



10th December 2020
Jetty Visitor Centre – 10am

AGENDA

PART 1

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

Exclusion of Press and Public

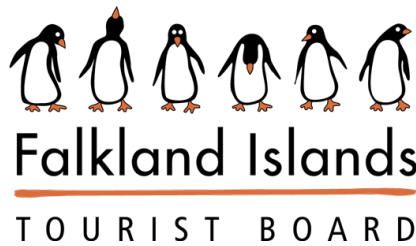
The Chairman to move as follows:

"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 Paragraphs 7 and 17 relating to information about individuals and budgetary information, of Schedule 3 of the Committees (Public Access) Ordinance 2012."

PART 2

- | | | |
|------------|--|----------|
| 8. | Confirmation of the Exempt Minutes of the meeting held on 3rd August 2020 | Attached |
| 9. | Matters arising from the Exempt Minutes of the meeting held on 3rd August 2020 | Attached |
| 10. | Marketing Strategy | Attached |
| 11. | Statistics Contract | Attached |
| 12. | 2021/22 Budget | Attached |

FALKLAND ISLANDS TOURIST BOARD



FOR PUBLIC DISTRIBUTION

Held at 10:00 on 3rd August 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

In Attendance: None

Minutes: Rachael Crowie RC

Public and Press Traighana Smith (FIRS), Adrian Lowe, Gabriella Hoy

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Sammy Marsh, Morgan Goss and Julie Sloan.	
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 21st February 2020</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 21st February 2020</u>	
4.1	New large sign as an attraction – (4.1 in previous minutes) SE confirmed that the first meeting has taken place to look at public spaces and how local heritage and artwork as well as a Falkland Islands sign, could be made as new attractions around Stanley.	SE
4.2	Seasonal work permits – (4.2 in previous minutes) MP updated the Board that due to COVID this has been looked at and changed over the past few months. SE informed the Board that Jim Horton from FIG gave a presentation to the Chamber of Commerce on the review of the immigration policy and work permit applications, and welcomes them to give another presentation when everything has been finalised.	MP & SE
4.3	Tourism Awards – (4.3 in previous minutes) The end of season awards and tour guide presentations were due to take place in April 2020, but had still not taken place due to COVID. SM is looking at when and where to hold this event with the gathering restrictions in mind, she will liaise with KEMH and FIG with regards to holding this event in the coming months.	SM
4.4	Licence to Operate – (5.2 in previous minutes) SM confirmed that work is still continuing.	SM
4.5	Public Jetty pontoons– (5.3 in previous minutes) Meetings are about to take place and it is hoped that improvements can be made before the 2021/22 season.	SM
4.6	Updated Visitor Guide - (5.5 in previous minutes) This is at the final stages and has already gone to the Board.	SM
4.7	Tour Guide Handbook - (5.6 in previous minutes) This is due to go out to the Board for approval soon.	SM
5.	<u>Executive Director Update</u>	
5.1	The Penguin News articles have now changed to weekly, to cover more businesses. We have also been providing leaflets to MPC and looking into more public areas to house leaflet stands. MPC have restrictions on group meetings, meaning we are unable to be a part of the welcoming talks to explore the Falklands. Our social media is also continuing to plug all businesses and activities across the islands. SE reported that FIG are looking into ways to promote domestic tourism in all sectors of the tourism industry and should be finalised in the coming weeks. MP added that this may not be a change to the travel credit scheme but a different scheme.	



FOR PUBLIC DISTRIBUTION

Title of Report: Executive Director Report

Paper No: 5

Date of Meeting: 10 December 2020

Report of: Steph Middleton, Executive Director

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 and to ratify the approval given for the re-allocation of budget to assist with FIG's support packages for tourism.

3. COVID-19

3.1 COVID-19 Updates

The FITB COVID-19 updates which were being produced for the tourism industry in the Falklands every fortnight have now moved to once a month.

The original emphasis of these updates was on our international markets, however the last two have had a bigger emphasis on how to promote to our domestic market effectively.

3.2 FIG SUPPORT PACKAGES

FITB have continued to have meetings with FIG including a full day workshop looking at support for the 2020/21 season and beyond.

FIG have now announced all the support packages available to the tourism sector and FITB are now assisting them with a registration list of businesses who will qualify to be part of the TRIP Scheme.

Joan Morrison who undertakes our departure surveys at Mount Pleasant Airport, will be assisting with the TRIP Scheme for the Mount Pleasant vouchers. Joan will be at Mount Pleasant every Monday, Wednesday, Friday and Saturday giving out information about tours and experiences available and contact details.

3.3 FITB SUPPORT

In support of the FIG packages FITB are currently promoting all the tourism businesses in the Falklands with adverts in the Penguin News, promotional clips on FITV as well as prizes with FIRS and BFBS. FITB are also running a competition at IJS, FICS and the Mount Pleasant School to encourage children to learn more about the Falklands.

FITB have also set aside £150,000 for smaller projects in preparation for the return of visitors to the Islands. A list of possible projects has been identified but are yet to be prioritised.

In the hope that local businesses continue to improve and develop their products FITB have made available budget for under the following grant schemes:

Accommodation Accreditation Grants increased from £50,000 to £195,000
The contribution split would change from 50/50 to a 75% contribution from FITB and 25% from the applicant. The caps remain the same with up to £10,000 for general improvements and £20,000 for developments that generate more bed spaces.

COVID grants (only available until 31st March 2021 initially)
£30,000 has been made available to support tourism related businesses to set up Square, get listed on Trip Advisor and to set up websites.

The infrastructure improvement grant has been increased from £25,000 to £50,000.

£35,000 has also be set aside to try and stimulate the domestic market in line with FIG's TRIP Scheme.

3.4 IAATO

FITB & FITA continue to work closely with IAATO. Most cruise vessels have cancelled any calls before 01 January 2021, but some companies have submitted their operational plans and protocols to FIG in order that they can go to Exco for consideration.

4. Training

4.1 Tour Guide Course

Louise Taylor is running a weeks course commencing on 30 November 2020 with 11 participants. She is also running an evening course which commenced on 26 October and will finish on 14 December 2020 with 12 participants.

First Aid Refresher Course

FITB offered a first aid refresher course to accredited tour guides whose certificates had expired or were about to expire. 9 experienced tour guides took up this opportunity on 19th September with FIC running the course and we are looking at offering another one in the next couple of months. Falkland College are providing the first aid training for the current courses and only 8 people can take part at one time due to their COVID rules. There are currently 8 participating on 04 December 2020 and 7 on the 12 December 2020. Further dates will be made available in January.

