

May 2018 NI Tourism Report

by Rose Evans – Team Leader Tourism and Economic Development

Marketing Representation

The Unique Tourism Collection were the successful applicants for the Marketing Representation Tender. UTC has represented Norfolk Island since 2010 and has a full understanding of our tourism structure. Jonica Paramor and Trina Shepherd are very excited to continue to represent Norfolk Island and are passionate about working together with the NIRC with the aim to make it the best small island in the world.

Passenger Statistics – Year to Date

	Jul 2016 – Apr 2017	Jul 2017 – Apr 2018	Variance	% Variance
TOTAL Visitors	25,727	24,770	down 957	-4%
Passengers via AU	24,938	27,457	up 2,519	10%
Passengers via NZ	4,327	1,204	down 3,123	-72%
TOTAL Passengers	29,265	28,660	down 605	-2%

In Summary: The increase in Australian passengers has assisted to alleviate the decline in New Zealand passengers. Once a regular New Zealand airline service is established we should be able to achieve growth in passenger/visitor figures again.



Country Music Festival

The 25th Country Music Festival had a very successful event, attracting approximately 400 visitors. The Norfolk Island Travel Centre coordinated two chartered planes (Air New Zealand and Air Chathams) to provide New Zealand direct flights for approximately half of the festival visitors.

The Visitors Information Centre created an “interactive” window display for the Country Music Festival. The interactive display attracted a lot of attention from visitors who enjoyed having their photos riding Freidi the cow.

Facebook Competition Winners

Facebook competition winners, Mr & Mrs Loudon enjoyed a fabulous week on Norfolk staying at Broadleaf Villas plus use of a Moke throughout the week. They were also provided with a voucher for Serenity Day Spa, Passes to the 4 museums at Kingston, and a dinner voucher for Dino’s restaurant. They were kept busy with a half day orientation tour, a breakfast Bushwalk with Pinetree tours, and the Hilli Goat farm tour with cheese tasting and platters.

“Who do you think you are?” SBS TV

Norfolk Island was one of the sites for filming of the SBS show “Who do you think you are?” on 1 May when Australian singer Natalie Imbruglia spoke to local historian Liz McCoy about her First Fleet ancestry. As Genealogy holidays become more popular, this type of coverage highlights the incredible convict history that is available here. Tuesday 8 May, Norfolk featured again with Australian actor John Jarrett also tracing his family back to Norfolk Island through historical records.

Media Famil – Pacific Island Living Magazine

Rebecca Worsp (Advertising Manager) and Tiffany Carroll (Editor) were on Island from 8-12 May. The Pacific Island Living Magazine is published quarterly and is the Pacific's only holiday and lifestyle magazine available in most South Pacific Islands, also distributed in Qantas lounges throughout Australia and New Zealand and Virgin lounges in Sydney, Melbourne and Brisbane. The magazine has over 85,000 followers on Facebook. Norfolk Island will feature in a six page spread in summer edition plus restaurant reviews etc. in subsequent issues (both print and online).



Media Famil – Discover Magazine

Lee Myle, a travel writer from Discover Magazine was on Island from 19-22 May. The Discover Magazine is a Traveller's Choice client published travel magazine, published three times a year. Print run is 50,000 each issue for agents' clients.

Lee will be writing a feature article in Discover Magazine for the winter issue out late May.

<https://www.travellerschoice.com.au/discover/discover-magazine>

Lee will also be writing a Blog on "A Glass Half Full" www.aglasshalf-full.com

Media Famil – Spa and Wellness International

Kristine Abbey from Spa and Wellness International was on Island 28 May – 1 June. In Kris' magazine she shares nutritious Spa cuisine, preventative treatments and general tips on attaining good health. She also covers some amazing destinations that will make you want to pack your bags and get there NOW! Kris will be promoting Norfolk Island in various media:

2 x 4 page features in Spa & Wellness International magazine, 1 x blog post on www.spaandwellnessinternational.com, 1 post on www.krisabbey.com, 2 Instagram posts, 4 Twitter posts, and 2 Facebook posts.



Agent Famil – Norfolk Select & Travellers Choice

Dave Bantoft from Norfolk Select accompanied eight Travel Agents to Norfolk Island from 26-29 May. They participated in many tours, accommodation site visits, a fun car rally, plus they dined out at restaurants and cafes enjoying the local cuisine. Dave has visited Norfolk over 100 times now, escorting travel agent groups as well as many tour groups.



Buy Local Campaign

The Buy Local Campaign now has a logo which was designed by Brianna Stephens in the recent logo design competition.

The working group are coordinating an online survey regarding buying locally. The group are about to launch a Shopping Spree in July Competition to stimulate spending within the local community. The competition will enable locals to enter to win cash prizes, just by spending \$20 at any local businesses who participate in the competition.

Air New Zealand & Virgin Connect

The Air New Zealand website now has a new feature to enable connecting flights with Virgin Airlines. This is great news for Norfolk Island because it allows visitors a one stop online booking. The opportunity to book from all major airports (handling Virgin flights) and connecting them to Norfolk Island with an Air New Zealand flight. Together Virgin Australia and Air New Zealand operate more than 200 return flights per week using A320, B737, B767, B777 and B787 aircrafts. The joint network offers access from 44 destinations in Australia to 21 destinations in New Zealand.

Unfortunately Air New Zealand and Virgin Australia will end their trans-Tasman alliance in October this year following seven years of partnership. Air New Zealand will no longer sell Virgin Australia's trans-Tasman flights as part of its network, and Virgin Australia will no longer sell Air New Zealand's trans-Tasman flights, for flights from 28 October 2018 and beyond.

Airlines Update by Lillian Mann, Airline Development Coordinator

OVERVIEW

I have contacted large commercial and small regional airlines to suggest Norfolk Island as a destination. Overall I feel that the larger the airline and aircraft the less likely they are a fit with Norfolk Island. Like many outback and regional areas of Australia and NZ smaller airlines are picking up smaller locations. A good example is Air Chathams that can make Norfolk Island viable using a smaller aircraft (50 seater), therefore my targeting has gone more to this area. However there are some larger airlines (Jetstar and Virgin Australia) currently doing feasibility studies.

CURRENT STATUS

***AIRLINES THAT HAVE DECLINED OR MAY LOOK INTO THE FUTURE FLYING TO NORFOLK ISLAND**

Air Vanuatu/Royal Brunei/Jet Go

***AIRLINES THAT ARE IN PROGRESS OF DOING COSTINGS AND GATHERING INFORMATION**

Virgin Australia – ex Melbourne

EASTERN TOUR SERVICES – ex Port Macquarie Lord Howe and Norfolk Island combo

Air North – ex Toowoomba

SUCCESS!!

AIR CHATHAMS – ex Auckland

Is in the final stages of approval and plan to start flying in September with sales to commence June/July.

They are now dealing direct with relevant operators and UTC for NZ marketing.

Regards Lillian

Lillian Mann | Airline Development Coordinator