

## March 2018 NI Tourism Report

by Rose Evans – Team Leader Tourism and Economic Development

### Facebook Page - New Zealand Audience

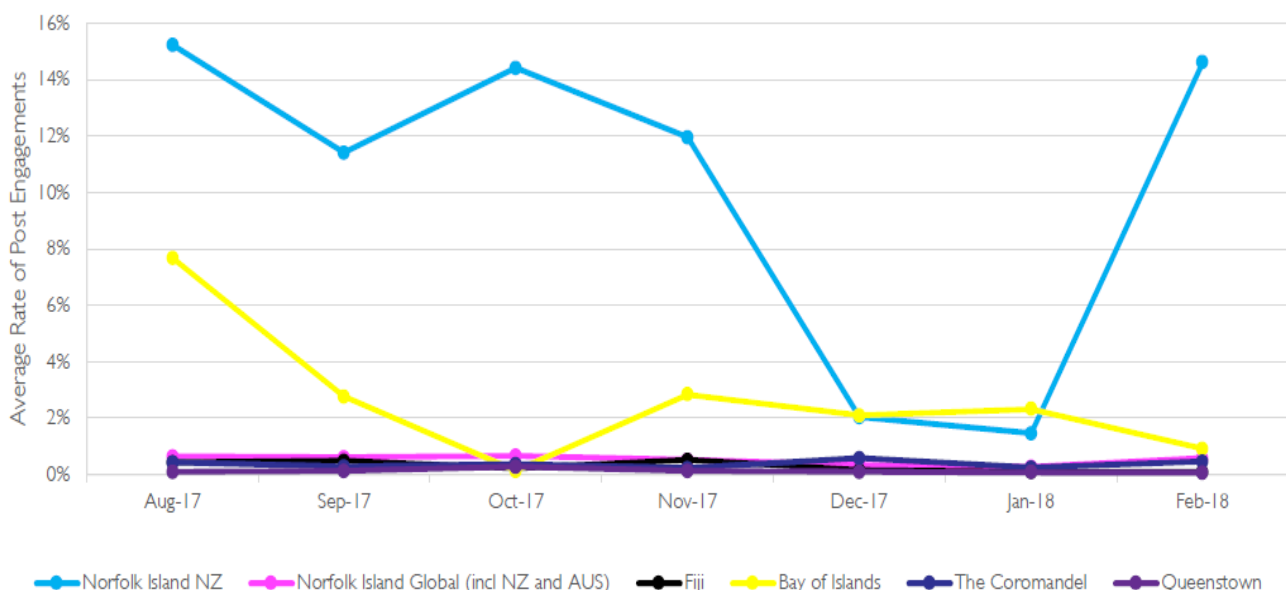
The February report for the Norfolk Island Tourism Facebook page for New Zealand audience shows positive reach, engagements and impressions with the following results for the month:

- An engagement rate of 14.629%
- A total of 12 posts
- An increase of 77 fans in the New Zealand market
- Fan gender split remained at 72% female, 28% male
- Posts reached a total of 105,054 users (92,983 paid and 12,071 organic reach)
- A total of 7,375 post engagements were generated (post reactions/likes, comments and shares)
- 127,258 total impressions

## Post engagement rate

The average post engagement rate is one of the most important metrics to measure, as it gives an indication of the percentage of the Facebook page's audience that is interacting and engaging with content. As seen below, the Norfolk Island Tourism New Zealand page saw an outstanding result in February, with the average post engagement rate increasing up to 14.635%, well ahead of the competition, and the second highest post engagement rate achieved by the NZ Facebook page to date. The Bay of Islands Facebook page saw a decrease in their average post engagement rate, bringing them closer to the rest of the competitor pages at 0.930%. Fiji, the Coromandel, and Queenstown all continue to achieve an average post engagement rate of under 0.5%.

Average Post Engagement Rate



## Facebook Competition Insight

The recently held Facebook competition campaign for Norfolk Island Tourism presented some excellent results. In the time after the competition the percentage of total clicks compared to reach during the competition increased by 16.8%. Site traffic 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.

