Tourism Quarterly

Issue 18: April-June 2020

July 2020

Contents

Introduction

The second quarter of the year is usually relatively quiet, and more focus is on analysing the data from the October-March season than on what happened in April-June. That said, our Tourism Development Strategy has a strand that focusses on extending the season, and so in recent years we have been keeping a keen eye on visitor arrivals, nights and spend in April.

However, this year due to the global COVID-19 pandemic that has all come to a grinding halt. Immigration regulations have prevented any leisure visitors from entering the Falklands during this quarter and so this issue is a little devoid of interesting statistics!

It does, however, allow us to focus on what we have been able to do during this time, and that includes some extensive digital marketing activities in our key source markets and those countries that have exhibited signs of growth over the last few years. We were acutely aware that during periods of lockdown around the world people were spending increased amounts of time online exploring potential destinations for future trips and putting down plans for when the world opened up again.

During this period we experienced the highest number of people visiting our website in a single month (63,000) and the highest number of pages viewed (112,000). There was also significant growth in activity on our Facebook (up 47%) and Twitter (up 13%) pages. This is good to see and it is important. Over 90% of all consumers plan long haul trips online, so we need to be increasingly visible.

Also, in June we published our *2019 Annual Tourism Statistics Report* which will provides detailed analysis of the 2019-2020 season and 2019. We have also analysed our Domestic Tourism Survey findings for 2019 which shows a welcome growth in trips, nights and spend (see www.falklandislands.com/trade).

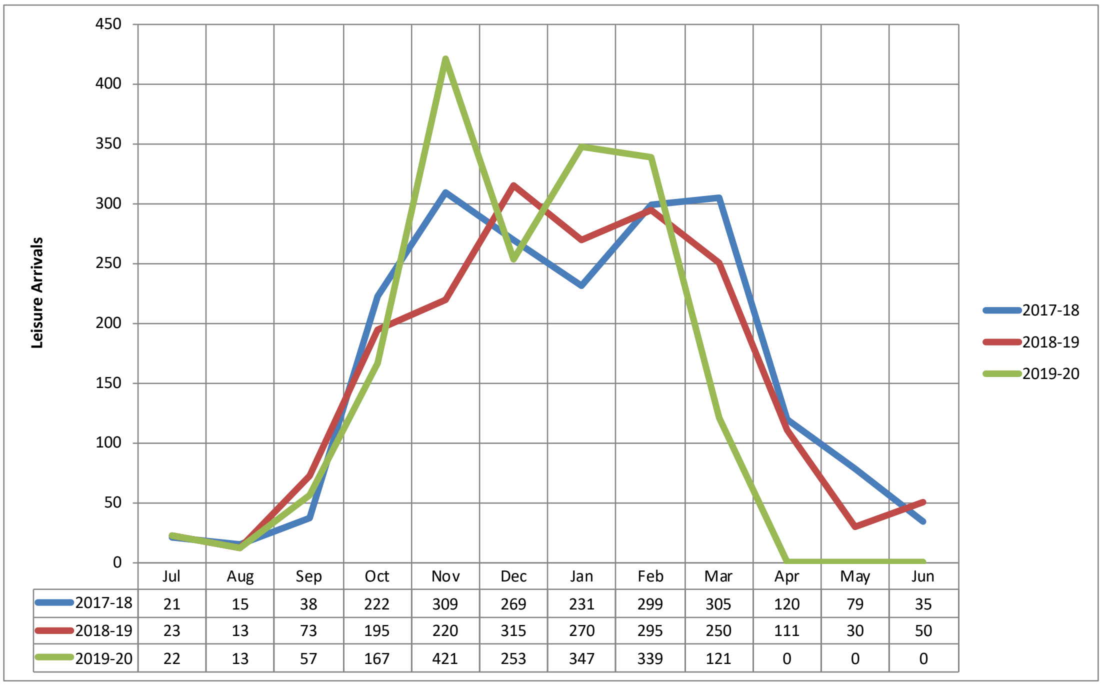
As always, please drop me a line with any comments or thoughts you have about *Tourism Quarterly*. The aim of the publication is to provide useful and easily accessible information for everyone involved in tourism.

Stephanie Middleton
Executive Director

This Quarter

Leisure Tourist Arrivals

Due to the CVOID-19 pandemic and restrictions on leisure visitor access to the Falkland Islands there were no leisure tourist arrivals in the second quarter of 2020. However, despite this, over the period July 2019-June 2020 there were 1,648 leisure arrivals, up 6.7% on the previous year.

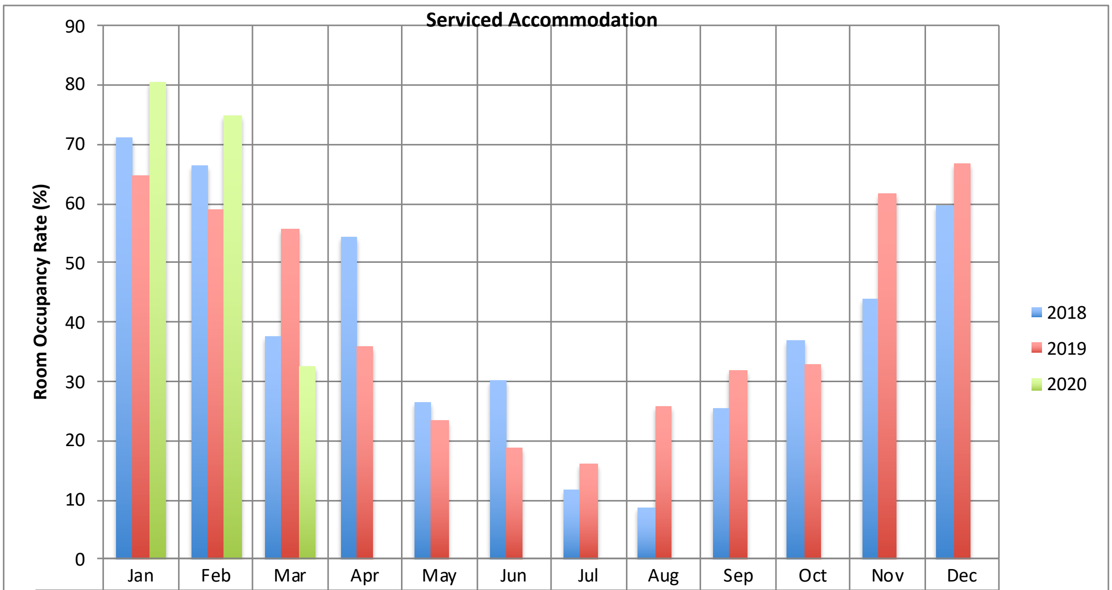


Month	2017-18	2018-19	2019-20	Change (%)
Jul	21	23	22	(4.3)
Aug	15	13	13	0.0
Sep	38	73	57	(21.9)
Oct	222	195	167	(14.4)
Nov	309	220	421	91.4
Dec	269	315	253	(19.7)
Jan	231	270	347	28.5
Feb	299	295	339	14.9
Mar	305	250	121	(51.6)
Apr	120	111	0	-
May	79	30	0	-
Jun	35	50	0	-

