

Tourism Report June 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.

DIGITAL MARKETING – JUNE 2021



REGULAR AIRLINE PASSENGER SERVICE UPDATE

Qantas continued to operate six flights per week to Norfolk Island during June 2021.
Air Chathams' commenced New Zealand flights on 10 June 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%
May 2021	27	4050	76%	3078	2658	86%
Jun 2021	28	3825	61%	2376	2038	86%
TOTAL	235	34775	66%	23041	19382	84%



VISITORS AND AIRLINE PASSENGERS – A HISTORICAL COMPARISON

Tourism on Norfolk Island continues to thrive and has achieved excellent recovery results

- Highest number of May visitors since 2008
- Highest number of June visitors since 2008

Total Visitor Numbers																	Difference on previous year	Average visitors past 10 years
Financial Year	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21		
July	1786	2726	2223	2035	1578	1538	1915	1216	1291	1290	1228	1850	1465	1359	1427	107	-93%	1315
August	2108	3066	2866	2456	2100	1827	2151	1353	1651	1740	1824	1977	1460	1645	1911	154	-92%	1587
September	2281	2586	3111	2620	2103	2169	2695	2143	2275	2502	2376	2444	2629	2411	2366	250	-89%	2209
October	2875	3167	3338	3160	3055	2467	2565	2280	2386	2360	2464	2980	2931	2631	2596	971	-63%	2416
November	2625	3070	3431	2571	2488	2229	2137	2161	2520	2555	2561	2586	2473	2520	2773	1632	-41%	2392
December	2405	3133	2857	2462	2228	2238	2290	2071	2175	2359	2152	2577	3197	2411	2605	2014	-23%	2385
January	1779	2215	2516	2143	2128	1698	2044	1834	1823	2112	2172	2465	2542	2196	2432	1471	-40%	2109
February	2245	2809	3032	2220	2242	1807	2026	1937	1917	2267	2330	2469	2471	2200	2656	2244	-16%	2262
March	2459	3386	3178	3247	2757	2344	2296	2235	2694	2822	2628	3214	2962	2822	1453	2812	94%	2594
April	2613	2995	3617	2373	2246	2296	2030	2349	2472	2448	2829	3165	2640	2734	29	3031	10352%	2299
May	2500	2685	2674	2409	1963	2021	1666	1652	1806	2348	2378	2191	2013	1661	13	2658	20346%	1775
June	2543	2480	2556	1943	1451	1634	1318	1453	1721	1857	1660	1814	1580	1506	34	2038	5894%	1458
TOTAL	28,219	34,318	35,399	29,639	26,339	24,268	25,133	22,684	24,731	26,660	26,602	29,732	28,363	26,096	20,295	19,382	-4%	24968
Year to Date	28219	34318	35399	29639	26339	24268	25133	22684	24731	26660	26602	29732	28363	26096	20295	19382	-4%	

A = Highest

B = Lowest

- Highest number of May passengers for over 10 years
- Highest number of June passengers for over 10 years
- Highest number of 4th Quarter (April, May, June) passengers for over 10 years

TOTAL PASSENGERS												
DATE	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	Mth Diff
MTH	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	INBOUND	
JULY	1913	2358	1592	1736	1609	1684	2079	1914	1773	1934	291	-85%
AUG	2030	2471	1672	2024	2092	2183	2221	1779	2005	2378	349	-85%
SEPT	2440	3023	2496	2653	2896	2767	2746	2972	2741	2682	437	-84%
OCT	2908	3189	2616	2760	2730	2885	3348	3379	3092	3041	1346	-56%
NOV	2685	2433	2447	2883	2929	2936	2874	2827	2904	3207	1946	-39%
DEC	2609	3085	2580	2750	2939	2804	3088	3655	2826	2986	2333	-22%
JAN	2201	2475	2254	2259	2565	2663	2950	2955	2567	2813	1791	-36%
FEB	2087	2249	2223	2213	2610	2678	2809	2817	2568	2979	2496	-16%
MAR	2699	2559	2548	3071	3228	2987	3574	3321	3220	1870	3146	68%
APRIL	2716	2421	2785	2820	2865	3188	3596	3041	3086	65	3452	5211%
MAY	2329	2048	1902	2128	2686	2754	2508	2360	2000	69	3078	4361%
JUNE	1937	1620	1828	1984	2246	2058	2131	1921	1862	136	2376	1647%
YTD	28554	29931	26943	29281	31395	31587	33904	32941	30644	24160	23041	-5%
	28554	29931	26943	29281	31395	31587	33904	32941	30644	24160	23041	-5%

