

Tourism 2030 Vision



Foreword

Tourism is one of the key drivers of the Falkland Islands economy, and international visitors arriving by air and sea provide a source of employment as well as facilities that we, as residents, can also enjoy.

We all know that the last few years have been particularly tough on our tourism industry, which as we move into 2023 is starting to show strong signs of new growth. Also, 2023 is the year when our previous tourism strategy expires. Not only then is it the right time to look forward to 2030 and where we want tourism to be by the end of the decade, but it also allows us to build on how well the tourism community came together during the coronavirus pandemic and worked collaboratively for the benefit of not just their own businesses but also to support the local community and help with economic recovery and social well-being.

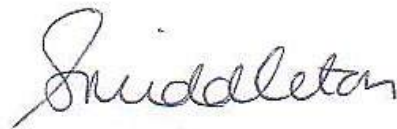
The first step on the road to developing a new tourism strategy to 2030 is to formulate a Vision of where we want to get to. To do this we undertook a survey that all residents in the Islands were invited to participate in. We were delighted to receive over 100 responses, and this document summarises these.

This Vision looks to the future and considers the challenges and opportunities that lie ahead. Fundamentally it sets out the type of destination we want the Falklands to be. Of course the Vision cannot be achieved by the Falkland Islands Tourist Board alone, it must be a collaborative effort that includes the Falkland Islands Government, private sector and individuals.

We want tourism to be sustainable, and the Falkland Islands to be recognised worldwide as a destination that is actively looking after the very environment visitors come to see. We want it to remain authentic and retain all that makes the Falklands different from other destinations.

I am looking forward to taking these next steps together.

Stephanie Middleton
Executive Director
Falkland Islands Tourist Board

A handwritten signature in black ink, appearing to read 'Smiddleton', written in a cursive style.

Introduction

Globally, much has changed since the Falkland Islands created its Tourism Development Strategy 2016-2023. Brexit, climate change, coronavirus, digital transformation, and now a global economic crisis – and the way behaviours have responded to each – mean that we are now adapting to a fundamentally different environment.

As for most destinations, the loss of our international visitors hit the tourism industry harder than other areas of the economy. However as we emerge from this damaging period we need to look forward to what the future holds and where we want to be by the end of the decade.

This is our **Tourism 2030 Vision**.

It brings together the views of people in and outside of the tourism sector across the Islands. It represents what you want tourism to look like in 2030. It is a description of a sustainable, resilient and natural future. It is an invitation or write the Falkland Islands' next chapter, together.

Our next task is to build a tourism development strategy, for which the Vision will be the foundation. However, the challenges and opportunities ahead can only be met if the government, industry and other stakeholders are all pulling in the same direction.

We will make the tourism experience the absolute best it can be – for visitors and Falklanders. The Falkland Islands has always been about the natural environment; our unique selling point is the magnificent birdlife, sea life, and stunning open spaces and coastlines. It is how visitors experience the Islands that drives the value of tourism. And experience encompasses everything: how the Islands make us feel to live, work in or visit.





How will the Falklands be perceived?

By 2030, the Falkland Islands will be known for its pristine environment, and as one of the world's leading destinations in offering a truly sustainable tourism product.

It will achieve this through implementing policies that ensure new accommodation will be pioneeringly eco-friendly and environmentally sustainable, and existing accommodation reduces its carbon footprint significantly. Other policy changes will ensure the introduction of electric buses and 4WD vehicles, significant reduction on the reliance of fossil fuel, wide-scale recycling and proper waste disposal.

Visitors will be offered opportunities to achieve carbon-neutral travel by offsetting their carbon emissions through options such as the restoration of peat and wetlands and other greening projects.

