

## Tourism Report January 2021

**Author:** Rose Evans, Team Leader - Tourism and Heritage

### 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.

### REGULAR AIRLINE PASSENGER SERVICE UPDATE

**Air New Zealand flight** have had disruptions to some of their scheduled flights during January with Australia having changes to their border restrictions for New Zealand travellers. This meant that Air New Zealand crew and planes were temporarily not available to conduct the Norfolk Island schedule which disrupted several flights during the last week of January.

**Qantas** operated two repatriation flights to Norfolk Island on 31 January 2021. Thanks go to the Commonwealth for organising these flights.

### AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
<b>Jul 2020</b>	8	1200	24%	291	107	37%
<b>Aug 2020</b>	10	1500	23%	349	154	44%
<b>Sep 2020</b>	8	1200	36%	437	250	57%
<b>Oct 2020</b>	15	2250	60%	1346	971	72%
<b>Nov 2020</b>	19	2850	68%	1946	1632	84%
<b>Dec 2020</b>	21	3150	74%	2333	2014	86%
<b>Jan 2021</b>	22	3300	54%	1791	1471	82%
<b>TOTAL</b>	<b>103</b>	<b>15450</b>	<b>55%</b>	<b>8493</b>	<b>6599</b>	<b>78%</b>

### DIGITAL MARKETING – JANUARY 2021



## Most Engaging & Highest Reach Facebook Post Jan 2021



Norfolk Island Tourism (Default)

Published by Hootsuite · January 30 at 10:01 AM ·

In light of the flight delays this week, the local community have been generously assisting visitors during their extended stay in many ways. We have heard of people donating fruit and vegetables, accommodation properties offering either free or discounted rates for their guests and tour companies offering free evening shows. Tourism is SO important to our little island and these kind gestures (and no doubt there are others happening too) is what the local community does so ... [See More](#)



16,412  
People Reached

2,710  
Engagements

Boost Post



You and 554 others

71 Comments 64 Shares

## Most Engaging Instagram Post Jan 2021



norfolk.island



norfolk.island Summer holidays spent right here on Emily Bay! Come join us.. Awesome shot by @focallengths

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventisland #enjoythemagic #naturalattractions #sliceofparadise #relaxation #lovetheddoors #culture #experience #organic #freedom #unique #islandescape #discovernorfolkisland #wanderlust #theresmoretonorfolkisland #islandescape #southpacific #norfolkpine #watawieh #visitnorfolkisland #worlderlust



Liked by [oxleytravel](#) and 481 others

JANUARY 17

Add a comment...

Post

## TOURISM GROSS SALES 2020/2021

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.

Sales transactions are from the destination website and Visitor Information Centre. <b>GROSS SALES</b>	<b>COMPARISON to Jan Last Year</b>	<b>COMPARISON Year to Date</b>	<b>COMPARISON to average Jan</b>
Retail Sales	⬇️ DOWN 34%	⬇️ DOWN 47%	⬆️ UP 16%
Accommodation Sales	⬆️ UP 30%	⬇️ DOWN 28%	⬇️ DOWN 1%
Tour Sales	⬇️ DOWN 57%	⬇️ DOWN 57%	⬇️ DOWN 22%
<b>TOTAL SALES</b>	⬇️ DOWN 25%	⬇️ DOWN 46%	⬆️ UP 11%