Tourism Quarterly

Issue 21: January-March 2021

May 2021

Contents

Introduction

This edition of *Tourism Quarterly* brings us up to date with all the data we have for the 2020-2021 season. Obviously, it has been a season like no other – since tourism began in the Islands. Consequently, some of the tables and charts are not particularly interesting – a zero rarely tells a good story!

However, some of the data, in particular accommodation occupancy and ferry passengers clearly tell a story of domestic tourism being one of the few things to celebrate over the last few months. Whilst it has not benefitted everyone working in the tourism sector, it has managed to fill a bit of a gap.

We've not adjusted the forecasts for 2021-2025 since the last issue (in January 2021) as we are still awaiting direction from FIG with regards to immigration procedures for leisure visitors. However, we expect these to be clearer by the time we compile the next edition in July. At that time, we will adjust the forecasts accordingly.

As always, please drop me a line with any comments or thoughts you have about *Tourism Quarterly*. The aim of the publication is to provide useful and easily accessible information for everyone involved in tourism.

Stephanie Middleton
Executive Director

This Quarter

Leisure Tourist Arrivals

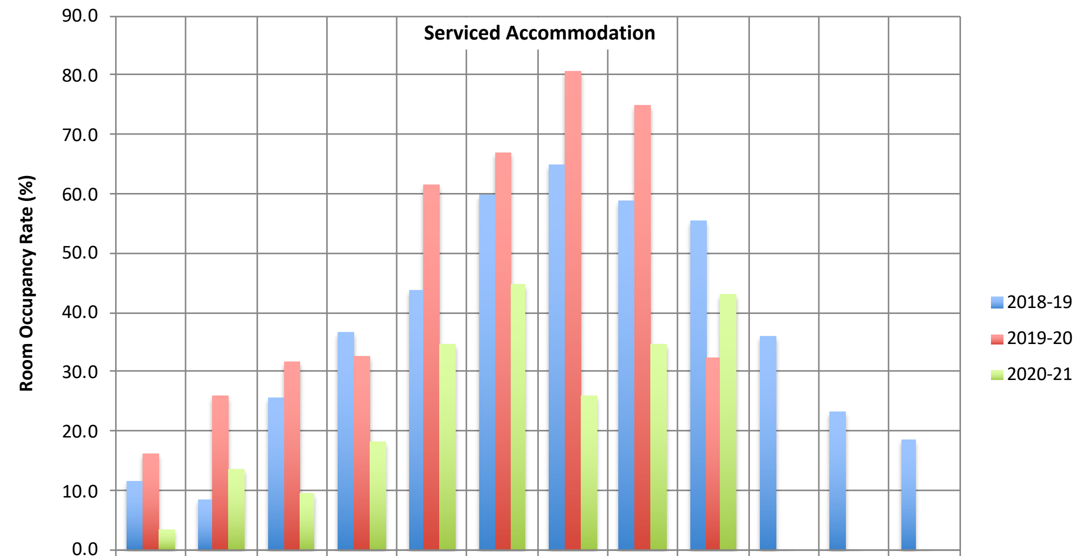
Due to the COVID-19 pandemic and restrictions on leisure visitor access to the Falkland Islands there were no leisure tourist arrivals in the first quarter of 2021.

Month	2018-19	2019-20	2020-21	Change (%)
Jul	23	22	0	-
Aug	13	13	0	-
Sep	73	57	0	-
Oct	195	167	0	-
Nov	220	421	0	-
Dec	315	253	0	-
Jan	270	347	0	-
Feb	295	339	0	-
Mar	250	121	0	-
Apr	111	0		
May	30	0		
Jun	50	0		

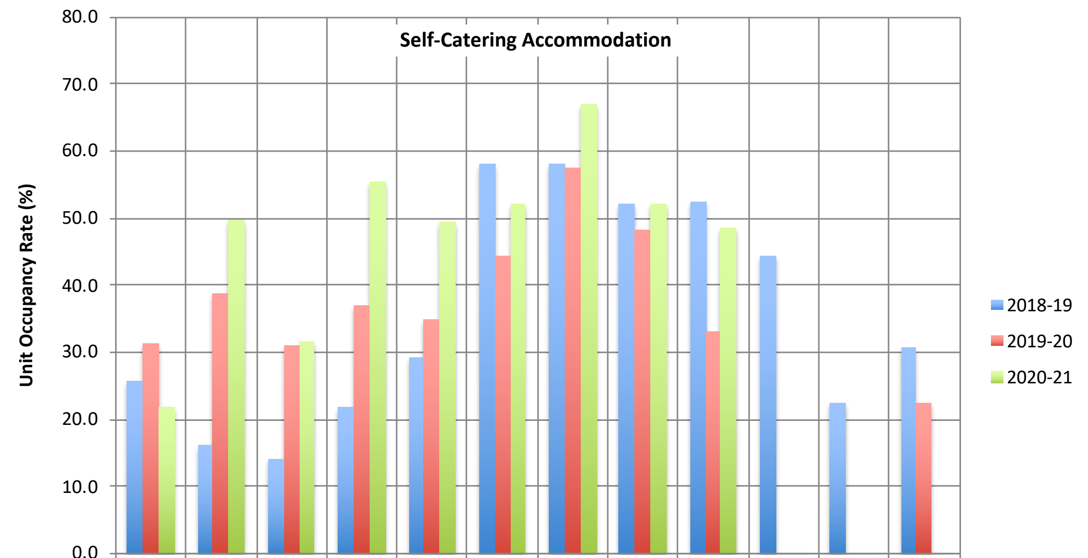
This Quarter

Accommodation Occupancy

Serviced accommodation occupancy in Q1 2021 was down considerably on the same period in 2020, mainly due to the borders being closed to international visitors. However, self-catering accommodation outperformed Q1 2020 in all three months, mainly due to this type of accommodation being favoured by domestic tourists, who were encouraged to travel in the 2020-2021 season using the FIG TRIP scheme (which subsidised travel).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2018-19	11.6	8.6	25.6	36.7	43.9	59.8	64.8	59.0	55.6	35.9	23.3	18.7
2019-20	16.1	25.8	31.8	32.8	61.6	66.8	80.5	74.9	32.5	0.0	0.0	0.0
2020-21	3.5	13.5	9.4	18.4	34.7	44.7	26.1	34.6	43.0			

