Falkland Islands

TOURIST BOARD

3rd August 2020

Chamber of Commerce – 10am

AGENDA

PART 1

1.	**Apologies for absence**	
2.	**Declarations of interest**	
3.	**Confirmation of the Minutes of the meeting held on 21st February 2020**	Attached
4.	**Matters arising from the Minutes of the meeting held on 21st February 2020**	Attached
5.	**Executive Director Update**	Attached
6.	**Management Accounts**	Attached
7.	**Marketing update**	Attached

Exclusion of Press and Public

The Chairman to move as follows:
"I move that the press and public be now excluded on the ground that the next items of business to be considered are likely to disclose exempt information under Paragraph 7 of Schedule 3 of the Committees (Public Access) Ordinance 2012, relating to information about individuals of the Committees (Public Access) Ordinance 2012."

PART 2

8.	**Confirmation of the Exempt Minutes of the meeting held on 21st February 2020**	Attached
9.	**Matters arising from the Exempt Minutes of the meeting held on 21st February 2020**	Attached
10.	**Human Resources**	Attached

FALKLAND ISLANDS TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Held at 14:00 on 21st February 2020
Chamber of Commerce

Present:	Sally Ellis	SE	Chair
	Alex Olmedo	AO	Vice Chair
	Stephanie Middleton	SM	Executive Director
	Mark Pollard	MP	MLA
	Karen Lee	KL	Financial Controller
	Andrew Gaule	AG	Head of Policy
	Carli Sudder	CS	Chair of Tourism Association
	John Clifford	JC	Director
	Sammy Marsh	SMA	Director
	Morgan Goss	MG	Director
In Attendance:	None		
Minutes:	Rachael Crowie	RC	
Public and Press	Gavin Short (FIRS)		

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Julie Sloan.	
1.2	The Board would like to thank Margaret Williams for her time as a Director and welcome Morgan Goss as a Director of the FITB Board.	
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 26th September 2019</u>**	
3.1	The Minutes were confirmed as a true and accurate record.	
4	**<u>Matters arising from the minutes of the meeting held on 26th September 2019</u>**	
4.1	**New large sign as an attraction – (5.5 in previous minutes)**	
	MP informed the Board that MLA Bragger plans to bring a group together to improving public space with local artists. MP will see if the FALKLAND ISLANDS (large letters sign) could be incorporated within this group.	MP
4.2	**Seasonal work permits – (9.1 in previous minutes)**	
	AO reported that there is currently delays on work permits. MP will ask MLA Roberts for an update on this matter and SM will speak with MLA Roberts to see if she thinks it would be appropriate for her to attend our wash-up meeting in April.	MP & SM
4.3	**Tourism Awards – (10.3 in previous minutes)**	
	This is still to be looked into.	CS & SM
5.	**<u>Executive Director Update</u>**	
5.1	SE informed the Board that members in the tourism industry met with the Ambassador of Brazil and his Social Media manager, which was very positive with ways to move forward and how they can assist us. The Chair of the Tour Operators Association (BRAZTOA) in São Paulo, will be visiting for one week at the end of the month.	
5.2	SM informed the Board that with the Jetty Visitors Centre lease now been finalised the next steps are the sub lease for the Philomel Store and the Licence to Operate.	SM
5.3	SM has been looking at solutions to stabilise the centre pontoon and has asked for a quote from Martech Falklands which may mean FITB will have to submit a supplementary paper to our budget, for this improvement. AG will ask CMT for an update on the waterfront development with regards to the landing area.	SM AG
5.4	SM would like to thank RFIP for their support around the Jetty Visitors Centre and car park.	
5.5	When the draft of the Visitor Guide to the Falkland Islands are at the end process, SM will send this out to the Board for their feedback. CS asked if copies of the new Visitor Guide would be getting distributed to known agencies once completed. SM said it is something that will be considered once the guide is printed.	SM
5.6	When updating the Tour Guide Handbook, the Board asked if there could be a general facts sheet with updated information for the current tour guides which SM agreed.	SM

5.7	SM said that there had been a slight delay in the latest Tourism Quarterly waiting for statistics to be provided; these statistics have now been received and she was hopeful that it would be available next week.	
6.	**<u>Financial Update</u>**	
6.1	For trade shows, we have just confirmed attendance at the WTM LA in Sao Paulo for April 2020.	
6.2	We expect more grant applications at the end of the season. KL also reported that there are approved grants with known invoices still to be received.	
7.	**<u>Marketing Update</u>**	
7.1	RC informed the Board that she will be attending ITB Berlin at the start of March and WTM LA in Sao Paulo the following month.	
7.2	AG asked if there were ways to track the success of attending each show. There was some discussion with regards to the types of shows, who attends and ways to record this. This is hard to track due to booking lead times and handing over to inbound travel agents.	
7.3	SM informed the Board that there might be a further option to promote jointly with LATAM with a UK road show, if budget allows.	
	Minutes confirmed this day of 2020 Chairman Secretary	

Falkland Islands
TOURIST BOARD

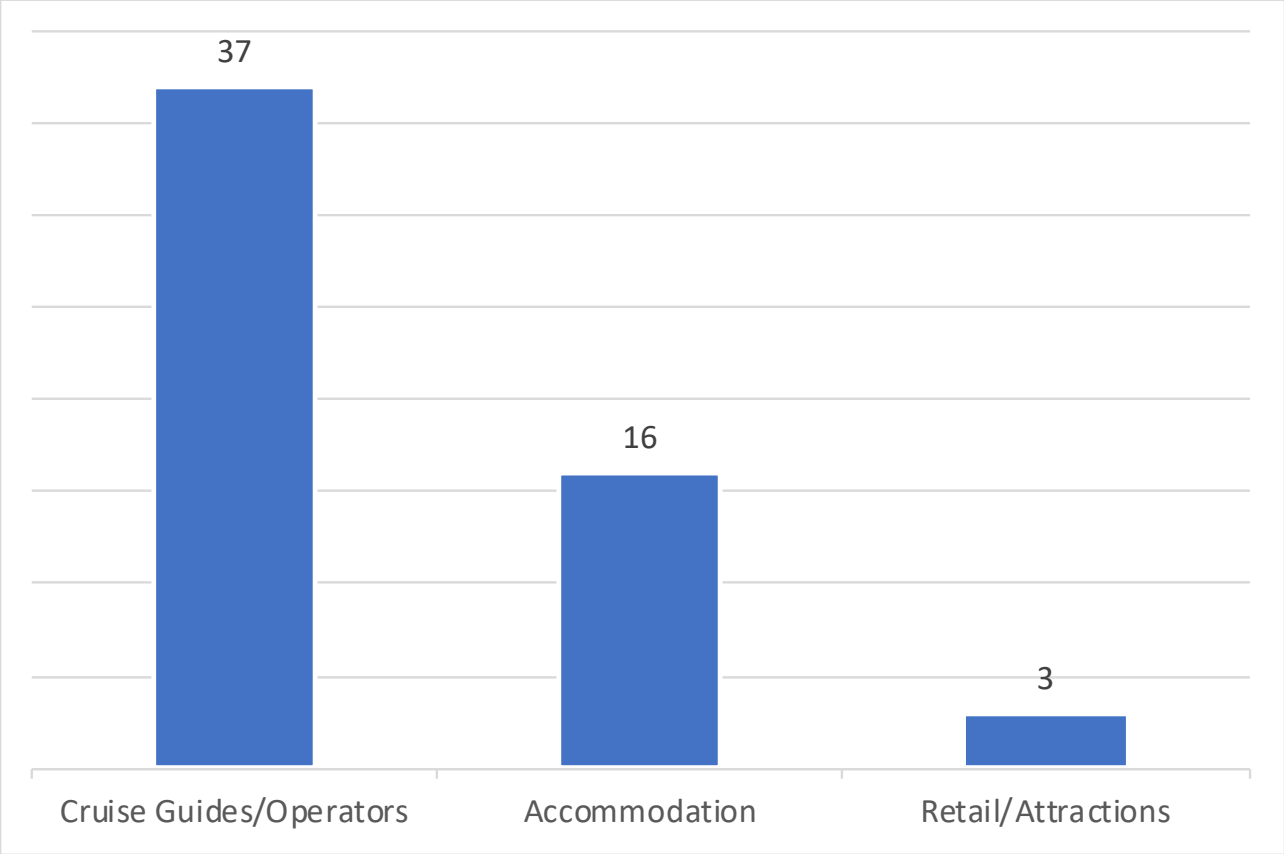
Industry Research

for season 2020-2021

Scope of Survey

Aim of the Survey: to assess whether businesses intend to open this coming season and under what circumstances.

Total Responses: 56 - distributed as shown below across cruise guides/operators, accommodation and retail/attractions.

