

FALKLAND ISLAND TOURIST BOARD



Open Minutes

Held at 10:00 on Thursday, 27th November 2025

Chamber of Commerce

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

Present	Richard Stevens	RS	Chair
	Peter Nightingale	PN	Vice Chair
	Carly East	CE	Director
	Petra Mansilla	PM	Director
	Dwight Joshua	DJ	Director
	Matthew Daniel	SPA	Senior Policy Advisor
	Karen Lee	KL	Financial Controller, FITB
	Sasha Williams	SW	Marketing Officer, FITB
In Attendance	Steph Middleton (Virtually)	SM	Executive Director
Minutes	Cody Betts-Mckay	CBM	Marketing Assistant
Public and Press	David Astill – FITV Katharyn Daniels - Penguin News Oliver Thompson - FIRS		

Item	Part 1	Action
1.	<u>Apologies for absence</u> - Gareth Goodwin	
2.	<u>Declarations of interest</u> - Karen Lee declared an interest in the Marketing Paper 8, section 3.6 – Domestic Tourism – <i>Trial run for increased ferry runs for the military market.</i>	
3.	<u>Confirmation of minutes dated 15th August 2025</u> - These minutes were confirmed as a true and accurate record.	
4.	<u>Matters arising from the minutes dated 15th August 2025</u> - No matters arising.	

5. Executive Directors Update

SM started the meeting by discussing the TDS database, it was noted that it is working well and that it was up by 15.4% from last year.

It was brought to the board's attention that there has been progress at the air terminal as the water fountain has now been successfully installed now. The lack of toilets is still a current issue, but FITB are working alongside the Military of Defence (MOD) to work on a solution.

It was noted in the papers that FITB fell short at getting the bronze award for the Good Travel Seal Assessment and the paperwork will be resubmitted in the spring. It was also noted that FITB can now help businesses fast track to get on the Green Destination Scheme. The board were also informed that there are now 51 businesses under the Green Seal Scheme.

The new Wi-Fi system allowing 30 minutes free Wi-Fi to tourist is now up and running at the Jetty Visitor Centre which is working well but will be interesting to see how it works on larger cruise vessel days.

SM reminded the Board that a meeting was held with a panel made up of Richard Stevens, Rachael Crowie, Phil Middleton, Carly East, Jamie Curtis & Stephanie Middleton to discuss the potential outcomes of the Tourism Awards. Certain notes were taken on board and changed for the 2025/26 season such as creating QR stickers for vehicles and the additional categories added to the forms. It was also mentioned that another meeting will take place at the end of the season to discuss options and any changes again.

SM noted that the carpark was going well and that Luna Leyton-Quiroga will be helping Carol Phillips this season. SM also noted that Sullivan have been working hard to keep up with the mass number of changes and informed the board that the fencing on the north side of the carpark was now completed.

KL then discussed the development of tourism tax and the overlap with environmental tax which led the board to discuss the outcomes should this be set in stone in the future. Other options such as carbon credits were discussed and SM noted that wording needed to be carefully considered and that we are not in a position to add more tax onto people who visit the islands right now. SM also noted that the Environmental Port Index (EPI) may be a way to generate more money in the future as it will allow us to have a benchmark for vessels. If those cruise vessels sit better than the benchmark this could allow us to incentivise them by giving a discount but if they fall lower than the benchmark, we can then tax them higher.

6. Management Accounts

KL gave her overview on the management accounts and discussed the changes including how in previous years the accounts have previously divided up in a linear way over the 12 month period but going forwards she has changed it to be more open and comparable.

KL mentioned that the figures are slightly behind in some areas compared to last year, but they will likely improve in the following months.

DJ asked about the 'Hiking & Development' trails to which KL responded by informing him that the money was being spent on our current Outdoor Active promotions and work towards the updating of all trails. CBM then added on the goals with outdoor active and new updates to the app.

KL finished by noting that she and RS met with the auditors and that the audit was now complete. A final draft was to be signed off during the closed section.

7. Grant Review

KL started by informing the board the reason for this section is to get approval for specific sections of grants.

FITB are looking for approval for the following:

- Approval for Hides & Shelters and match funding of £2,000 per application
- Approval for the movement of £16,000 from the accommodation grant into the infrastructure grant.

SPA asked if the reason for the movement of money was due to lack of interest from people to do up accommodations however, KL informed that it was in fact just a larger pot of money. KL added on to this that through November to mid-March there isn't much activity however that then picks up as the season finishes and, in these cases, FITB will potentially have to ratify the budget if funds need to be moved again.

The virement was approved.

8. Marketing & Social Media

SW gave an overview of the Marketing plans and current work that FITBs marketing team have been doing.

SW informed the board of the tradeshow the SM had attended such as Expo Prado and WTM London in which SM thanked Margaret Williams of FIH for attending and although FITB had a bigger stand at WTM London it did cost more money, but the added space and person was to be encouraged a discussion about taking different operators or individuals along in future where budgets allowed.

SW then moved on to discuss Familiarisation trips and how at the time of the meeting FITB had brought down Sofia Sanfuentes who is writing a travelog on her trip to the islands. It was also mentioned that there are another five more Fam's to visit between November and March which fit into the following categories: Media Trips and influencer market.

SW also discussed the domestic projects that have been happening this year including the following events: World Tourism Day, The Fitzroy Open Day, Trial run for the Ferry service to increase military passengers and the Walking Festival. KL noted an interest in this section but discussed the ferry service and how moving forward Workboat Services will be looking to do this again but include some extended hours allowing for 4 hours on the West instead of

the 2 hours. It was also noted in this section that it was great to see the work Port Stephens has put in and having a cruise ship visit.

SW gave a brief overview on the current works on the Explore Falklands App and then CBM who has been lead on this project discussed it further.