

July 2017 NI Tourism Report **by Rose Evans – Team Leader Tourism and Economic Development**

Agent and Media Famils

David Bantoft is escorting nine Travel Agents for a Famil during from 28th – 31st July. David has visited Norfolk Island over 100 times now and continues to be a great advertisement for us throughout the Travel Industry. We have coordinated a Famil for Social Media Influencers in October to drive our destination campaign and create more destination awareness. Also in October we have Scott Portelli visiting to expand our hero imagery library with a new imagery shoot in conjunction with Rob Nisbet.

The Ultimate UNESCO Australian Road Trip

Interactive mapping company Alpaca recently curated a map of the Ultimate Australian Road Trip, which involves visiting every UNESCO World Heritage Listed Site in Australia. Norfolk Island has been incorporated into the map and includes links to Air New Zealand, Norfolk Island Airlines and a link to the “Guide to Norfolk Island” page on the Australian Tourism website. This is wonderful exposure for Norfolk. The map can be viewed from the following link (stop 24 via Brisbane Airport).

<https://embed.alpacamaps.com/1fef4274-e0ef-11e6-a4a7-024bc0398b11/embed>

Economic Development Consultants

Hindle Enterprise Group have been engaged by the Norfolk Island Regional Council to work with the community and council on implementation of economic development activities over the next six months. The team at Hindle have a unique, ‘hands on’ approach to economic development and will focus their efforts with on the ground support of businesses and residents wanting to grow or start a business as well as building on strategic opportunities for economic development on Norfolk Island.

The consultants will spend one week of every month on Island over the next six months. During their first visit, Travis Bates and Mat Goddard will conduct a Public Information Session on Sunday 6th August 3.00 – 5.00pm at the Paradise Hotel and Resort. Throughout their visit they will meet with key stakeholders and business operators to discuss the situation on Norfolk Island and to assess how they can best assist Norfolk Island to move forward to a sustainable economic community environment.

Destination Marketing Campaign NZ 2017/18

NIRC applied for emergency funding of an additional amount of \$100,000 to match the existing budget, bringing the total campaign budget to \$200,000. This has now been approved and allocated for marketing in New Zealand which will support the new airline weekly service.

In line with the Norfolk Island Tourism Strategic Plan 2013/2023, this additional funding enables Norfolk Island Tourism to launch two major campaigns phases over 12 months using major media channels such as TV, radio, outdoor and social media and support this with cooperative marketing activity to drive sales with the wholesalers. This will allow us to have continuous activity in market – both destination and tactical sale- using a mix of channels and using social media as the primary driver to create destination awareness and increase demand for travel from New Zealand.

The Unique Tourism Collection (UTC) is working with local media agency, Blackfoot, to rollout the destination campaign across the media channels. UTC is also managing the Destination Tactical campaign and has secured support from all major wholesale partners to launch tactical activity from August.

2017/18 Marketing Projects...

There are some exciting marketing projects which have already been confirmed for the 2107/18 financial year. In particular: Better Homes & Gardens team will be visiting for a cooking segment TV Shoot in September; Ray Martin will visit in December to promote NI during the Commonwealth Games Queens Baton relay; Sunrise will be doing a weather cross in December; and we have been running an advertising push on Sydney Trains during the last month.

Below is a more detailed list of confirmed projects for the year.

CONTRACTOR	PROJECT
DESTINATION ADVERTISING AU	
Better Homes & Gardens TV Shoot	15-18 th September cooking segments filmed using local produce
Ray Martin Ambassador	Friday 15 th December Carrying the Queens Baton on NI in the Christmas Pageant parade.
Facebook Live	Live streaming on Facebook of Ray Martin running with QBR on NI
Weekend Sunrise Weather – Channel 7	16-17 th December 2-day broadcast
S & J Media Group	Sydney Trains Campaign 10/07/17 – 7/08/17 46 adverts
Greenroom Digital	Ongoing momentum and awareness on digital platforms
Mediaseed	BIG Screen advertising – at Brisbane Exhibition
Scott Portelli, Lucy Laucht, Melissa Findley, Zach Sanders	Destination Campaign to drive awareness. Production of content for Digital Campaign, outdoor campaign and media PR imagery and video.
Greenroom Digital	Interactive Digital Campaign driven by influencers with Promo Holiday Imagery Shoot
Airfare Only Sale	Air Fare Only Newspaper Sale – Air NZ
Advertising – Newspapers	Co-op Advertising with wholesale partners - monthly
DESTINATION ADVERTISING NZ	
Advertising Campaign TV, Digital, Buses, radio \$200k	NZ Campaign to support new Airline – Blackfoot
DESTINATION AWARENESS	
ATDW	Subscription – specific for Data Warehouse
Treasurers of the South Pacific	Trade Expo Showcase of South Pacific destinations educating agents
TRADE SHOWS & TRAVEL EXPO	
Ray Martin Event	Ray Martin Event – Sydney Museum
OTHER EXPENSES	
Norfolkisland.com.au	Update and maintenance of website
NI Tourism	Brochure Distribution costs AU & NZ
NI Tourism	Promotions, hostings and holiday giveaways
PUBLIC RELATIONS	
NZ & AU Famils – (PR & media)	Press famils x approx 12 yet to be allocated throughout the year
NZ & AU Famils – (Agents)	Agents famils x approx 4 yet to be allocated throughout the year