



May 2019 NI Tourism & Economic Development Report

MELBOURNE INTERNATIONAL COMEDY FESTIVAL ROADSHOW



The Melbourne International Comedy Festival (MICF) Roadshow performance is confirmed for 8.00pm, Saturday 3 August 2019 and tickets are \$50 each – available from Norfolk Island Travel Centre. This huge and hilarious night of comedy will be hosted by the one and only Urzila Carlson, and will feature Mel Buttle, Xavier Michelides, Dane Simpson and Bob Franklin as MC.

Performances may contain coarse language, sexual references and material that can offend. It is recommended for people aged 15 years or older.

MEDIA FAMILS – MAY

Sheriden Rhodes, a freelance writer for Fairfax Traveller was on island 27 to 31 May, to write an editorial about Norfolk. Traveller.com.au has a readership of over 2 million.

Better Homes and Garden is Australia's most successful multi-media lifestyle brand and we were privileged to host Julia Zaetta, Editor in Chief and Rachel Sullivan, Client Manager for the Better Homes and Garden magazine from 24 to 27 May.

Greg Grainger from Travel Oz is an award-winning producer and presenter of topical travel and adventure documentaries, and wildlife programs, to remote and exotic locations. Greg will be on island from 8 to 11 June with his cameraman. They will focus on the story of the arrival of the Pitcairners, film the Bounty Day celebrations, and highlight the local traditions and cultural activities that celebrate Anniversary Day. The footage will feature in a ten minute segment for the Travel Oz show which is broadcast on Channel 7, 7Two, and 7Flix.

INDUSTRY GATHERING

The May Tourism Industry Gathering was held at Highlands. We thank the guest speaker Daniela Cristofaro, who gave us an extensive history of how her mum Dee came to Norfolk, purchased the property and the renovation process. The next Gathering will be at Baunti Escapes on Wednesday 5 June 5.00pm until 6.00pm with Sue-Ellen Quintal as the guest speaker.





COUNTRY MUSIC FESTIVAL DISPLAY

The Visitors Information Centre created an interactive display for this year's Country Music Festival window display competition. A photo booth full of instruments, props and dress-ups wasn't enough - so staff organised a live horse and chook, local musician Arki Nobbs, and damper cooked over a fire. Obviously the judges enjoyed what was on offer as they awarded us with 1st Prize.

TOURISM GROSS SALES

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales. Sales transactions are from the destination website and Visitor Information Centre. Compared to 2018 data: 📈 UP 16.5% for April 2019 📈 UP 14% Year to date



AIR NEW ZEALAND'S NEW A320 NEO

Air New Zealand's A320neo (new engine option) operated to Norfolk Island from Brisbane for the first time on 11 May. Air New Zealand is investing in 13 Airbus Neo aircraft (7 x A321neo & 6 x A320neo) to replace the A320 fleet that currently operate the Tasman and Pacific Island services. To date Air New Zealand have taken delivery of five A321neos. These new aircraft are progressively replacing the existing fleet of international short haul A320ceo (current engine option) aircraft.

These new aircraft feature leather, slim-line seats which offer customers up to 7% more space than the current international A320 fleet and are also wider (3cm for the middle seats and 1cm for the aisle seats). They also have larger volume overhead lockers with around 25% additional volume of space for cabin baggage storage than the current international A320 fleet. The A320neo seats 162 passengers and also has Wi-Fi on board.



DIGITAL MARKETING INSIGHTS

www.norfolkisland.com.au Website

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
April	42,276	9,070	81.20%	3.65	3.27	76.60%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
April	3,775	18,732	15%	2%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
April	38,938	64,316	3.16%	12.49 %	11.83%



AIRLINE PASSENGER STATISTICS

2018/2019

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
Sep 2018	19	2850	2741	2411	96%
Oct 2018	25	3345	3092	2631	92%
Nov 2018	23	3330	2862	2732	86%
Dec 2018	25	3540	2784	2369	79%
Jan 2019	21	3150	2449	2092	78%
Feb 2019	20	2895	2443	2083	86%
Mar 2019	21	3150	3071	2692	97%
Apr 2019	25	3435	2946	2598	86%
TOTAL	207	29895	26166	22612	Average 88%

2017/2018

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2017	22	3060	1914	1465	63%
Aug 2017	18	2580	1779	1460	69%
Sep 2017	25	3570	2972	2629	83%
Oct 2017	31	4410	3379	2931	77%
Nov 2017	27	3840	2827	2473	74%
Dec 2017	32	4530	3655	3197	81%
Jan 2018	28	4020	2955	2542	74%
Feb 2018	23	3360	2817	2471	84%
Mar 2018	25	3660	3321	2962	91%
Apr 2018	22	3300	3041	2640	91%
TOTAL	253	36330	28660	24770	Average 78%

