

TOURISM STRATEGY FOR THE FALKLAND ISLANDS

Location: Falkland Islands

Client: Falkland Islands Government

Services: Forecasting/ Strategy



Cruise and Domestic Air Services for the Falkland Islands

Project Objectives

- The Falkland Islands receives around 60,000 cruise visitors each year. A large proportion of these arrive on a small number of large capacity vessels. With a potential withdrawal of some of these from the South America area, the Falklands was in danger of experiencing a large drop in arrivals.
- The Falkland Islands Government Air Service (FIGAS) undertook a review of its flight schedules and pricing, and was in the process of implementing an Action Recovery Plan to reduce the annual government subsidy. This had potential impacts on the tourism sector.
- Acorn was contracted by the Falkland Islands Government to undertake a review of the cruise sector and forecast of visitor arrivals. In addition to this, we were required to undertake an assessment of the impact on the tourism sector of the FIGAS Action Recovery Plan.

Our Recommendations:

- A detailed review of cruise operations by all the main cruise lines in the South America and Antarctic region was undertaken, in addition to economic and other considerations in passenger source markets. Future bookings by these companies were assessed, and forecasts of passenger arrivals were made
- A survey was undertaken amongst international tour operators featuring the Falklands, as well as inbound operators and accommodation providers in the Falklands, to gather their views on the FIGAS Action Recovery Plan. An Executive Council paper was developed based on the findings, providing clear action items to ensure that the tourism sector benefitted from the Plan.