



21st February 2020
Chamber of Commerce – 2pm

AGENDA

PART 1

- | | | |
|-----------|---|-----------------|
| 1. | Apologies for absence | |
| 2. | Declarations of interest | |
| 3. | Confirmation of the Minutes of the meeting held on 26th September 2019 | Attached |
| 4. | Matters arising from the Minutes of the meeting held on 26th September 2019 | Attached |
| 5. | Executive Director Update | Attached |
| 6. | Management Accounts | Attached |
| 7. | Marketing update | Attached |

Exclusion of Press and Public

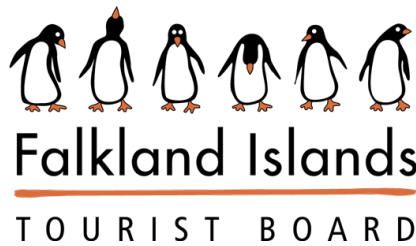
The Chairman to move as follows:

"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 17, and the heading relating to budgetary, of Schedule 3 of the Committees (Public Access) Ordinance 2012."

PART 2

- | | | |
|-----------|--|----------|
| 8. | Confirmation of the Exempt Minutes of the meeting held on 15th January 2020 | Attached |
| 9. | Matters arising from the Exempt Minutes of the meeting held on 15th January 2020 | Attached |

FALKLAND ISLANDS TOURIST BOARD



FOR PUBLIC DISTRIBUTION

Held at 14:00 on 26th September 2019
Jetty Visitors Centre

Present:

Sally Ellis	SE	Chair
Alex Olmedo	AO	Vice Chair
Stephanie Middleton	SM	Executive Director
Mark Pollard	MP	MLA
Karen Lee	KL	Financial Controller
Diane Simsovic	DS	Head of Policy
Carli Sudder	CS	Chair of Tourism Association
John Clifford	JC	Director

In Attendance: Julie Sloan (Tourism Development Specialist)

Minutes: Rachael Crowie RC

Public and Press FIRS, FITV & Museum Representatives

Item	PART I	Action
1	<u>Apologies for absence</u>	
1.1	Sammy Marsh and Margaret Williams.	
2	<u>Declaration of interest</u>	
2.1	Declaration of interest was given by Mark Pollard for matters relating to Stanley Services Ltd.	
3	<u>Confirmation of the minutes of the meeting held on the 16th April 2019</u>	
3.1	The Minutes were confirmed as a true and accurate record.	

4	Matters arising from the minutes of the meeting held on 16th April 2019	
4.1	There were no matters arising from the previous minutes.	
5.	<u>Executive Director Update</u>	
5.1	Tourism was well represented at Farmers week and July is also a good time of the year to open up opportunities for the community to attend tourism themed talks or training. It was suggested that this could be developed more next year.	SM
5.2	Future trails locations are Weddell Island and Hill Cove.	
5.3	It was agreed that SM will look at offering a second wave booking for the car park once the main tours have departed and space has become available. PWD have also agreed for FITB to allocate parking on the Public Jetty on busy cruise ship days and will liaise with the RFIP.	SM
5.4	There was a delay in the arrival of acetone for the Gypsy Cove toilets build, SM updated the board that they have received an offer by a local person who may have this item and Morrisons have been informed to see if this is sufficient.	
5.5	The board agreed that they welcomed the idea of a large sign as an attraction, but it was suggested for this to be FALKLAND ISLANDS and not STANLEY as it would be more internationally recognised. This also opened up discussions on the current 'Welcome to the Falkland Islands' sign located outside the Jetty Information Centre. It was suggested that this was relocated to the west side of the Public Jetty as this would be a better suited photographic spot. SM will look into ownership and discuss this with the Planning and Building Department.	SM
6.	<u>Financial Update</u>	
6.1	KL advised the board that FITB had their annual meeting with the auditors and there were no areas of concern. SM would like to thank Tina Hirtle and Jo Muncaster for their hard work.	
6.2	KL advised the board that in the FITB ordinance, unlike others, it states that any underspent budget can be requested back from FIG. KL will look into this further with the Treasury as this is felt it was an area in the ordinance which hasn't been updated.	KL
7.	<u>Bank Mandate</u>	
7.1	The board agreed that there will be an A list which comprises of; the Chairman, Vice Chairman, Executive Director and Financial Controller and a B list of all other board members. The mandate will have the rule of either two A lists signatures on any payment or one A list to accompany one B list signature.	

