

# FALKLAND ISLANDS



## International Leisure Tourism Statistics Report 2018



<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>INTRODUCTION</b>	4
<b>KEY FACTS AND FIGURES</b>	5
<b>INBOUND TOURISM (OVERNIGHT VISITORS)</b>	6
<b>ALL TOURIST ARRIVALS</b>	6
Tourist Arrivals by Purpose of Visit (2000-2018)	6
<b>LEISURE TOURIST ARRIVALS</b>	8
Arrivals by Country of Residence (2008-2018)	8
Arrivals by Mode of Transport (2008-2018)	10
Arrivals by Age (2016-2018)	11
Arrivals by Gender (2016-2018)	12
Length of Stay (2008-2018)	13
Profiles of Visitors from the Top 6 Markets (2018)	14
Activities Undertaken by Leisure Visitors (2018)	15
Timing of Booking Trip (2018)	15
Visitor Satisfaction (2018)	16
Arrivals by Season (2001-2019)	18
Leisure Flights on FIGAS by Season (2014-2019)	19
<b>TOURIST EXPENDITURE</b>	20
Tourist Expenditure per Person per Night (2015-2018)	20
Total Tourist Expenditure per Annum (2010-2018)	21
<b>ACCOMMODATION OCCUPANCY</b>	22
<b>CRUISE TOURISM (DAY VISITORS)</b>	23
<b>CRUISE ARRIVALS</b>	23
Passenger Arrivals (1996-2019)	23
Nationality of Passengers (2018-2019)	24
Expedition Vessel Calls (2018-2019)	25
Time Onshore and Previous Visits (2018-2019)	26
Visitor Satisfaction (2018-2019)	26
Importance of the Falklands Islands in the Cruise Itinerary (2015-2019)	26
<b>CRUISE PASSENGER EXPENDITURE</b>	27
Average Spend per Passenger (2013-2019)	27
Cruise Passenger Spend (2008-2019)	28

## INTRODUCTION

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

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

Tourists can therefore be travelling to the Falkland Islands for a number of different reasons. These have been classified as:

- Leisure (and holiday).
- Visiting Friends and Relatives (VFR).
- Business (and conferences).
- Transit (en route to another country or short-term oil/fisheries worker).

Whilst the number of visits to the Falklands for VFR, business and transit tourism are included in a short section at the beginning of this report, the remainder of the document focuses purely on leisure tourism.

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

When considering cruise tourism, the following definitions are applied:

- Cruise Vessels: vessels carrying 250 or more passengers.
- Expedition Vessels: vessels carrying less than 250 passengers.

The data presented in this report is derived from:

- Data provided by the Customs and Immigration Department. For overnight visits, the purpose of visit (and length of stay) of each arrival in the Falkland Islands will determine whether they are defined as a tourist or not.
- Air Visitor Survey: a monthly survey undertaken by FITB on passengers departing by air at MPA.
- Cruise Visitor Survey: a regular survey undertaken during the cruise season by FITB at the Jetty Centre, on visitors departing the Islands.

## KEY FACTS AND FIGURES

Indicator	2018	Change from 2017
<b><i>Inbound (Land-Based) Tourism</i></b>		
All Tourist Arrivals	5,565	9.2%
Leisure Tourist Arrivals	1,903	1.0%
Leisure Tourist Arrivals (Season – 2018/19 v 2017/18)	1,540	5.8%
Leisure Tourist Arrivals from the UK	500	14.4%
Leisure Tourist Arrivals from Argentina	568	0.5%
Leisure Tourist Arrivals from the USA	190	27.5%
Leisure Tourist Arrivals on LATAM	1,359	9.7%
Leisure Tourist Arrivals on the Air Bridge	340	13.5%
Average Length of Stay of Leisure Tourists (nights)	10.4	0.3 nights
Average Spend per Leisure Tourist per Night (£)	214.09	38.0%
All Tourist Expenditure (£ million)	8.8	37.7%
Leisure Tourist Expenditure (£ million)	4.2	43.5%
<b><i>Cruise Tourism</i></b>		
Passengers	62,505	8.7%
Average Spend per Passenger (£)	64.89	15.0%
Total Passenger Expenditure (£ million)	4.1	25.1%

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

### Brief Summary

**2018 and the 2018-2019 season were record breakers in several ways, with tourism booming in the Falkland Islands.**

**Leisure tourism grew, to pass 1,900 visitors in 2018 and generate a record £4.2 million** in expenditure. Tourism Development Strategy goals of increasing length of stay and expanding visitor numbers outside of the main October-March season were also achieved.

**Cruise tourism generated a record 62,505 visitors** in the 2018-2019 season with passenger numbers growing by 8.7%. Total cruise passenger **expenditure also passed the £4 million mark for the first time.**

**Serviced accommodation occupancy increased by 3.5 percentage points** to reach 45.5% in 2018.

## INBOUND TOURISM

### ALL TOURIST ARRIVALS

#### Tourist Arrivals by Purpose of Visit (2000-2018)

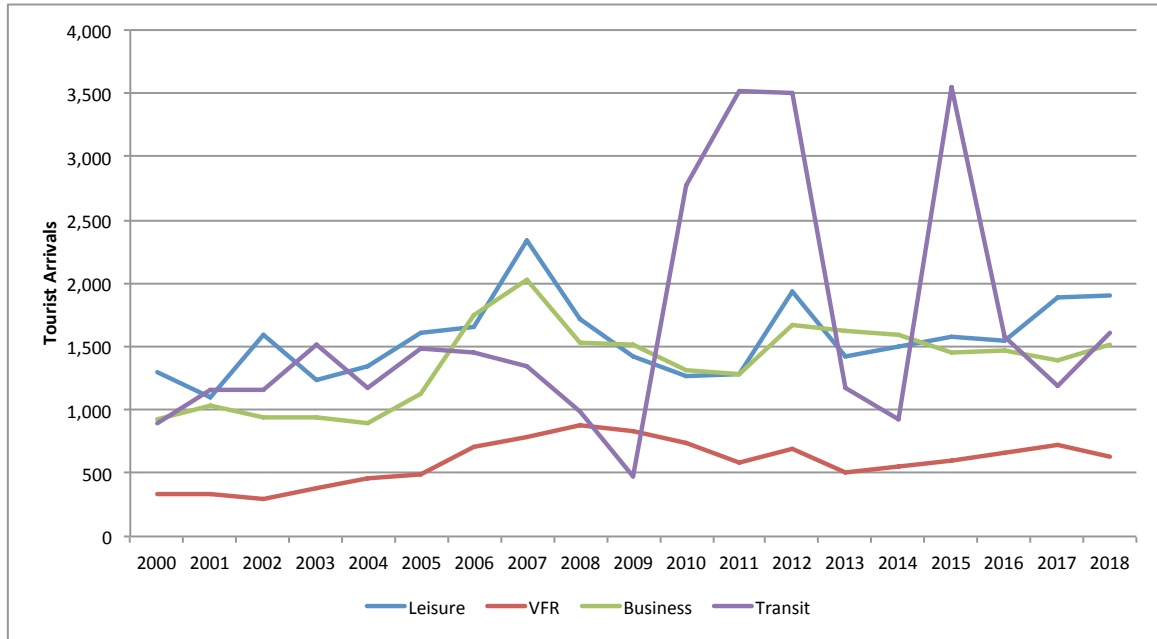
There were 5,656 tourist arrivals in the Falkland Islands in 2018, of which 1,903 were travelling for Leisure. This represents a 9.2% growth of all tourists, and a 1% growth of leisure tourists compared to the previous year – the first time there has been growth of leisure tourists after an anniversary year (e.g. 2007, 2012, 2017) when visits to the Islands tend to spike. Overall, leisure tourists represented almost 34% of all tourist arrivals.

Tourists visiting friends and relatives (VFR) fell by 13.2% in 2018 to 623 arrivals; they represented 11% of all tourist arrivals.

Year	Leisure	VFR	Business	Transit	Total	Growth (%)
2000	1,291	332	931	894	3,448	
2001	1,099	340	1,030	1,157	3,626	5.2
2002	1,595	296	948	1,157	3,996	10.2
2003	1,235	386	938	1,519	4,078	2.1
2004	1,343	464	895	1,175	3,877	-4.9
2005	1,602	486	1,128	1,486	4,702	21.3
2006	1,653	715	1,748	1,453	5,569	18.4
2007	2,338	782	2,032	1,345	6,497	16.7
2008	1,720	879	1,533	982	5,114	-21.3
2009	1,429	839	1,510	468	4,246	-17.0
2010	1,271	735	1,314	2,778	6,098	43.6
2011	1,276	578	1,277	3,518	6,649	9.0
2012	1,940	693	1,672	3,507	7,812	17.5
2013	1,426	501	1,621	1,179	4,727	-39.5
2014	1,494	559	1,599	922	4,574	-3.2
2015	1,576	605	1,455	3,553	7,189	57.2
2016	1,540	657	1,468	1,584	5,249	-27.0
2017	1,884	718	1,392	1,184	5,178	-1.4
<b>2018</b>	<b>1,903</b>	<b>623</b>	<b>1,519</b>	<b>1,611</b>	<b>5,656</b>	<b>9.2</b>
<b>Growth 17-18 (%)</b>	<b>1.0</b>	<b>-13.2</b>	<b>9.1</b>	<b>36.1</b>	<b>9.2</b>	
<b>Share 2000 (%)</b>	<b>37.4</b>	<b>9.6</b>	<b>27.0</b>	<b>25.9</b>	<b>100.0</b>	
<b>Share 2018 (%)</b>	<b>33.6</b>	<b>11.0</b>	<b>26.9</b>	<b>28.5</b>	<b>100.0</b>	
<b>AAR (%)</b>	<b>2.2</b>	<b>3.6</b>	<b>2.8</b>	<b>3.3</b>	<b>2.8</b>	

Business tourism grew significantly in 2018, by 9.1% to 1,519 arrivals. There was also strong growth of Transit visitors (mainly oil and fisheries) visitors in 2018, by 36.1%, to 1,611 arrivals. The movement of these visitors (which by United Nations World Tourism Organization definition are classed as tourists) has been, and will continue to be, highly dependent on the development of the oil sector in the Falklands.