5. Tourism Awards

5.1 H.E. the Governor hosted the Tourism Awards at Government House on 25 November 2020.

There has been some comment on social media that it is impossible for operators who have smaller numbers of clients to win any of the categories when they are competing against people who work with the large cruise vessels. It should be noted that greater numbers does not necessarily equate to an individual receiving the most votes and it really is a myth that bus loads are completing voting slips for a few individuals – numbers of voting slips returned would indicate that they are only being completed if they genuinely believe they have enjoyed a good service.

Category	Number of nominations
Driver of the Year	55
Tour Guide of the Year	46
Taste of the Falklands	25
Visitor Experience of the Year	25
Customer Service	42
Agency of the Year	13
Camp Accommodation Offering Best overall experience	12
Stanley Accommodation Offering Best overall experience	10

As you can see in the table above, there are 228 nominations across 1460 votes, so you don't have to receive a huge amount of votes to win. In the last 5 years there have been individuals living in camp in the top three nominations for the tour guide and driver categories and last year the driver of the year was Josh Peck from Pebble Island.

We have also been asked to consider more categories, and whilst this is something we might want to consider at another meeting before we open to our international visitors again, we should remember that originally we had a lot more categories and it was felt there were too many.

There will be an opportunity for the local community to vote this season; it will be an on-line vote which we will launch in March 2021 for a period of one month.

6. Accommodation Accreditation

- 6.1 The Accommodation Accreditation will not go ahead this year due to COVID-19. SM is still intending to go and visit everyone to discuss the support packages offered by FIG and to see what further support FITB can offer.

8. Human Resources

- 8.1 FITB pleased to announce that Sasha Williams commenced work with FITB on 01 November 2020 as our Social Media Officer.

9. FITB OFFICE/JETTY VISITOR CENTRE

- 9.1 The Jetty Visitor Centre has now re-opened with reduced hours on Wednesday, Friday, and Saturday.



FOR PUBLIC DISTRIBUTION

To: Falkland Islands Tourist Board

From: Financial Controller

Paper No.: 6

Title of Report: October Management Accounts

Date: 10th December 2020

1. Purpose

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

2. October Management Accounts

- 2.1 During the period to November the Jetty centre has re-opened and the online shop continues to make sales, however, these are at very low levels in comparison to prior years. The danger is that our online sales are likely to be lower than the cost of the visa terminal.
- We are pleased to confirm that the square system that was purchased has become operational. We do not plan to stop using the Lloyds net, but we hope to have a pause in the service thus providing us with backup. If paused we hope these costs will be zero and we also hope the new square system will charge less in monthly fees.
- 2.2 There have been several applications for grants, and these have been approved, which is pleasing. Obviously, some operators are unable to take up the scheme as they are busy with the domestic market and the TRIP customers, which is pleasing to see.
- 2.3 In the last month we have decided to purchase the stock for local suppliers. There are several benefits to this, with the main one being we hope to increase our stock of items such that we will not have to order so much overseas in coming years. We have chosen items that we know to sell well, and therefore no risk of becoming obsolete, and the other benefit is that the local suppliers are getting money as they would if there were tourists.

- 2.4 The local promotions have provided much interest and positive feedback from suppliers.
- 2.5 The trade fairs continue to be virtually attended but costs are relatively in-line with budget.

FALKLAND ISLANDS TOURIST BOARD

YEAR END 30.06.2021
FINANCIAL SUMMARY - October 2020

	Actual to date	Budget to date	Variance	Revised annual forecast	Annual Budget	Variance
	£	£	£	£	£	£
REVENUE						
JVC Sales Gross margin	1,192	23,333	22,141	(70,000)	(70,000)	-
Rental Income	1,092	1,000	(92)	(3,000)	(3,000)	-
Advertising - JVC	-	333	333	(1,000)	(1,000)	-
Carpark fees	-	833	833	(2,500)	(2,500)	-
Tour guide course fees	1,580	1,000	(580)	(3,000)	(3,000)	-
		-	-			-
		-	-			-
Total revenue	3,864	26,500	22,636	(79,500)	(79,500)	-
SALARIES / WAGES						
Salaries/Wages	70,828	78,333	(7,505)	235,000	235,000	-
Pension Contribs.	6,243	7,333	(1,090)	22,000	22,000	-
Contract Allowances			-			-
Workers insurance	-	400	(400)	1,200	1,200	-
Passages & Travel Expenses		-	-			-
Staff clothing	-	500	(500)	1,500	1,500	-
Travel	-	2,167	(2,167)	6,500	6,500	-
Recruitment costs	207		207			-
Training	1,417	1,667	(250)	5,000	5,000	-
	78,695	90,400	(11,705)	271,200	271,200	-
OPERATING COSTS						
Repairs & Maint. - JVC (internal)		667	(667)	2,000	2,000	-
Repairs & Maint. - JVC (external)	474	1,333	(859)	4,000	4,000	-
Repairs & Maint. - FITB office	221	1,000	(779)	3,000	3,000	-
Repairs & Maint. - Philomel store		667	(667)	2,000	2,000	-
Repairs & Maint. - Pontoons	223	1,667	(1,443)	5,000	5,000	-
Total Departmental Operating Costs	919	5,333	(4,415)	16,000	16,000	-
ESTABLISHMENT COSTS						
Telephone, internet & Fax Charges	2,496	5,333	(2,838)	16,000	16,000	-
IT Support	96	3,667	(3,571)	11,000	11,000	-
Stationery & Office Requisites	1,436	1,667	(230)	5,000	5,000	-
Cleaning	3,330	4,000	(670)	12,000	12,000	-
Bank Charges	1,834	1,333	500	4,000	4,000	-
Legal fees	2,512	667	1,845	2,000	2,000	-
Postage	50	1,000	(950)	3,000	3,000	-
Electricity & heating	2,386	2,333	53	7,000	7,000	-
Motor vehicle expenses	308	1,333	(1,025)	4,000	4,000	-
Water	59	400	(341)	1,200	1,200	-
Insurance - JVC contents	4,635	1,833	2,801	5,500	5,500	-
Audit Fees		1,000	(1,000)	3,000	3,000	-
Entertainment	74	1,400	(1,326)	4,200	4,200	-
Subscriptions	3,320	1,667	1,653	5,000	5,000	-
Sundry expenses	2,324	500	1,824	1,500	1,500	-
Gain/loss on disposal	-		-			-
Total Establishment Costs	24,859	28,133	(3,275)	84,400	84,400	-
MEMBERSHIP COSTS						
Tour guides course	-		-	3,000	3,000	-
Accomodation Accreditation Scheme	1,462	8,333	(6,871)	25,000	25,000	-
Board Meetings (formerly membership meetings)	40	425	(385)	1,700	1,700	-
Tourism Awards	146	500	(354)	1,500	1,500	-
Total member costs	1,648	9,258	(7,610)	31,200	31,200	-