<p>8. <u>Marketing Update</u></p> <p>8.1 SM added that the London Wildlife Festival would still be a show to attend in the future as it was not possible this year due to weather cancellation.</p> <p>8.2 DS advised the board that FIG and the Harbour Master have contacted the organisers of the 2022 & 2024 Cape Horn Race with areas of concern.</p> <p>8.3 SM advised the board that FITB are also looking at other shows for this financial year, with the possibility of attending the WTM LA for the second year and also the AvistarBrasil Birdfair for the first time.</p> <p>8.4 CS asked if the annual Accommodation Accreditation should be done by a local person. SM advise the board that the feedback was that this should be done by an independent consultant.</p> <p>8.5 MP asked if there was a reason for the large drop of mailing list subscribers on the bottom left graph on page 3. RC thought it was due to GDPR becoming law in May 2018 but would confirm this by email to the board.</p>		RC
<p>9. <u>Tourism Update - FIG</u></p> <p>9.1 JS advised the board that work is still on going with the Immigration Department with seasonal work permits but has not been finalised.</p> <p>9.2 Tourism Day is tomorrow with FITA leading on this year's event held at the Jetty Visitors Centre.</p> <p>9.3 The draft Tourism Strategy Plan for 15 years will be available for viewing at the pre-season meeting, the FITB website (trade section), as an online survey monkey and through FITA. JS welcomes feedback and the final stage will it being approved by EXCo.</p>		
<p>10. <u>Falkland Islands Tourism Association</u></p> <p>10.1 It was agreed that the minutes will have the persons job title or role to accompany a none board person's full name for clarity. There was also a discussion about the detail in the board meeting minutes. It was agreed that the details are in the papers which are available to interested parties if they need supporting information to the minutes. It was also agreed that the FITA representative on the Board was able to provide more information on the discussion if wanted, or the interested party could ring the Tourist Board.</p> <p>10.2 The board suggested that the Shackleton Fund maybe approached to assist with funding for educational talks or training. SE suggested that LATA would be a good to contact to assist with aiding this.</p>		CS



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Title of Report: Executive Director Report

Paper No: 5

Date of Meeting: 21 February 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 only.

3. Executive Director – Overseas Travel

- 3.1 Since the last meeting the SM has attended WTM London in November 2019.
- 3.2 SM flew to Sao Paulo, Brazil to meet with tour operators and attend a reception to promote the commencement of the mid-week flight from Sao Paulo to Mount Pleasant with LATAM.
- 3.3 In January 2020, SM travelled to UK to attend a reception which was co-sponsored by FITB and LATAM and hosted by FIGO to promote the additional LATAM flight.

Details of the events can be seen in the marketing paper.

4. Accommodation Accreditation

- 4.1 Kevin Millington from Acorn Tourism Consultants undertook the annual accreditation of accommodation in November 2019. The grading was taken slightly later so that accommodation providers who employ staff from overseas had everyone in place.

4.2 32 properties were graded this year of which 5 were new to the scheme. 3 of the new properties are in camp and 2 in Stanley. 5 properties improved their grading and 4 additional places gained the Good Night award which means the quality of their bedding and comfort had improved. The number of places graded remains much the same as last year but up from 20 the first year we graded.

4.3 We track the online presence of accommodation, mainly websites and Facebook and whilst we don't have any specific figures, we can from Facebook followers and website stats see that the Falklands is getting a much bigger online presence in the accommodation sector which a few years ago was almost invisible.

5. Lease on the Jetty Visitor Centre and Surrounding Area

5.1 The lease on the Jetty Visitor Centre has now been completed and signed.

5.2 Work is now commencing on a Licence to Operate and SM will be starting meetings with users of the JVC area in the coming weeks with a view to having a draft paper for the washup meeting in April and having it finalised for implementation in time for next season.

5.3 It is also intended to introduce a fee to use the pontoons, so a paper will be brought to the next FITB Board meeting in April 2020; these fees will fall in line with the terms agreed in our lease. The rationale behind this is to recover some of the maintenance costs associated with repairs.

6. Visitor Guide

6.1 Work on the new Visitor Guide to the Falkland Islands is nearing completion. The designer has just sent the first draft through to Louise Taylor and SM and once the gaps they have identified have been filled then this will be distributed to individuals for proof reading before it is signed off for printing.

