FALKLAND ISLANDS

Tourism
Statistics Report
2019

Falkland Islands
TOURIST BOARD

TABLE OF CONTENTS **PAGE**

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 500 or more passengers.
- Expedition Vessels: vessels carrying less than 500 passengers.

Domestic Tourism is the movement of residents of the Falkland Islands (including temporary residents who have lived in the Falklands, or intend to live in the Falklands, for a year or more) to destinations that are at least 40 miles from their place of residence and to which they visit less frequently than once a week, for at least one night. Trips can be for any purpose, including leisure, visiting friends and relatives, business, and medical.

The data presented in this report is derived from:

- ***Customs and Immigration Department:*** for overnight visits, the purpose of visit (and length of stay) of each arrival in the Falkland Islands.
- ***Air Visitor Survey:*** monthly face-to-face survey undertaken by FITB on passengers departing by air at MPA (annual sample size: 400 approx.).
- ***Cruise Visitor Survey:*** a regular face-to-face survey undertaken during the cruise season by FITB at the Jetty Centre on visitors departing the Islands (annual sample size: 600 approx.).
- ***Domestic Tourism Survey:*** quarterly household survey undertaken by FITB staff through telephone data collection (annual sample size: 200 approx.).
- ***Accommodation Occupancy Survey:*** monthly survey undertaken by FITB to measure occupancy rates in serviced and self-catering accommodation.

BRIEF SUMMARY

2019 and the 2019-2020 season hit new heights for tourism in the Falkland Islands in many ways.

Leisure tourism grew to 1,939 visitors in 2019 and generated a record £4.8 million in expenditure. There was **strong growth from the Falklands' main market, the UK,** which largely explains the growth in airbridge arrivals – the UK's favourite route to the Islands.

Average spend per leisure visitor reached £230 per night, pushing up the overall value of land-based tourism to £4.8 million, whilst average length of stay remained broadly unchanged at 10.7 nights.

Cruise tourism generated a record 72,836 visitors in the 2019-2020 season with passenger numbers growing by 16.5%. Total cruise passenger **expenditure passed the £4.4 million mark for the first time**.

Visitor Satisfaction was up for both overnight and cruise visitors, with significant growth in the satisfaction index amongst cruise visitors.

Domestic tourism also performed well in 2019 with trips up 20%, overnights up almost 14% and expenditure up nearly 7%.

Serviced accommodation occupancy increased by 3.6 percentage points to reach 49.1% in 2019.

Overall, the **direct contribution to the Falkland Islands economy from tourism in 2019 was almost £18.6 million** as shown below. This includes direct expenditure of visitors, passenger taxes, cruise customs fees and harbour dues.

Type of Visitor	Arrivals	Visitor Spend (£m)	Passenger Tax (£m)	Cruise Fees and Dues (£m)	Total (£)
Cruise: Expedition	16,931	0.6	0.6	0.2	1.4
Cruise: Large	55,905	3.7	1.4	0.3	5.4
Land-Based	6,950	10.8	0.2	0.0	11.0
Domestic	12,470	0.7	0.0	0.0	0.7
Total	**92,256**	**15.9**	**2.2**	**0.5**	**18.6**

KEY FACTS AND FIGURES

Indicator	2019	Change from 2018
Inbound (Land-Based) Tourism		
All Tourist Arrivals	6,950	22.5%
Leisure Tourist Arrivals	1,939	1.6%
Leisure Tourist Arrivals (Season – 2019/20 v 2018/19)	1,648	6.7%
Leisure Tourist Arrivals from the UK	572	14.4%
Leisure Tourist Arrivals from Argentina	432	23.9%
Leisure Tourist Arrivals from the USA	188	2.6%
Leisure Tourist Arrivals on LATAM	1,272	6.4%
Leisure Tourist Arrivals on the Air Bridge	394	15.2%
Average Length of Stay of Leisure Tourists (nights)	10.7	0.1 nights
Average Spend per Leisure Tourist per Night (£)	230.24	7.5%
All Tourist Expenditure (£ million)	10.8	25.7%
Leisure Tourist Expenditure (£ million)	4.8	12.4%
Satisfaction Index (-100 to +100)	63.1	2.5
Cruise Tourism		
Passengers	72,836	16.5%
Average Spend per Passenger (£)	60.03	7.5%
Total Passenger Expenditure (£ million)	4.4	7.8%
Satisfaction Index (-100 to +100)	43.9	34.5
Domestic Tourism		
Trips	12,470	20.0%
Nights	44,474	13.8%
Spend (£ million)	0.7	6.9%

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

INBOUND TOURISM

ALL TOURIST ARRIVALS

Tourist Arrivals by Purpose of Visit (2000-2019)

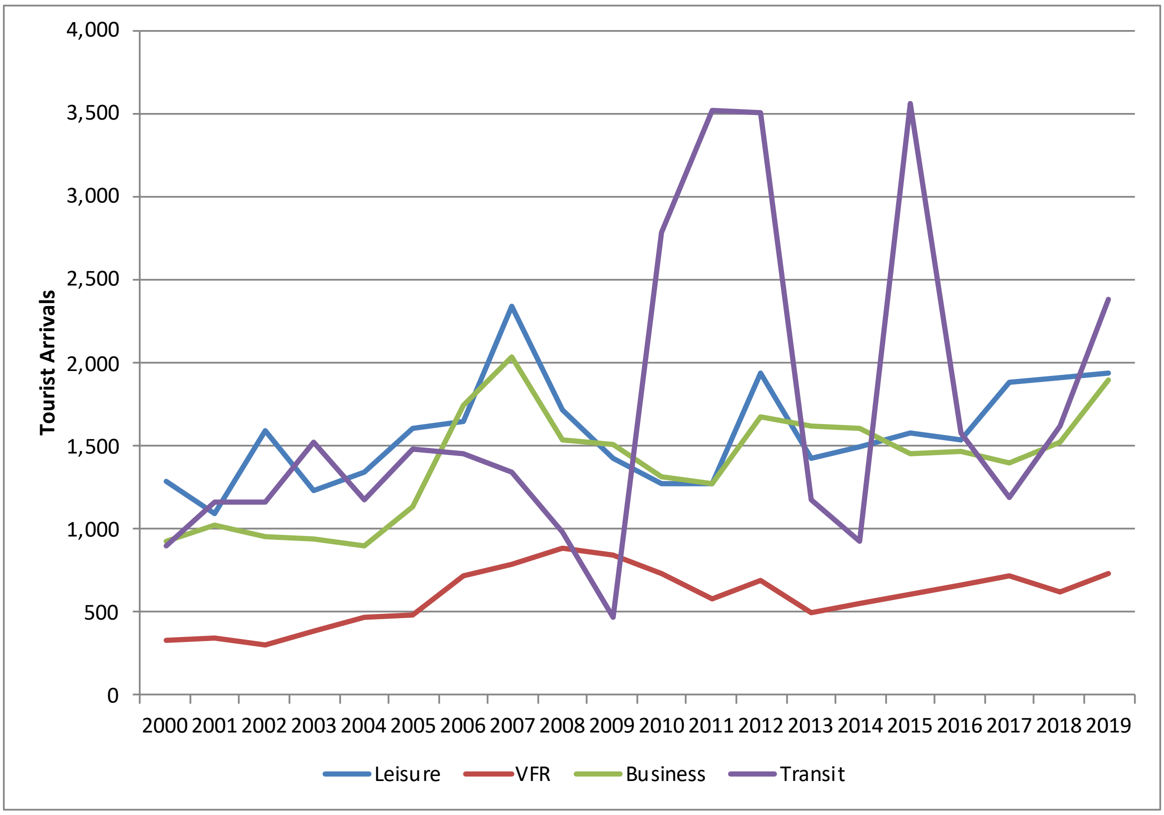
There were 6,950 tourist arrivals in the Falkland Islands in 2019, of which 1,939 were travelling for Leisure. This represents a 22.5% growth of all tourists, and a 1.6% growth of leisure tourists compared to the previous year – the third consecutive year of leisure tourism growth. Overall, leisure tourists represented almost 28% of all tourist arrivals.

Tourists visiting friends and relatives (VFR) grew by 17.2% in 2019 to 736 arrivals; they represented almost 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
2018	1,908	628	1,522	1,615	5,673	9.6
2019	**1,939**	**736**	**1,897**	**2,378**	**6,950**	**22.5**
Growth 18-19 (%)	***1.6***	***17.2***	***24.6***	***47.2***	***22.5***	
Share 2000 (%)	***37.4***	***9.6***	***27.0***	***25.9***	***100.0***	
Share 2019 (%)	***27.9***	***10.6***	***27.3***	***34.2***	***100.0***	
AAR (%)	***2.3***	***4.5***	***4.0***	***5.6***	***4.0***	

Business tourism grew significantly in 2019, by 24.6% to 1,897 arrivals. There was also strong growth of Transit visitors (mainly oil and fisheries) in 2019, by 47.2%, to 2,378 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 and other economic activity in the Falklands.

Overall, all tourist arrivals have grown at an average annual rate of 4.0% per annum over the period 2000-2019. Leisure visitors have grown by an average annual rate of 2.3% over the same period.