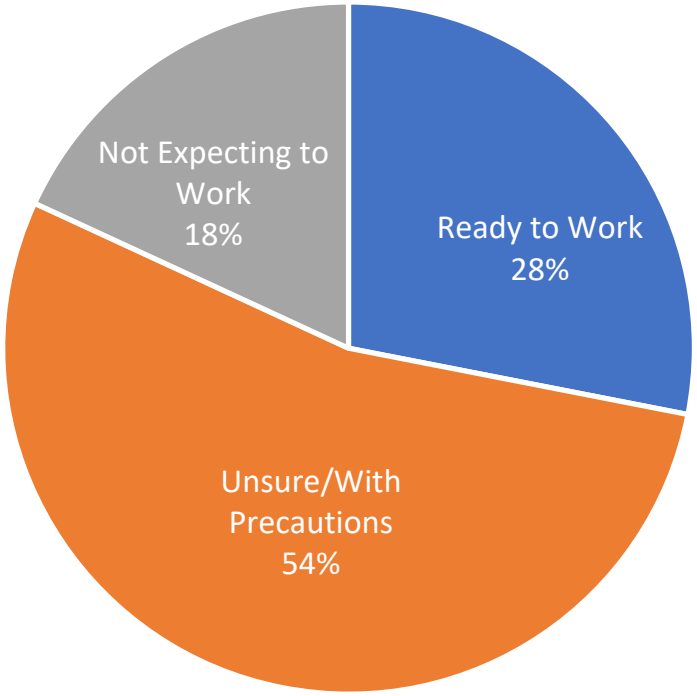


Cruise Guides and Operators

The 37 responses from cruise operator companies and individuals represented **175 workers** (guides, drivers and helpers) who operated over 22,000 tours last season.

Of these, **54% have some concern** about working with cruise passengers next season but are prepared to work if certain precautions were put in place. **28% are ready to work** regardless, and **18% are not expecting to work** at all.

Of the 22,000 tours operated by interviewees, **over 70% were for large cruise** vessels, and therefore would not take place if only expedition vessels visited in the 2020-2021 season.

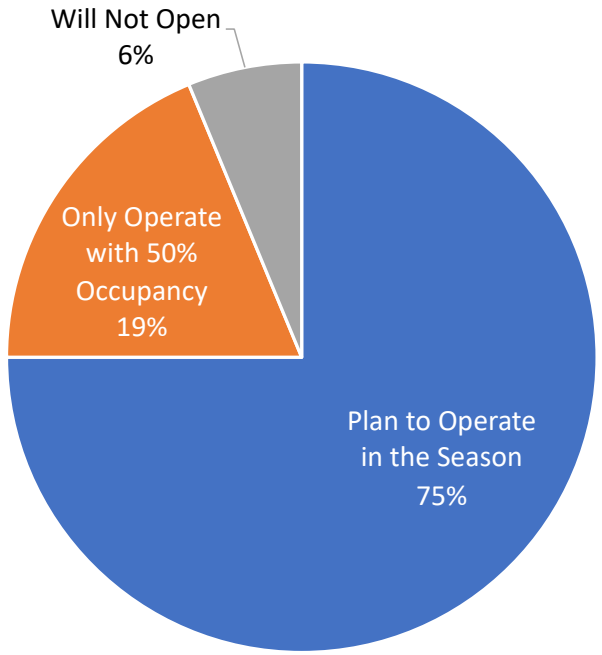


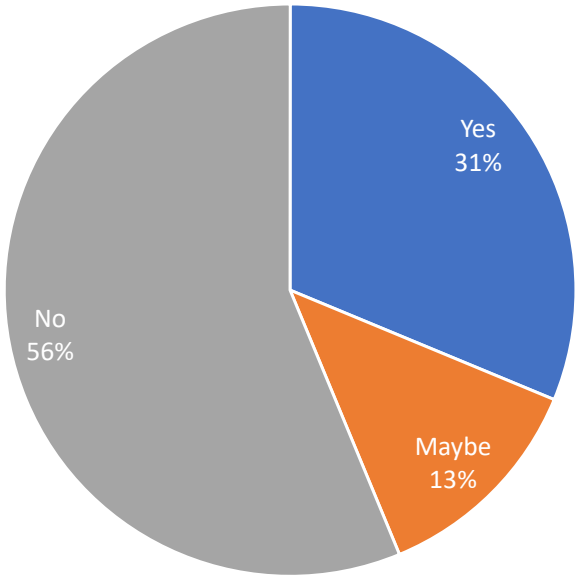
Hotels, Lodges and Guest Houses

Three-quarters of all accommodation establishments plan to operate in the 2020-2021 season as normal

19% stated that they would only operate if it looked like they could achieve a 50% occupancy

56% of accommodation establishments plan to operate with the same number of staff as usual, with 31% expecting to operate with fewer.





Hotels, Lodges and Guest Houses

How the Responses Varied by Location

Stanley: most accommodation establishments intend to open as usual with the same staffing levels as normal. Therefore there should be no issues with regards to room availability for visitors in Stanley.

Serviced Accommodation in Camp: of the six outer islands that offer serviced accommodation, five stated that they intended to open, but cautiously. Most stated that they would put in place procedures to protect themselves and guests - minimising the risk of exposure. Most thought that they would operate with fewer staff. One island operator stated that they didn't expect to open.

Retail/ Attractions

Whilst there was only three responses in the retail/ attractions group, and therefore the findings are not particularly representative, the respondents were significant businesses in Stanley and included the museum. In total they represented 20 employees.

All three responded that they would expect to operate, but that they would put in place safeguarding procedures to ensure staff were not exposed in any way. All three also expected cruise lines to do their own testing to minimise the risk to the communities they visit.

Key Findings: Strategic Response

Key Findings

1. The survey showed that there is a significant level of concern amongst businesses and individuals with regards to operating in the 2020-2021 season. However the majority are prepared to open their businesses and work with cruise and land-based tourists.
2. There should be ample room capacity in Stanley with almost all accommodation planning to open
3. Of the six serviced accommodation on the outer islands five are hoping to operate as normal, although with varying levels of caution. If demand is low, some may decide on close for the season.
4. If large cruise ships are not admitted to the Falklands, there will be a significant impact on Stanley businesses and individuals working in the sector.
5. A significant number (almost half) of accommodation businesses expect or think they might need to operate with fewer staff. These businesses will need to make decisions soon about hiring for 2020-2021 season

Falkland Islands
TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Title of Report: Executive Director Report

Paper No: 5

Date of Meeting: 3rd August 2020

Report of: Steph Middleton, Executive Director

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1. Purpose

1.1 To provide the Governing Board with an update since the last Board meeting.

2. Recommendation

2.1 None. This paper is for information only.

3. Executive Director – Marketing

3.1 **IAATO**
IAATO held a ZOOM meeting on 17th June 2020; this mainly involved reports on the organisation for the year from the Executive Director, Financial Reports and the IAATO COVID-19 Steering Group Update.

3.2 The COVID-19 Steering Group announced how they were engaging with operators and Gateway ports to see if there was any possibility of the Antarctic season going ahead and what the protocol would be for these ports.

3.3 A further ZOOM meeting was held 02 July 2020; this was an opportunity for operators to discuss the challenges that COVID-19 has presented for them.

3.4 **Domestic Market**
Given the uncertainty of next season, FITB and Penguin News are jointly marketing destinations and businesses around the Falklands aimed at the domestic market. It is planned to have a feature every two weeks. The first of these articles was published on Friday 17 July 2020.

3.5 **Expo Prado**

If this event should go ahead then FITB plan to have a representative from Uruguay on the stand and they would be provided with all the usual promotional material.

3.6 **WTM London**

WTM London have confirmed that they are planning to go ahead with their show in November. SM plans to attend.

4. Visitor Guide

4.1 This publication is almost ready for the final proofing and is on target for being in the Falklands for the beginning of next season. There have been a few delays along the way with preparation of new maps.

5. Walking Trails

5.1 All the Stanley walking trails are now available for download on our website.

5.2 Trails brochures for Bleaker Island, Fox Bay, Darwin & Goose Green are now with the printers and they should be available September/October time.

6. Tour Guide Handbook

6.1 Work on the Tour Guide Handbook is progressing well and will soon be available for proofing. This guide will also be available in September/October.

7. Training

7.1 **Tour Guide Course**

Assessments for the last tour guide course that had not been done before the COVID-19 shut down have now been done.

7.2 Louise Taylor had agreed to run a day time course over a week commencing on 27th July 2020, however she has now had to cancel it until the beginning of November; we will advertise again nearer the time.
The evening course will be offered as usual in September providing Louise is available.

7.3 **First Aid Course**

FITB also plan to offer a refresher course to accredited Tour Guides whose First Aid Certificate has run out. Details of this will be advertised soon.

8. COVID-19

8.1 FITB are currently producing a fortnightly publication which updates the industry on developments in our chore markets, encourages industry to be prepared for a season even with the uncertainty of the next season, and provides them with links for FIG support.

8.2 FITB conducted a questionnaire to try and establish which businesses would be operating as normal next season if it were to go ahead as normal.
Please see **Appendix A** which shows the results of this survey.

8.3 FITB have regular meetings with FIG discussing the COVID-19 pandemic and support that maybe needed for the industry in the coming months in the event there is either a short season or no season at all.

8.4 FITB and FIG are also having regular meetings with IAATO's representative from their COVID-19 Steering Group. These meetings are an opportunity for IAATO to be updated on the current status in the Falkland Islands and for them to update on recommended operational protocol for their operators.

