

# TOURISM SATELLITE ACCOUNT FOR FALKLAND ISLANDS

**Location:** Falkland Islands

**Client:** Falkland Islands Tourist Board

**Services:** Survey Design/ Tourism Satellite Account



## Implementing a System of Tourism Statistics and TSA for the Falkland Islands

### Project Objectives

- The Falkland Islands attracts around 5,000 overnight visitors and over 60,000 cruise visitors per annum. However, aside from these basic figures, little was known about visitors to the Islands.
- The purpose of this 12-month study was to implement air and cruise visitor surveys, a domestic tourism survey, an accommodation utilisation survey, and develop a tourism statistics database for the storage, analysis and dissemination of all the data.
- The ultimate aim was to develop a first tourism satellite account for the Falkland Islands.

### Our Recommendations:

- Air and cruise visitor surveys were designed and implemented, with a sample of cruise ship and air passengers being intercepted at the end of their stay. A household domestic tourism survey was also designed and implemented, collecting data on a quarterly basis.
- A monthly survey of accommodation establishments was developed, whereby each hotel/bed and breakfast was provided with a piece of software that made it easy for managers/owners to enter daily utilisation, and transmit this monthly to the Tourist Board.
- A database system (T-Stats) was installed to process and disseminate findings from the surveys. A first TSA for the Falklands was developed based on the data collected over the period of the project, and relevant data from national accounts.