

Tourism Report February 2021

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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.

CHASING THE LIGHT DOCUMENTARY – RAY MARTIN AND KEN DUNCAN

An exciting project will be taking place during 2021 which will provide Norfolk Island with excellent television and digital exposure. Max Uechtritz will be producing a Norfolk Island documentary articulating the outstanding history, unique stories, and the natural beauty of the island. 'Chasing the Light' is an adventure documentary following Australia's most awarded photographer Ken Duncan along with renowned photo-journalist Ray Martin. The photographic adventure will take the viewer on a deep emotional journey to feel the very special connection that Norfolk Islanders have to their homeland.



Funding for the project has generously been provided through a partnership of Tourism Australia and the Department of Infrastructure, Transport, Regional Development and Communication (with remaining tourism stimulus funds). Project management has been contracted to The Unique Tourism Collection who will accompany the film crew and handle all project details.

Ray Martin and Max Uechtritz visited Norfolk from 5 to 8 February and again from 5 to 8 March for reconnaissance visits. Filming for the documentary will take place from 29 March to 11 April, 2021.

EXPLORE TV – GURU PRODUCTIONS

Guru Productions is a TV production company based in Perth who specialise in producing high-quality lifestyle programs for broadcast. They have been producing television programs for twenty years for Nine Network. Their television programs include the long-running popular gardening program "The Garden Gurus", travel program "Explore TV" focusing on worldwide travel, "Destination WA", "Our State on a Plate", "Greenfingers", "Delish from Garden to Table" and "Delish Destinations".



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Guru Productions crew will be on island to film from 3 to 22 May, 2021.

TOURISM AUSTRALIA FAMIL

The Office of the Administrator in partnership with Norfolk Island Regional Council, will welcome a VIP famil of Tourism Australia's senior executives who will visit Norfolk Island from 5 – 10 March 2021. The famil was organised by The Unique Tourism Collection and they will escort the group.

The purpose of the trip is to assist with Norfolk Island's future tourism promotion and development by bringing these senior representatives from Tourism Australia along with an external journalist and content creator. This senior group of Business Unit Managers (Industry Relations, Social, PR and Content) will be visiting to gain a deeper understanding of Norfolk Island as a destination and will aim to gather new imagery and content to be used across their various assets to promote tourism to Norfolk Island for the future.

During their visit, the Tourism Australia team will be also be hosting a special workshop to update the local industry on Tourism Australia activities and campaigns and how to work with them more effectively.

1. Dominic Mehling – Industry Relations Manager, Tourism Australia
2. Lauren Caverley – Publicist, PR and Social, Tourism Australia
3. Georgia Johnson – Social Media Executive, Tourism Australia
4. Allie Metz – Global Content Producer, Tourism Australia
5. Michael Turtle – Journalist (External)
6. Rian Cope – Content Creator (external)



REGULAR AIRLINE PASSENGER SERVICE UPDATE

Air New Zealand flights continued to have disruptions during February with ongoing and ever-changing Australian border restrictions for New Zealand travellers. Air New Zealand were not able to conduct approximately half of the scheduled Norfolk Island flights during February.

Qantas operated eleven repatriation flights to Norfolk Island during February 2021. Our thanks once again go to the Commonwealth for organising these flights.

AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers	Visitors	Visitor % of Passengers
Jul 2020	8	1,200	24%	291	107	37%
Aug 2020	10	1,500	23%	349	154	44%
Sep 2020	8	1,200	36%	437	250	57%
Oct 2020	15	2,250	60%	1,346	971	72%
Nov 2020	19	2,850	68%	1,946	1,632	84%
Dec 2020	21	3,150	74%	2,333	2,014	86%
Jan 2021	22	3,300	54%	1,791	1,471	82%
Feb 2021	23	3,450	72%	2,496	2,244	90%
TOTAL	126	18,900	58%	10,989	8,843	80%

DIGITAL MARKETING – FEBRUARY 2021



Facebook Feb 2021 - Most Engaging Post

Norfolk Island Tourism (Default)
Published by Hootsuite · February 5 at 5:30 PM · 🌐

Next time you visit, head out of town and join Pip and Les and their team at the brand new Sunset Bar. 🍷 Located at their beautiful property at Puppies Point; enjoy the bar service, order a delicious grazing platter and listen to the tunes... all this as the sun sets beyond the horizon. 🌅



7,759 People Reached 1,308 Engagements [Boost Post](#)

👍❤️👍 256 65 Comments 25 Shares

& Highest Reach Post

Norfolk Island Tourism (Default)
Published by Hootsuite · February 15 at 8:01 PM · 🌐


Impressed by what he found here in 1774, Captain Cook described Norfolk Island as 'paradise', 🌴 and it's not hard to see why. The Captain Cook lookout is truly a beautiful spot to visit, enjoy a picnic or BBQ, experience the walking tracks, listen to the birds or stay awhile and appreciate this incredible vista. 🌅 #theresmoredonorfolkisland #walkingholidays #visitnorfolkisland #norfolkislandpines Parks Australia



8,201 People Reached 931 Engagements [Boost Post](#)

👍❤️👍 410 19 Comments 41 Shares

Instagram Feb 2021 - Most Engaging Post



norfolk.island ...

norfolk.island Captain Cook Monument & Lookout - Impressed by what he found here, Cook described Norfolk Island as 'paradise', and it's not hard to see why. This is a truly beautiful spot.

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventisland #enjoythemagic #naturalattractions #sliceofparadise #relaxation #lovethedoor #culture #experience #organic #freedom #unique #islandescape #discovernorfolkisland #wanderlust #theresmoredonorfolkisland #islandescape #norfolkisland

❤️💬🚩 [Liked by brentadams88 and 586 others](#)

FEBRUARY 10

😊 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. GROSS SALES	COMPARISON to Feb Last Year	COMPARISON Year to Date	COMPARISON to average Feb
Retail Sales	⬇️ DOWN 10%	⬇️ DOWN 54%	⬆️ UP 61%
Accommodation Sales	⬆️ UP 53%	⬇️ DOWN 35%	⬆️ UP 20%
Tour Sales	⬇️ DOWN 52%	⬇️ DOWN 65%	⬆️ UP 16%
TOTAL SALES	⬇️ DOWN 27%	⬇️ DOWN 54%	⬆️ UP 40%

February 2021 sales were down compared to 2020 (record February sales) with the exception of Accommodation and Car Hire which increased by 53% from last year. Overall, February performed really well, with sales results well above the average statistics from the last 10 years. This provides us with valuable insight that Norfolk Island is recovering quite quickly from the pandemic damage.

WHOLESALE BOOKINGS – JANUARY & FEBRUARY 2021

	2020	2021	Difference	
Jan	1380	1196	-13%	Northern Beaches cluster, Interstate border closure to NSW, Qld lockdown & NZ border closure.
Feb	1142	1598	+40%	Excellent results!
YTD (Calendar Year)	2522	2794	+11%	Good results.
YTD (Financial Year)	4666	4927	+6%	Tracking well with good recovery