TRADE & MARKETING COSTS						
Trade fairs	17,403	16,167	1,236	48,500	48,500	-
Domestic FAM trips	-	16,667	(16,667)	15,000	15,000	-
Oveseas operators familiarisation visits			-	35,000	35,000	-
Print advertising	2,725	6,667	(3,941)	20,000	20,000	-
Brochures		6,667	(6,667)	20,000	20,000	-
Tactical tour op visits	1,000	17,667	(16,667)	53,000	53,000	-
Marketing to invite tour ops		1,667	(1,667)	5,000	5,000	-
			-			-
Digital Marketing						
Buyer personas						
Website maintenance	4,183	6,667	(2,484)	20,000	20,000	-
Website content	275	1,500	(1,225)	4,500	4,500	-
Digital photo library		1,000	(1,000)	3,000	3,000	-
SEO/Google analytics		1,667	(1,667)	5,000	5,000	-
Online marketing	14	10,000	(9,986)	30,000	30,000	-
PPC marketing		6,667	(6,667)	20,000	20,000	-
			-			-
Research to include Satellite account - GDP	670	8,333	(7,663)	25,000	25,000	-
Tourism Accommodation Grants	15,391	16,667	(1,275)	50,000	50,000	-
Infrastructure Improvement Fund	-	8,333	(8,333)	25,000	25,000	-
Cruise Tourism Business Grant Scheme	10,000	10,000	-	30,000	30,000	-
Green Scheme grants		5,000	(5,000)	15,000	15,000	-
			-			-
TDS Specific Costs						
Domestic Tourism Guide		333	(333)	1,000	1,000	
Hiking Development of Trails		8,667	(8,667)	26,000	26,000	-
Skills Development Training Scheme	36,847	1,667	35,180	5,000	5,000	-
Visitor Guide		4,667	(4,667)	14,000	14,000	-
Green Tourism	-	500	(500)	1,500	1,500	-
Accommodation Investment Guide		333	(333)	1,000	1,000	-
Yachting Feasibility Study		1,000	(1,000)	3,000	3,000	-
TDS review following 2nd airlink		1,667	(1,667)	5,000	5,000	-
Tour guide handbook review		1,667	(1,667)	5,000	5,000	-
Camping book/brochure		833	(833)	5,000	5,000	-
	88,508	162,667	(74,158)	490,500	490,500	-
Depreciation	5,854	6,000	(146)	18,000	18,000	-
Net deficit /(surplus)	196,619	275,292	(78,672)	831,800	831,800	-

FALKLAND ISLANDS TOURIST BOARD
YEAR END 30.06.21
BALANCE SHEET AS AT 31.10.2020

	31.10.20 Draft Balances £	30.06.20 Draft Accounts £	30.06.2019 Final Accounts £
FIXED ASSETS			
Tangible fixed assets	155,487	148,496	169,907
	<u>155,487</u>	<u>148,496</u>	<u>169,907</u>
CURRENT ASSETS			
Stocks	79,893	78,613	79,926
Debtors and prepayments	17,933	3,998	70,968
Cash at bank and in hand	749,099	576,117	368,957
	<u>846,925</u>	<u>658,728</u>	<u>519,851</u>
CURRENT LIABILITIES			
Creditors and accruals	(95,104)	(53,297)	(108,340)
	<u>(95,104)</u>	<u>(53,297)</u>	<u>(108,340)</u>
NET CURRENT ASSETS	<u>751,821</u>	<u>605,431</u>	<u>411,511</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>907,308</u>	<u>753,927</u>	<u>581,418</u>
DEFERRED INCOME ACCOUNT			
Brought forward	(683,076)	(510,567)	(539,200)
Funding received in period	(350,000)	(700,000)	(620,000)
Funding released to profit and loss in period	196,619	527,491	648,633
Deferred income account	<u>(836,457)</u>	<u>(683,076)</u>	<u>(510,567)</u>
NET ASSETS	<u>70,851</u>	<u>70,851</u>	<u>70,851</u>
FUNDS			
Non- distributable capital reserve	70,851	70,851	70,851
Profit and Loss account	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>
FUND RESERVES CARRIED FORWARD	<u>70,851</u>	<u>70,851</u>	<u>70,851</u>



FOR PUBLIC DISTRIBUTION

Title of Report: Marketing update

Paper No: 7

Date of Meeting: 10th December 2020

Report of: Marketing Officer

1. Purpose

- 1.1 To provide an update on Marketing

2. Recommendation

- 2.1 None. This paper is for information only.

3. DOMESTIC TOURISM

- 3.1 In addition to the weekly Penguin News domestic tourism page we ran 30 second advertisements on FITV in the Prime advert slot (in the middle of the programme), during the months of Sept, Oct & Nov, changing weekly (13 adverts). This was aired both via KTV and online.
- 3.2 Currently running are weekly vouchers to be won on FIRS (13 weeks) & BFBS (17 weeks) to offer a weekly competition prize offering experiences, eating out, retail and accommodation (out of Stanley are mid-week stays).
- 3.3 During the first half of term one, we worked with all the schools in the islands to award 5 prizes in total: for a two-night stay at their chosen location with a guardian. 'Why I love the Falkland Islands' which they submitted one entry of: art, poetry, story, travel blog or film. The display of entries was in the Jetty Visitor Centre for the month of November. The winners were announced on Facebook, FITV, FIRS & Penguin News.

- 3.4 On World Tourism Day FITA and FITB collaborated to host a national tourism EXPO, treasure hunt and smoko at the Jetty Visitor Centre. The event was well attended all day and 17 teams entered the treasure/scavenger hunt.
- 3.5 With the success and feedback from the treasure/scavenger hunt, it was agreed to hold this approx. every 6 weeks. FITB held a similar treasure/scavenger hunt on Saturday 7th November which had 13 teams enter. The next one will be aimed at children with a walking treasure/scavenger hunt around the centre of town over the summer holidays.

