

Tourism Report December 2020

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SUMMARY

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

REGULAR AIRLINE PASSENGER SERVICE UPDATE

Air Chathams announced that unfortunately due to the recent comments from the New Zealand government and the planned schedule for vaccinations to be rolled out in NZ, April is no longer a realistic date for them to start scheduled flights to Norfolk Island.

To avoid further disruptions to customers they will delay the commencement of Norfolk Island flights until Friday 6th August 2021. If a safe travel zone was to be established between NZ and NSW earlier then they have the option to bring that start date earlier.

Qantas approached Norfolk Island Regional Council to investigate the possibility of commencing return domestic or international flights between Brisbane/Sydney and Norfolk Island.

Air New Zealand flight had further changes to their schedule with an additional Sydney flight on Wednesdays (commencing 6 Jan) resulting in six scheduled flights per week.

To 27 Mar 2021 6 flights per week

SYD-NLK Mon	NLK-SYD Mon
SYD-NLK Wed	NLK-SYD Wed
SYD-NLK Fri	NLK-SYD Sat
BNE-NLK Tue	NLK-BNE Tue
BNE-NLK Thu	NLK-BNE Thu
BNE-NLK Sat	NLK-BNE Fri

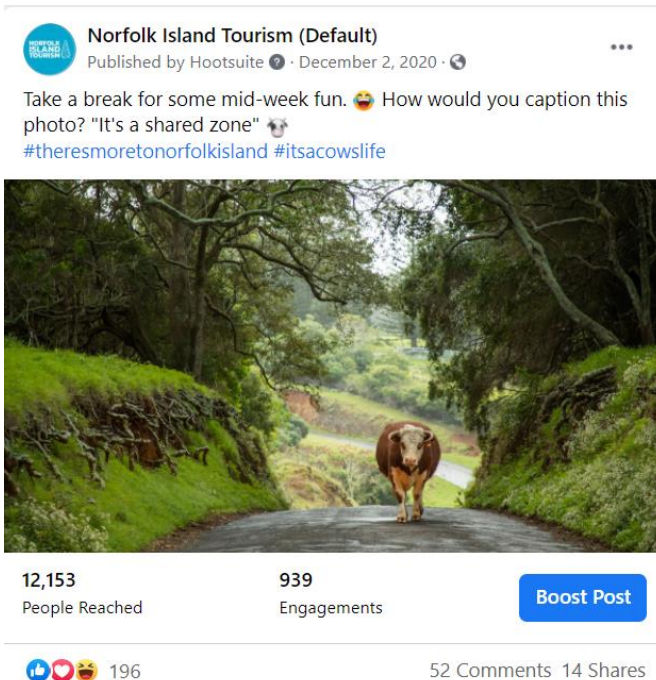
AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
Jul 2020	8	1200	24%	291	107	37%
Aug 2020	10	1500	23%	349	154	44%
Sep 2020	8	1200	36%	437	250	57%
Oct 2020	15	2250	60%	1346	971	72%
Nov 2020	19	2850	68%	1946	1632	84%
Dec 2020	21	3150	74%	2333	2014	86%
TOTAL	81	12150	55%	6702	5128	77%

DIGITAL MARKETING – DECEMBER 2020



Most Engaging Facebook Post Dec 2020



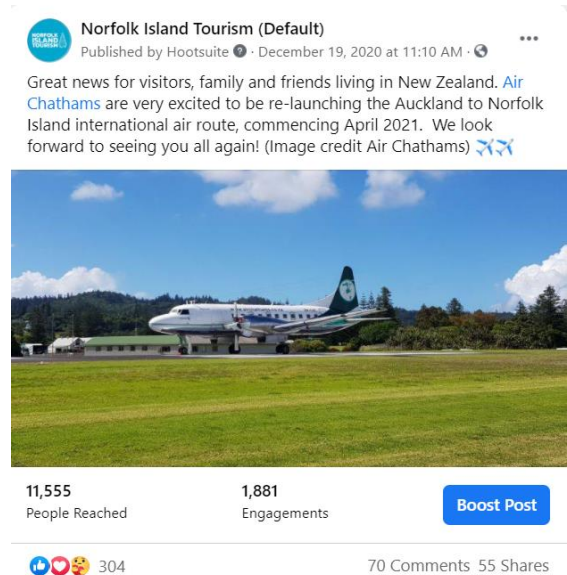
Norfolk Island Tourism (Default)
Published by Hootsuite · December 2, 2020

Take a break for some mid-week fun. 🤪 How would you caption this photo? "It's a shared zone" 🐮
#theresmoretonorfolkisland #itsacowlife

12,153 People Reached **939** Engagements

196 52 Comments 14 Shares

Highest Reach Facebook Post Dec 2020



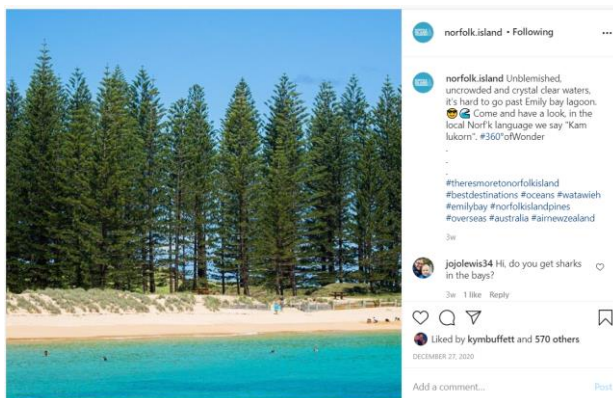
Norfolk Island Tourism (Default)
Published by Hootsuite · December 19, 2020 at 11:10 AM

Great news for visitors, family and friends living in New Zealand. [Air Chathams](#) are very excited to be re-launching the Auckland to Norfolk Island international air route, commencing April 2021. We look forward to seeing you all again! (Image credit Air Chathams) ✈️✈️

11,555 People Reached **1,881** Engagements

304 70 Comments 55 Shares

Most Engaging Instagram Post Dec 2020



norfolk.island · Following

norfolk.island Unblemished, uncrowded and crystal clear waters, it's hard to go past Emily bay lagoon. 🤩🤩 Come and have a look, in the local Norfolk language we say "Kam, lukom". #360°orWonder

#theresmoretonorfolkisland #bestdestinations #oceans #watawieh #emilybay #norfolkislandpines #overseas #australia #aimewezealand

jojolewis34 Hi, do you get sharks in the bays?

Liked by **kymbuffett** and 570 others

DECEMBER 27, 2020