

Norfolk Island Tourism

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 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)





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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
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%
Feb 2021	23	3450	72%	2496	2244	90%
Mar 2021	28	4100	77%	3146	2812	89%
TOTAL	154	23000	61%	14135	11655	82%

DIGITAL MARKETING – MARCH 2021

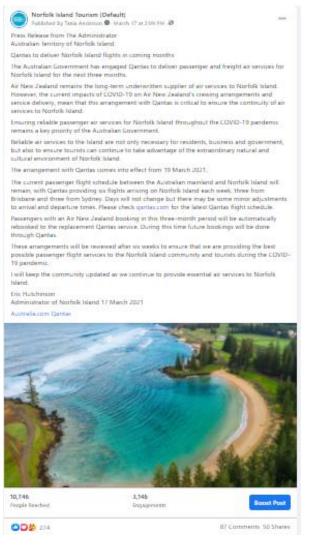




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Facebook Mar 2021 - Most Engaging Post



Facebook Mar 2021 - Highest Reach Post





TOURISM GROSS SALES 2020/2021

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.

Sales transactions are from the	COMPARISON	COMPARISON	COMPARISON
destination website and Visitor	to Mar Last Year	Year to Date	to average Mar
Information Centre. GROSS SALES			
Retail Sales	∩ UP 49%	O DOWN 46%	∩ UP 36%
Accommodation Sales	∩ UP 370%	O DOWN 22%	∩ UP 43%
Tour Sales	∩ UP 82%	● DOWN 53%	∩ UP 58%
TOTAL SALES	1 UP 114%	O 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)