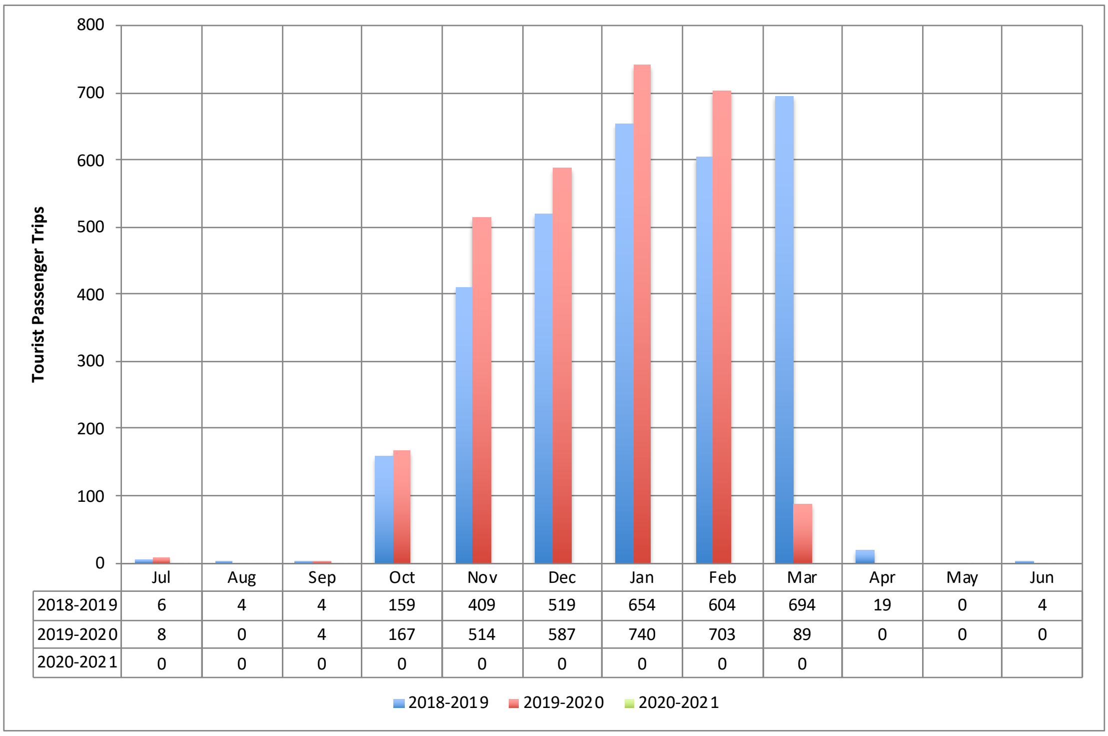


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2018-19	25.8	16.1	14.0	21.9	29.3	58.1	58.1	52.0	52.5	44.3	22.5	30.7
2019-20	31.2	38.7	31.1	37.1	34.8	44.4	57.5	48.3	33.1	0.0	0.0	22.4
2020-21	21.7	49.8	31.7	55.3	49.5	52.1	67.1	52.0	48.4	0.0	0.0	0.0

This Quarter

Tourist Passengers Carried on FIGAS

Due to leisure visitors being unable to travel to the Falklands in Q1 2021, there were no visitors carried on FIGAS.



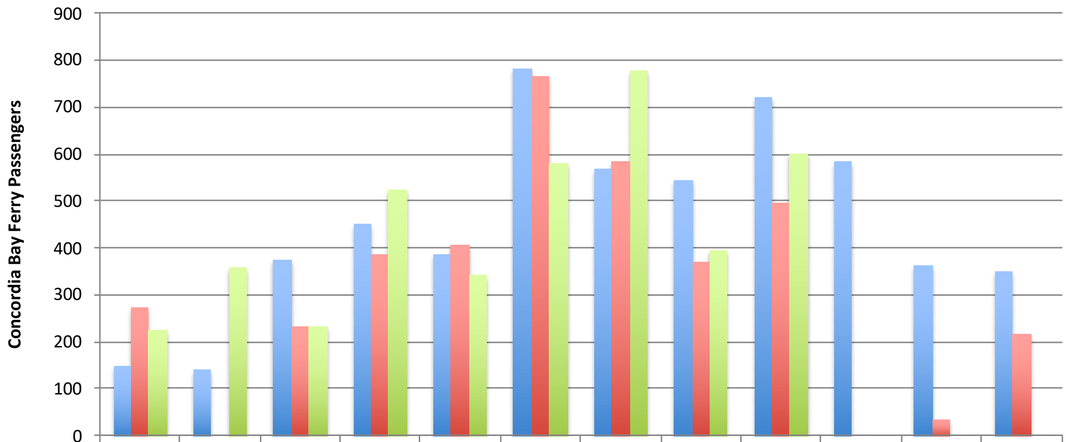
Month	2018-19	2019-20	2020-21	% Growth
Jul	6	8	0	-
Aug	4	0	0	-
Sep	4	4	0	-
Oct	159	167	0	-
Nov	403	514	0	-
Dec	519	587	0	-
Jan	654	740	0	-
Feb	604	703	0	-
Mar	694	89	0	-
Apr	19	0		
May	0	0		
Jun	4	0		

Courtesy of FIGAS

This Quarter

Passengers and Domestic Vehicles on Concordia Bay Ferry

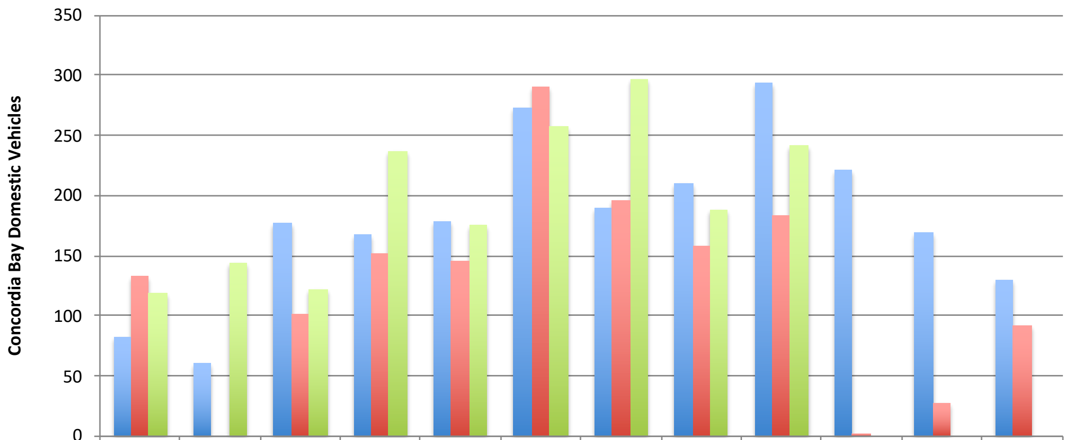
Passenger movements on Concordia Bay in Q1 2021 were up 21.9% on the same quarter in 2020. Over the 2020-2021 season (October-March) a total of 3,218 passengers were carried, up 6.9% on the previous season.



