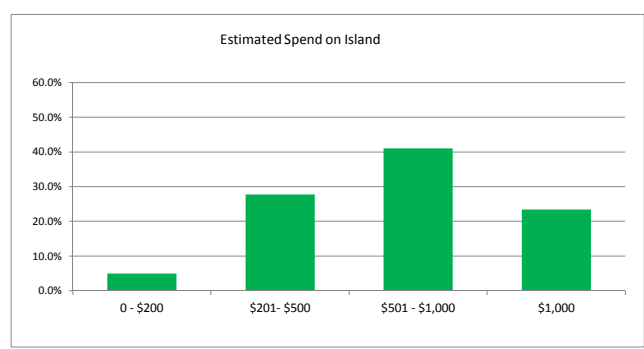
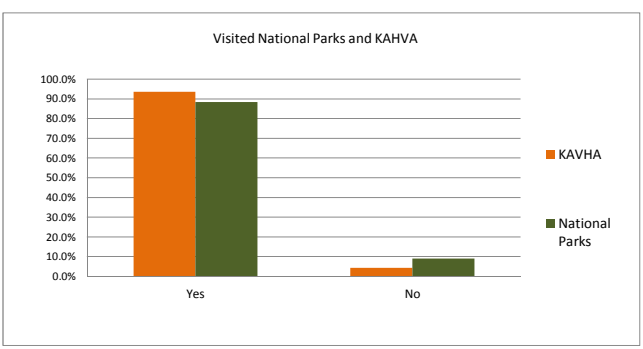
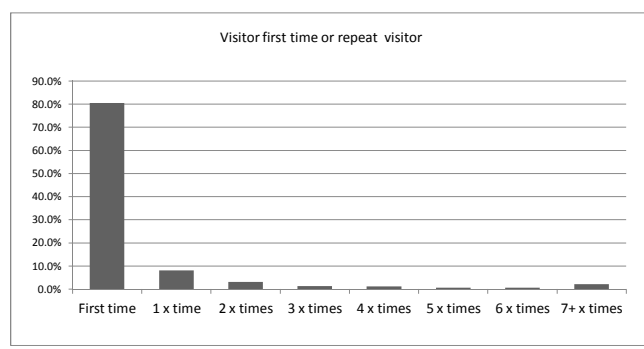
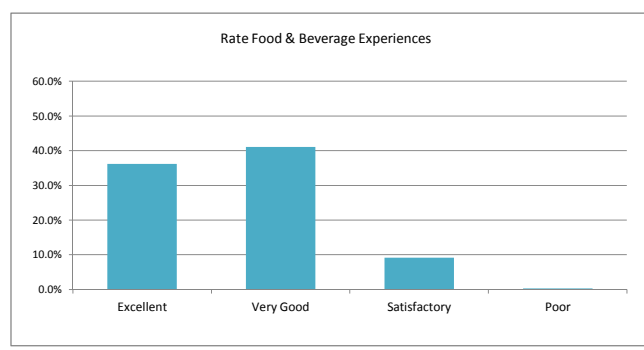
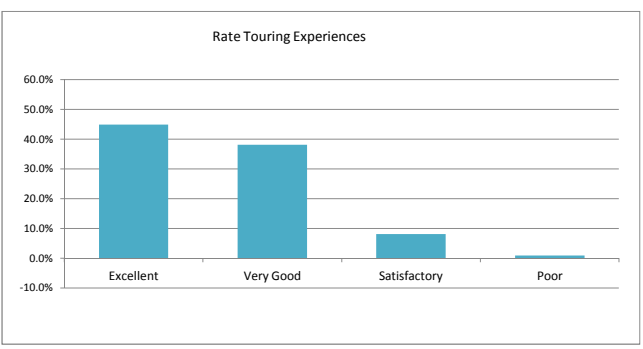
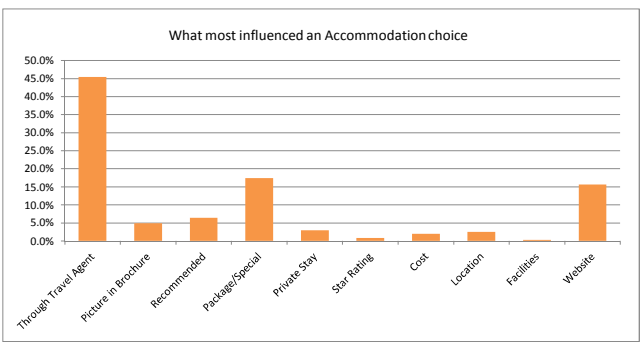
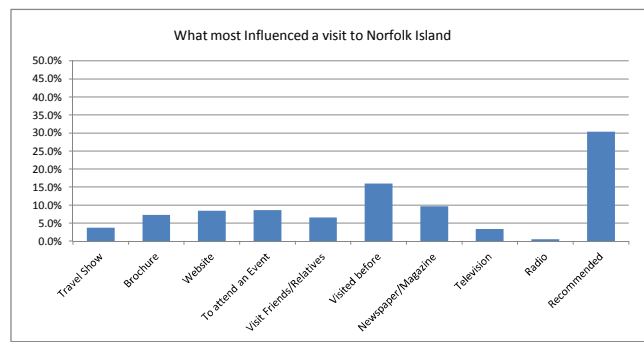


