

April 2017 NI Tourism Report by Rose Evans – Acting Team Leader – Tourism

Media famil visits

Sue Dunlevy a freelance travel writer from Canberra visited with her husband Steve (at his own costs) for a 3 day media famil 3-6 March. Sue's focus was on food and relaxation for a commissioned article in the Escape Travel section across all News Corp Sunday newspapers Australia- wide. They enjoyed discovering the island in their rental car and were amazed at how much there was to do, & how close the island is to travel over for a weekend break away. They also witnessed the Foundation Day celebrations before they departed.

Underwater photography visit.

Photo taken by Zach Sanders shows from left Amber Jones (Videographer) Riley Elliott (Shark Scientist) visiting from New Zealand & Matt Draper (Underwater photographer) from Bryon Bay. Matt uses his marine photographs as a way to spread awareness about environmental issues as well as foster love for the ocean by replacing fear with fascination. This, combined with his free diving capabilities, makes for minimal disturbance when photographing marine life. Riley is a shark scientist and waterman. He's an avid surfer, scuba diver and spear fisherman, but he's also a University of



Auckland PhD student in marine biology as well as a passionate shark conservationist. Amber his partner video's and documents most of his work. Local guide & photographer Zach Sanders showed them around the island both above and below the sea! N.I Tourism will receive social media coverage, a selection of images, editorial pieces and a video clip.

Bookeasy Training Seminar

Book Easy is one of the world's leading Tourism Destination management software systems. It is used by over 200 Visitors Information Centres Australia wide and just recently introduced to over 30 I-Sites in New Zealand. BE has over 25,000 registered operators using the system, which gives real time online bookings and secure payment options 24 hours a day, 7 days week. NI Tourism engaged the BE system 8 years ago to assist all local operators in being able to have availability available via the official tourism website www.norfolkisland.com.au It is used for bookings whilst visitors are on the island and potential visitors can also make direct bookings via the website.

Visiting Trainer and Development Manager Chris Telenta conducted training workshops for tour, car hire and accommodation operators, covering ways of better using their listing to ultimately improve sales. E.g. correct information, great images, booking notes and updating availability. These workshops were funded by the Norfolk Island Regional Council to assist and train local businesses and were provided free to all BE Operators. Attendance levels were disappointing however the VIC staff will continue to engage all Operators and strive for improvement to the booking system and Operator listings.

Update on Destination Campaign

Last October, NI Tourism secured Award winning Australian TV personality Ray Martin as Ambassador for Norfolk Island as part of a brand new destination campaign. The social media campaign commenced on 18th November 2016, with the aim of building awareness about NI to a targeted audience, to provide engaging content about 'There's more to Norfolk Island' and to gather data that can be used for future marketing activity. This online campaign has now concluded with great results.

- Site traffic referred from Facebook to the Norfolk Island website has increased 4237.5% compared to the 4 month period before the campaign. Whilst comparing these periods, site visits to the Norfolk Island website have seen an 1181.9% increase, from 7,580 to 97,174.
- People reach 328,052.
- Page engage (when people share, like, comment) 110,394.
- Breakdown of interest top 3 were 1. Local culture & history 2. Rest & relaxation 3. Activities & adventure.
- The database collected from this campaign has now been combined with the NI Tourism database, & will be used to distribute a new look monthly tourism newsletter.

Ray Martin's video clip and the 4 short stories about local identities can be viewed on <http://www.norfolkisland.com.au/about-norfolk/video-gallery>. NI Tourism continues to utilize Ray's editorial piece and selection of images where applicable.