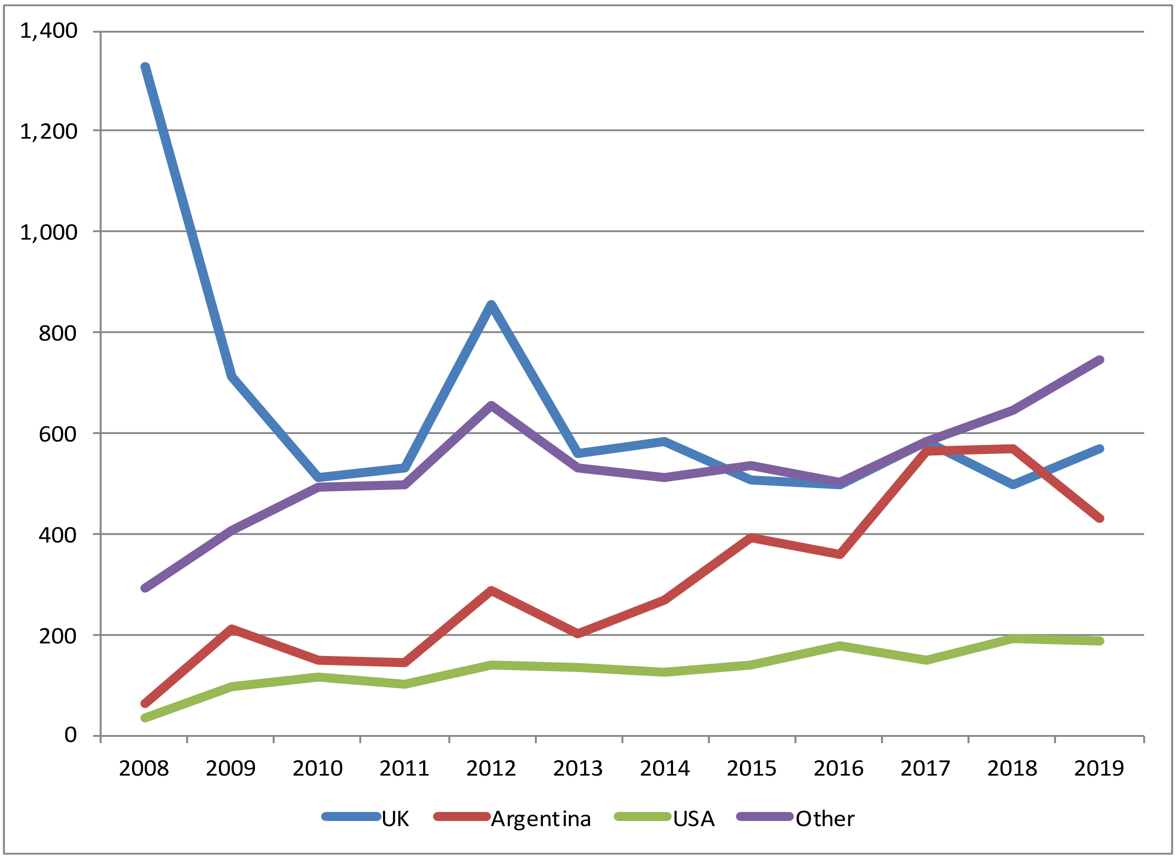


LEISURE TOURIST ARRIVALS

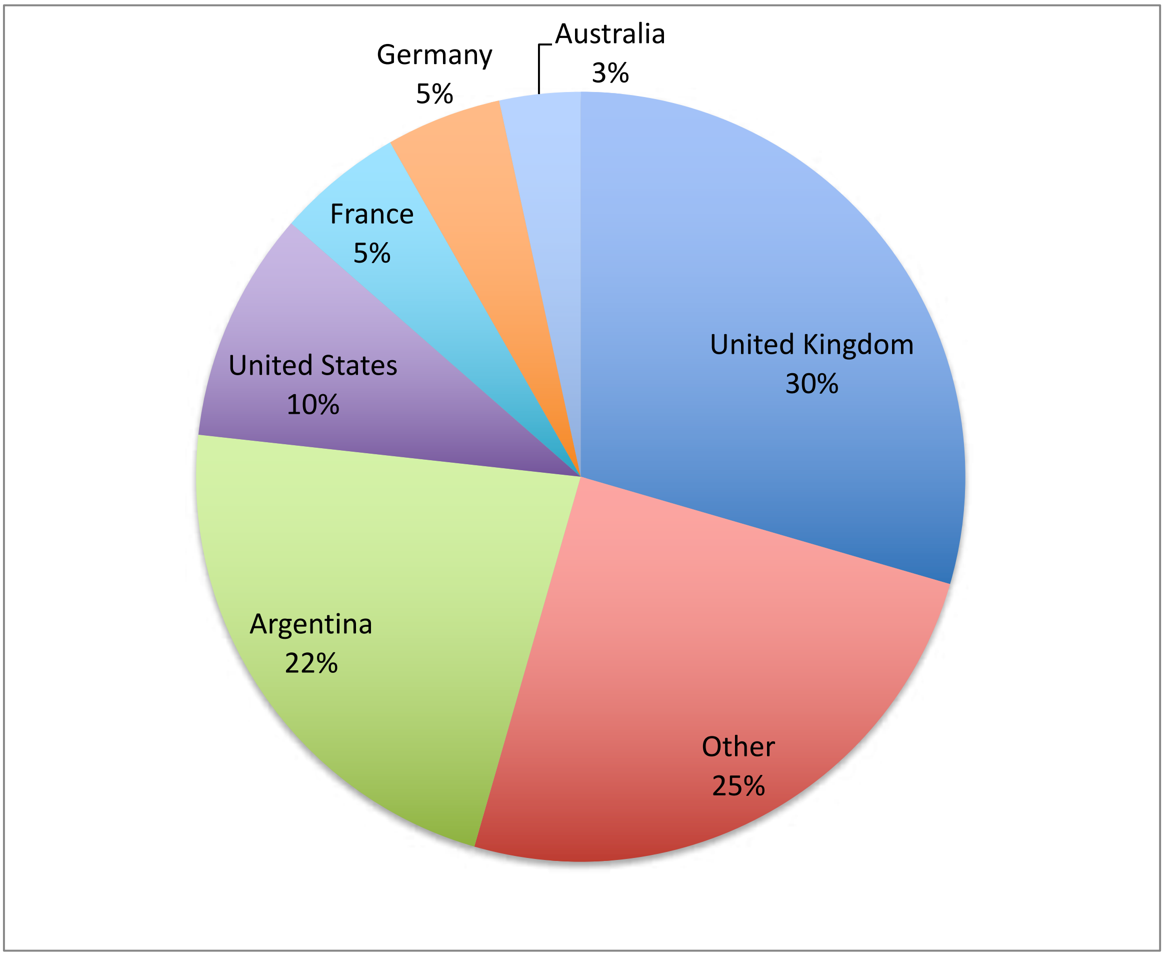
Arrivals by Country of Residence (2008-2019)

Leisure overnight visitors grew by 1.6% in 2019; however, there was a mix of fortunes amongst the main generating markets. Arrivals from the UK grew strongly, by 14.4%, and visitors from France and Germany grew significantly (up 43.1% and 62.1% respectively), whilst there was a drop in arrivals from the USA (-2.6%) and from Australia (-14.3%). There was a significant drop in arrivals from Argentina of -23.9%.

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
2018	500	568	193	72	58	77	440	1,908	1.3
2019	**572**	**432**	**188**	**103**	**94**	**66**	**484**	**1,939**	**1.6**
Growth	***14.4***	***-23.9***	***-2.6***	***43.1***	***62.1***	***-14.3***	***10.0***	***1.6***	



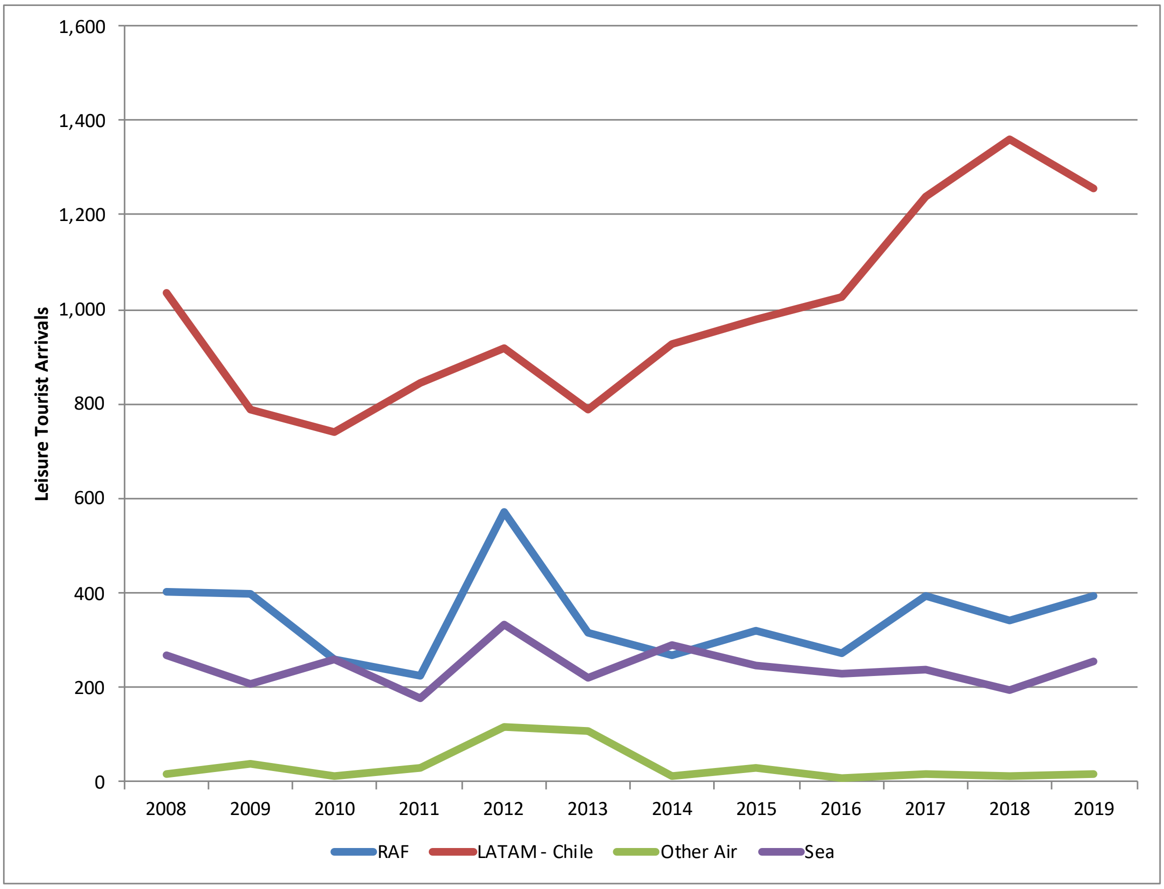
The distribution of leisure tourist arrivals in 2019 is shown below, with the UK representing 30%, followed by Argentina at 22%, however outside of the six largest markets, all other countries make up 25% of all arrivals.



Arrivals by Mode of Transport (2008-2019)

The main mode of transport to the Falkland Islands for leisure arrivals was by LATAM, which accounted for over 65% of all leisure arrivals in 2019, although this represented a drop of -6.4% over the previous year. Arrivals on the RAF air bridge grew by 15.2%, however they only make up 20.3% of all arrivals.

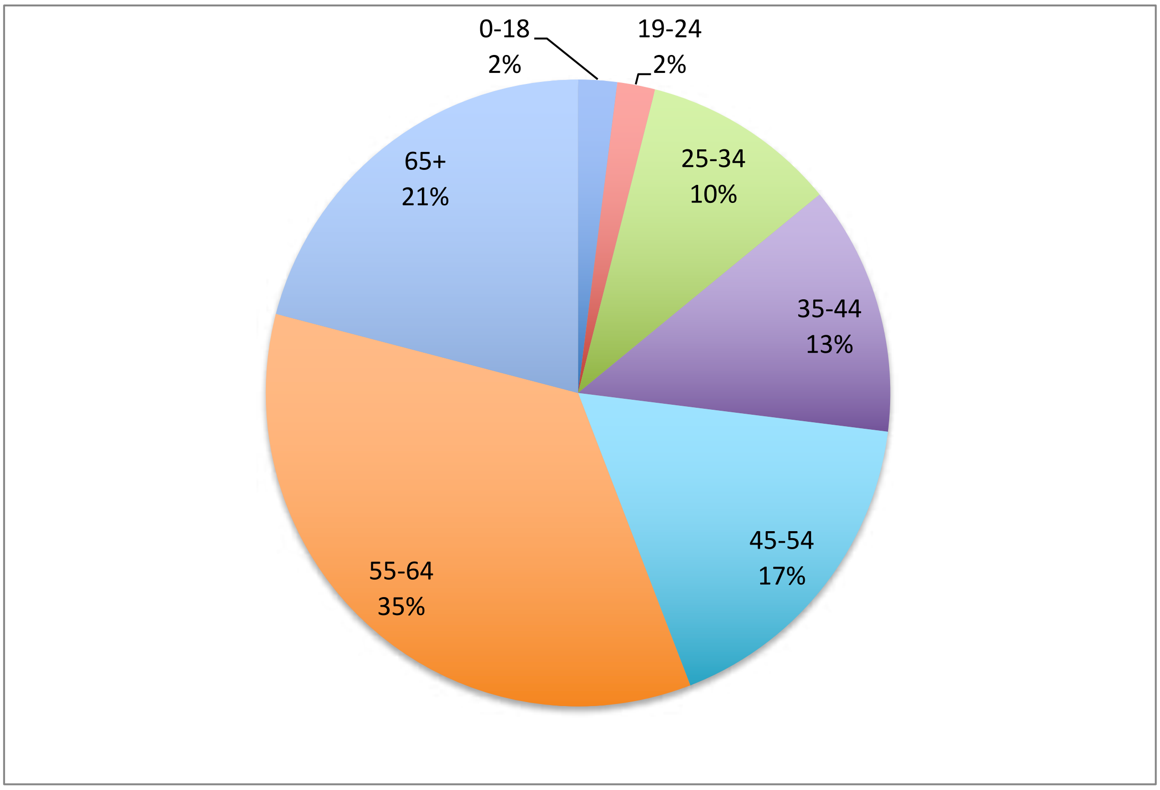
Year	RAF	LATAM - Chile	LATAM - Brazil	Other Air	Sea	Total
2008	401	1,037	0	16	266	1,720
2009	400	786	0	37	206	1,429
2010	259	739	0	13	260	1,271
2011	225	844	0	30	177	1,276
2012	573	916	0	118	333	1,940
2013	314	786	0	107	219	1,426
2014	266	926	0	13	289	1,494
2015	321	978	0	30	247	1,576
2016	273	1,026	0	10	231	1,540
2017	393	1,239	0	16	236	1,884
2018	342	1,359	0	12	195	1,908
2019	394	1,256	16	18	255	1,939
% Growth	***15.2***	***-7.6***	***-***	***50.0***	***30.8***	***1.6***
% Share	***20.3***	***64.8***	***0.8***	***0.9***	***13.2***	***100.0***



Arrivals by Age (2017-2019)

54.1% of all leisure tourists were 55+ years, which is almost the same as in 2018. However in 2019 there has been a drop in the number of arrivals in the under 34 years age group at the expense of an increase in the 35+ age group. So overall the average leisure tourist was older.