4. 2020 Trade Shows

- 4.1 We are waiting for the full report from EXPO PRADO in Uruguay which was held last month but have been informed our stand was well attended. Alex Olmedo and Andres Elissalde (Syncro Viajes) both gave a presentation and were interviewed on our behalf.
- 4.2 LATA virtual took place 12-16 October which RC had 20 private virtual meetings new tour operators and media groups, as well a logging into their daily webinars. European tour operators are now looking at post COVID offerings, with our destination for landbased tourism becoming even more popular.
- 4.3 SM took part in the Virtual WTM London with 64 video meetings over 3 days. The message is clear from all operators that they are looking for wide open spaces, nature, soft adventure and 'safety' in the form of hygiene assurances; they are suggesting that 'safety' is the new luxury.

During COVID-19, domestic tourism has been the focus in the majority of destinations, however tour operators have also been using the time to look for new destinations that fit the criteria above and the Falklands fits very well into it.

With the announcement of the vaccine on the first day of WTM, there was cautious optimism that once it was readily available that the travel industry would bounce back quite quickly; some were even suggesting that 'working remotely' for many would be the new norm and it would give opportunities for some to take slightly longer holidays because in the past they have been restricted by the number of days annual leave available.

- 4.4 USTOA Virtual was held 1-3 December with the usual format but online, with RC signing into the virtual conferences programs and had 5 private meetings. The message was for tour operators to take the time to reach out to Tourist Boards and build relations. It is planned for all of the USA to be vaccinated by the end of March 2021.

Website and Social Media Analysis Report November 2020



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 businesses 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 shop and speak to the salesperson.

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.

Social Media Marketing



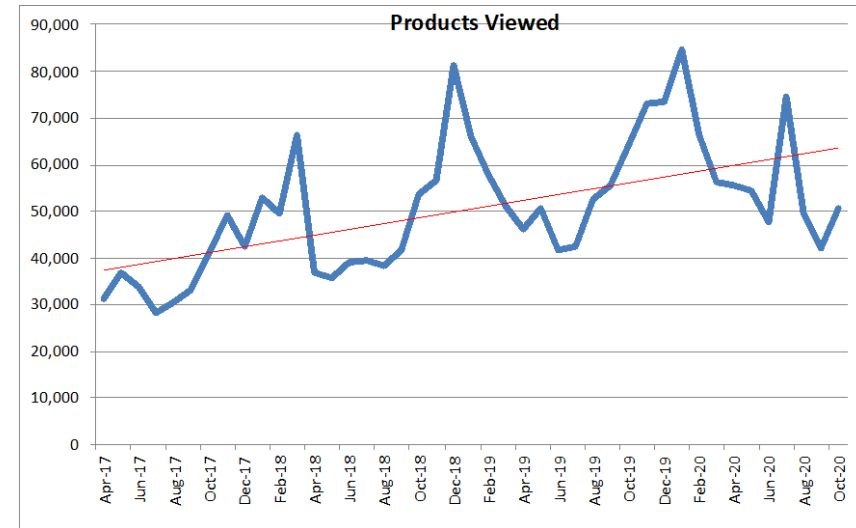
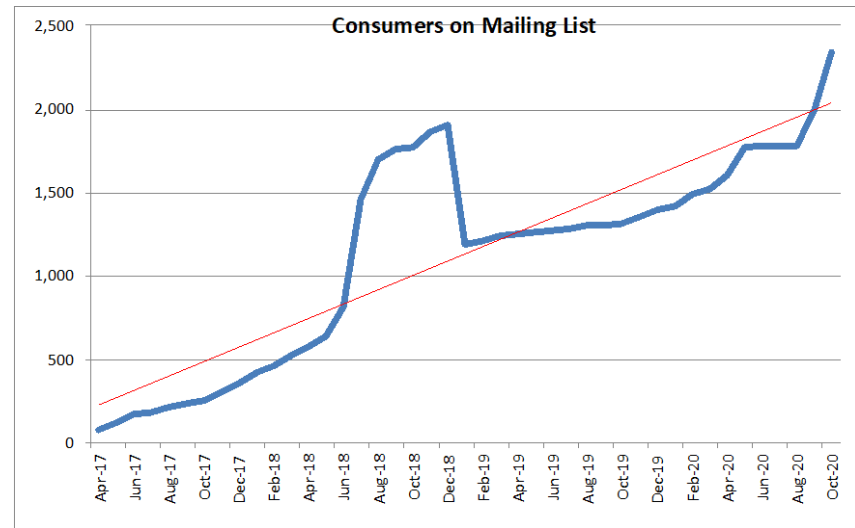
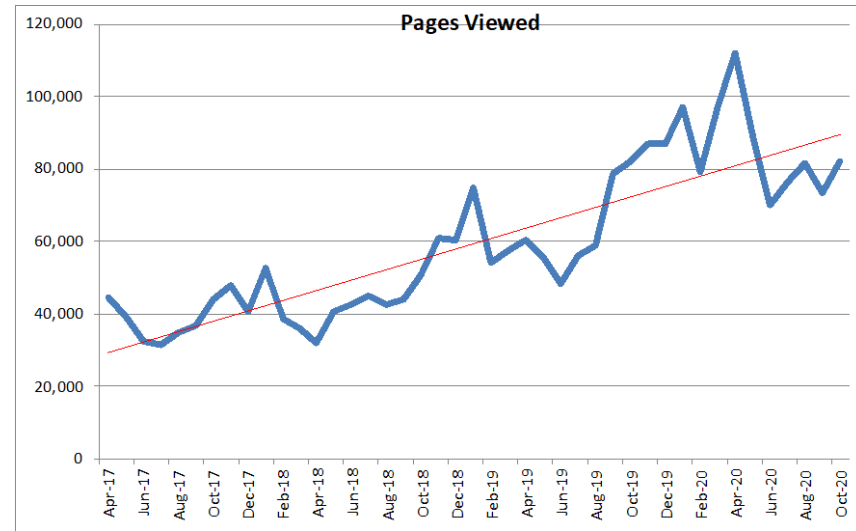
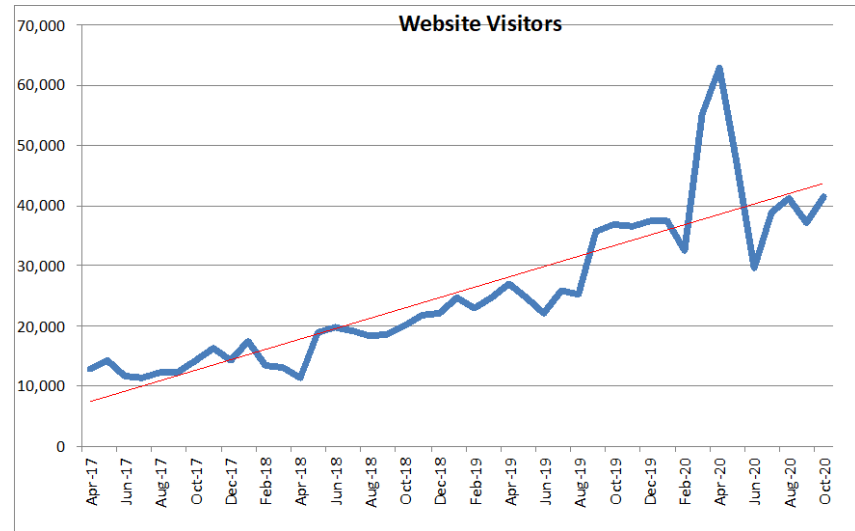
Google Adwords

