

## Tourism Report April 2021

**Author:** Rose Evans, Team Leader - Tourism and Heritage

### 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.

### SYDNEY WRITERS FESTIVAL

As part of Norfolk Island Regional Council's commitment to build on our sense of community, Norfolk Island Tourism coordinated the Sydney Writers Festival Live & Local community event. Sydney Writers' Festival is Australia's largest forum celebrating books and ideas in the southern hemisphere. The Festival brings the world's finest authors and esteemed thinkers to areas in real time through the Live & Local project.

When the program was piloted in 2015, Live & Local partnered with just 10 streaming partners across NSW. In 2021, 50 partners streamed at 68 venues across every state and territory in Australia.



### REGULAR AIRLINE PASSENGER SERVICE UPDATE

**Qantas** continued to operate flights to Norfolk Island during April 2021.

### 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>Apr 2021</b>	26	3900	89%	3452	3031	88%
<b>TOTAL</b>	<b>180</b>	<b>26900</b>	<b>65%</b>	<b>17587</b>	<b>14686</b>	<b>84%</b>

## DIGITAL MARKETING – APRIL 2021



### Facebook Apr 2021 - Most Engaging Post

**Norfolk Island Tourism (Default)**  
Published by Tania Anderson · April 8

You never know who you might meet holidaying on our paradise island! 🌞 The team at High Tide Kitchen on Norfolk Island were very excited to meet Australian actor Shane Withington aka 'John Palmer' who was more than happy to pose for photos. We hope Shane and his lovely wife actress Anne Tenney have a fabulous time with us! 🌴 Home and Away #overseasholiday Australia.com (Photo courtesy of Sue Kizzard)

**8,664** People Reached      **1,065** Engagements

254      34 Comments 3 Shares

### Facebook Apr 2021 - Highest Reach Post

**Norfolk Island Tourism (Default)**  
Published by Tania Anderson · April 6

This was beautiful Emily bay over the long Easter weekend... it is hard to believe summer is over! Check out the incredible visibility of the water and shadows of the Norfolk pines, it really is a stunning spot for an early morning swim. 🌊 tania\_2899. 🌞 #overseasholiday #bestbeaches #holidayherethisyear #australia 🌴

**18,111** People Reached      **1,139** Engagements

451      37 Comments 24 Shares

### Instagram Apr 2021 - Most Engaging Post

**norfolk.island**

norfolk.island Unobstructed views don't get much better than this! 🌴 #CascadeReserve is off the beaten track, in fact just off #HarpersRoad. The boardwalk is the perfect lookout to capture those happy holiday snaps! The green rolling hills, the waterfalls, and the deep blue #PacificOcean provide the perfect backdrop; you'll most likely be the only person there. 🌞 #theresmoretonorfolkisland #holidaytime

#holidayherethisyear #waterfalls #bestdestinations #overseasholiday #seeaustralia #norfolkislandtourism #landscape #visitorfolkisland

Liked by **susanelliottravel** and 587 others

APRIL 23

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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. <b>GROSS SALES</b>	<b>COMPARISON to Apr Last Year</b>	<b>COMPARISON Year to Date</b>	<b>COMPARISON to average Apr</b>
Retail Sales	⬆️ UP 22608%	⬇️ DOWN 35%	⬆️ UP 63%
Accommodation/Car Hire Sales	⬆️ UP 36050%	⬇️ DOWN 6%	⬆️ UP 37%
Tour Sales	⬆️ UP 20453%	⬇️ DOWN 41%	⬆️ UP 74%
<b>TOTAL SALES</b>	⬆️ UP 114%	⬇️ DOWN 30%	⬆️ UP 59%

There are no true sales comparisons to last year because in April 2020 Norfolk Island had no visitors. Overall, April achieved great results with all totals significantly exceeding average statistics from the last 10 years.

- Tour sales – Second best April on record
- Retail sales - Second best April on record
- Accommodation/car hire sales - Fourth best April on record
- Total sales - Second best April on record