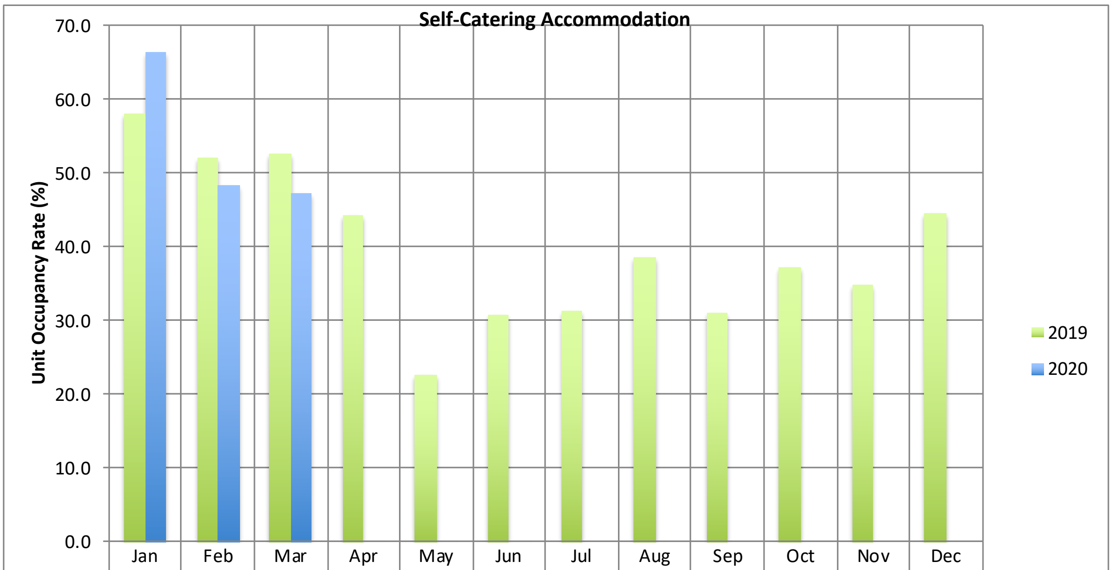
This Quarter

Accommodation Occupancy

Most of the accommodation establishments that are tracked by FITB closed during Q2 2020 due to the COVID-19 pandemic. A few continued to operate, but the sample was too small to track the sector.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	71.2	66.3	37.5	54.3	26.4	30.2	11.6	8.6	25.6	36.7	43.9	59.8
2019	64.8	59.0	55.6	35.9	23.3	18.7	16.1	25.8	31.8	32.8	61.6	66.8
2020	80.5	74.9	32.5	0.0	0.0	0.0						

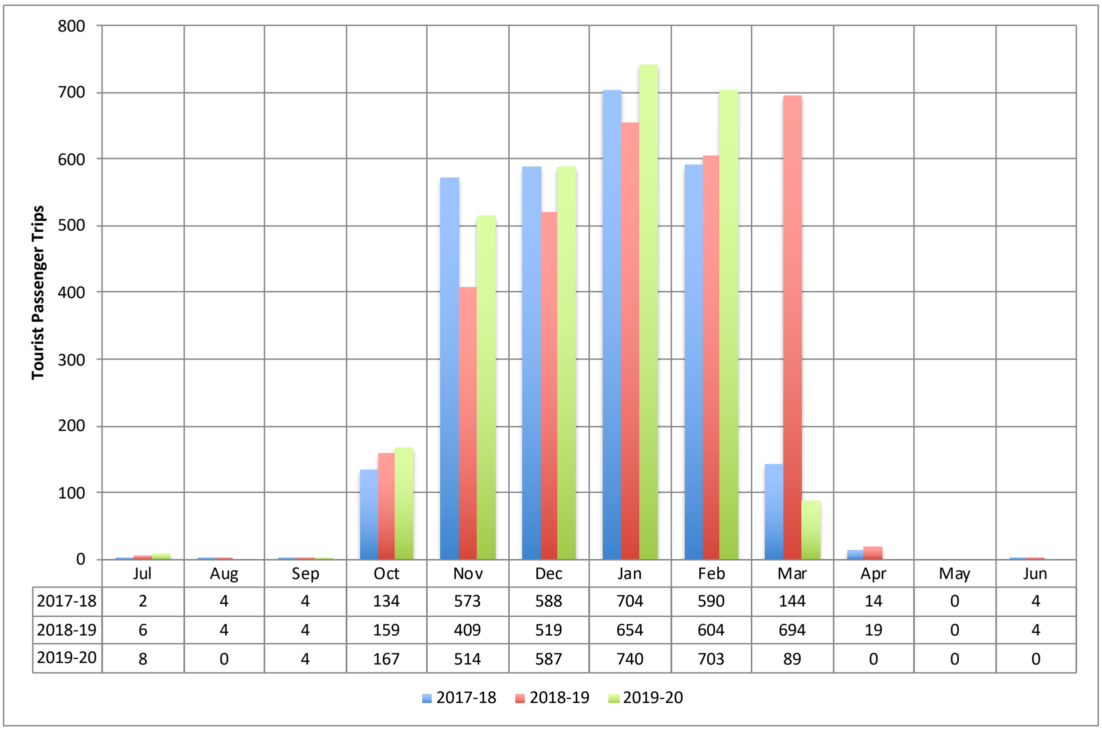


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	58.1	52.0	52.5	44.3	22.5	30.7	31.2	38.7	31.1	37.1	34.8	44.4
2020	66.5	48.3	47.1	0.0	0.0	0.0						

This Quarter

Tourist Passengers Carried on FIGAS

The second quarter of the year is typically a quiet one for FIGAS moving leisure visitors (there were 23 last year and 18 in 2018). However, due to the COVID-19 pandemic there were no movements in 2020.



Month	2017-18	2018-19	2019-20	% Growth
Jul	2	6	8	33.3
Aug	4	4	0	-
Sep	4	4	4	0.0
Oct	134	159	167	5.0
Nov	573	403	514	25.7
Dec	588	519	587	13.1
Jan	704	654	740	13.1
Feb	590	604	703	16.4
Mar	144	694	89	(87.2)
Apr	14	19	0	-
May	0	0	0	-
Jun	4	4	0	-

Courtesy of FIGAS

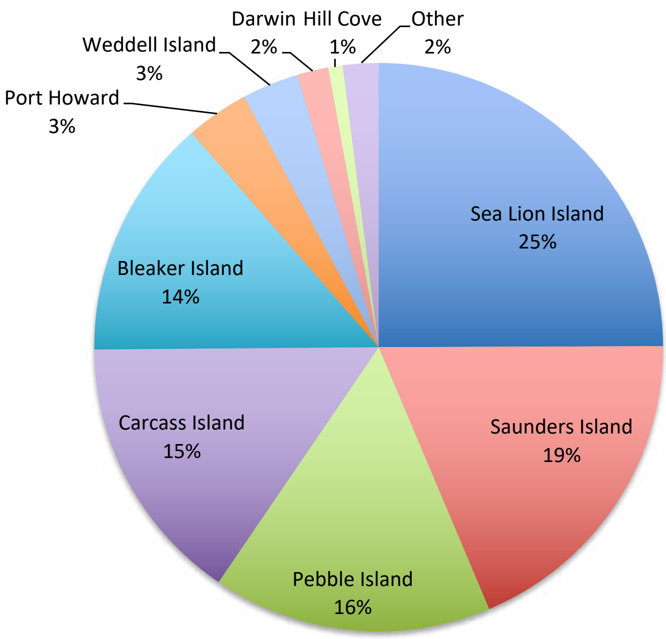
This Quarter

Tourist Passengers Carried on FIGAS by Destination in 2019

As there were no leisure passenger movements in Q2 2020, we have included here analysis of leisure passenger movements in 2019 to provide information on the distribution of leisure passenger arrivals by destination in camp.