Overall, all tourist arrivals have grown at an average annual rate of 2.8% per annum over the period 2000-2018. Leisure visitors have grown by an average annual rate of 2.2% over the same period.




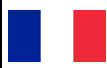





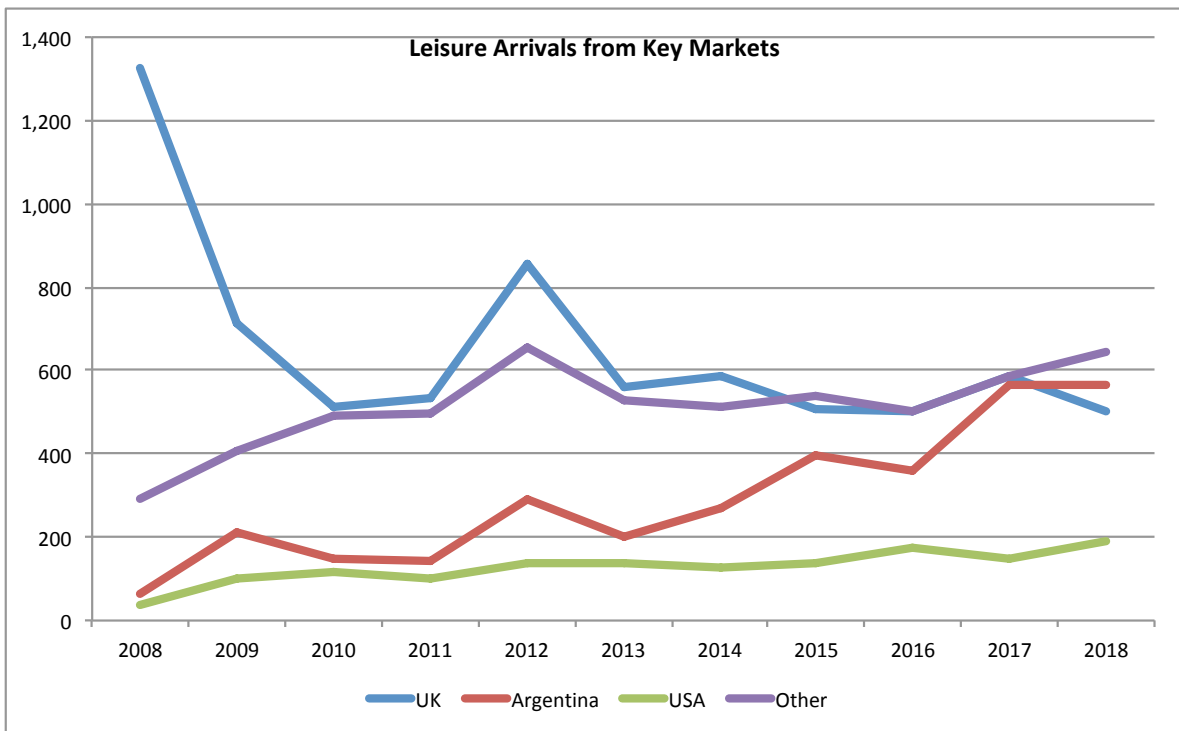
## LEISURE TOURIST ARRIVALS

### Arrivals by Country of Residence (2008-2018)

Leisure overnight visitors grew by 1.0% in 2018; however, there was a mix of fortunes amongst the main generating markets, with a fall in arrivals from the UK (down 14.4%), France (down 27.3%), and Germany (down 30.1%). Arrivals from the USA grew by 27.5% and from Australia by 120.0%. There was a slight growth of arrivals from Argentina of 0.5%.

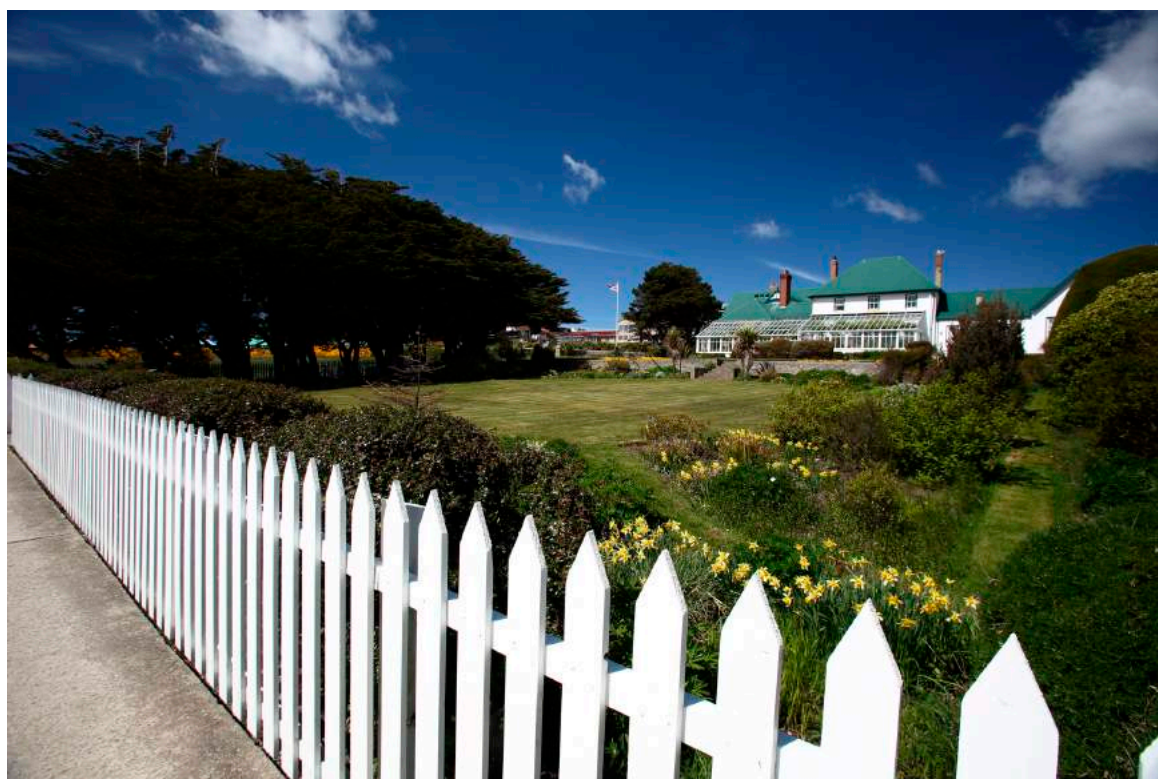
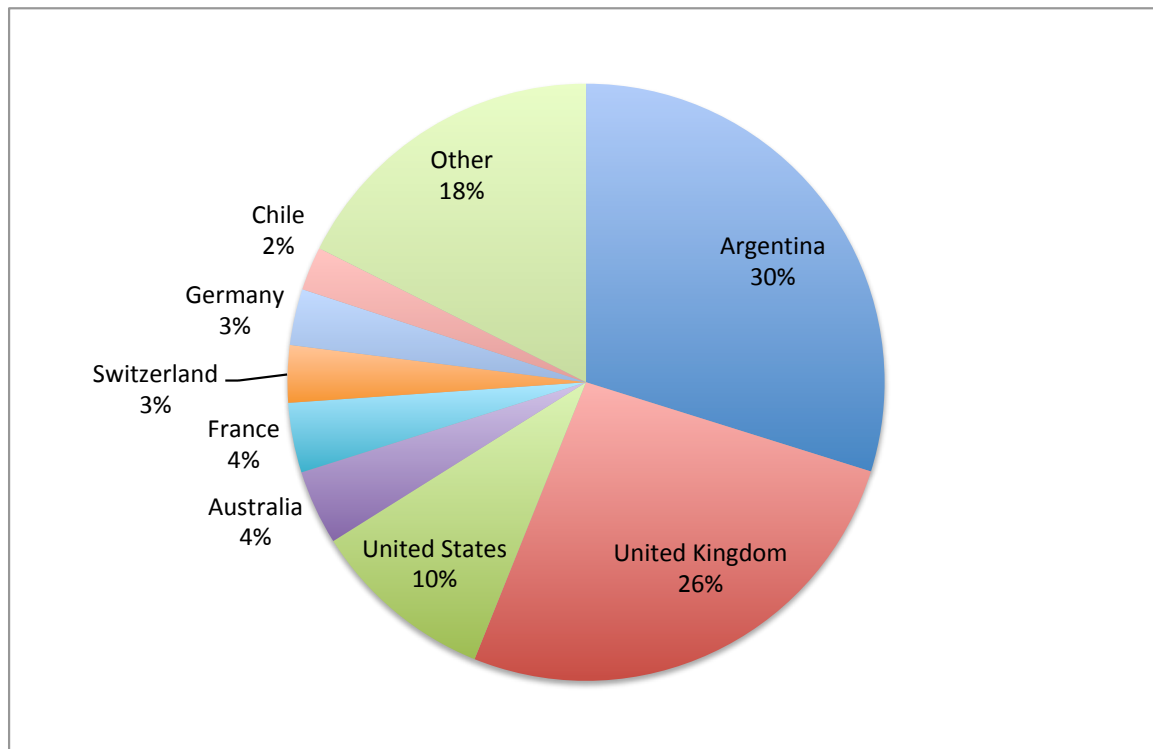
In 2018, the number of arrivals from Argentina exceeded those from the UK for the first time. However UK visitors stay on average much longer, so the UK is still the most significant market when measured in nights, which is a more important measure for economic activity.

