

## Tourism Report May 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.



### EXPLORE TV – GURU PRODUCTIONS

From 3 to 22 May 2021, Guru Productions crew were on island to film episodes featuring Norfolk Island for Explore TV. The four different episodes will go to air each Saturday commencing 5 June 2021, on Channel 9 & 9HD 3:30pm to 4:00pm NLK time.

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 was generously provided by the Department of Infrastructure, Transport, Regional Development and Communication (with remaining tourism stimulus funds). Project management was contracted to The Unique Tourism Collection who accompanied the film crew and handled project details.



### MEDIA FAMIL – KENDALL HILL

Recently visiting Norfolk Island was Kendall Hill, a travel writer for Escape, published in News Ltd Australia-wide newspapers. Escape is Australia’s No.1 travel brand, a one-stop destination inspiring travellers with great holiday stories, deals, advice, trends and travel news. It has a weekly readership of 1.6million and online. [www.escape.com.au](http://www.escape.com.au)

Kendall’s highlights were bushwalking and discovering all of the island’s Public Reserves and National Parks, swimming in Emily Bay and the World Heritage Site at Kingston. Thank you to the local tourism operators Kendall met and spent time with, sharing stories and knowledge. Kendall posted on Instagram during his visit and the feature in Escape will be published soon.



## REGULAR AIRLINE PASSENGER SERVICE UPDATE

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

**Air Chathams'** scheduled to restart on 27 May however were unfortunately delayed until 10 June.

## 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>May 2021</b>	27	4050	76%	3078	2658	86%
<b>TOTAL</b>	<b>180</b>	<b>26900</b>	<b>65%</b>	<b>17587</b>	<b>14686</b>	<b>84%</b>

## 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 May Last Year</b>	<b>COMPARISON Year to Date</b>	<b>COMPARISON to average May</b>
Retail Sales	⬆️ UP 1473%	⬇️ DOWN 26%	⬆️ UP 71%
Accommodation/Car Hire Sales	⬆️ UP 16886%	⬆️ UP 5%	⬆️ UP 88%
Tour Sales	⬆️ UP 22527%	⬇️ DOWN 32%	⬆️ UP 53%
<b>TOTAL SALES</b>	⬆️ UP 7570%	⬇️ DOWN 21%	⬆️ UP 67%

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

- Retail sales - Best May on record
- Accommodation/car hire sales - Best May on record
- Tour sales – Second best May on record
- Total sales - Best May on record

## DIGITAL MARKETING – MAY 2021



### Facebook May 2021 - Most Engaging Post

**Norfolk Island Tourism (Default)**  
Published by Tania Anderson · May 19 at 1:20 PM · 🌐

**PRESS RELEASE** from The Administrator's Office.  
Qantas to continue delivering Norfolk Island flights until August.  
The Australian Government has extended its engagement of Qantas to deliver passenger and freight air services for Norfolk Island until the end of August.  
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 the extension of the current arrangement with Qantas is necessary to ensure the continuity of air services to Norfolk Island.  
Ensuring reliable passenger air services 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 extension of arrangements with Qantas comes into effect from 20 June 2021 until 29 August 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. Please check [qantas.com](https://www.qantas.com) for the latest Qantas flight schedule. I will keep the community updated on future arrangements as we continue to provide essential air services to Norfolk Island.  
Eric Hutchinson  
Administrator of Norfolk Island  
20 May 2021  
Image not part of the PR, taken by @Betty Matthews



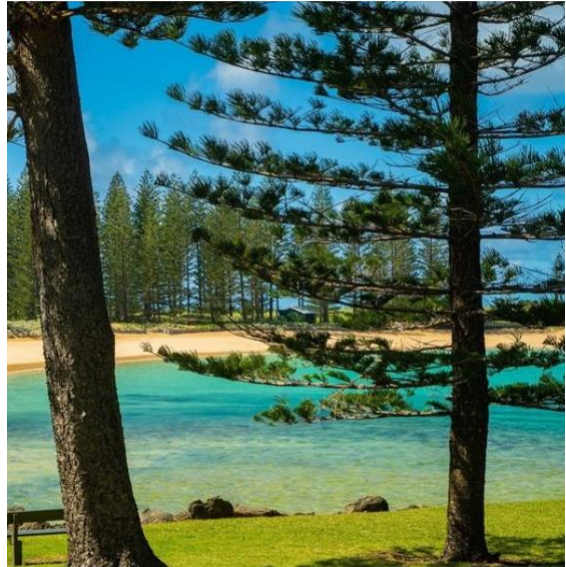
6,914 People Reached      1,800 Engagements      **Boost Post**

👍 129      32 Comments 18 Shares

### Facebook May 2021 - Highest Reach Post

**Norfolk Island Tourism (Default)**  
Published by Tania Anderson · May 5 at 7:04 AM · 🌐

Just like the song says "Sitting on the dock of the bay, watching the tide roll away" 🎵 Where else would you rather be than relaxing on the shores of beautiful Emily bay lagoon. Kam Lukom "Come and have a look"  
#overseasholiday #bestbeaches #visitnorfolkisland #australia 🇺🇸 🌴



20,142 People Reached      1,278 Engagements      **Boost Post**

👍 544      35 Comments 35 Shares

### Instagram May 2021 - Most Engaging Post



**norfolk.island**

norfolk.island The calming beauty of our own backyard.. Emily Bay shows beauty everyday!

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventisland #enjoythetragic #naturalsattractions #islandparadise #relaxation #lovethedoorsoors #culture #experience #organic #freedom #unique #islandscapes #discovernorfolkisland #wanderlust #theremoretonorfolkisland #australia

👍 Liked by [susaneliottravel](#) and 774 others

MAY 3

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