In addition to being a leader in sustainable tourism, the Falklands will maintain its uniqueness, in particular its remote and rugged charm. Whilst standards of accommodation, transport, activities and services will improve, the Falklands will remain distinct, different, and unique. It will be: *Distinctly Falklands!*

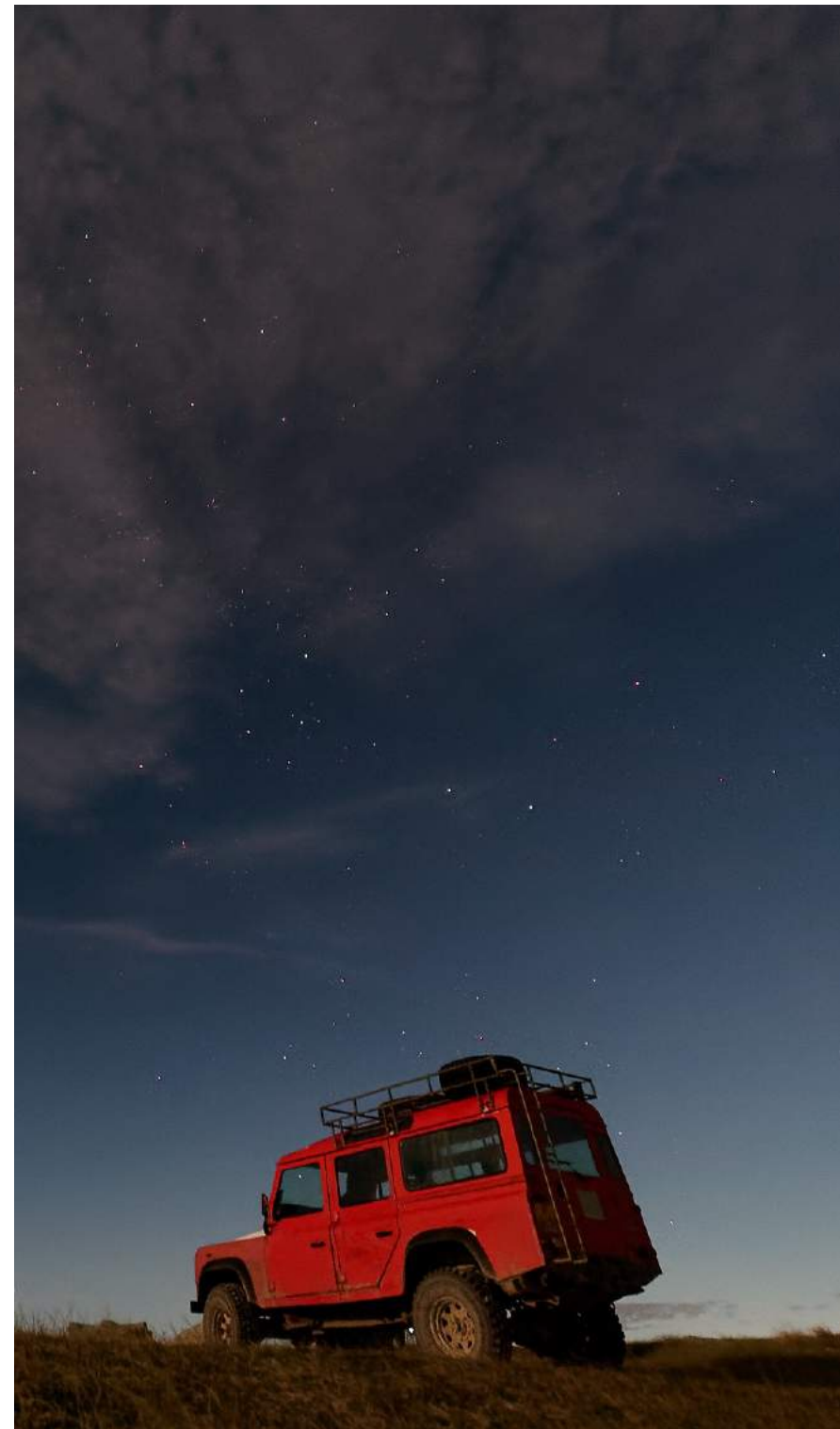


Where will visitors stay?

By 2030, there will be more mid-range and good quality (3 to 4 Star) hotels and lodges in both Stanley and camp, but particularly in camp destinations where there are opportunities for visitors to view wildlife, walk, and undertake other outdoor activities. These types of accommodation are preferred as they keep the Falklands personal and unique.

