

## NORFOLK ISLAND TOURISM FACTSHEET 3

### What visitors buy and what retailers sell on Norfolk Island

#### OBJECTIVES

The aim of this research is to develop an understanding of the 'fit' between Norfolk Island's retail sector and the spending interests of Island visitors. The aim of this fact sheet is to detail what visitors buy during their visit to Norfolk Island, and provide a comparison with what retailers sell on the Island.

#### METHODOLOGY

The data presented in this factsheet draws on a visitor survey conducted in Norfolk Island to profile visitors and elicit their views on a range of shopping related issues. The survey was administered by survey staff employed by Norfolk Island Tourism and data was collated and analysed by JCU researchers. 403 surveys were collected during August and September 2008.

The survey included a mix of closed questions where respondents were asked to give a rating and open ended questions where respondents were able to give their views in written form. Specific questions were based on the outcomes of the focus group discussion, the Mystery Shopping exercise, retail audit based on previous research (Prideaux and Crosswell, 2006; Prideaux, Crosswell and Ng 2007).



#### Most popular items purchased

The most popular items purchased were local souvenirs (61.5% of all respondents), alcohol (59.3%), women's apparel (55.8%), footwear (39.5%), books (38.7%) and cosmetics (37.7%).

Items that Norfolk Island has developed a reputation for in the past including collectables (15.6%), china and crockery (9.9%), pottery (9.0%) and glassware (6.7%), did not rate highly.

Analysis of respondent's purchasing patterns indicates a shift in the types of purchases made. For example, the main purchasers of collectables were male (19.1% compared with 15.1% of females), Pre-war generation (13.5%) and Baby Boomers (17.1%). In the next decade the number of people in the Pre-war demographic will decline rapidly resulting in a continuing shift towards Baby Boomers and Generation X.



## SHOPPING PATTERNS AND ATTRIBUTES

Table 1 provides a summary of the products purchased by visitors on Norfolk Island and generation membership.

**Table 1:** Comparison of products purchased and generation membership expressed as a percentage and rank (n = 385; rank in brackets). Note: Data on Generation Y is not included because of the small sample

Types of goods	Generation X % (rank)	Baby Boomers % (rank)	Pre-war % (rank)
Local souvenirs	68.0 (1)	62.4 (2)	60.6 (2)
Alcohol	52.0 (3)	66.3 (1)	50.3 (3)
Women's apparel	28.0 (9)	55.1 (3)	61.9 (1)
Jewellery	28.0 (9)	45.9 (4)	41.3 (4)
Footwear	56.0 (2)	45.9 (4)	27.7 (8)
Books	36.0 (5)	43.4 (6)	33.5 (6)
Cosmetics	48.0 (3)	40.5 (7)	34.2 (5)
Men's apparel	16.0 (13)	38.0 (8)	32.9 (7)
Toys	36.0 (4)	28.3 (10)	18.1 (10)
Children's apparel	32.0 (8)	28.8 (9)	18.1 (10)
Handicrafts	28.0 (9)	24.9 (11)	25.2 (9)
Collectables	16.0 (10)	17.1 (12)	13.5 (13)
Photographic	16.0 (10)	11.7 (16)	11.6 (15)
Other	0.0 (21)	14.6 (13)	14.2 (12)
Watches	12.0 (16)	11.7 (16)	10.3 (16)
Quality knife ware	4.0 (19)	12.7 (14)	8.4 (17)
Cigarettes	32.0 (7)	12.7 (14)	4.5 (20)
China and crockery	12.0 (16)	7.8 (19)	12.9 (14)
Pottery	4.0 (19)	10.3 (18)	7.7 (18)
Glassware	0.0 (21)	7.3 (21)	7.1 (19)
Sporting goods	24.0 (12)	7.4 (20)	1.9 (23)
Paintings	8.0 (18)	2.4 (22)	3.9 (21)
Electrical appliances	0.0 (21)	0.5 (23)	3.2 (22)
Electrical hifi	0.0 (21)	0.5 (24)	0.0 (24)

Table 2 demonstrates the differences between items sold with items purchased by visitors on Norfolk Island.

**Table 2:** Comparing items sold on Norfolk Island with items purchased

Product	Items sold according to retailers (n = 262)	Items purchased according to visitors (n = 403)
Jewellery	22	173
Women's apparel	20	239
Local souvenirs	19	248
Books	16	156
Men's apparel	12	135
Handicrafts	12	102
Children's apparel	11	102
Watches	11	44
Collectables	11	63
Footwear	10	159
Beverages	9	No asked
Glassware	8	27
Toys	8	102
Meals	8	Not asked
Cosmetics	7	152
China and crockery	7	40
Sporting goods	7	25
Electrical hifi	5	6
Quality knife ware	5	43
Pottery	5	36
Paintings	5	13
Photographic	5	51
Alcohol	5	239
Electrical appliances	4	6
Cigarettes	4	42
Other	26	44

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Photographs courtesy of Professor Bruce Prideaux and Factsheet prepared by Dr Karen McNamara