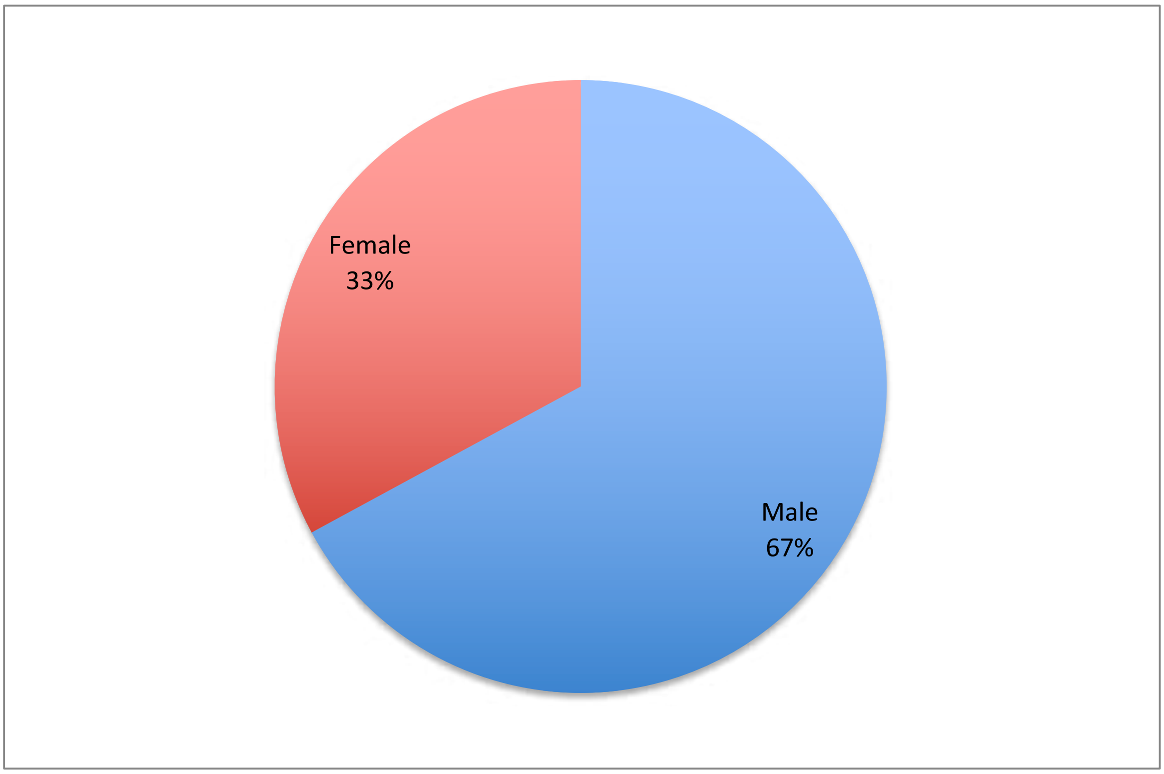
Age	2017	2018	2019	% Change 2018-19	Share 2019 (%)
0-18	90	87	39	-55.2	4.6
19-24	62	41	38	-7.3	2.1
25-34	179	201	196	-2.5	10.5
35-44	209	209	250	19.6	11.0
45-54	386	337	333	-1.2	17.7
55-64	563	661	677	2.4	34.6
65+	395	372	406	9.1	19.5
Total	**1,884**	**1,908**	**1,939**	**1.6**	**100.0**



Arrivals by Gender (2017-2019)

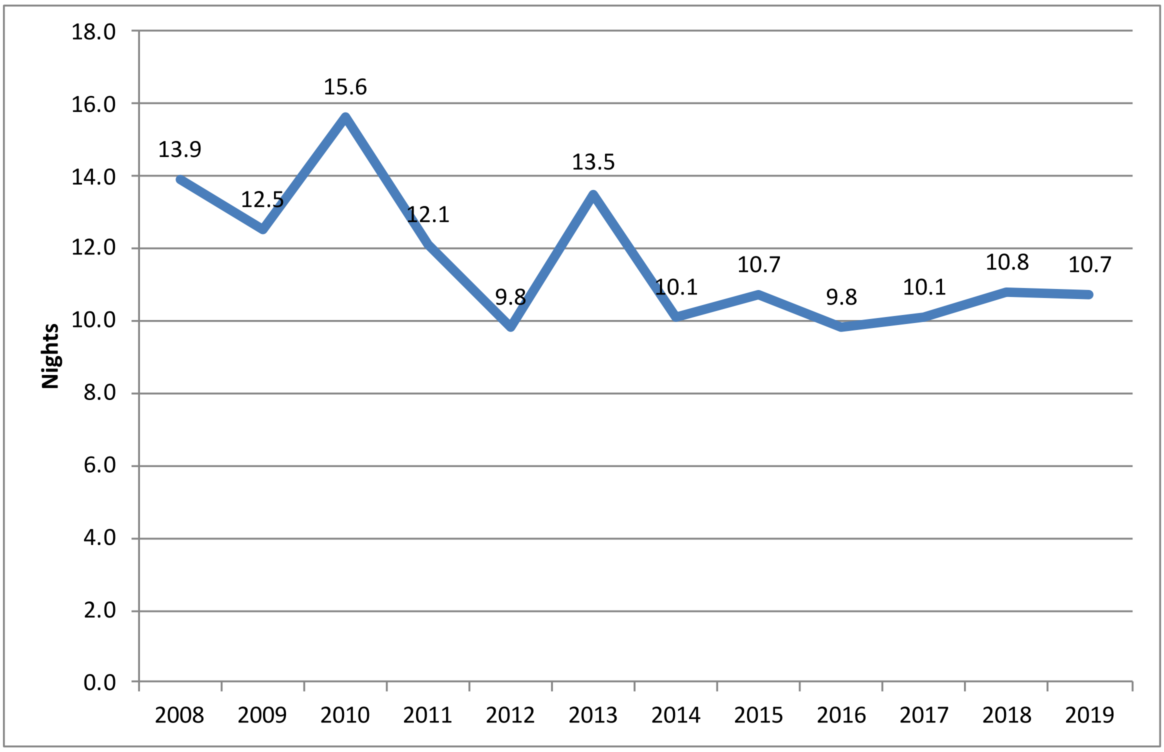
Male visitors dominate leisure tourism – they made up two thirds (67.1%) of all leisure arrivals in 2019, marginally up from the 65.9% in 2018.

Gender	2017	2018	2019	% Change 2018-19	Share 2019 (%)
Male	1,300	1,257	1,301	3.5	67.1
Female	584	651	638	-2.0	32.9
Total	**1,884**	**1,908**	**1,939**	**1.6**	**100.0**



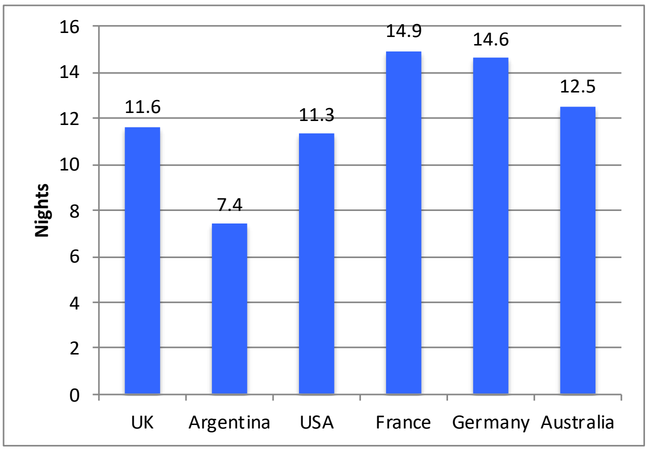
Length of Stay (2008-2019)

There was a tiny decrease in the average length of stay of leisure visitors in 2019, to 10.7 nights from 10.8 nights.

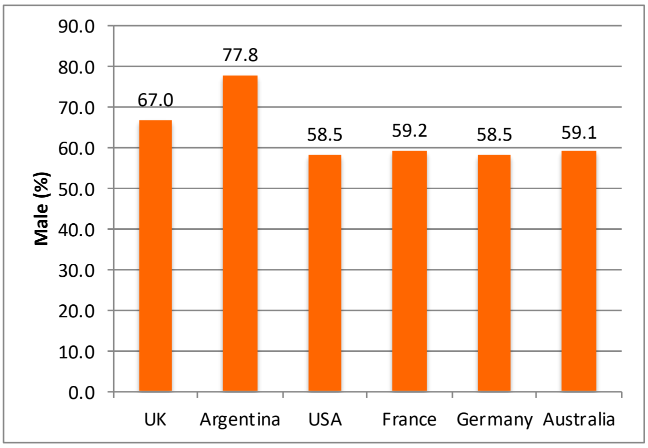


Profiles of Visitors from the Top 6 Markets (2019)

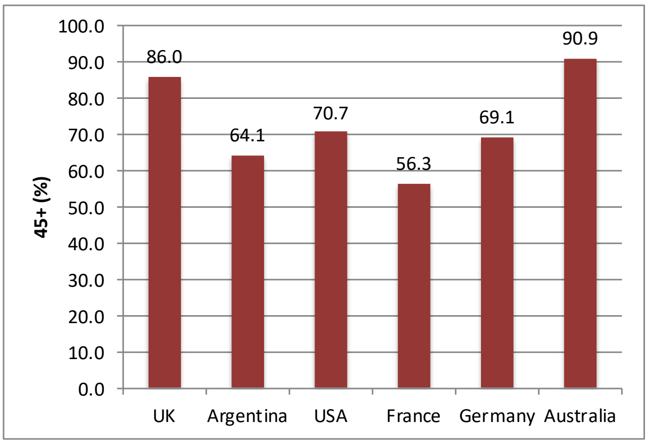
Length of Stay: the average length of stay of leisure visitors varies considerably between the markets, with France and Germany staying the longest at 14.9 and 14.6 nights respectively, and visitors from Argentina staying the shortest, on average 7.4 nights.



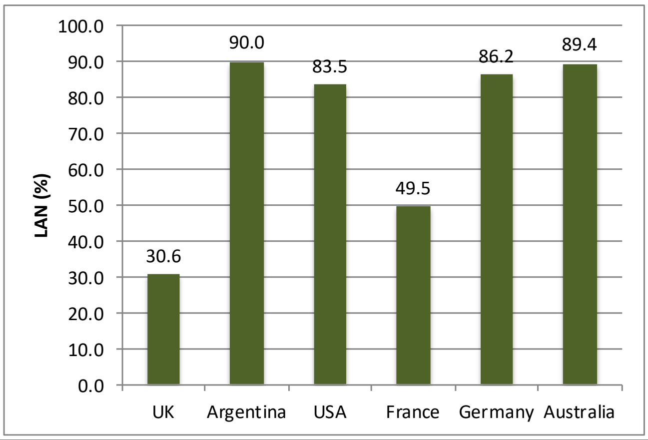
Gender: the percentage of male visitors as a proportion of all visitors also varies by market, with arrivals from Argentina being the most male-dominated, whilst those from USA are the most equally split between the two sexes.



Age: The proportion of visitors aged 45 years and over is shown in this chart. It indicates that visitors from Australia and the UK are the oldest group (around 91% and 86% respectively), with those from France and Argentina being the youngest, with only 56% and 64% respectively being 45 years or older.

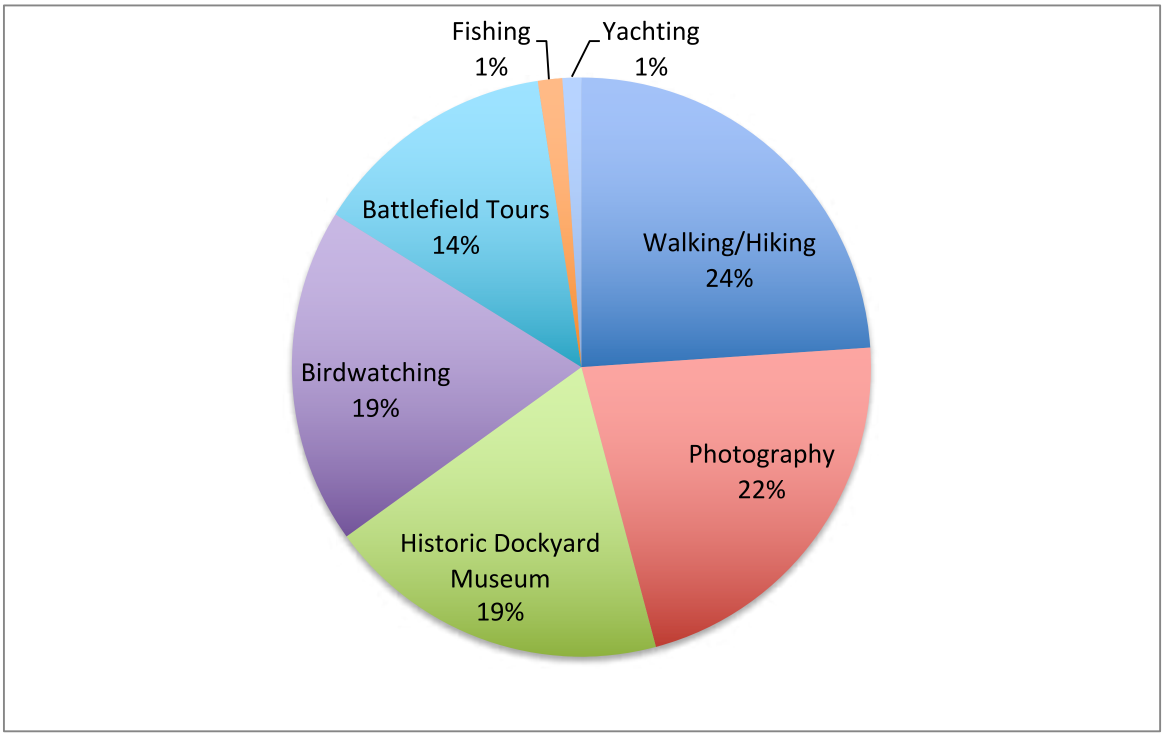


Mode of Transport: the proportion of visitors using the most popular method of transport for all leisure arrivals (LATAM) is shown in this chart. Only 30.6% of UK visitors and 49.5% of French visitors use LATAM, compared to 90.0% of visitors from Argentina and 89.4% of visitors from Australia.