9. FITB OFFICE/JETTY VISITOR CENTRE

9.1 The Jetty Visitor Centre remains closed and there are no plans to re-open at the present time. If anyone requires any brochures or wishes to purchase something from the shop, then they should call us on Tel: 22215 or e-mail: carol@falklandislands.com or katy@falklandislands.com

9.2 FITB Staff are now back in the office full time and anyone wishing to have a meeting or call in for a chat should call us on Tel: 27019 or e-mail: steph@falklandislands.com or rachael@falklandislands.com

Falkland Islands Tourist Board - 2020/21 Budget Proposal

Falkland Island Tourist Board					
Budget for 2020-21					
	Cost Type	Original	Proposed	Additional	Proposed
		Projection	Savings	Proposals	Budget
		2019/20	2019/20	2019/20	2019/20
		£		£	
4		7	8	9	10
REVENUE					
Tour guide course fees	Income				-
JVC Sales	Income	(142,500)		-	(142,500)
Rental Income	Income	(3,000)		-	(3,000)
Advertising - JVC	Income	(1,000)	-		(1,000)
Advertising - Web	Income		-		-
Carpark fees	Income	(3,000)		-	(3,000)
Total Revenue		(149,500)	-	-	(149,500)
SALARIES / WAGES					
Salaries/Wages	Salary Costs	235,000			235,000
Pension Contribs.	Salary Costs	22,000			22,000
Contract Allowances	Salary Costs	-		-	-
Total Salaries & Wages		257,000	-	-	257,000
STAFFING COSTS					
Passages & Travel Expenses	Staff Costs	2,500		-	2,500
Recruitment costs	Staff Costs	-	-	-	-
Staff clothing	Staff Costs	1,500	-	-	1,500
Workers insurance	Staff Costs	1,200	-	-	1,200
Travel domestic	Staff Costs	2,500		-	2,500
Travel international	Staff Costs	10,000		-	10,000
Training	Staff Costs	3,500	-	-	3,500
Total Staffing Costs		21,200	-	-	21,200
OPERATING COSTS					
Repairs & Maint. - JVC (internal)	Operating Costs	2,000	-	-	2,000
Repairs & Maint. - JVC (external)	Operating Costs	4,000		-	4,000
Repairs & Maint. - FITB office	Operating Costs	3,000	-	-	3,000
Repairs & Maint. - Philomel store	Operating Costs	2,000	-	-	2,000
Repairs & Maint. - toilets at Gypsy Cove	Operating Costs	6,000	-	-	6,000
Total Departmental Operating Costs		17,000	-	-	17,000
ESTABLISHMENT COSTS					
Telephone, internet & Fax Charges	Overheads	14,000	-	2,000	16,000
IT Support	Overheads	4,000	-	7,000	11,000
Stationery & Office Requisites	Overheads	5,000	-		5,000
Cleaning	Overheads	4,000	-	8,000	12,000
Bank Charges	Overheads	4,000	-		4,000
Legal fees	Overheads	2,000	-	-	2,000
Postage	Overheads	3,000	-		3,000
Electricity & heating	Overheads	7,000		-	7,000
Motor vehicle expenses	Overheads	4,000	-	-	4,000
Water	Overheads	1,200	-	-	1,200
Insurance - JVC contents	Overheads	2,500	-	-	2,500
Insurance - public liability	Overheads	3,000	-	-	3,000
Audit Fees	Overheads	3,000		-	3,000
Entertainment - international	Overheads	3,000	-	-	3,000
Entertainment - domestic	Overheads	1,200	-	-	1,200
Subscriptions	Overheads	5,000	-		5,000
Sundry expenses	Overheads	1,500	-	-	1,500
Total Establishment Costs		67,400	-	17,000	84,400
RETAIL PURCHASES					
JVC cost of goods	Direct Costs	65,000	-		65,000
Total retail purchases		65,000	-	-	65,000

Falkland Islands Tourist Board - 2020/21 Budget Proposal

CAPITAL WORKS COSTS					
Fixtures & Fittings - Fire escape	Operating Costs	-	-	10,000	10,000
Pontoons	Operating Costs				
Car park - shed	Operating Costs				
Total capital works costs		-	-	10,000	10,000
MEMBERSHIP COSTS					
Tour guides course	Overheads	3,000		-	3,000
Accomodation Accreditation Scheme	Overheads	25,000	-		25,000
Board Meetings (formerly membership meetings)	Overheads	1,700	-	-	1,700
Covid assistance					
Restaurant accreditation	Overheads				
Tourism Awards	Overheads	1,500	-		1,500
Total member costs		31,200	-	-	31,200
TRADE & MARKETING COSTS					
Traditional Marketing	Marketing Costs	161,500		35,000	196,500
Digital Marketing	Marketing Costs	82,500			82,500
Research to include Satellite account - GDP	Marketing Costs	25,000	-		25,000
Tourism Accommodation Grants	TDS	50,000			50,000
Infrastructure Improvement Fund	TDS	25,000			25,000
Covid grants				30,000	30,000
Cruise Tourism Business Grant Scheme	TDS	30,000			30,000
Green Tourism grant Scheme	TDS	15,000			15,000
TRADE PROJECTS					
Trade Training	Marketing Costs	5,000		-	5,000
Cruise Co-op Funding to Build Stronger Relationships	Marketing Costs	-		-	-
Total trade & marketing costs		394,000	-	65,000	459,000
TDS Specific Costs					
Website development					
Domestic Tourism Guide	Marketing Costs	1,000		-	1,000
Accommodation Investment Guide	Marketing Costs	1,000	-	-	1,000
Second flight Marketing	Marketing Costs			15,000	15,000
Branding Identity Guidelines	Marketing Costs	-	-	-	-
Hiking Development of Trails	Marketing Costs	26,000	-	-	26,000
FCA Feasibility Study	Marketing Costs	-	-	-	-
Visitor Guide	Marketing Costs	14,000	-	-	14,000
Documentary Video	Marketing Costs	-	-	-	-
Online booking system	Marketing Costs				
Yacht feasibility study	Marketing Costs				
Gypsy Cove Café and Toilets feasibility study	Marketing Costs	-	-	-	-
JVC Falklands Showcase design concept study	Marketing Costs	-	-	-	-
Skills Development Training Scheme	Marketing Costs	5,000	-	-	5,000
Tour guide handbook review	Marketing Costs	5,000			5,000
Camping book/brochure	Marketing Costs	5,000			5,000
Green Tourism: Outline Scheme	Marketing Costs	1,500	-	-	1,500
Falkland Islands Tourism Association	Marketing Costs	-	-	-	-
TDS Specific Totals		58,500	-	15,000	73,500
Total Expenditure		**911,300**	**-**	**107,000**	**1,018,300**
		761,800	-	107,000	868,800

FALKLAND ISLANDS TOURIST BOARD

YEAR END 30.06.2020
FINANCIAL SUMMARY - June 2020

	Actual to date	Budget to date	Variance	Revised annual forecast	Annual Budget	Variance
	£	£	£	£	£	£
REVENUE						
JVC Sales Gross margin	56,191	(70,000)	(13,809)	(70,000)	(70,000)	-
Rental Income	4,583	(3,000)	1,583	(3,000)	(3,000)	-
Advertising - JVC	-	(1,000)	(1,000)	(1,000)	(1,000)	-
Carpark fees	3,400	(2,500)	900	(2,500)	(2,500)	-
Tour guide course fees	2,125	(3,000)	(875)	(3,000)	(3,000)	-
			-			-
			-			-
		-				
Total revenue	**66,299**	(79,500)	**(13,201)**	**(79,500)**	**(79,500)**	**-**
SALARIES / WAGES						
Salaries/Wages	221,200	235,000	(13,800)	235,000	235,000	-
Pension Contribs.	9,852	22,000	(12,148)	22,000	22,000	-
Contract Allowances			-			-
Workers insurance	25	1,200	(1,175)	1,200	1,200	-
Passages & Travel Expenses		-	-			-
Staff clothing	299	1,500	(1,201)	1,500	1,500	-
Travel	3,342	6,500	(3,158)	6,500	6,500	-
Recruitment costs	279		279			-
Training	1,523	5,000	(3,477)	5,000	5,000	-
	236,520	271,200	**(34,680)**	271,200	271,200	**-**
OPERATING COSTS						
Repairs & Maint. - JVC (internal)		2,000	(2,000)	2,000	2,000	-
Repairs & Maint. - JVC (external)	328	4,000	(3,672)	4,000	4,000	-
Repairs & Maint. - FITB office	1,900	3,000	(1,100)	3,000	3,000	-
Repairs & Maint. - Philomel store		2,000	(2,000)	2,000	2,000	-
Repairs & Maint. - Pontoons	4,101	5,000	(899)	5,000	5,000	-
Total Departmental Operating Costs	**6,328**	16,000	**(9,672)**	16,000	16,000	**-**
ESTABLISHMENT COSTS						
Telephone, internet & Fax Charges	6,965	16,000	(9,035)	16,000	14,000	2,000
IT Support	15,726	11,000	4,726	11,000	4,000	7,000
Stationery & Office Requisites	2,752	5,000	(2,248)	5,000	5,000	-
Cleaning	1,994	12,000	(10,006)	12,000	4,000	8,000
Bank Charges	5,199	4,000	1,199	4,000	4,000	-
Legal fees	7,316	2,000	5,316	2,000	2,000	-
Postage	3,594	3,000	594	3,000	3,000	-
Electricity & heating	6,374	7,000	(626)	7,000	7,000	-
Motor vehicle expenses	1,637	4,000	(2,363)	4,000	4,000	-
Water	90	1,200	(1,110)	1,200	1,200	-
Insurance - JVC contents	8,657	5,500	3,157	5,500	5,500	-
Audit Fees		3,000	(3,000)	3,000	3,000	-
Entertainment	1,419	4,200	(2,781)	4,200	4,200	-
Subscriptions	5,289	5,000	289	5,000	5,000	-
Sundry expenses	2,321	1,500	821	1,500	1,500	-
Gain/loss on disposal	(21)		(21)			-
Total Establishment Costs	**69,314**	84,400	**(15,086)**	84,400	67,400	**17,000**
MEMBERSHIP COSTS						
Tour guides course	2,070	3,000	(930)	3,000	3,000	-
Accomodation Accreditation Scheme	3,364	25,000	(21,636)	25,000	25,000	-
Board Meetings (formerly membership meetings)	704	1,700	(997)	1,700	1,700	-
Tourism Awards	696	1,500	(804)	1,500	1,500	-
Total member costs	**6,834**	31,200	**(24,366)**	31,200	31,200	**-**