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2018-19	149	139	376	450	385	781	567	544	720	585	364	351
2019-20	275	0	235	388	406	764	584	372	497	0	35	216
2020-21	224	358	232	524	342	581	776	396	599			

2018-19 2019-20 2020-21

Domestic vehicles carried were up 35.4% in Q1 2021 compared to the same period in 2020. There was a total of 1,396 vehicles carried in the 2020-2021 season, up 24.1% on the previous season.



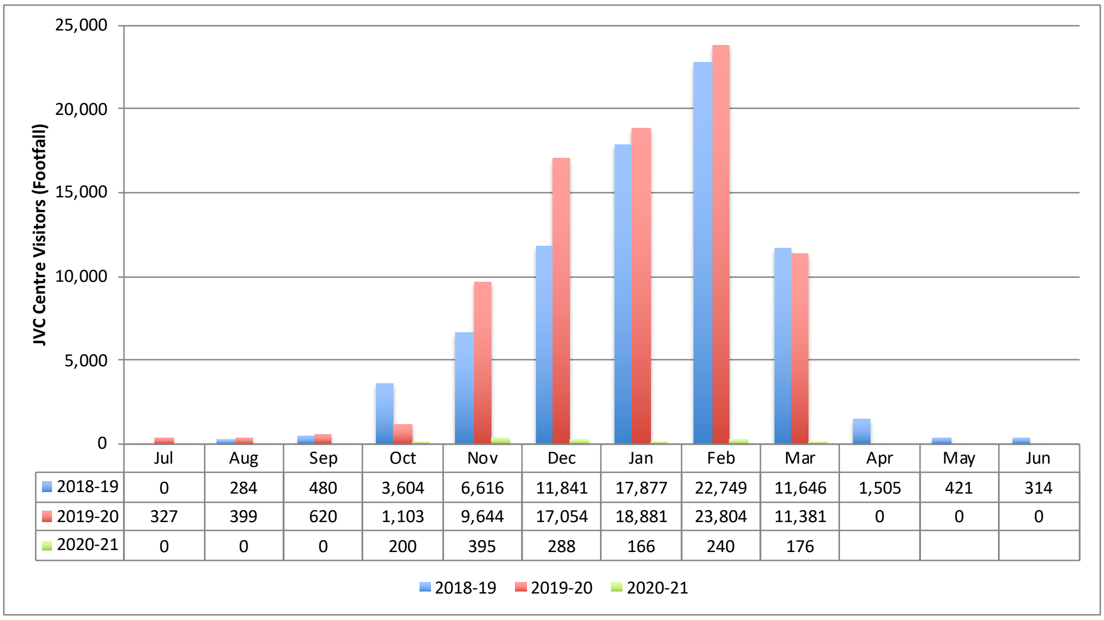
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2018-19	83	60	177	167	178	273	190	210	294	221	169	129
2019-20	132	0	101	152	146	290	196	158	183	2	28	92
2020-21	119	144	122	236	175	258	297	188	242			

2018-19 2019-20 2020-21

This Quarter

Jetty Visitor Centre Footfall

Due to the COVID-19 pandemic (and therefore no cruise ships visiting Stanley) the number of visitors to the JVC was down considerably in Q1 2021 compared to usual.



Month	2018-19	2019-20	2020-21	% Growth
Jul	0	327	0	-
Aug	284	399	0	-
Sep	480	620	0	-
Oct	3,604	1,103	200	(81.9)
Nov	6,616	9,644	395	(95.9)
Dec	11,841	17,054	288	(98.3)
Jan	17,877	18,881	166	(99.1)
Feb	22,749	23,804	240	(99.0)
Mar	11,646	11,381	176	(98.5)
Apr	1,505	0		
May	421	0		
Jun	314	0		
Total	**77,337**	**83,213**		**10.1**

This Quarter

Website: www.falklandislands.com

The number of unique visitors to the FITB website decreased by 21.3% over Q1 2021 compared to the same period in 2020; the number of pages viewed also fell by 27.8%.

Website	Unique Visitors			Pages Viewed		
	2020	2021	(%)	2020	2021	(%)
Jan	37,528	36,015	(4.0)	96,847	67,872	(29.9)
Feb	32,534	33,154	1.9	79,004	60,536	(23.4)
Mar	55,183	29,376	(46.8)	97,089	68,534	(29.4)
Apr	62,980			111,644		
May	47,140			89,330		
Jun	29,618			70,047		
Jul	38,989			76,314		
Aug	41,403			81,455		
Sep	37,234			73,092		
Oct	41,624			82,191		
Nov	42,472			80,481		
Dec	34,972			65,009		

Social Media: Facebook and Twitter

Facebook Reach fell over Q1, down by just over 13% on Q1 2020, and Twitter Impressions were also down by almost 35%. However, Instagram Likes (not shown below) were up by 100% (from 5,800 in Q1 2020 to 11,600 in Q1 2021).

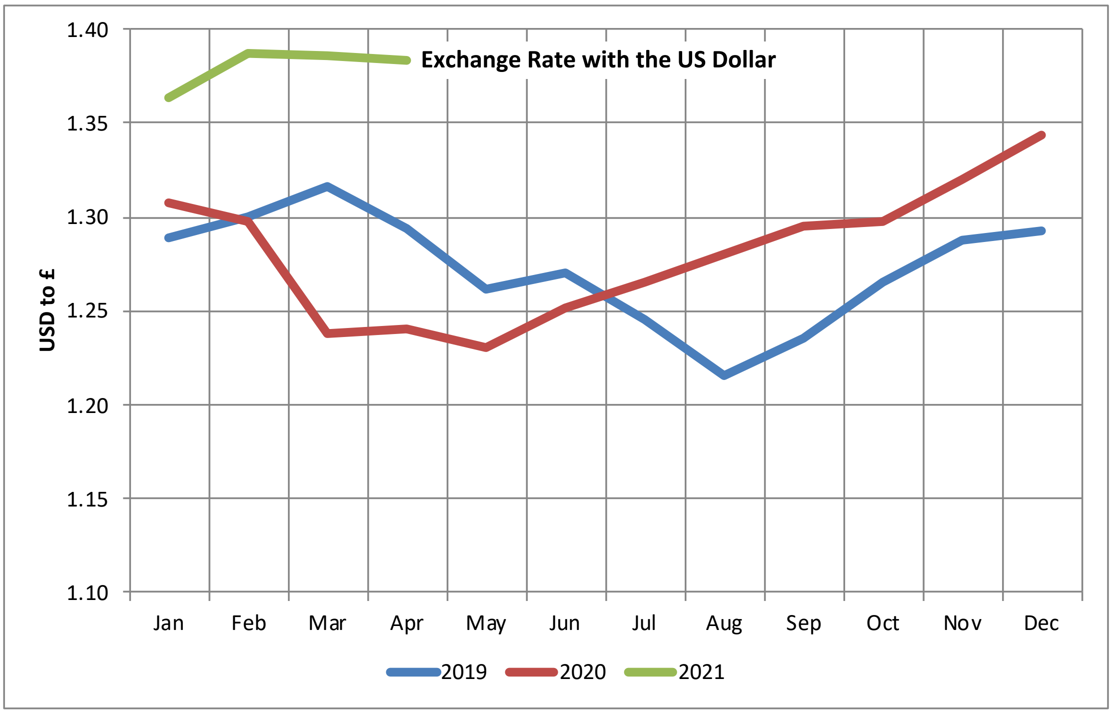
Social Media	Facebook Reach			Twitter Impressions		
	2020	2021	(%)	2020	2021	(%)
Jan	413,157	254,305	(38.4)	58,200	32,100	(44.8)
Feb	367,639	839,810	128.4	43,300	27,100	(37.4)
Mar	962,729	422,248	(56.1)	47,500	37,800	(20.4)
Apr	820,452			42,600		
May	676,246			37,800		
Jun	865,356			62,200		
Jul	751,511			37,300		
Aug	451,754			20,000		
Sep	404,119			35,000		
Oct	629,948			35,700		
Nov	291,629			67,400		
Dec	208,648			23,500		