7. Tour Guide Course

7.1 The final tour guide assessments for this season are now taking place.

7.2 SM is working with Louise Taylor to see if there a benefit in having two levels of tour guides; this is likely to tie in with the Licence to Operate. Any proposed changes will be brought to the Board as a paper in a future meeting.

8. Tour Guide Handbook

- 8.1 FITB have run out of the current Tour Guide Handbook so work had commenced on updating it and adding additional sections. The handbook will be completed and in the Falklands before the commencement of the next Tour Guide Course in September 2020.

9. Gypsy Cove Toilets

- 9.1 The Gypsy Cove toilets are now up and running. There have been a few teething problems with them but FITB have been working with the Public Works Department to sort any issues out.
- 9.2 It is anticipated that the grass roof will be dealt with towards the end of the season in March.

10. Competition for Students at IJS and FICS

- 10.1 Unfortunately this competition has been delayed due to staff shortages, however we are hopeful that we can get it up and running in the next month or so.
- 10.2 FITB are grateful for the sponsorship already offered by Falkland Islands Tours & Travel, RBC Limited and Sullivan Shipping Services.

We will be doing some follow ups with companies who have indicated they might be prepared to offer some sponsorship.

11. Signage

- 11.1 Falklands/Stanley sign - MLA Stacy Bragger is hoping to form a group who will discuss this sign but also ways to improve public space with a few to requesting funding from FIG for any projects.
- 11.2 FITB received planning permission to move the Welcome to the Falkland Islands sign in front of the Jetty Visitor Centre to the Public Jetty. This work has not been done yet as we are waiting for the contractor to fit it into their work schedule.

12. Tourism Awards

- 12.1 SM and CS have still to meet to discuss what format the Tourism Awards will follow this year.



FOR PUBLIC DISTRIBUTION

Title of Report: January 2020 Management Accounts

Paper No: 6

Date of Meeting: 21 February 2020

Report of: Financial Controller

1. Purpose

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

2. January Management Accounts

- 2.1 The Jetty Centre has had a very busy season to date. Sales are ahead of budget.
- 2.2 Salary costs and operating costs are below budget. It is noted that the repairs and maintenance will end up potentially over budget but at the moment the expenditure for the stairs has not started.
- 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 Gypsy cove toilets have presented lots of challenges but to date we have had very little expenditure. We have bought some signs, and paid for some toilet rolls.
- 2.5 Trade fairs are fundamentally on track.
- 2.6 The £35,000 increase approved last meeting in the tactical budget for the year for familiarisation trips on the back of the second flight from Sao Paulo.
- 2.7 The expenditure to date is below the budgeted figure by £164,493.