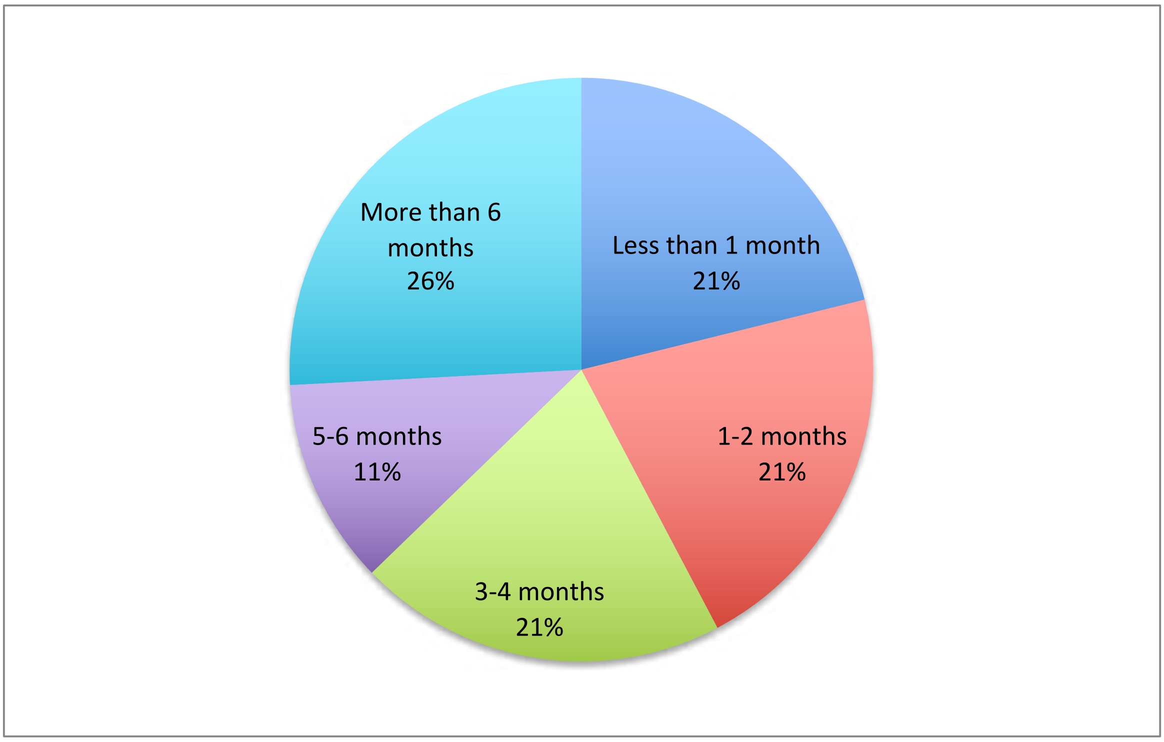
Activities Undertaken by Leisure Visitors (2019)

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 visiting the Historic Dockyard Museum and bird watching.

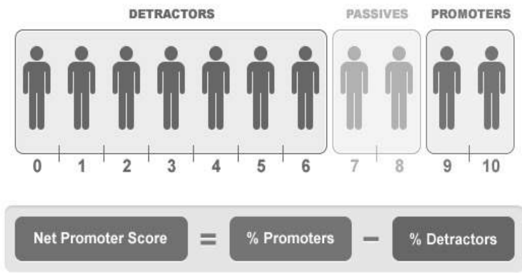


Timing of Booking Trip (2019)

The survey also showed that over one-quarter (26%) of all visitors booked their trip more than 6 months in advance, and 58% booked it 3 or more months in advance. There has been a considerable shift to later bookings compared to 2018 when 74% of all leisure visitors booked 3 or more months in advance.



Visitor Satisfaction (2019)



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 2018 was 60.6, however this has increased to 63.1 in 2019, as shown on the right. This indicates that leisure visitors are more satisfied with their visit than in 2018.

Any score above 60 can be considered as representing a high satisfaction rate from visitors, however an upward trend in the NPS is the main aim each year.

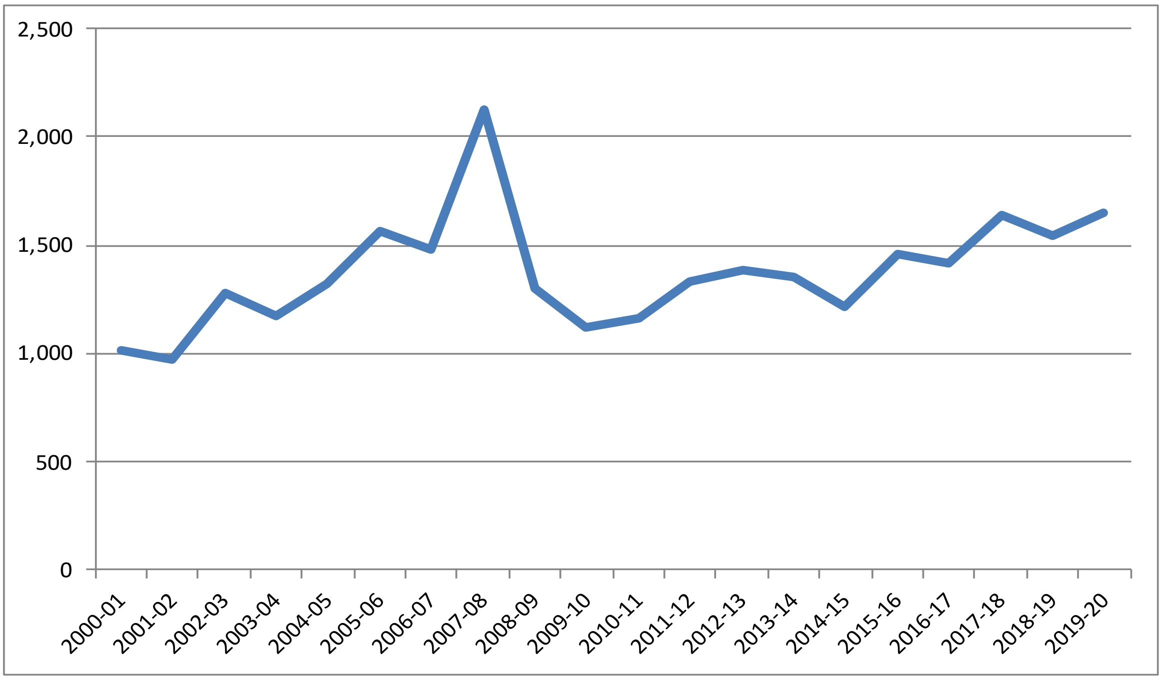
Visitors were asked why they gave their individual score out of 10 (used to calculate the NPS). The word cloud below shows that wildlife, friendly people, and beautiful scenery were the most mentioned.

Arrivals by Season (2001-2020)

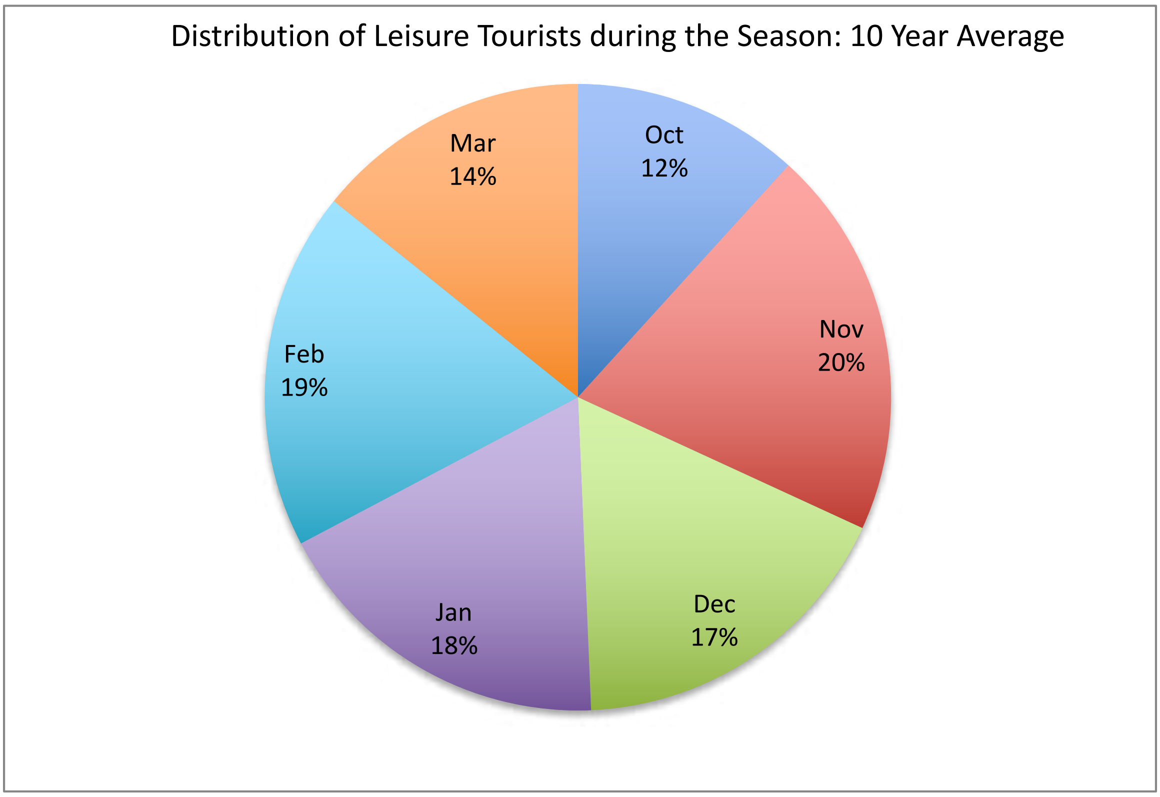
Leisure tourism in the Falklands mainly takes place between October and March, and many of the accommodation establishments (in particular on the outer islands) are only open during this period. It is therefore useful to analyse leisure tourist arrivals by season (similar to the cruise seasons).

This data shows that 1,648 leisure tourists visited the Falklands in the 2019-2020 season, up 6.7% on the previous season. Compared to the previous season, there was significant growth of arrivals in November and January.

