

April 2018 NI Tourism Report

by Rose Evans – Team Leader Tourism and Economic Development

Marketing – Sydney Royal Easter Show

The Sydney Royal Easter Show is Australia’s largest annual event and the largest ticketed event in the southern hemisphere. This year (23 March – 3 April) saw almost 800,000 people come through the gates to experience the very best of NSW agricultural produce, culture, small business and entertainment - all in the very heart of Sydney. The rich heritage and sheer scale of the Show make it a prized communication tool which Norfolk Island included as part of this year’s marketing plan to target younger demographic, and specifically families.

EVENT ATTENDEE STATS

Gender: Female 73%, Male 27%.

Age groups: 16-24 10%, 25-34 18%, 35-49 43%, 50-59 13%, 60+ 15%.

Origins: NSW Metro 75.7%, NSW Regional 21.9%, Overseas 0.02%

Household Income: \$100k+ 30%

Key Customer Segments: Parents with preschool or primary school children 51%

BIG SCREEN TVC

CONTRACTED 24 x 30 sec spots over the 12 days
DELIVERED 52 x 30 sec spots over the 12 days
BONUS 28 x 30 sec spots over the 12 days

BIG SCREEN STATIC

CONTRACTED 144 x 15 sec spots over the 12 days
DELIVERED 560 x 15 sec spots over the 12 days
BONUS 416 x 15 sec spots over the 12 days

LED BANNER BOARD

CONTRACTED 144 x 20 sec spots over the 12 days
DELIVERED 662 x 20 sec spots over the 12 days
BONUS 518 x 20 sec spots over the 12 days

52 x PLASMAS

MediaSeed and the RAS NSW would like to thank
Norfolk Island Regional Council
for working with the show this year and we look forward to working with you again next year!

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Commonwealth Games Media Exposure

With the local Men's Triples Lawn Bowls recent success, winning a bronze medal at the 2018 Commonwealth Games on the Gold Coast, Norfolk Island was well and truly in the limelight. Phil Jones, Hady Evans and Ryan Dixon defeated England in the semi-finals and went on to beat Canada and take home the bronze. The team conducted many interviews (links listed below) with on-site reporters and the guys were great ambassadors for the Island. Norfolk Island Tourism - through UTC - arranged a television interview with James Tobin on Channel Seven's Weekend Sunrise on Sunday 15 April. With a one minute time slot we predicted it would be short and sweet however thanks to James Tobin we received three minutes coverage and excellent exposure for our destination plus some well-deserved recognition for the medallists.



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Fox News

<http://www.foxnews.com/world/2018/04/08/norfolk-islanders-capture-bronze-medal-on-aussie-mainland.html>

The Australian

<https://www.theaustralian.com.au/sport/2018-commonwealth-games/commonwealth-games-norfolk-island-win-bronze-in-lawn-bowls/news-story/1f757392d90c79e59701b11e74dc52fe>

The Telegraph

<https://www.telegraph.co.uk/sport/2018/04/08/norfolk-island-tiny-island-1700-people-celebrates-first/>

The Brownsville Herald

http://www.brownsvilleherald.com/sports/norfolk-islanders-claim-rare-medal-on-australian-mainland/image_02af8141-cb70-5def-9a64-825fd3048767.html

Radio NZ

<https://www.radionz.co.nz/news/cwg18/354500/sport-norfolk-island-bowlers-win-bronze>

The Guardian

<https://www.theguardian.com/sport/2018/apr/15/commonwealth-games-the-gold-coast-performances-that-didnt-go-to-plan>

ABC Gold Coast radio interview (no link available)

Hindle Enterprise Group

The final visit for the Hindle Enterprise Group consisted of many meetings, including one with the newly appointed Regional Investment Officer, Jan Johnson and RDA Operations Officer, Jenny Kew.

Throughout the week Hindle also conducted two workshops focussing on local businesses. On Tuesday 17 April the workshop theme was "Tourism Industry Development and Marketing". This was an interactive workshop examining the strengths and weaknesses of the Norfolk Island tourism economy and product offering. We worked through what Norfolk Island offers as a tourism destination and what tourism service providers offer as a product as well as the potential markets available for Norfolk Island tourism. Wednesday 18 April's workshop theme was "Business Essentials for Success". This was another interactive workshop covering some of the tools and philosophies for evaluating your business and establishing the right methodology for success.



Media Famil – Signature Luxury Travel and Style magazine.

This glossy magazine has a print run of 33,000 copies with a readership of 120,000 high net worth individuals. In exchange for hosting a travel writer, Norfolk Island will feature in the winter issue of the magazine which has a shelf life of 3 months. The feature will also be included in the E newsletter, social media and website. It was nice to have met travel writer Andrew Woodward who says he had a ‘fantastic time and met so many lovely locals during his stay, I hope to return with a group of friends’.

Media Famil – Travel and Food blogger.

During April Norfolk Island Tourism also hosted Kerry Heaney (www.eatdrinkandbekerry.net) and photographer husband Kevin. Kerry’s blogsite has a strong baby boomer following and over 10,000 followers on her social media accounts. Kerry will write for “50 Something” magazine and has shared many photos and video clips of their island adventures. Being a food writer, Kerry especially liked tasting local food at the Sunday markets and buying goodies from the road- side stalls.



Escape from the City

On Island during April was the film crew for a new upcoming lifestyle series called “Escape from the City”. The television series is being developed for ABC channel and their first visit to Norfolk was to film lead-ins and promo footage for the show which is currently in casting stages.

The presenting team for, Escape from the City are: Jane Hall, Simon Marnie, Bryce Holdaway (pictured), Del Irani and Dean Ipaviz.

The series, being produced by Fremantle Media Australia, is based on Escape to the Country and sees one of the 5 hosts guiding participants through property moves to coastal, country or regional Australia.

Edu-tourism

To address developing Edu-tourism on Norfolk Island as part of the Operational Plan, I requested for UTC to research various ways to proceed. UTC have attended the Global Eco-Tourism Conference and met with the several organisations to discuss Edu-tourism and how it could work on Norfolk Island. After many meetings, discussions and background checks, UTC selected Associate Professor Rosemary Black, School of Environmental Sciences, Charles Sturt University as the best possible lead. The Professor was on Island 16-20 April and together we met with some key people to discuss school groups, study tours, student work placement, research, and tourism training. Spending the week with Rosy was extremely beneficial as we made some promising connections, managed to develop some exciting ideas, and now plan to take initial steps to put some of our ideas into action.



Norfolk Island Tourism



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Buy Local Campaign

The Buy Local Campaign continues to build awareness within the community about the benefits of purchasing goods and services on Island. Good feedback has been received about the campaign from business owners, retail employees and the community in general. Entries for the “design a logo” competition have now closed and the Buy Local working group have received seven designs to choose from. The working group will vote anonymously on the best design and the winner will be announced by the first week of May. The logo will be used in future NIRC Buy Local media releases to create an identifiable brand and support the campaign.