Destination	%
Sea Lion Island	544
Saunders Island	408
Pebble Island	346
Carcass Island	335
Bleaker Island	299
Port Howard	78
Weddell Island	70
Darwin	39
Hill Cove	18
Other	44

Courtesy of FIGAS

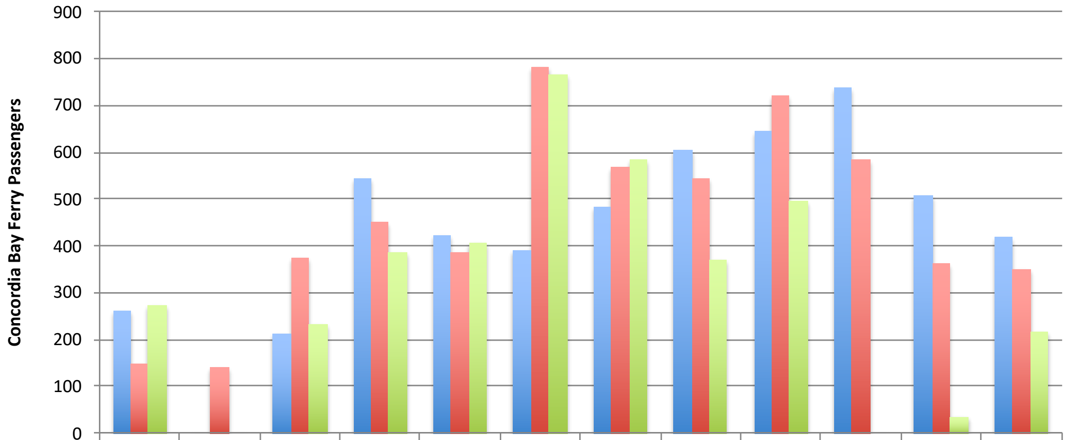


More information on leisure passenger movements by FIGAS can be found in our *2019 Annual Statistics Report*, available at www.falklandislands.com/trade.

This Quarter

Passengers and Domestic Vehicles on Concordia Bay Ferry

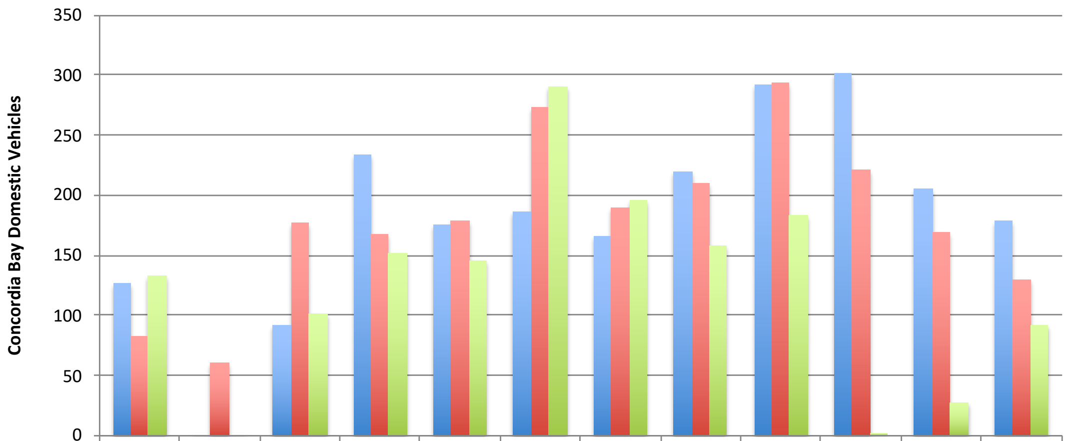
Due to the COVID-19 pandemic there were no passenger operations on the Concordia Bay ferry in April. In May, movements were restricted to 8 passengers per crossing, and 12 passengers in June. Consequently, passengers moved were considerably down on the same quarter in 2019.



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2017-18	263	0	214	545	423	390	484	606	646	738	509	419
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

2017-18 2018-19 2019-20

Similarly, domestic vehicles carried were also down compared to the same period in 2019.



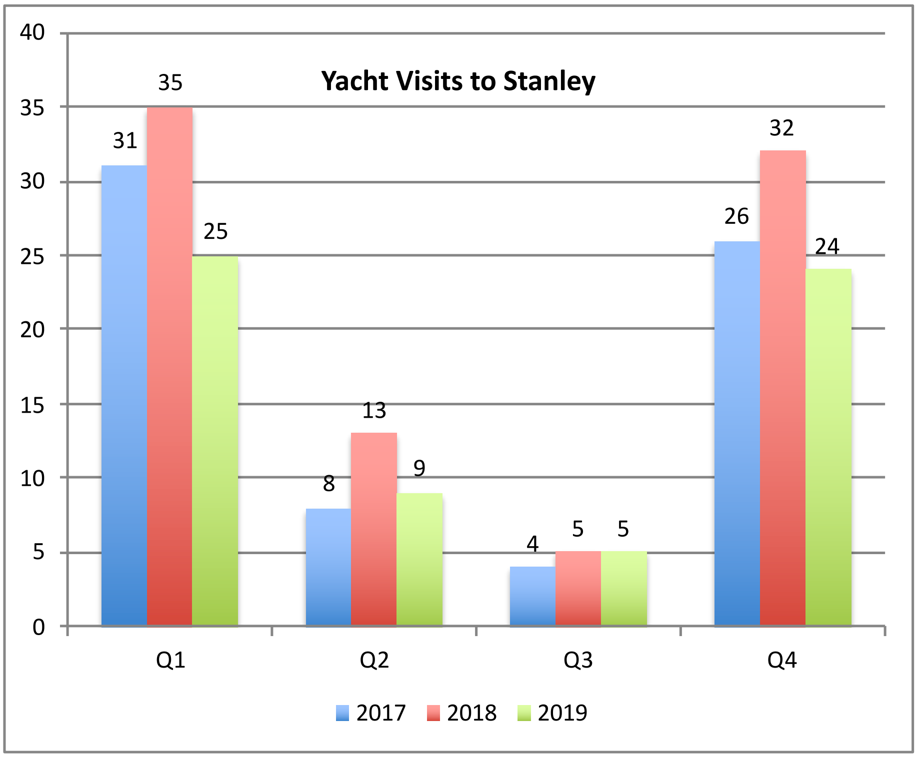
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2017-18	126	0	92	233	176	186	166	220	292	301	206	179
2018-19	83	60	177	167	178	273	190	210	294	221	169	129
2019-20	132	0	101	152	146	290	196	158	183	2	28	92

2017-18 2018-19 2019-20

This Quarter

Yacht Visits to Stanley

There has been no update regarding yacht arrivals in Stanley during Q1 or Q2 2020 to report in this edition of Tourism Quarterly. We hope to have full data in the next edition.



