

Tourism Report July 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 – JULY 2021



TOURISM GROSS SALES JULY 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	July 2020	July 2021
Retail Sales	\$249.00	\$3,799.40
Accommodation/Car Hire Sales	\$0.00	\$21,698.00
Tour Sales	\$0.00	\$7,272.00
TOTAL SALES	\$249.00	\$32,769.40

There are no true sales comparisons to last year because in July 2020 Norfolk Island had hardly any visitors. Overall, July achieved some great results considering the limited visitor numbers.

- Retail sales – UP 1426%
- Accommodation/car hire sales – Best July ever
- Total sales – Third best July ever

REGULAR AIRLINE PASSENGER SERVICE UPDATE

Qantas operated 8 Sydney and 11 Brisbane flights to Norfolk Island during July 2021.

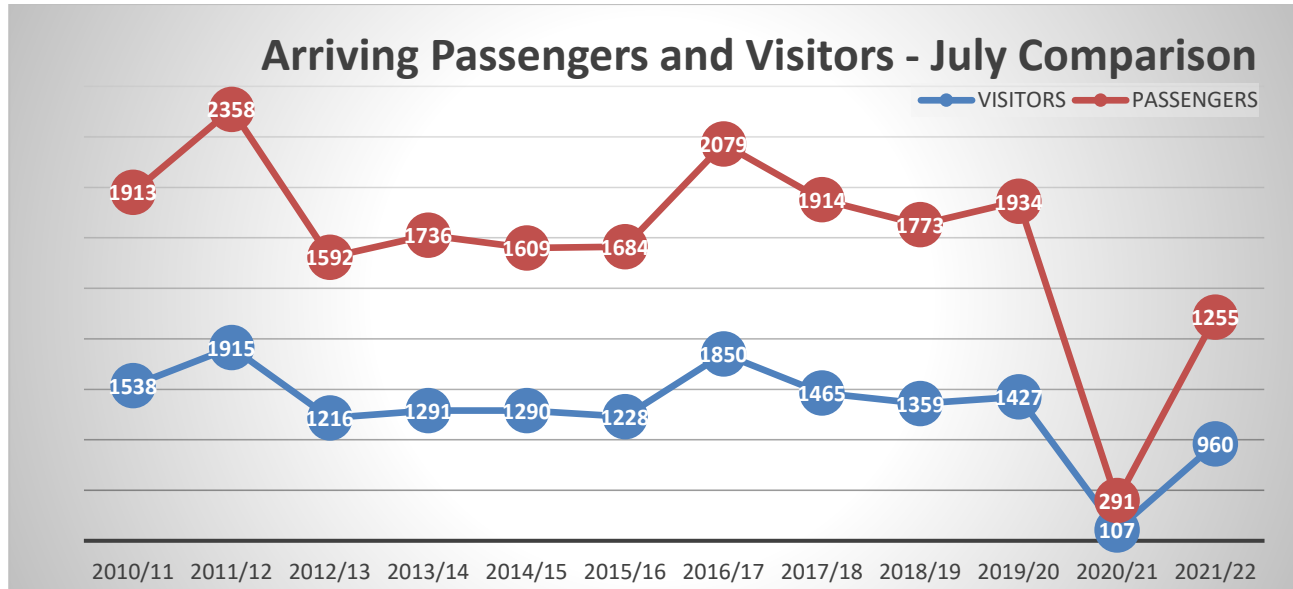
Air Chathams' operated 4 Auckland flights to Norfolk Island during July 2021.

AIRLINE STATISTICS 2021/22

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers	Visitors	Visitor % of Passengers
Jul 2021	23	2950	43%	1255	960	76%
TOTAL	23	2950	43%	1255	960	76%

AIRLINE PASSENGERS AND VISITORS – A HISTORICAL COMPARISON

Visitation to Norfolk Island has dropped dramatically due to travel restrictions within most Australian States and Territories, as well as suspension of the Australia/New Zealand bubble.



POST BOX FOR THE VISITOR INFORMATION CENTRE (VIC)

The post box from the old Post Office veranda has been relocated to the VIC roadside veranda, making it more visible to visitors and locals wishing to post mail. The VIC sells postcards and Australian postage stamps, making it nice and easy for visitors to pop their cards straight into the mail!