Facebook Reach: Total number times a post is displayed (seen) in the month
Twitter Impressions: Total number of times a tweet is displayed (seen) in the month

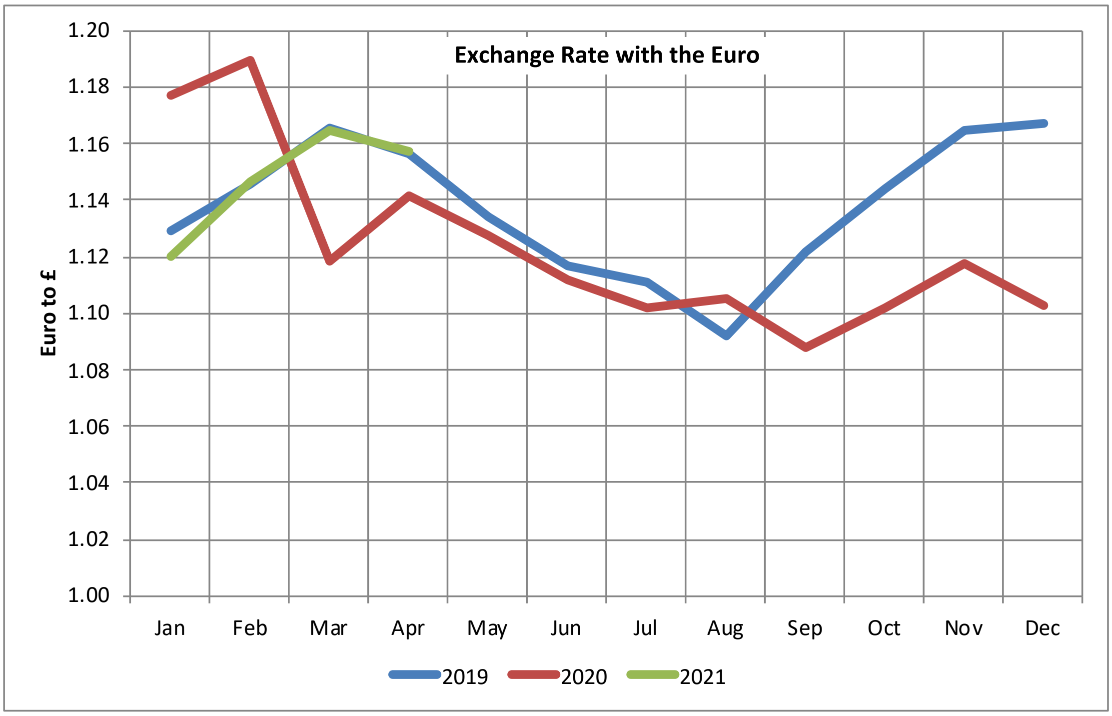
This Quarter

Currency Exchange Rates

US Dollar: During Q1 the pound strengthened further against the dollar, to the highest level for some years. This has made the Falklands more expensive for US visitors – the impact of this will not be apparent until borders open (hopefully in 2021).



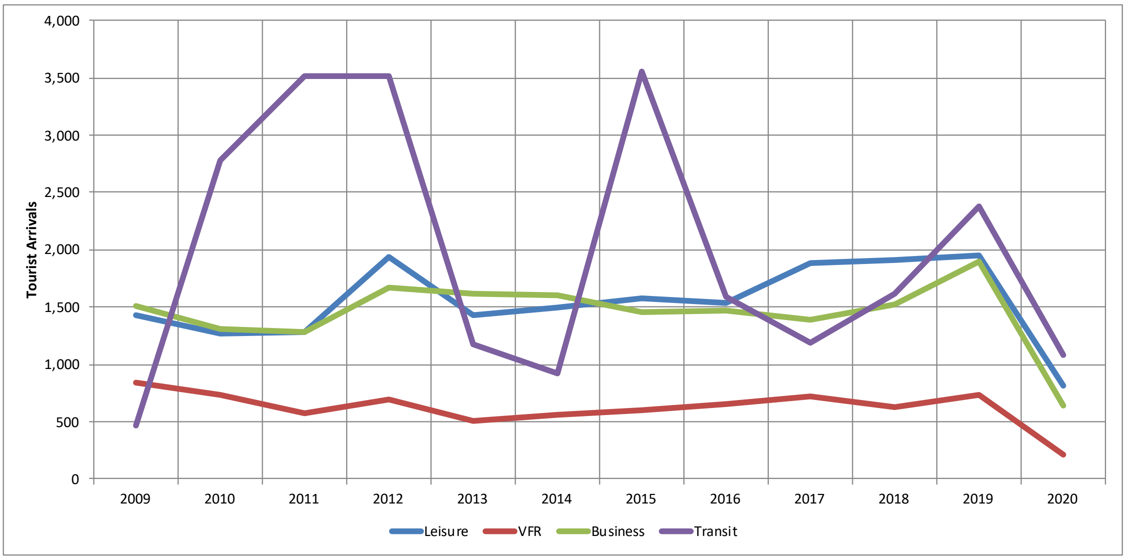
Euro: During Q1 2021 the pound strengthened against the euro, and by Apri it was tracking at around the same levels as in 2019. This has made the Falklands slightly more expensive for eurozone visitors.



Long Term Trends

Tourist Arrivals by Purpose of Visit (2009-2020)

Leisure tourism contracted by 58.2% in 2020 due to the COVID-19 pandemic and borders being closed in March. All 813 leisure visitors arrived in the first quarter of 2020. Visits to friends and relatives (VFR) fell by 70.5%, business visitors fell by 66.3%, and transit visitors were down by 54.5%. Overall, tourist arrivals for all purposes fell by 60.4%.