FALKLAND ISLANDS TOURIST BOARD

YEAR END 30.06.2020
FINANCIAL SUMMARY - January 2020

	Actual to date	Budget to date	Variance	Revised annual forecast	Annual Budget	Variance
	£	£	£	£	£	£
REVENUE						
JVC Sales Gross margin	61,473	(29,500)	31,973	(70,000)	(70,000)	-
Rental Income	2,122	(1,750)	372	(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	2,350	(3,000)	(650)	(3,000)	(3,000)	-
		-	-			-
		-	-			-
Total revenue	69,345	(37,750)	31,595	(79,500)	(79,500)	-
SALARIES / WAGES						
Salaries/Wages	121,351	146,000	(24,649)	235,000	235,000	-
Pension Contribs.	9,852	14,600	(4,748)	22,000	22,000	-
Contract Allowances			-			-
Workers insurance	25	700	(675)	1,200	1,200	-
Passages & Travel Expenses		-	-			-
Staff clothing	299	875	(576)	1,500	1,500	-
Travel	3,322	3,500	(178)	6,500	6,500	-
Recruitment costs	179		179			-
Training	1,503	2,912	(1,409)	5,000	5,000	-
	136,530	168,587	(32,057)	271,200	271,200	-
OPERATING COSTS						
Repairs & Maint. - JVC (internal)		1,000	(1,000)	2,000	2,000	-
Repairs & Maint. - JVC (external)	213	2,000	(1,787)	4,000	4,000	-
Repairs & Maint. - FITB office	1,463	3,000	(1,537)	3,000	3,000	-
Repairs & Maint. - Philomel store		1,000	(1,000)	2,000	2,000	-
Repairs & Maint. - Pontoons	1,009	5,000	(3,991)	5,000	5,000	-
Total Departmental Operating Costs	2,685	12,000	(9,315)	16,000	16,000	-
ESTABLISHMENT COSTS						
Telephone, internet & Fax Charges	3,338	8,162	(4,824)	16,000	14,000	2,000
IT Support	820	2,331	(1,511)	11,000	4,000	7,000
Stationery & Office Requisites	2,626	2,912	(286)	5,000	5,000	-
Cleaning	997	2,331	(1,334)	12,000	4,000	8,000
Bank Charges	3,042	2,331	711	4,000	4,000	-
Legal fees	3,698	1,162	2,536	2,000	2,000	-
Postage	1,805	1,750	55	3,000	3,000	-
Electricity & heating	4,192	4,081	111	7,000	7,000	-
Motor vehicle expenses	882	2,331	(1,449)	4,000	4,000	-
Water	51	1,200	(1,149)	1,200	1,200	-
Insurance - JVC contents	7,927	3,206	4,721	5,500	5,500	-
Audit Fees		4,800	(4,800)	3,000	3,000	-
Entertainment	546	2,450	(1,904)	4,200	4,200	-
Subscriptions	4,473	2,912	1,561	5,000	5,000	-
Sundry expenses	935	875	60	1,500	1,500	-
Gain/loss on disposal	(21)		(21)			-
Total Establishment Costs	35,311	42,834	(7,523)	84,400	67,400	17,000
MEMBERSHIP COSTS						
Tour guides course	1,840	3,000	(1,160)	3,000	3,000	-
Accomodation Accreditation Scheme	3,364	25,000	(21,636)	25,000	25,000	-
Board Meetings (formerly membership meetings)	666	500	166	1,700	1,700	-
Tourism Awards	696		696	1,500	1,500	-
Total member costs	6,566	28,500	(21,934)	31,200	31,200	-

TRADE & MARKETING COSTS						
Trade fairs	29,543	35,000	(5,457)	48,500	48,500	-
Domestic FAM trips	38,746	20,000	18,746	15,000	15,000	-
Oveseas operators familiarisation visits			-	35,000	35,000	-
Print advertising	15,075	11,500	3,575	20,000	20,000	-
Brochures		10,000	(10,000)	20,000	20,000	-
Tactical tour op visits	4,815	15,000	(10,185)	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	11,399	11,662	(263)	20,000	20,000	-
Website content	2,509	2,625	(116)	4,500	4,500	-
Digital photo library		3,000	(3,000)	3,000	3,000	-
SEO/Google analytics		2,912	(2,912)	5,000	5,000	-
Online marketing	12,975	17,500	(4,525)	30,000	30,000	-
PPC marketing		11,200	(11,200)	20,000	20,000	-
			-			-
Research to include Satellite account - GDP	3,820	10,000	(6,180)	25,000	25,000	-
Tourism Accommodation Grants	16,432	10,000	6,432	50,000	50,000	-
Infrastructure Improvement Fund	1,055	25,000	(23,945)	25,000	25,000	-
Cruise Tourism Business Grant Scheme	6,144	30,000	(23,857)	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	14,436	3,000	11,436	5,000	5,000	-
Visitor Guide		10,000	(10,000)	14,000	14,000	-
Green Tourism	350	1,500	(1,151)	1,500	1,500	-
Accommodation Investment Guide			-	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	-
	157,298	289,899	(132,601)	490,500	455,500	35,000
Depreciation	13,342	6,000	7,342	18,000	18,000	-
Net deficit /(surplus)	282,388	510,070	(164,493)	831,800	779,800	52,000

Department expenditure



PERIOD END 30.06.2020
January 20

Projected Monthly Income

Income Budget TOTAL	-	79,500
Income ACTUAL	-	60,952
INCOME budget remaining	-	18,548

JVC Staff Costs

JVC Budget Staff costs	168,567
JVC Actual cost	120,712
JVC Staff budget remaining	47,855

JVC Other core Costs

JVC Budget costs	18,000
JVC Actual cost	997
JVC budget remaining	17,003

Trade fair costs	Budget cost	Actual cost	Remaining budget
USTOA	5,000	2,808	2,192
WTM	20,000	4,430	15,570
Birdfair	5,000	6,428	- 1,428
IAATO	5,500	25	5,475
London Wildlife show			
Prado/El Lato	5,000	7,151	- 2,151
ITB Berlin	8,000	1,826	6,174
	48,500	22,669	25,831