Thank you to Kath at Australia Post for your assistance and who will continue to clear the mail on the collection run. Thank you to Neville from the Works Depot for getting the work done.



THE VISITOR INFORMATION CENTRE NOW OFFERS A NEW COMPLIMENTARY SERVICE



A public computer has been set up at the Centre, to enable visitors to complete their own entry permit applications for their return to New Zealand, or Australian States or Territories. With desktop shortcut links to each application, we anticipate this service will remove the stress that visitors feel when they are unable to access internet on their devices. It will also alleviate the extra work which has recently been forced upon some of the accommodation operators and travel agents.

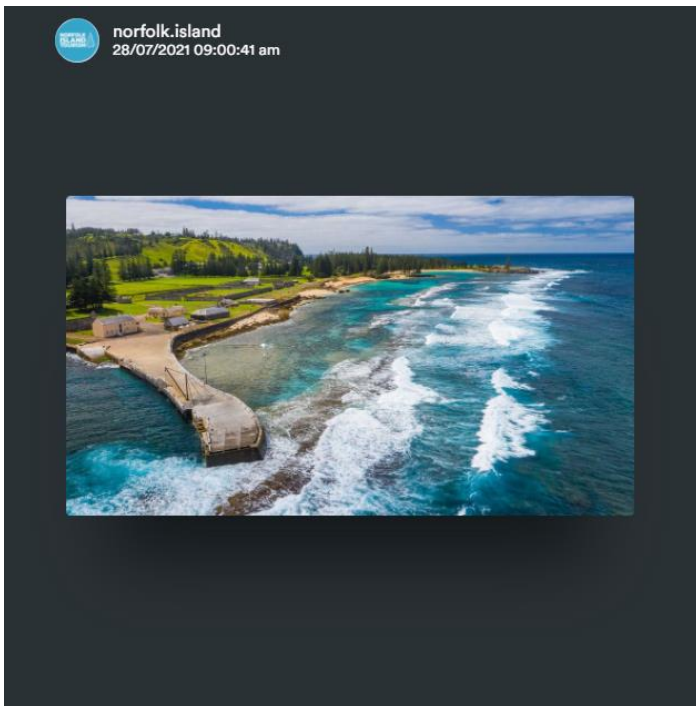
The Tourism staff are happy to provide a printed copy of each Permit, once completed by the visitors.

Facebook Jul 2021 - Most Engaging Post



Stats	Comments	Albums / Labels
642 Reactions	39 Comments	
15.7k Impressions	15.4k Reach	
34 Shares	515 Total clicks	
353 Unique clicks	4.11% Engagement rate	

Instagram Jul 2021 - Most Engaging Post



Stats	Comments	Albums / Labels
427 Likes	9 Comments	
3.61% Engagement rate	11.83% Engagement on reach	
3,795 Reach	30.55% Reach rate	
4,111 Impressions	13 Saves	



BUY LOCAL SPENDING SPREE COMPETITION

As part of Councils Buy Local Campaign, a spending spree competition was held during the month of July, 2021 to encourage Norfolk Island residents to purchase products from local businesses during what is a traditionally quiet part of the year with low economic activity due to limited flights and low visitor numbers. A media release invited all local businesses to participate in the competition

To participate businesses were required to pay a \$10 fee. For this fee businesses were promoted in all competition media releases and display material which supported the competition. One

hundred percent of business participation fees were distributed as prizes. Prizes were distributed in the form of vouchers which could be spent at participating businesses. Winners were able to nominate which participating businesses they wanted their vouchers from.

Media releases provided additional promotion for all participating businesses and generally encouraged Norfolk Island residents to support local businesses by purchasing products locally. To enter the competition entrants needed to spend \$20 or more at a participating business during the month of July. To complete an entry, the eligible entrant was required to write their name and phone number on the back of their original receipt and place in an entry box. The winners' receipts were drawn by the Norfolk Island Police on Friday 6 August 2021.

Participating Businesses 73

Total receipts received 13,201

Total spend as indicated by the receipt data collated \$944,502.58

Competition Winners

1st Prize - \$400 Vouchers from participating businesses – Sim James

2nd Prize - \$200 Vouchers from participating businesses – Michelle Craig

3rd Prize - \$100 Vouchers from participating businesses – Mandy Gardner

4th Prize - \$30 Vouchers from participating businesses – Adam Brown

Buy Local Spending Spree Competition - Annual Comparison