TRADE & MARKETING COSTS						
Trade fairs	41,738	48,500	(6,762)	48,500	48,500	-
Domestic FAM trips	48,214	50,000	(1,786)	15,000	15,000	-
Oveseas operators familiarisation visits			-	35,000	35,000	-
Print advertising	18,767	20,000	(1,233)	20,000	20,000	-
Brochures		20,000	(20,000)	20,000	20,000	-
Tactical tour op visits	1,952	53,000	(51,048)	53,000	18,000	35,000
Marketing to invite tour ops		5,000	(5,000)	5,000	5,000	-
			-			-
Digital Marketing						
Buyer personas						
Website maintenance	13,376	20,000	(6,624)	20,000	20,000	-
Website content	3,529	4,500	(971)	4,500	4,500	-
Digital photo library		3,000	(3,000)	3,000	3,000	-
SEO/Google analytics		5,000	(5,000)	5,000	5,000	-
Online marketing	14,172	30,000	(15,828)	30,000	30,000	-
PPC marketing		20,000	(20,000)	20,000	20,000	-
			-			-
Research to include Satellite account - GDP	3,890	25,000	(21,110)	25,000	25,000	-
Tourism Accommodation Grants	16,432	50,000	(33,568)	50,000	50,000	-
Infrastructure Improvement Fund	1,055	25,000	(23,945)	25,000	25,000	-
Cruise Tourism Business Grant Scheme	2,611	30,000	(27,389)	30,000	30,000	-
Green Scheme grants		15,000	(15,000)	15,000	15,000	-
			-			-
TDS Specific Costs						
Domestic Tourism Guide		1,000	(1,000)	1,000	1,000	
Hiking Development of Trails		26,000	(26,000)	26,000	26,000	-
Skills Development Training Scheme	23,781	5,000	18,781	5,000	5,000	-
Visitor Guide		14,000	(14,000)	14,000	14,000	-
Green Tourism	350	1,500	(1,151)	1,500	1,500	-
Accommodation Investment Guide		1,000	(1,000)	1,000	1,000	-
Yachting Feasibility Study		3,000	(3,000)	3,000	3,000	-
TDS review following 2nd airlink		5,000	(5,000)	5,000	5,000	-
Tour guide handbook review		5,000	(5,000)	5,000	5,000	-
Camping book/brochure		5,000	(5,000)	5,000	5,000	-
	189,865	**490,500**	**(300,635)**	**490,500**	**455,500**	**35,000**
Depreciation	13,342	18,000	(4,658)	18,000	18,000	-
Net deficit /(surplus)	**455,905**	**831,800**	**(402,297)**	**831,800**	**779,800**	**52,000**

FALKLAND ISLANDS TOURIST BOARD
YEAR END 30.06.20
BALANCE SHEET AS AT 30.06.2020

	30.06.20 Draft Balances £	30.06.2019 Draft Accounts £	30.06.2018 Final Accounts £
FIXED ASSETS			
Tangible fixed assets	158,409	169,907	165,183
	158,409	**169,907**	**165,183**
CURRENT ASSETS			
Stocks	79,859	79,926	76,353
Debtors and prepayments	29,628	70,968	61,727
Cash at bank and in hand	575,545	368,957	408,646
	685,032	**519,851**	**546,726**
CURRENT LIABILITIES			
Creditors and accruals	(17,928)	(108,340)	(101,858)
	(17,928)	**(108,340)**	**(101,858)**
NET CURRENT ASSETS	**667,104**	**411,511**	**444,868**
TOTAL ASSETS LESS CURRENT LIABILITIES	**825,513**	**581,418**	**610,051**
DEFERRED INCOME ACCOUNT			
Brought forward	(510,567)	(539,200)	(485,003)
Funding received in period	(700,000)	(620,000)	(600,000)
Funding released to profit and loss in period	455,905	648,633	545,803
Deferred income account	**(754,662)**	**(510,567)**	**(539,200)**
NET ASSETS	**70,851**	**70,851**	**70,851**
FUNDS			
Non- distributable capital reserve	70,851	70,851	70,851
Profit and Loss account	-	-	-
FUND RESERVES CARRIED FORWARD	**70,851**	**70,851**	**70,851**

#

Falkland Islands
TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Title of Report: June 2020 Management Accounts

Paper No.: 6

Date: 3rd August 2020

From: Financial Controller

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1. Purpose

1.1 To inform the Board as to the Financial performance and the draft position of the Tourist Board as at the end of June 2020.

2. June Management Accounts

2.1 The jetty centre has had a very busy season. Margins were slightly lower than previous years but turnover was higher

2.2 Salary costs and operating costs are below budget.

2.3 Establishment costs are also below budget. This is mainly due to timing differences. There was slightly more costs for some categories than others.

2.4 Trade fairs were affected by Covid however costs were not dramatically different due to costs being non refundable.

2.5 The expenditure to date is below the budgeted figure by £455,905 but this is a draft and will vary in reality.

3. Budget

3.1 The budget for the financial year 2020-21 is attached. FIG have awarded us a subvention of £700,000 however we have the means to be able to deliver the full budget due to underspends in this financial year. It is also noted that we have added in £30,000 for covid assistance. From the responses we have heard accommodation grants etc remain positive and we expect to fully spend.

3.2 The cost of living payrise for July is recommended to be 1%.

Website and Social Media Analysis Report July 2020

Falkland Islands
TOURIST BOARD

DIGITAL MARKETING STRATEGY

The main purpose of our digital marketing is to push consumers down the "sales funnel" from ***awareness*** to ***interest*** to ***decision*** to ***booking***. Obviously different people start at different points in this process. Some may never have heard of the Falklands or have perceptions of it that are not conducive to wanting to visit. Others may be knowledgeable about the Falklands and just need that push to get them across the line and to book.

The purpose of all our Facebook, Twitter and Instagram activities is to push potential visitors down that funnel to the next stage, trying to get them to the final stage: ***booking***. Virtually all our social media marketing aims to ***drive consumers to the website***. To do this we include a link to the website in virtually all Facebook and Twitter posts. This is our ***call to action***.

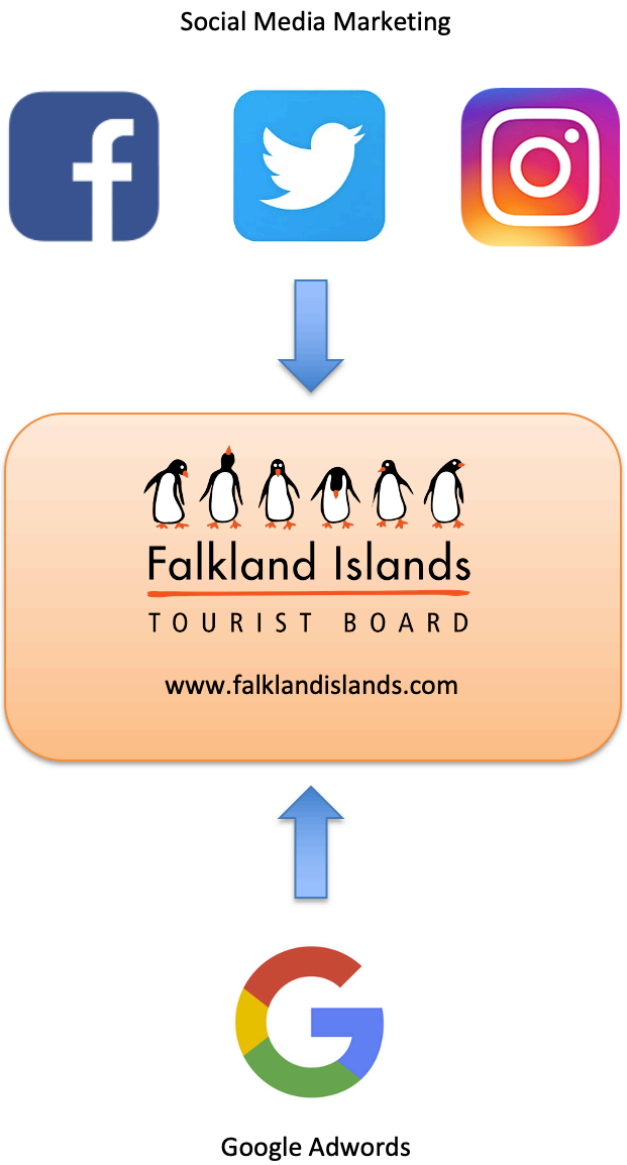
In addition to the three social media platforms, we also use ***Google Adwords*** which ***flashes up adverts for the Falklands*** when people are searching for other things. There is a powerful algorithm that ensures adverts only appear to those people who may be interested in the Falklands, and this takes into account their search history, demographics etc.

