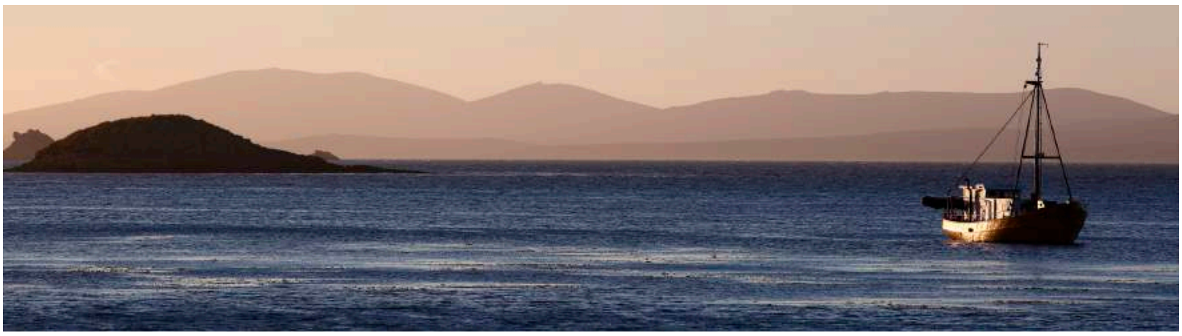
FALKLAND ISLANDS



International Leisure Tourism Statistics Report 2016

Falkland Islands
TOURIST BOARD

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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	Value (2016)	Change from 2015
Inbound (Land-Based) Tourism		
All Tourist Arrivals	5,242	-27.1%
Leisure Tourist Arrivals	1,540	-2.3%
Leisure Tourist Arrivals (Season – 2016/17 v 2015/16)	1,419	-3.1%
Leisure Tourist Arrivals from the UK	500	-1.4%
Leisure Tourist Arrivals from Argentina	361	-8.4%
Leisure Tourist Arrivals from the USA	177	28.3%
Leisure Tourist Arrivals on LATAM	1,026	4.9%
Leisure Tourist Arrivals on the Air Bridge	273	-15.0%
Average Length of Stay of Leisure Tourists (nights)	9.8	0.9 nights
Average Spend per Leisure Tourist per Night (£)	152.52	3.5%
All Tourist Expenditure (£ million)	5.7	-24.1%
Leisure Tourist Expenditure (£ million)	2.3	-7.4%
Cruise Tourism		
Passengers	55,633	-1.5%
Average Spend per Passenger (£)	57.77	17.8%
Total Passenger Expenditure (£ million)	3.2	16.1%

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

Brief Summary

Whilst **all tourist arrivals fell considerably** in 2016, this was largely due to the oil industry ceasing some of its main operations in the Falklands. Focussing purely on **leisure tourism shows that there was little change in visitor numbers** (just 36 arrivals fewer than the previous year, representing a drop of 2.3%). The 2016-17 season (Oct-Mar) was also very similar in terms of leisure arrivals to the previous season. Visitors from the UK changed little, although there was growth in the USA and German markets.

The **average spend per leisure tourist increased** by 3.5% per night in 2016, however due to a slightly shorter length of stay, total leisure tourist expenditure fell by 7.4%.

Cruise tourism remained strong in the 2016-2017 season with similar passenger numbers to the previous season, but an increase in expenditure of 16%, to £3.2 million.

Expedition cruises performed particularly strongly, calling at 190 ports over the season, the highest ever recorded in the Falklands.

INBOUND TOURISM

ALL TOURIST ARRIVALS

Tourist Arrivals by Purpose of Visit (2000-2016)

There were 5,242 tourist arrivals in the Falkland Islands in 2016, of which 1,540 were travelling for Leisure. This represents a tiny drop in the number of leisure tourists of 2.3% (or 36 visitors) over the previous year. Leisure tourists represented nearly 30% of all tourist arrivals.

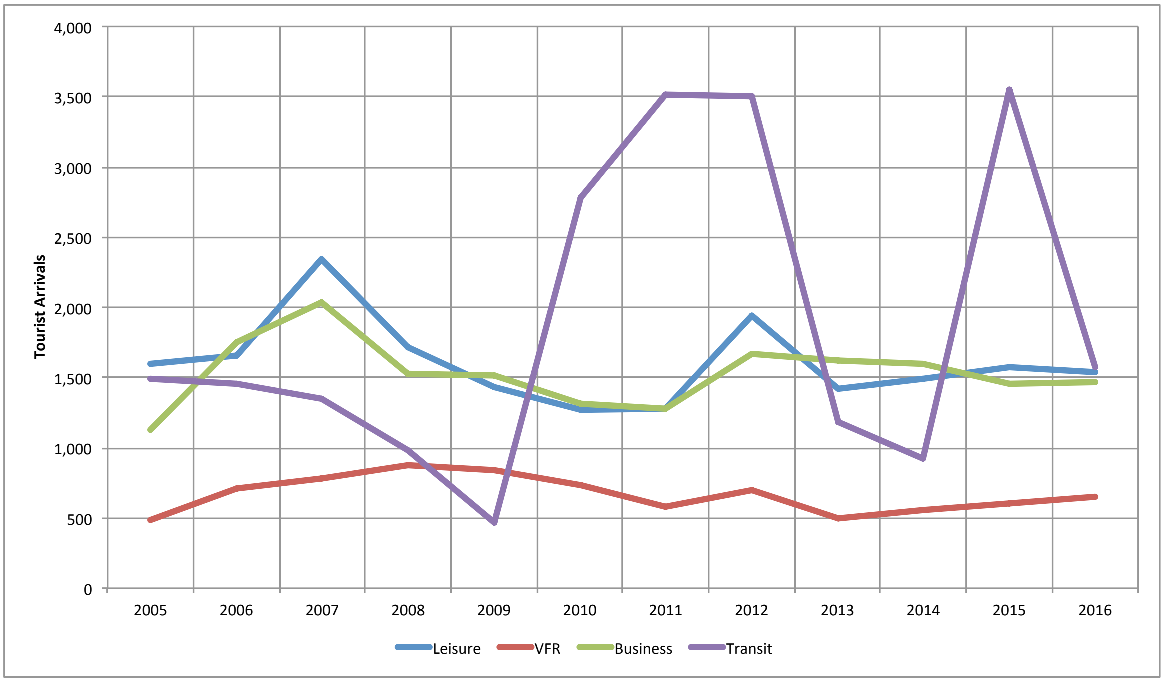
Tourists visiting friends and relatives (VFR) grew by 8.3% in 2016 to 655 arrivals. They represent over 12% of all tourist arrivals.

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**	**655**	**1,467**	**1,580**	**5,242**	**-27.1**
Growth 15-16 (%)	***-2.3***	***8.3***	***0.8***	***-55.5***	***-27.1***	
Share 2000 (%)	***37.4***	***9.6***	***27.0***	***25.9***	***100.0***	
Share 2016 (%)	***29.4***	***12.5***	***28.0***	***30.1***	***100.0***	
AAR (%)	***1.1***	***4.3***	***2.9***	***3.6***	***2.7***	

Business tourism grew marginally in 2016, by 0.8% to 1,467 arrivals. There was a significant fall in Transit (mainly oil and fisheries) visitors in 2016, by 27.1%, to 1,580 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 2.7% per annum over the period 2000-2016, with VFR visitors increasing most significantly (average of 4.3% per annum). Leisure visitors have only grown by a modest annual average rate of 1.1% over the period since 2000.

In terms of market share, when comparing 2000 with 2016, VFR and Transit tourist arrivals have grown at the expense of Leisure tourists.



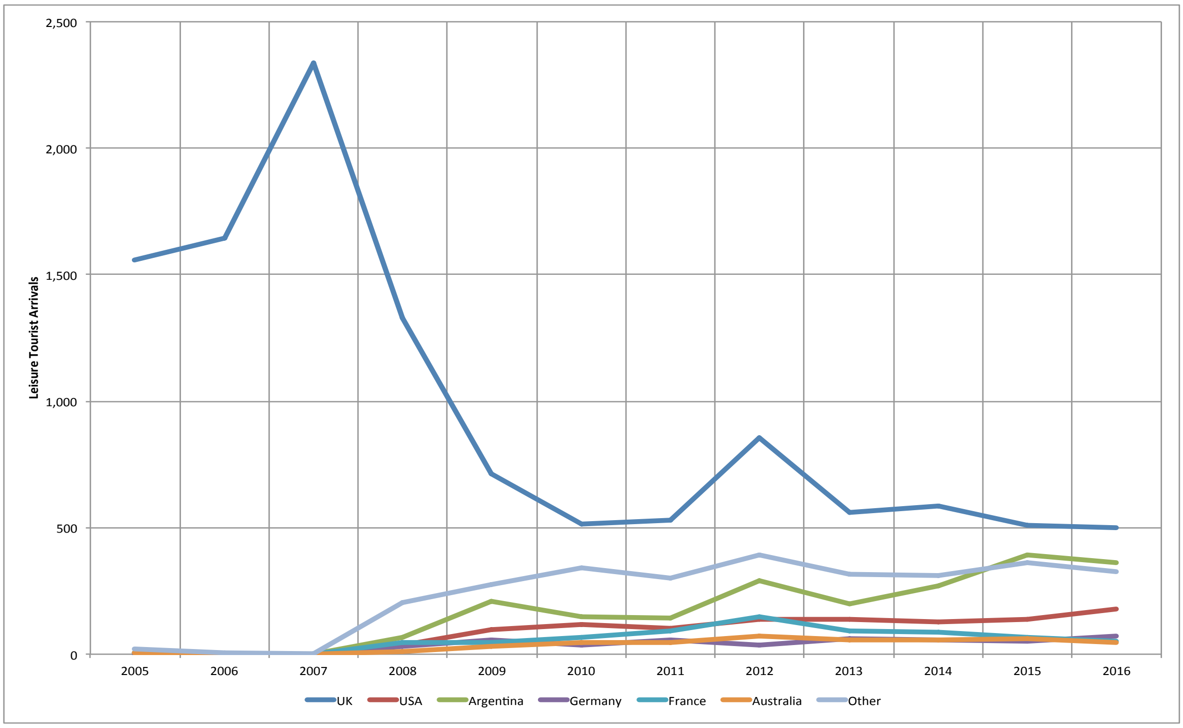
LEISURE TOURIST ARRIVALS

Arrivals by Country of Residence (2005-2016)

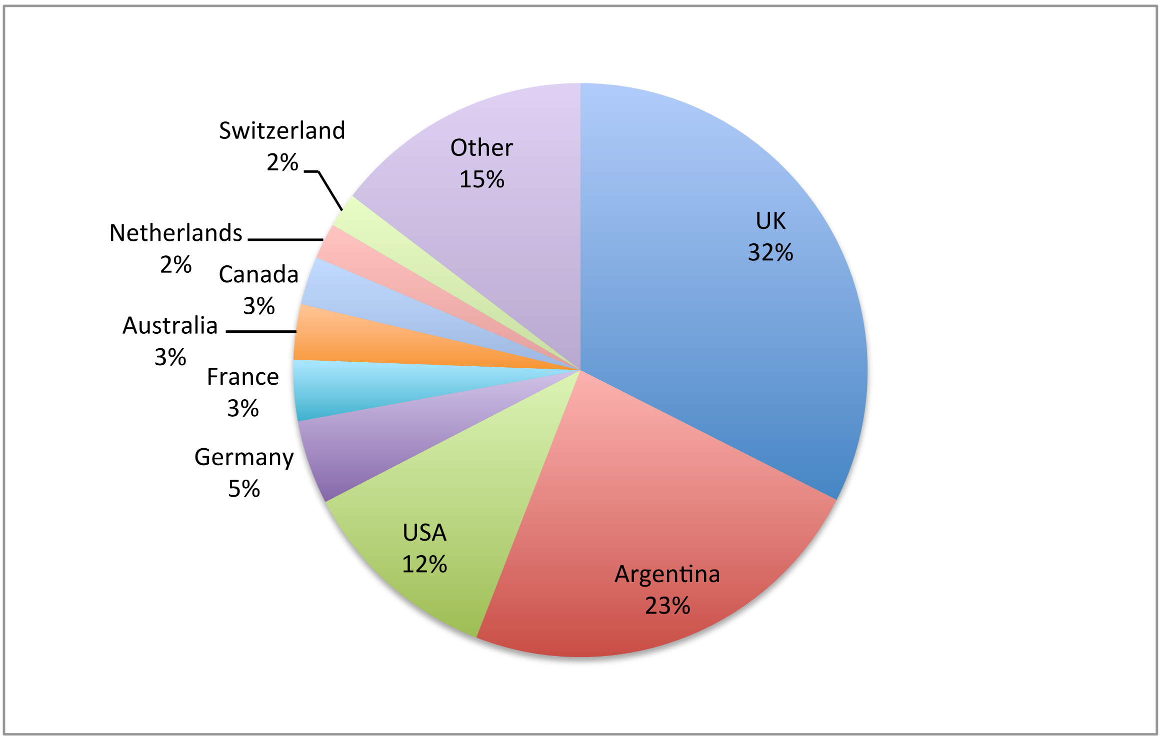
Leisure overnight visitors fell marginally by 2.3% in 2016. However this only represents a fall of 36 visitors.