Grants	Budget cost	Actual cost	Remaining budget
Tourism accommodation grants	50,000	3,993	46,007
Cruise Tourism Business Grant	30,000	6,154	23,846
Green Scheme grants	15,000	350	14,651
Infrastructure Improvement fund	25,000	1,055	23,945
	120,000	11,551	108,449

Other projects	Budget cost	Actual cost	Remaining budget
Other Marketing	182,000	68,712	113,288
Accommodation Accreditation scheme	25,000	3,364	21,636
Research to include satellite account - GDP	25,000	1,740	23,260
TDS	66,500	-	66,500
Tourism Awards	1,500	696	804
Gypsy Cove Toilets	-	-	-
	300,000	74,512	225,488

FALKLAND ISLANDS TOURIST BOARD
YEAR END 30.06.20
BALANCE SHEET AS AT 31.01.2020

	31.01.20 Draft Balances £	30.06.2019 Draft Accounts £	30.06.2018 Final Accounts £
FIXED ASSETS			
Tangible fixed assets	158,409	169,907	165,183
	<u>158,409</u>	<u>169,907</u>	<u>165,183</u>
CURRENT ASSETS			
Stocks	134,116	79,926	76,353
Debtors and prepayments	27,200	70,968	61,727
Cash at bank and in hand	410,894	368,957	408,646
	<u>572,210</u>	<u>519,851</u>	<u>546,726</u>
CURRENT LIABILITIES			
Creditors and accruals	(81,589)	(108,340)	(101,858)
	<u>(81,589)</u>	<u>(108,340)</u>	<u>(101,858)</u>
NET CURRENT ASSETS	<u>490,621</u>	<u>411,511</u>	<u>444,868</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>649,030</u>	<u>581,418</u>	<u>610,051</u>
DEFERRED INCOME ACCOUNT			
Brought forward	(510,567)	(539,200)	(485,003)
Funding received in period	(350,000)	(620,000)	(600,000)
Funding released to profit and loss in period	282,388	648,633	545,803
Deferred income account	<u>(578,179)</u>	<u>(510,567)</u>	<u>(539,200)</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: 21 February 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. USTOA 2019

3.1 RC attended the USTOA in Orlando. The first day was destination for destinations with networking events throughout the day. RC had 8 pre-arranged meetings during the marketplace sessions, with outbound travel agents, media, advertising companies and established cruise companies.

4. WTM London 2019

4.1 SM attended WTM London 2019 and was supported by Matt Ware and Michael Betts from FIGO and Kevin Millington from Acorn Tourism Consultants.

4.2 Almost 50,000 visitors attended the show from 182 countries; there were around 1.2 million business meetings conducted and over 110 conference sessions held which the organisers believe contributed to a total of £3.75 billion worth of travel industry business deals being signed. This makes WTM London one of the top events to interact, connect and understand the trends that will determine the future of the tourism industry.

4.3 SM had 20 pre-arranged meetings with travel writers, bloggers and tour operators as well as consumers interested in visiting the Falkland Islands. The number of pre-arranged meetings was slightly down on 2018, however SM believes that individuals prefer to just pop by the stand instead of rushing around to get to a set meeting time.

4.4 As this was in the lead up to the commencement of the second LATAM flight there was a lot of interest from tour operators particularly from South America.

5. Sao Paulo

5.1 SM travelled to Sao Paulo for meetings with tour operators before returning on the inaugural flight from Sao Paulo to Mount Pleasant with LATAM.

5.2 Carl Stroud, Adrian Lowe, Julie Sloan, Carolina da Silva and SM had meetings with tour operators whose clients suited the demographics of those that visit the Falklands. A meeting was also held with Braztoa who the Tour Operators Association in Sao Paulo are; this was a very useful meeting as they agreed to assist us with finding operators who are more likely to offer the Falklands as a destination from their membership. MLA Pollard who was also travelling as part of the delegation split his time with some of FITB's meetings and others that were arranged for FIG.

5.3 Whilst the tour operators we met knew of the Falkland Islands they lacked knowledge of what the Islands had to offer but there seemed to be genuine interest once they were told the flight from Sao Paulo was about to commence.

5.4 A reception was held on the evening before the inaugural flight for media and tour operators. This was attended by tour operators, journalists and freelance writers.

