

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 April 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.

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
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%
Apr 2021	26	3900	89%	3452	3031	88%
TOTAL	180	26900	65%	17587	14686	84%



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DIGITAL MARKETING - APRIL 2021



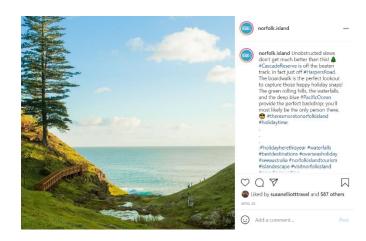
Facebook Apr 2021 - Most Engaging Post



Facebook Apr 2021 - Highest Reach Post



Instagram Apr 2021 - Most Engaging Post





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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 Apr Last Year	COMPARISON Year to Date	COMPARISON to average Apr
Retail Sales	∩ UP 22608%	O DOWN 35%	∩ UP 63%
Accommodation/Car Hire Sales	∩ UP 36050%	O DOWN 6%	∩ UP 37%
Tour Sales	∩ UP 20453%	O DOWN 41%	∩ UP 74%
TOTAL SALES	1 UP 114%	U DOWN 30%	1 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