# Norfolk Island Government Tourist Bureau

## 1st 2013/14 Financial Quarter (1 June - 30 September 2014)

### Origin Statistics

<table>
<thead>
<tr>
<th>Origin</th>
<th>Visitors by Port of Departure</th>
<th>Visitors by Country of Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BRISBANE 2090 (38%)</td>
<td>Australia 4347 (78.6%)</td>
</tr>
<tr>
<td></td>
<td>SYDNEY 2238 (40%)</td>
<td>New Zealand 1144 (20.7%)</td>
</tr>
<tr>
<td></td>
<td>AUCKLAND 1154 (21%)</td>
<td>USA 4 (0.1%)</td>
</tr>
<tr>
<td></td>
<td>OTHER 50 (1%)</td>
<td>Germany 0 (0.0%)</td>
</tr>
<tr>
<td></td>
<td>Total 5532</td>
<td>Great Britain 6 (0.1%)</td>
</tr>
</tbody>
</table>

### Accommodation Statistics

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Visitors in Private Accommodation 484 (9%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visitors in Public Accommodation 5048 (91%)</td>
</tr>
<tr>
<td></td>
<td>All Visitors average Bednights 7</td>
</tr>
<tr>
<td></td>
<td>S/C Apartments 2622 (52%)</td>
</tr>
<tr>
<td></td>
<td>Cottages/Houses 627 (12%)</td>
</tr>
<tr>
<td></td>
<td>Hotels 1645 (33%)</td>
</tr>
<tr>
<td></td>
<td>Not indicated 154 (3%)</td>
</tr>
<tr>
<td></td>
<td>Total 5048</td>
</tr>
</tbody>
</table>

### Demographic Statistics

<table>
<thead>
<tr>
<th>Gender Demographic</th>
<th>Visitors by Gender Demographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>2289 (41%)</td>
</tr>
<tr>
<td>Female</td>
<td>3243 (59%)</td>
</tr>
<tr>
<td>Total</td>
<td>5532</td>
</tr>
</tbody>
</table>

### Visitor Numbers by State of Origin

<table>
<thead>
<tr>
<th>State of Origin</th>
<th>Visitors by State of Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>1776 (41%)</td>
</tr>
<tr>
<td>QLD</td>
<td>1589 (37%)</td>
</tr>
<tr>
<td>VIC</td>
<td>456 (10%)</td>
</tr>
<tr>
<td>SA</td>
<td>148 (3%)</td>
</tr>
<tr>
<td>WA</td>
<td>147 (3%)</td>
</tr>
<tr>
<td>TAS</td>
<td>84 (2%)</td>
</tr>
<tr>
<td>ACT</td>
<td>109 (3%)</td>
</tr>
<tr>
<td>Other</td>
<td>38 (1%)</td>
</tr>
<tr>
<td>Total</td>
<td>4347</td>
</tr>
</tbody>
</table>

### Visitor Numbers in comparison to previous financial year

<table>
<thead>
<tr>
<th>Month</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY - 2013/14</td>
<td>1291</td>
<td>1651</td>
<td>2275</td>
<td>2386</td>
<td>2520</td>
<td>2175</td>
<td>1823</td>
<td>1917</td>
<td>2694</td>
<td>2472</td>
<td>1806</td>
<td>1721</td>
</tr>
<tr>
<td>FY - 2014/15</td>
<td>1290</td>
<td>1740</td>
<td>2502</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>YOY Comparison</td>
<td>0%</td>
<td>5%</td>
<td>10%</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD 13/14</td>
<td>5217</td>
</tr>
<tr>
<td>YTD 14/15</td>
<td>5532</td>
</tr>
<tr>
<td>YOY Comparison</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Visitor Numbers in comparison to previous FY