There will also be opportunities for visitors to stay in glamping and pod-style accommodation, both catered for and self-catering. These will range from highly comfortable and well fitted-out pods with all the luxuries of 3-4 star hotels/lodges to more basic pods with comfortable beds and washing facilities, but fewer frills.

Camp sites for visitors who bring their own tents be available in many destinations in camp. These will be well managed with washing facilities and areas to shelter for safety, in case of poor weather.



What new facilities will visitors enjoy?

By 2030, there will be a large provision of viewing platforms, bird hides and shelters in places with an abundance of wildlife, far-reaching and spectacular views, and areas of interest.

These will be supplemented with indoor visitor centres providing additional information, as well as serving refreshments, areas to dry wet clothing and a warm welcome in locations such as Gypsy Cove or Cape Pembroke/Yorke Bay and New Haven. These buildings will run on solar energy, have composting toilets, and operate on a small carbon footprint.

Informative and well-designed signs will be positioned in places of interest and view points to provide information on hills and mountains, notable landmarks and other key features.

All these developments will carefully consider and complement the landscape they are situated in.



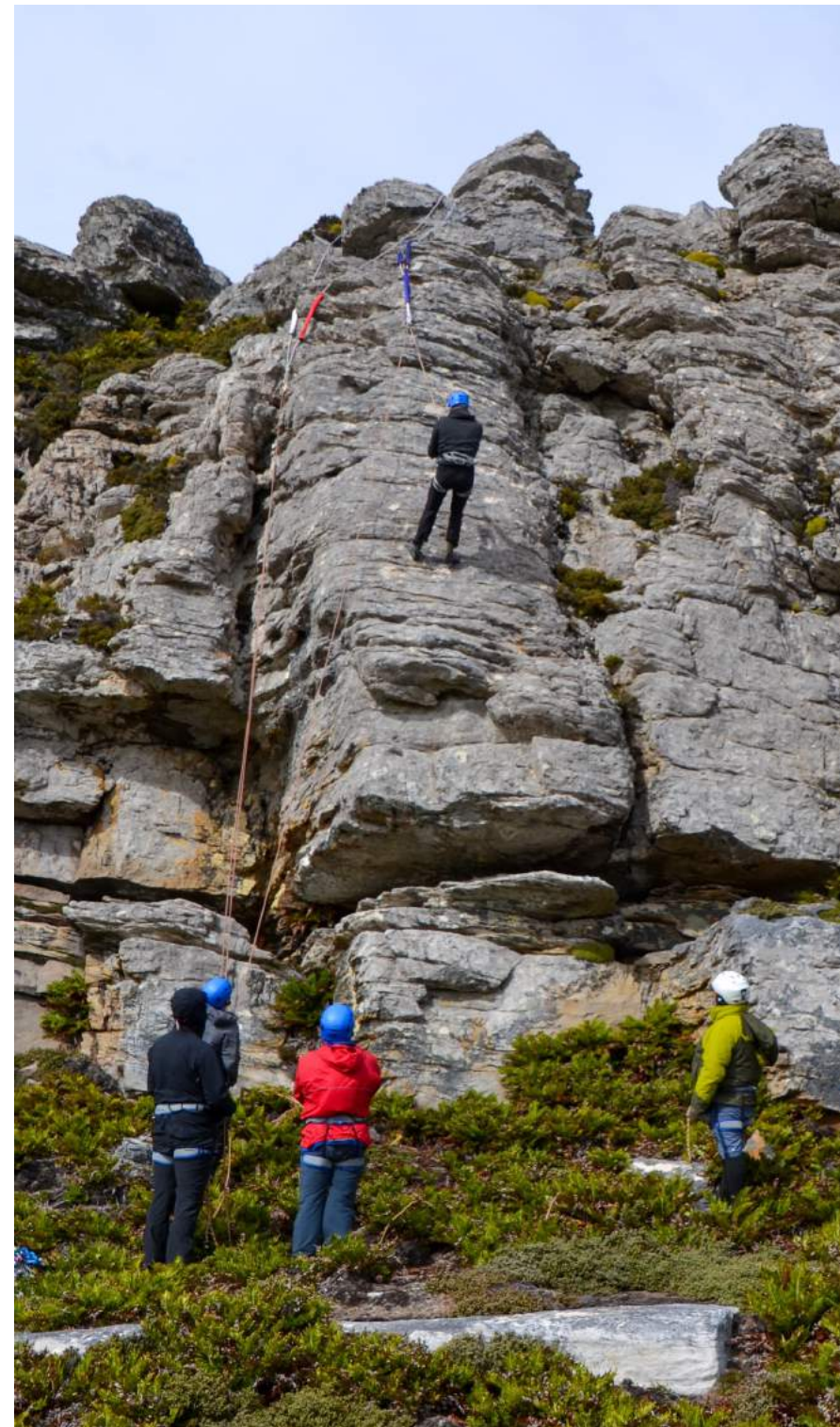
What will visitors do?