									
Year	UK	Argentina	USA	France	Germany	Australia	Other	Total	% Growth
2008	1,327	64	37	45	33	8	206	1,720	-26.4
2009	714	210	99	44	55	31	276	1,429	-16.9
2010	514	149	116	68	38	45	341	1,271	-11.1
2011	532	143	102	91	58	48	302	1,276	0.4
2012	856	289	140	150	38	74	393	1,940	52.0
2013	559	201	136	94	63	55	318	1,426	-26.5
2014	586	268	128	85	58	56	313	1,494	4.8
2015	507	394	138	65	49	60	363	1,576	5.5
2016	500	361	177	53	73	48	328	1,540	-2.3
2017	584	565	149	99	83	35	369	1,884	22.3
<b>2018</b>	<b>500</b>	<b>568</b>	<b>190</b>	<b>72</b>	<b>58</b>	<b>77</b>	<b>438</b>	<b>1,903</b>	<b>1.0</b>
<b>Growth</b>	<b>-14.4</b>	<b>0.5</b>	<b>27.5</b>	<b>-27.3</b>	<b>-30.1</b>	<b>120.0</b>	<b>18.7</b>	<b>1.0</b>	





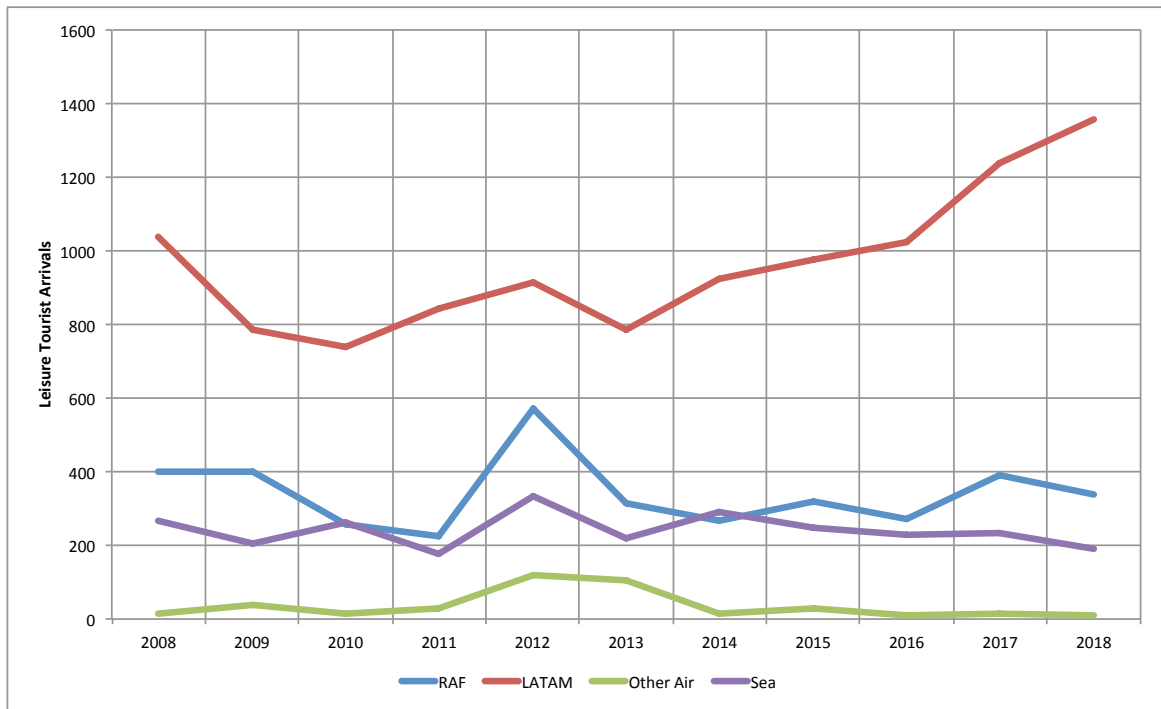
The distribution of leisure tourist arrivals is shown below, with Argentina representing 30%, followed by the UK at 26%.



### Arrivals by Mode of Transport (2008-2018)

The main mode of transport to the Falkland Islands for leisure arrivals was by LATAM, which accounted for almost three-quarters (71.4%) of all leisure arrivals in 2018, and grew by almost 10% over the previous year. Arrivals on the RAF air bridge fell by 13.5%.

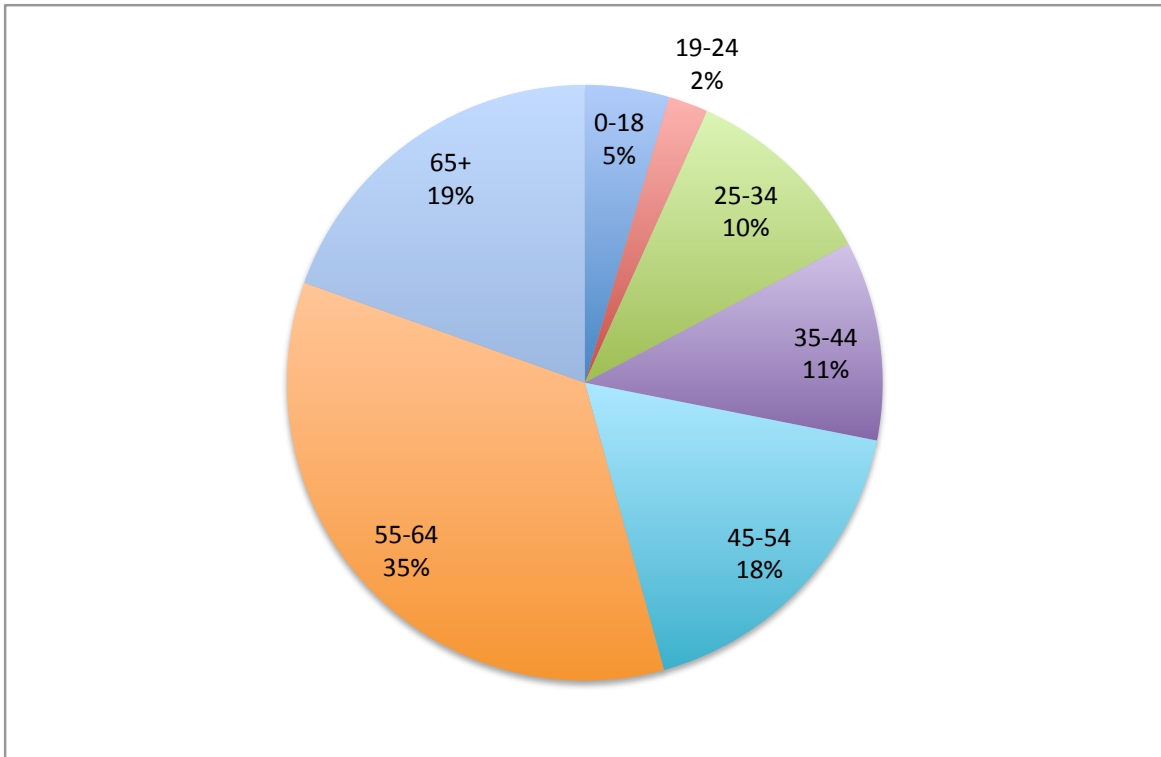
Year	RAF	LATAM	Other Air	Sea	Total
2008	401	1037	16	266	1,720
2009	400	786	37	206	1,429
2010	259	739	13	260	1,271
2011	225	844	30	177	1,276
2012	573	916	118	333	1,940
2013	314	786	107	219	1,426
2014	266	926	13	289	1,494
2015	321	978	30	247	1,576
2016	273	1,026	10	231	1,540
2017	393	1,239	16	236	1,884
<b>2018</b>	<b>340</b>	<b>1,359</b>	<b>12</b>	<b>192</b>	<b>1,903</b>
<b>% Growth</b>	<b>-13.5</b>	<b>9.7</b>	<b>-25.0</b>	<b>-18.6</b>	<b>1.0</b>
<b>% Share</b>	<b>17.9</b>	<b>71.4</b>	<b>0.6</b>	<b>10.1</b>	<b>100.0</b>



### Arrivals by Age (2016-2018)

54% of all leisure tourists were 55+ years, which is more significant than in 2017 – there was a 17.4% growth in leisure arrivals from the 55-64 age group. The other age group to expand (compared to 2017) was the 25-34 group, increasing by 12.3%.