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	315	270	295	250	1,545	-5.5
2019-20	167	421	253	347	339	121	1,648	6.7

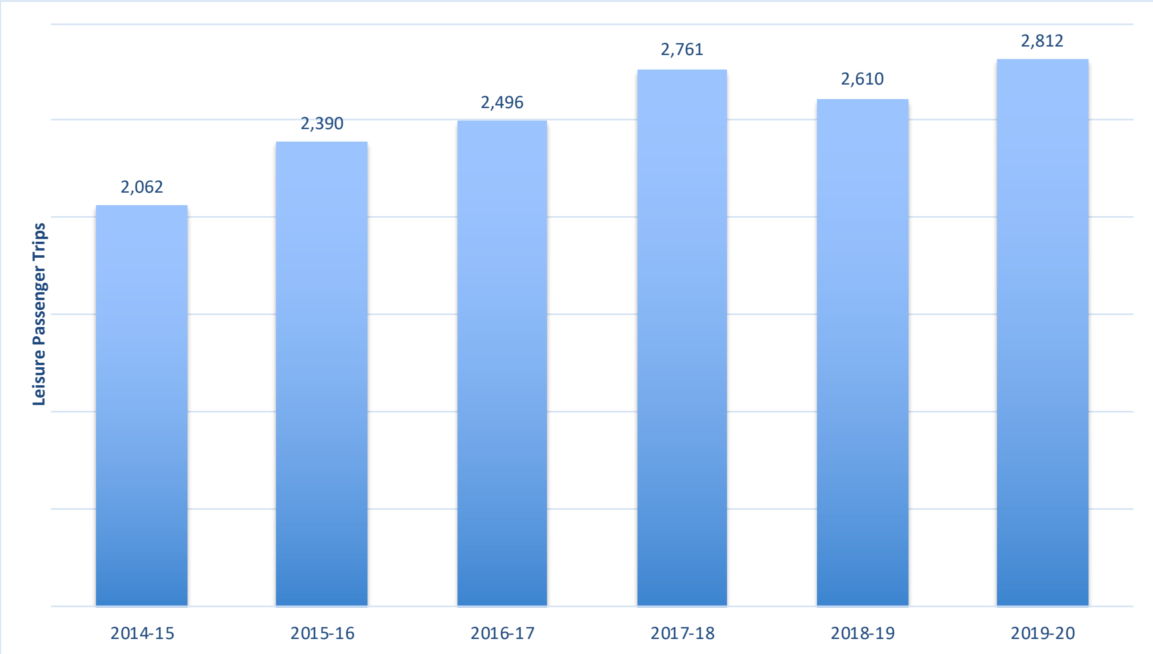


Taking a 10-year average (as seasons vary) it is possible to identify the months that are traditionally the busiest. The chart below shows that over the last 10 years November and February have been the busiest, representing 20% and 19% of all leisure arrivals over the season, respectively.

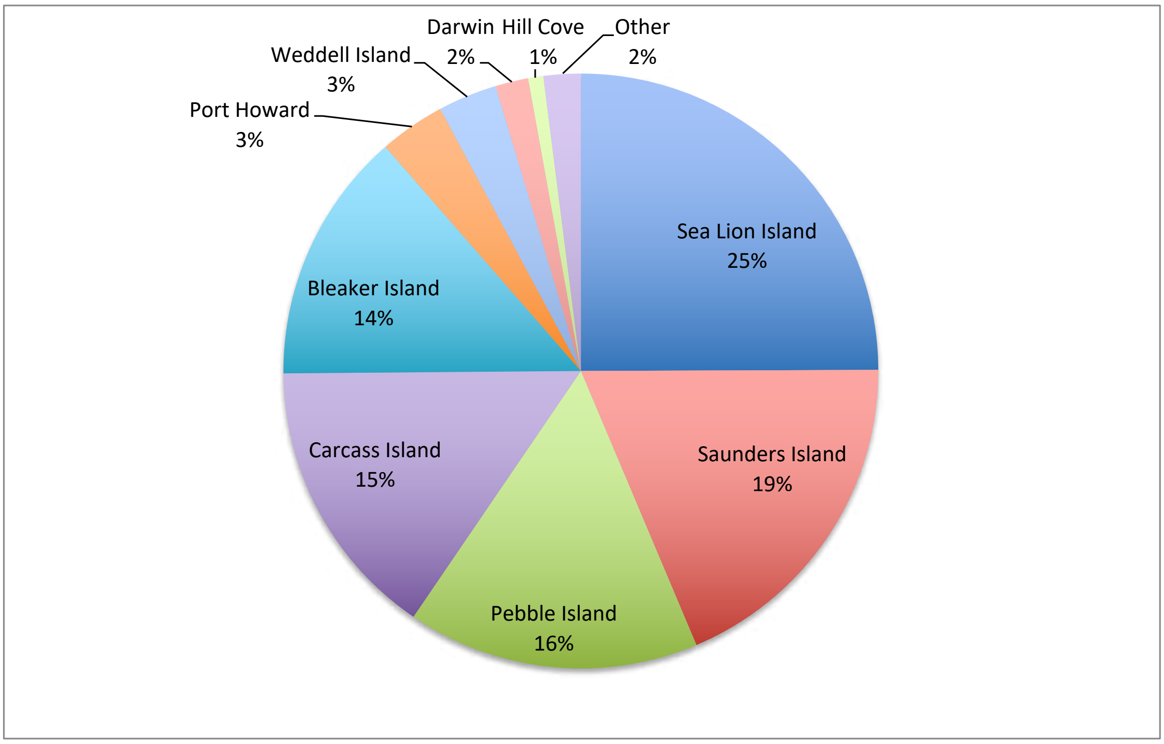


Leisure Flights on FIGAS by Season (2014-2020)

There were 2,812 leisure passenger trips on FIGAS during the 2019-20 season, up 7.7% on the previous season. There has been sustained and strong growth in leisure passenger trips over the last six years, growing at an average annual rate of 6.4%.



The most popular destination for leisure trips by FIGAS was Sea Lion Island, representing one-quarter (25%) of all passenger trips. This was followed by Saunders Island, Pebble Island, Carcass Island and Bleaker Island.



TOURIST EXPENDITURE

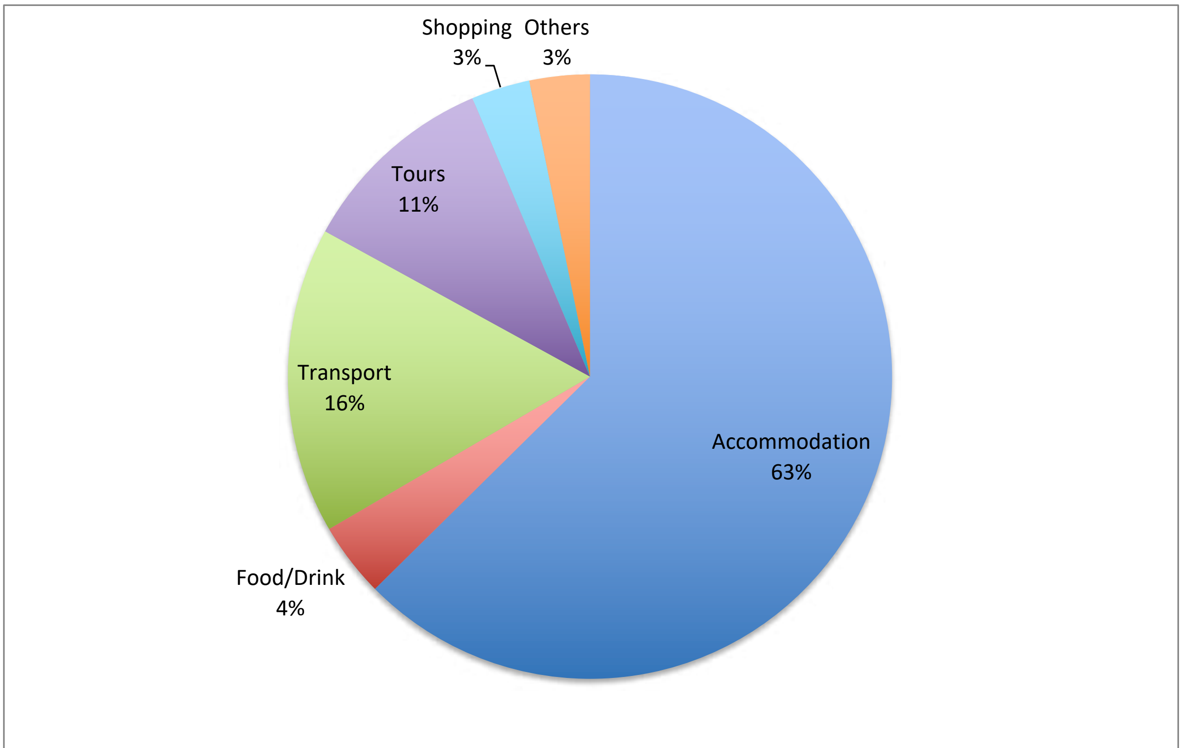
Tourist Expenditure per Person per Night (2016-2019)

The average spend per tourist per night (for all purposes of visit) in the Falklands in 2019 was £149.37. Over 61% of all daily spend was on accommodation (£91.32).

Tourist Expenditure	**2016**	**2017**	**2018**	**2019**	**Share 2019**
All Purposes of Visit	**(£)**	**(£)**	**(£)**	**(£)**	**(%)**
Accommodation	37.84	55.55	81.41	91.32	61.1
Meals/Drinks	16.02	16.53	12.25	13.77	9.2
Transport	9.40	8.84	16.82	19.27	12.9
Tours/Guides	4.33	4.45	9.79	12.08	8.1
Shopping	11.44	15.16	7.86	8.02	5.4
Other	2.70	6.23	3.62	4.91	3.3
Total	81.72	106.76	131.76	149.37	100.0

Leisure tourists spend more than other types of visitor, averaging £230.24 per night (up 7.5% on 2018), with average spend per night on accommodation being £144.14 (representing almost 63% of all spend).

Tourist Expenditure: Leisure Only	**2019**	**Share**
	(£)	**(%)**
Accommodation	144.14	62.6
Meals/Drinks	9.17	4.0
Transport	37.75	16.4
Tours/Guides	24.53	10.7
Shopping	7.22	3.1
Other	7.43	3.2
Total	230.24	100.0

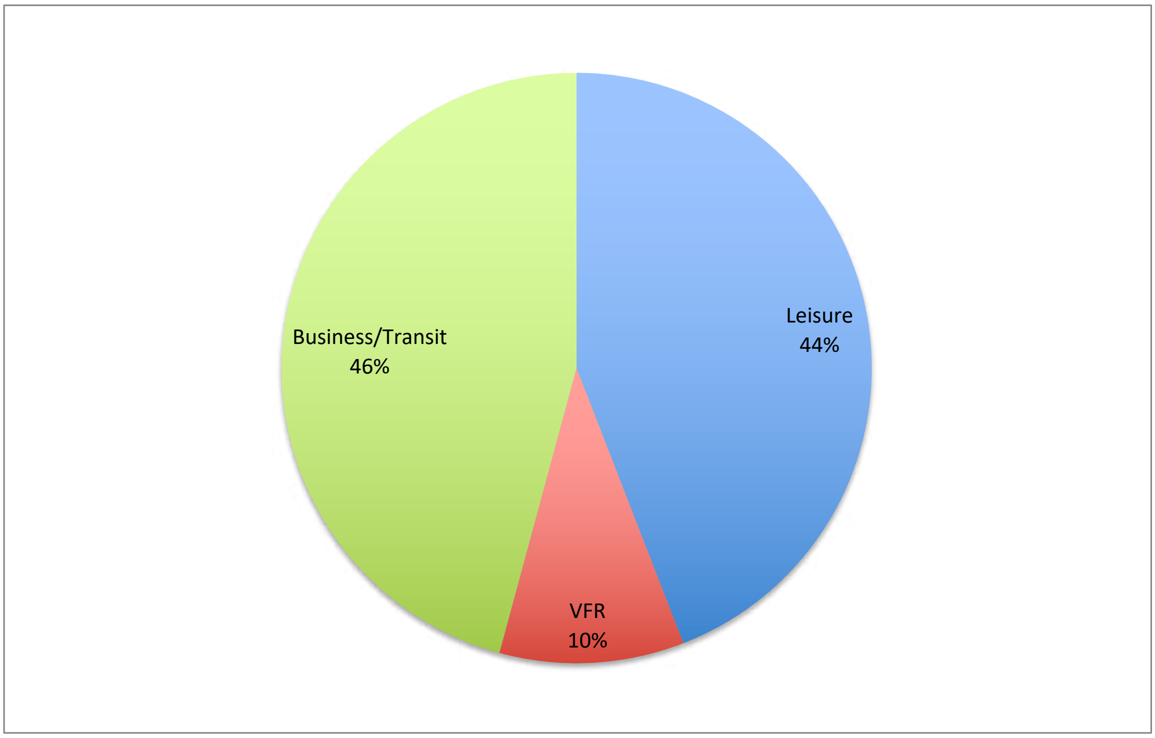


Total Tourist Expenditure per Annum (2009-2019)

Total inbound tourist expenditure (for all purposes of visit) in the Falkland Islands in 2019 is estimated at over £10.8 million. Leisure tourism accounted for £4.8 million, up 12.4% on 2018.