Courtesy of Falkland Islands Yacht Club

Jetty Visitor Centre Footfall

Due to the COVID-19 pandemic, the JVC was closed throughout Q2 2020. However, despite this, over last 12 months over 83,200 people visited the Centre, up 10.1% on the 77,300 that visited the previous 12 months.

Month	2017-18	2018-19	2019-20	% Growth
Jul	314	0	327	-
Aug	316	284	399	40.5
Sep	616	480	620	29.2
Oct	4,437	3,604	1,103	(69.4)
Nov	7,689	6,616	9,644	45.8
Dec	10,202	11,841	17,054	44.0
Jan	21,265	17,877	18,881	5.6
Feb	19,249	22,749	23,804	4.6
Mar	7,755	11,646	11,381	(2.3)
Apr	507	1,505	0	-
May	543	421	0	-
Jun	282	314	0	-
Total	**73,175**	**77,337**	**83,213**	**10.1**

This Quarter

Website: www.falklandislands.com

The number of unique visitors to the website continues to exhibit strong growth. In April there were almost 63,000 unique visitors (and almost 112,000 pages viewed) to www.falklandislands.com, the highest number ever, in part driven by the COVID-19 lockdowns in many countries and potential visitors exploring destinations to visit in the future.

Website	Unique Visitors			Pages Viewed		
	2019	2020	(%)	2019	2020	(%)
Jan	24,680	37,528	52.1	74,700	96,847	29.6
Feb	22,909	32,534	42.0	54,147	79,004	45.9
Mar	24,787	55,183	122.6	57,291	97,089	69.5
Apr	27,207	62,980	131.5	60,538	111,644	84.4
May	24,813	47,140	90.0	55,261	89,330	61.7
Jun	22,171	29,618	33.6	48,188	70,047	45.4
Jul	26,053			55,830		
Aug	25,351			58,708		
Sep	35,889			78,812		
Oct	36,852			81,799		
Nov	36,563			87,044		
Dec	37,383			86,953		

Social Media: Facebook and Twitter

Facebook Reach was also strong, at almost 2.4 million in Q2, up 46.9% on the same period in 2019. Twitter Impressions were also up, 13.1% to over 125,000 in the quarter.

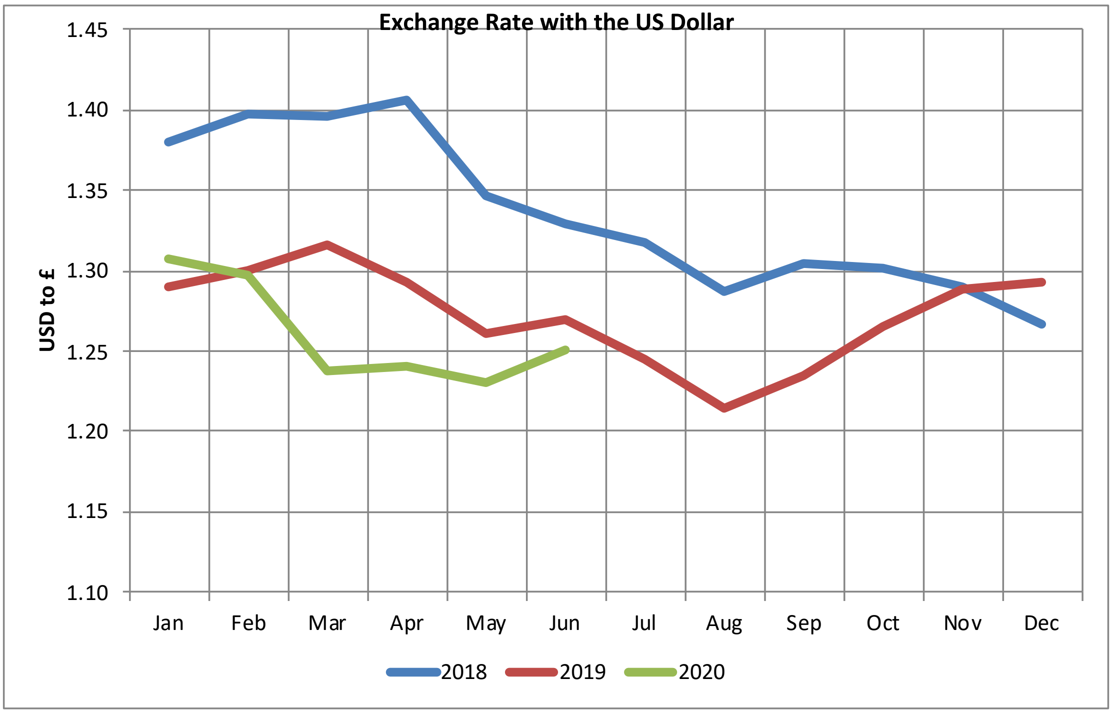
Social Media	Facebook Reach			Twitter Impressions		
	2019	2020	(%)	2019	2020	(%)
Jan	1,354,670	413,157	(69.5)	40,100	58,200	45.1
Feb	2,610,402	367,639	(85.9)	76,500	43,300	(43.4)
Mar	622,928	962,729	54.5	57,300	47,500	(17.1)
Apr	631,993	820,452	29.8	49,300	42,600	(13.6)
May	532,994	676,246	26.9	46,000	37,800	(17.8)
Jun	443,445	865,356	95.1	30,200	62,200	106.0
Jul	801,624			55,600		
Aug	654,400			64,700		
Sep	603,570			39,500		
Oct	396,304			53,500		
Nov	364,800			58,200		
Dec	419,434			57,500		