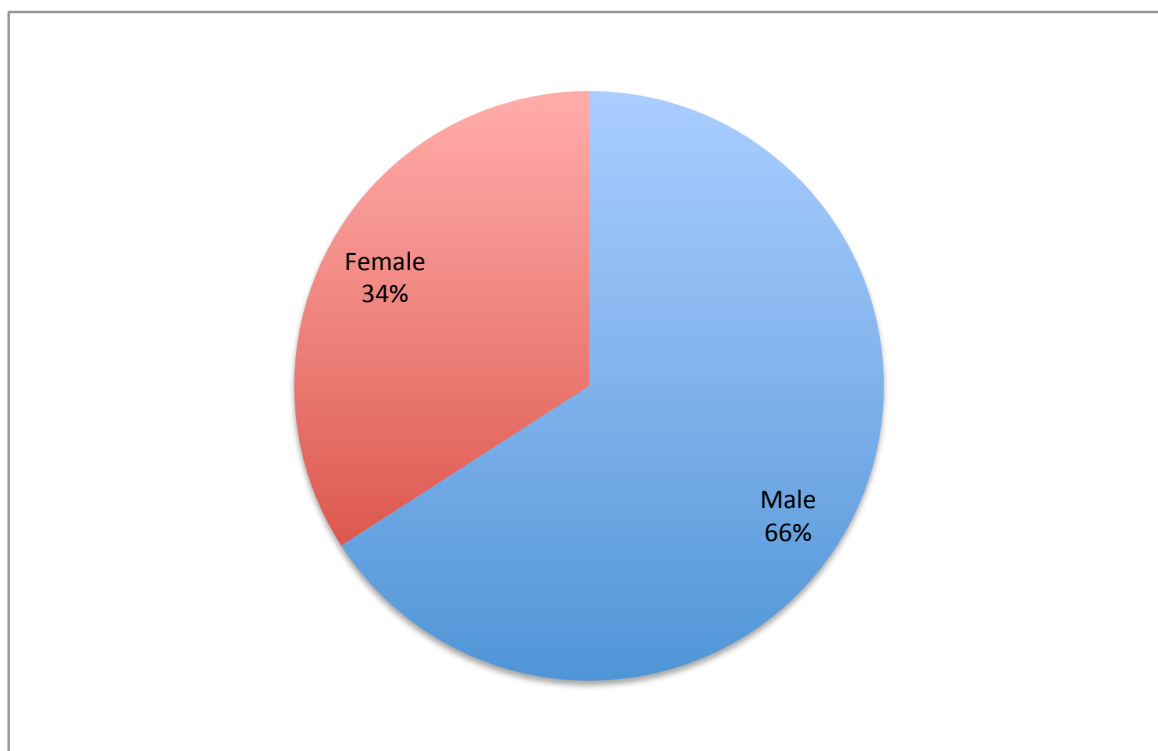
Age	2016	2017	2018	% Change 2017-18	Share 20178 (%)
0-18	20	90	87	-3.3	4.6
19-24	29	62	41	-33.9	2.2
25-34	147	179	201	12.3	10.6
35-44	168	209	206	-1.4	10.8
45-54	407	386	335	-13.2	17.6
55-64	417	563	661	17.4	34.7
65+	352	395	372	-5.8	19.5
<b>Total</b>	<b>1,540</b>	<b>1,884</b>	<b>1,903</b>	<b>1.0</b>	<b>100.0</b>



### Arrivals by Gender (2016-2018)

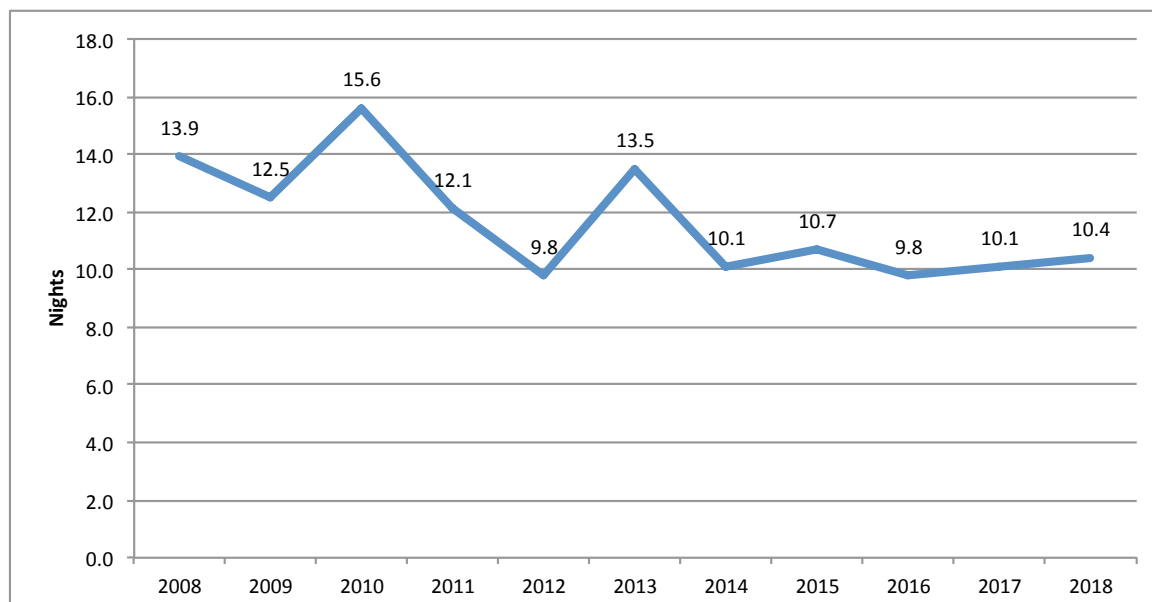
Whilst male visitors dominate leisure tourism, there is a trend towards more females visiting the Falklands in recent years. Females made up 34% of all leisure arrivals in 2018, up from 15% in 2016.

Gender	2016	2017	2018	% Change 2017-18	Share 2018 (%)
Male	1,309	1,300	1,254	-3.5	65.9
Female	231	584	649	11.1	34.1
<b>Total</b>	<b>1,540</b>	<b>1,884</b>	<b>1,903</b>	<b>1.0</b>	<b>100.0</b>



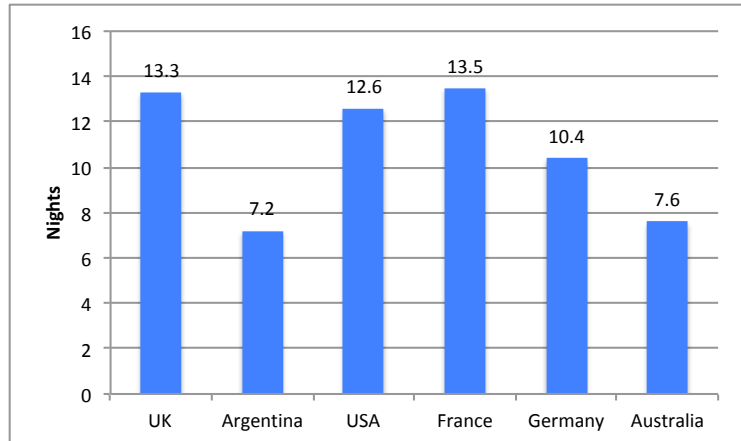
### Length of Stay (2008-2018)

There was an increase in the average length of stay of leisure visitors in 2018, up from 10.1 nights to 10.4 nights. This continues the recent trend of increased length of stay of leisure visitors to the Falklands.

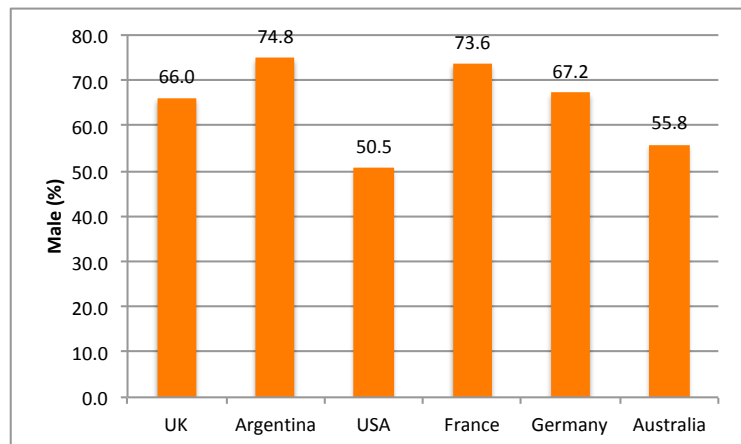


### Profiles of Visitors from the Top 6 Markets (2018)

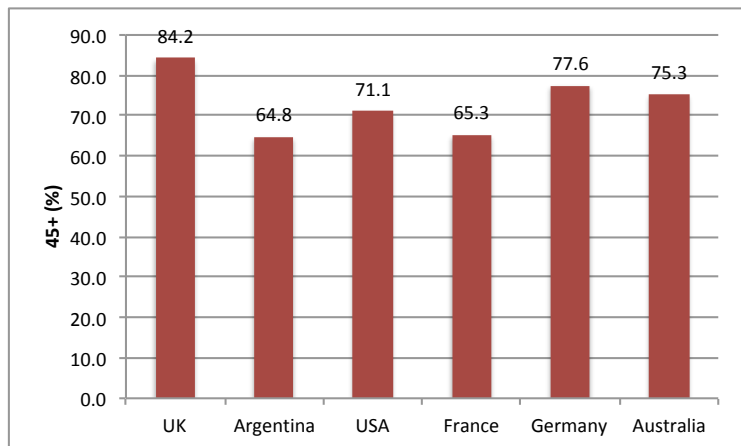
**Length of Stay:** the average length of stay of leisure visitors varies considerably between the markets, with France and the UK staying the longest at 13.5 and 13.3 nights respectively, and visitors from Argentina staying the shortest, on average 7.2 nights.



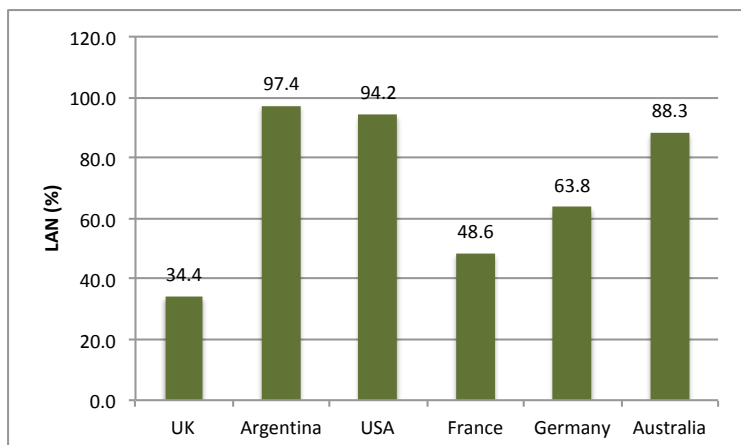
**Gender:** the percentage of male visitors as a proportion of all visitors also varies by market, with arrivals from Argentina being the most male-dominated, and those from USA being almost equally split between the two sexes.



**Age:** The proportion of visitors aged 45 years and over is shown in this chart. It indicates that visitors from the UK are the oldest group (around 84% being 45 and over), with those from Argentina and France being the youngest, with only around 65% being 45 years or older.