Year	Leisure (£)	VFR (£)	Business/ Transit (£)	Total (£)	Change (%)
2009	1,377,367	316,014	827,058	2,520,439	
2010	1,784,484	491,199	3,217,856	5,493,539	118.0
2011	1,466,762	433,566	3,277,600	5,177,928	-5.7
2012	2,367,014	605,500	4,802,000	7,774,514	50.1
2013	1,738,650	615,209	2,918,767	5,272,625	-32.2
2014	1,820,273	297,587	3,541,343	5,659,203	7.3
2015	2,485,046	587,700	4,375,710	7,448,457	31.6
2016	2,301,832	600,524	2,759,802	5,662,158	-24.0
2017	2,952,562	622,746	2,798,967	6,374,276	12.6
2018	4,248,173	727,273	3,638,649	8,614,095	35.1
2019	4,776,858	1,094,563	4,958,630	10,830,052	25.7

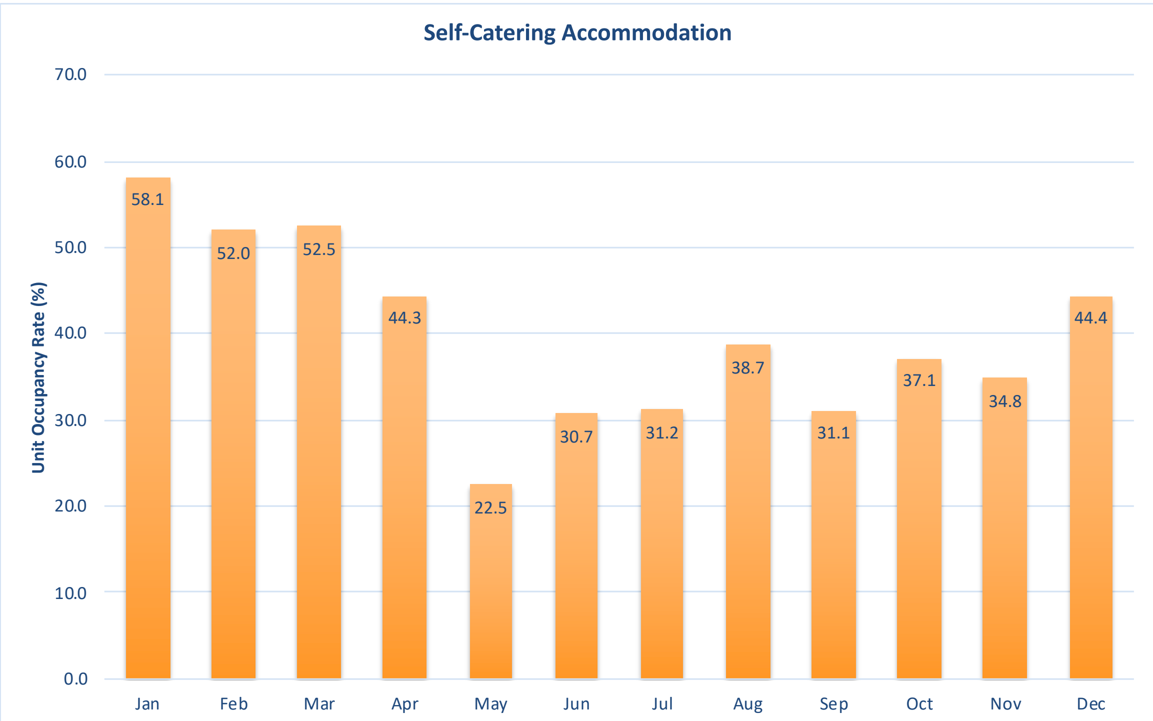
Business/Transit visitors accounted for 46% of all visitor expenditure, followed by leisure visitors at 44%. Those travelling to visit friends and relatives (VFR) accounted for 10% of all spend.



ACCOMMODATION OCCUPANCY

Serviced accommodation room occupancy was 49.1% in 2019, up by 3.6 percentage points on the 45.5% achieved in 2018. The peak months for serviced accommodation were November, December and January, and these reflect the domestic market using accommodation in the Falklands as well as international arrivals.

Self-catering accommodation follows a similar pattern although is less seasonally affected. The busiest months were January to March. In the winter months (May to August) self-catering accommodation is often used by the domestic market.



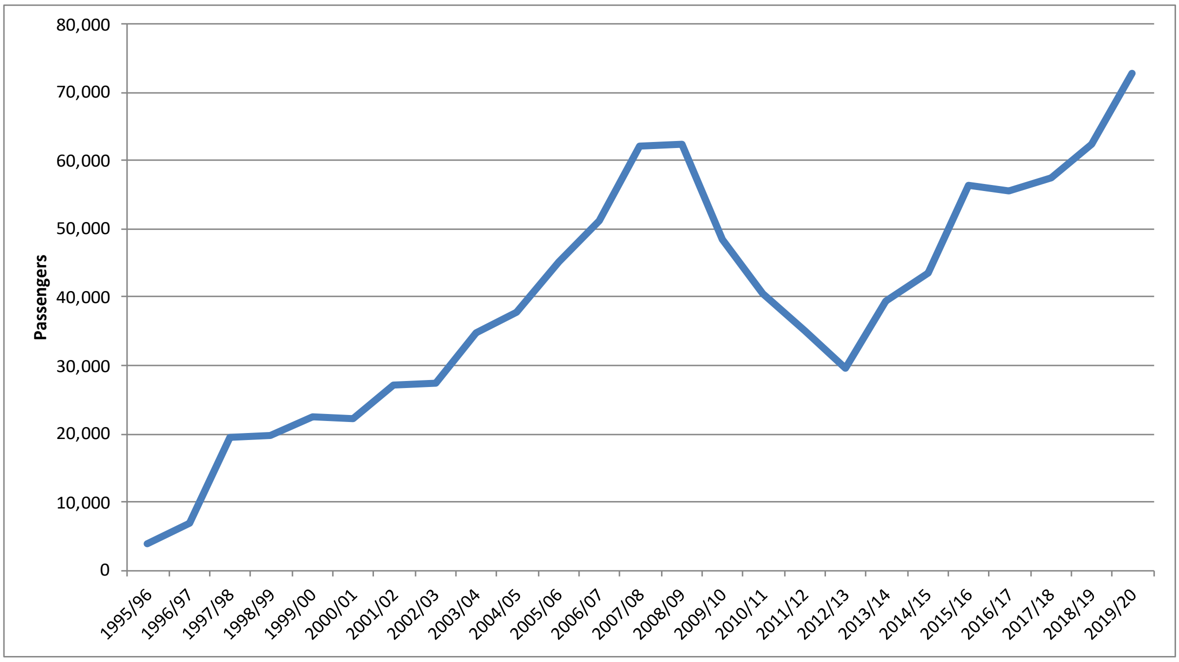
CRUISE TOURISM

CRUISE ARRIVALS

Passenger Arrivals (1996-2020)

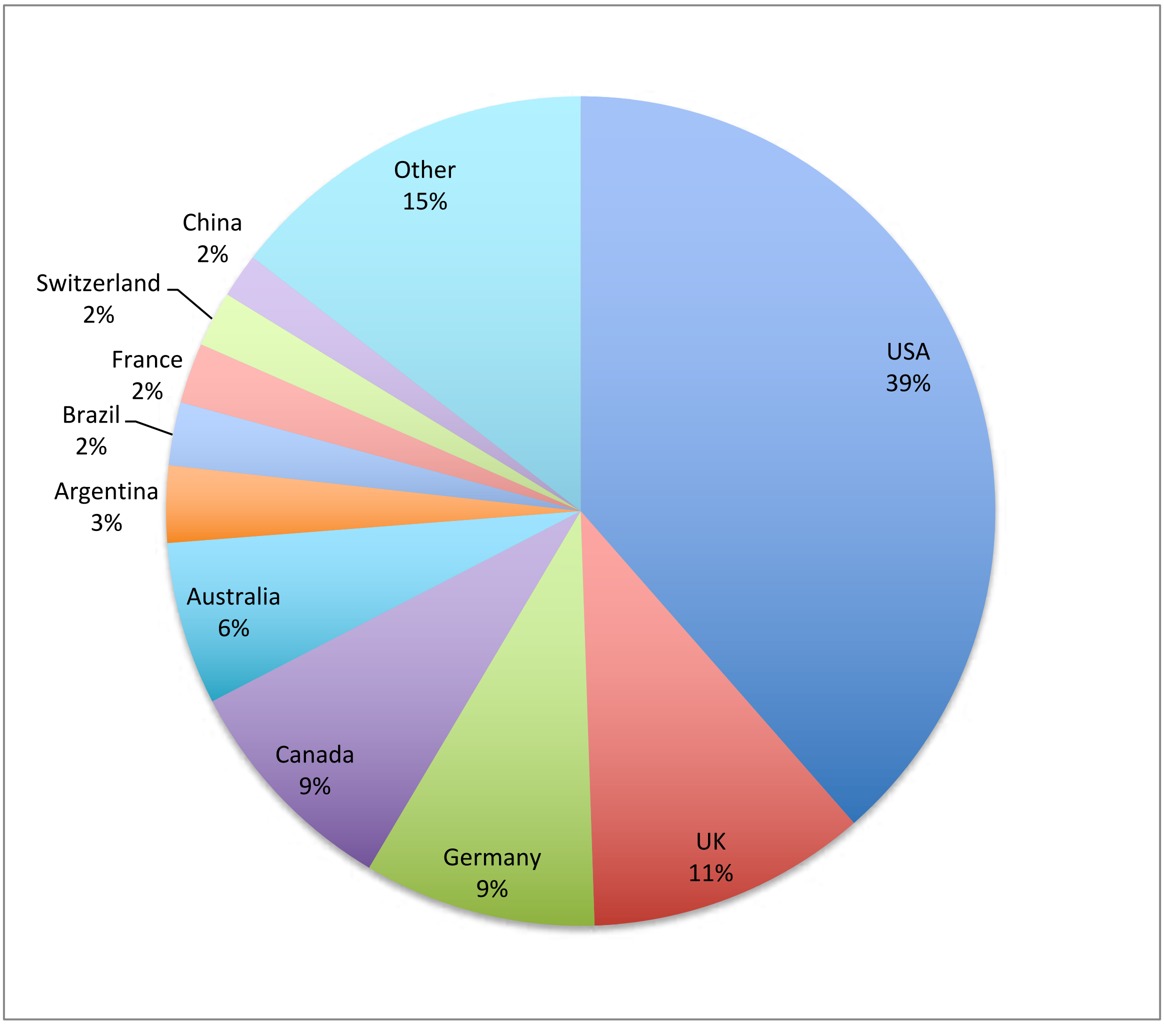
In the 2019-2020 season there was a total of 72,836 cruise passenger visits to the Falkland Islands, making it the busiest cruise season ever, up 16.5% on 2018-2019.

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
2019/20	72,836	16.5



Nationality of Passengers (2019-2020)