There was a mix of fortunes amongst the main generating markets, with strong growth in arrivals from the USA (up 28%) and Germany (up 49%), whilst arrivals from all other countries (collectively) fell by almost 10%. Arrivals from Argentina declined for the first time since 2013, and there was also a fall in arrivals from France and Australia, whilst visitors from the UK remained almost the same.

Year	UK	Argentina	USA	France	Australia	Germany	Other	Total	% Growth
2005	1,560	5	4	6	3	2	22	1,602	
2006	1,646	1	0	0	0	0	6	1,653	3.2
2007	2,335	1	0	0	0	0	2	2,338	41.4
2008	1,327	64	37	45	8	33	206	1,720	-26.4
2009	714	210	99	44	31	55	276	1,429	-16.9
2010	514	149	116	68	45	38	341	1,271	-11.1
2011	532	143	102	91	48	58	302	1,276	0.4
2012	856	289	140	150	74	38	393	1,940	52.0
2013	559	201	136	94	55	63	318	1,426	-26.5
2014	586	268	128	85	56	58	313	1,494	4.8
2015	507	394	138	65	60	49	363	1,576	5.5
2016	500	361	177	53	48	73	328	1,540	-2.3
Growth	***-1.4***	***-8.4***	***28.3***	***-18.5***	***-20.0***	***49.0***	***-9.6***	***-2.3***	



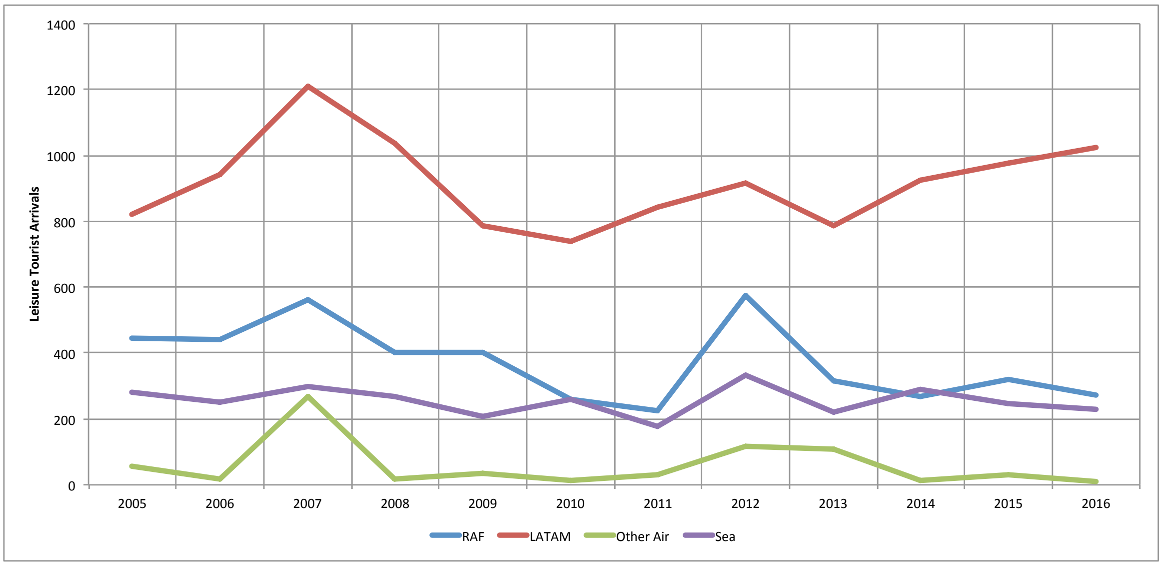
The distribution of leisure tourist arrivals is shown below, with the UK retaining the largest market share at 32%, followed by Argentina at 23%.



Arrivals by Mode of Transport (2005-2016)

The main mode of transport to the Falkland Islands for Leisure arrivals was by LATAM, which accounted for two-thirds of all leisure arrivals in 2016, and grew by almost 5% over the previous year. Arrivals on the RAF air bridge declined by 15% in 2016, and there was a sharp fall in Other Air arrivals due to the discontinuation of the Gatwick oil flight, which operated in 2015. A notable 15% of all leisure visitors arrived by sea in 2016.

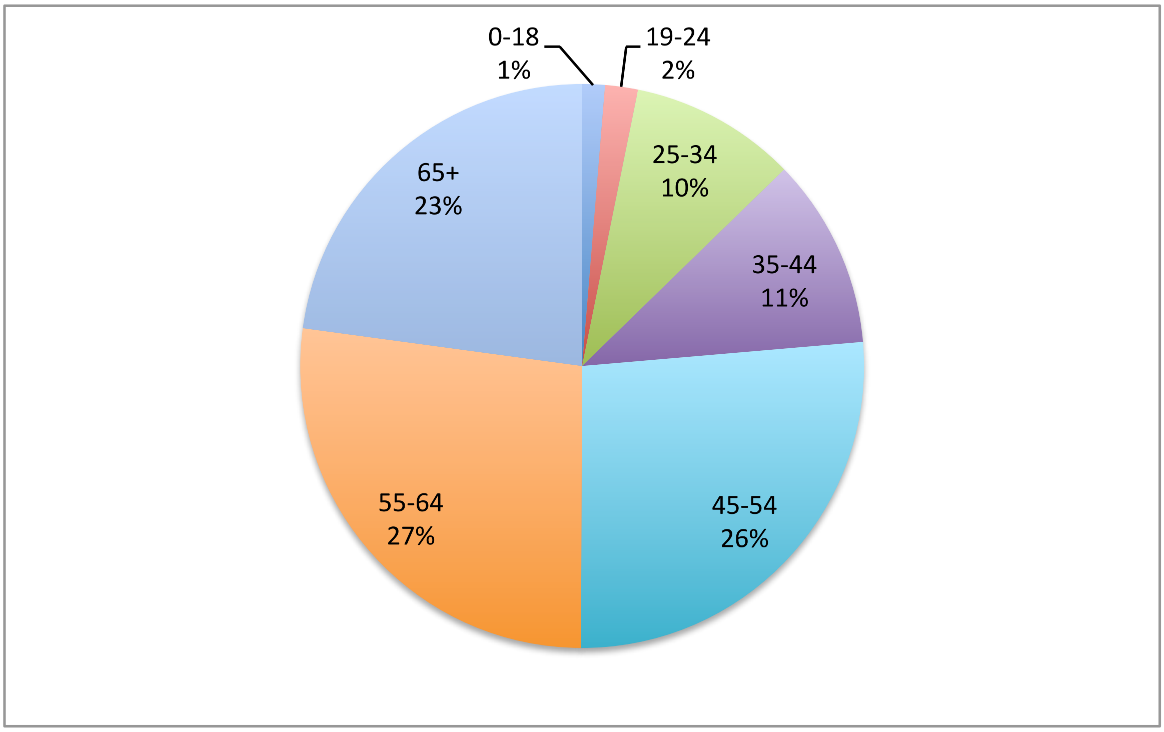
Year	RAF	LATAM	Other Air	Sea	Total
2005	444	821	58	279	1,602
2006	441	942	18	252	1,653
2007	563	1210	267	298	2,338
2008	401	1037	16	266	1,720
2009	400	786	37	206	1,429
2010	259	739	13	260	1,271
2011	225	844	30	177	1,276
2012	573	916	118	333	1,940
2013	314	786	107	219	1,426
2014	266	926	13	289	1,494
2015	321	978	30	247	1,576
2016	273	1,026	10	231	1,540
% Growth	**-15.0**	**4.9**	**-66.7**	**-6.5**	**-2.3**
% Share	***17.7***	***66.6***	***0.6***	***15.0***	***100.0***



Arrivals by Age (2014-2016)

The trend of increasing numbers of older visitors continued in 2016, with over 76% being 45 years or older. The most significant increase was amongst the 55-64 age group, which grew by 13.9%.

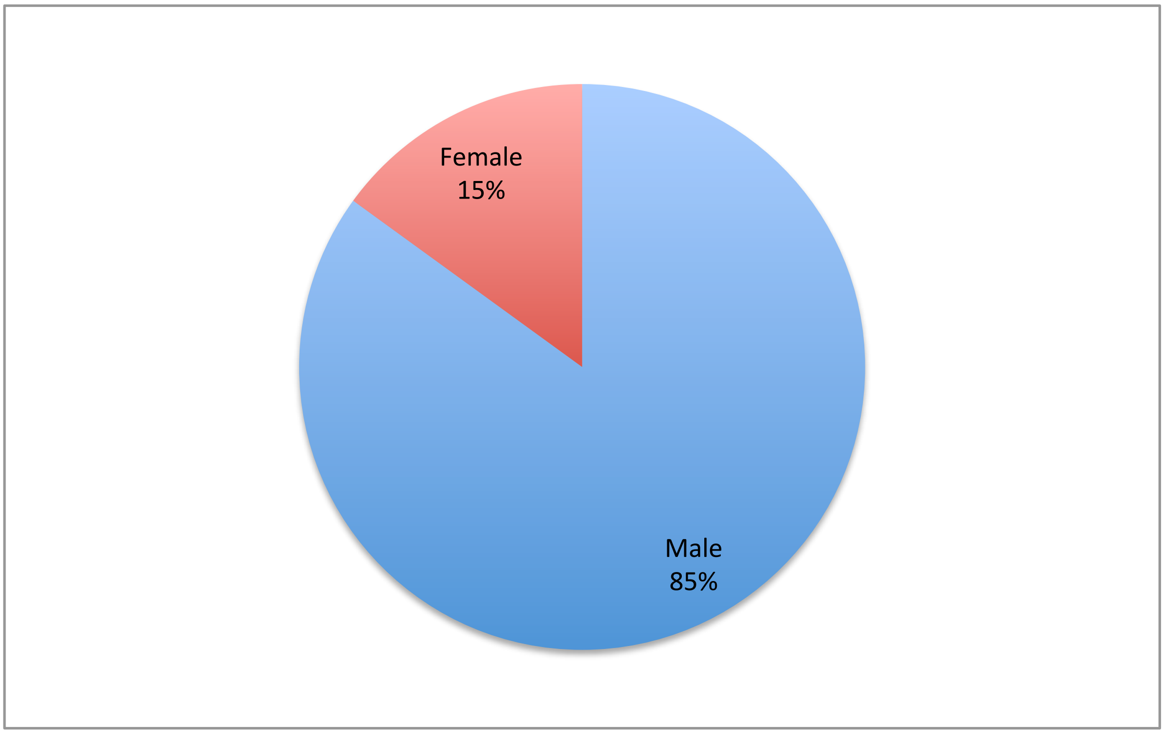
Age	2014	2015	2016	% Change 2015-16	Share 2016 (%)
0-18	38	71	20	-71.8	1.3
19-24	39	32	29	-9.4	1.9
25-34	177	160	147	-8.1	9.5
35-44	212	170	168	-1.2	10.9
45-54	402	437	407	-6.9	26.4
55-64	337	366	417	13.9	27.1
65+	289	340	352	3.5	22.9
Total	**1,494**	**1,576**	**1,540**	**-2.3**	**100.0**



