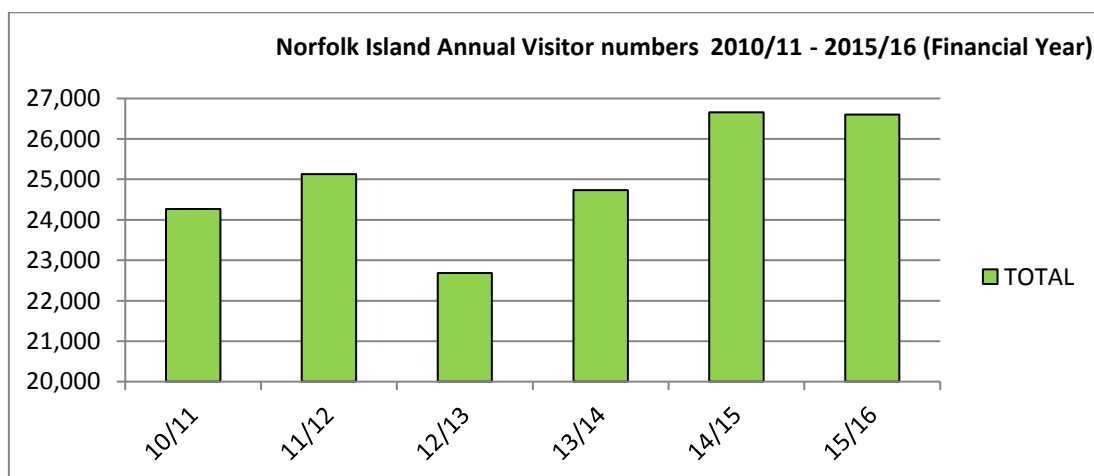
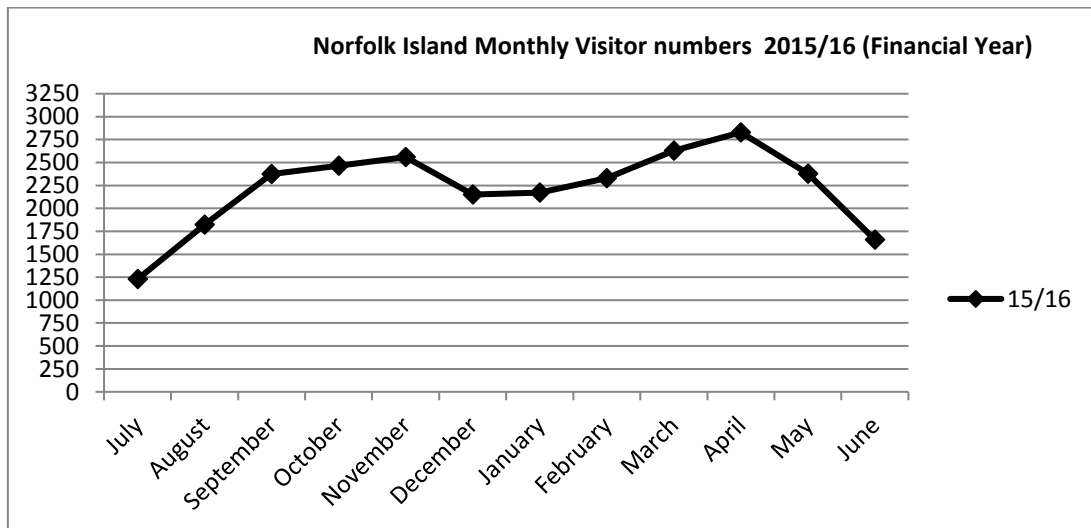


2016 NI Tourism Report by Trina Shepherd – Section Leader – Tourism

Forward

January to December 2016 has been a successful year in relation to Tourism for Norfolk Island when taking into consideration the challenges of change of governance, the repositioning of Norfolk Island Tourism under the NI Regional Council and the decrease in staffing, budget and structure.