By 2030, there will be a network of clearly marked walking trails. Some of these will have trail cabins to enable walkers to embark on long distance walks.

There will be more activities available for outdoor enthusiasts. In particular for mountain biking, climbing, kayaking, diving, horse riding and yachting. However, bird watching will remain the core activity and interest of visitors.

Volunteering (voluntourism) will be established with visitors being able to participate in activities for improving the environment and wildlife.

With many of these activities being less wildlife focussed, there will be an extending of the season, in particular on East and West Falkland from September to April.

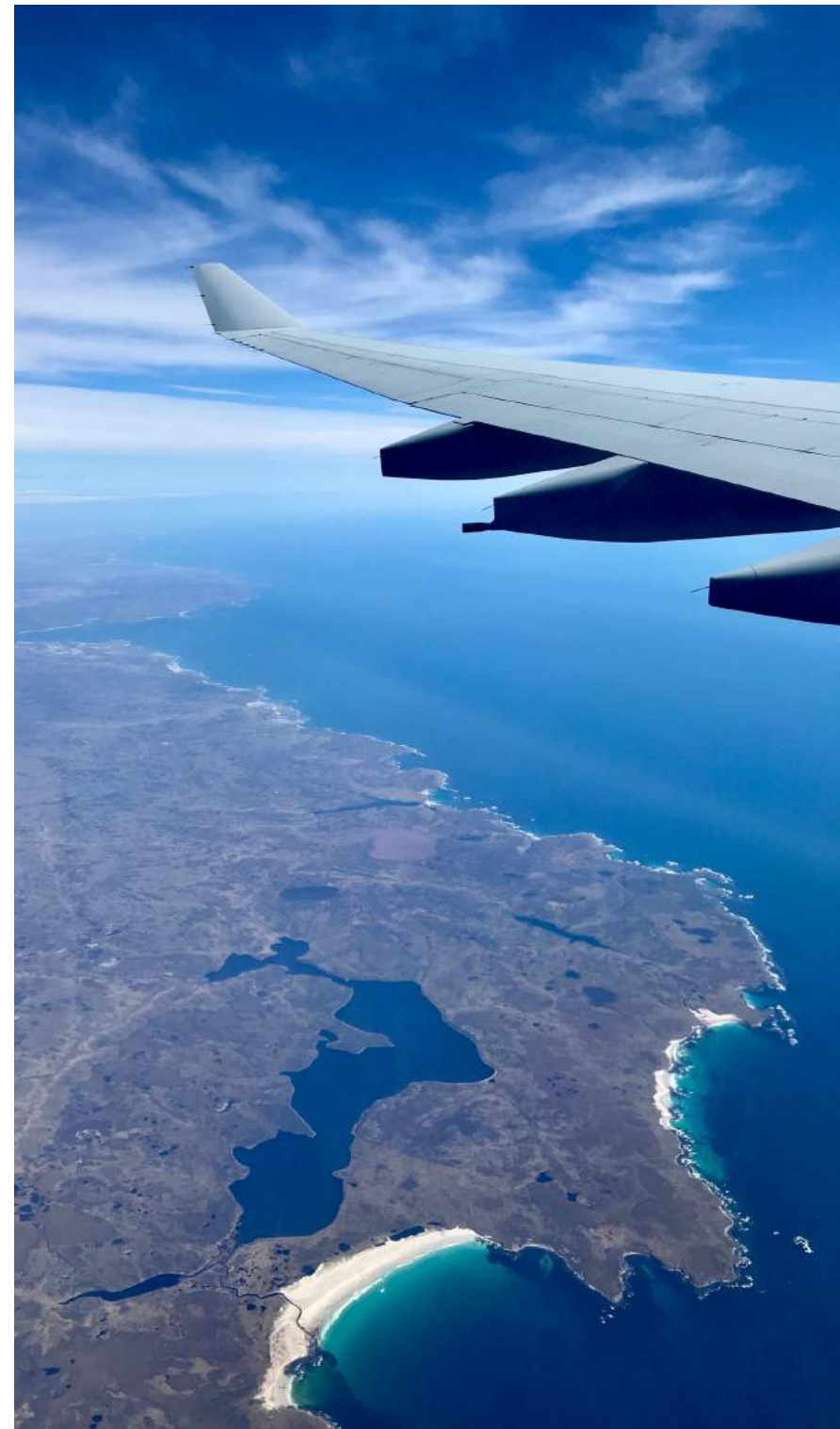


How will visitors arrive?