Arrivals by Gender (2015-2016)

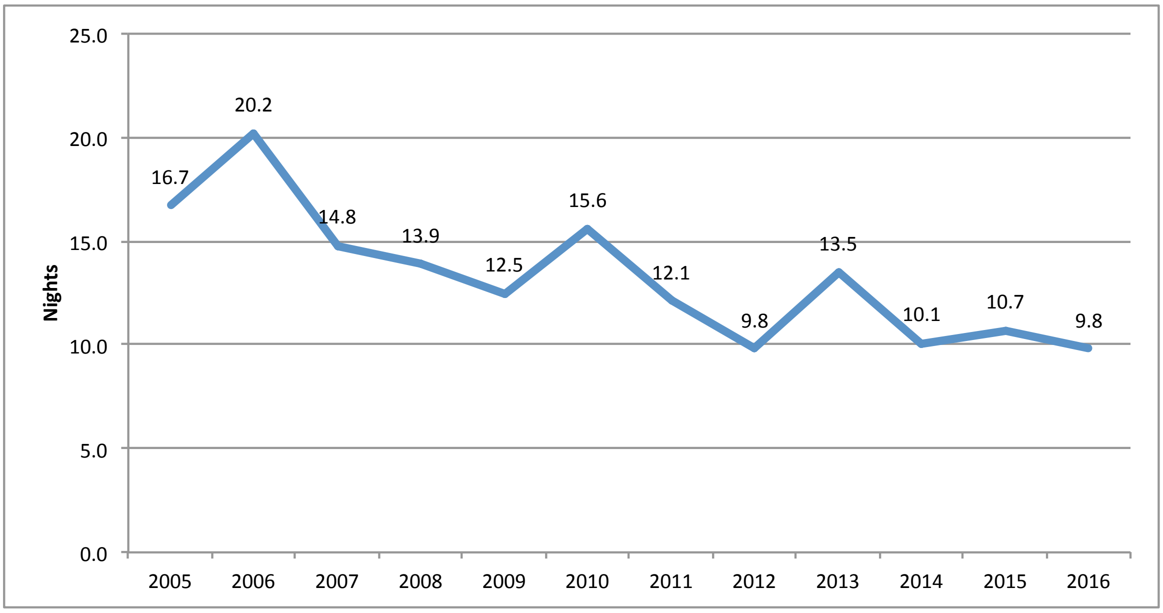
Leisure tourism to the Falklands is dominated by male visitors, representing 85% all arrivals in 2016. In 2016, arrivals of males grew by 9.6%.

Gender	2014	2015	2016	% Change 2015-16	Share 2016 (%)
Male	1,131	1,194	1,309	9.6	85.0
Female	363	382	231	-39.5	15.0
Total	1,494	1,576	1,540	-2.3	100.0



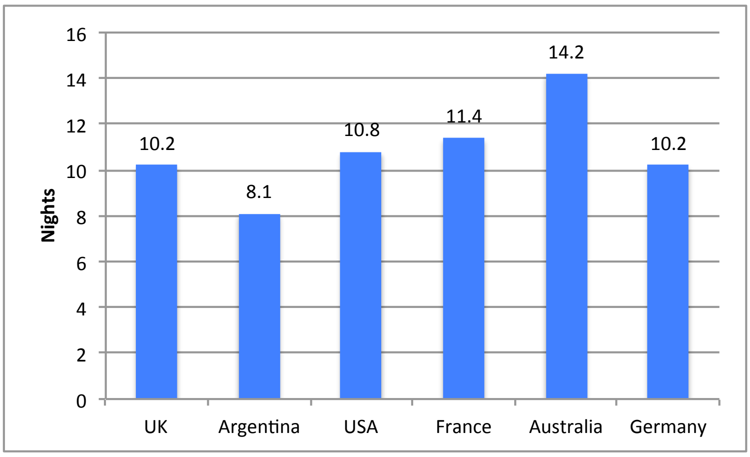
Length of Stay (2005-2016)

There was a small decrease in the average length of stay of leisure visitors in 2016, down from 10.7 nights to 9.8 nights. Overall, there has been a gradual shortening of the length of visits to the Falklands over the period since 2005.

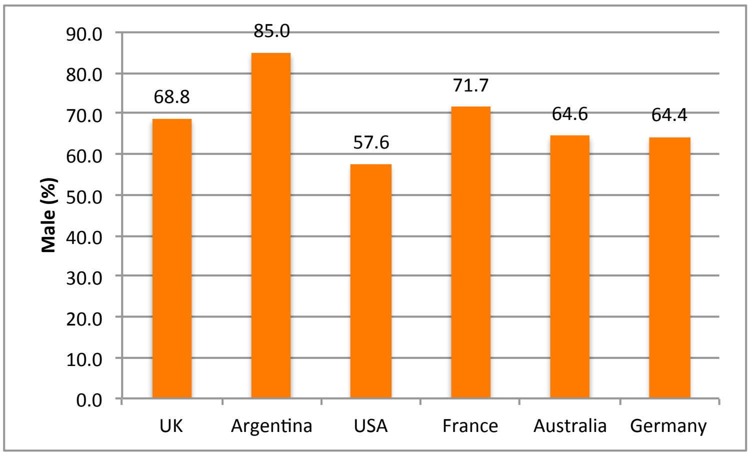


Profiles of Visitors from the Top 6 Markets (2016)

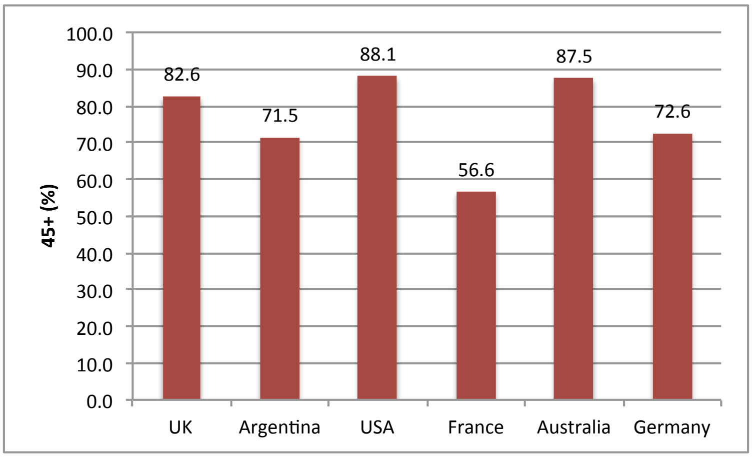
Length of Stay: the average length of stay of leisure visitors varies considerably between the markets, with Argentina being the longest at around 14 nights, and visitors from Argentina staying the shortest, on average 8 nights.



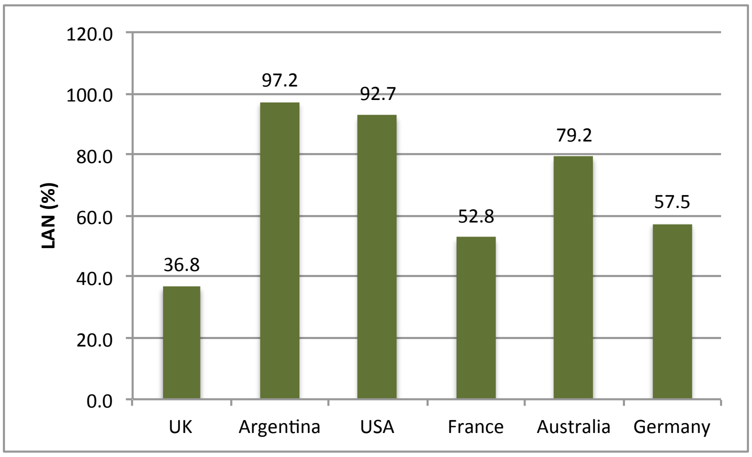
Gender: the percentage of male visitors as a proportion of all visitors also varies by market, with arrivals from Argentina being the most male-dominated.



Age: The proportion of visitors aged 45 years and over is shown in this chart. It indicates that visitors from the USA and Australia are the oldest group (88% being 45+), with those from France being the youngest, with only 57% 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 37% of UK visitors use LATAM, compared to 97% of visitors from Argentina.

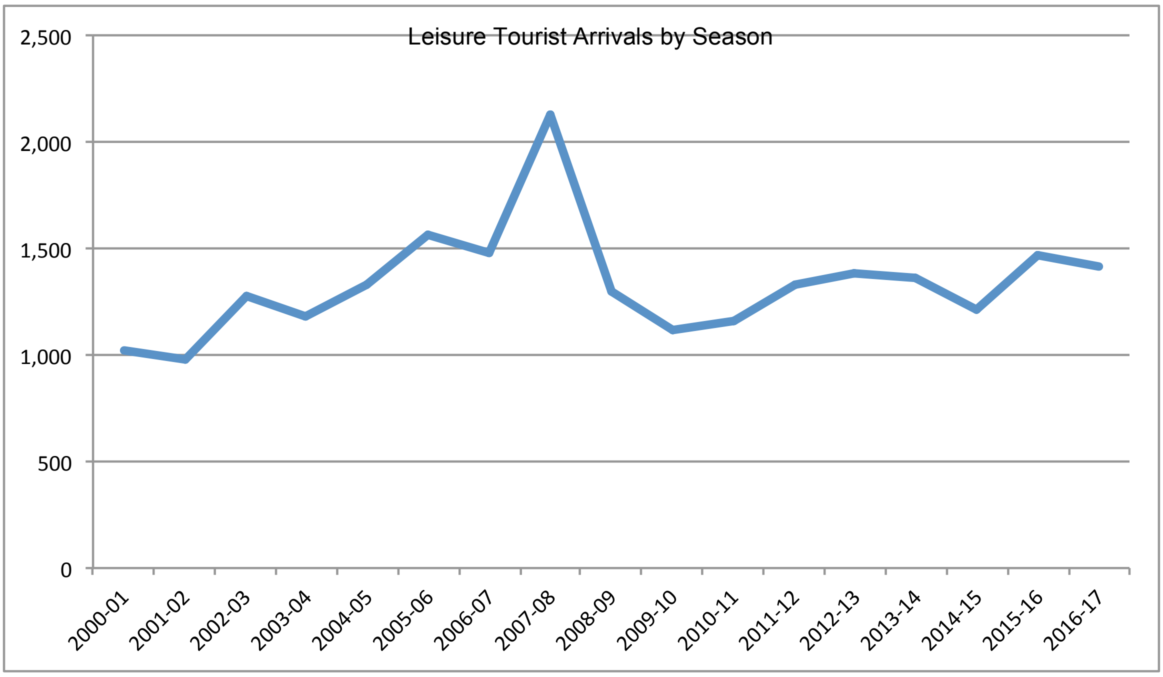


Arrivals by Season (2000-2017)