Consequently, when we evaluate the success of all of our digital marketing, there are many performance indicators (some of which are included in this report), however the ***most important*** ones – the ones that really summarise our level of success – are:

- **Website Visitors and Pages Viewed**: because these show us how many people we are getting to our website, which is the Falkland Islands' main shop window.

- **ITT/FIH, Accommodation and International Tour Operator Websites Viewed**: because we can't sell holidays to the Falklands, but these companies can. For us, this is as far as we can get to the last stage of the sales funnel: booking. In normal marketing terms, we've got the consumer to walk into the travel agent and talk to a sales agent.

It is difficult to measure the proportion of consumers who visit an operator website and then go on to purchase a holiday, but if it was just 5% (1-in-20), then for every £1 we spend on digital marketing, we generate another £8 in direct tourist expenditure in the Falkland Islands.



WEBSITE

Key Points

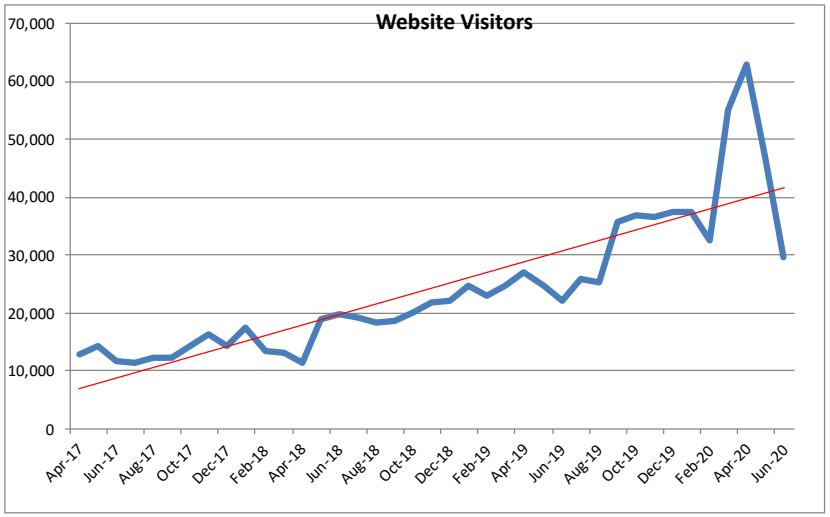
- Website Visitors and Pages Viewed continue to grow strongly. This is hugely encouraging as these two performance indicators are key to telling us how well the digital marketing strategy is doing.

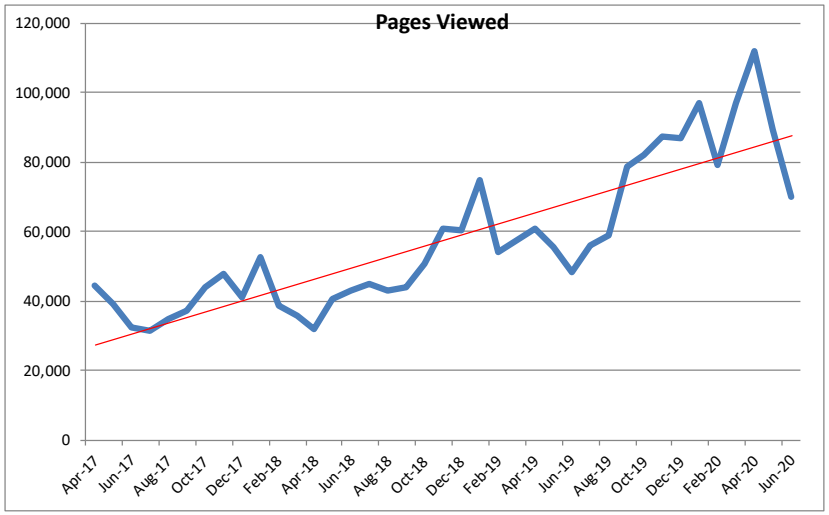
- Note the sharp increase in visits and pages viewed over the COVID-19 lockdown period in March and April. This then started dropping off in May, and then sharply in June as restrictions were lifted. We now expect a more normal continuation along the trend line.

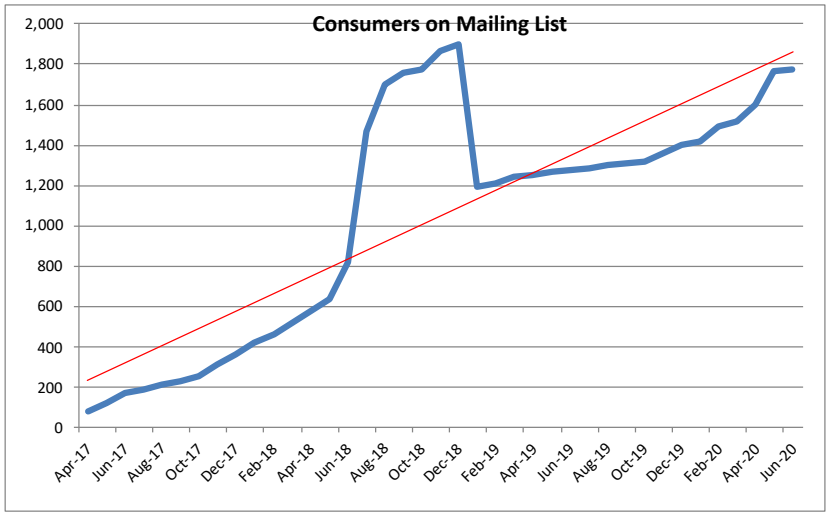
- The number of consumers on the mailing list (for e-newsletters) is growing slowly following the GDPR cull. It is essential that FITB abides by the EU GDPR laws. Despite being outside of the EU, the law applies to all companies selling to EU citizens, who must opt into databases. Even addresses collected at trade shows require an email to each person asking them to opt into the FITB database. Unless they do this, they cannot be added. The UK's departure from the EU does not affect this. Running online competitions are the most effective way of growing mailing lists. We run these from time to time with prizes that include books and other gifts from the JVC or donated by third parties.

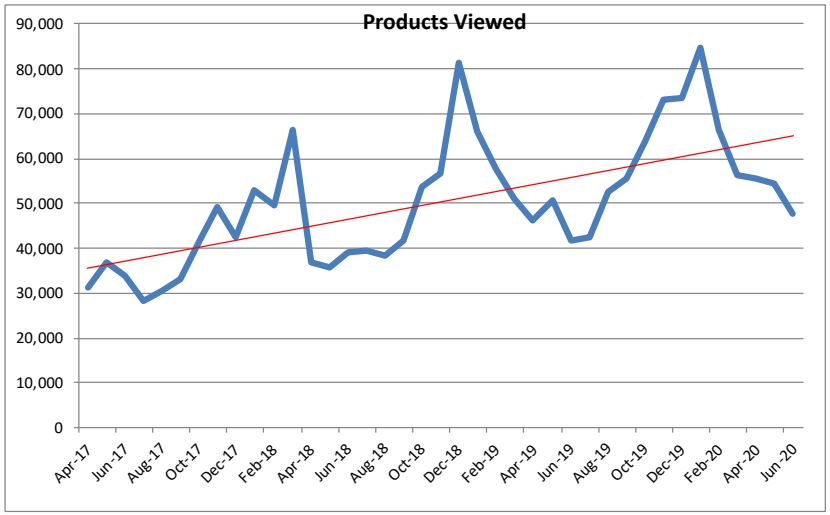
- ITT/FIH, International Tour Operator and other Websites Viewed all spike and trough, but the overall trend line is positive which is the key indicator, and shows the number of consumers we push to the booking stage continues to grow. Note that there is quite a seasonal pattern emerging in some of these indicators which is interesting and useful as it tells us when consumers are most active and receptive to our advertising.

