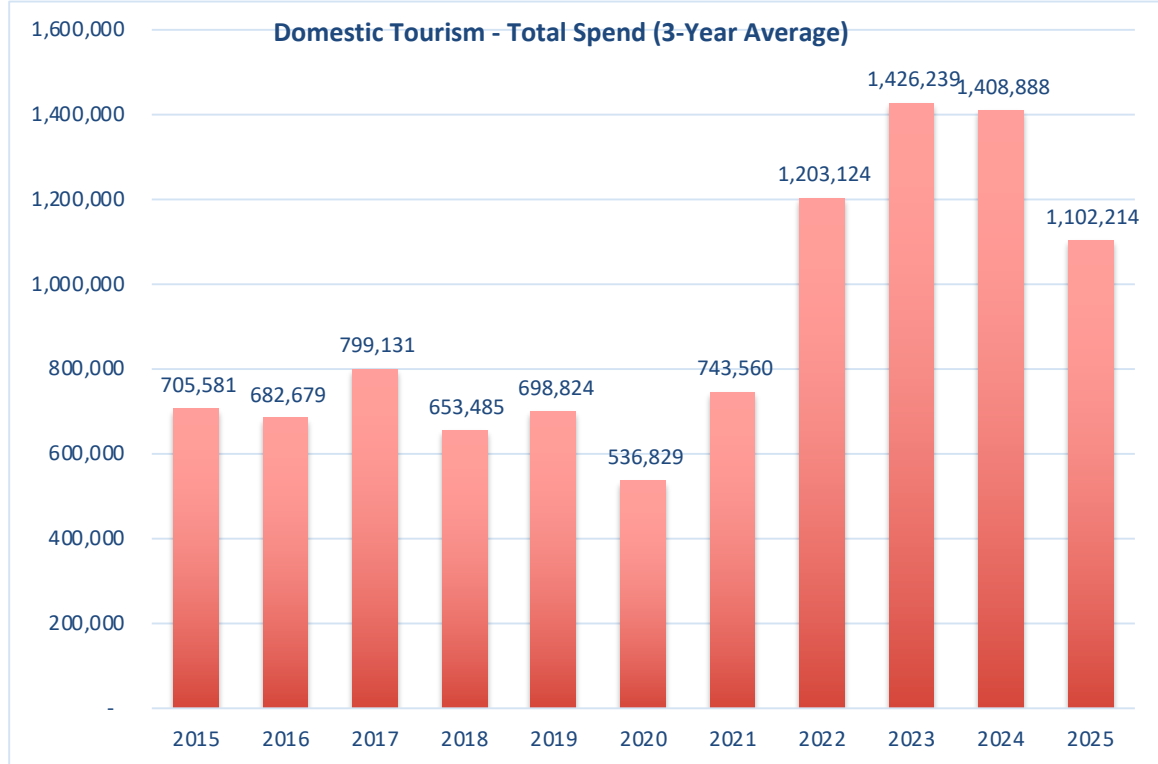
DOMESTIC TOURISM

Domestic Trips, Nights and Spend (2015-2025)