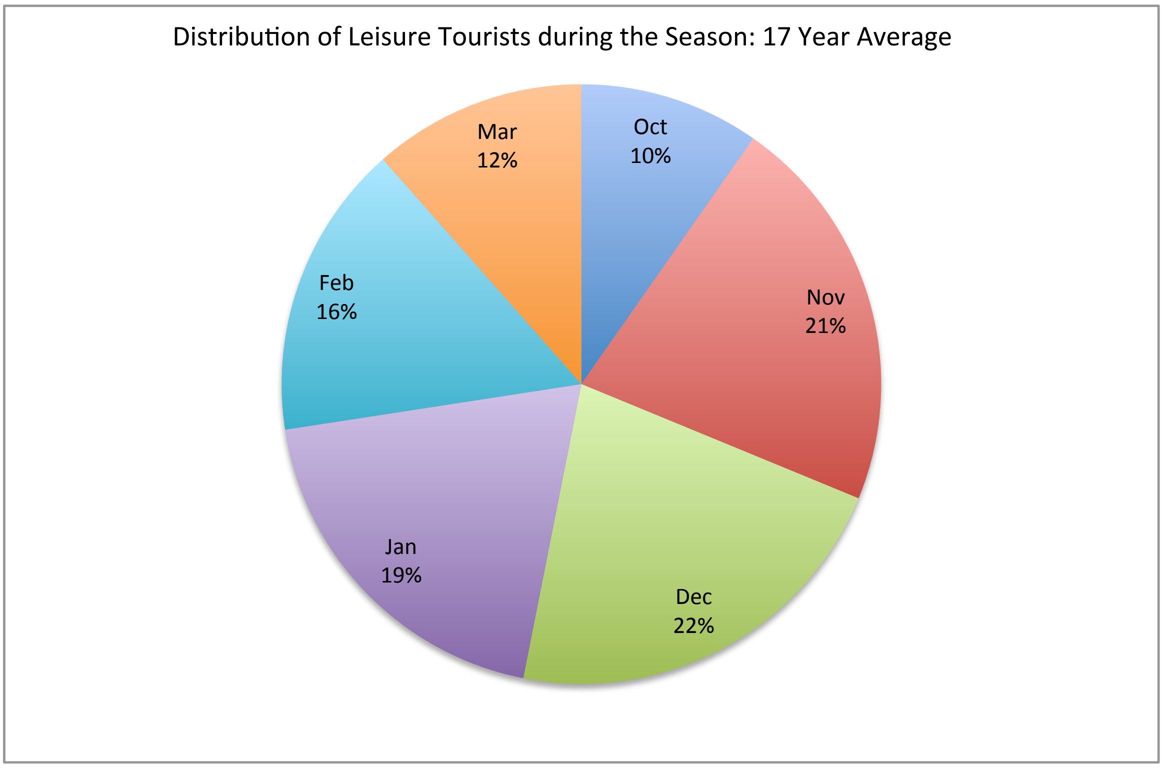
Leisure tourism in the Falklands mainly takes place between October and March, and many of the accommodation establishments (in particular on the outer islands) are only open during this period. It is therefore useful to analyse leisure tourist arrivals by season (similar to the cruise seasons).

This data shows that 1,419 leisure tourists visited the Falklands in the 2016/2017 season, marginally down by 3.1% over the previous year. The 2016/17 season ended strongly with an increase in visitors in February and March compared to the previous year.

Season	Oct	Nov	Dec	Jan	Feb	Mar	Total	% Growth
2000-01	72	145	317	231	121	131	1,017	
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	264	269	1,419	-3.1



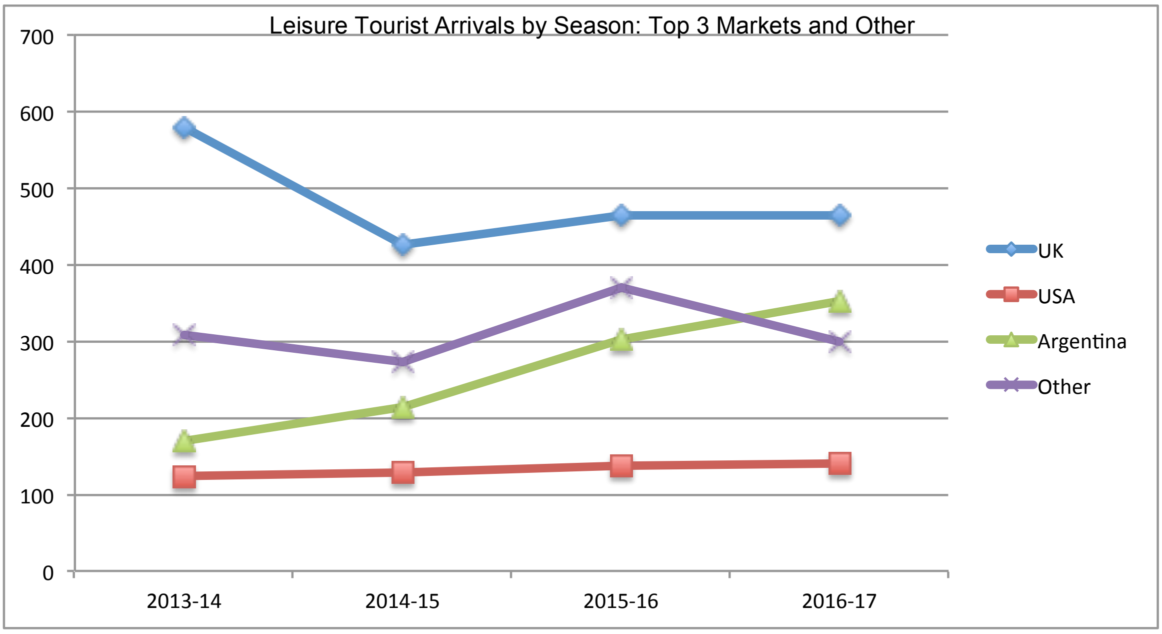
The distribution of leisure tourist arrivals by month is quite significant, with November and December being the busiest periods, collectively accounting for 43% of all arrivals in the season (based on an average over 17 seasons since 2000). It is notable that the opening and closing seasons of October and March account for only 10% and 12% of all arrivals respectively.



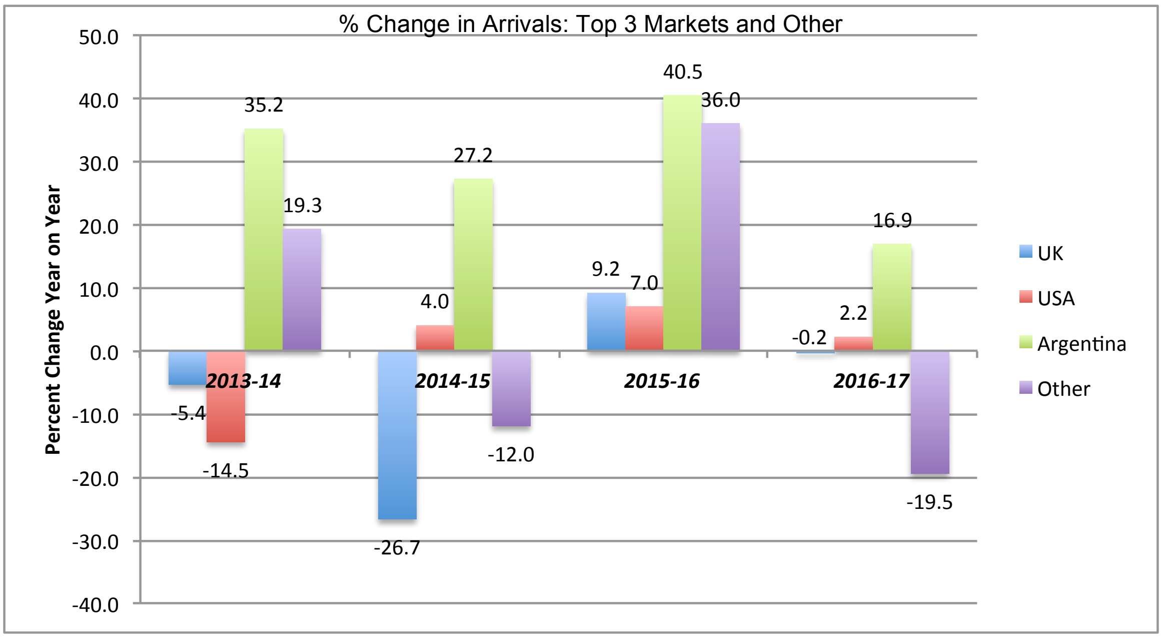
Arrivals by Country of Residence and Season (2013-2017)

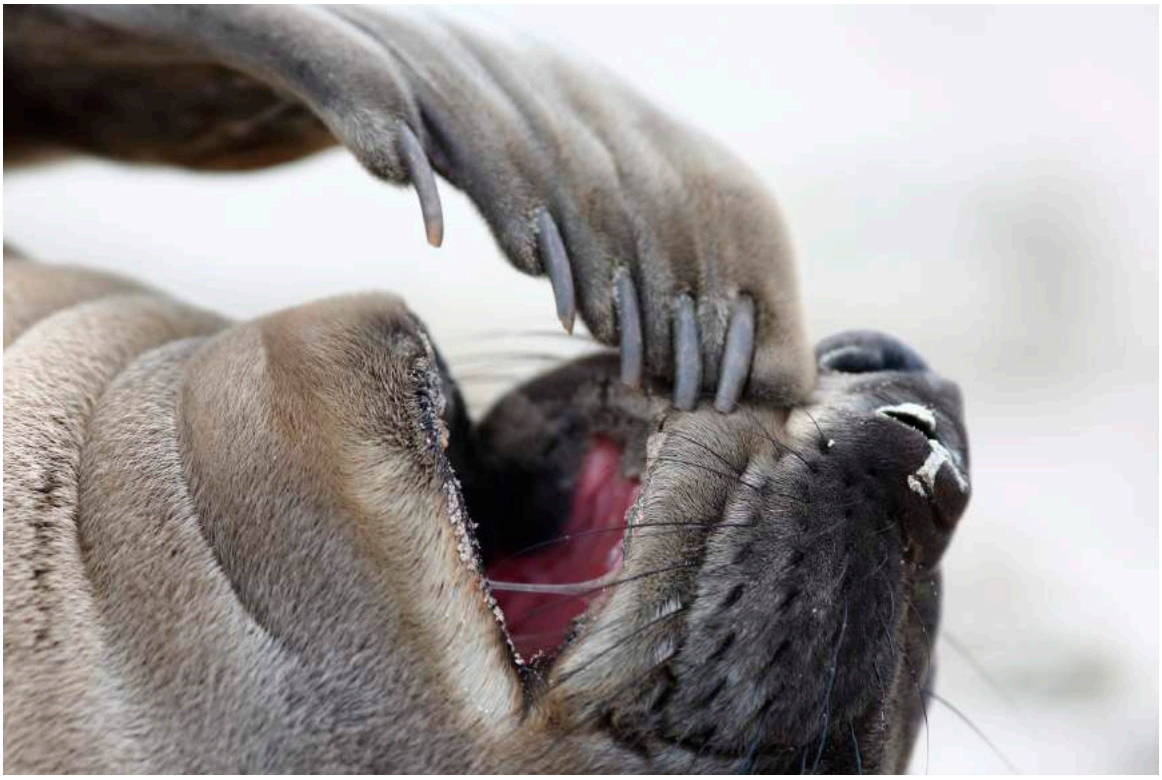
Analysis of leisure visitors by season and market provides better insight into how the main source markets are performing. Data for the 2016-17 season shows that the UK remained almost static compared to the previous season, and there was also a 2.2% growth by USA, 62.1% by Germany, and 16.9% by Australia. However, France and Australia shrank in size.