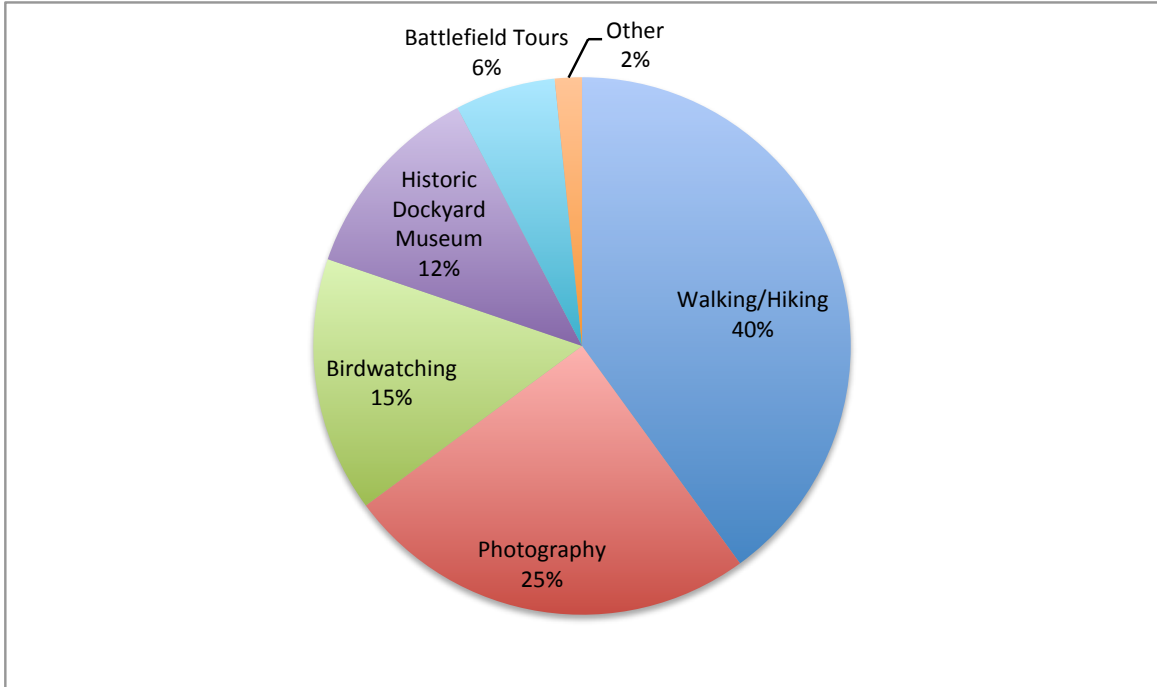


**Mode of Transport:** the proportion of visitors using the most popular method of transport for all leisure arrivals (LATAM) is shown in this chart. Only 34.4% of UK visitors and 48.6% of French visitors use LATAM, compared to 97.4% of visitors from Argentina and 94.2% of visitors from USA.



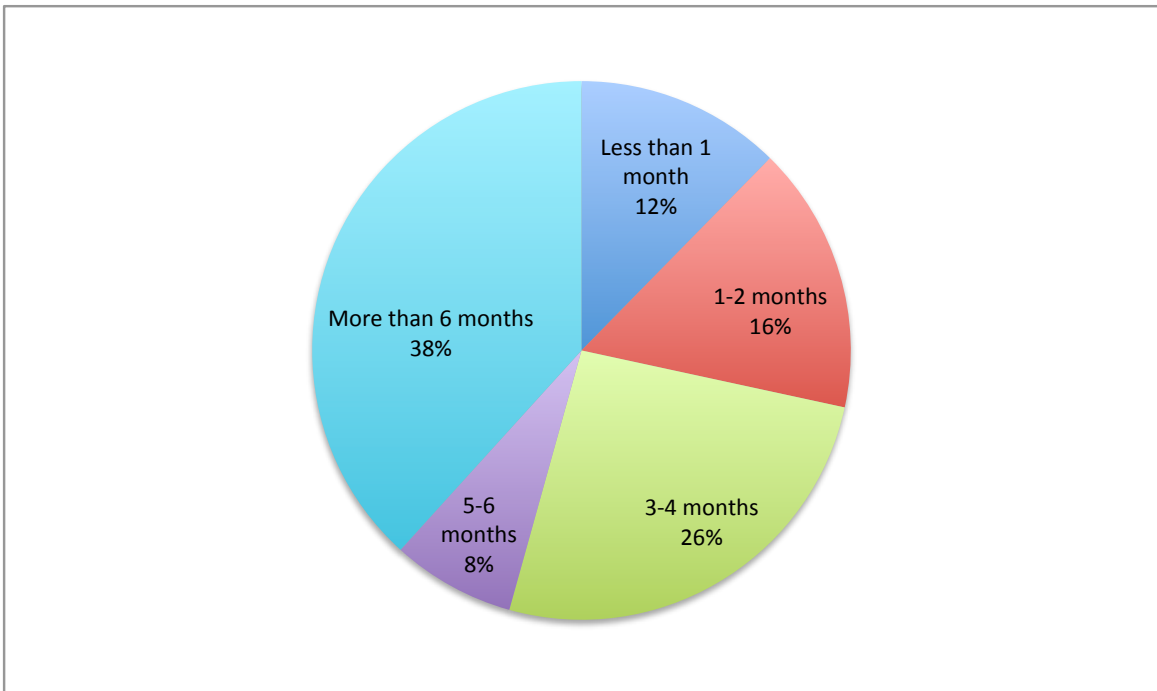
**Activities Undertaken by Leisure Visitors (2018)**

The Air Visitor Survey undertaken by FITB shows that walking/hiking and photography were the two most popular activities undertaken by overnight visitors, followed by bird watching.



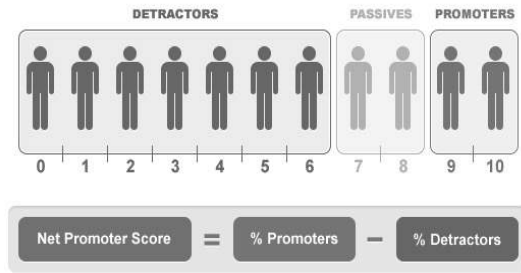
**Timing of Booking Trip (2018)**

The survey also showed that over one-third (38%) of all visitors booked their trip more than 6 months in advance, and almost three-quarters (74%) booked it at least 3 months in advance.



### Visitor Satisfaction (2018)

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



The NPS for 2017 was 62.8, however this fell slightly to 60.6 in 2018, as shown on the right.

Any score above 60 can be considered as representing a high satisfaction rate from visitors, however the overall trend should be up.





Visitors were asked why they gave their individual score out of 10 (used to calculate the NPS). The word cloud below shows that wildlife, friendly people, and beautiful scenery were the most mentioned.



### Arrivals by Season (2001-2019)

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

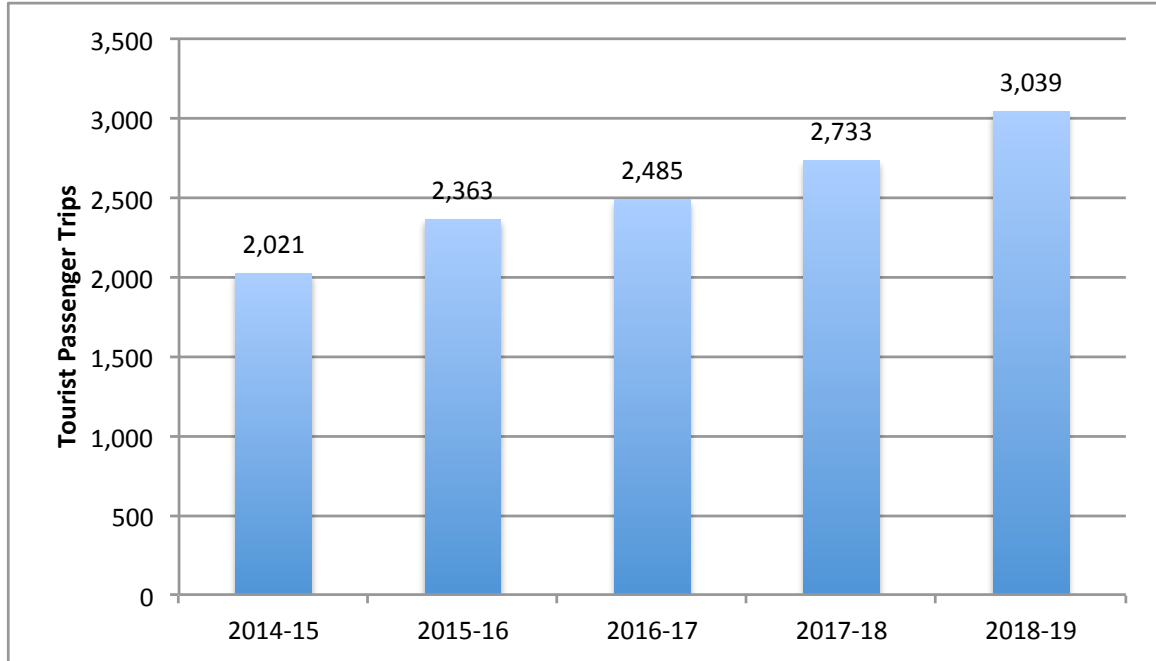
This data shows that 1,540 leisure tourists visited the Falklands in the 2018-2019 season, down 5.8% on the previous season. Whilst arrivals over the period October 2018-March 2019 fell compared to the previous season, arrivals in the wider season (September-April) increased. One of the aims of the Tourism Development Strategy is to extend the season, and therefore this growth can be considered a success.