WEBSITE

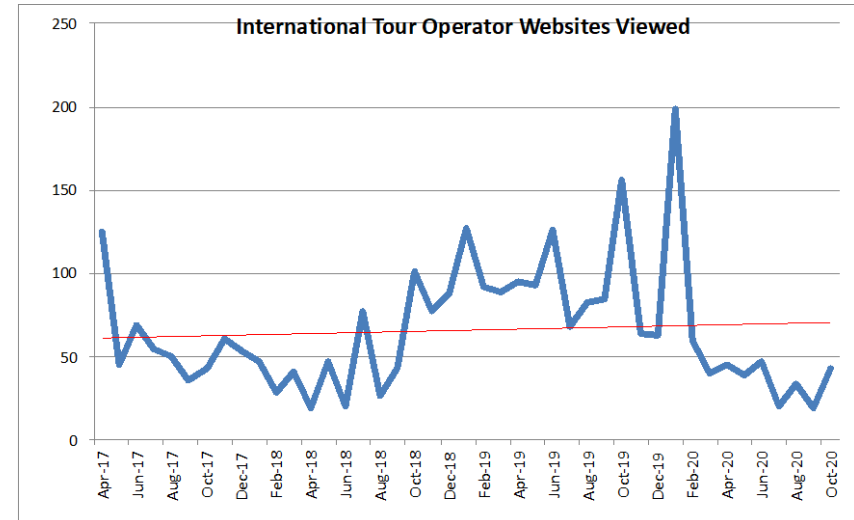
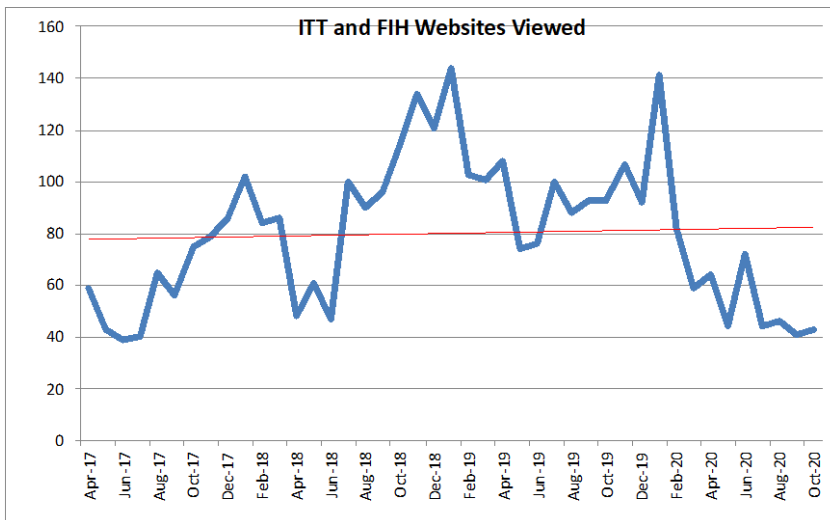
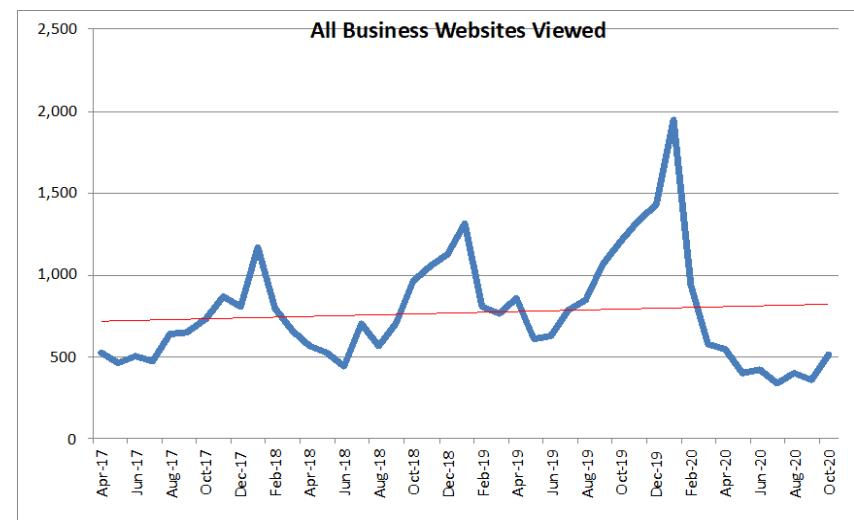
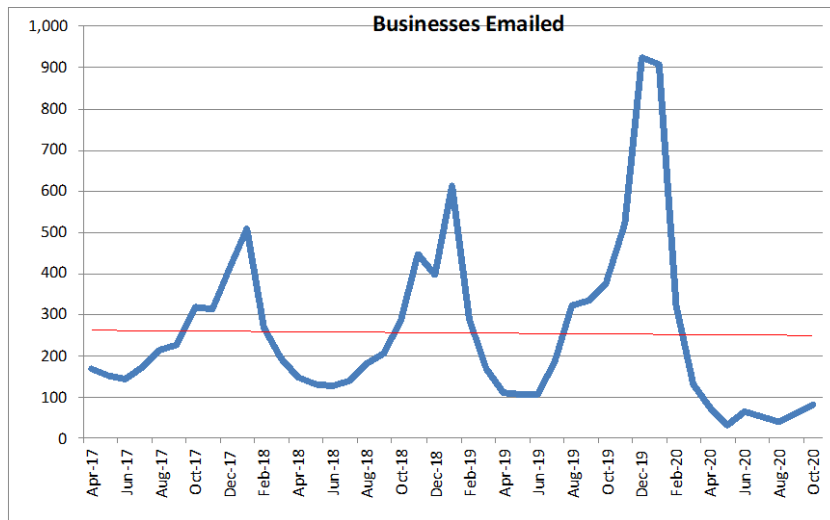
Key Points