Season	2013-14	2014-15	2015-16	2016-17
UK	**580**	**425**	**464**	**463**
% Growth	*-5.4*	*-26.7*	*9.2*	*-0.2*
USA	**124**	**129**	**138**	**141**
% Growth	*-14.5*	*4.0*	*7.0*	*2.2*
Argentina	**169**	**215**	**302**	**353**
% Growth	*35.2*	*27.2*	*40.5*	*16.9*
Germany	**46**	**65**	**58**	**94**
% Growth	*17.9*	*41.3*	*-10.8*	*62.1*
France	**85**	**55**	**69**	**43**
% Growth	*-35.1*	*-35.3*	*25.5*	*-37.7*
Australia	**45**	**56**	**62**	**27**
% Growth	*-37.5*	*24.4*	*10.7*	*-56.5*
Other	**309**	**272**	**370**	**298**
% Growth	*19.3*	*-12.0*	*36.0*	*-19.5*
Total	**1,358**	**1,217**	**1,463**	**1,419**
% Growth	***-1.9***	***-10.4***	***20.2***	***-3.0***



The chart below shows the annual change in growth for each of the top three markets, and all other countries. It shows the UK market being generally flat, with growth in USA and Argentina markets, whilst other markets (collectively) declined by almost 20%.

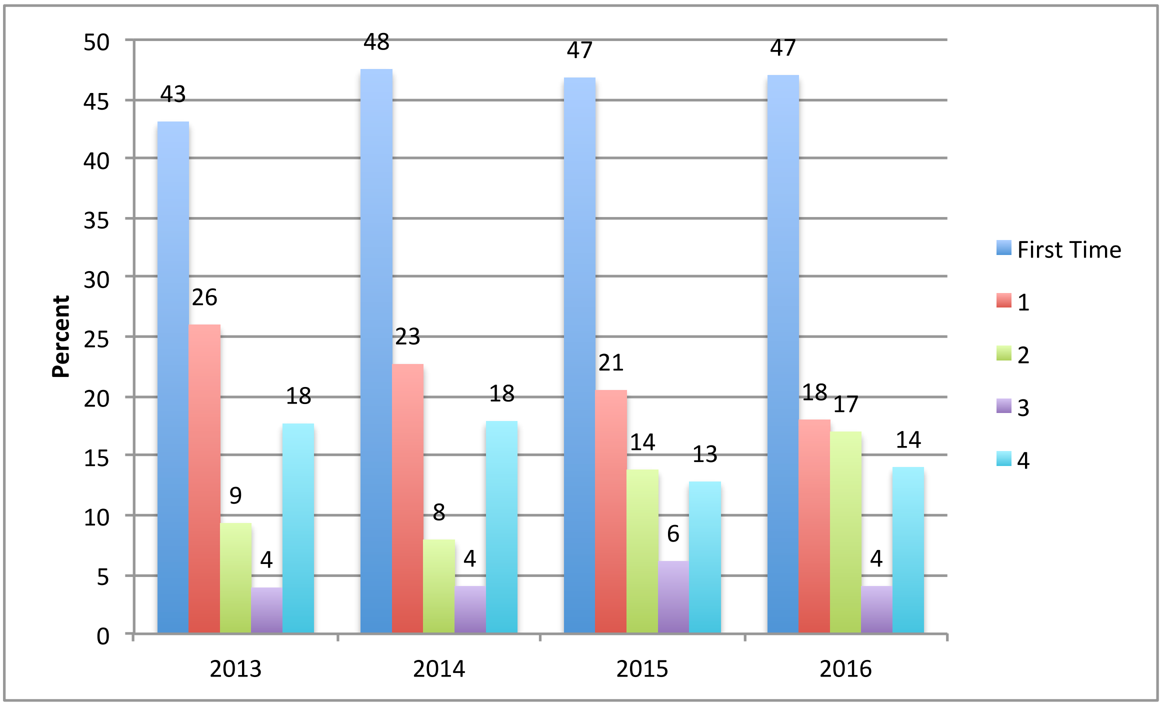




Previous Visits to the Falklands (2012-2016)

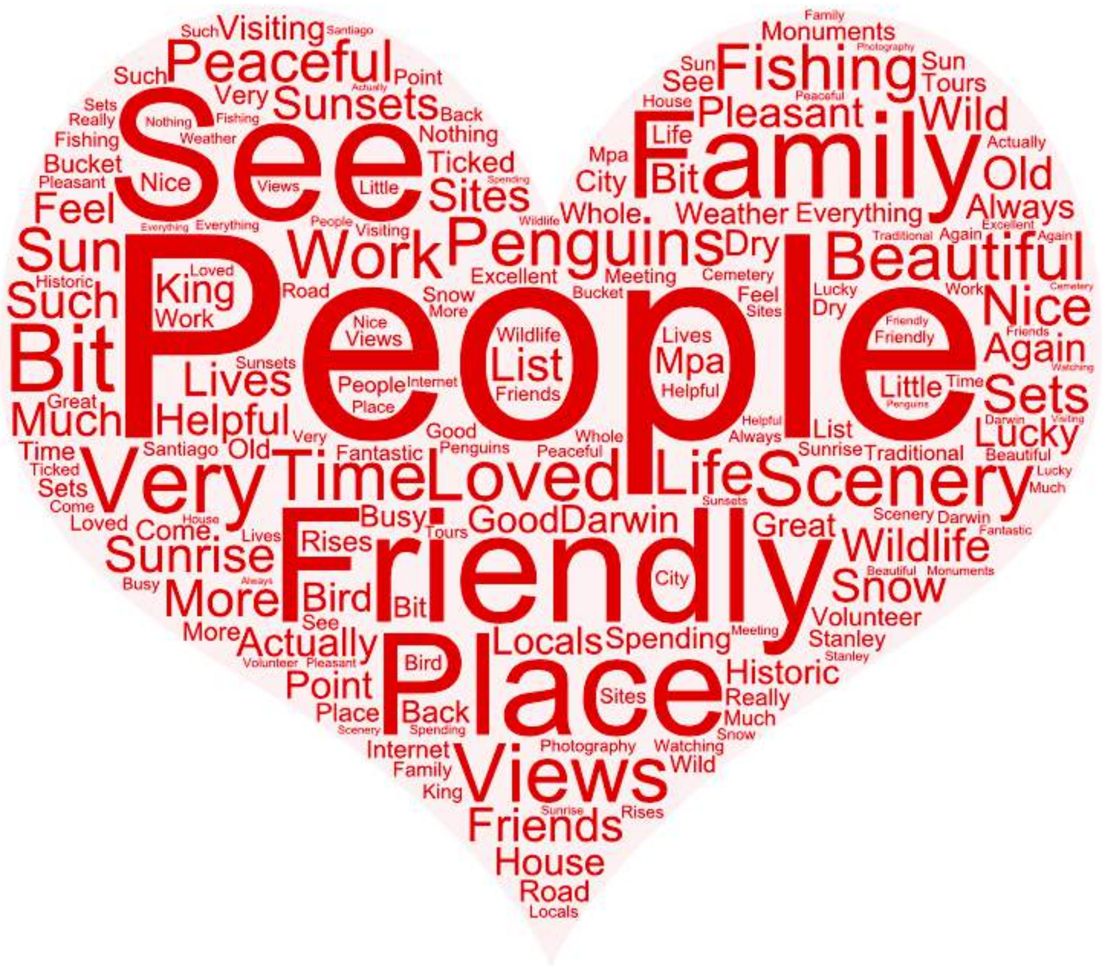
In 2016, 47% of tourists had not visited the Islands before, with 14% having visited on at least four previous occasions.

Repeat Visits	2013	2014	2015	2016
	%	%	%	%
Not been before	43.1	47.5	46.8	47.0
Been once before	26.0	22.7	20.5	18.0
Been twice before	9.3	7.9	13.8	17.0
Been three times before	3.9	4.0	6.1	4.0
Been four or more times before	17.7	17.9	12.8	14.0
Total	100.0	100.0	100.0	100.0



What Leisure Tourists Liked (2016)

The *word-cloud* below shows the responses to the question: *What did you like best about your trip to the Falklands?* The size of the words indicates the frequency of responses. *People, Friendly Place, See Family, Scenery* and *Penguins* were most commonly mentioned by tourists.



What Leisure Tourists Think Could Be Improved (2016)

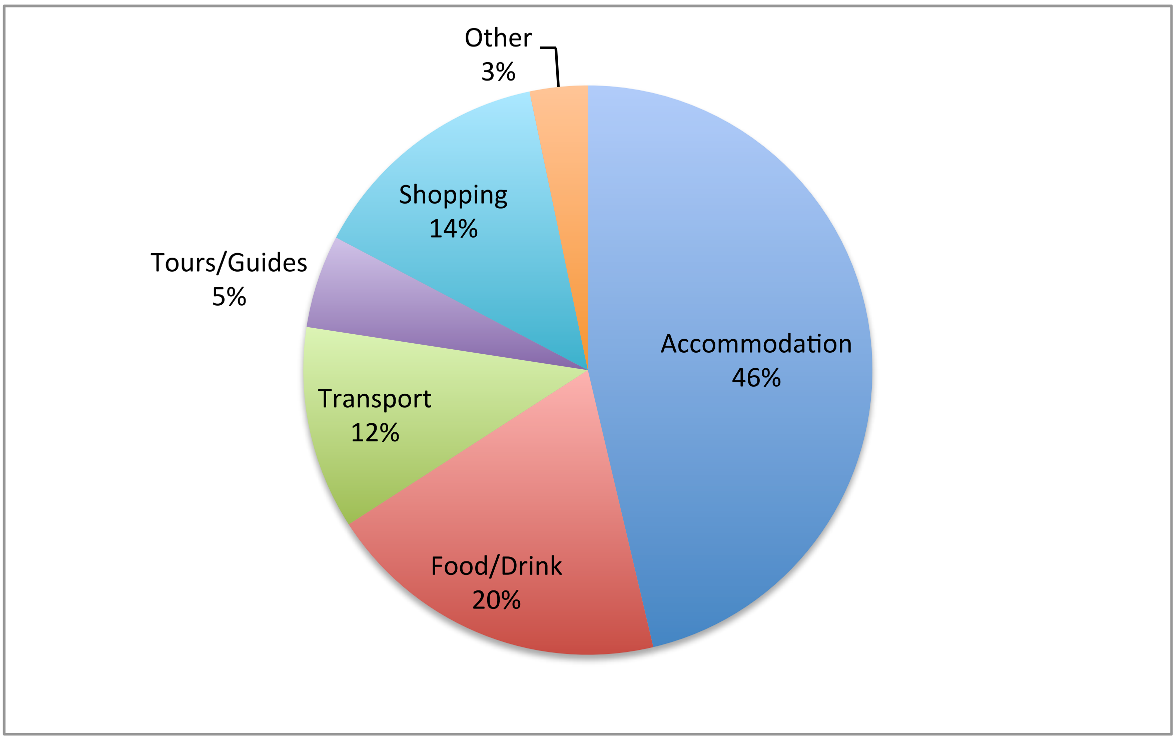
Tourists were asked: *What could be improved to make your visit more enjoyable?* The two key words that were mentioned by most tourists were *Internet* and *Roads.*

TOURIST EXPENDITURE

Tourist Expenditure per Person per Night (2013-2016)

The average spend per tourist per night in the Falklands in 2016 was £81.72. Expenditure has decreased by £15.38 over that recorded in 2015. Almost one-half (46.3%) of daily spend was on accommodation (£37.84).