Season	Oct	Nov	Dec	Jan	Feb	Mar	Total	% Growth
2001-02	77	113	256	180	216	134	976	-4.0
2002-03	115	428	296	187	160	93	1,279	31.0
2003-04	65	250	354	281	115	112	1,177	-8.0
2004-05	129	207	394	283	156	157	1,326	12.7
2005-06	133	303	420	304	283	124	1,567	18.2
2006-07	133	235	344	367	261	141	1,481	-5.5
2007-08	182	700	443	400	244	160	2,129	43.8
2008-09	164	329	236	248	202	122	1,301	-38.9
2009-10	59	272	273	246	170	102	1,122	-13.8
2010-11	115	168	267	211	296	101	1,158	3.2
2011-12	109	262	181	203	255	325	1,335	15.3
2012-13	201	307	346	201	199	130	1,384	3.7
2013-14	135	359	202	265	225	172	1,358	-1.9
2014-15	153	255	216	234	196	163	1,217	-10.4
2015-16	193	321	229	290	252	179	1,464	20.2
2016-17	172	229	196	289	265	269	1,420	-3.1
2017-18	222	309	269	231	299	305	1,635	15.1
2018-19	195	220	310	270	295	250	1,540	-5.8



### Leisure Flights on FIGAS by Season (2014-2019)

There were 3,039 leisure passenger trips on FIGAS during the 2018-19 season, up 11.2% on the previous season. There has been sustained and strong growth in leisure passenger trips over the last five years, growing at an average annual rate of 10.7%.



## TOURIST EXPENDITURE

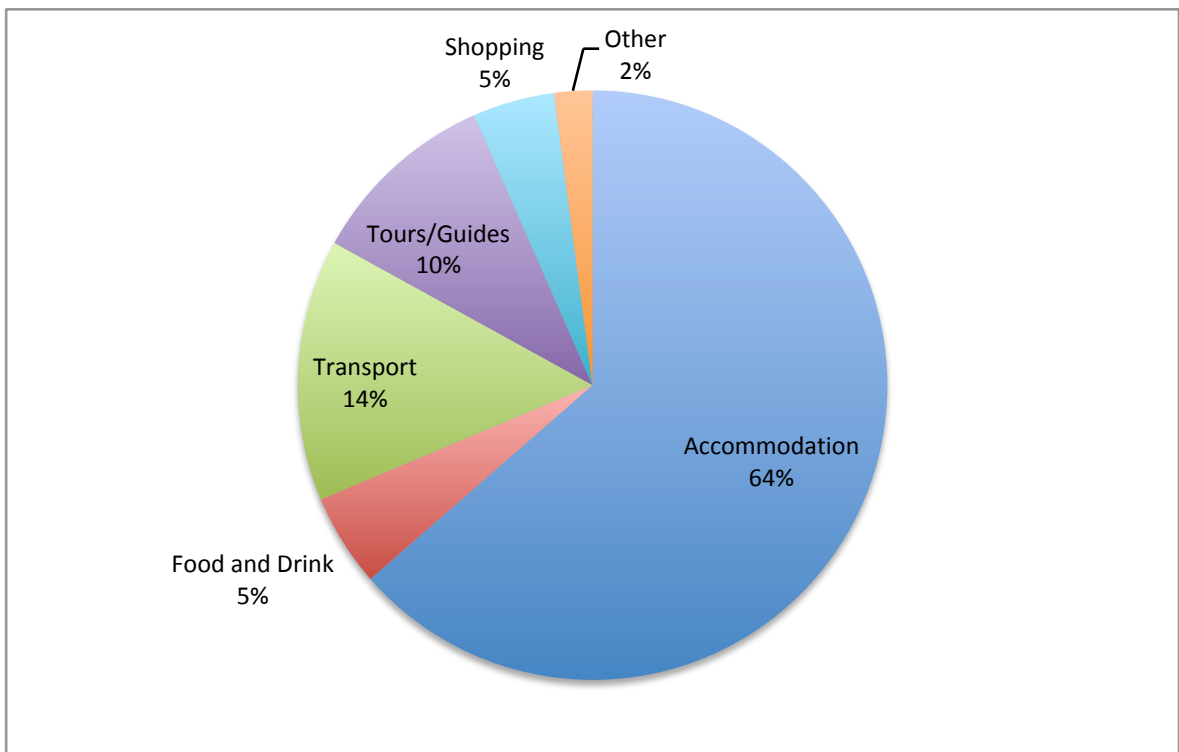
### Tourist Expenditure per Person per Night (2015-2018)

The average spend per tourist per night (for all purposes of visit) in the Falklands in 2018 was £131.76. Almost 62% of all daily spend was on accommodation (£81.41).

Tourist Expenditure	2015	2016	2017	2018	Share 2018
All Purposes of Visit	(£)	(£)	(£)	(£)	(%)
Accommodation	44.96	37.84	55.55	81.41	61.8
Meals/Drinks	19.01	16.02	16.53	12.25	9.3
Transport	11.21	9.40	8.84	16.82	12.8
Tours/Guides	5.13	4.33	4.45	9.79	7.4
Shopping	13.59	11.44	15.16	7.86	6.0
Other	3.19	2.70	6.23	3.62	2.7
Total	97.10	81.72	106.76	131.76	100.0

Leisure tourists spend more than other types, averaging £214.09 per night, with average spend per night on accommodation being £136.11 (representing 64% of all spend).

Tourist Expenditure	2018	% Share
Leisure Only	(£)	(£)
Accommodation	136.11	63.6
Meals/Drinks	10.89	5.1
Transport	30.72	14.4
Tours/Guides	22.25	10.4
Shopping	9.62	4.5
Other	4.48	2.1
Total	214.09	100.0



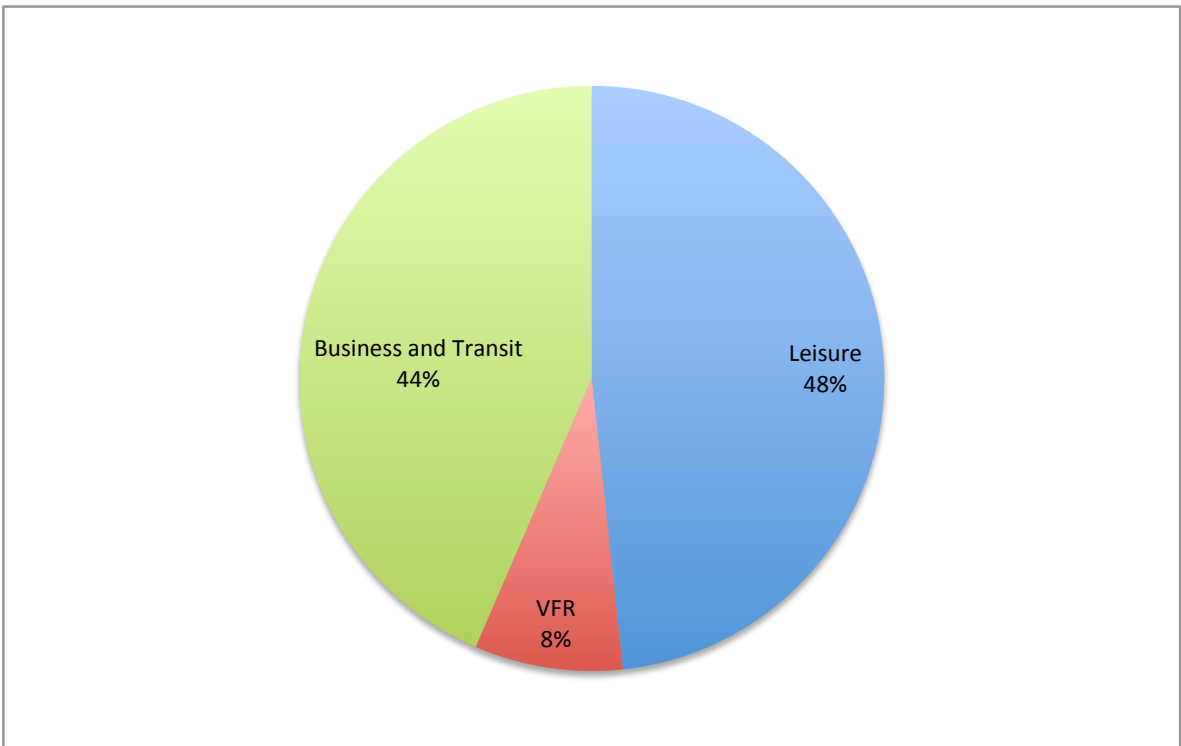
**Total Tourist Expenditure per Annum (2010-2018)**

Total inbound tourist expenditure (for all purposes of visit) in the Falkland Islands in 2018 is estimated at almost £8.8 million.

Year	Total Spend (£)	Change (%)
2010	5,493,539	118.0
2011	5,177,928	-5.7
2012	7,774,514	50.1
2013	5,009,644	-7.1
2014	5,659,203	-21.6
2015	7,448,457	31.6
2016	5,662,158	-24.0
2017	6,374,276	12.6
2018	8,779,937	37.7