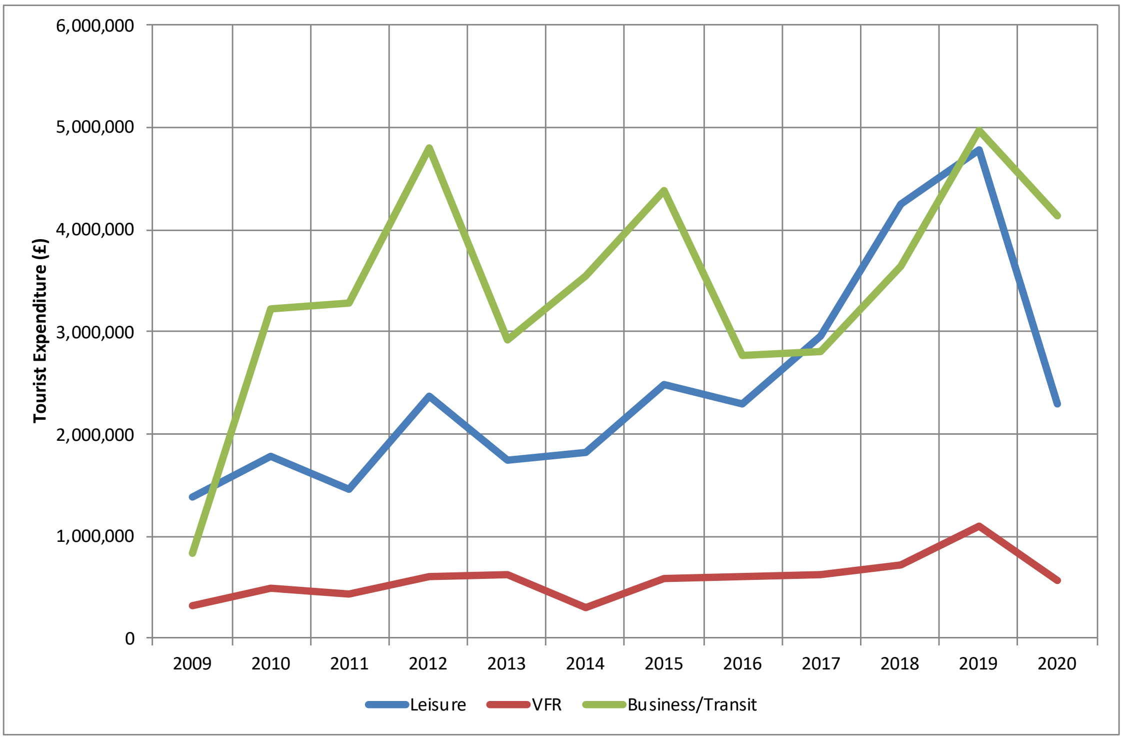


Year	Leisure	VFR	Business	Transit	Total	Leisure Growth (%)	Total Growth (%)
2009	1,429	839	1,510	468	4,246	(16.9)	(17.0)
2010	1,271	735	1,314	2,778	6,098	(11.1)	43.6
2011	1,276	578	1,277	3,518	6,649	0.4	9.0
2012	1,940	693	1,672	3,507	7,812	52.0	17.5
2013	1,426	501	1,621	1,179	4,727	(26.5)	(39.5)
2014	1,494	559	1,599	922	4,574	4.8	(3.2)
2015	1,576	605	1,455	3,553	7,189	5.5	57.2
2016	1,540	657	1,468	1,584	5,249	(2.3)	(27.0)
2017	1,884	718	1,392	1,184	5,178	22.3	(1.4)
2018	1,908	628	1,522	1,615	5,673	1.3	9.6
2019	1,943	738	1,897	2,379	6,957	1.6	22.5
2020	813	218	639	1083	2,753	(58.2)	(60.4)

Long Term Trends

Tourist Expenditure by Purpose of Visit (2009-2020)

Tourist (all purposes) expenditure is calculated from the Air Visitor Survey undertaken by FITB at MPA. In 2020, leisure tourism generated almost £2.3 million in visitor expenditure, with all types of tourist generating almost £7.0 million. This decline of 35.6% is less severe than might have been expected due to a strong Q1 in 2020 for leisure visitors, and (in particular) increased length of stay and expenditure from business/transit visitors.

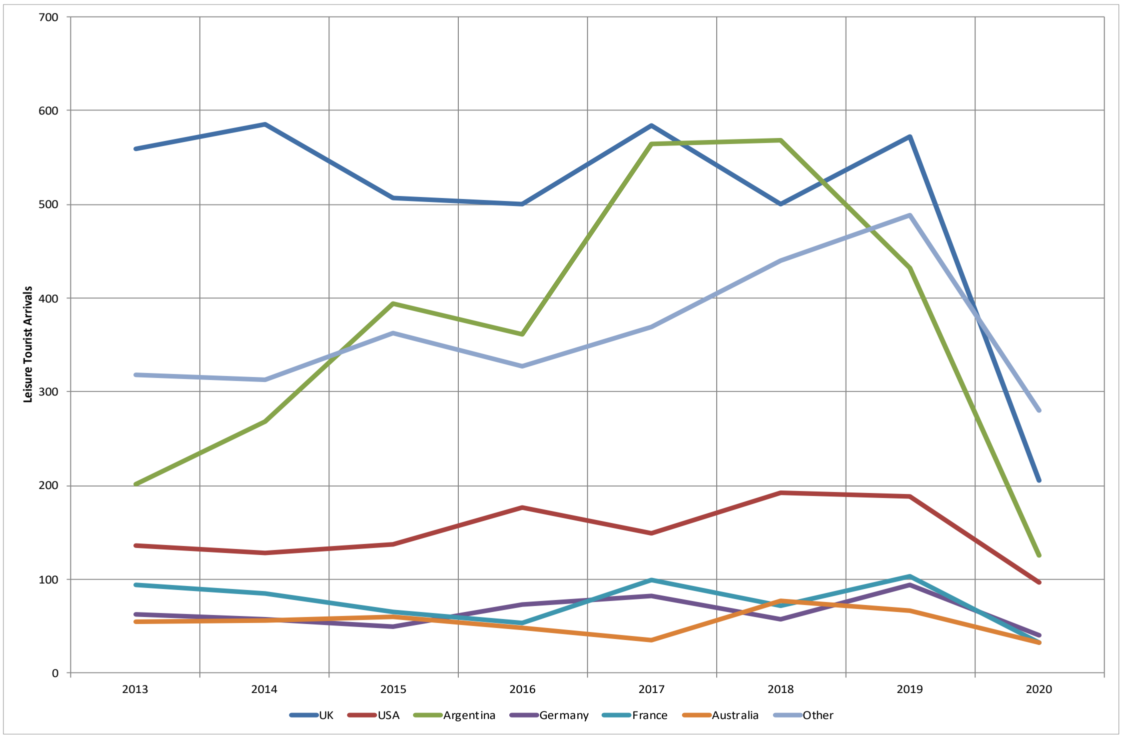


Year	Leisure (£)	VFR (£)	Business and Transit (£)	Total (£)	Change (%)
2009	1,377,367	316,014	827,058	2,520,439	
2010	1,784,484	491,199	3,217,856	5,493,539	118.0
2011	1,466,762	433,566	3,277,600	5,177,928	(5.7)
2012	2,367,014	605,500	4,802,000	7,774,514	50.1
2013	1,738,650	615,209	2,918,767	5,272,625	(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	3,638,361	8,613,807	35.1
2019	4,786,713	1,097,537	4,959,398	10,843,648	25.9
2020	2,297,212	558,045	4,126,381	6,981,638	(35.6)