In the first 6 months of this year, Norfolk Island Tourism has continued to see growth in visitor numbers. Once statistics are able to be obtained for the second half of 2016, based on current indications of which you will see further along in this report, I predict we will see that growth has continued in the second half of 2016. The graphs below indicate statistics for visitor numbers up to the 30th June 2016.





New Financial Year – A new strategy.

Destination Marketing

The Tourism marketing plan aligns to the Norfolk Island Community Strategic Plan. This financial year, Destination Marketing is the key focus in our marketing plan, with the launch of a new Destination Campaign featuring brand ambassador and 5 time Gold Logie winner 'Ray Martin'.



Destination Marketing is about the recognition of the brand and location of a destination. The 2016 Destination Campaign featuring Ray Martin as ambassador was launched on the 28th October 2016. The primary basis of this campaign is recognition of Norfolk Island, leveraged as now being part of Australia, the location of NI (how close it is to AU) and the ease to Travel there. The aim of the campaign is to have Norfolk Island on every Australian's bucket list. The Campaign comprises of a 6 minute video of Ray visiting Norfolk Island capturing his experiences as a first time visitor, 4 x short stories of local identities which is being promoted online by a contracted Digital Marketing company targeting specific audiences and gathering data for future promotions. The Campaign is also being promoted on the NI Tourism website and social platforms, via Tourism Australia, via Fairfax and via APN Outdoors with Ray Martin endorsing Norfolk Island on the back of buses in Sydney CBD and surrounding areas.

Various **challenges** for Norfolk Island are:-

- Market awareness of Norfolk Island is still poor.
- Consumer and trade market perception has been dominated by large travel groups primarily aged over 65yrs and the destination is still regarded as an 'older persons' destination.

- Airline contract and capacity, whilst Air NZ is a reputable and a reliable airline, there is no current competition and there are existing capacity issues.
- Distribution issues as retailers are motivated by high volume price driven destinations.
- On island suppliers not always reliable – shops, activities, restaurants.
- Some on island product falling short of visitor expectations for certain markets (not in all cases)
- Competitive destinations and cruise product.
- Limited budget for destination advertising and promotion.

Various **opportunities** for Norfolk Island:-

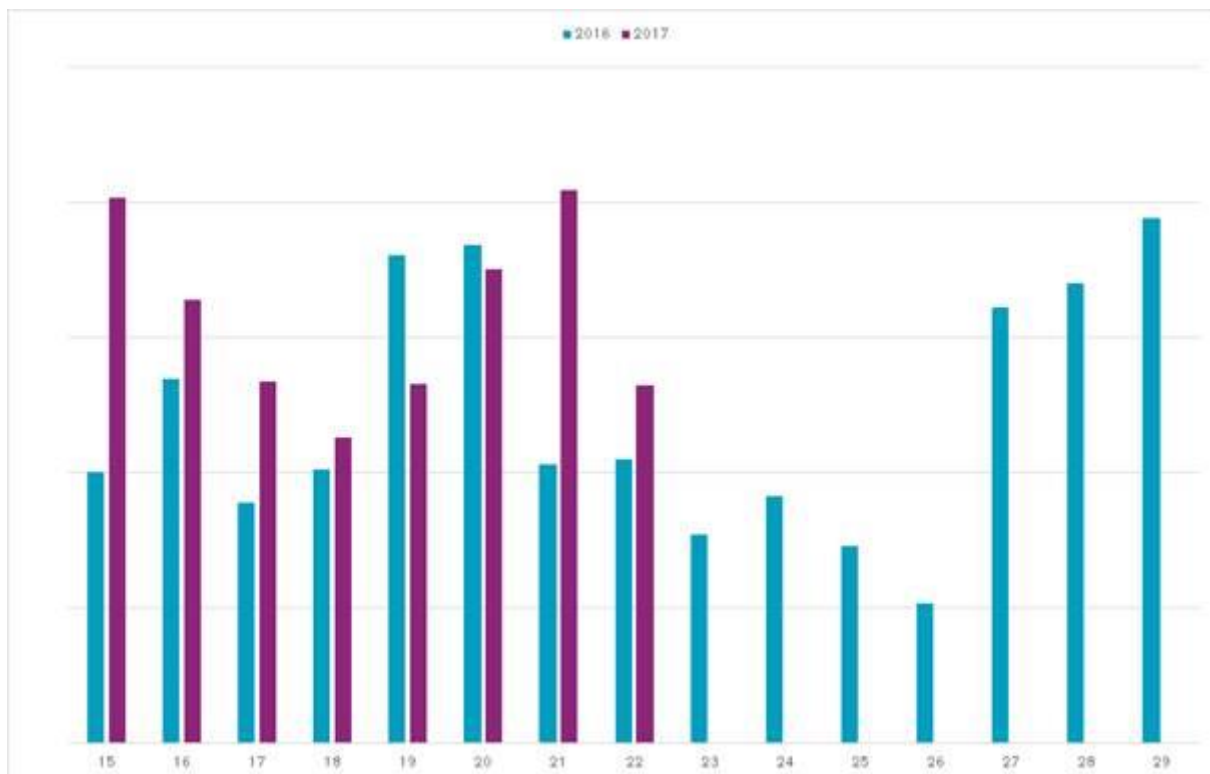
- Norfolk Island brand message “There’s More to Norfolk Island”
- Niche market opportunities.
- Investment opportunities.
- USP now part of Australia which has:- Nature, history, culture, cuisine, marine and activities (all in one tiny destination).
- Special Events eg. Winter Festival Celebration including a light projection display on the Historical buildings in Kingston.
- New markets such as Melbourne and Tasmania



