

## Council's Report on Tourism, Museum and Liquor Bond activities

August proved a challenging month with travel restrictions across several Australian states resulting in the suspension of the Australian/New Zealand Travel bubble. This negatively impacted visitation with a 50% downturn against 2019 visitor numbers and a consequent downturn in customers across all ED departments. The mid-August announcement that Air New Zealand would cease flying to Norfolk Island was a further blow to Norfolk businesses. Although full refunds were provided by Air New Zealand and Qantas has been extended to maintain existing flights until June 2022, this final disruption to travel plans has resulted in a high level of cancellations.

### August Revenues

Economic Development excluding airport and fire services fees reported a total revenue of \$297,950. Museum accounted for 3%; Tourism 3.8% and Liquor Bond 93.2% of total revenues.

### SNAPSHOT VISITOR STATISTICS/REVENUES

Comparisons to 2020 are of little value due to the impacts of shut downs with a more accurate picture gained from comparisons to earlier years results.

Visitors – Airline Stats	2021	2020	2019	2018
Month of August	731	154	1,911	1,645
Year to Date 1 July – 31 August	1,691	261	3,338	3,004

MTD up 548% to 2020 though impacted by COVID lock downs. Travel restrictions in August 2021 resulted in visitation down 50% on 2019

Visitors - Museums	2021	2020	2019	2018
Month of August	808	212	1,198	1847
Year to Date 1 July – 31 August	2,077	294	2,388	3662
Museums Total Revenues	\$9,429	\$2,261	\$17,087	\$15,153

MTD visitation down 32.5% on 2019 YTD comparison down 13% on 2019 figures

Liquor Bond	2021	2020	2019	2018
Month of August Customers	4,426	4,410	6,323	5,683
Month of August Sales	\$297,950	\$275,808	\$354,935	\$353,961
Average spend per Customer	\$67.32	\$62.54	\$56.14	\$62.29
Year to Date Customers	9,641	13,240	11,802	10,906
Year to Date 1 July – 31 August	\$688,714	\$556,790	\$644,309	\$608,399

Customers MTD up 0.04% on 2020 figures and 30% behind 2019

Revenues MTD up 8% on 2020 figures however a 16% decrease on 2019 figures

Revenues YTD tracking well against the previous 4 years up 24% on 2020; up 7% on 2019; up 14% on 2018

Economic Development Gross Sales	Museum	Tourism	Liquor Bond
Month of August	\$9,429	\$12,172	\$297,950
Year to Date 1 July – 31 August	\$22,187	\$44,941	\$688,714
% Total MTD Revenue	3%	3.8%	93.2%

Note: figures exclude airport and NIFSS fees

## **KAVHA MUSEUMS**

Museum's recorded improved visitation against August 2020 figures though a difficult comparison with impacts of COVID lockdowns in 2020. August lockdowns across Victoria and NSW impacted visitation with a 48.27% decrease against 2019 August visitation and a 24.74% decrease against 2019 YTD. Spend per head for August is up 6.6% on 2019 spend per head.

### Museums Projects

- All Sirius microenvironments and half of the Commissariat Store metal microenvironments changed from silica self-indicating to *Proisorb* silica cassettes
- Reformatting work on the Quality Row Book was completed and successfully reprinted, this publication is now available through the REO after an absence of four years.

More information on this and other matters covered by the recent Council Meeting can be found on Council's website: <http://www.norfolkisland.gov.nf/council-meetings-2021>

## **Sandy McFeeters**

Manager Economic Development  
15 October 2021