Type of Expenditure	2013	2014	2015	2016	Share 2016
	(£)	(£)	(£)	(£)	(%)
Accommodation	44.40	41.12	44.96	37.84	46.3
Meals/Drinks	14.83	13.77	19.01	16.02	19.6
Transport	14.03	12.69	11.21	9.40	11.5
Tours/Guides	12.44	4.75	5.13	4.33	5.3
Shopping	8.40	6.97	13.59	11.44	14.0
Other	2.68	2.83	3.19	2.70	3.3
Total	96.77	82.13	97.10	81.72	100.0



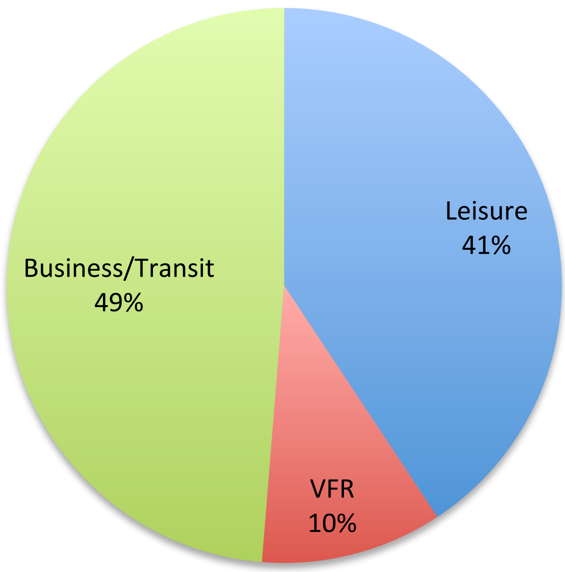
Total Tourist Expenditure per Annum (2009-2016)

Total inbound tourist expenditure (all purposes of visit) in the Falkland Islands in 2016 is estimated at over £5.6 million, down 24% on that recorded in 2015.

Year	Total Spend (£)	Change (%)
2009	2,520,439	
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	5,655,808	-24.1

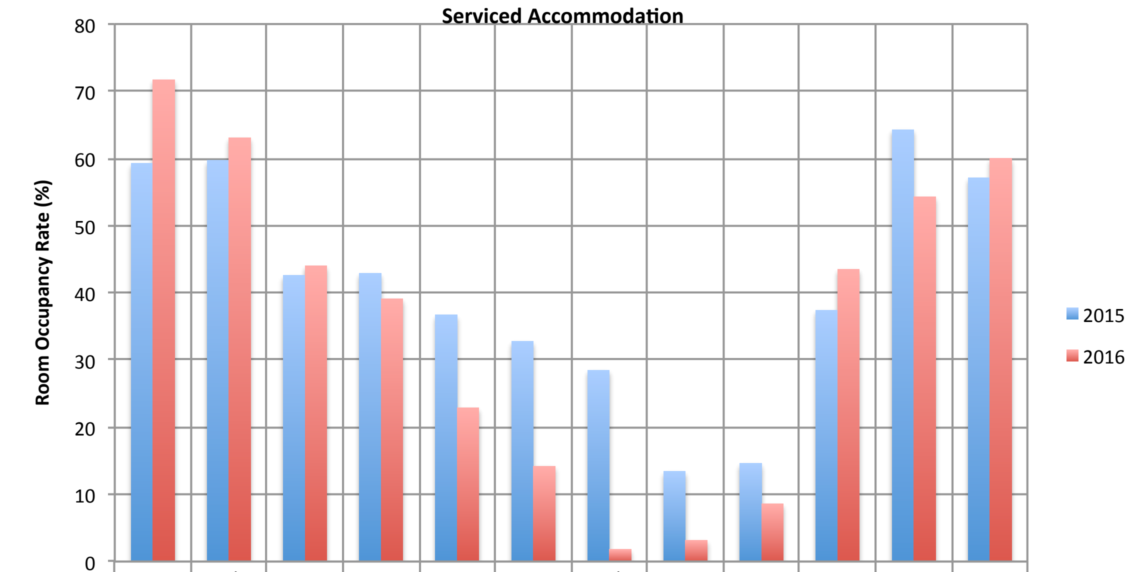
Leisure tourism accounted for over 40% of all tourist expenditure in 2016 (£2.3 million). Business/Transit tourism accounted for the largest proportion - almost 49% of all expenditure, or £2.8 million.

Purpose of Visit	Spend (2016)	Share (%)
Leisure	2,301,832	40.7
VFR	598,696	10.6
Business and Transit	2,755,280	48.7
Total	5,655,808	100.0



ACCOMMODATION OCCUPANCY

Serviced accommodation room occupancy increased by 1.4 percentage points to 45.2% in 2016, whilst self-catering unit occupancy fell, by 4.8 percentage points to 22.8%. The peak months for serviced accommodation were January and February, with rates of almost 72% and 63% respectively.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	59.3	59.7	42.6	42.9	36.7	32.8	28.5	13.4	14.6	37.4	64.3	57.1
2016	71.7	63.1	44.0	39.1	22.9	14.2	1.8	3.2	8.6	43.5	54.3	60.0

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	43.5	42.1	27.7	18.3	16.9	12.5	6.5	15.0	18.9	22.6	21.9	50.3
2016	50.5	37.4	29.0	20.0	12.3	15.6	8.9	16.1	19.0	29.5	28.0	40.6

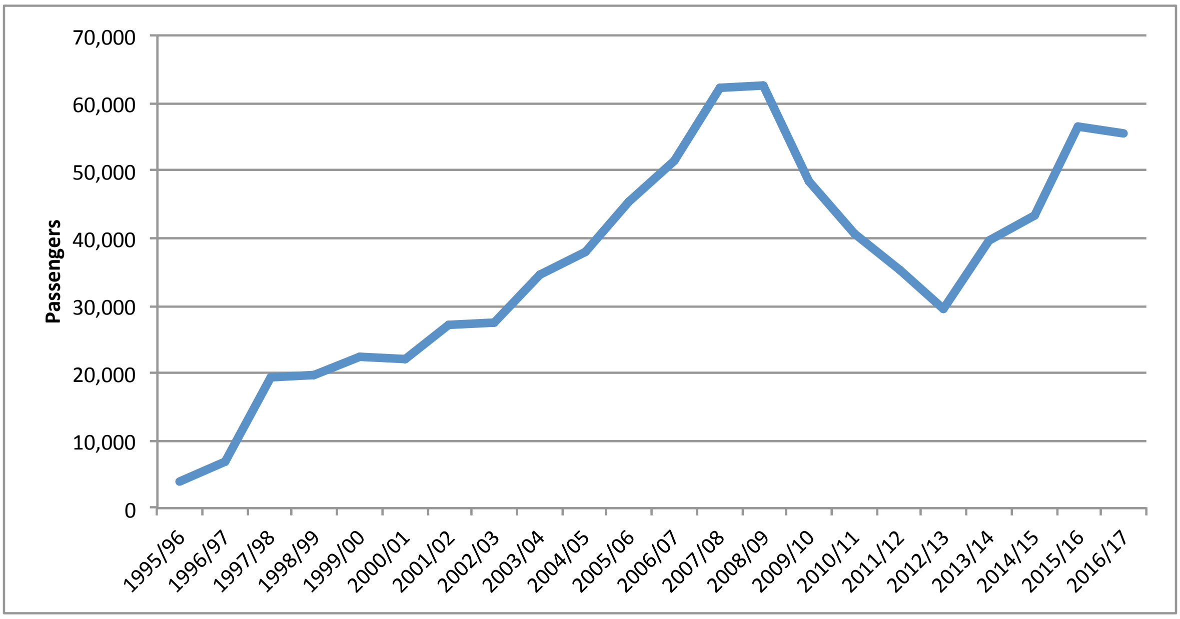
CRUISE TOURISM

CRUISE ARRIVALS

Passenger Arrivals (1995-2017)

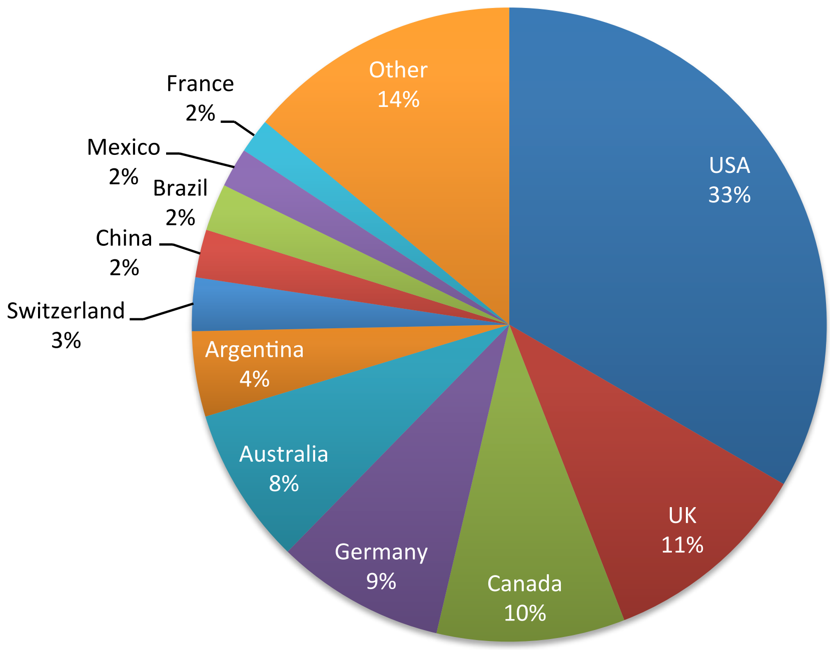
In 2016/2017, there were a total of 55,633 cruise passenger visits to the Falkland Islands, almost the same as in the previous season – making it the fourth-largest cruise season ever.

Season	Passengers	Change (%)
1995/96	3,940	
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	62,488	0.5
2009/10	48,359	-22.6
2010/11	40,542	-16.2
2011/12	35,159	-13.3
2012/13	29,553	-15.9
2013/14	39,688	34.3
2014/15	43,437	9.4
2015/16	56,476	30.0
2016/17	55,633	-1.5



Nationality of Passengers (2016/17)

One-third of all passengers were from the United States, with the next largest markets being the UK (11%) and Canada (10%), followed by Germany (9%).

