

## July 2019 NI Tourism & Economic Development Report

### INDUSTRY GATHERING - SPECIAL PRESENTATION

The August Industry Gathering will be a special Tourism presentation in the Sirius Room at the Paradise Hotel on Wednesday 7 August 5.00pm by Rose Evans and Trina Shepherd reviewing 2018/19 and presenting the 2019/20 Marketing Plan. We encourage all Tourism Operators to attend and to stay and network afterwards. Platters of appetisers will be provided by Norfolk Island Tourism.



The July Tourism Industry Gathering was held at Number 9 Quality Row. We thank the guest speaker Helen Brackin who delivered a great presentation about the Norfolk Island Museums.

The July Tourism Industry Gathering was held at Number 9 Quality Row. We thank the guest speaker Helen Brackin who delivered a great presentation about the Norfolk Island Museums.

### UPCOMING TOURISM DATES

- 3 Aug – Melbourne International Comedy Festival Roadshow
- 3 Aug & 4 Aug – Weekend Sunrise Weather Crosses
- 30 Aug to 2 Sep – Golf Famil x 4 Group Travel Guides
- 27 Sep to 30 Sep – Agent Famil 8 agents from Oxley Travel
- 27 Sep to 30 Sep – New Zealand Product Manager Famil
- 6 Oct to 11 Oct – Fishing Competition Winners
- 15 Oct to 21 Oct – Media Famil Take 5 Magazine & Lucky Break Magazine
- 6 Dec to 9 Dec – Media Famil GQ Magazine

### 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 17% for June 2019 📈 UP 13% for the Financial Year.





## DIGITAL MARKETING INSIGHTS FOR JUNE



### Website

114,323 Page Views

440,336 Impressions

29,651 Users

### WEBSITE - Top 10 Users by Country 1 Jul 2018 – 30 Jun 2019

Over the last year the Destination website has primarily consisted of Australian users with New Zealand being the second highest. Interestingly, 8.03% of our website users were from USA and we attribute that great exposure of Norfolk Island via a television show called House Hunters International. Our goal over the next year is to build the New Zealand engagement.

Country	Users	% of Total
157,164		% of Total: 100.00% (157,164)
1. Australia	119,062	75.40%
2. New Zealand	13,043	8.26%
3. United States	12,684	8.03%
4. United Kingdom	2,125	1.35%
5. Norfolk Island	1,858	1.18%
6. Canada	934	0.59%
7. India	781	0.49%
8. Germany	487	0.31%
9. France	344	0.22%
10. Philippines	327	0.21%



### Facebook Insights

27,685 Followers

644,967 Impressions

552,309 Reach

5.20% Average engagement on reach



### Instagram Insights

8,432 Followers

76,845 Impressions

46,627 Reach

9.90% Average engagement on reach per post



## TOP POSTS

The top social media post for June was an image of Anson Bay by @Surfsailkite with a Reach of 4,291 on Instagram and 11,037 on Facebook



The top social media post for the 2018/19 financial year was a Norfolk Island Tourism video of KAVHA with a Reach 19,038 on Facebook.

Our stunning beaches and World Heritage Site at Kingston.



**19,038**  
People Reached

**2,587**  
Engagements

[Boost Post](#)

## 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	23	3345	3092	2631	92%
Nov 2018	25	3330	2904	2520	87%
Dec 2018	25	3540	2826	2411	80%
Jan 2019	21	3150	2567	2196	81%
Feb 2019	21	2940	2568	2200	90%
Mar 2019	23	3450	3220	2822	93%
Apr 2019	25	3435	3086	2734	90%
May 2019	23	2820	2000	1661	73%
June 2019	17	2550	1862	1506	73%
<b>TOTAL</b>	<b>250</b>	<b>35610</b>	<b>30644</b>	<b>26096</b>	<b>Average 86%</b>

## 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	92%
May 2018	20	2770	2360	2013	85%
June 2018	16	2400	1921	1580	80%
<b>TOTAL</b>	<b>289</b>	<b>41500</b>	<b>32941</b>	<b>28363</b>	<b>Average 79%</b>

