

NORFOLK ISLAND GOVERNMENT TOURIST BUREAU
Monthly Visitor Statistics - March 2014

ARRIVING PASSENGER STATISTICS

Total Visitors arriving	2694		Total non visitors arriving	378
Total RPT passengers arriving	3071	88%	Total RPT Airline Capacity	3496

ORIGIN STATISTICS

Visitors by Port of Departure

BRISBANE	1015	38%
SYDNEY	1182	44%
AUCKLAND	497	18%
OTHER	0	0%
Total	2694	

Visitors by Country of Origin

OTHER	21	0.8%
Australia	2180	80.9%
New Zealand	478	17.7%
USA	7	0.3%
Germany	0	0.0%
Great Britain	8	0.3%
Total	2694	

Australian visitors by State of Origin

NSW	871	40%
QLD	769	35%
VIC	299	14%
SA	68	3%
WA	93	4%
TAS	36	2%
ACT	26	1%
Other	18	1%
Total	2180	

Visitor Numbers in comparison to previous year

MONTH	12/13	13/14	% Diff
Jul	1216	1291	6%
Aug	1353	1651	22%
Sept	2143	2275	6%
Oct	2280	2386	5%
Nov	2161	2520	17%
Dec	2071	2175	5%
Jan	1790	1823	2%
Feb	1931	1917	-1%
Mar	2217	2694	22%
Apr	2351		
May	1636		
Jun	1441		
Comparison FY to date	17162	18732	9%

ACCOMMODATION STATISTICS

Visitors in Private Accommodation	147	5%
Visitors in Public Accommodation	2547	95%
Total	2694	

All Visitors average Bednights	7
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Visitors by Accommodation Type

S/C Apartments	1346	53%
Cottages/Houses	348	14%
Hotels	851	33%
Not indicated	2	0%
Total	2547	

Visitors by Accommodation Star rating

2 1/2 Star	37	1%
3 Star	899	35%
3 1/2 Star	786	31%
4 Star	297	12%
4 1/2 Star	0	0%
5 Star	22	1%
Unrated	504	20%
Not indicated	2	0%
Total	2547	

DEMOGRAPHIC STATISTICS

Visitors by Gender Demographic

Male	1092	41%
Female	1602	59%
Total	2694	

Visitors by Age Demographic

Under18	30	1%
18 to 29	27	1%
30 to 39	53	2%
40 to 49	148	5%
50 to 59	440	16%
60 to 69	1025	38%
70 to 79	778	29%
Over 80	193	7%
Total	2694	