A = Highest month

B = Lowest month

TOURISM GROSS SALES 2020/2021

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

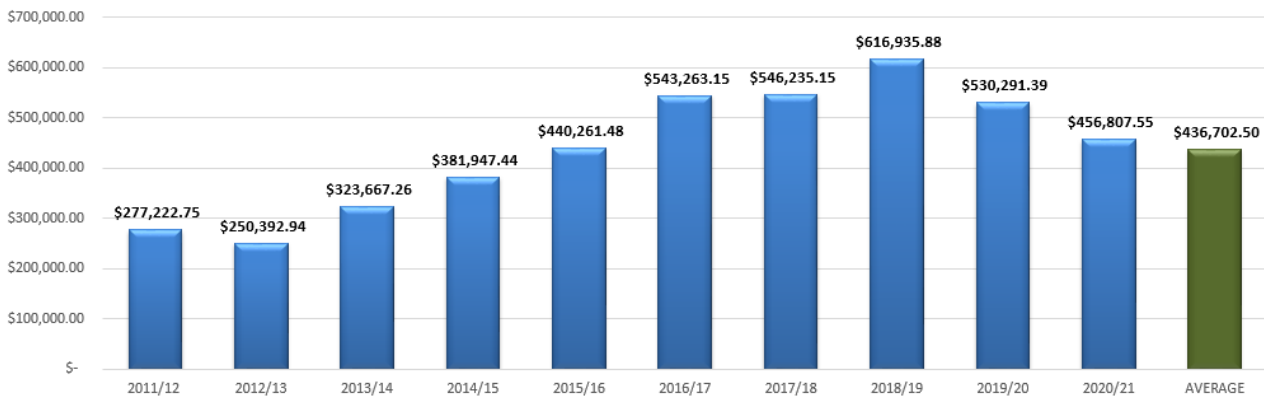
Sales transactions are from the destination website and Visitor Information Centre. GROSS SALES	COMPARISON 2020/21 to 2019/20	COMPARISON to average Jun
Retail Sales	⬇️ DOWN 18%	⬆️ UP 81%
Accommodation/Car Hire Sales	⬆️ UP 12%	⬆️ UP 45%
Tour Sales	⬇️ DOWN 26%	⬆️ UP 67%
TOTAL SALES	⬇️ DOWN 14%	⬆️ UP 63%

There are no true sales comparisons to last year because in June 2020 Norfolk Island had no visitors. Overall, June achieved outstanding results, with all totals significantly exceeding average statistics from the last 10 years and the total June sales 63% above the average June.

- Retail sales – Best May & June
- Accommodation/car hire sales – Best February, best May & third best June
- Tour sales – Best March & second best June
- Total sales – Best May & June