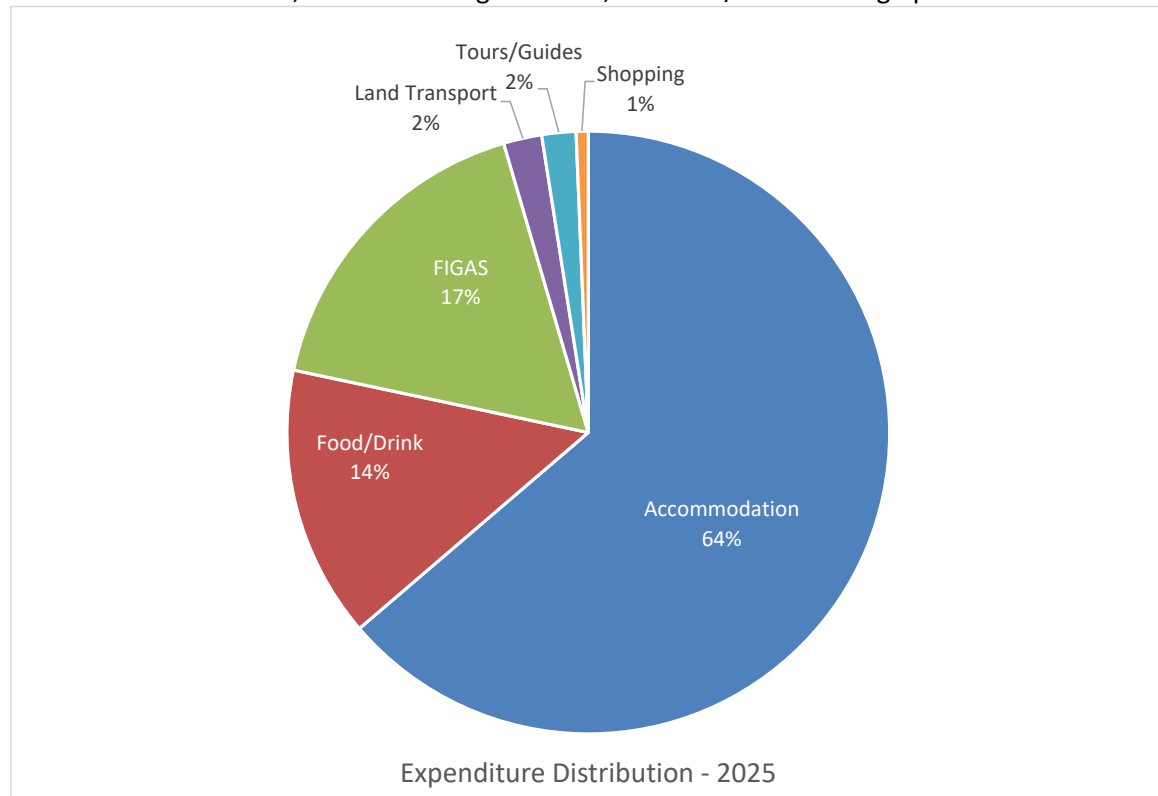
There were an estimated 11,495 domestic tourism trips taken in 2025 by residents of the Falkland Islands, for all purposes. These domestic tourists spent 23,537 nights away from home, with an average length of stay of 2.0 nights.



Domestic tourists spent over £1.1 million 2025, representing an average spend per trip of over £90 or an average spend per night of £45. What appears to have happened since COVID lockdown is that whilst the number of trips has dropped, spend on leisure trips has increased significantly over the last 4 years (since 2022) reflecting a growth in trips to serviced accommodation destinations (such as Sea Lion or Bleaker) rather than self-catering trips.

