

NORFOLK ISLAND GOVERNMENT TOURIST BUREAU
Monthly Visitor Statistics - July 2014

ARRIVING PASSENGER STATISTICS

Total Visitors arriving	1290		Total non visitors arriving	325
Total RPT passengers arriving	1609	66%	Total RPT Airline Capacity	2432

ORIGIN STATISTICS

Visitors by Port of Departure

BRISBANE	359	28%
SYDNEY	551	43%
AUCKLAND	376	29%
OTHER	4	0%
Total	1290	

Visitors by Country of Origin

OTHER	12	0.9%
Australia	897	69.5%
New Zealand	377	29.2%
USA	4	0.3%
Germany	0	0.0%
Great Britain	0	0.0%
Total	1290	

Australian visitors by State of Origin

NSW	366	41%
QLD	260	29%
VIC	132	15%
SA	38	4%
WA	44	5%
TAS	18	2%
ACT	31	3%
Other	8	1%
Total	897	

Visitor Numbers in comparison to previous year

MONTH	13/14	14/15	% Diff
Jul	1291	1290	0%
Aug	1651		
Sept	2275		
Oct	2386		
Nov	2520		
Dec	2175		
Jan	1823		
Feb	1917		
Mar	2694		
Apr	2472		
May	1806		
Jun	1721		
Comparison FY to date	1291	1290	0%

ACCOMMODATION STATISTICS

Visitors in Private Accommodation	136	11%
Visitors in Public Accommodation	1154	89%
Total	1290	
All Visitors average Bednights	8	

Visitors by Accommodation Type

S/C Apartments	599	52%
Cottages/Houses	149	13%
Hotels	406	35%
Not indicated		0%
Total	1154	

Visitors by Accommodation Star rating

2 Star	N/A	
3 Star	293	25%
3 1/2 Star	476	41%
4 Star	180	16%
4 1/2 Star	N/A	
5 Star	16	1%
Unrated	189	16%
Not indicated		0%
Total	1154	

DEMOGRAPHIC STATISTICS

Visitors by Gender Demographic

Male	543	42%
Female	747	58%
Total	1290	

Visitors by Age Demographic

Under18	52	4%
18 to 29	35	3%
30 to 39	36	3%
40 to 49	92	7%
50 to 59	255	20%
60 to 69	445	34%
70 to 79	289	22%
Over 80	86	7%
Total	1290	