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

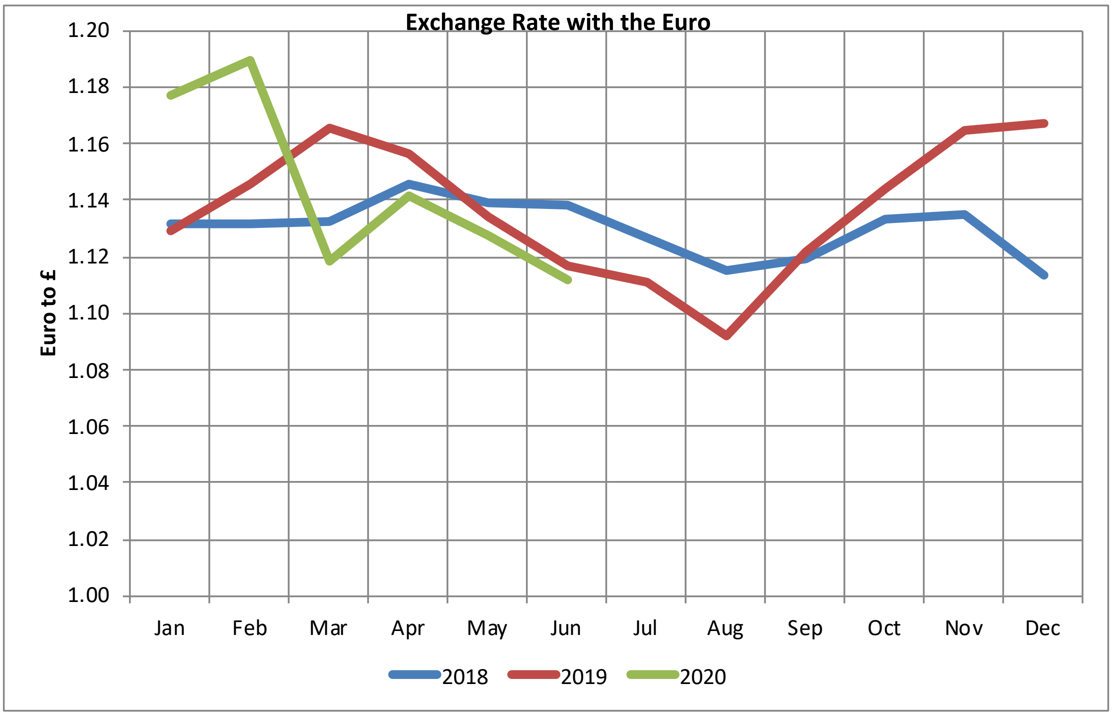
This Quarter

Currency Exchange Rates

US Dollar: During Q1 the pound weakened against the dollar, and by March it was almost back to its lowest point in 2019. This stabilised in Q2 and by June there was a slight strengthening. However, this still makes the Falklands cheaper for US visitors and is therefore good for inbound travel.



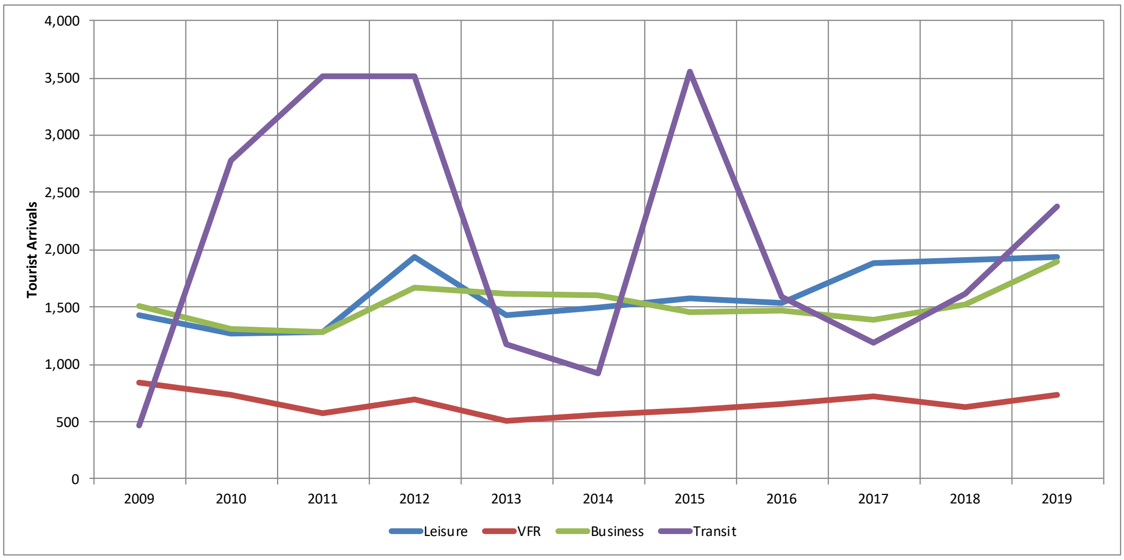
Euro: The value of the pound weakened against the euro during Q2 largely due to the COVID-19 pandemic. This makes the Falklands cheaper for eurozone visitors and is therefore good for inbound travel.



Long Term Trends

Tourist Arrivals by Purpose of Visit (2009-2019)

Leisure tourism grew by 1.6% in 2019, which represents three straight years of growth from 1,540 in 2016 to 1,939 in 2019. Visits to friends and relatives (VFR) also grew, by 17.2%, business visitors grew by 24.6%, and transit visitors by 47.2%. Overall, tourist arrivals for all purposes grew by 22.5%.

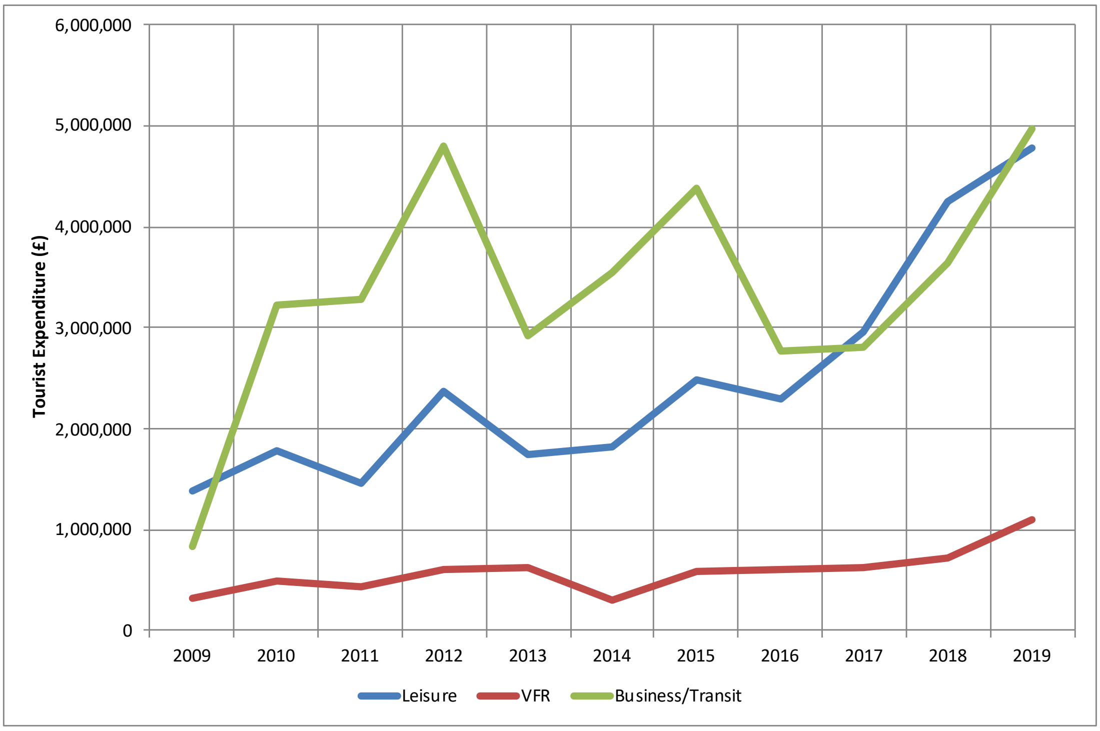


Year	Leisure	VFR	Business	Transit	Total	Leisure Growth (%)	Total Growth (%)
2009	1,429	839	1,510	468	4,246	(16.9)	(17.0)
2010	1,271	735	1,314	2,778	6,098	(11.1)	43.6
2011	1,276	578	1,277	3,518	6,649	0.4	9.0
2012	1,940	693	1,672	3,507	7,812	52.0	17.5
2013	1,426	501	1,621	1,179	4,727	(26.5)	(39.5)
2014	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	1,939	736	1,897	2,378	6,950	1.6	22.5

