

NORFOLK ISLAND GOVERNMENT TOURIST BUREAU

Monthly Visitor Statistics -March 2016

**ARRIVING PASSENGER STATISTICS**

|                               |      |     |                             |      |
|-------------------------------|------|-----|-----------------------------|------|
| Total Visitors arriving       | 2628 |     | Total non visitors arriving | 359  |
| Total RPT passengers arriving | 2987 | 93% | Total RPT Airline Capacity  | 3226 |

**ORIGIN STATISTICS**

| Visitors by Port of Departure |  |      |     |
|-------------------------------|--|------|-----|
| BRISBANE                      |  | 1111 | 42% |
| SYDNEY                        |  | 1019 | 39% |
| AUCKLAND                      |  | 384  | 15% |
| OTHER                         |  | 114  | 4%  |
| Total                         |  | 2628 |     |

**Visitors by Country of Origin**

|               |  |      |       |
|---------------|--|------|-------|
| OTHER         |  | 44   | 1.7%  |
| Australia     |  | 2200 | 83.7% |
| New Zealand   |  | 365  | 13.9% |
| USA           |  | 0    | 0.0%  |
| Germany       |  | 1    | 0.0%  |
| Great Britain |  | 18   | 0.7%  |
| Total         |  | 2628 |       |

**Australian visitors by State of Origin**

|       |  |      |     |
|-------|--|------|-----|
| NSW   |  | 773  | 35% |
| QLD   |  | 805  | 37% |
| VIC   |  | 351  | 16% |
| SA    |  | 84   | 4%  |
| WA    |  | 99   | 5%  |
| TAS   |  | 23   | 1%  |
| ACT   |  | 55   | 3%  |
| Other |  | 10   | 0%  |
| Total |  | 2200 |     |

**ACCOMMODATION STATISTICS**

|                                   |      |     |
|-----------------------------------|------|-----|
| Visitors in Private Accommodation | 199  | 8%  |
| Visitors in Public Accommodation  | 2429 | 92% |
|                                   | 2628 |     |
| All Visitors average Bednights    | 7    |     |

**Visitors by Accommodation Type**

|               |      |     |
|---------------|------|-----|
| Apartments    | 1066 | 44% |
| Cottages      | 419  | 17% |
| Holiday Homes | 144  | 6%  |
| Hotels        | 796  | 33% |
| Not indicated | 4    | 0%  |
| Total         | 2429 |     |

**DEMOGRAPHIC STATISTICS**

**Visitors by Gender Demographic**

|        |      |     |
|--------|------|-----|
| Male   | 1029 | 39% |
| Female | 1599 | 61% |
| Total  | 2628 |     |

**Visitors by Age Demographic**

|          |      |     |
|----------|------|-----|
| Under18  | 75   | 3%  |
| 18 to 29 | 61   | 2%  |
| 30 to 39 | 92   | 4%  |
| 40 to 49 | 174  | 7%  |
| 50 to 59 | 480  | 18% |
| 60 to 69 | 905  | 34% |
| 70 to 79 | 641  | 24% |
| Over 80  | 200  | 8%  |
| Total    | 2628 |     |

**Visitor Numbers in comparison to previous financial year**

| MONTH          | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr       | May   | Jun  |
|----------------|------|------|------|------|------|------|------|------|------|-----------|-------|------|
| FY - 2014/15   | 1290 | 1740 | 2502 | 2360 | 2555 | 2359 | 2112 | 2267 | 2822 | 2448      | 2348  | 1857 |
| FY - 2015/16   | 1228 | 1824 | 2376 | 2464 | 2561 | 2152 | 2172 | 2330 | 2628 |           |       |      |
| YOY Comparison | -5%  | 5%   | -5%  | 4%   | 0%   | -9%  | 3%   | 3%   | -7%  |           |       |      |
|                |      |      |      |      |      |      |      |      |      | YTD 14/15 | 20007 |      |
|                |      |      |      |      |      |      |      |      |      | YTD 15/16 | 19735 | -1%  |