Long Term Trends

Leisure Tourist Arrivals by Country of Residence (2013-2020)

All the main leisure markets to the Falklands fell in 2020 due to the closure of borders in March. Australia and USA faired the best (falling around 50%) with Argentina and France the hardest hit (down around 70%). There were 206 arrivals from the UK, 125 from Argentina and 97 from the USA.



Year	UK	USA	Argentina	Germany	France	Australia	Other	Total
2013	559	136	201	63	94	55	318	1,426
2014	586	128	268	58	85	56	313	1,494
2015	507	138	394	49	65	60	363	1,576
2016	500	177	361	73	53	48	328	1,540
2017	584	149	565	83	99	35	369	1,884
2018	500	193	568	58	72	77	440	1,908
2019	572	188	432	94	103	66	488	1,943
2020	206	97	125	40	32	33	280	813

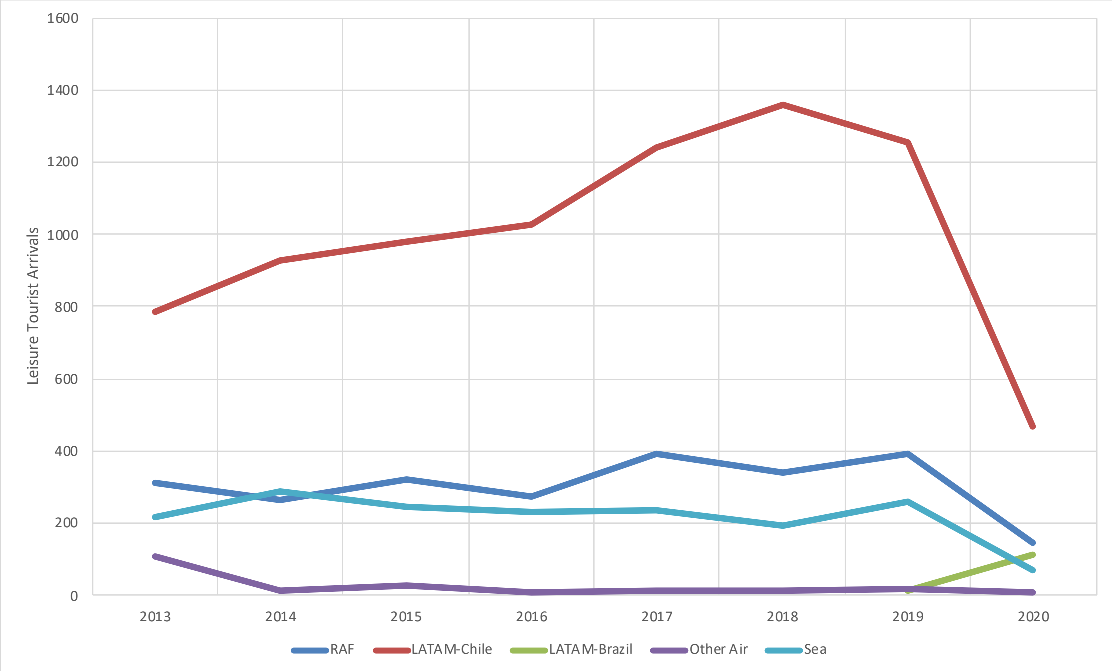
Year-on-year Growth Rates

2013	(34.7)	(2.9)	(30.4)	65.8	(37.3)	(25.7)	(19.1)	(26.5)
2014	4.8	(5.9)	33.3	(7.9)	(9.6)	1.8	(1.6)	4.8
2015	(13.5)	7.8	47.0	(15.5)	(23.5)	7.1	16.0	5.5
2016	(1.4)	28.3	(8.4)	49.0	(18.5)	(20.0)	(9.6)	(2.3)
2017	16.8	(15.8)	56.5	13.7	86.8	(27.1)	12.5	22.3
2018	(14.4)	29.5	0.5	(30.1)	(27.3)	120.0	19.2	1.3
2019	14.4	(2.6)	(23.9)	62.1	43.1	(14.3)	10.9	1.8
2020	(64.0)	(48.4)	(71.1)	(57.4)	(68.9)	(50.0)	(42.6)	(58.2)

Long Term Trends

Leisure Tourist Arrivals by Mode of Transport (2013-2020)

LATAM via Punta Arenas remains the most popular route for leisure tourists visiting the Falklands, accounting for 468 arrivals in 2020, which represented 63% of all leisure air arrivals. Just under 20% of air leisure arrivals arrived on the RAF Airbridge. The LATAM Brazil route accounted for 20% of all LATAM arrivals (the remaining 80% travelling via Chile).



Year	RAF Airbridge	LATAM-Chile	LATAM-Brazil	Other Air	Sea	Total
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	1256	16	18	259	1,943
2020	147	468	115	11	72	813