- Website Visitors and Pages Viewed continue to grow strongly. This is our principal aim and 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. As expected, since the end of June the number of visits and pages viewed have re-aligned themselves with the trend line.
- The number of consumers on the mailing list (for e-newsletters) has grown sharply over the last two months as we have been running a competition for hand-crafted Falklands winter woollies. Running competitions is an excellent way to expand the consumer database, and we plan to do more competitions over the coming months.
- ITT/FIH, International Tour Operator and other Websites Viewed all spike and trough, but the overall trend line is still 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

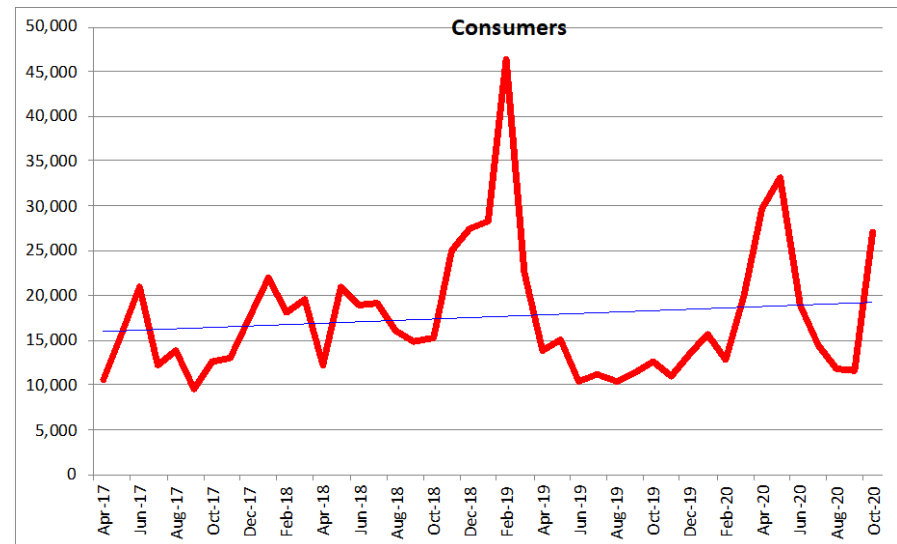
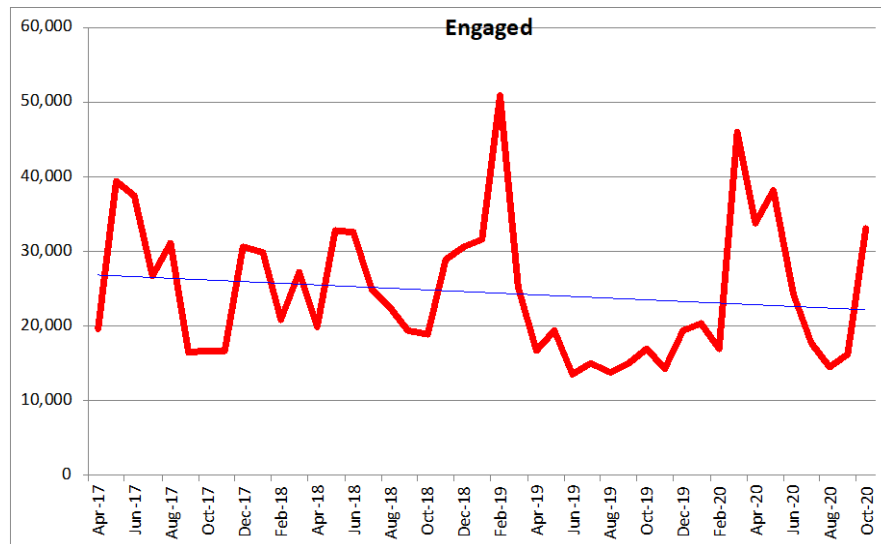
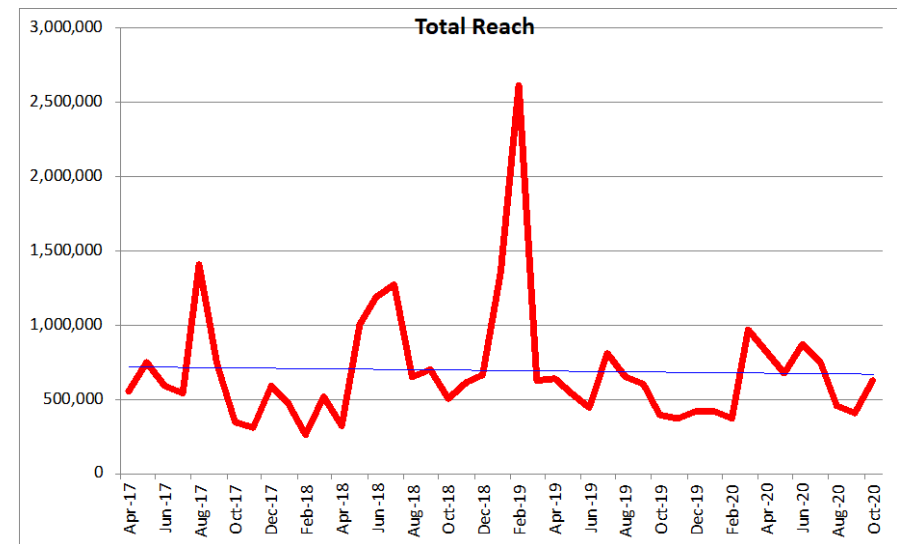
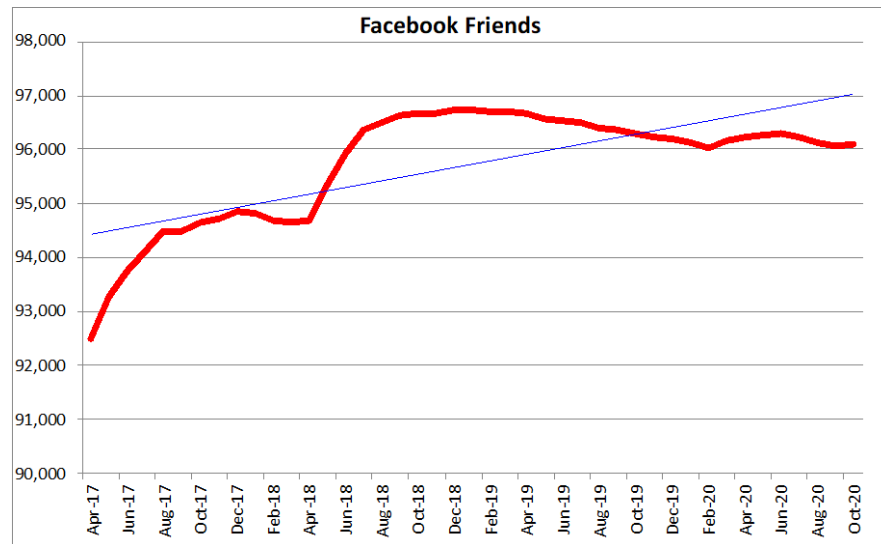
FACEBOOK

