



May 2017 NI Tourism Report by Rose Evans – Acting Team Leader Tourism

Social Media Statistics

Facebook

The Norfolk Island Tourism Facebook Page currently has 23,000 page likes. These have slowly increased over the years, with 215 likes this month. An audience reach of 51,000 reflects the amount of people that have seen our posts. Post engagements for March/April are 30,400 and indicate how many post clicks, reactions, comments and shares we have had.

Instagram

Instagram is a platform purely based on photographs and primarily used to share visitor's photos of Norfolk. Norfolk Island Tourism claims the hashtag #norfolkisland with which we are able to view and share the images used under this tag. Over the last couple of months we have seen an increase of 215 shares.

Twitter

Currently we have 1706 following our Twitter account @norfolkisland_ and we aim to tweet at least 2-3 times daily.

Visitor Survey Cards

After discussions with Burnt Pine Travel and permission sought from Air New Zealand, I can now confirm that the Visitor Survey Cards will be handed out to all visitors with their departure cards on check-in at the Norfolk Island Airport. This project will be put into place early May when Bart Murray is back on Island. Visitors will be encouraged to complete the survey with check-in staff saying *"Your feedback is important to us. Please complete this Norfolk Island Visitor Survey Card and place it in the box at Departures door"*. The collection box will be located at the Departure door for visitors to place their cards. The Airline staff are not able to make the survey collection mandatory due to it not being legislated.

I have ordered adequate Cards to last approximately 6 months for the commencement of this project. The NIRC IT department are currently working on creating the database to allow for VIC staff to enter all survey data. This will be completed very soon and will enable the VIC staff to create reports on a monthly basis and distribute the data and feedback.

Visitor Statistics

Norfolk Island visitor statistics for the year 2016/17 so far have been extremely promising with an average increase of 14% from last year's to date figures. With a total of 22,562 visitors total from June to March, if we continue to maintain the 14% increase we will achieve our target 30,000 visitors for the year. Note in the table below (from 2005) the worst year for visitor arrivals was 2012, right after the Air New Zealand takeover.

Norfolk Island Visitor Statistics 2005/06 - 2016/17 (Financial Year)
Total Visitor Numbers

	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	% Difference on previous year
Jul	1786	2726	2223	2035	1578	1538	1915	1216	1291	1290	1228	1850	51%
Aug	2108	3066	2866	2456	2100	1827	2151	1353	1651	1740	1824	1977	8%
Sep	2281	2586	3111	2620	2103	2169	2695	2143	2275	2502	2376	2444	3%
Oct	2875	3167	3338	3160	3055	2467	2565	2280	2386	2360	2464	2980	21%
Nov	2625	3070	3431	2571	2488	2229	2137	2161	2520	2555	2561	2586	1%
Dec	2405	3133	2857	2462	2228	2238	2290	2071	2175	2359	2152	2577	20%
Jan	1779	2215	2516	2143	2128	1698	2044	1834	1823	2112	2172	2465	13%
Feb	2245	2809	3032	2220	2242	1807	2026	1937	1917	2267	2330	2469	6%
Mar	2459	3386	3178	3247	2757	2344	2296	2235	2694	2822	2628	3214	22%
Apr	2613	2995	3617	2373	2246	2296	2030	2349	2472	2448	2829		
May	2500	2685	2674	2409	1963	2021	1666	1652	1806	2348	2378		
Jun	2543	2480	2556	1943	1451	1634	1318	1453	1721	1857	1660		
TOTAL	28,219	34,318	35,399	29,639	26,339	24,268	25,133	22,684	24,731	26,660	26,602		
										YTD	19,735	22,562	14%

A = Highest month since 2005

B = Lowest month since 2005

Total Arriving Passengers Statistics

The total arriving passenger statistics for the year 2016/17 indicate a healthy increase in Australian arrivals with the 2nd and 3rd quarter showing the highest arrivals over the last 7 years. These figures assist the TOTAL arrivals to also reflect the highest 2nd & 3rd quarters.

However very poor passenger arrivals from New Zealand this year explain the reason why Air New Zealand made the decision to remove the Auckland flight to Norfolk Island. With Norfolk Airlines about to embark on their maiden voyage I think that it is vital that Norfolk Island Tourism do whatever we can to assist in increasing the New Zealand market. If we can improve visitor numbers in particular ex New Zealand then we have the potential to achieve targeted numbers by focussing on the NZ visitor market.

Total RPT Arriving Passengers - Ex Australia

Quarter	2010/11	2011/12	2012/13	2013/14	2014/2015	2015/2016	2016/2017	Annual Diff
1st Quarter	5270	6776	4490	5007	5274	5380	6060	13%
2nd Quarter	6823	7349	6182	6903	7117	7101	7989	13%
3rd Quarter	5774	6165	5790	6125	6889	7105	8171	15%
4th Quarter	5591	4776	5009	5418	6158	6612		

Total RPT Arriving Passengers - Ex New Zealand

Quarter	2010/11	2011/12	2012/13	2013/14	2014/2015	2015/2016	2016/2017	Annual Diff
1st Quarter	1113	1076	1270	1406	1323	1254	986	-21%
2nd Quarter	1379	1358	1461	1490	1481	1524	1301	-15%
3rd Quarter	1213	1118	1235	1418	1514	1223	1162	-5%
4th Quarter	1391	1309	1506	1514	1639	1388		

Total RPT Arriving Passengers - Ex Total

Quarter	2010/11	2011/12	2012/13	2013/14	2014/2015	2015/2016	2016/2017	Annual Diff
1st Quarter	6383	7852	5760	6413	6597	6634	7046	6%
2nd Quarter	8202	8707	7643	8393	8598	8625	9290	8%
3rd Quarter	6987	7283	7025	7543	8403	8328	9333	12%
4th Quarter	6982	6089	6515	6932	7797	8000		

A = Highest quarter

B = Lowest quarter