Long Term Trends

Tourist Expenditure by Purpose of Visit (2009-2019)

Tourist (all purposes) expenditure is calculated from the Air Visitor Survey undertaken by FITB at MPA. In 2019, leisure tourism generated almost £4.8 million in visitor expenditure (up 12.4%), with all types of tourist generating over £10.8 million (up 25.7%).

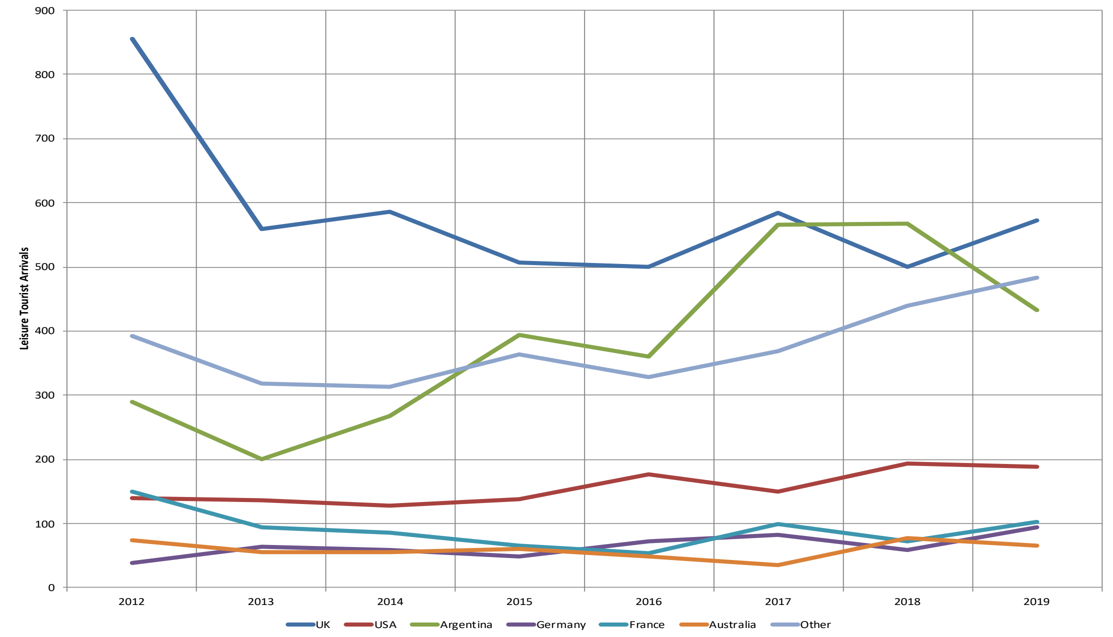


Year	Leisure (£)	VFR (£)	Business and Transit (£)	Total (£)
2009	1,377,367	316,014	827,058	2,520,439
2010	1,784,484	491,199	3,217,856	5,493,539
2011	1,466,762	433,566	3,277,600	5,177,928
2012	2,367,014	605,500	4,802,000	7,774,514
2013	1,738,650	615,209	2,918,767	5,272,625
2014	1,820,273	297,587	3,541,343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

Long Term Trends

Leisure Tourist Arrivals by Country of Residence (2012-2019)

The UK, the Falklands' main market, bounced back to prominence in 2019 with a 14.4% growth. Visitors from Argentina fell by almost 24%, and there was a small decline in leisure tourists from the USA and Australia. Both Germany and France exhibited strong growth, and the "Other" countries increased their market share, now representing 25% of all arrivals.



Year								
	UK	USA	Argentina	Germany	France	Australia	Other	Total
2012	856	140	289	38	150	74	393	1,940
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	484	1,939

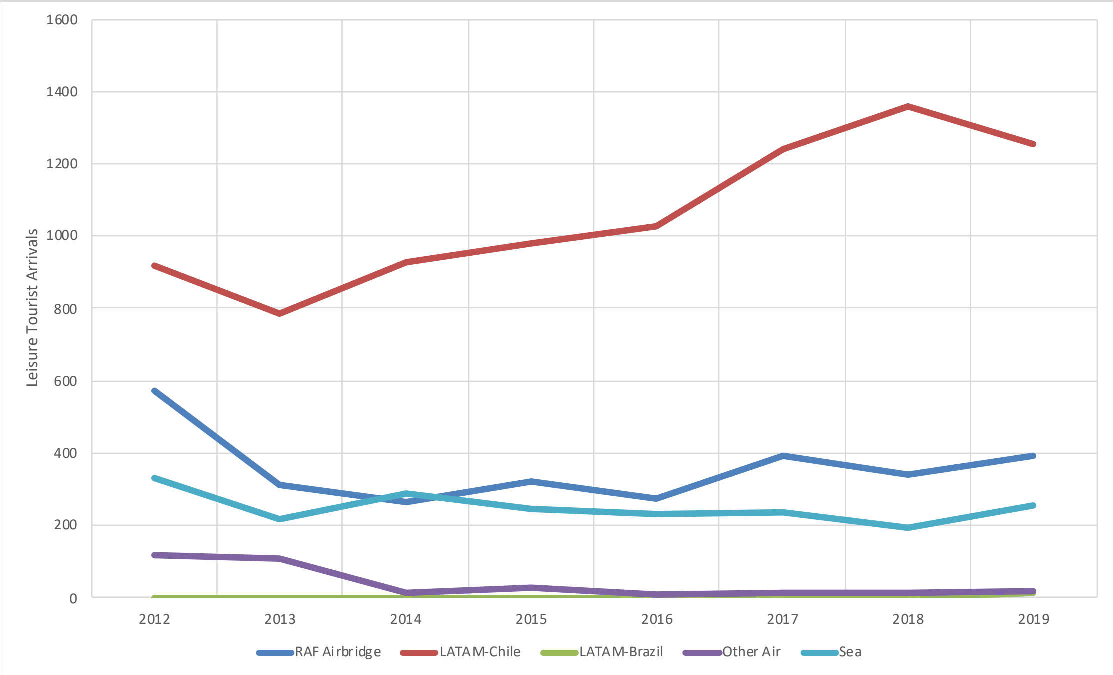
Year-on-year Growth Rates

2012	60.9	37.3	102.1	(34.5)	64.8	54.2	30.1	52.0
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)	10.0	1.6

Long Term Trends

Leisure Tourist Arrivals by Mode of Transport (2012-2019)

LATAM via Punta Arenas remains the most popular route for leisure tourists visiting the Falklands, accounting for 1,256 arrivals in 2019, which although it was a 7.6% drop on 2018, still accounted for almost 65% of all leisure arrivals. Just over 21% of leisure arrivals arrived on the RAF Airbridge, up 15.2% on 2018. Leisure arrivals by sea (mainly cruise passenger exchanges) grew by 30.8% in 2019, and accounted for over 13% of all arrivals.