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. The tone was then changed to more positive messages for travel planning, with the message “book now, travel later”. We will soon focus more specifically on the 2021-2022 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 exhibited a sharp increase over the last two months.
- 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. However the last two month show strong increases for both these indicators.
- FITB currently spends around £1,000 - £1,200 per month on Facebook marketing which more than doubles Reach, Engaged and Consumer statistics.

FACEBOOK



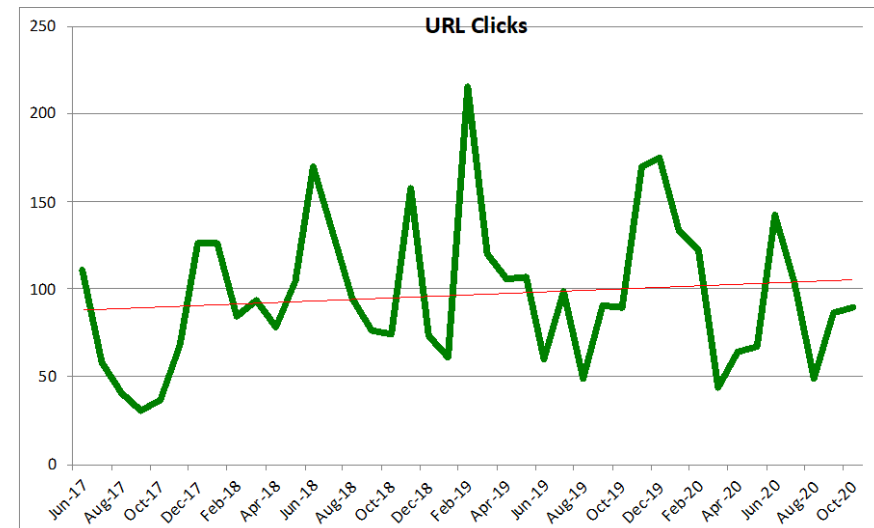
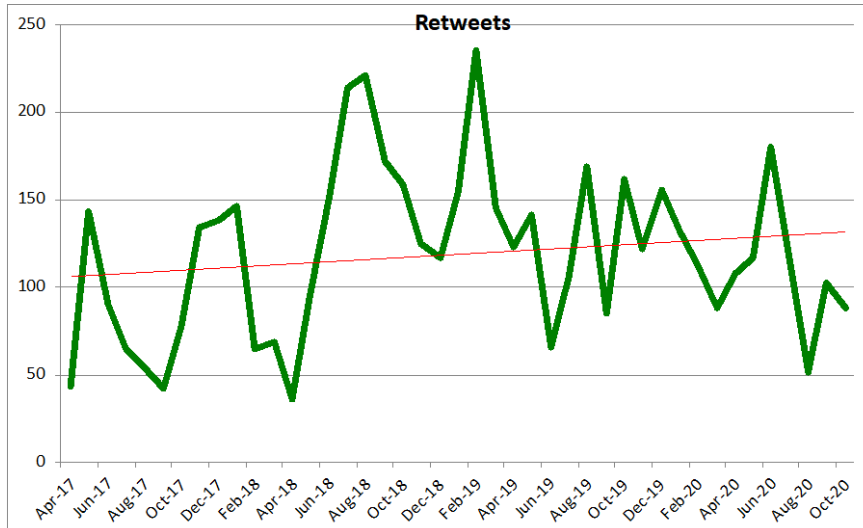
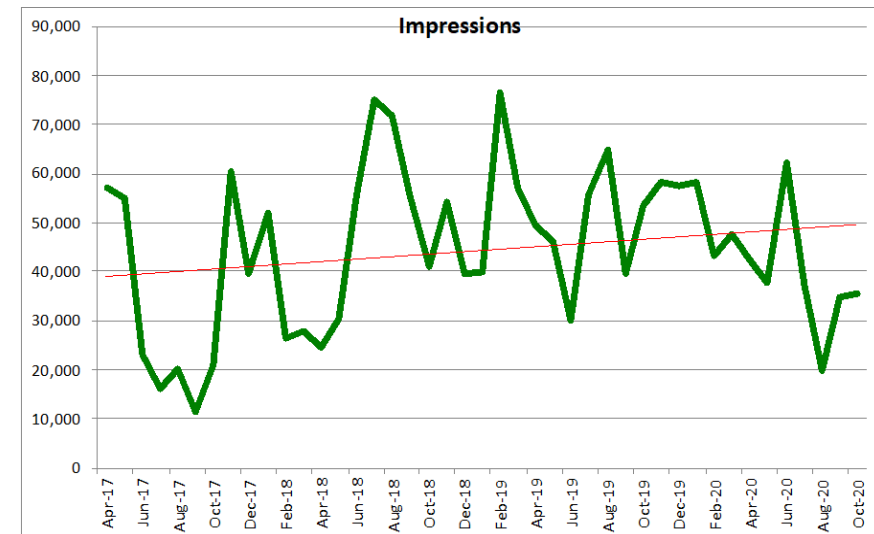
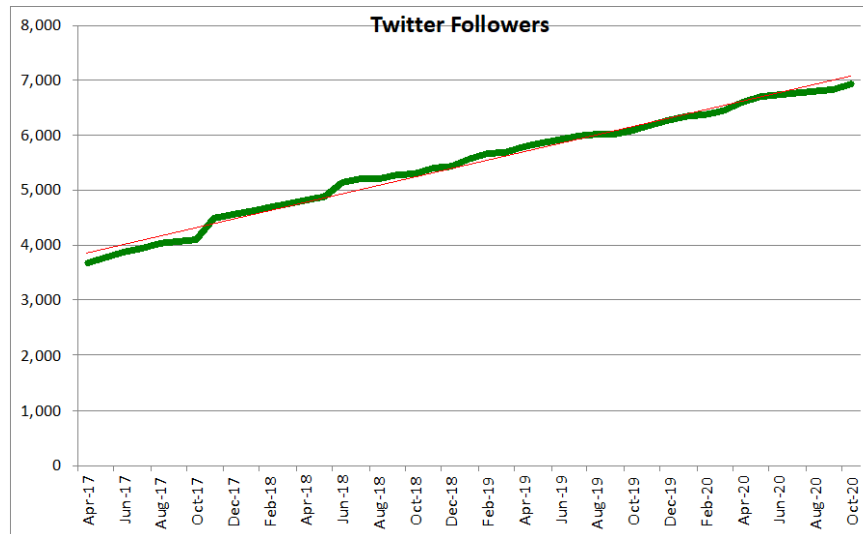
Friends	Total number of people who currently like the FITB Facebook page
Total Reach	Total number of people who saw a story or advert
Engaged	Total number of people who engaged with the page in any way
Consumers	Total number of people who clicked on a post

