

## Tourism Report March 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.



### TOURISM AUSTRALIA FAMIL

The Office of the Administrator, in partnership with Norfolk Island Regional Council, welcomed a VIP famil of Tourism Australia's senior executives on Norfolk Island 5 – 10 March 2021. The Famil was organised by and escorted by Jonica Paramor and Svetlana Jovanovic from The Unique Tourism Collection.

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

### Famil Group:

- Dominic Mehling – Industry Relations Manager, Tourism Australia
- Lauren Caverley – Publicist, PR and Social, Tourism Australia
- Georgie Johnson – Social Media Executive, Tourism Australia
- Allie Metz – Global Content Producer, Tourism Australia
- Michael Turtle – Journalist (External)
- Rian Cope – Content Creator (external)



On Monday 8 March, the Tourism Australia (TA) team hosted a special workshop to update the local industry on TA activities and campaigns and talked about how to work with them more effectively. Thank you to all business operators who attended the workshop to absorb valuable information about the relationship between TA and Norfolk Island.

Tourism Australia have over 16M social media followers (18% Australian and 82% Global)

While on island, TA posted on Facebook and Instagram a drone shot featuring Emily Bay  
Instagram - Reach: 1.4 million, Impressions: 1.3 million, Engagement: 8117.1k  
Facebook - Reach: 512.1k, Impressions: 512.2k, Engagement: 26.1k

## CHASING THE LIGHT DOCUMENTARY – RAY MARTIN AND KEN DUNCAN

Filming for the 'Chasing the Light' documentary will take place from 29 March to 11 April, 2021. Ken Duncan and Ray Martin will be starring in a Norfolk Island documentary articulating the outstanding history, unique stories, and the natural beauty of the island under producer Max Uechtritz.

## REGULAR AIRLINE PASSENGER SERVICE UPDATE

**Air New Zealand flights** continued to have disruptions during March. Air New Zealand were not able to conduct any of the scheduled Norfolk Island flights during the month.

**Qantas** operated 28 flights to Norfolk Island during March 2021. Our thanks once again go to the Commonwealth for organising these flights.

## AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers	Visitors	Visitor % of Passengers
<b>Jul 2020</b>	8	1200	24%	291	107	37%
<b>Aug 2020</b>	10	1500	23%	349	154	44%
<b>Sep 2020</b>	8	1200	36%	437	250	57%
<b>Oct 2020</b>	15	2250	60%	1346	971	72%
<b>Nov 2020</b>	19	2850	68%	1946	1632	84%
<b>Dec 2020</b>	21	3150	74%	2333	2014	86%
<b>Jan 2021</b>	22	3300	54%	1791	1471	82%
<b>Feb 2021</b>	23	3450	72%	2496	2244	90%
<b>Mar 2021</b>	28	4100	77%	3146	2812	89%
<b>TOTAL</b>	<b>154</b>	<b>23000</b>	<b>61%</b>	<b>14135</b>	<b>11655</b>	<b>82%</b>

## DIGITAL MARKETING – MARCH 2021



## Facebook Mar 2021 - Most Engaging Post

**Norfolk Island Tourism (Default)**  
Published by Tasia Anderson · March 17 at 2:09 PM

Press Release from The Administrator  
Australian Territory of Norfolk Island.

Qantas to deliver Norfolk Island flights in coming months

The Australian Government has engaged Qantas to deliver passenger and freight air services for Norfolk Island for the next three months.

Air New Zealand remains the long-term underwritten supplier of air services to Norfolk Island. However, the current impacts of COVID-19 on Air New Zealand's crewing arrangements and service delivery, mean that this arrangement with Qantas is critical to ensure the continuity of air services to Norfolk Island.

Ensuring reliable passenger air service for Norfolk Island throughout the COVID-19 pandemic remains a key priority of the Australian Government.

Reliable air services to the Island are not only necessary for residents, business and government, but also to ensure tourists can continue to take advantage of the extraordinary natural and cultural environment of Norfolk Island.

The arrangement with Qantas comes into effect from 19 March 2021.

The current passenger flight schedule between the Australian mainland and Norfolk Island will remain, with Qantas providing six flights arriving on Norfolk Island each week, three from Brisbane and three from Sydney. Days will not change but there may be some minor adjustments to arrival and departure times. Please check [qantas.com](http://qantas.com) for the latest Qantas flight schedule.

Passengers with an Air New Zealand booking in this three-month period will be automatically rebooked to the replacement Qantas service. During this time future bookings will be done through Qantas.

These arrangements will be reviewed after six weeks to ensure that we are providing the best possible passenger flight services to the Norfolk Island community and tourists during the COVID-19 pandemic.

I will keep the community updated as we continue to provide essential air services to Norfolk Island.

Eric Hutchinson  
Administrator of Norfolk Island 17 March 2021  
[Australia.com/Qantas](http://Australia.com/Qantas)

10,746 People Reached    1,146 Engagements

Boost Post

87 Comments    50 Shares

## Facebook Mar 2021 - Highest Reach Post

**Norfolk Island Tourism (Default)**  
Published by Hootsuite · March 3

New blog story 'A Holiday haven in uncertain times' written by recent visitors to #norfolkisland... "Within days I had completely disconnected from the news cycle and reconnected with things that I've not really appreciated for years: the sound of the wind; the feel of sea spray; the far-off sound of a rooster crowing at sunrise; the stars...omg, the stars!" Read on!  
#theresmoretonorfolkisland #holidayhere Australia.com  
<http://ow.ly/QSN150D0pTd>

NORFOLKISLAND.COM.AU  
**A Holiday Haven in Uncertain Times**  
I've got to come clean before I go any further. A few weeks ago I knew almost nothing about ...

27,892 People Reached    1,127 Engagements

Boost Post

## Instagram Mar 2021 - Most Engaging Post

**norfolk.island**

norfolk.island Adding a dash of colour to your feed ~ Beach? Yes please. Big thanks to @riancopie for this magic shot of Emily Bay

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventsisland #enjoythethemagic #naturalattractions #sliceofparadise #relaxation #lovethedoorsof #culture #experience #organic #freedom #unique #islandescapes

Liked by theuniquetourismcollection and 674 others

MARCH 26

Add a comment... Post

## 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. <b>GROSS SALES</b>	COMPARISON to Mar Last Year	COMPARISON Year to Date	COMPARISON to average Mar
Retail Sales	⬆️ UP 49%	⬇️ DOWN 46%	⬆️ UP 36%
Accommodation Sales	⬆️ UP 370%	⬇️ DOWN 22%	⬆️ UP 43%
Tour Sales	⬆️ UP 82%	⬇️ DOWN 53%	⬆️ UP 58%
<b>TOTAL SALES</b>	⬆️ UP 114%	⬇️ DOWN 43%	⬆️ UP 50%

March 2021 sales were excellent compared to 2020. Overall, March performed really well, with sales results well above the average statistics from the last 10 years.

- Tour sales - Best March & Third best month (all months)
- Retail sales - Second best March
- Accommodation/car hire sales - Third best March
- Total sales - Fifth best month (all months)