5.5 FITB have now offered familiarisation trips to the Falklands to the Chair of Braztoa who also has his own travel company and two other tour operators.

6. Joint Reception with LATAM at FIGO Office – January 2020

6.1 A tourism focussed reception co-sponsored by FITB and LATAM Airlines and hosted by the Falkland Islands Government was held on 22nd January 2020 to celebrate the new weekly scheduled air route from Sao Paul to Mount Pleasant.

6.2 This event was well attended by guests from UK, Latin American and Antarctic tour operators, travel writers, journalists and diplomats, outdoor activity enthusiasts, travel influencers as well as representatives from FITB, LATAM and Falkland House.

- 6.3 Moving forward it is hoped that LATAM and FITB will continue to market the LATAM routes to the Falklands with more joint marketing efforts.
- 6.4 FITB would like to thank the staff at FIGO who not only hosted the event but also made all the arrangements.

7. FAMILIARISATION VISITS

Scott Portelli:

- 7.1 Scott is a leading Australian underwater, wildlife, aerial & travel photographer with a number of international awards as a wildlife and nature photographer.
- 7.2 Scott brought two groups to the Falklands in 2019 and FITB agreed to sponsor visits to destinations that he has not previously taken groups to if he stayed on in the Falklands after a group visit.
- 7.3 Since Scott left he has done a social media blog about his visit to the Falklands and he also did a 30 day Instagram campaign promoting the Islands.

Blogilicious:

- 7.4 Once again Blogilicious provided us with two well known Bloggers; Daniel Clarke and Silvia Lawrence.
- 7.5 As well as getting Blogilicious to provide us with Bloggers we also contracted them to do a Blogilicious Spotlight platform. Blogilicious curate all the articles and videos related to Falkland on the platform and create a special Spotlight on the Falklands page.
- 7.6 Over a 60 – 90 day period they expect to be able to generate around 75,000 – 100,000 views (from USA & UK) for the page and the articles displayed on the page. The Falkland Tourism website also receives referral.
- 7.7 Since the page went live at the end of December it has generated 52,050 post views. Blogilicious has also sent to-date 4,452 referral visitors to the FITB website.

Daniel Clarke – Dan Flying Solo:

- 7.8 Dan was born in the UK but now has a permanent home in Portugal. Dan's website generates 140,00 pageviews a month, he has 1,000 YouTube subscribers with 166,800 video views, has 4,320 Facebook followers, 25,300 Instagram followers, 15,300 Twitter followers and 13,000 Pinterest followers.
- 7.9 Dan's deliverables for FITB were 2 Blog posts, 2 videos and daily social media which we have received and have been well received.

Silvia Lawrence – Heart My Backpack:

- 7.10 Silvia is from Worcester, MA, USA but is half Norwegian and lives in Helgeland in Norway.
- 7.11 Silvia's Blog has 300,000 monthly pageviews, she has 42,450 Facebook followers, 22,300 Twitter followers, 71,700 Instagram followers, 19,000 Pinterest followers and 1,800 You Tube subscribers.
- 7.12 Silvia's deliverables for FITB were 2 Blog posts, 2 videos and daily social media which we have received and have been well received.
- 7.13 You can now see some of Dan & Silvia's posts and videos on the links below:
<https://www.danflyingsolo.com/reasons-visit-falkland-islands/>
<https://www.danflyingsolo.com/unique-islands-to-visit/>
<https://www.heartmybackpack.com/blog/falkland-islands-travel/>
<https://www.heartmybackpack.com/falkland-islands/travel-to-the-falkland-islands/>
<https://www.youtube.com/watch?v=Cg-2UN0d0pI>
<https://www.youtube.com/watch?v=SU5FbwMrsDA&feature=youtu.be>

Alejandra de la Cuadra:

- 7.14 Alejandra is the Product Manager of Hiperviajes in Montevideo, Uruguay. Hiperviajes as a tour operator showed great interest in selling the Falkland Islands and Alejandra was one of the fourteen members of staff they sent along the British Ambassador's Residence in Montevideo for FITB's breakfast presentation.
- 7.15 Alejandra also works very closely with the CEO of 5M Travel Group, the consortium that gather together the 5 biggest Uruguayan agencies.

Wilson Noblias:

- 7.16 Wilson Noblias was not visiting as a familiarisation trip but as the winner of our raffle prize at Expo Prado last September; the raffle was to promote the new flight to the Falklands from Sao Paul in Brazil.