



June 2017 NI Tourism Report

by Rose Evans – Team Leader Tourism and Economic Development

Visitor Survey Cards

Burnt Pine Travel commenced the handing out of Visitor Survey Cards at check-in on 5th May. Since then the number of cards returned and completed has gone from an average of 54 per week in April to 221 per week in May. This is still low considering we have approximately 600 visitors every week, however an increase of 310% it is definitely a huge improvement. Our goal is to increase the return of feedback forms from at least 50% of visitors.

Australian Tourism Data Warehouse

Norfolk Island Tourism/NIRC has now registered with ATDW. We still have a few teething problems to iron out before we can create listings however ATDW are working on these issues and should have them fixed by the end of June.

The issues are:

- Not accepting the NI phone numbers for registration
- Not covering Norfolk Island under the Google Maps location database.

Once these problems are fixed we will be able to set up listings under the Norfolk Island location. We are attempting to get Bookeasy to do a data dump from our website so that all existing sites can be transferred easily.

Air NZ Joint Venture

NIRC have signed a joint venture between Air New Zealand and NI Tourism in which NI will be promoted for 10 days on the Air New Zealand website homepage, landing page, best airfares page, destination page, and hotels page, trade landing page, trade destination page and Airnotes (their trade online newsletter).

The aim is to create greater volume in bookings with a tactical sale period from 7th June – 28th June 2017, offering \$100 off airfares during designated travel periods between July and Dec, 2017.

In past years these Joint Venture agreements have provided valuable forward bookings and ensuring good travel numbers for the remainder of the calendar year.

Norfolk Island Airlines

With Norfolk Island Airlines' inaugural flight just around the corner, NI Tourism has been working hard to promote our destination within New Zealand. On 8th May Norfolk Island Airlines and NIRC/NI Tourism hosted a promotional dinner for selected high profile New Zealand Media representatives to introduce the new airline and promote what a fantastic destination Norfolk Island is.

Norfolk Island Airlines have since launched several special offers for airline fares to help boost their seat numbers for the initial flights over the next few months.

Local Government NSW Tourism Seminar 2018

During the previous Council meeting a resolution was passed for NIRC to submit an expression of interest to host the Local Government NSW Tourism Seminar 2018. The Seminar would attract 200 tourism delegates to Norfolk Island for 4 days with options to extend their stays. I have completed and lodged the submission with LGNSW who will decide the Seminar destination and notify the relevant Council by 13th June.

Media Releases January – May 2017

Listed below are Media releases between January and June, 2017 - focused on Norfolk Island.

Name of Article/Author/Date	Publication - Print/Enews/Online
Nature's Bounty - Dorian Mode January/February	Open Road - Print
Australian - Travel Up To Norfolk Island Stephen Morton 15 February	eGlobal Travel Media http://www.eglobaltravelmedia.com.au/australian-travel-up-to-norfolk-island/
Australian Travel Up To Norfolk Island Jonathan Harris 15 February	ETB Travel News http://australia.etbtravelnews.global/314977/australian-travel-up-to-norfolk-island/
Beauty And The Beast Christine Retschlag 20 February	The Global Goddess https://theglobalgoddess.com/2017/02/20/beauty-and-the-beast/
Emily Bay On Norfolk Island Named Top 10 Australian Beach In 2017 TripAdvisor Awards - Stephen Morton 25 February	eGlobal Travel Media http://www.eglobaltravelmedia.com.au/emily-bay-on-norfolk-island-named-top-10-australian-beach-in-2017-tripadvisor-awards/
Emily Bay On Norfolk Island Has Been Named One Of The Top Beaches - Australia - Jonathan Harris 26 February	ETB Travel News http://australia.etbtravelnews.global/315979/emily-bay-on-norfolk-island-has-been-named-one-of-the-top-10-beaches-australia/
The Top 10 Things To Do On Norfolk Is Christine Retschlag 27 February	The Global Goddess https://theglobalgoddess.com/2017/02/27/top-10-things-to-do-on-norfolk-island/
Instagram Travel Photographers Share Their Favourite Destinations To Visit Ever Lauren Bath 14 March	Design Taxi http://designtaxi.com/news/391553/Instagram-Travel-Photographers-Share-Their-Favorite-Destinations-To-Visit-Ever/
Norfolk Music Festival - Bruce Piper 14 March	Travel Daily Enews http://www.traveldaily.com.au/news/norfolk-music-festival/278125
Norfolk Island Country Music Festival 2017 - Stephen Morton 15 March	eGlobal Travel Media http://www.eglobaltravelmedia.com.au/2017-norfolk-island-country-music-festival/
Norfolk Island Country Music Festival 2017 - Jonathan Harris 15 March	ETB Travel News http://australia.etbtravelnews.global/317327/2017-norfolk-island-country-music-festival/
Norfolk Island Country Music Festival 2017 - Rod Eime 15 March	Traveloscopy http://traveloscopy.blogspot.com.au/2017/
Fairfax Media NZ - Craig Hoyle 19 March	http://www.stuff.co.nz/travel/destinations/pacific-islands/90276478/a-touch-of-rebellion-on-norfolk-island
12 Natural Things to do on Norfolk Is No Impact Girl/Louise Southerden 6 April	http://www.noimpactgirl.com/2017/04/12-natural-things-to-do-on-norfolk.html
A Forkful Of Norfolk - Kirst McKenzie April	Australian Country Style - Print
Travel The Way We Do - Katie Milton April	Luxury Travel Magazine - Print
Island Idyll - Natasha Dragan April	MiNDFOOD – Print http://www.mindfood.com/article/island-idyll-norfolk-island/
Traveller - Take-Off - Island Hopper Belinda Jackson/Louise Southerden 30 April	The Sun-Herald - Print
Escape Travel - Sunday Telegraph Sue Dunlevy 14 May	http://www.escape.com.au/australia/nsw-act/norfolk-island-where-paddock-to-plate-is-a-food-philosophy/news-story/015fe1a315e578169f5cb475246702e4
The Sun Herald Quick Fix Getaways Junker 14 May	Ute http://www.traveller.com.au/the-short-list-escape-your-daily-dramas-with-a-short-break-gw1k6f
2 Aussie Travellers Toni & Drew Broome 25 May	https://www.2aussietravellers.com/norfolk-island-restaurants/
NZ Travel Press Release UTC	http://australia.etbtravelnews.global/321300/norfolk-island-targets-new-zealand-for-increased-growth/ http://www.eglobaltravelmedia.com.au/norfolk-island-targets-new-zealand-for-increased-growth/ http://www.traveldaily.com.au/news/norfolk-island-targets-kiwis/283047 http://issues.traveldaily.com.au/2017/May17/td300517.pdf
Island Time Magazine	https://issuu.com/islandtimemag/docs/mayjune17