WEBSITE

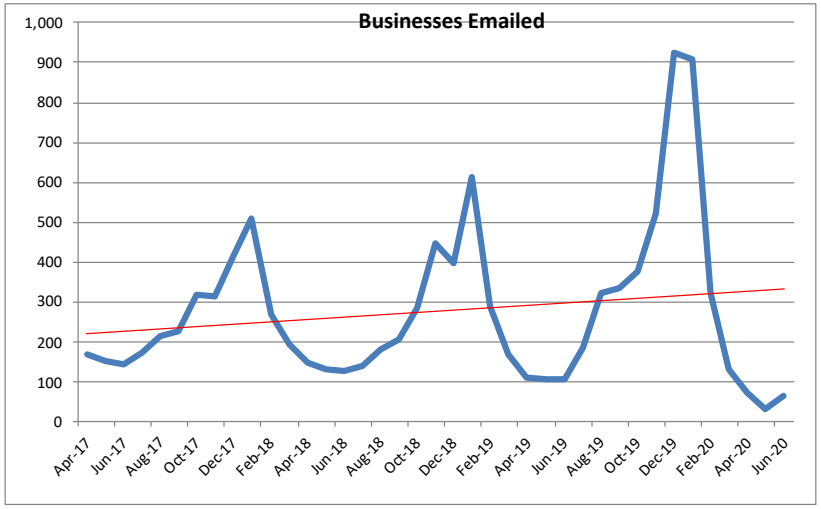


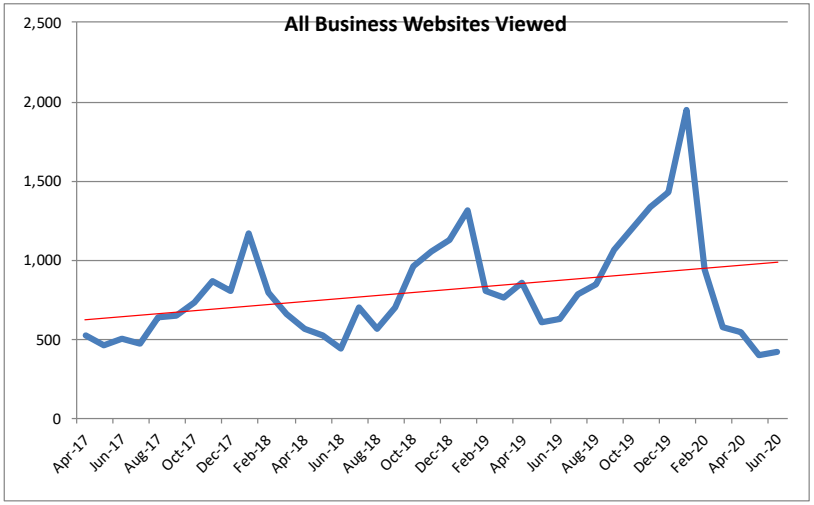


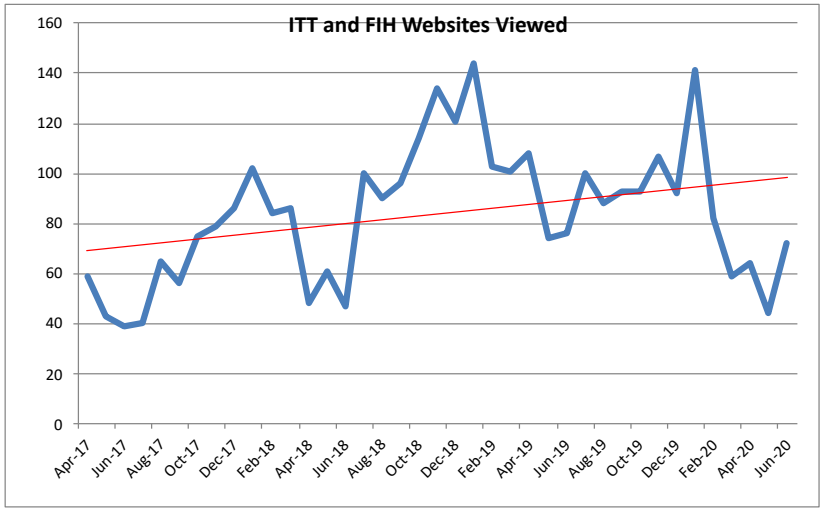


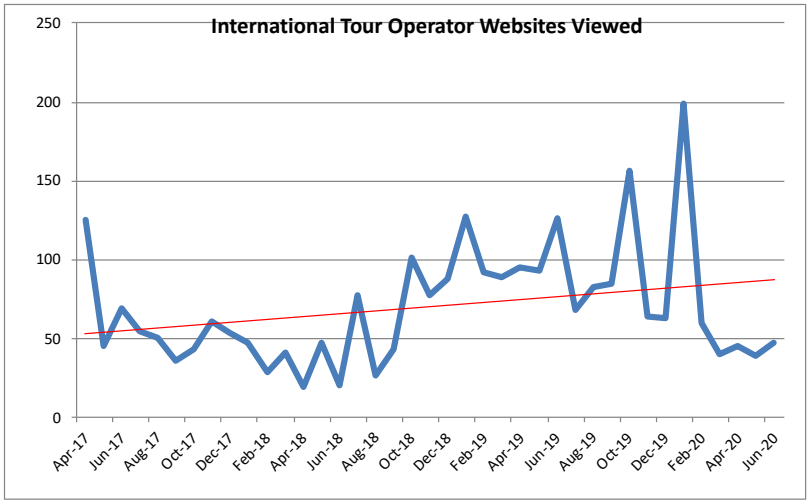


Website Visitors	Total number of unique visitors to the www.falklandislands.com website
Pages Viewed	Pages viewed by visitors
Consumers on Mailing List	Total number of people on the FITB mailing list
Products Viewed	Total number of products (accommodation, restaurants, attractions and shops) viewed









Businesses Emailed	Total number of emails sent to Falklands businesses from the FITB website
All Business Websites Viewed	Total number of click-throughs to other websites from the FITB website
ITT and FIH Websites Viewed	Total number of click-throughs to ITT and FIH websites from the FITB website
International Tour Operator Websites Viewed	Total number of click-throughs to international tour operator websites from the FITB website

FACEBOOK

All our social media campaigns are carefully thought out, based on the latest trends in the sector. This allows us to use subtle messaging that is likely to resonate, such as "wilderness travel", "space to think", "Antarctic" etc. Over the last few months this has been particularly important and led to the "dream now, travel later" style messages. Now lockdowns are easing, the messages have changed to more immediate travel planning, although are present we are still being careful until we know what the immigration situation will be in the 2020-2021 season.

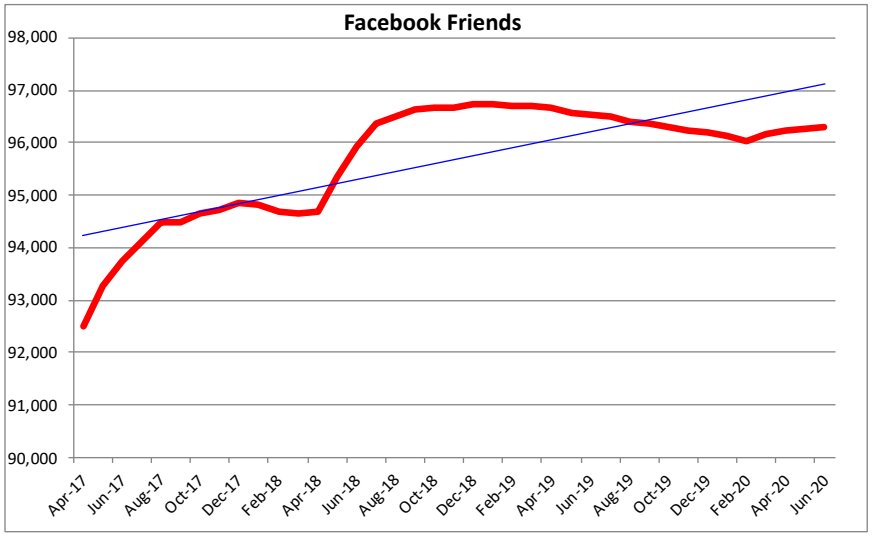
Key Points

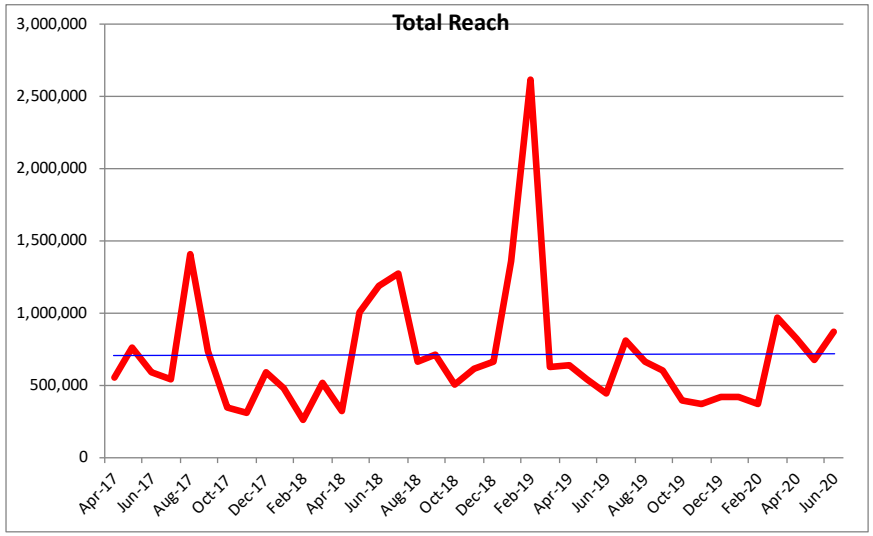
- The key performance indicator for Facebook is Consumers, as this shows the number of people who clicked on a post and took some action – this could be viewing the website, viewing a video, etc. It shows that the post has been read, digested, and acted upon. This has a positive trend, growing from 15,000 to 20,000 per month over the tracking period.