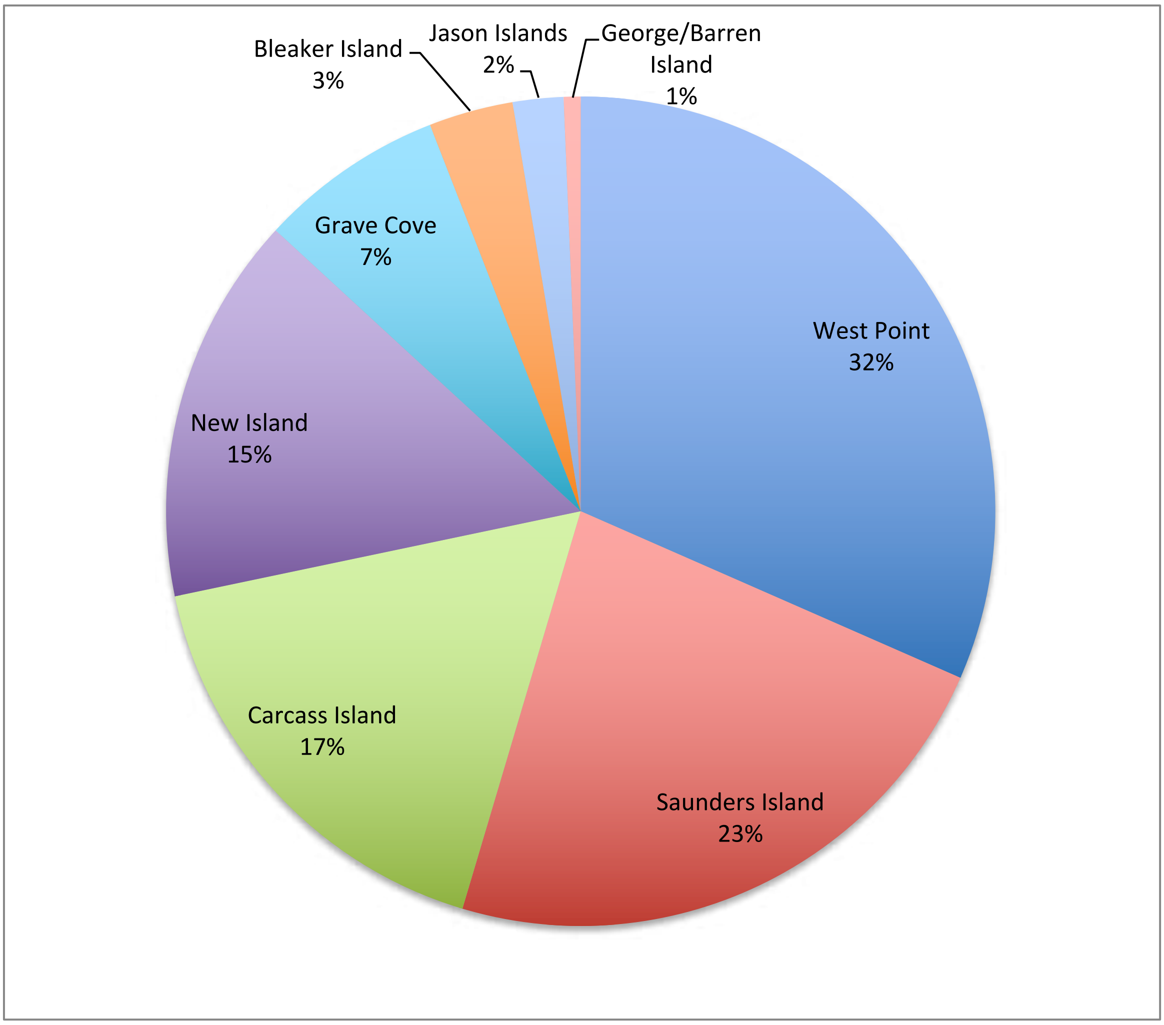
Well over one-third of all passengers were from the United States (39%), with the next largest markets being the UK (11%), Germany (9%) and Canada (9%).



Expedition Vessel Calls (2019-2020)

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 23.2% of all cruise visitor arrivals were on expedition vessels, however they made up 70.1% 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 (32%) of all calls followed by Saunders Island (23%), and Carcass Island (17%).



Of the 72,836 arrivals on cruise vessels in the 2019-2020 season, 16,931 were on expedition ships, up 29.9% on the number of arrivals in 2018-2019. Passengers on large cruise vessels increased by 13.0%

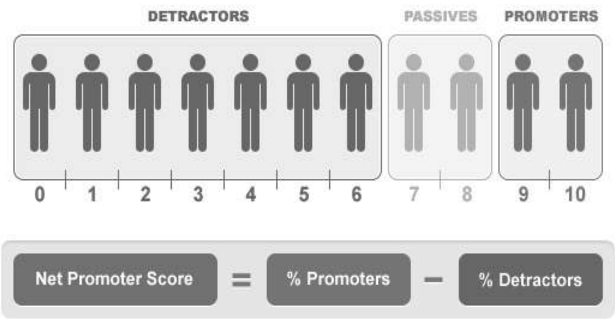
Time Onshore and Previous Visits (2019-2020)

The Cruise Visitor Survey undertaken by FITB shows that the average time ashore of cruise visitors was 5.1 hours, up from 4.7 in 2018-2019. Passengers on expedition vessels and large cruise vessels spent exactly the same average time on shore (both 5.1 hours).

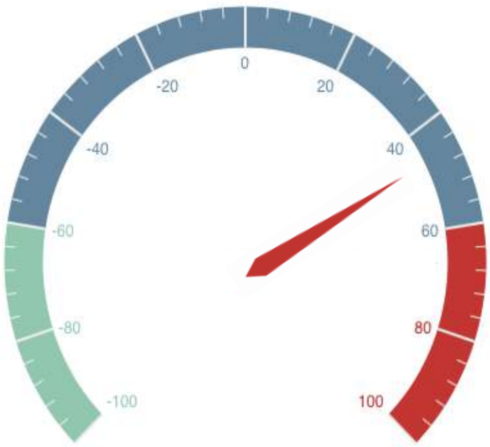
88.5% of all cruise passengers were first time visitors to the Falklands (compared to 92% in 2018-2019), indicating an increasing trend in repeat visits.

Visitor Satisfaction (2019-2020)

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 2019-20 season was 43.9, up considerably from 9.4 points in the 2018-2019 season, as shown on the right. This shows a mid to high-range satisfaction rating, which is good, although the aim should be to get the pointer into the red area (>60 points).



Importance of the Falklands Islands in the Cruise Itinerary (2016-2020)

A total of 16.2% of visitors stated that the Falklands was *Essential* when choosing their itinerary. However a further 51.2% stated that it was *Very Important*. So over two-thirds of all arrivals attached high importance to the Falklands when selecting their cruise, significantly up on 2018-2019 season visitors.

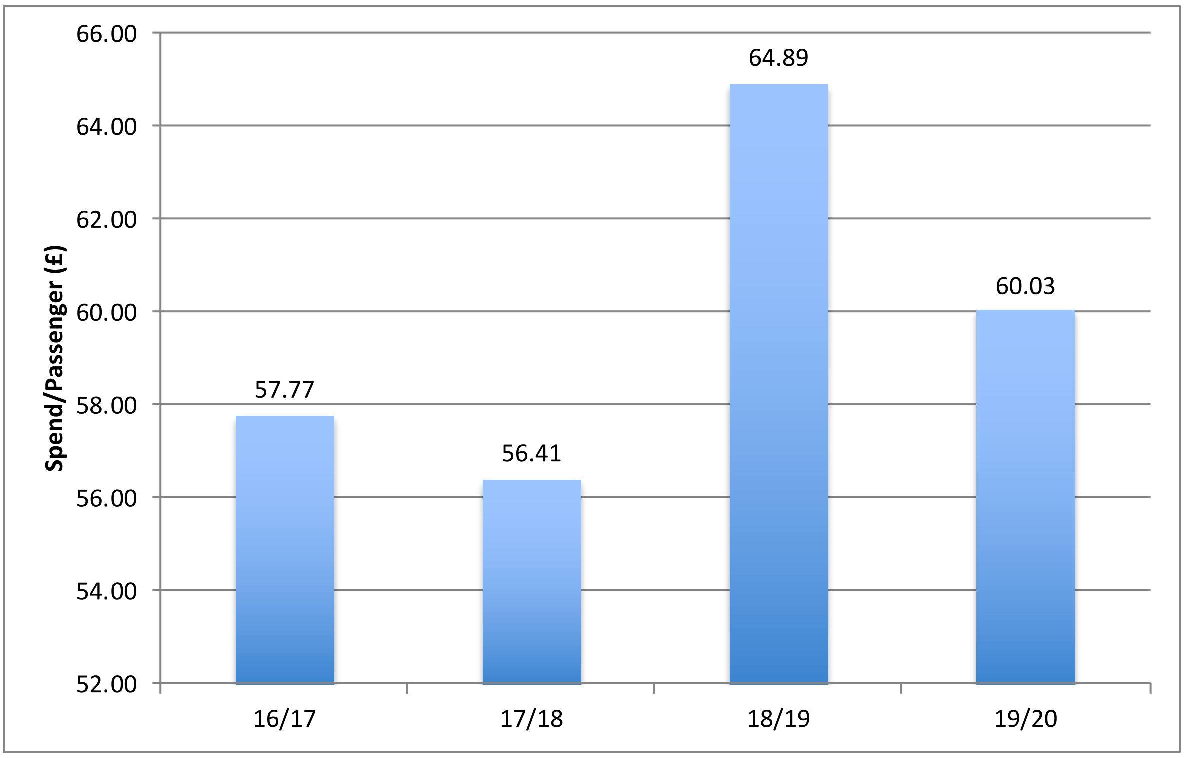
Response	16/17	17/18	18/19	19/20
	%	%	%	%
Essential	13.0	10.0	9.4	16.2
Very Important	43.5	44.9	39.2	51.2
Quite Important	25.4	31.5	37.9	26.6
Not Very Important	7.2	12.6	10.1	5.5
Not Important at All	10.9	1.0	1.5	0.5
Total	100.0	100.0	100.0	100.0

CRUISE PASSENGER EXPENDITURE

Average Spend per Passenger (2016-2020)

The average spend per cruise passenger decreased in 2019-2020 to £60.03 (a drop of 7.5%). Expenditure on Tours fell by 6.6% to £38.58 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	16/17	17/18	18/19	19/20
	(£)	(£)	(£)	(£)
Tours	33.34	34.20	41.30	38.58
Food and Drink	5.07	3.58	4.03	2.94
Shopping	17.52	17.75	19.00	18.26
Other	1.84	0.88	0.56	0.25
Total	57.77	56.41	64.89	60.03

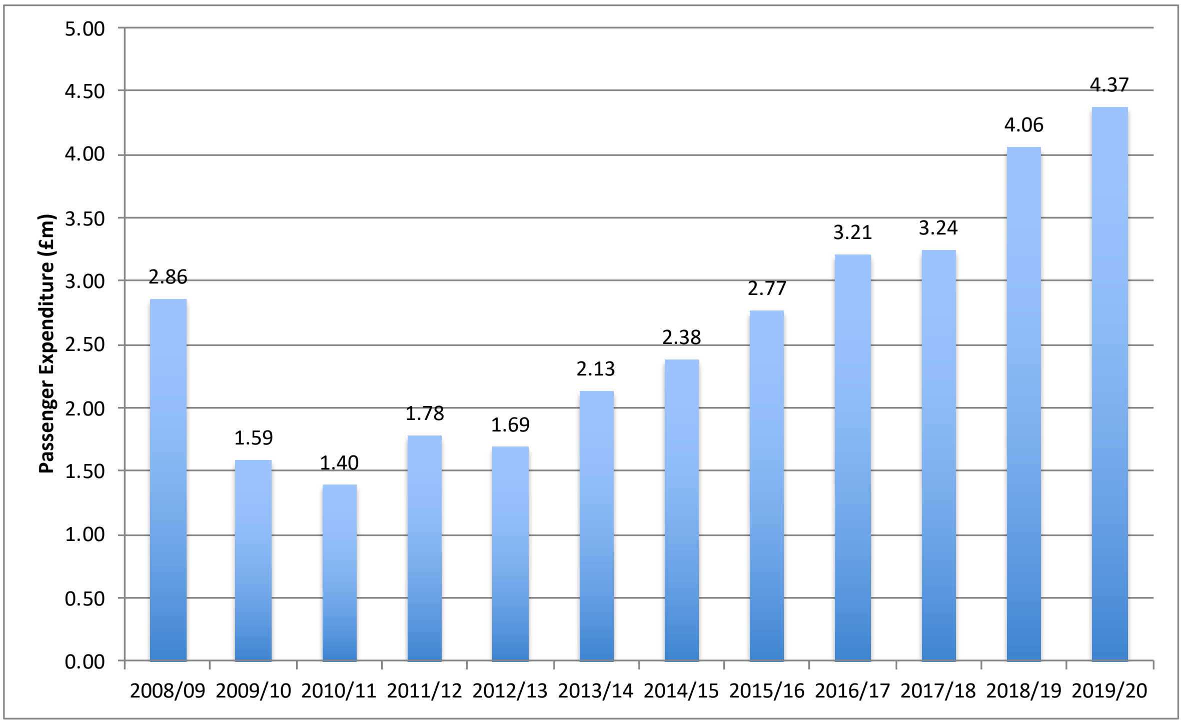


Whist the average spend of all cruise visitors was £60.03, there was a distinct difference between expedition passengers who spent an average of £38.24 and large cruise vessel passengers who spent £66.63.

Cruise Passenger Spend (2008-2020)

Overall, cruise expenditure was up by 7.8% to £4.37 million in the 2019-2020 season. This represents a seventh year of successive increases of passenger spend in the Falklands.

