

## February 2018 NI Tourism Report by Rose Evans – Team Leader Tourism and Economic Development

### Television Promotions - Statistics

Recent television promotions have returned some excellent results. Listed below are some viewer statistics for Better Homes and Gardens, and typical audience reach demographics for Weekend Sunrise.

#### Better Homes and Gardens – Total 4 screenings in Australia

DATE	METRO	REGIONAL	TOTAL VIEWERS
27-Oct-17	496,000	281,000	777,000
12-Nov-17	26,000	(Perth Only)	26,000
19-Nov-17	163,000	86,000	249,000
05-Jan-18	519,000	301,000	820,000
<b>TOTAL</b>	<b>1.204m</b>	<b>668,000</b>	<b>1.872m</b>

Statistics do not include New Zealand (where the show is also broadcast). We do not have access to NZ figures.

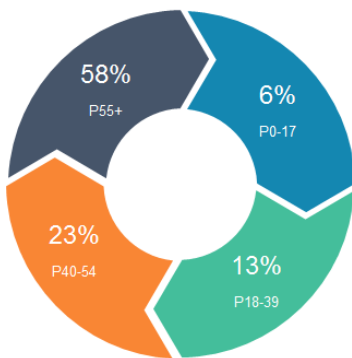
#### Weekend Sunrise – 2 shows 16 & 17 Dec 2017

### Average Weekly Audience Reach

21

Weekend Sunrise

#### Key Demographics



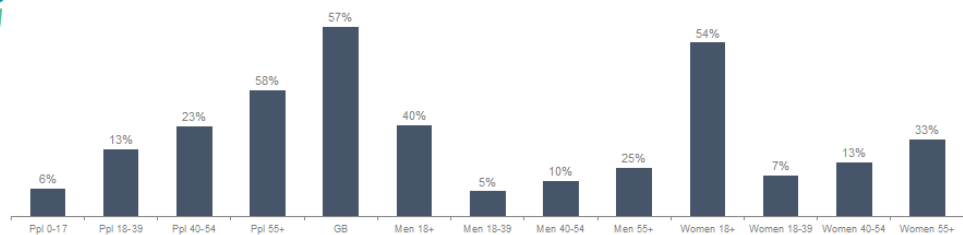
#### Average Viewer Reach

**1.7 Million+**  
Combined Viewers Per Week

**1.1 Million+**  
Metro Viewers Per Week

**675 Thousand+**  
Regional Viewers Per Week

51% more likely to be GB's and 36% more likely to be women 18+



Source: OzTAM (Metro, Regional)/TAM (Regional). Total Individuals. Combined: Metro + Regional. Weekend Sunrise (Sat-Sun) 2017: Wks 1-33. Excludes Live/Extended/Special editions. Network National Reach Estimate for Metro and Regional for minimum of 8 consecutive minutes of program viewed. Audience Profile % Affinity Index. Data: Consolidated (Live + As Live + TBV7) prior to Wk 33. Overnight (Live + As Live) for Wk 33. As of 24/05/2017.

### Buy Local Campaign

A Buy Local Working group has been formed and consists of some core NIRC staff.