The Back of bus campaign was signed for 30 x buses to run from the 31st October to the 30th November. APN Outdoors is so excited to have Ray Martin on the buses. They have left some of our adverts on the back of buses even after the 30th November and will allow them to stay until the space is re-booked.

Air Statistics

We have had very pleasing results in the forward bookings in the first half of this financial year. This is credited to our new direction in marketing, our Destination Campaign with Ray Martin, Media, Influencers, leveraging with Tourism Australia, PR and Channel 7 Sunrise. As we are still in the process of extracting some form of statistics from NI Immigration, I can only see confidential statistics from Air New Zealand however I am pleased to say that generally bookings have been around 20% more than the same time period last FY. Please see the graph below which indicates the pattern of bookings over the past 8 weeks YOY.



Digital Amplification Strategy

NI Tourism is currently working with a company called Greenroom Digital Marketing. Greenroom have been contracted for 4 months to deliver the following objectives:-

- To build awareness of Norfolk Island as a travel destination for a clearly defined audience;
- To build a database of potential travellers to nurture with engaging content;
- To drive and increase visitors to Norfolk Island;
- Targeted amplification using innovative profiling tools to identify exact audience profile matching demographics;
- Promotions and advertising via a holiday give away.

The Greenroom digital campaign was launched on the 18th November and has been running 2 weeks with outstanding results. NI Tourism has already received valuable information about our interested customers and how to attract them. Please see statistics below:-