By 2030, visitors arriving by sea and air will have a safer and more pleasant arrival experience.

Visitors arriving and departing at MPA will use a purpose-built civilian terminal with comfortable seating, shopping, café facilities and Internet, decorated and appointed with Falklands arts and crafts. It will be the first building in the Islands that visitors will step into, and therefore will showcase what is unique and special about the Falklands. Through the use of improved technology, rotor wind delays will be considerably reduced.

A marina in Stanley will provide a safe and well appointed facility for visiting yachts, with the availability of power, fresh water, laundry services and Internet. It will have pontoons fit for embarking and disembarking visitors from cruise ship tenders.



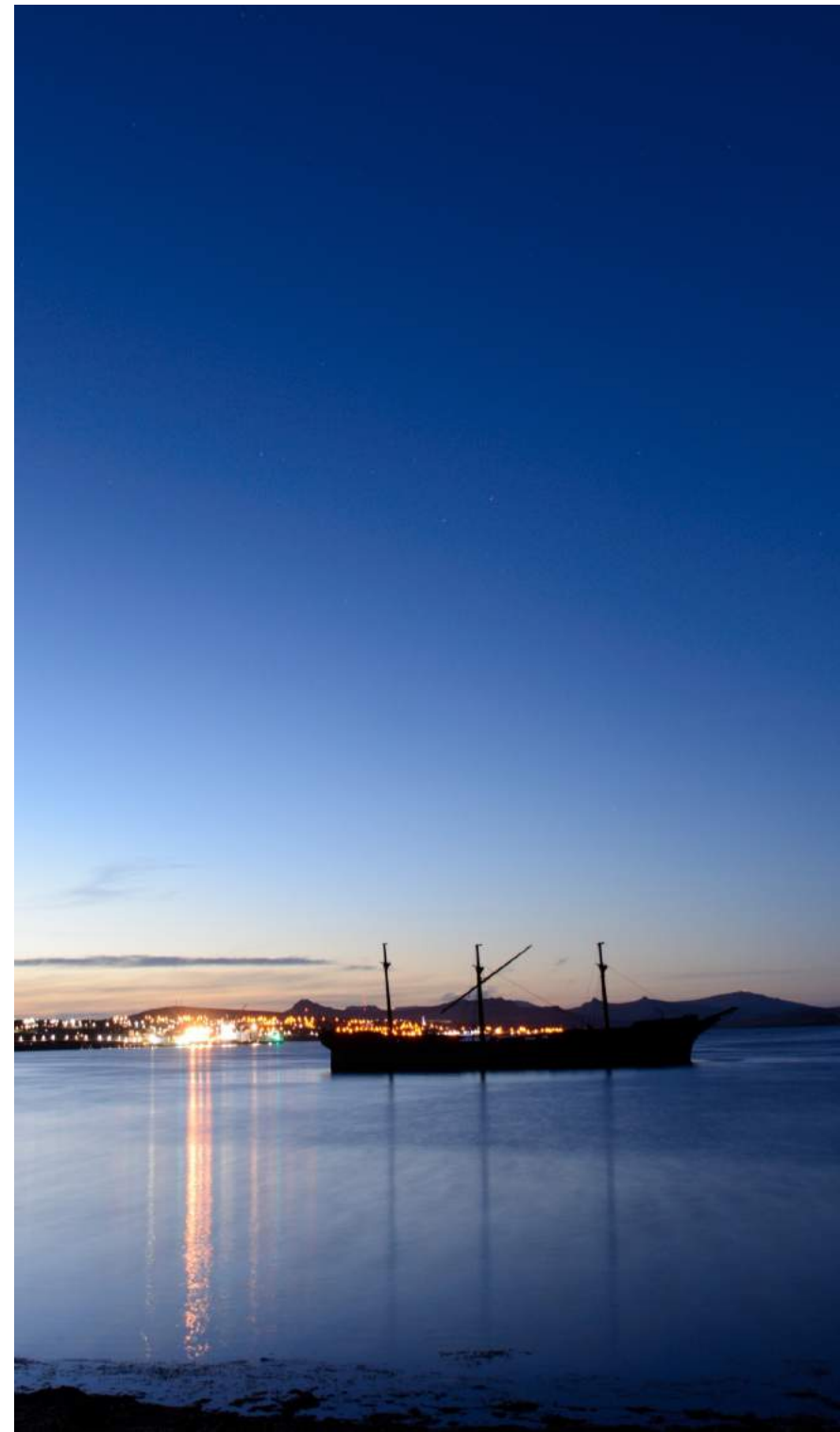
How will visitors get around?