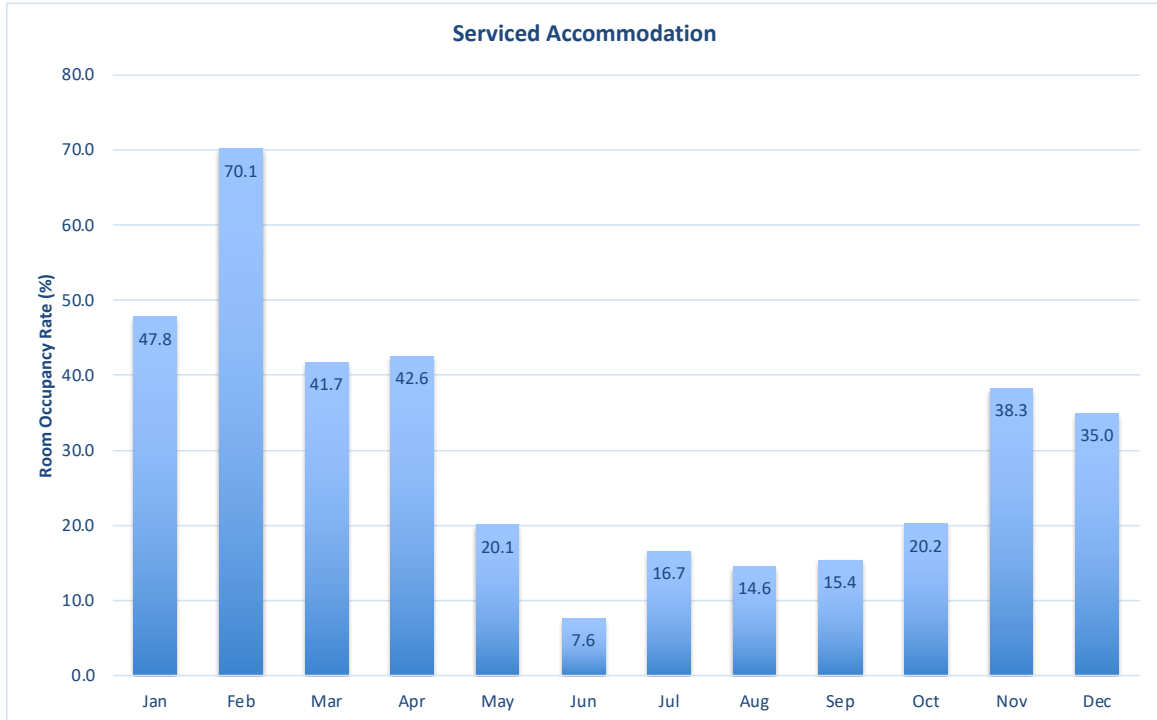


The distribution of expenditure by type shows that 64% of all domestic tourism spending in 2025 was on accommodation, with 17% being on FIGAS, and food/drink making up 14%.

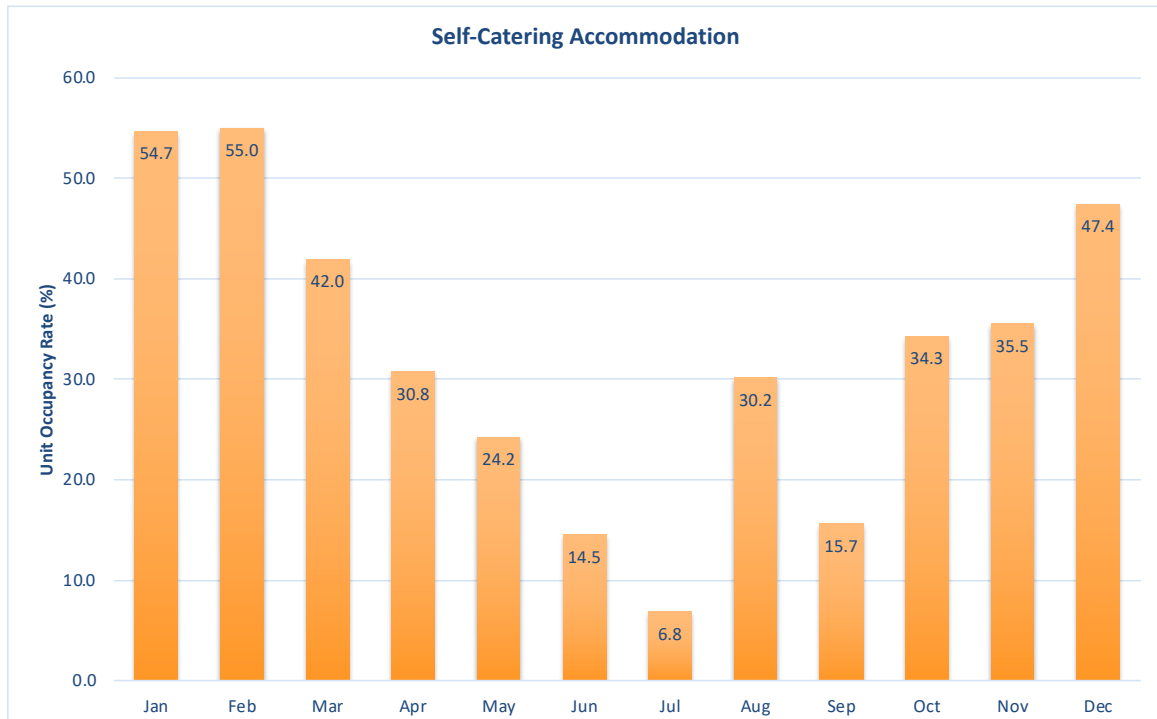


ACCOMMODATION OCCUPANCY

Serviced accommodation room occupancy was 32% in 2025 (down from 35% in 2024), although measured 47% in the 2025-2026 season (October – March). Occupancy rates varied considerably across the year and by location. Average occupancy rate for serviced accommodation in the outer islands in 2025 was 54% and rose to 61% in the 2025-2026 season.



Self-catering accommodation occupancy averaged 38% in 2025 (down from 39% in 2024). Self-catering accommodation in Stanley averaged 51% occupancy, with Camp self-catering accommodation averaging 36%.



**Tourism
Statistics Report
2025**

