

Norfolk Island Tourism, Taylors Rd. P.O Box 95 - Norfolk Island - 2899 Ph. + 6723 22147 E. nitourism@nirc.gov.nf www.norfolkisland.com.au

Tourism Report February 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.

CHASING THE LIGHT DOCUMENTARY – RAY MARTIN AND KEN DUNCAN

An exciting project will be taking place during 2021 which will provide Norfolk Island with excellent television and digital exposure. Max Uechtritz will be producing a Norfolk Island documentary articulating the outstanding history, unique stories, and the natural beauty of the island. 'Chasing the Light' is an adventure documentary following Australia's most awarded photographer Ken Duncan along with



renowned photo-journalist Ray Martin. The photographic adventure will take the viewer on a deep emotional journey to feel the very special connection that Norfolk Islanders have to their homeland.

Funding for the project has generously been provided through a partnership of Tourism Australia and the Department of Infrastructure, Transport, Regional Development and Communication (with remaining tourism stimulus funds). Project management has been contracted to The Unique Tourism Collection who will accompany the film crew and handle all project details.

Ray Martin and Max Uechtritz visited Norfolk from 5 to 8 February and again from 5 to 8 March for reconnaissance visits. Filming for the documentary will take place from 29 March to 11 April, 2021.

EXPLORE TV – GURU PRODUCTIONS

Guru Productions is a TV production company based in Perth who specialise in producing high-quality lifestyle programs for broadcast. They have been producing television programs for twenty years for Nine Network. Their television programs include the long-running popular gardening program "The



Garden Gurus", travel program "Explore TV" focusing on worldwide travel, "Destination WA", "Our State on a Plate", "Greenfingers", "Delish from Garden to Table" and "Delish Destinations".

Funding for the project has generously been provided by the Department of Infrastructure, Transport, Regional Development and Communication (with remaining tourism stimulus funds). Project management has been contracted to The Unique Tourism Collection who will accompany the film crew and handle all project details.

Guru Productions crew will be on island to film from 3 to 22 May, 2021.

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TOURISM AUSTRALIA FAMIL

The Office of the Administrator in partnership with Norfolk Island Regional Council, will welcome a VIP famil of Tourism Australia's senior executives who will visit Norfolk Island from 5 – 10 March 2021. The famil was organised by The Unique Tourism Collection and they will escort the group.

The purpose of the trip is to assist with Norfolk Island's future tourism promotion and development by bringing these senior representatives from Tourism Australia along with an external journalist and content creator. This senior group of Business Unit Managers (Industry Relations, Social, PR and Content) will be visiting to gain a deeper understanding of Norfolk Island as a destination and will aim to gather new imagery and content to be used across their various assets to promote tourism to Norfolk Island for the future.

During their visit, the Tourism Australia team will be also be hosting a special workshop to update the local industry on Tourism Australia activities and campaigns and how to work with them more effectively.

- 1. Dominic Mehling Industry Relations Manager, Tourism Australia
- 2. Lauren Caverley Publicist, PR and Social, Tourism Australia
- 3. Georgia Johnson Social Media Executive, Tourism Australia
- 4. Allie Metz Global Content Producer, Tourism Australia
- 5. Michael Turtle Journalist (External)
- 6. Rian Cope Content Creator (external)

REGULAR AIRLINE PASSENGER SERVICE UPDATE



Air New Zealand flights continued to have disruptions during February with ongoing and everchanging Australian border restrictions for New Zealand travellers. Air New Zealand were not able to conduct approximately half of the scheduled Norfolk Island flights during February.

Qantas operated eleven repatriation flights to Norfolk Island during February 2021. Our thanks once again go to the Commonwealth for organising these flights.

Incoming Seats Load Incoming Visitors Visitor % of Flights **Available** Capacity Passengers Passengers Jul 2020 8 1,200 24% 291 107 37% 10 1,500 23% 349 154 44% Aug 2020 250 Sep 2020 8 1,200 36% 437 57% Oct 2020 15 2,250 60% 1,346 971 72% Nov 2020 19 2,850 68% 1,946 1,632 84% Dec 2020 21 3,150 74% 86% 2,333 2,014 Jan 2021 22 3,300 54% 1,791 1,471 82% Feb 2021 23 3,450 72% 2,496 2,244 90% TOTAL 126 18,900 58% 10,989 8,843 80%

AIRLINE STATISTICS 2020/21



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DIGITAL MARKETING – FEBRUARY 2021



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Facebook Feb 2021 - Most Engaging Post



Norfolk Island Tourism (Default) Published by Hootsuite @ · February 5 at 5:30 PM · S

Next time you visit, head out of town and join Pip and Les and their team at the brand new Sunset Bar. U Located at their beautiful property at Puppies Point; enjoy the bar service, order a delicious grazing platter and listen to the tunes... all this as the sun sets beyond the horizon.



People Reached

Boost Post

256

65 Comments 25 Shares

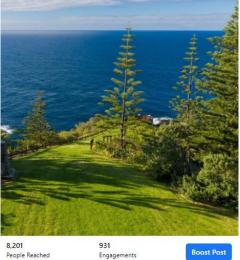
Instagram Feb 2021 - Most Engaging Post

Engagements



Norfolk Island Tourism (Default) Published by Hootsuite • February 15 at 8:01 PM · 👁

Impressed by what he found here in 1774, Captain Cook described Norfolk Island as 'paradise', A and it's not hard to see why. The Captain Cook lookout is truly a beautiful spot to visit, enjoy a picnic or BBQ, experience the walking tracks, listen to the birds or stay awhile and appreciate this incredible vista. If theresmoretonorfolkisland #walkingholidays #visitnorfolkisland #norfolkislandpines Parks Australia



COS 410 19 Co

19 Comments 41 Shares



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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 Feb Last Year	COMPARISON Year to Date	COMPARISON to average Feb
Retail Sales	U DOWN 10%	• DOWN 54%	• UP 61%
Accommodation Sales	• UP 53%	U DOWN 35%	• UP 20%
Tour Sales	• DOWN 52%	U DOWN 65%	• UP 16%
TOTAL SALES	• DOWN 27%	U DOWN 54%	• UP 40%

February 2021 sales were down compared to 2020 (record February sales) with the exception of Accommodation and Car Hire which increased by 53% from last year. Overall, February performed really well, with sales results well above the average statistics from the last 10 years. This provides us with valuable insight that Norfolk Island is recovering quite quickly from the pandemic damage.

WHOLESALE BOOKINGS – JANUARY & FEBRUARY 2021

	2020	2021	Difference		
Jan	1380	1196	-13%	Northern Beaches cluster, Interstate border closure to NSW, Qld lockdown & NZ border closure.	
Feb	1142	1598	+40%	Excellent results!	
YTD (Calendar Year)	2522	2794	+11%	Good results.	
YTD (Financial Year)	4666	4927	+6%	Tracking well with good recovery	