

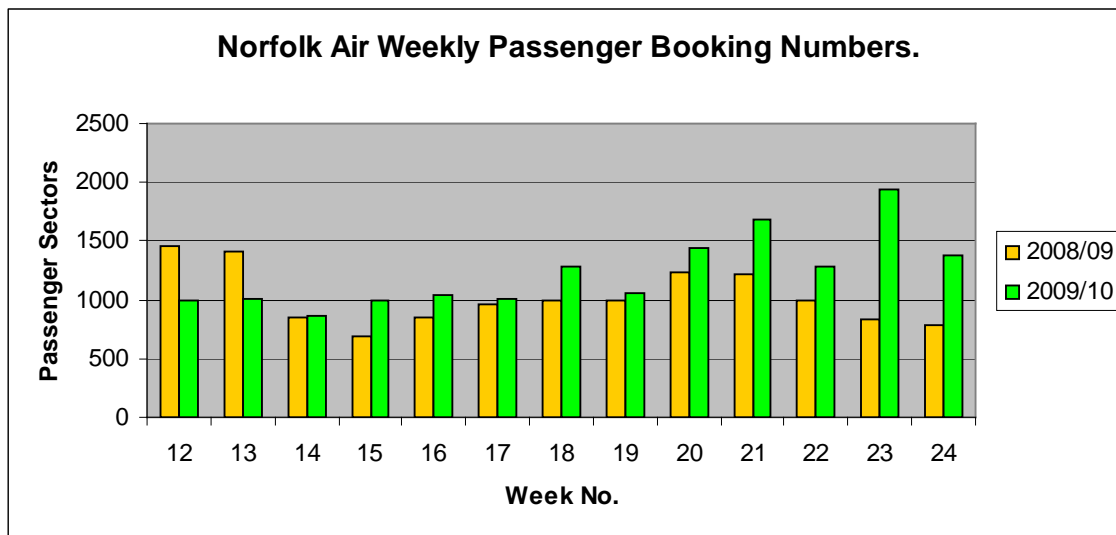


THE GOVERNMENT OF NORFOLK ISLAND

MEDIA RELEASE

Minister welcomes surge in Norfolk Air forward bookings

Norfolk Island Finance Minister Neville Christian today released details of Norfolk Air bookings for the period from 14 September to 13 December 2009, compared with bookings for the same period last year. These are illustrated in the graph below:



Note: Week 12 = week ending 20 September 2009; Week 24 = week ending 13 December 2009

“The most significant trend is an increase in ticket sales of 42.7% on a year-on-year basis over the past seven weeks”, Mr Christian said. “This is a very pleasing development, which might well indicate that we have weathered the worst of the economic downturn and that we can look forward to growing visitor numbers as we move into 2010”.

Mr Christian said that in recent weeks there had been a noticeable increase in group bookings, with first signs that retirees and superannuants were regaining confidence in the economic situation and beginning to make travel bookings. As well, increased sales were now flowing from recent initiatives including Norfolk Air special fares and travel deals, the launch of the new Norfolk Island brand and the commencement of targetted advertising and promotion campaigns in key markets.

“These pleasing sales results are due to a superb team effort by all involved”, Mr Christian said. “I want to thank the dedicated and professional staff at Norfolk Air, who continue to provide superior levels of service and who have worked hard to create travel products with appeal in the marketplace. As well, the entire Norfolk Tourism team are now seeing the fruits of their labours over a lengthy period to implement the 5-year tourism strategy, particularly the new brand and the attractive advertising and promotional campaigns. These efforts are fully supported by the Norfolk Island Government”.

“We also acknowledge the positive approach and expertise of our industry partners, wholesalers, retailers and on-island tourism operators, who have all contributed to lifting ticket sales”.

Mr Christian said that Norfolk Air forward sales would be closely monitored and that he would keep the community informed on progress.

Neville Christian
Minister for Finance

18 December 2009