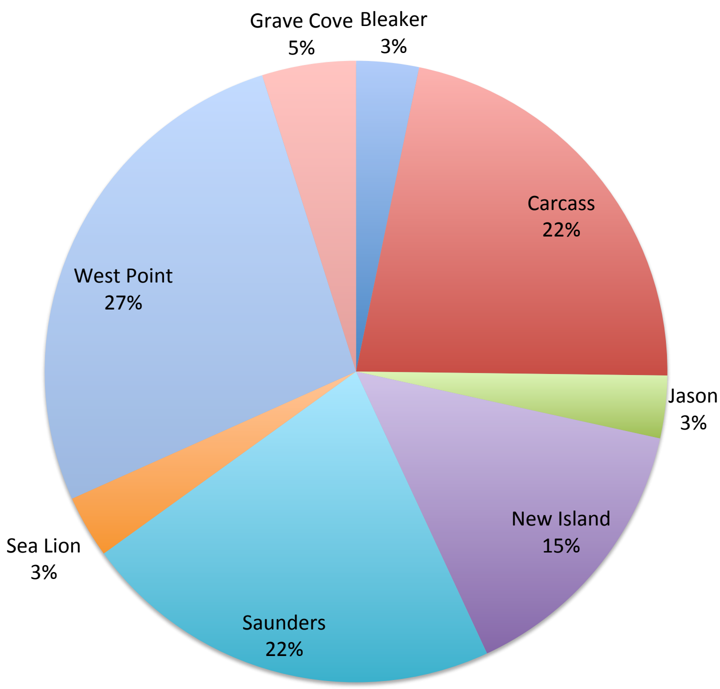


Expedition Vessel Calls (2016/17)

Expedition vessels dominate the cruise market in the Falklands, with several of the outer islands being part of cruise itineraries.

Only 21% of all cruise visitor arrivals are on expedition vessels, however they made 190 calls in the 2016/2017 season, the most ever made in a single season in the Falklands.

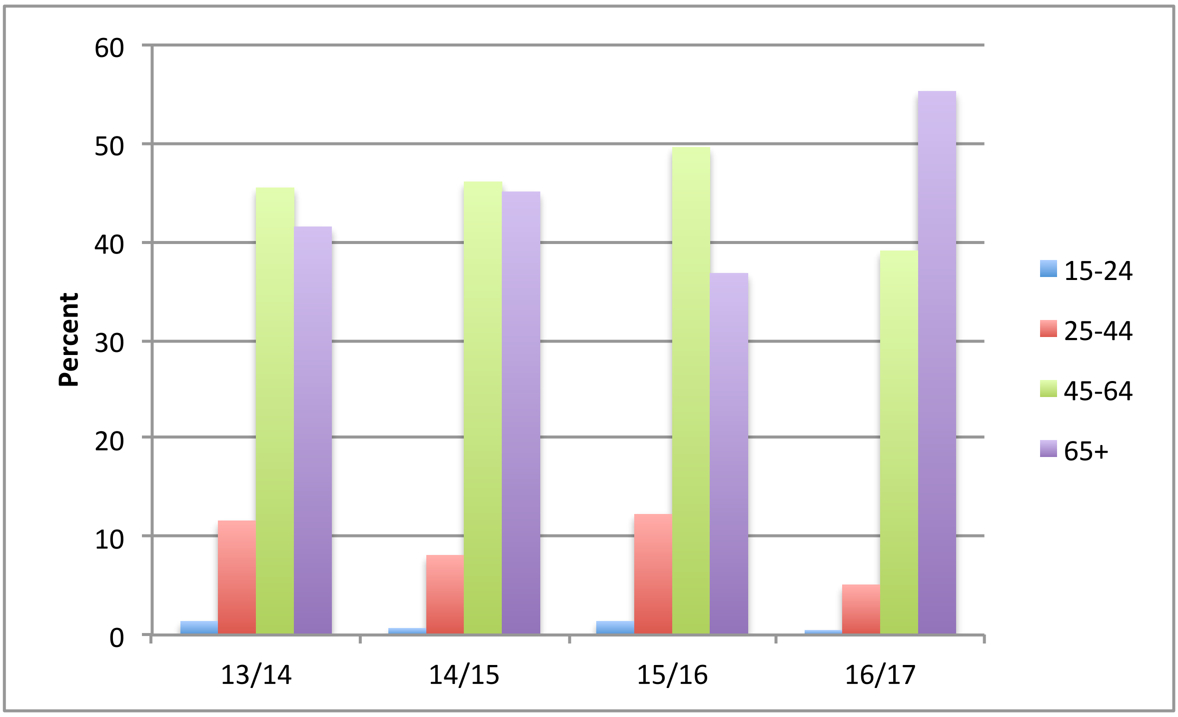
Whilst 35% of all calls are to Stanley, the distribution of calls to other islands is shown to the right, with West Point accounting for the largest share.



Age of Passengers (2013-2017)

The largest age group in the 2015/16 season was the 65+ year olds, representing over one half of all arrivals.

Age Group	13/14	14/15	15/16	16/17
	%	%	%	%
15-24	1.4	0.7	1.4	0.5
25-44	11.6	8.1	12.3	5.1
45-64	45.5	46.1	49.6	39.1
65+	41.5	45.1	36.8	55.3
Total	100.0	100.0	100.0	100.0



Previous Visits to the Falkland Islands (2013-2017)

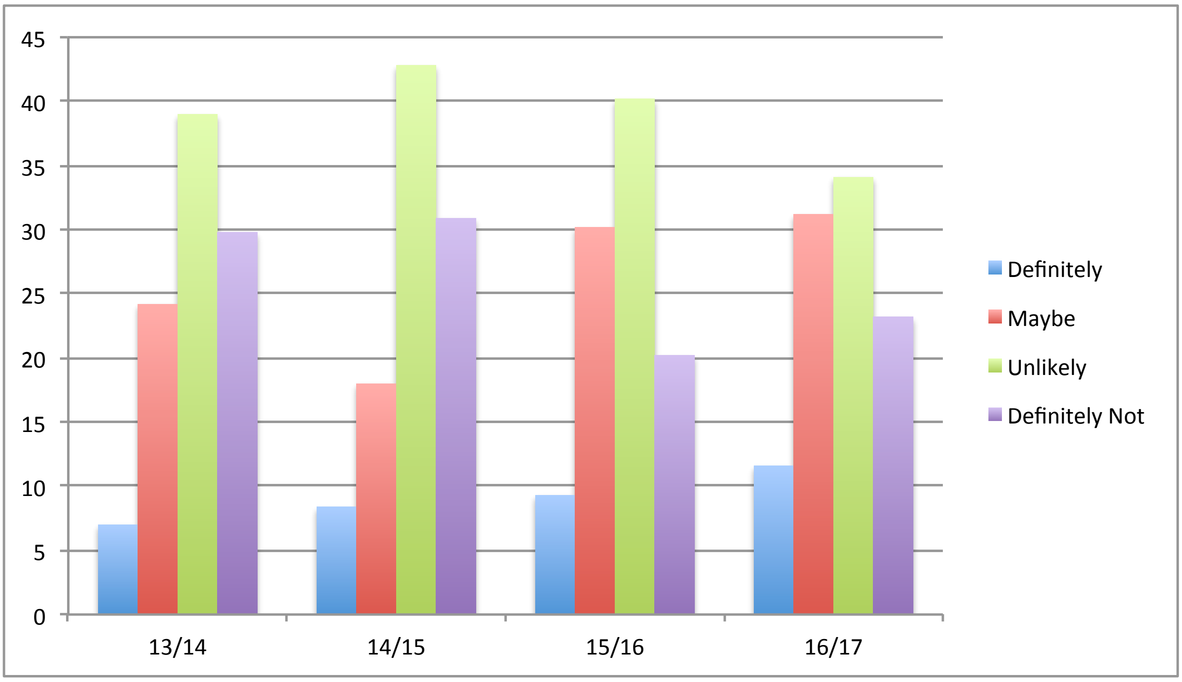
13% of all cruise passengers had visited the Falklands before by cruise or on land; 7.2% of all passengers had visited twice before.

Previous Visits	13/14	14/15	15/16	16/17
	%	%	%	%
None	92.2	91.1	94.3	87.0
One	4.5	2.2	1.0	0.0
Two	1.6	3.5	3.6	7.2
Three	1.0	1.2	0.7	1.4
Four+	0.7	2.0	0.4	4.4
Total	100.0	100.0	100.0	100.0

Desire to take a Land Based Holiday in the Falklands (2013-2017)

In 2016/17, 11.6% of all visitors (around 6,500 arrivals) stated that they would like to visit the Falklands on a land-based holiday. This represents a significant potential market for land-based holidays.

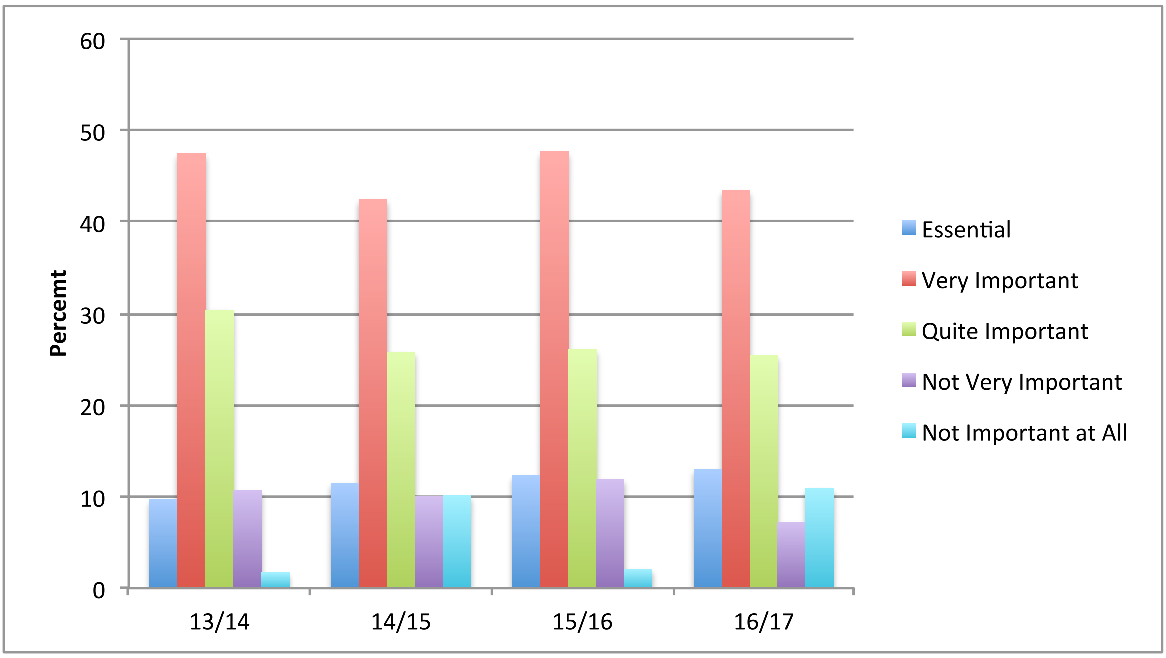
Land Based Holiday	13/14	14/15	15/16	16/17
	%	%	%	%
Definitely	7.0	8.4	9.3	11.6
Maybe	24.2	18.0	30.2	31.2
Unlikely	39.0	42.8	40.2	34.1
Definitely Not	29.8	30.9	20.2	23.2
Total	100.0	100.0	100.0	100.0



Importance of the Falklands Islands in the Cruise Itinerary (2013-2017)