Year	RAF Airbridge	LATAM-Chile	LATAM-Brazil	Other Air	Sea	Total
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

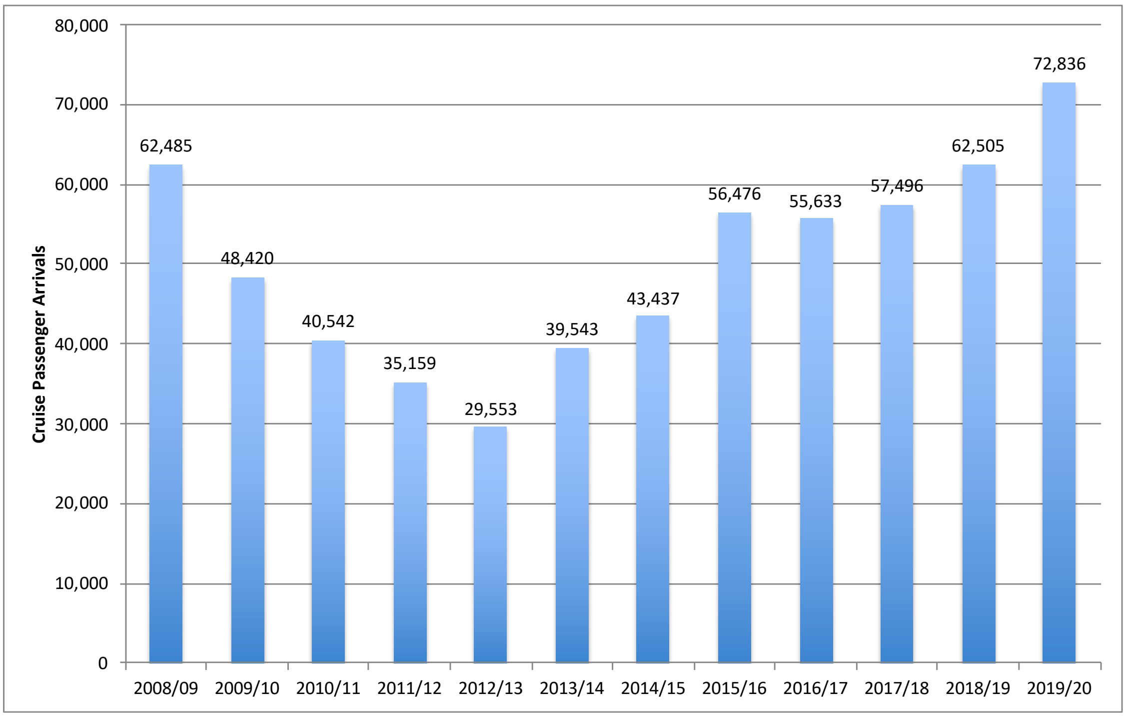
Year-on-year Growth Rates

2012	154.7	8.5	0.0	293.3	88.1	52.0
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	30.8	1.6

Long Term Trends

Cruise Passenger Arrivals (2008-2020)

There were 72,836 cruise passenger arrivals in the 2019-20 season, the largest number of visitors to ever visit the Falklands in a single season, representing an increase of 16.5% on the previous season. There were 29 vessel cancellations, accounting for the loss of around 9,000 potential visitors.



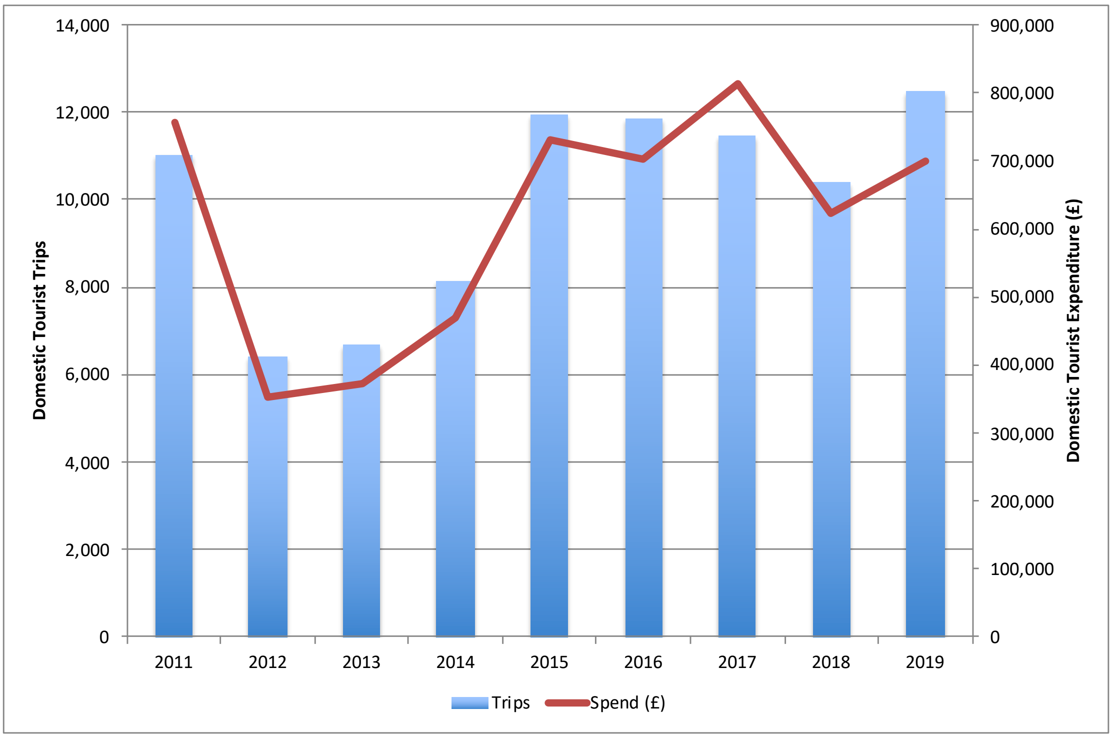
Season	Arrivals	Change (%)	Spend/Pax (£)	Total Spend (£)	Change (%)
2008/09	62,485		45.73	2,857,439	
2009/10	48,420	(22.5)	32.82	1,589,144	(44.4)
2010/11	40,542	(16.3)	34.50	1,398,699	(12.0)
2011/12	35,159	(13.3)	50.75	1,784,319	27.6
2012/13	29,553	(15.9)	57.27	1,692,500	(5.1)
2013/14	39,543	33.8	53.89	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

Expenditure by cruise visitors is calculated from the Cruise Visitor Survey carried out by FITB. Analysis of the 2019/20 season survey showed an average £5 drop in expenditure per passenger, however total expenditure increased to almost £4.4 million, up 7.8% on 2018/19.

