



July 2020 NI Tourism Report

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.

ECONOMIC STIMULUS PACKAGE – TOURISM PROMOTION

The Coronavirus and associated restrictions have had a significant impact on tourism and the local economy. As part of the Australian Government's \$13.5 million of additional economic stimulus providing support to remote communities and businesses of Norfolk Island, \$475,000 will be provided for tourism promotion of Norfolk Island.

The stimulus funding is in addition to the annual marketing funds the Government already provides to support Norfolk Island Regional Council's tourism marketing budget. Part of the tourism stimulus funds have been approved for a special project proposed by Norfolk Island Regional Council. The 'White Tern Project' is a digital online strategy to develop solid digital marketing foundations, and support Norfolk Island to attract both younger and higher-yielding customers.

TRAINING WORKSHOPS

The majority of the free community training workshops have been confirmed and final confirmation of venues is underway. Advertising for the workshops commenced on 25 July and a register of attendees is being kept by Tourism staff. Courses will adhere to COVIDSafe regulations and so have limited places available. Council is extremely grateful to the trainers donating their time to run the workshops, and to the venues who have donated their facilities free of charge.

Social Media Marketing for Businesses – Kyle Czech - 5, 12 & 19 August - 5.30pm to 6.30pm

Customer Service – Leanne Webb - 20 & 27 August - 4.00pm to 6.00pm

Food & Beverage Service – Michele Van Gorph - To be confirmed

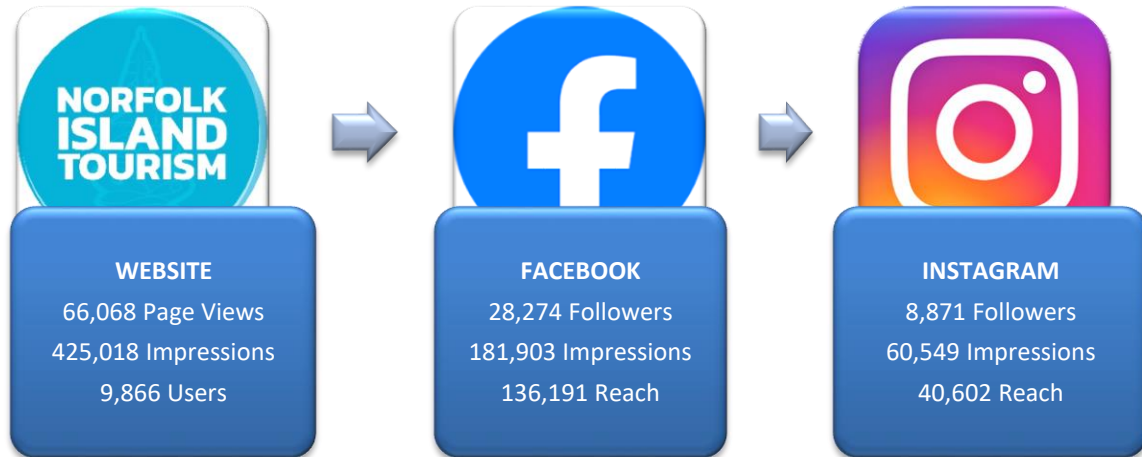
Barista and Coffee Art – Georgia Buffett - To be confirmed

AIR NEW ZEALAND

There have been changes to the Air New Zealand flight schedule for the rest of 2020 to transition into the return of our normal flight schedule. The notable variance is the 'loop' flights from 31 August until 24 October.

Up until 20 Aug	SYD-NLK Mon	NLK-SYD Mon
2 flights per week	BNE-NLK Sat	NLK-BNE Sat
From 21 Aug to 30 Aug	SYD-NLK Mon + Fri	NLK-SYD Mon + Fri
3 flights per week	BNE-NLK Sat	NLK-BNE Sat
From 31 Aug to 24 Oct	SYD-NLK Mon + Fri	NLK-SYD Tue + Sat
4 flights per week	BNE-NLK Tue + Sat	NLK-BNE Mon + Fri
From 25 Oct to 25 Mar	SYD-NLK Mon + Fri + Sun	NLK-SYD Mon + Fri + Sun
6 flights per week	BNE-NLK Tue + Thu + Sat	NLK-BNE Tue + Thu + Sat

DIGITAL MARKETING - JUNE 2020



AIRLINE STATISTICS 2019/20

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
Australia	212	31,800	73%	23,132	19,479	84%
New Zealand	32	1,188	87%	1,028	816	79%
TOTAL	244	32,988	73%	24,160	20,295	84%

SUMMARY: Borders were closed to visitors for four months (31% of the year)
Total Passengers down 21% from 2018/19
Total Visitors down 22% from 2018/19

TOURISM GROSS SALES – 2019/20

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.
Sales transactions are from the destination website and Visitor Information Centre.

GROSS SALES	2019/20	2018/19	COMPARISON
Retail Sales	\$101,653.39	\$123,522.18	⬇️ 18%
Accommodation Sales	\$148,949.00	\$191,670.20	⬇️ 22%
Tours Sales	\$279,689.00	\$301,743.50	⬇️ 7%
TOTAL SALES	\$530,291.39	\$616,935.88	⬇️ 14%

SUMMARY: Whilst COVID-19 had a dramatic impact on Tourism resulting in 16 weeks (31% of the year) without tourists, the annual Gross Sales are only down 14% from 2018/19.