

December 2017/January 2018 NI Tourism Report by Rose Evans – Team Leader Tourism and Economic Development



Queen’s Baton, Channel 7 Sunrise & Ray Martin – Marketing Campaign

On Friday 15 December, the Commonwealth Games Baton, Ray Martin, and the Channel 7 Sunrise Crew arrived on Norfolk Island. Unfortunately James Tobin’s flight from Los Angeles missed connecting with the Norfolk flight and he was forced to arrive the following day. This was bad news at the time with a need to restructure the itinerary planned for the program the next morning. However it actually worked in our favour when Ray Martin offered to step in and do the weather crosses for James on Saturday 16

December. Channel 7 were delighted to have Ray involved and we were granted extra coverage with Ray chatting endlessly about his passion for Norfolk Island. Following the Channel 7 Sunrise programs, website results spiked to an all-time high, and follow on enquiries and bookings have returned excellent results for a time of year that is traditionally very quiet for holiday sales.

Airline Passengers and Visitor Numbers

Visitor numbers for the 2017/18 financial year commenced rather slowly. This was mainly due to Air New Zealand dropping one Brisbane flight per week for the winter months. Numbers increased from September onwards and December visitor numbers were the best results since December 2003. This year Air New Zealand have confirmed that they will not be dropping any winter flights.

Total airline passenger arrivals also had excellent results with the best Oct/Nov/Dec quarter since 2007. In comparison to the 2016/17 total passenger arrivals, our year to date figures are up 1%.

Statistics DO NOT include cruise ship day trippers and are Airline passengers only.

Financial Year	Total Visitor Numbers												
	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18
Jul	1786	2726	2223	2035	1578	1538	1915	1216	1291	1290	1228	1850	1465
Aug	2108	3066	2866	2456	2100	1827	2151	1353	1651	1740	1824	1977	1460
Sep	2281	2586	3111	2620	2103	2169	2695	2143	2275	2502	2376	2444	2629
Oct	2875	3167	3338	3160	3055	2467	2565	2280	2386	2360	2464	2980	2931
Nov	2625	3070	3431	2571	2488	2229	2137	2161	2520	2555	2561	2586	2473
Dec	2405	3133	2857	2462	2228	2238	2290	2071	2175	2359	2152	2577	3197
Jan	1779	2215	2516	2143	2128	1698	2044	1834	1823	2112	2172	2465	
Feb	2245	2809	3032	2220	2242	1807	2026	1937	1917	2267	2330	2469	
Mar	2459	3386	3178	3247	2757	2344	2296	2235	2694	2822	2628	3214	
Apr	2613	2995	3617	2373	2246	2296	2030	2349	2472	2448	2829	3165	
May	2500	2685	2674	2409	1963	2021	1666	1652	1806	2348	2378	2191	
Jun	2543	2480	2556	1943	1451	1634	1318	1453	1721	1857	1660	1814	
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	14,155
												YTD	14414
													14155

A = Highest month since 2005

B = Lowest month since 2005



Buy Local Campaign

At the Ordinary Council Meeting on 20 December 2017 NIRC resolved that:

1. Council execute a 'Buy Local' campaign to support the local economy;
2. Council create a strong voice for local business in media while guiding the community to buy local and also recognising that off-shore businesses have a place in the economy

Progress is underway to establish a working group of NIRC core staff to drive the campaign.

Economic Development

NIRC has extended the contract with the Hindle Enterprise Group as per the proposal at the Ordinary Council Meeting on 20 December 2017.

10.4 ECONOMIC DEVELOPMENT CONTINUATION OF CONTRACT

The purpose of this report is for Council to consider a continuation of the Hindle Enterprise Group contract to ensure a seamless transition to the Regional Development Australia program once they have appointed an Officer on Norfolk Island.

RESOLUTION 2017/218 Moved: Cr David Porter Seconded: Cr Rod Buffett That Council approves for the General Manager to extend the contract with the Hindle Enterprise Group for a period of a maximum of three (3) months, commencing in late January 2018, at the cost of \$12,000 per month plus travel and accommodation, to continue to conduct economic development facilitation on the Island including, but not limited to, the running of business workshops as identified by key stakeholders, the facilitation of establishment of the medicinal marijuana project, working with the Norfolk Island Central School and the Green Economy Project with the University of Newcastle.

Hindle Enterprise Group will return to Norfolk Island on 5 February 2018 to coincide with a visit from Kerry Grace, CEO of Regional Development Australia (RDA) Mid North Coast (responsible for Norfolk). Hindle's continuation is aimed at transitioning work to the RDA and this will enable them to commence communication with RDA.

Cruise Ships

The P&O Pacific Jewel cruise ship was able to unload 1540 passengers on 31 Dec 2017 due to perfect sea conditions. Although there were a few rain clouds circling the Island the cruisers really enjoyed their time ashore.

Thanks go to everyone who worked on Sunday 31 December 2017 and special thanks to the volunteers who directed visitors, answered questions and assisted to make the day run so smoothly.

Unfortunately the Seaborn Cruise ship on Tuesday 2 January 2018 was unable to unload passengers due to unfavourable weather conditions. The next Cruise ships to arrive are Crystal Serenity with 1070 pax and Caledonian Sky with 100 pax. Both ships are due on Wednesday 14 February 2018. Norfolk Island Tourism will be sending a Tourist Information Representative out to the Crystal Serenity to assist with cruise ship passenger's questions.