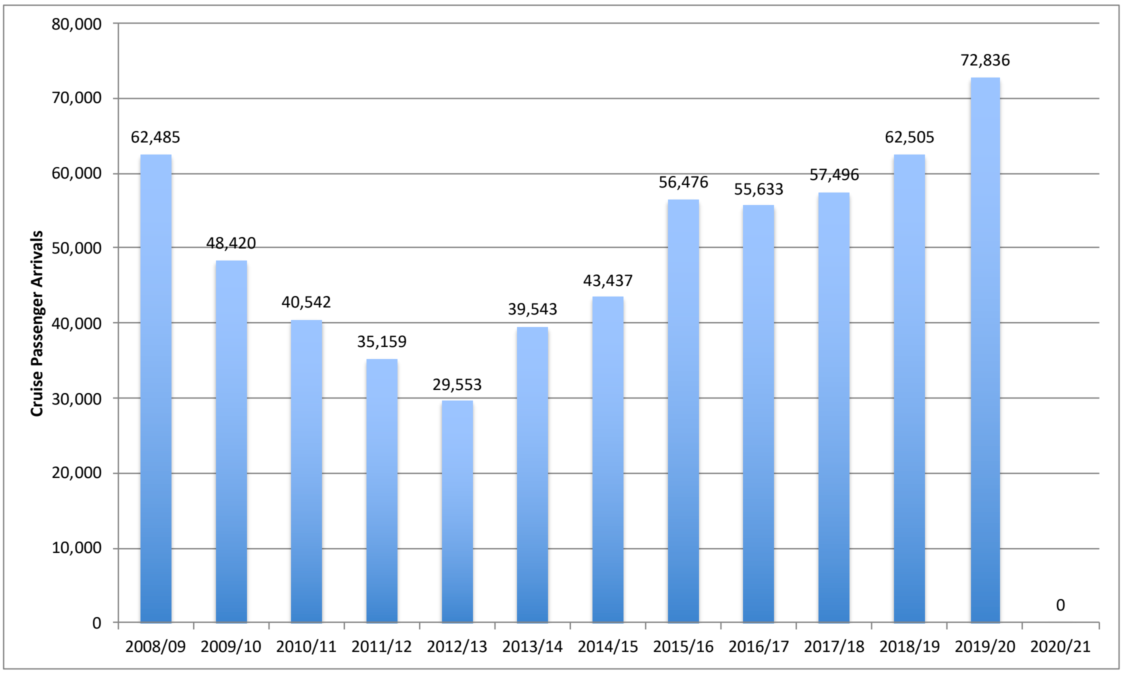
Year-on-year Growth Rates

2013	(45.2)	(14.2)	0.0	(9.3)	(34.2)	(26.5)
2014	(15.3)	17.8	0.0	(87.9)	32.0	4.8
2015	20.7	5.6	0.0	130.8	(14.5)	5.5
2016	(15.0)	4.9	0.0	(66.7)	(6.5)	(2.3)
2017	44.0	20.8	0.0	60.0	2.2	22.3
2018	(13.0)	9.7	0.0	(25.0)	(17.4)	1.3
2019	15.2	(7.6)	0.0	50.0	32.8	1.8
2020	(62.7)	(62.7)	618.8	(38.9)	(72.2)	(58.2)

Long Term Trends

Cruise Passenger Arrivals (2008-2021)

There were no cruise passenger arrivals in the 2020-21 season due to the COVID pandemic.



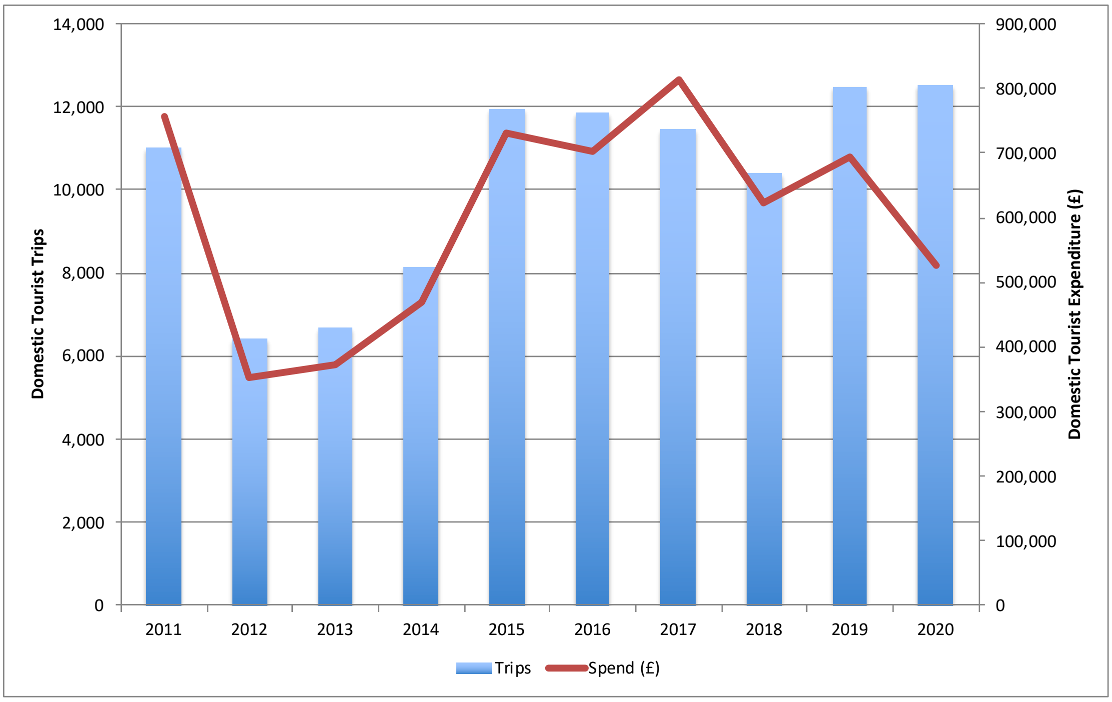
Season	Arrivals	Change (%)	Spend/Pax (£)	Total Spend (£)	Change (%)
2008/09	62,485		45.73	2,857,439	
2009/10	48,420	(22.5)	32.82	1,589,144	(44.4)
2010/11	40,542	(16.3)	34.50	1,398,699	(12.0)
2011/12	35,159	(13.3)	50.75	1,784,319	27.6
2012/13	29,553	(15.9)	57.27	1,692,500	(5.1)
2013/14	39,543	33.8	53.89	2,130,972	25.9
2014/15	43,437	9.8	54.87	2,383,388	11.8
2015/16	56,476	30.0	49.03	2,769,018	16.2
2016/17	55,633	(1.5)	57.77	3,213,918	16.1
2017/18	57,496	3.3	56.41	3,243,349	0.9
2018/19	62,505	8.7	64.89	4,055,949	25.1
2019/20	72,836	16.5	60.03	4,372,345	7.8
2020/21	0	-	-	0	-

Long Term Trends

Domestic Tourism Trips and Expenditure (2011-2020)

Domestic tourism is estimated from the quarterly Domestic Household Survey undertaken by FITB. Domestic tourism trips grew marginally in 2020 to 12,511 trips (up 0.3%). Nights spent away from home fell by 7.5% to 41,160.

Expenditure appears to be down in 2020, with domestic tourists spending almost £527,000 on overnight trips away from home, down 24% on expenditure in 2019 (£695,000). However this could be due to the TRIP scheme which FIG introduced to support the tourism sector and encourage domestic tourism. TRIP vouchers for residents of the Falklands (and military personnel) mean that less personal money is likely to be spent on trips. FITB will investigate with FIG the amount spent through the voucher scheme and may need to adjust this figure in June 2021 when it has closed.