By 2030, the East-West Falklands ferry will run on a daily schedule, with no interruptions except for bad weather or unexpected mechanical failure. A replacement ship will be used when annual maintenance is carried out.

There will be 4WD vehicles for hire on both East and West Falkland, and visitors will be able to drive between two islands using the ferry.

A scheduled bus service will operate a circular route in and around Stanley, including Gypsy Cove and Yorke Bay.

Electric bicycles will be available for use of residents and visitors in Stanley. They will be charged at a nominal fee similar to those used in other destinations.



Who will visit?

By 2030, visitors to the Falklands will still be predominantly from the United Kingdom, Europe, the USA/Canada and Australia/New Zealand, as they are today.

However, there will be considerable growth in arrivals from South America; in particular from Brazil and Uruguay. Argentina will also remain a significant market, but not just visiting the war cemetery, but also to see the wildlife and to visit key attractions in camp.

There will be a diversification from the traditional 55+ age group who visit today, with more visitors in the 25-40 group seeking outdoor activities.

With an improvement in the quality of the tourism product (accommodation and things to do) the volume of overnight visitors will **not** increase significantly, however their average spend per day will.

Cruise visitors will be capped so that the cruise experience is maintained and the environment does not come under pressure. The proportion of cruise visitors arriving on expedition ships will increase significantly.



Breaking down the barriers

By 2030 the Internet will no longer be a frustration for residents or visitors, although it is likely to remain more expensive than in many other parts of the world. Download speeds will have increased significantly, and there will be mobile phone coverage in most areas of Islands.

The relatively small Falkland Islands population will be able to support the tourism sector because the number of arrivals will only grow modestly, with increases in expenditure driving the sector forward. However, all those working in the sector will strive to increase and improve their service standards to ensure the visitor experience offers value for money.





Bringing **the Vision** to life...

This Vision sets the course for a tourism offer that puts sustainability at its core.

It is important to acknowledge that the Vision can only be delivered if we move forward together. There is work now to be done to truly bring this Vision to life. For the Falkland Islands Tourist Board, the work will now begin to produce a development strategy that uses the framework of the Vision as its guiding principle.



GET IN TOUCH

Falkland Island Tourist Board

Jetty Centre

Stanley

FIQQ 1ZZ

Falkland Islands

Tel: +500 22215

info@falklandislands.com

FIND OUT MORE

www.falklandislands.com