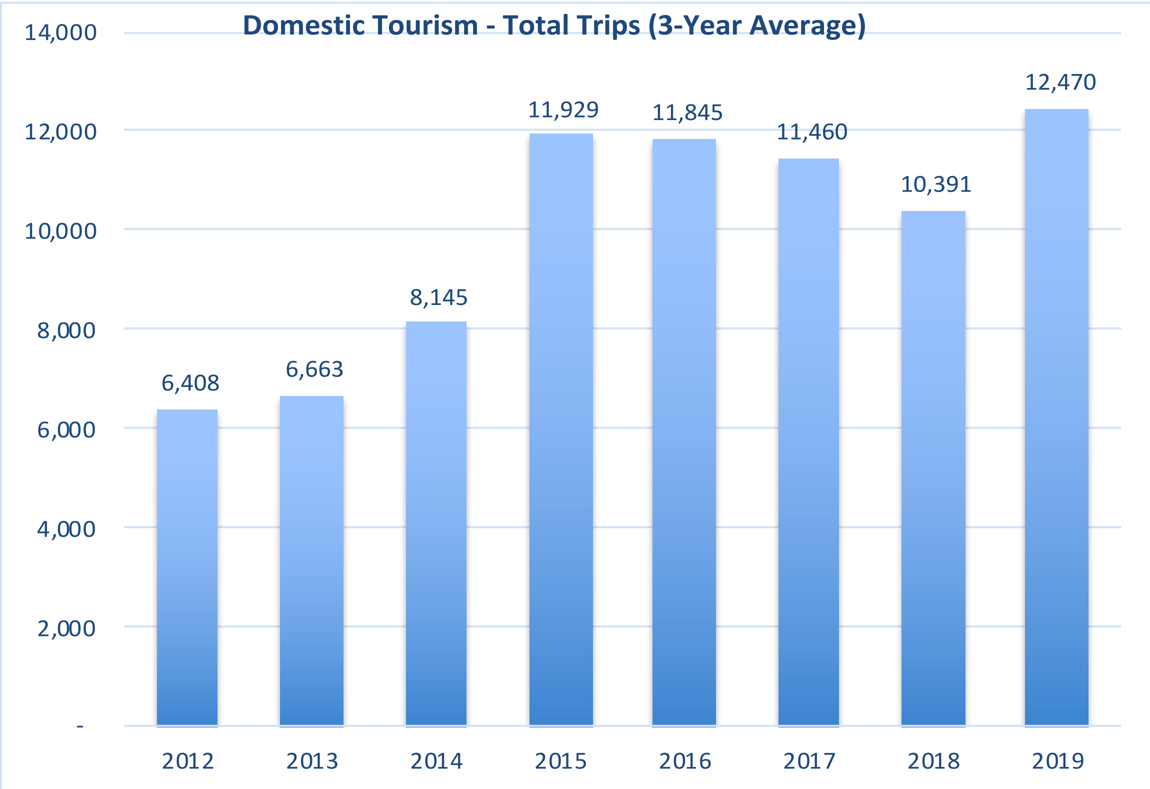
Season	Spend (£)	Change (%)
2008/09	2,857,439	
2009/10	1,589,144	-44.4
2010/11	1,398,699	-12.0
2011/12	1,784,319	27.6
2012/13	1,692,500	-5.1
2013/14	2,130,972	25.9
2014/15	2,383,388	11.8
2015/16	2,769,018	16.2
2016/17	3,213,918	16.1
2017/18	3,243,349	0.9
2018/19	4,055,949	25.1
2019/20	4,372,345	7.8

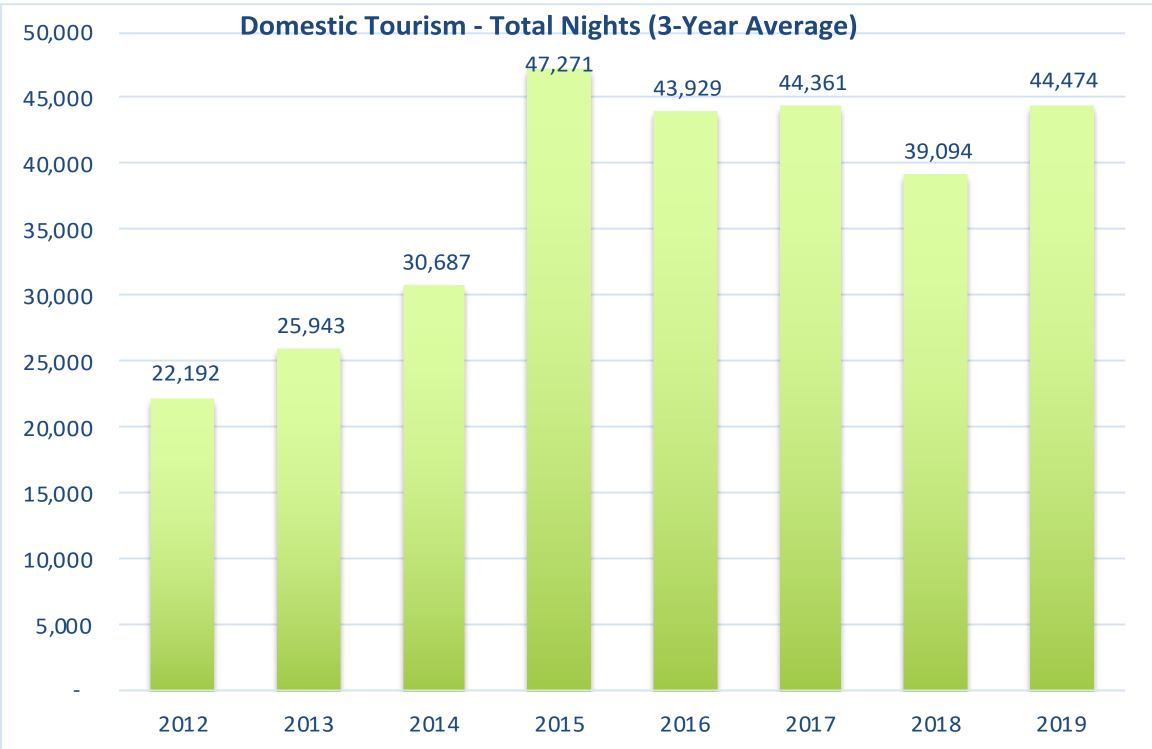


DOMESTIC TOURISM

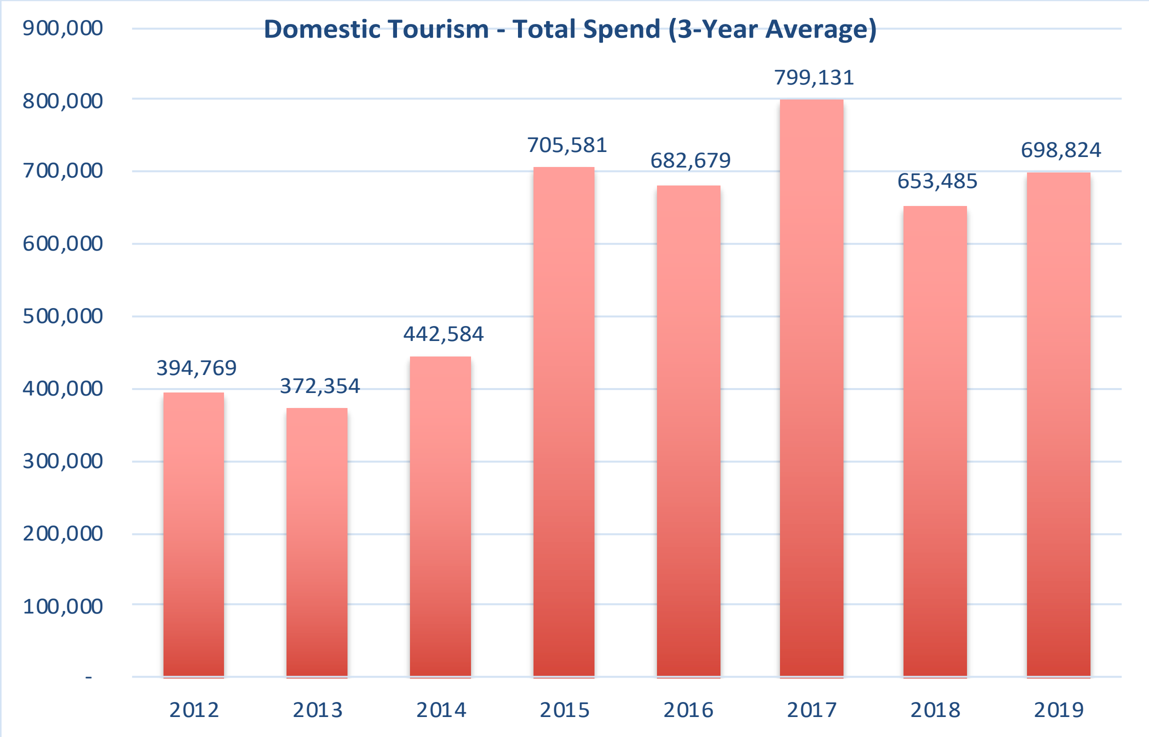
Domestic Trips, Nights and Spend

There were an estimated 12,470 domestic tourism trips taken in 2019 by residents of the Falkland Islands, for all purposes. These domestic tourists spent 44,474 nights away from home, with an average length of stay of 3.6 nights.

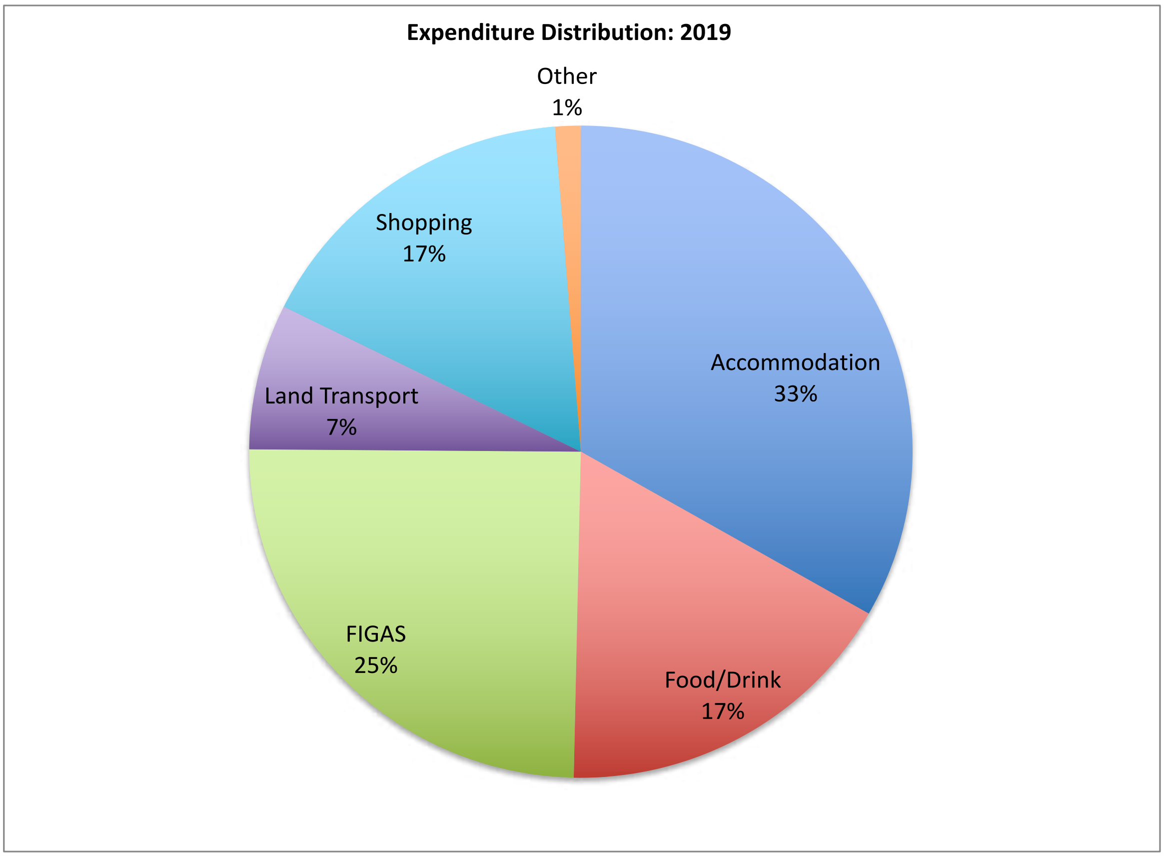




Domestic tourists spent almost £700,000 in 2019, representing an average spend per trip of £56.04 or an average spend per night of £15.71. Many trips by domestic tourists were to visit friends and relatives or in self-catering accommodation, and therefore incurred relatively low levels of expenditure.



The distribution of expenditure by type shows that 33% of all domestic tourism spending in 2019 was on accommodation, with 25% being on FIGAS, and food/drink and shopping making up 17% each.



Tourism
Statistics Report
2019

Falkland Islands
TOURIST BOARD