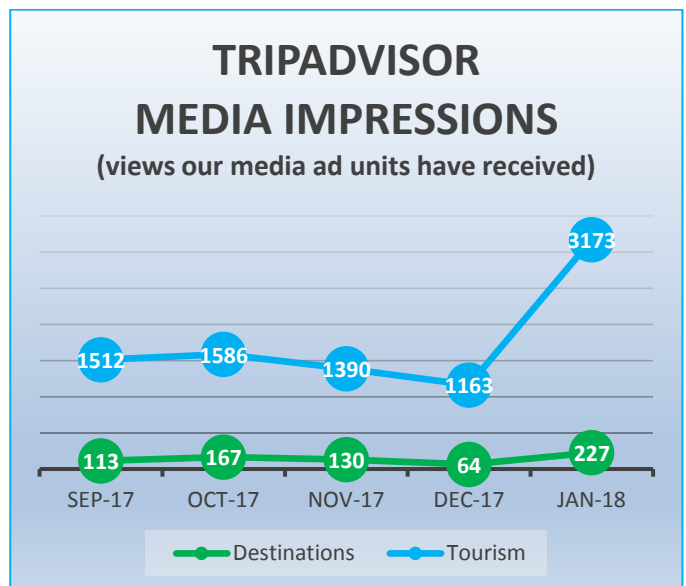
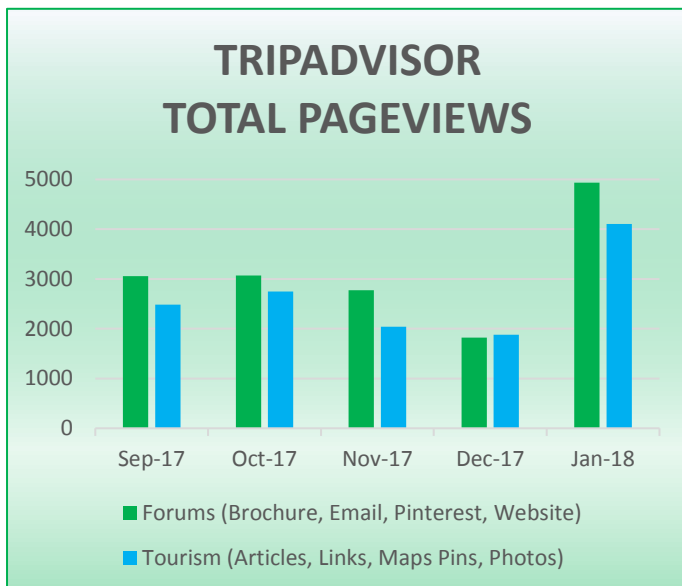
The working group will be focusing on many levels such as: developing a logo; educating the community about the benefits of buying locally; encouraging local businesses through incentives and training; and creating a survey to capture results from the current situation. Currently we are featuring “quirky” products sold on island and local businesses were invited to submit items they would like to showcase.

## Cruise Ships

On Wednesday 14 February 2018 the cruise ship Crystal Serenity diverted due to cyclone Gita. The Caledonian Sky ship with 100 passengers did arrive as scheduled and managed to disembark. Passengers enjoyed pre-booked tours for the day. Cruise ship Artania with approximately 1100 pax arrived on Monday 26 February 2018. There was a German Film crew on board the Artania and while on island they filmed footage for a short documentary. This was the last cruise ship for the season.

## Tripadvisor

Work has continued on the Tripadvisor destination sites by updating and managing the 25 existing sites plus establishing an additional 10 sites for March listing. Overall feedback on Norfolk Island destination sites is positive with the typical dip during December which is generally a quite month for holiday bookings. January 2018 saw enormous increases in page views and media impressions, which may be due to the Better Homes and Gardens, Ray Martin, and Sunrise Weather campaigns.



## Australian Regional Tourism

Each month, the Australian Regional Tourism (ART) e-newsletter profile their members. In the next issue they will profile Norfolk Island. ART presents and manages an annual Convention. The Convention provides a forum to discuss, debate and investigate solutions to issues, challenges and opportunities facing regional tourism. The Convention is for all sectors of the tourism industry to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success. The Convention is regarded as the most significant annual event for industry, practitioners and government agencies engaged in regional tourism, anywhere in Australia. The ART annual conference dates have been set for 23 – 26 October 2018 with the destination yet to be announced.

## Mineworks Film Crew

German production company Mineworks Film were on Island filming for a five part mini-series called Infernal Paradise which focuses on former prison islands; the main topic is not their gruesome past, but their present beauty. The series is a high end production using the latest in camera technology and has been sold to Arte's discoveries with a market share of over 20 million viewers and a reach of over 200 million. This new series is scheduled to screen on Prime Time Television in December 2018 and then sold to world wide networks at a later date. It will also be digitally distributed on-line.

## New Destination Brochure

An updated Norfolk Island destination brochure has now been printed and commenced circulation. Copies have not yet arrived on Norfolk and are expected to arrive shortly via air freight. The updated brochure can also be viewed on the destination website [www.norfolkisland.com.au](http://www.norfolkisland.com.au).

## Eating Out Guide

Norfolk Island Tourism have produced a small leaflet to assist visitors by providing a list of all “eating out” venues on Island. The leaflet is frequently updated to reflect the changes in business operators.

## Beach Guide

Norfolk Island Tourism has also printed a beach guide for visitors. The guide indicates facilities available at each beach with a short explanation of all beaches.

## Airline Fact Sheet

The Unique Tourism Collection have compiled a seven page Airline fact sheet for Norfolk Island Regional Council to distribute to interested airlines. The fact sheet includes Location and Geography, History and Background, Airport Information, Tourism Information, and General Information. The Fact Sheet will be made available on the NIRC website.