TOTAL SALES											
MONTH	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	AVERAGE
JUL	\$ 14,947.15	\$ 13,164.05	\$ 24,530.70	\$ 21,015.86	\$ 20,406.34	\$ 25,329.55	\$ 18,757.25	\$ 33,762.50	\$ 36,468.90	\$ 249.00	\$ 20,863.13
AUG	\$ 23,171.25	\$ 10,004.15	\$ 15,538.40	\$ 19,218.44	\$ 16,716.09	\$ 24,850.20	\$ 25,539.75	\$ 30,912.00	\$ 29,474.60	\$ 2,637.50	\$ 19,806.24
SEP	\$ 21,670.97	\$ 21,479.09	\$ 29,405.00	\$ 30,593.75	\$ 34,489.63	\$ 44,835.65	\$ 43,028.45	\$ 42,717.05	\$ 42,241.05	\$ 3,501.50	\$ 31,396.21
OCT	\$ 30,745.65	\$ 22,907.44	\$ 23,921.88	\$ 48,692.25	\$ 36,409.75	\$ 65,205.55	\$ 51,111.70	\$ 59,761.44	\$ 84,377.10	\$ 23,244.20	\$ 44,637.70
NOV	\$ 28,153.37	\$ 21,736.60	\$ 31,429.65	\$ 49,345.00	\$ 51,586.36	\$ 37,013.20	\$ 51,109.25	\$ 68,149.24	\$ 74,423.39	\$ 34,658.30	\$ 44,760.44
DEC	\$ 16,467.80	\$ 20,748.20	\$ 26,140.05	\$ 27,974.30	\$ 31,858.68	\$ 33,759.45	\$ 41,388.50	\$ 43,483.80	\$ 70,642.70	\$ 45,498.10	\$ 35,796.16
JAN	\$ 27,604.25	\$ 34,220.13	\$ 34,602.34	\$ 40,517.57	\$ 37,542.19	\$ 87,667.50	\$ 53,334.50	\$ 65,748.40	\$ 75,955.55	\$ 57,189.60	\$ 51,438.20
FEB	\$ 30,565.25	\$ 13,423.75	\$ 30,266.30	\$ 27,618.65	\$ 31,520.16	\$ 41,588.90	\$ 53,629.75	\$ 44,578.50	\$ 79,056.75	\$ 57,819.45	\$ 41,006.75
MAR	\$ 27,658.30	\$ 33,509.18	\$ 29,766.34	\$ 31,124.50	\$ 60,906.63	\$ 62,807.80	\$ 72,017.30	\$ 76,863.50	\$ 35,268.65	\$ 75,574.90	\$ 50,549.71
APR	\$ 24,086.75	\$ 21,974.85	\$ 38,152.42	\$ 41,415.12	\$ 50,908.33	\$ 58,769.55	\$ 62,318.00	\$ 72,699.40	\$ 339.70	\$ 69,819.85	\$ 44,048.40
MAY	\$ 16,447.75	\$ 17,488.20	\$ 20,535.74	\$ 26,640.00	\$ 38,799.30	\$ 42,359.05	\$ 42,606.70	\$ 41,502.35	\$ 646.50	\$ 49,585.05	\$ 29,661.06
JUN	\$ 15,704.26	\$ 19,737.30	\$ 19,378.44	\$ 17,792.00	\$ 29,118.02	\$ 19,076.75	\$ 31,394.00	\$ 36,757.70	\$ 1,396.50	\$ 37,030.10	\$ 22,738.51
YTD	\$ 277,222.75	\$ 250,392.94	\$ 323,667.26	\$ 381,947.44	\$ 440,261.48	\$ 543,263.15	\$ 546,235.15	\$ 616,935.88	\$ 530,291.39	\$ 456,807.55	\$ 436,702.50
	BEST	WORST	RECORD								

Tourism Gross Sales - Norfolk Island Tourism



Facebook Jun 2021 - Most Engaging Post



Norfolk Island Tourism (Default)
Published by Hootsuite
June 2 at 8:01 AM

We are interrupting your Facebook feed with a glimpse of what paradise looks like! Want to find out more...jump onto our website!
<http://ow.ly/HQUJ50EYV6P> Hope to see you soon!
#visitnorfolkisland #pictureperfect #emilybay #seeaustralia

494 36 Comments 58 Shares

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Tania Scott
Looks amazing! I've got to get there soon
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Michael Halliday
It totally is paradise, it was such an awesome island to visit & enjoy.
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Diane Lucas
Beautiful tranquil setting. visited in 2008...
Comment as Norfolk Island

Instagram Jun 2021 - Most Engaging Post



norfolk.island



norfolk.island Spectacular Morning on Norfolk Island today ~ fabulous shot by the wonderful Susan @norfolk_island_time

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