Long Term Trends

Domestic Tourism Trips and Expenditure (2011-2019)

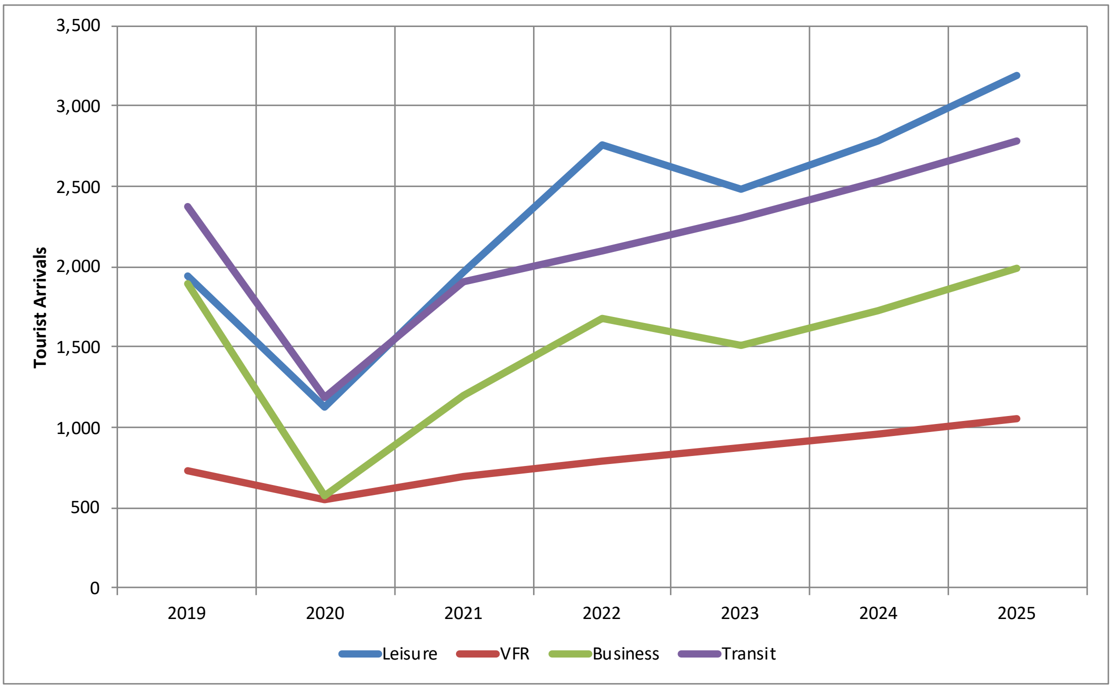
Domestic tourism is estimated from the quarterly Domestic Household Survey undertaken by FITB. Domestic tourism trips grew in 2019 to 12,470 trips (up 20%). Nights spent away from home also increased, to 44,474 (up 13.8%). Expenditure was also up in 2019, with domestic tourists spending almost £700,000 on overnight trips away from home, up 12.4% on expenditure in 2018.



Forecasts

Overnight Tourism Forecasts to 2025

It is currently very difficult making predictions for international tourism 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 42% in 2020, with a strong 75% growth bounce-back in 2022. These forecasts will be updated in the next edition of Tourism Quarterly.

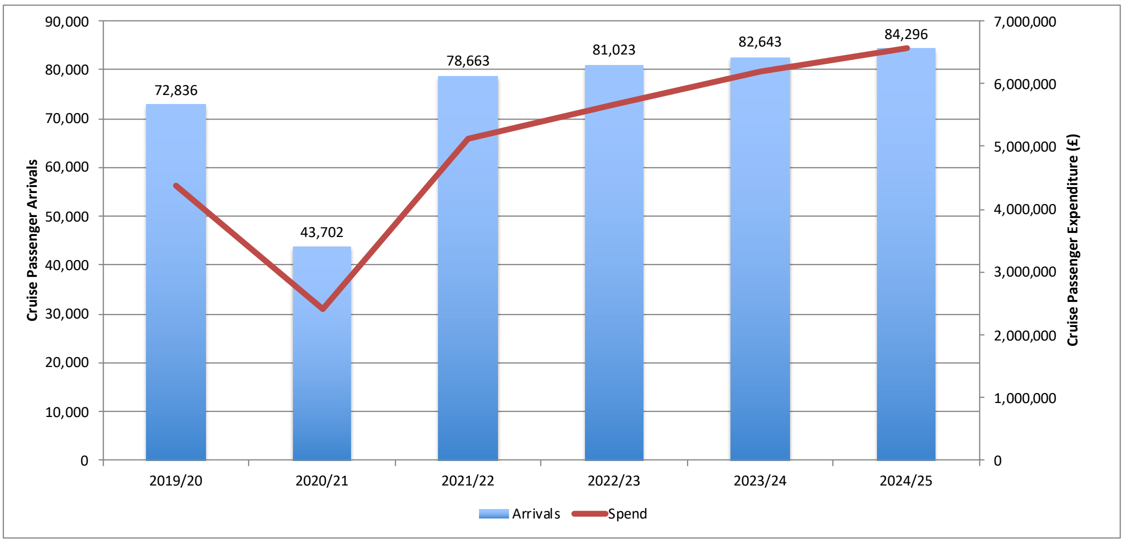


Year	Leisure	VFR	Business	Transit	Total	Leisure Growth (%)	Total Growth (%)
2019	1,939	736	1,897	2,378	6,950	1.6	22.5
2020	1,125	552	569	1,189	3,435	(42.0)	(50.6)
2021	1,968	690	1,195	1,902	5,756	75.0	67.6
2022	2,755	794	1,673	2,093	7,315	40.0	27.1
2023	2,480	873	1,506	2,302	7,160	(10.0)	(2.1)
2024	2,777	960	1,732	2,532	8,001	12.0	11.7
2025	3,194	1,056	1,991	2,785	9,027	15.0	12.8

Forecasts

Cruise Passenger Arrivals and Expenditure Forecasts to 2025

The number of cruise passenger arrivals to the Falklands is currently expected to contract by 40% in the 2020-2021 season due to the COVID-19 pandemic, but it is anticipated that there will be a strong bounce-back of 80% the following season to generate the largest number of visitors to the Islands ever. These forecasts will be updated in the next edition of Tourism Quarterly.



Season	Arrivals	Arrivals Growth (%)	Total Spend (£)	Spend Growth (%)
2019/20	72,836	16.5	4,372,345	7.8
2020/21	43,702	(40.0)	2,403,588	(45.0)
2021/22	78,663	80.0	5,113,087	112.7
2022/23	81,023	3.0	5,671,594	10.9
2023/24	82,643	2.0	6,198,242	9.3
2024/25	84,296	2.0	6,575,095	6.1