Norfolk Island

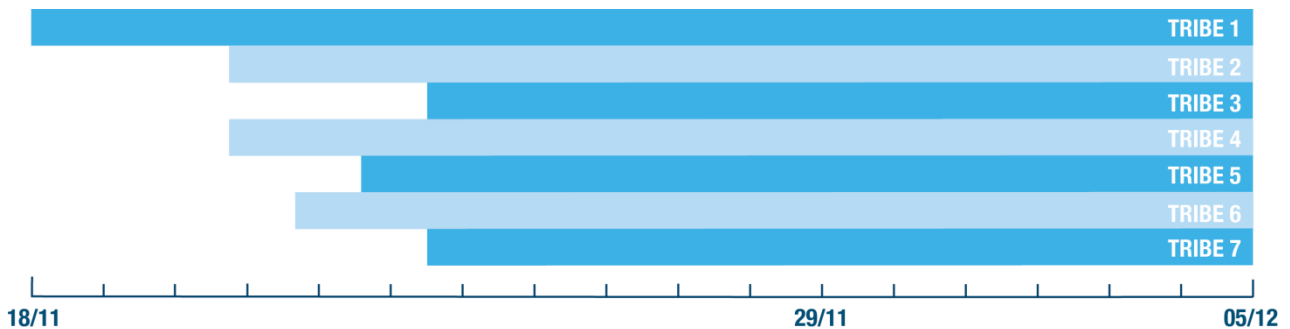
Facebook Content Update

167,403 People Reached

3,130,495 Impressions

3,450 Link Clicks

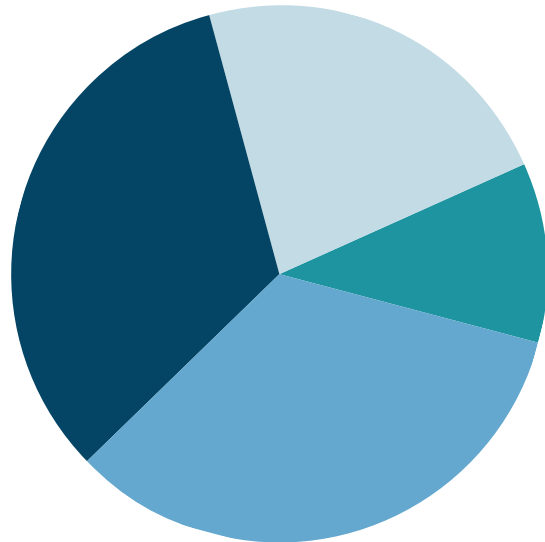
3341 Competition Entries



MARKETING INSIGHTS

3341 Competition Entries

- 1095** Rest & Relaxation
- 757** Activities & Relaxation
- 352** Food & Produce
- 1,127** Local Culture



| Group | Reach | 3 Second Views | 10 Second Views | 30 Second Views | Clicks to Play |
|---------|---------|----------------|-----------------|-----------------|----------------|
| Tribe 1 | 3,194 | 3,323 | 772 | 173 | 373 |
| Tribe 2 | 3,045 | 2,539 | 742 | 169 | 400 |
| Tribe 3 | 3,463 | 1,645 | 338 | 75 | 40 |
| Tribe 4 | 8,696 | 5,197 | 1,421 | 326 | 783 |
| Tribe 5 | 7,274 | 3,727 | 1,057 | 201 | 443 |
| Tribe 6 | 103,975 | 221 | 83 | 38 | 102 |
| Tribe 7 | 41,864 | 10,441 | 3,602 | 1,547 | 1,315 |

| | | | |
|---|--|--|--|
| TRIBE 1 Young families interested in travel 143 Link Clicks 3,192 People Reached 2.1k Views 11 Post Likes / 2 Post Comments 1 Post Share | TRIBE 2 35+ interested in travel/photography 179 Link Clicks 3,039 People Reached 2.6k Views 33 Post Likes / 7 Post Comments 4 Post Shares | TRIBE 3 35+ interested in beach lifestyle 46 Link Clicks 3,455 People Reached 1.1k Views 4 Post Likes / 2 Post Comments | TRIBE 4 50+ empty nesters 332 Link Clicks 8,681 People Reached 5.5k Views 30 Post Likes / 5 Post Comments 4 Post Shares |
| TRIBE 5 25-40 interested in food/travel 191 Link Clicks 7,273 People Reached 3.8k Views 19 Post Likes / 4 Post Comments | TRIBE 6 25-35 located Australian East Coast 76 Link Clicks 67,538 People Reached 6.4k Views 27 Post Likes / 4 Post Comments 147 Post Shares | TRIBE 7 35+ located Australian East Coast 2,493 Link Clicks 41,769 People Reached 17k Views 647 Post Likes / 91 Post Comments 202 Post Shares | |

Summary

The Tourism industry remains the primary industry on Norfolk Island with investment, development and growth within the industry, the key to the overall economy and sustainability of the Island.

Report by Trina Shepherd