TWITTER AND INSTAGRAM

Key Points

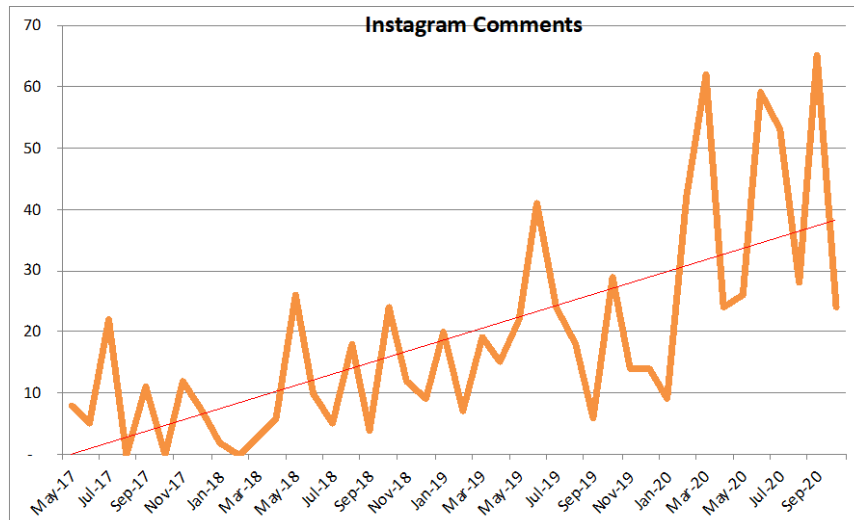
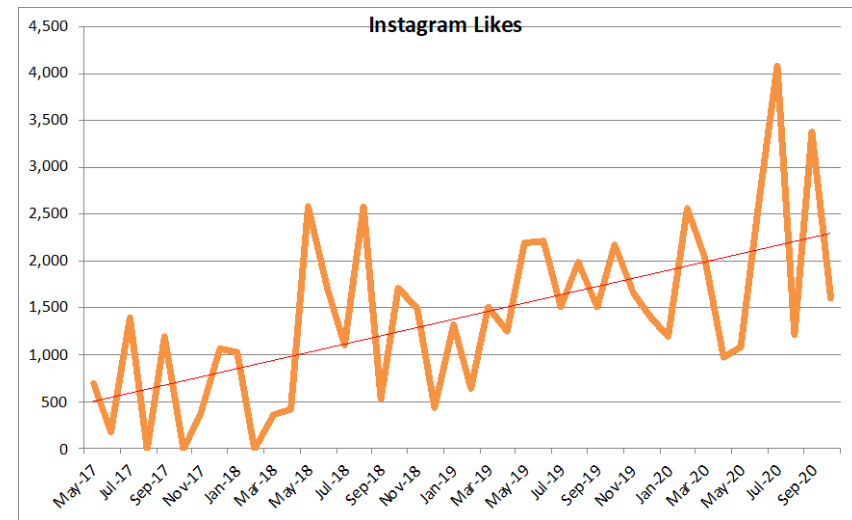
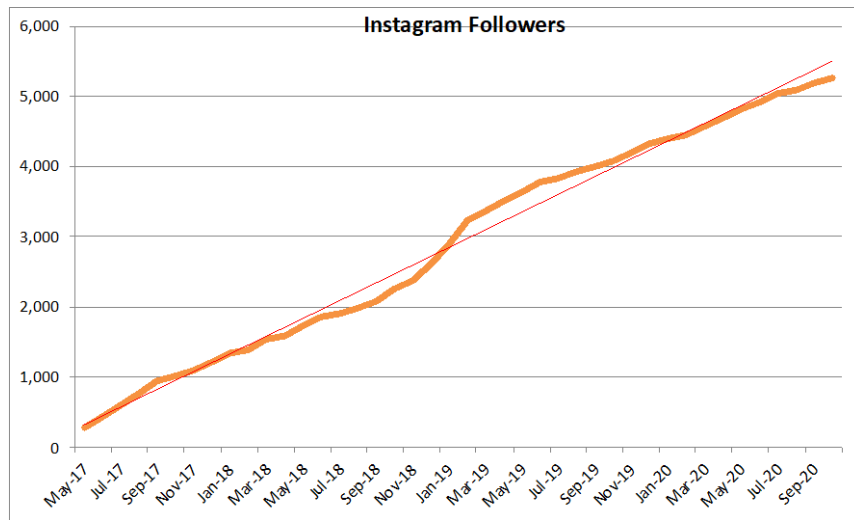
- Twitter growth remains strong, with the number of new followers tracking almost identical to the trend line. Impressions and re-tweets show strong growth, with URL clicks (to www.falklandislands.com) less so, but still reasonably positive.
- Instagram growth is stronger than Twitter (although is a newer social medium platform for FITB) – the number of followers has just passed the 5,300 mark. 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