

## August 2017 NI Tourism Report by Rose Evans – Team Leader Tourism and Economic Development

### Economic Development Consultants

Hindle Enterprise Group were on Island from 31<sup>st</sup> July until the 11<sup>th</sup> August. Over the next six months Travis Bates and Mat Goddard will be working with the local community to undertake strategic economic development. Hindle's strategy is to build the economy from ground level upwards by providing hands on assistance to businesses and facilitating ways to unlock potentials. A public information session was held to brief the community on what Hindle has to offer. From that meeting interest developed and during the 11 days of their visit, they met with approximately 60 individuals, businesses or organisations. Hindle are offering private, confidential and free one on one sessions for anyone who wants to improve their existing business, or start a new business. They have also had discussions with people who are willing to assist others to grow their business by mentoring, offering advice and even some who may be interested in investment.



### TOSP

Treasures of the South Pacific is a series of events designed to educate and inspire Australian travel agents about the variety of tourism product and experiences available across the South Pacific. Norfolk Island was showcased at the Treasures of the South Pacific ([www.tosp.com.au](http://www.tosp.com.au)) Trade Show in Brisbane on 22<sup>nd</sup> August. UTC Representative Karen Hitchings attended the Trade Show to promote Norfolk Island to approximately 120 Queensland Travel Agents.



### Tripadvisor

NI Tourism has just signed an agreement with Tripadvisor providing us with Premium Destination Partnership of the Norfolk Island Page. The Destination Management Centre allows us to maintain control of the content for our destination's sponsorship. The content in the Management centre can be updated as often as we like giving us the ability to upload and change our banner, images, videos, articles, collections. By having control of our destination page we also have the ability to promote local events. Once our destination page setup is complete we will arrange for a Tripadvisor representative to visit Norfolk Island and run some training workshops on how to set up a business page as well as how to use Tripadvisor for bookings, reviews, forums etc. Our aim is to encourage businesses to join Tripadvisor and extend the list of accommodation, restaurants, and things to do on Norfolk Island, thus marketing our destination.

## **Better Homes and Gardens**

Better Homes and Gardens will be on Island from 15<sup>th</sup> – 18<sup>th</sup> September. Karen Martini, Melbourne chef, restaurateur and food writer will film two cooking segments during her stay. Karen has been cooking professionally for more than 20 years. She trained at top restaurant Tansy's in the early 1990s and has headed restaurant kitchens including the iconic Melbourne Wine Room, white-hot Icebergs Dining Room in Sydney and her current artisan pizza restaurant Mr Wolf (which she runs with husband Michael Sapountsis), whilst winning countless chefs hats and other plaudits along the way. Her kitchen career has been balanced by media commitments, cookbooks, charity dinners and much-loved recipe columns. She is currently a presenter on Channel Seven's Better Homes and Gardens and a judge on the network's top rating competition program, My Kitchen Rules.



## **Marketing Presentation**

Norfolk Island Tourism hosted a public marketing presentation - 4.00pm at the Paradise Hotel & Resort on Wednesday 23<sup>rd</sup> August, 2017. The presentation provided information to the community about the new structure and roles within the Tourism Section of the Norfolk Island Regional Council and the relationship with marketing representatives the Unique Tourism Collection (UTC). UTC's Account Director, Trina Shepherd, delivered the presentation covering the 2017-2018 marketing plan for New Zealand and Australia, marketing strategies and cooperative marketing. A good attendance was received and I believe the Tourism operators and community members have been better educated by this marketing information.

## **Tourism Newsletter**

NI Tourism has just compiled their first tourism industry newsletter and distributed online through Mailchimp on the 1<sup>st</sup> September. The bimonthly newsletter will be sent to all Island based tourism industries to highlight upcoming marketing events and promotions. Through Mailchimp, NI Tourism will monitor how many of the newsletters have been opened and ultimately these statistics will provide enough information for us to decide whether it is viable to continue distributing the newsletter.