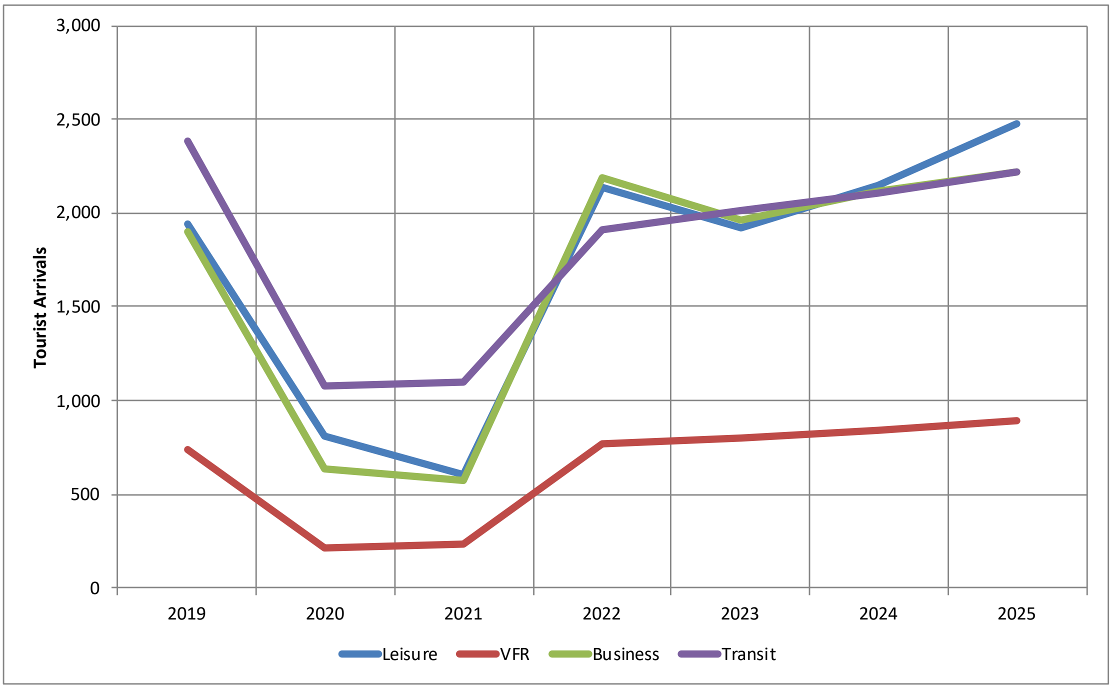


Forecasts

Overnight Tourism Forecasts to 2025

It is very difficult making predictions for international tourist arrivals over the next 12 months due to the uncertain nature of the COVID-19 pandemic. However, at present FITB is expecting a contraction of the leisure tourist market of 25% in 2021, with a strong 250% growth bounce-back in 2022, partly driven by the 40th Anniversary events. It is likely that there will be a small contraction the following year (of 10%) before growth is resumed again in 2024.

Our assumptions are currently based on FIG opening the borders in 2021, albeit with possible restrictions (such as visitors from some countries being banned, vaccination passports being required). It is anticipated that the Airbridge will be the main mode used by leisure visitors in 2021 with LATAM services commencing in the latter part of 2021 with both the Chile and Brazil routes operating by the end of the year (although potentially not until during the last quarter).



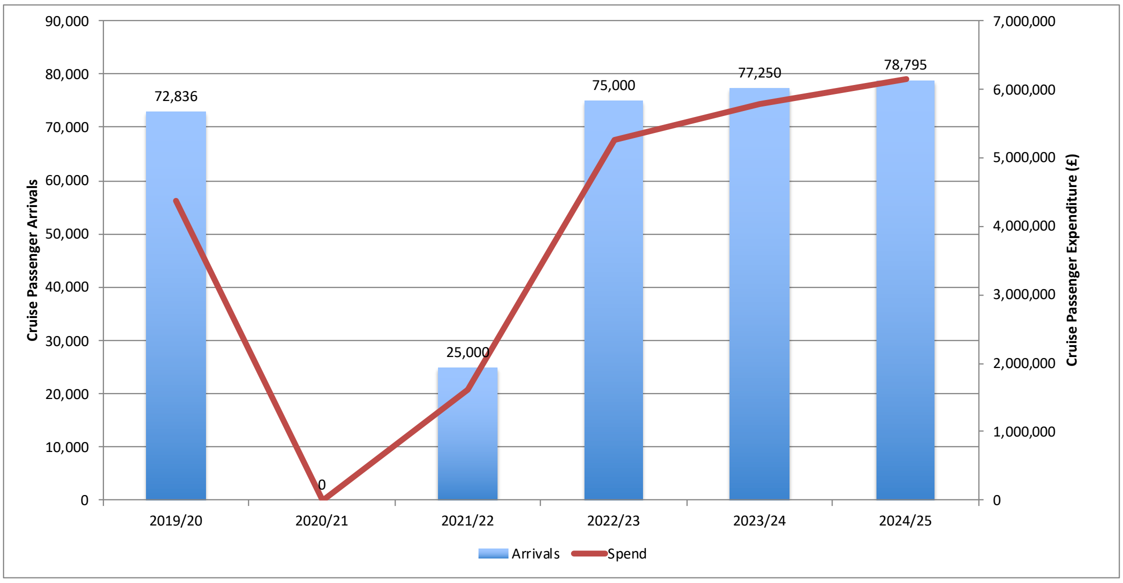
Year	Leisure	VFR	Business	Transit	Total	Leisure Growth (%)	Total Growth (%)
2019	1,943	738	1,897	2,379	6,957	1.8	22.6
2020	813	218	639	1,083	2,753	(58.2)	(60.4)
2021	610	240	575	1,094	2,518	(25.0)	(8.5)
2022	2,134	767	2,185	1,914	7,001	250.0	178.0
2023	1,921	806	1,967	2,010	6,703	(10.0)	(4.3)
2024	2,151	846	2,114	2,110	7,222	12.0	7.7
2025	2,474	888	2,220	2,216	7,798	15.0	8.0

Forecasts

Cruise Passenger Arrivals and Expenditure Forecasts to 2025

A total of 25,000 cruise visitors are forecast to visit the Falklands in the 2021/22 season, with very strong growth in 2022/23 due to the effects of COVID-19 mainly brought under control and pent-up demand for cruising being unleashed

It has been assumed that in 2021/22 the season will mainly consist of visits from expedition vessels, with a very small number of the larger cruise vessels calling.



Season	Arrivals	Arrivals Growth (%)	Total Spend (£)	Spend Growth (%)
2019/20	72,836	16.5	4,372,345	7.8
2020/21	0	(100.0)	0	(100.0)
2021/22	25,000	-	1,625,000	-
2022/23	75,000	200.0	5,250,000	223.1
2023/24	77,250	3.0	5,793,750	10.4
2024/25	78,795	2.0	6,146,010	6.1