



February 2020 NI Tourism & Economic Development Report

UPCOMING TOURISM DATES

23-29 March - Fish of the Day TV Series hosted by Clarke Gayford and produced by Mike Bhana

3-6 April - Omniche Agent Famil group

10-14 May - Australian Tourism Exchange, Melbourne (Trina Shepherd & Rose Evans)

1 August - Melbourne International Comedy Festival Roadshow at Rawson Hall

NEW ZEALAND ROADSHOW

Tourism operators and UTC marketing representative for Norfolk Island Jonica Paramor visited New Zealand in February promoting Norfolk Island to the New Zealand travel industry.

Appointments with individual travel agents were held in Auckland, Tauranga, Hamilton and Cambridge with an evening event in Auckland at the Harbourside Bar and Grill, as well as a breakfast event in Tauranga at the Classic Flyers Museum.

Attendees at the Auckland function were treated to a fun night with celebrity comedian Urzila Carlson, the new Norfolk Island Tourism Ambassador with previews of her new videos.



Thanks to all the Norfolk Island participants that took part. Norfolk Island Museums, Aloha Apartments, Baunti Escapes, Paradise Hotel and Resort, South Pacific Resort Hotel, Cumberland Resort and the Whitehouse, and the event Pacific Peace 2020.

VISITOR SURVEY RESULTS

During the month of January 2020, 324 visitor survey cards were completed compared to 188 cards from January 2019. This amounts to approximately 13% of the January 2019 visitors completing cards.


Some of the comments included:

- *Loved that no one locks cars/houses - feels like New Zealand did when I was a kid*
- *If Tourism is to be a major industry a great deal of staff training is required. No comparison with other Island destinations*
- *Stunning scenery, pristine environment, amazing snorkelling, challenging walks, so many photo opportunities. Will totally recommend to my friends.*
- *Local population gave the impression of tourists unwelcome but prepared to accept the financial benefit.*




- *Some local shop keepers need a few lessons in manners and politeness to customers. Money is money no matter who it comes from. It is not good to put off potential customers by rudeness.*
- *Wonderful. Great people, friendly, kids are fun to be with, respectful and easy to talk to. Loved talking to and learning more history.*

NEW ZEALAND - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	0	-	-	-	-	-
Aug 2019	2	78	55	40	71%	73%
Sep 2019	4	148	103	87	70%	84%
Oct 2019	4	148	126	95	85%	75%
Nov 2019	5	185	169	140	91%	83%
Dec 2019	5	185	172	153	93%	89%
Jan 2020	5	185	180	130	97%	72%
Year to date	20	744	625	515	82%	81%

AUSTRALIA - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	18	2700	1934	1427	72%	74%
Aug 2019	18	2700	2323	1871	86%	81%
Sep 2019	19	2850	2579	2279	90%	88%
Oct 2019	21	3150	2915	2501	93%	86%
Nov 2019	22	3300	3038	2633	92%	87%
Dec 2019	23	3450	2814	2452	82%	87%
Jan 2020	21	3150	2633	2302	84%	87%
Year to date	121	18150	15603	13163	86%	84%

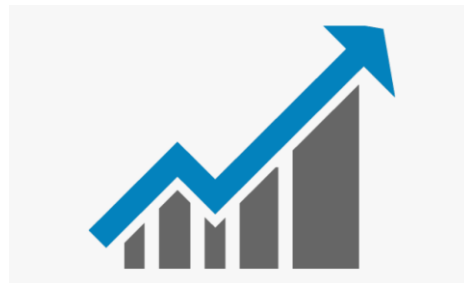
TOTAL - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	18	2700	1934	1427	72%	74%
Aug 2019	20	2778	2378	1911	86%	80%
Sep 2019	23	2998	2682	2366	89%	88%
Oct 2019	25	3298	3041	2596	92%	85%
Nov 2019	27	3485	3207	2773	92%	86%
Dec 2019	28	3635	2986	2605	82%	87%
Jan 2020	26	3335	2813	2432	84%	86%
Year to date	167	22229	19041	16110	85%	84%



TOTAL - COMPARISON to Last Year

	Visitors	Passengers
Jul	⬆️ UP 5%	⬆️ UP 9%
Aug	⬆️ UP 16%	⬆️ UP 19%
Sep	⬆️ DOWN 2%	⬆️ DOWN 2%
Oct	⬆️ DOWN 1%	⬆️ DOWN 2%
Nov	⬆️ UP 10%	⬆️ UP 10%
Dec	⬆️ UP 8%	⬆️ UP 6%
Jan	⬆️ UP 11%	⬆️ UP 10%
Year to Date	⬆️ Up 6%	⬆️ Up 6%



DIGITAL MARKETING INSIGHTS – JANUARY 2020

Website

128,515 Page Views
599,003 Impressions
13,355 Users



Top Post

Facebook Post Reusable
Drink Bottles
16,378 Reach
16,187 Impressions
388 Reactions
44 Shares



Facebook

28,035 Followers
234,456 Impressions
195,963 Reach
11.92% Average engagement on reach post



Instagram

8,735 Followers
68,800 Impressions
44,300 Reach
9.86% Average engagement on reach per post



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.

GROSS SALES

Retail Sales
Accommodation Sales
Tour Sales
TOTAL SALES

COMPARISON to Jan Last Year

⬆️ DOWN 2%
⬆️ UP 9%
⬆️ UP 27%
⬆️ UP 16%

COMPARISON Year to Date

⬆️ Up 6%
⬆️ Up 24%
⬆️ Up 24%
⬆️ UP 20%

SUMMARY Tourism Gross Sales:

✓ **Second Best January on record**