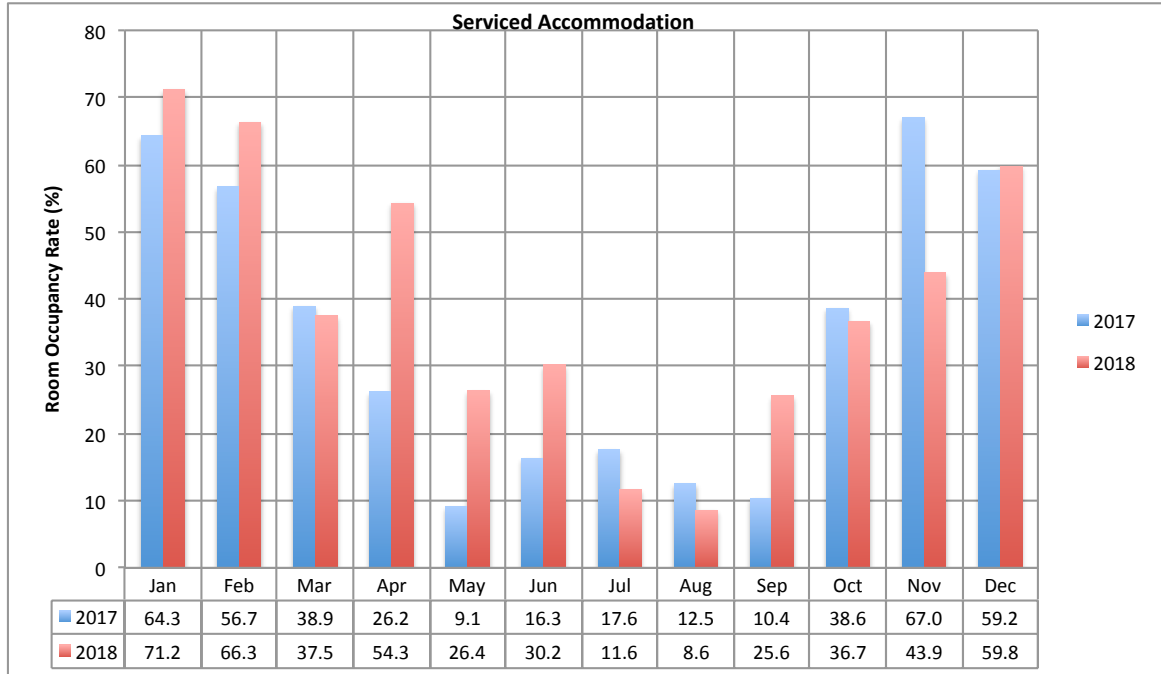
Leisure tourism accounted for 48.3% of all tourist expenditure in 2018 (£4.24 million).

Purpose of Visit	Spend (2018)	Share (%)
Leisure	4,237,040	48.3
VFR	721,483	8.2
Business and Transit	3,821,414	43.5
Total	8,779,937	100.0



## ACCOMMODATION OCCUPANCY

Serviced accommodation room occupancy was 45.5% in 2018, up by 3.5 percentage points on the 42.0% achieved in 2017. The peak months for serviced accommodation were January and February, with rates of 71.2% and 66.3% respectively.



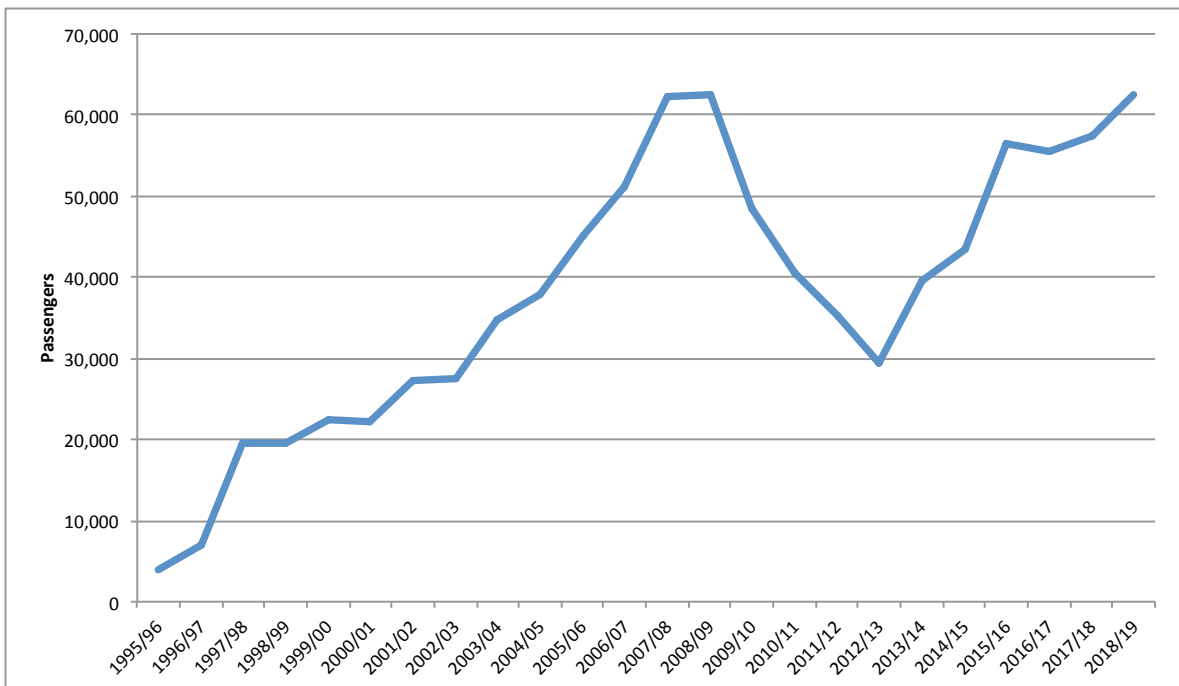
## CRUISE TOURISM

### CRUISE ARRIVALS

#### Passenger Arrivals (1996-2019)

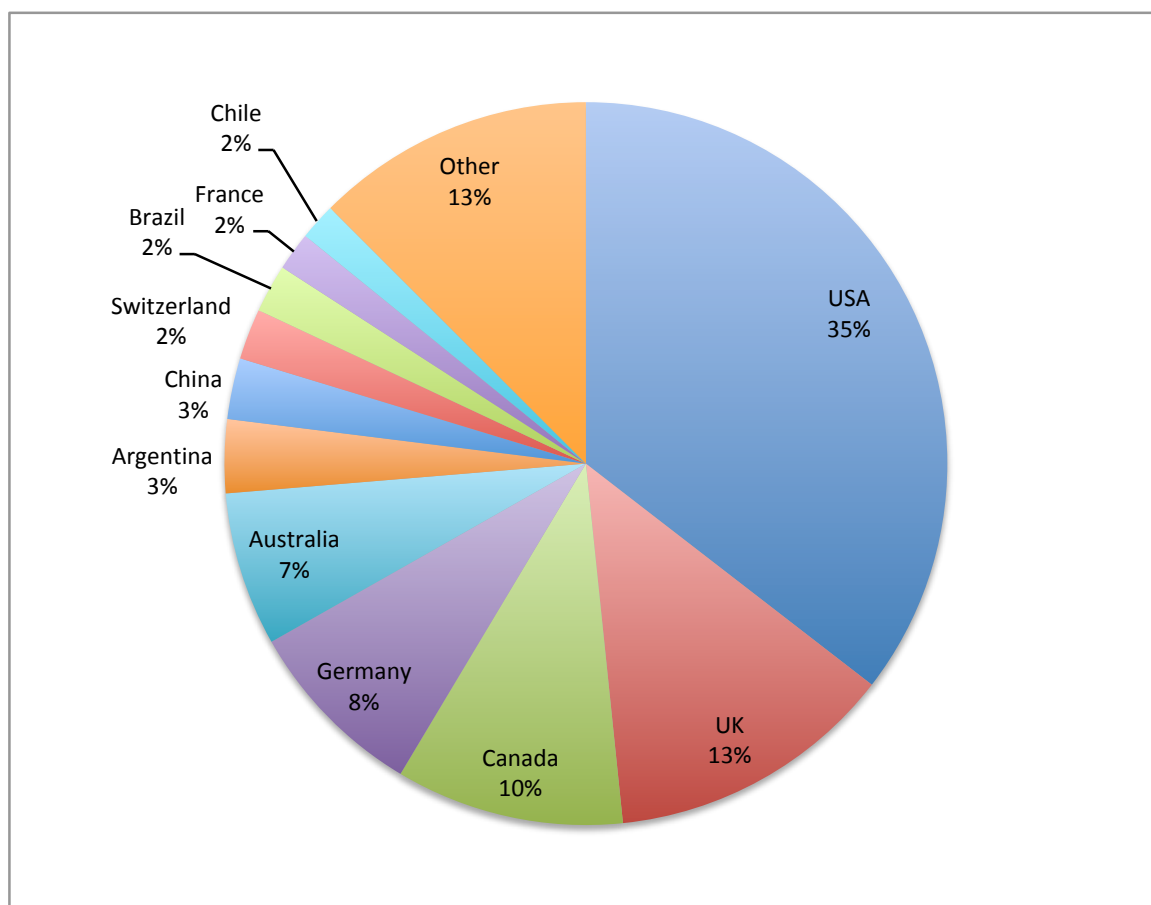
In the 2018-2019 season there was a total of 62,505 cruise passenger visits to the Falkland Islands, making it the busiest cruise season ever.

Season	Passengers	Change (%)
1996/97	7,008	77.9
1997/98	19,523	178.6
1998/99	19,638	0.6
1999/00	22,370	13.9
2000/01	22,125	-1.1
2001/02	27,230	23.1
2002/03	27,461	0.8
2003/04	34,691	26.3
2004/05	37,880	9.2
2005/06	45,229	19.4
2006/07	51,282	13.4
2007/08	62,203	21.3
2008/09	62,485	0.5
2009/10	48,420	-22.5
2010/11	40,542	-16.3
2011/12	35,159	-13.3
2012/13	29,553	-15.9
2013/14	39,543	33.8
2014/15	43,437	9.8
2015/16	56,476	30.0
2016/17	55,633	-1.5
2017/18	57,496	3.3
2018/19	62,505	8.7



### Nationality of Passengers (2018-2019)

Over one-third of all passengers were from the United States (35%), with the next largest markets being the UK (13%), Canada (10%), and Germany (8%).

