

8.10 TOURISM & ECONOMIC DEVELOPMENT REPORT MARCH & APRIL 2020

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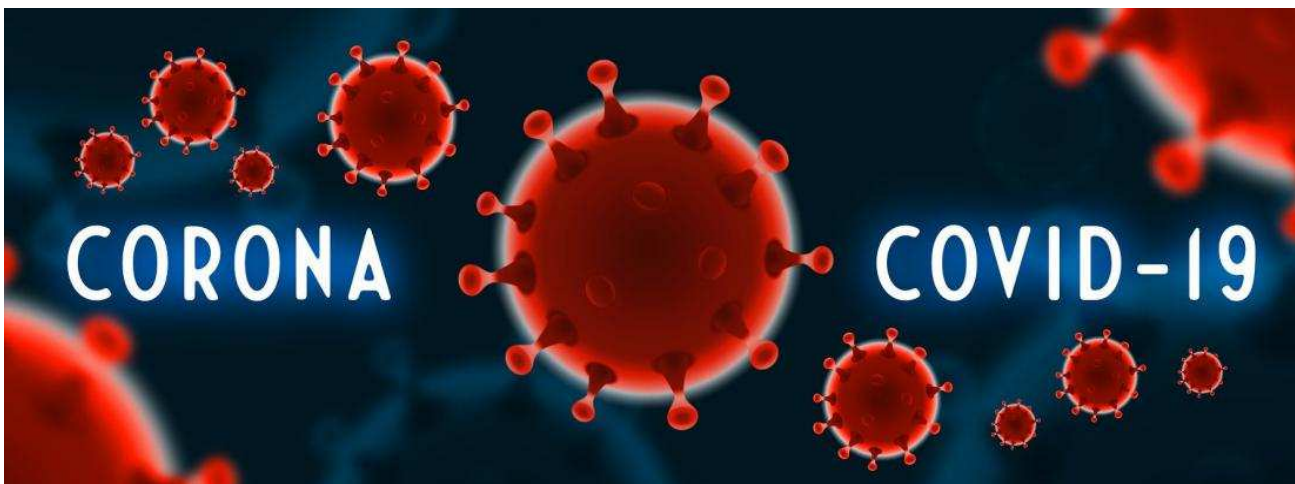
SUMMARY

The purpose of this report is for the Team Leader Tourism and Economic Development to provide a monthly update of industry news to Council, the Tourism Advisory Committee and the Community.

COVID-19

The COVID-19 pandemic has had a devastating impact on every region of the World and March 2020 will be historically remembered as the month Norfolk Island closed it's borders to visitors. The travel industry has basically come to a standstill due to the pandemic, with the hardest hit areas being: aviation; cruise ships; hotels; accommodation; tours; activities. With the tourism industry future unknown, we have been forced to change our way of thinking and focus on how we can successfully come through the pandemic on the other side. We won't ever go back to normal - as there will be a 'new normal'. What the new normal will look like is uncertain, however we now have the opportunity and the time to determine what we would like it to look like and plan on how we intend on achieving this goal.

It will take a long time for international travel bans to be lifted, to rebuild the international travel industry, and to regain people's confidence in safe travel to other countries. Norfolk Island Tourism are confident that during the next 12 months, Australians will primarily focus their travel plans on domestic destinations within Australia. Our marketing campaigns have been adapted to target this audience, who will be eager and ready to travel as soon as our borders are open. Marketing will now focus on capturing the vast stay-at-home audience who are spending more time than ever on their devices.



Norfolk Island Tourism staff have utilised the visitor free months completing tasks that are normally shelved due to lack of time. Tasks include: complete audit of the destination website; audit of all Bookeasy Operator listings; writing website blogs; coordinating video messages from local operators; watching training webinars and tutorials; coordinating competitions; brainstorming free ways to market the destination; providing Bookeasy training for operators; creating packages and itineraries; staff development training; updating procedure manuals, folders, spreadsheets, documents, flyers, brochures, signs etc.