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**NIGTB Visitor Survey Results - 1 Jan to 31 Dec 2013**



**NORFOLK ISLAND GOVERNMENT TOURIST BUREAU**  
**Monthly Visitor Statistics - 2013/14 YTD as of April 2014**

**ARRIVING PASSENGER STATISTICS**

|                               |       |     |                             |       |
|-------------------------------|-------|-----|-----------------------------|-------|
| Total Visitors arriving       | 21204 |     | Total non visitors arriving | 4029  |
| Total RPT passengers arriving | 25169 | 76% | Total RPT Airline Capacity  | 33136 |

**ORIGIN STATISTICS**

**Visitors by Port of Departure**

|              |              |     |
|--------------|--------------|-----|
| BRISBANE     | 8299         | 39% |
| SYDNEY       | 8702         | 41% |
| AUCKLAND     | 4128         | 19% |
| OTHER        | 75           | 0%  |
| <b>Total</b> | <b>21204</b> |     |

**Visitors by Country of Origin**

|               |              |       |
|---------------|--------------|-------|
| OTHER         | 177          | 0.8%  |
| Australia     | 16835        | 79.4% |
| New Zealand   | 4027         | 19.0% |
| USA           | 61           | 0.3%  |
| Germany       | 16           | 0.1%  |
| Great Britain | 88           | 0.4%  |
| <b>Total</b>  | <b>21204</b> |       |

**Australian visitors by State of Origin**

|              |              |     |
|--------------|--------------|-----|
| NSW          | 6851         | 41% |
| QLD          | 6309         | 37% |
| VIC          | 1815         | 11% |
| SA           | 499          | 3%  |
| WA           | 506          | 3%  |
| TAS          | 280          | 2%  |
| ACT          | 418          | 2%  |
| Other        | 157          | 1%  |
| <b>Total</b> | <b>16835</b> |     |

**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         | 2472         | 5%        |
| May                          | 1636         |              |           |
| Jun                          | 1441         |              |           |
| <b>Comparison FY to date</b> | <b>19513</b> | <b>21204</b> | <b>9%</b> |

**ACCOMMODATION STATISTICS**

|                                       |          |     |
|---------------------------------------|----------|-----|
| Visitors in Private Accommodation     | 2037     | 10% |
| Visitors in Public Accommodation      | 19167    | 90% |
| <b>All Visitors average Bednights</b> | <b>7</b> |     |

**Visitors by Accommodation Type**

|                 |              |     |
|-----------------|--------------|-----|
| S/C Apartments  | 10966        | 57% |
| Cottages/Houses | 2265         | 12% |
| Hotels          | 5911         | 31% |
| Not indicated   | 25           | 0%  |
| <b>Total</b>    | <b>19167</b> |     |

**Visitors by Accommodation Star rating**

|               |              |     |
|---------------|--------------|-----|
| 2 1/2 Star    | 100          | 1%  |
| 3 Star        | 2348         | 12% |
| 3 1/2 Star    | 11640        | 61% |
| 4 Star        | 2928         | 15% |
| 4 1/2 Star    | 364          | 2%  |
| 5 Star        | 217          | 1%  |
| Unrated       | 1545         | 8%  |
| Not indicated | 25           | 0%  |
| <b>Total</b>  | <b>19167</b> |     |

**DEMOGRAPHIC STATISTICS**

**Visitors by Gender Demographic**

|              |              |     |
|--------------|--------------|-----|
| Male         | 9044         | 43% |
| Female       | 12160        | 57% |
| <b>Total</b> | <b>21204</b> |     |

**Visitors by Age Demographic**

|              |              |     |
|--------------|--------------|-----|
| Under18      | 848          | 4%  |
| 18 to 29     | 630          | 3%  |
| 30 to 39     | 757          | 4%  |
| 40 to 49     | 1467         | 7%  |
| 50 to 59     | 4164         | 20% |
| 60 to 69     | 6966         | 33% |
| 70 to 79     | 4973         | 23% |
| Over 80      | 1399         | 7%  |
| <b>Total</b> | <b>21204</b> |     |

