

Norfolk Island Tourism

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Tourism Report January 2021

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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 New Zealand flight have had disruptions to some of their scheduled flights during January with Australia having changes to their border restrictions for New Zealand travellers. This meant that Air New Zealand crew and planes were temporarily not available to conduct the Norfolk Island schedule which disrupted several flights during the last week of January.

Qantas operated two repatriation flights to Norfolk Island on 31 January 2021. Thanks go to the Commonwealth for organising these flights.

| | 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% |
| Jan 2021 | 22 | 3300 | 54% | 1791 | 1471 | 82% |
| TOTAL | 103 | 15450 | 55% | 8493 | 6599 | 78% |

AIRLINE STATISTICS 2020/21

DIGITAL MARKETING – JANUARY 2021





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Most Engaging & Highest Reach Facebook Post Jan 2021



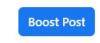
Norfolk Island Tourism (Default) Published by Hootsuite 2 · January 30 at 10:01 AM · G

In light of the flight delays this week, the local community have been generously assisting visitors during their extended stay in many ways. We have heard of people donating fruit and vegetables, accommodation properties offering either free or discounted rates for their guests and tour companies offering free evening shows. Tourism is SO important to our little island and these kind gestures (and no doubt there are others happening too) is what the local community does so ... See More



16.412 People Reached

2.710 Engagements



COS You and 554 others

71 Comments 64 Shares

Most Engaging Instagram Post Jan 2021



. #norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #enjoythemagic #naturalattractions #sliceofparadise #relaxation #lovetheoutdoors #culture #experience #organic #freedom #unique #islandescape #discovernorfolkisland #wanderlust

we Liked by oxleytravel and 481 others



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TOURISM GROSS SALES 2020/2021

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 Jan Last Year | COMPARISON Year to Date | COMPARISON to average Jan |
|--|--------------------------------|----------------------------|------------------------------|
| Retail Sales | • DOWN 34% | • DOWN 47% | • UP 16% |
| Accommodation Sales | • UP 30% | • DOWN 28% | U DOWN 1% |
| Tour Sales | • DOWN 57% | • DOWN 57% | • DOWN 22% |
| TOTAL SALES | • DOWN 25% | U DOWN 46% | • UP 11% |