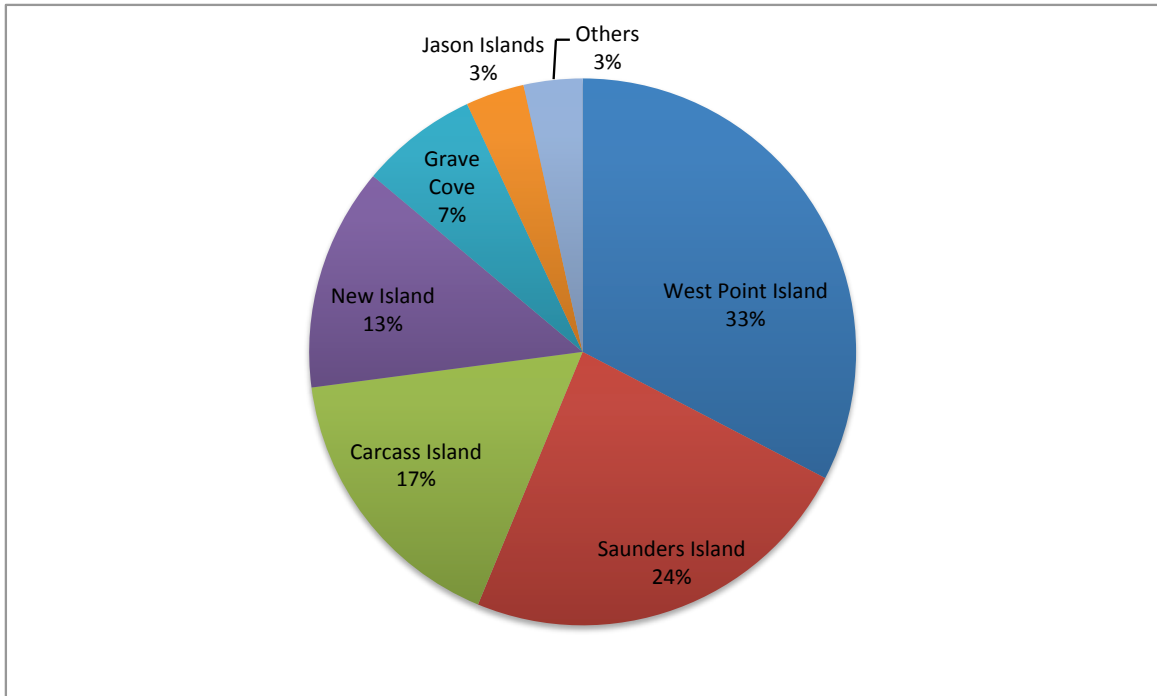




### Expedition Vessel Calls (2018-2019)

Expedition vessels dominate the cruise market in the Falklands in terms of ship movements, with several of the outer islands being part of cruise itineraries. Only 21.9% of all cruise visitor arrivals are on expedition vessels, however they make up 72.5% of all vessel arrivals.

Analysis of the distribution of calls to destinations in camp (outside of Stanley) shows that West Point accounted for the largest share (33%) of all calls followed by Saunders Island (24%), and Carcass Island (17%).



Of the 79 expedition vessel visits to the Falkland Islands in the 2018-2019 season, 58% called at West Point, with 43% calling at Saunders Island.

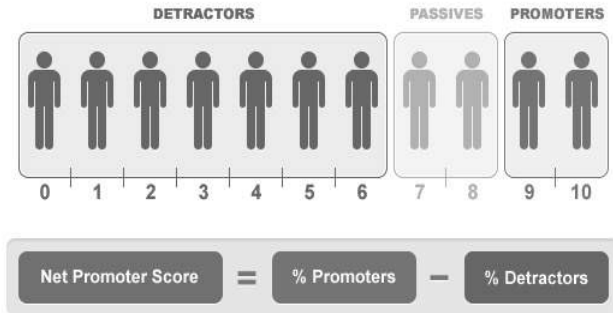
### Time Onshore and Previous Visits (2018-2019)

The Cruise Visitor Survey undertaken by FITB shows that the average time ashore of cruise visitors is 4.7 hours, the same as in 2017-2018. Passengers on large cruise vessels spend slightly longer on shore (average of 5.0 hours), compared to those on expedition vessels (average of 4.1 hours)

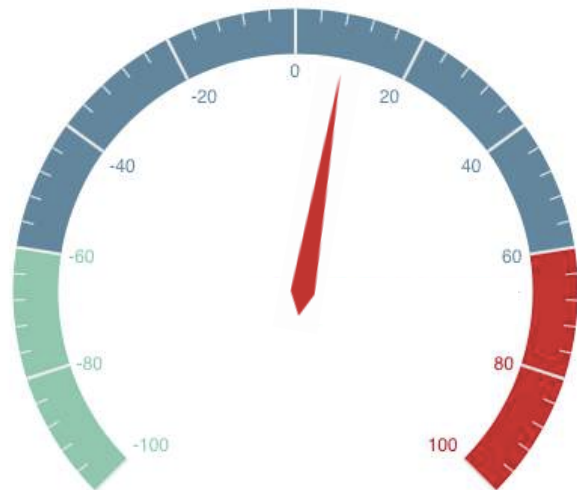
92.3% of all cruise passengers were first time visitors to the Falklands (compared to 89% in 2017-2108).

### Visitor Satisfaction (2018-2019)

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



The NPS for the 2018-19 season was 9.4, down 0.9 points from 10.3 in the 2017-2018 season, as shown on the right. This shows a mid-range satisfaction rating, which is on the positive side of neutral, but indicates room for improvement.



### Importance of the Falklands Islands in the Cruise Itinerary (2015-2019)

A total of 9.4% of visitors stated that the Falklands was *Essential* when choosing their itinerary. However a further 39.2% stated that it was *Very Important*. So around one-half of all arrivals attached high importance to the Falklands when selecting their cruise.

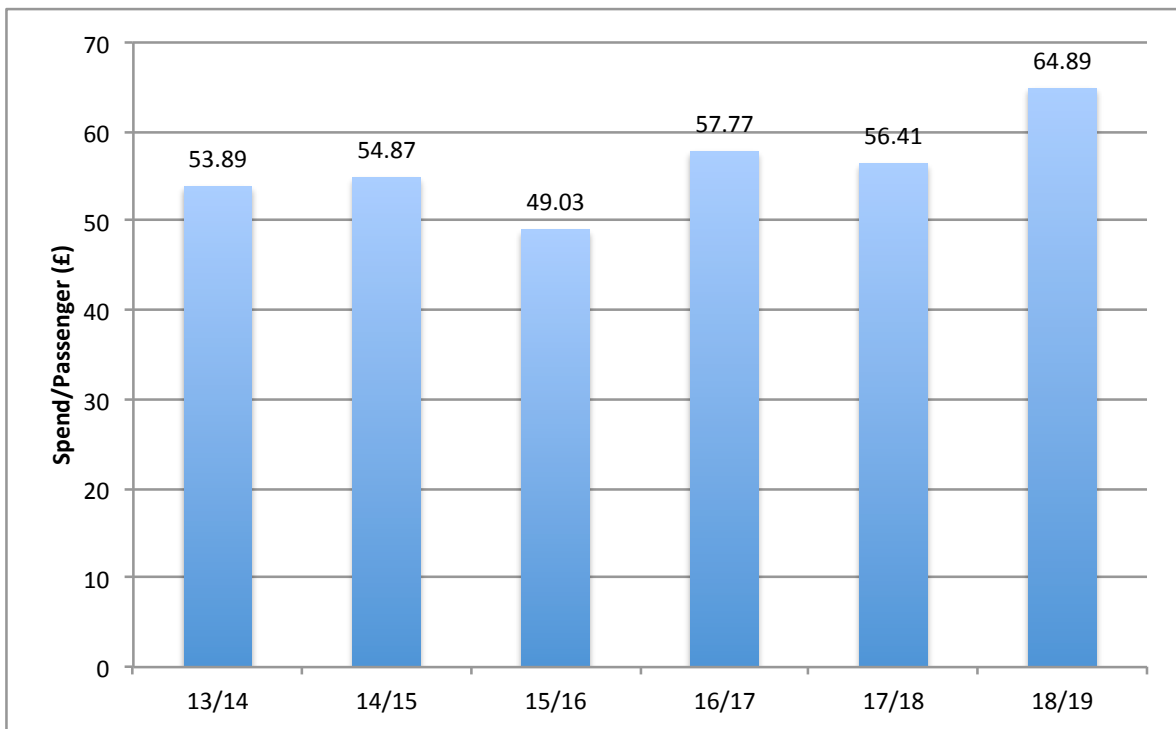
Response	15/16	16/17	17/18	18/19
	%	%	%	%
Essential	12.3	13.0	10.0	9.4
Very Important	47.7	43.5	44.9	39.2
Quite Important	26.1	25.4	31.5	37.9
Not Very Important	11.9	7.2	12.6	10.1
Not Important at All	2.1	10.9	1.0	1.5
Total	100.0	100.0	100.0	100.0

## CRUISE PASSENGER EXPENDITURE

### Average Spend per Passenger (2013-2019)

The average spend per cruise passenger increased in 2018-2019 to £64.89. Expenditure on Tours increased the most, to £41.30 per passenger – this is an average for all passengers, including those who did not take a tour at all, and only includes the proportion of the tour that contributes to the Falklands economy.

Type of Spend	13/14	14/15	15/16	16/17	17/18	18/19
	(£)	(£)	(£)	(£)	(£)	(£)
Tours	28.58	27.09	27.41	33.34	34.20	41.30
Food and Drink	4.40	5.34	4.91	5.07	3.58	4.03
Shopping	20.13	21.63	16.10	17.52	17.75	19.00
Other	0.78	0.81	0.61	1.84	0.88	0.56
Total	53.89	54.87	49.03	57.77	56.41	64.89



### Cruise Passenger Spend (2008-2019)

Overall, cruise expenditure was up by over 25% to £4.06 million in the 2018-2019 season. This represents the highest level of cruise passenger expenditure ever in the Falklands.

Season	Spend (£)	Change (%)
2008/09	2,857,439	
2009/10	1,589,144	-44.4
2010/11	1,398,699	-12.0
2011/12	1,784,319	27.6
2012/13	1,692,500	-5.1
2013/14	2,130,972	25.9
2014/15	2,383,388	11.8
2015/16	2,769,018	16.2
2016/17	3,213,918	16.1
2017/18	3,243,349	0.9
2018/19	4,055,949	25.1