- 7,072,061 impressions
- 328,052 people reached
- 110,394 page engagements
- 17,265 total clicks
- 10,563 link clicks
- 2,982 post reactions
- 651 post shares
- 248 post comments

### SOCIAL MEDIA DEFINITIONS

**Impressions:** Number of times your posts have been seen

**Reach:** Number of unique accounts that have seen any of your posts

**Page Engagement:** Sum of clicks, likes, shares and comments on posts during an established time period

**Total Engagement:** Gives insight into how active your audience is and how well your social media strategy is working

**Unique Clicks:** Number of times that a link in your email was clicked by individual users

**Total Clicks:** Number of people reached within their News Feeds, on your Page and as shared by friends

**Link Clicks:** Number of clicks on links to select destinations or experiences, on or off Facebook-owned properties

**Post Reactions:** a response to a Facebook post or ad in which a person chooses one of several emoticons (Like, Love, Haha, Wow, Sad, Angry) to indicate their feelings about the content of a post or ad

**Share:** When a user shares your Facebook post with his or her Facebook friends

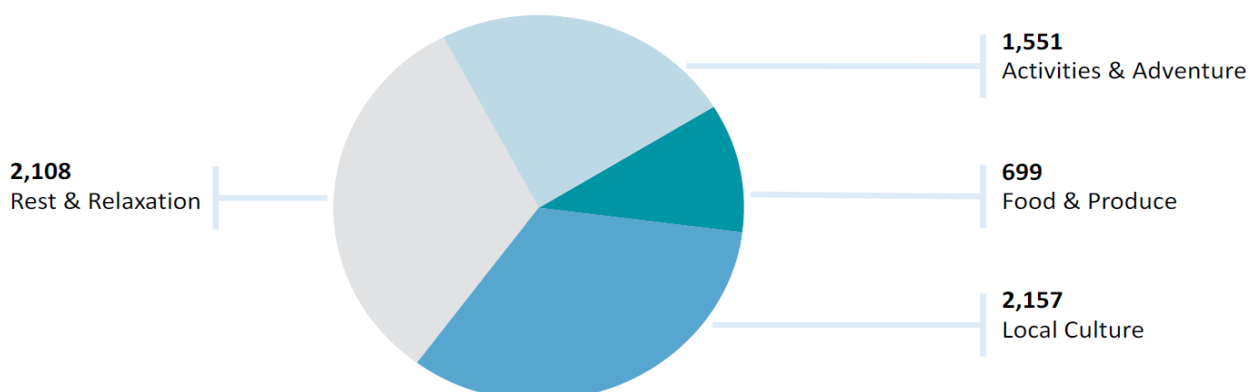
**Comment:** When people comment on content on your site using their Facebook account

**8,315**  
Competition Entries

**6,510**  
Unique leads

**1,015**  
Web Prospects to date

## Breakdown of Interest





## **Marketing Coordinator**

At the 21 February 2018 Council meeting the following resolution 2018/30 was carried: That Council considers the tender options for Tourism Marketing as discussed within this report and delegate for the General Manager to go out for open tender. This tender will go out as soon as possible for consideration of all eligible Destination Marketing Coordinators with a proposed contract commencement of 1 July 2018. I would like to take this opportunity to thank the Unique Tourism Collection for their exceptional representation services provided in their marketing role for Norfolk Island Tourism since 2010.



## **Airlines**

Air Chathams directors visited Norfolk Island 26-28 March to discuss the possibility of establishing an airline service between Auckland and Norfolk Island. Meetings were allocated for all primary stakeholders so that they had an opportunity to chat with Air Chathams about the potential business they could provide. Thanks go to Lillian Mann (Airline Development Coordinator), Rael Donde (ATA), and Bart Murray (Burnt Pine Travel) for coordinating the meetings. Special thanks also go to

Bart Murray, Burnt Pine Travel and the Administrator, Eric Hutchinson for hosting receptions for Air Chathams during their visit.

## **Positive vs Negative Publicity**

Negative social media posts and comments, print and online newspaper and magazine articles, and radio and television interviews all contribute to negative publicity for Norfolk Island and can have damaging effects on tourism and destination marketing and other activity promoting stays on our wonderful island. Political stability and safety are prerequisites for promoting tourism; even the mere threat of events such as civil unrest can cause potential guests to rethink their decision to visit a destination. The impact of political instability on a destination's tourism sector is both immediate and potentially long-lasting. Just a reminder for people to beware that what you write or say in a flippant remark to media in an interview or article can negatively impact destination marketing and nullify any positive results arising from valuable funds being spent on promoting the Island. In particular I would like to remind those who have lots of contact with our guests (e.g. tour guides, bus drivers, hospitality industry employees and retailers) that visitors do not go on holiday to hear about politics or other people's problems. Tourists visit Norfolk Island to get away from problems, enjoy a carefree experience and relax, so please keep your dialogue with visitors friendly and positive.