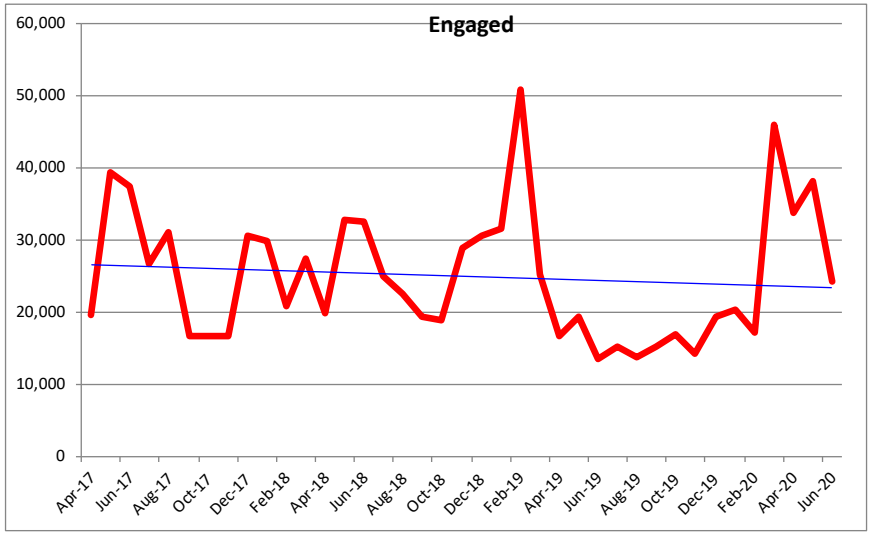
- Total Reach and Engaged are less useful: Total Reach shows how many posts appeared on the screen of a consumer, however there is no way of knowing if they noticed them; Engaged is more useful as it shows some form of recognition such as a "like". However it doesn't indicate a direct positive response. These two indicators are flat/declining slightly which is the challenge we face in a market that is heavily competing for space – it is tough! New videos and pictures will help with this, as will visits to the Falklands by well-known birding, walking, wildlife (etc.) celebrities/presenters.

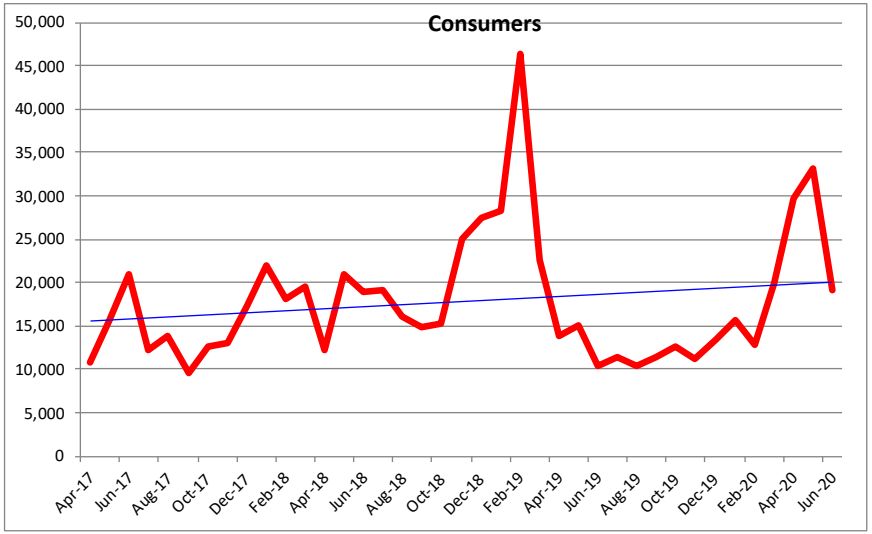
- FITB currently spends around £1,000 - £1,200 per month on Facebook marketing which more than doubles Reach, Engaged and Consumer statistics.

FACEBOOK









Friends	Total number of people who currently like the FITB Facebook page
Total Reach	Total number of people who saw a story or advert
Engaged	Total number of people who engaged with the page in any way
Consumers	Total number of people who clicked on a post

TWITTER AND INSTAGRAM

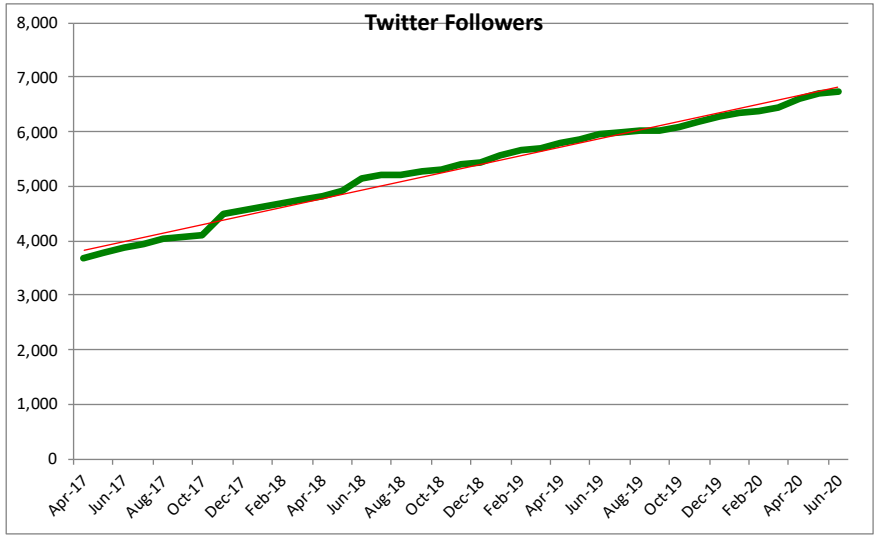
Key Points

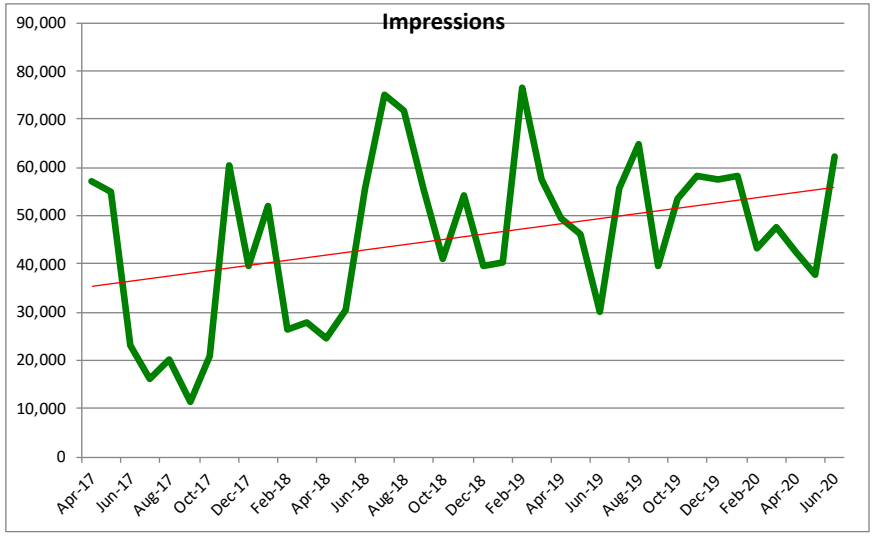
- Twitter growth remains strong, with the number of new followers tracking almost identical to the trend line. Impressions and re-tweets show strong growth, with URL clicks (to www.falklandislands.com) less so, but still reasonably positive.

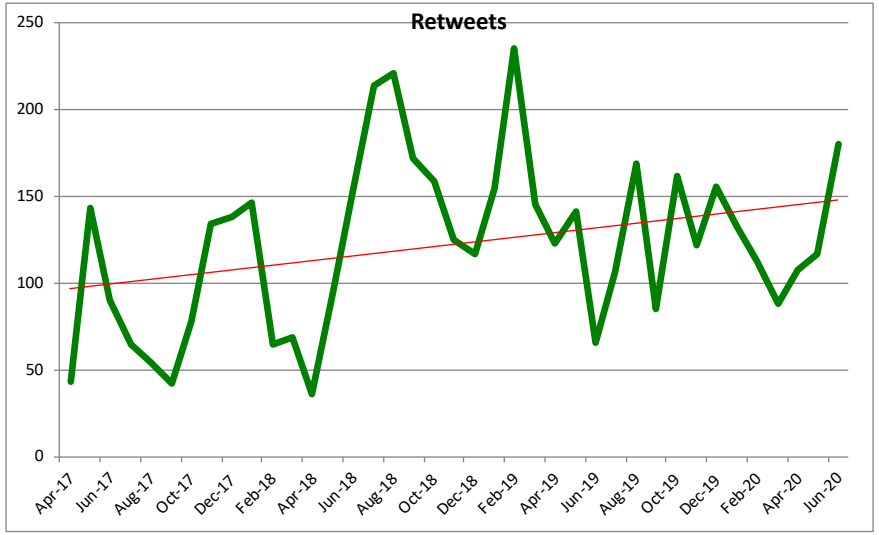
- Instagram growth is stronger than Twitter (although is a newer social medium platform for FITB). Likes and Comments show strong growth, although like Twitter, the level of activity is less than Facebook. However, they are important weapons in our marketing armoury, often with more subtle messaging and reaching different markets.