BUY LOCAL CAMPAIGN

With the terrible impact of COVID-19 on businesses, Norfolk Island Tourism developed a Facebook page. 'Buy Local Norfolk Island' has been launched to steer as much money as possible to local businesses to ensure that they remain open through the pandemic. Now more than ever, the businesses need support from community.

Locally owned businesses provide many economic benefits to our community. Local people who own businesses live in our community, are less likely to leave, and are more invested in the community's future. Shopping at local businesses creates more local jobs than shopping at major chains or online companies. Local businesses not only pay their employees, they also spend money at other local businesses. By buying local, you help create jobs for your family, friends and neighbours, contribute to improved public infrastructure, and invest in your community both socially and economically.

TOURISM VIDEOS

During the COVID-19 pandemic, Norfolk Island Tourism's aim is to keep our destination at the top of the bucket list with potential travellers. Local business operators were approached and asked to create a short video (30-60 seconds) featuring their own business. Videos will be shared on the Norfolk Island Tourism Facebook page to regularly showcase the many exciting activities and facilities we have available on island. This campaign will be great exposure for local businesses and will highlight exactly why potential travellers should plan to visit Norfolk Island in the future.

BUSINESS SUPPORT

During the pandemic, Norfolk Island Tourism are offering support to local businesses by providing regular emails containing useful website and webinar links and offers of assistance.

25 March 2020 – Working together and staying apart... What do we do now?

(All businesses: Look after yourself Adapt your business; Buy local; Pool resources and work together; Utilise the down time; Let us know how we can help; Increase your social media presence; Research what assistance is available for your business)

20 April 2020 – Are you looking for ways to add value to the visitor experience you provide?

(Bookeasy listed operators: Offering Affiliate Booking Engine option)

30 April 2020 – Suggested Webinars and Links to Information Resources

(All businesses: A suggested shortlist of useful information for businesses during Covid-19)

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	COMPARISON to Mar Last Year	COMPARISON to Apr Last Year	COMPARISON Year to Date
Retail Sales	⬇️Down 32%	⬇️Down 97%	⬇️Down 7%
Accommodation Sales	⬇️Down 86%	⬇️Down 100%	⬇️Down 14%
Tour Sales	⬇️Down 28%	⬇️Down 100%	⬆️Up 8%
TOTAL SALES	⬇️Down 54%	⬇️Down 100%	⬇️Down 2%

SUMMARY: Whilst COVID-19 had a dramatic impact on Tourism during March and April, the Year To Date NI Tourism Gross Sales are only down 2%

DIGITAL MARKETING INSIGHTS – APRIL 2020

Website

46,403 Page Views
 362,013 Impressions
 7,327 Users



Facebook

143,510 Impressions
 111,248 Reach
 11.20% Average engagement on reach post



Top Post

March: Facebook Post
 Border Close Media Release
 April: Facebook Post
 Ray Martin Video to community



Instagram

56,718 Impressions
 40,486 Reach
 11.45% Average engagement on reach per post



AIRLINE PASSENGER STATISTICS – March 2020

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
NEW ZEALAND	3	111	101	63	91%	62%
AUSTRALIA	22	3300	1769	1390	53%	79%
TOTAL	25	3411	1870	1453	55%	78%

AIRLINE PASSENGER STATISTICS – April 2020

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
NEW ZEALAND	0	0	0	0	0%	0%
AUSTRALIA	8	1200	65	29	5%	45%
TOTAL	8	1200	65	29	5%	45%

TOTAL - COMPARISON to Last Year

	Visitors	Passengers
Mar	⬇️ DOWN 49%	⬇️ DOWN 42%
Apr	⬇️ DOWN 99%	⬇️ DOWN 98%
Year to Date	Down 12%	⬇️ Down 11%

ATTACHMENTS

Nil