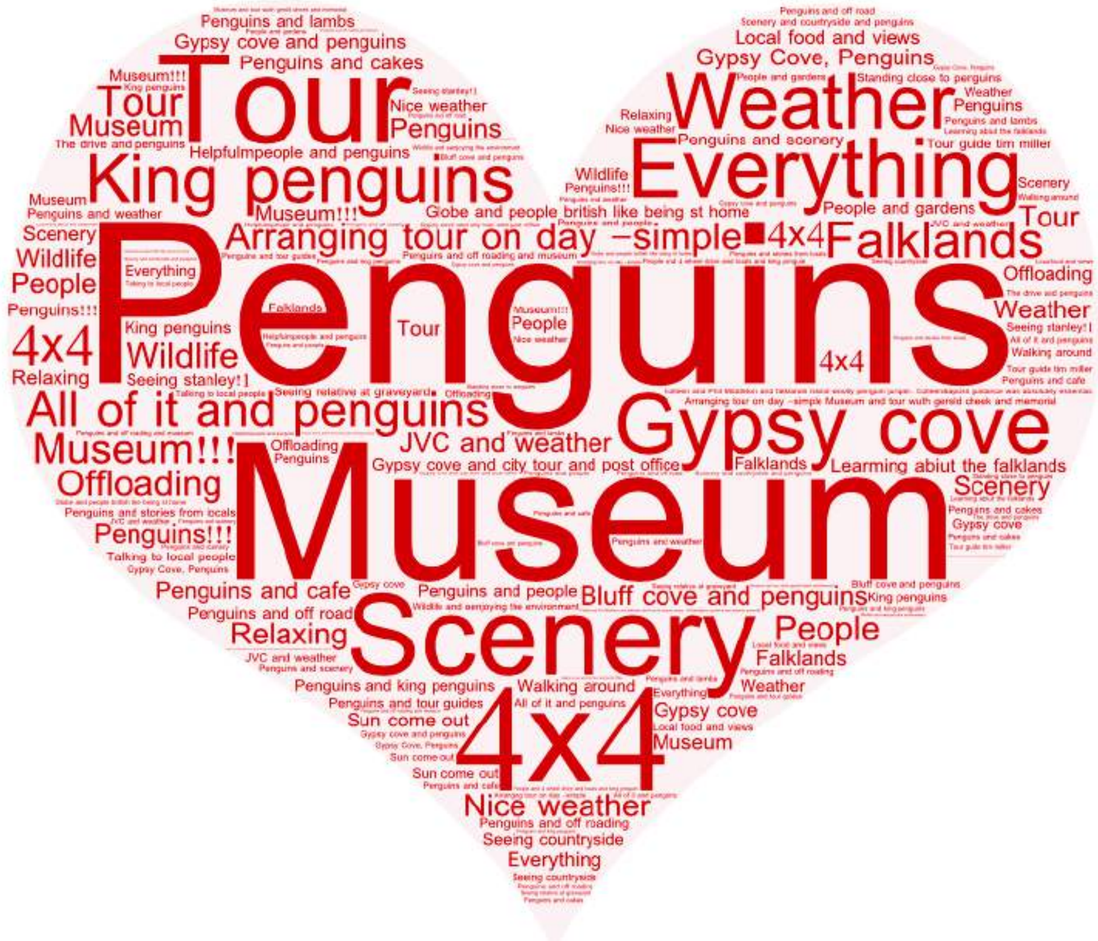
A total of 13% of visitors stated that the Falklands was *Essential* when choosing their itinerary. However a further 43.5% stated that it was *Very Important*. So over one-half of all arrivals attached high importance to the Falklands when selecting their cruise.

Response	13/14	14/15	15/16	16/17
	%	%	%	%
Essential	9.7	11.5	12.3	13.0
Very Important	47.5	42.5	47.7	43.5
Quite Important	30.4	25.8	26.1	25.4
Not Very Important	10.7	10.0	11.9	7.2
Not Important at All	1.7	10.1	2.1	10.9
Total	100.0	100.0	100.0	100.0



Visit Highlights (2016-2017)

Cruise visitors were asked: *What was the highlight of the day?* The word cloud below shows the responses with the most frequent ones being the largest. Penguins were most regularly mentioned, although the *museum*, their *tour*, *scenery*, *Gypsy Cove*, and even the *weather* were also enjoyed!

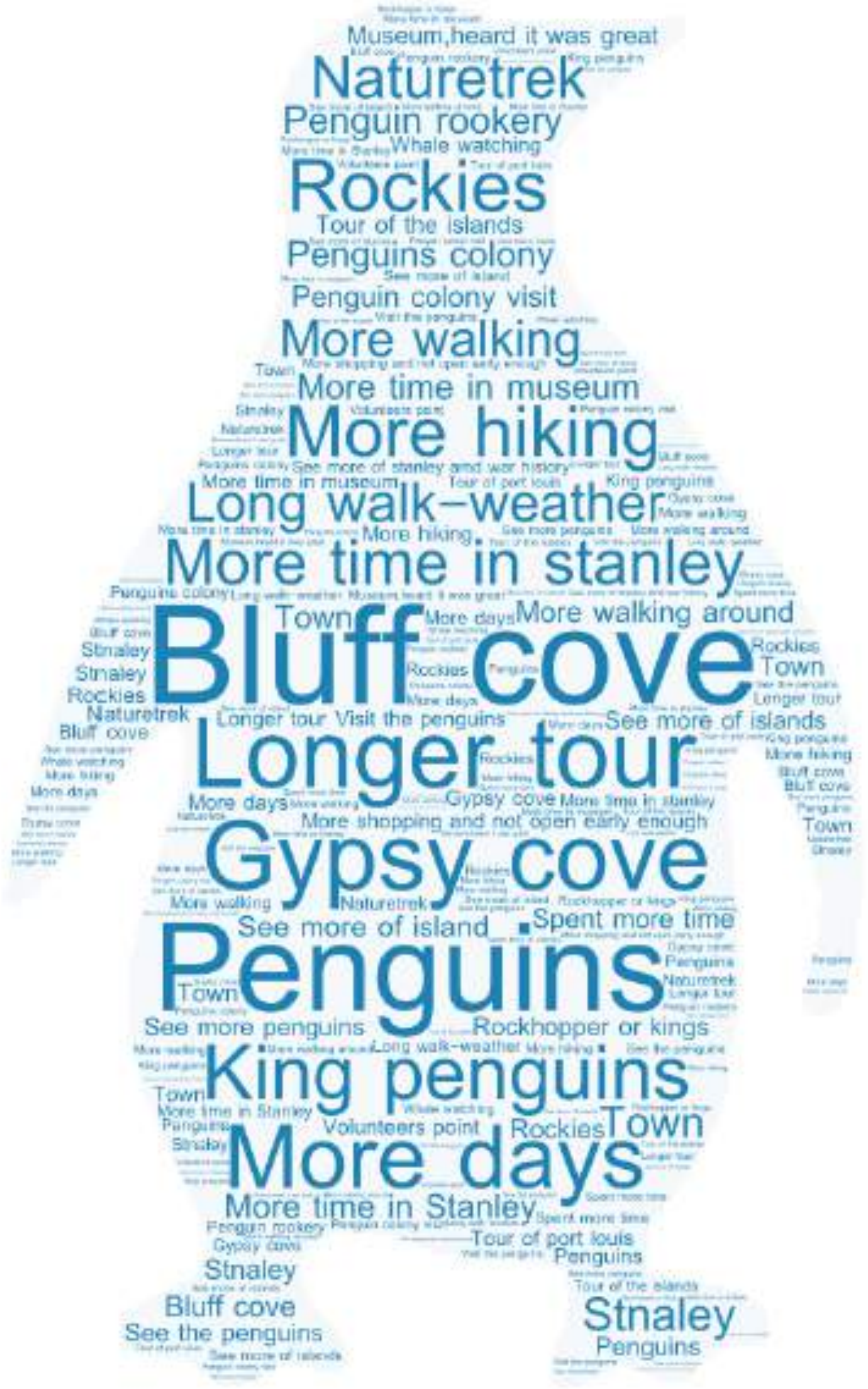


Visit Disappointments (2016-2017)

Cruise visitors were asked: *What was the biggest disappointment of the day?* The word cloud below shows the responses with the most frequent ones being the largest. *Wi-Fi* and the *Internet* were most frequently mentioned, as well as *the roads* and the *weather*. Not having enough time in Stanley was also mentioned as a disappointment.

Things They Would Have Liked to Have Done (2016-2017)

Cruise visitors were asked: *What would you have liked to have done or didn't have enough time for?* The word cloud below shows the responses with the most frequent ones being the largest. The most commonly mentioned were *Bluff Cove, Penguins, Longer Tours, More Time,* and *More Walking/Hiking.*

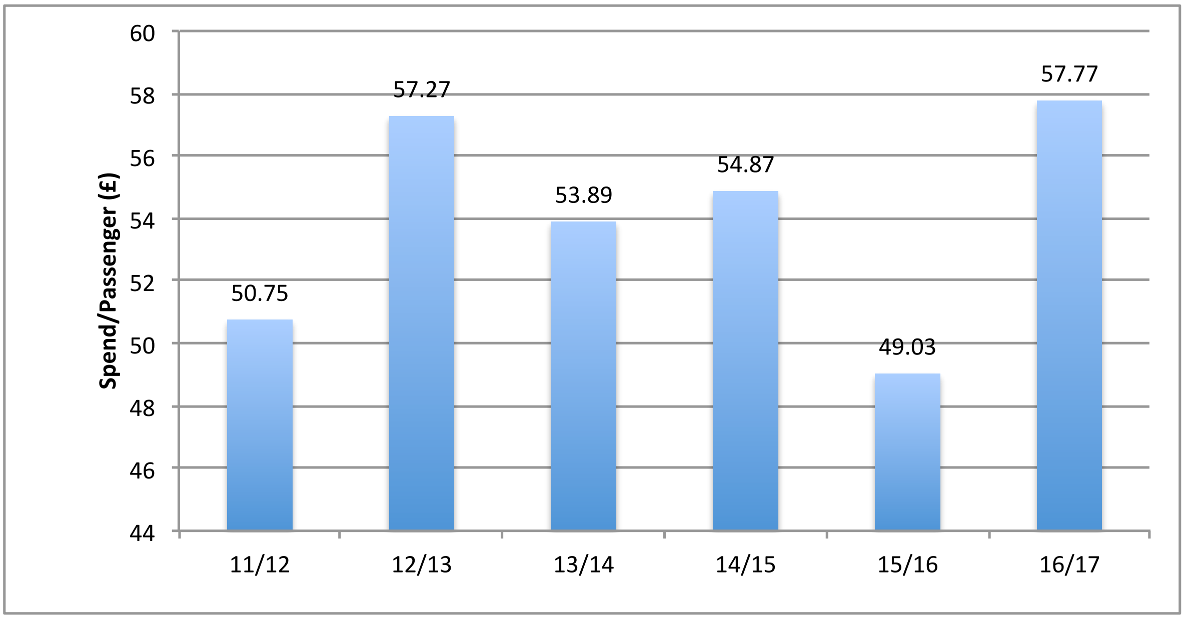


CRUISE PASSENGER EXPENDITURE

Average Spend per Passenger (2011-2017)

Average spend per cruise passenger increased in 2016/17 to £57.77. Expenditure on Tours remained increased the most, to £33.34 per passenger – this is an average for all passengers, including those who did not take a tour at all, and only accounts for the proportion of the tour that contributes to the Falklands economy.

Type of Spend	11/12	12/13	13/14	14/15	15/16	16/17
	(£)	(£)	(£)	(£)	(£)	(£)
Tours	29.26	42.23	28.58	27.09	27.41	33.34
Food and Drink	6.24	4.06	4.40	5.34	4.91	5.07
Shopping	15.02	10.98	20.13	21.63	16.10	17.52
Other	0.23	0.00	0.78	0.81	0.61	1.84
Total	50.75	57.27	53.89	54.87	49.03	57.77



Cruise Passenger Spend (2008-2017)

Overall cruise expenditure was up by over 16% to £3.2 million in the 2016/17 season. This represents the highest level of cruise passenger expenditure since records began.

Season	Spend	Change
	(£)	(%)
2008/09	1,999,616	
2009/10	1,587,142	-20.6
2010/11	1,398,699	-11.9
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