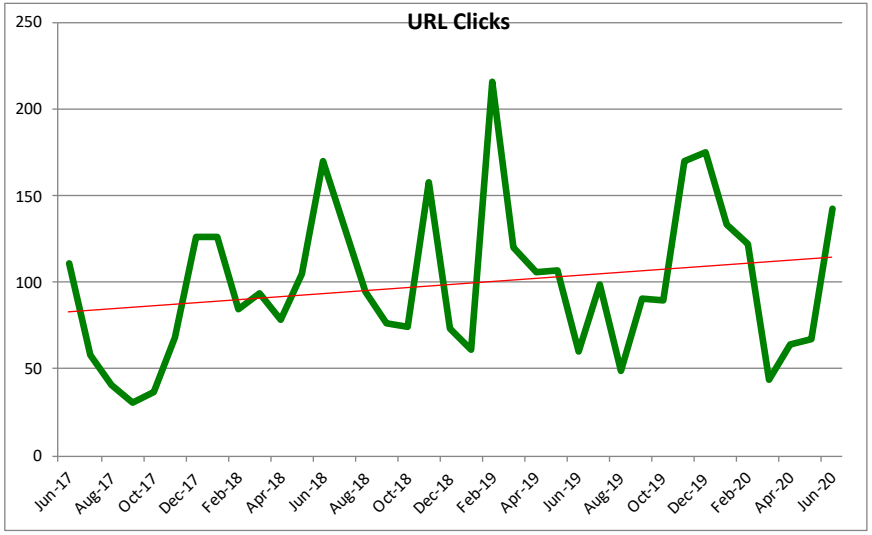
- There is currently no spend on Twitter or Instagram marketing – it is all organic. We have undertaken some paid-advertising for both, but feel that the return on investment is not as strong as with Facebook.

TWITTER



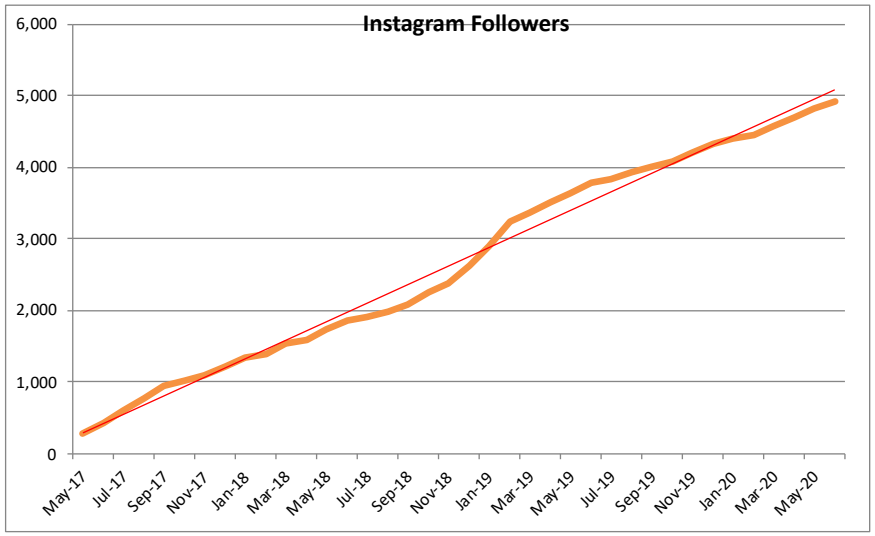


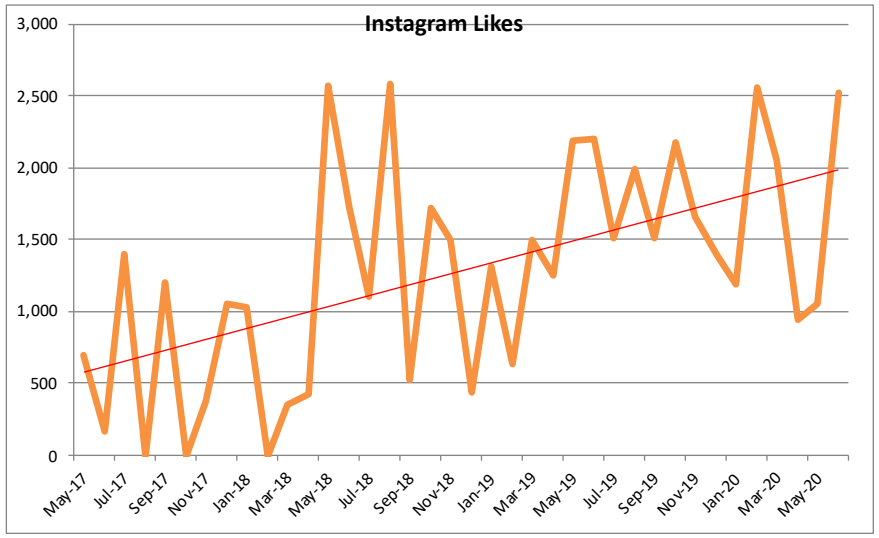


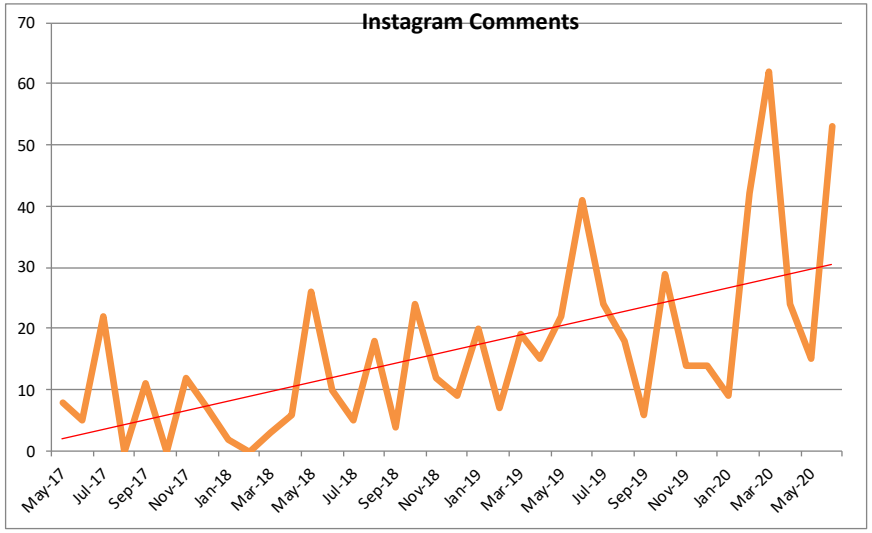


Impressions	Total number of times a tweet is displayed (seen) in the month
Re-tweets	Total number of tweets that are reposted in the month
URL Clicks	Total number of URLs in tweets that are clicked on in the month

INSTAGRAM







Followers	Total number of people who currently follow FITB on Instagram
Likes	Number of likes received on Instagram posts

Falkland Islands
TOURIST BOARD

FOR PUBLIC DISTRIBUTION

Title of Report: Marketing update

Paper No: 7

Date of Meeting: 3rd August 2020

Report of: Marketing Officer

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1. Purpose

1.1 To provide an update on Marketing

2. Recommendation

2.1 None. This paper is for information only.

3. ITB Berlin 2020

3.1 RC was due to attend at the start of March but halfway through the journey, the organisers made the decision to cancel this event due to COVID-19. On the return to the office, information was emailed to the six pre-arranged meeting to start links.

4. WTM Latin America 2020

4.1 RC was due to attend this evening (31 March – 2 April) and has been postponed to 20-22 October 2020. We plan to have a stand at this event as we did last year but due to COVID-19 cases in Brazil, this event in Sao Paulo maybe cancelled.

5. Future Event for 2020

5.1 Rutland Birdfair (August) and USTOA - Washington (November) has now turned into virtual events and will be led by RC.

5.2 WTM London 2-4 November is still planning to continue with SM attending.

6. Website Maintenance

6.1 During this time of year we have been reaching out organisations listed on our website to make sure all information is correct and fresh.

6.2 We have added a template page on the download section to organise them into categorise and updated all the inform available.

7. FAMILIARISATION VISITS

7.1 This has already been covered in the Executive Directors update and will be actioned once travel restrictions have eased. We have already highlighted the areas or individuals who we would like to invite for this financial year.

8. DOMESTIC TOURISM

7.1 17th July was the start of our joint fortnight full page for domestic tourism. With a half page editorial and half page advert, which has been welcomed by the organisations we have invited so far as extra promotion for both them and our website.