

## June 2018 NI Tourism & Economic Development Report

As the 2017/18 financial year ends, I feel that it is important to look back at the last 12 months and reflect on the year's activities. There have been some great marketing successes, and tough adjustments to airline changes, however overall we have remained intact and competitive amongst the destination competitors.

### TOURISM SUMMARY



#### Marketing Representation

Unique Tourism Collection were the successful applicants for the Marketing Representation Tender in May 2018, and will continue to represent Norfolk Island. Jonica Paramor and Trina Shepherd are very excited to and passionate about working together with the NIRC with the aim to make Norfolk Island the best small island in the world. UTC have such a comprehensive list of duties throughout the year that the best way for them to inform everyone is through the distribution of their monthly industry reports which will continue to be emailed to Tourism Industry stakeholders.

#### UTC visits to Norfolk Island - 2017/18

- Aug 2017 - 2017/18 Marketing Plan presentation for industry at Paradise Hotel & Resort
- Oct 2017 – Trina was on Island coordinating the Influencer/Social Media Campaign
- Dec 2017 – Trina was on Island to assist with Weekend Sunrise/Ray Martin/ Queens Baton Campaign
- 9-16 July 2018 - Trina Shepherd from the Unique Tourism Collection will be on Island

#### NI Tourism - Industry Updates

- Monthly Tourism Reports from Team Leader Tourism & Economic Development
- Weekly Media Releases in the Norfolk Islander and Norfolk Online News
- Bimonthly Local Tourism Newsletter was developed – distributed via email

LOCAL TOURISM NEWSLETTER	TOTAL DELIVERIES	RECIPIENTS WHO OPENED	RECIPIENTS WHO CLICKED
SEP 2017	155	86 (55.5%)	27 (17.4%)
NOV 2017	163	71 (43.6%)	19 (11%)
JAN 2018	160	66 (41.3%)	8 (5%)
MAR 2018	158	62 (39.2%)	9 (5.7%)
MAY 2018	161	67 (41.6%)	12 (7.5%)

#### Print Marketing

- A new image gallery was established with destination images and videos, developed by Scott Portelli & Dave Abbott and distributed to the Industry October 2017.
- Updated destination brochure – Feb 2018 distributed NI, AU & NZ
- Updated Activity Guide – June 2018 distributed NI
- Eating Out Guide – updated (for VIC distribution)
- Beach Guide – updated (for VIC distribution)
- 101 Things To Do – updated (for VIC distribution)

#### Outdoor Marketing

- Sydney Trains Campaign - July/August 2017
- NZ Bus backs for 4 weeks – Jul to Aug 2017
- Brisbane Ekka Show Aug 2017 – 400,000 attendees
- Sydney Royal Easter Show March/April 2018 – 800,000 attendees



## Television Marketing

- Better Homes & Gardens – filmed Sep 2017 and broadcast Oct 2017
- Channel 7 Weekend Sunrise/Ray Martin/Queens Baton Campaign – live crossovers Dec 2017
- Advertisements within NZ (TV1, Choice TV & HGTV) – Jul to Oct 2017
- German film crew Mineworks – filmed February 2018 with broadcast TBA
- Escape From the City – filmed April 2018 and will be broadcast in Aug 2018
- Who do you Think You Are by SBS TV – broadcast May 2018



## Tourism Australia

Norfolk Island has increased presence on the TA website with listings on the following four pages.

- Guide to Norfolk Island
- Which Luxury Australian Island Should You Visit?
- Discover Australia's Stunning Secret Islands
- The ultimate UNESCO Australian Road Trip

And direct links to Norfolk Island Destination website [www.norfolkisland.com.au](http://www.norfolkisland.com.au)

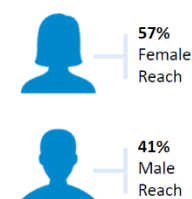
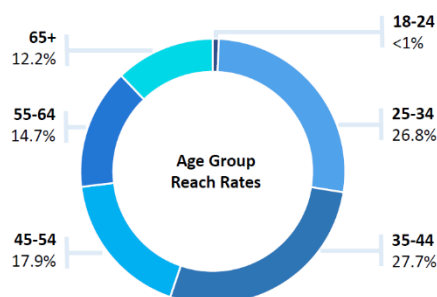
## Ongoing Digital Marketing

- Greenroom Digital in AU July 2017 – June 2018
- Blackfoot in NZ July 2017 – June 2018
- Tripadvisor premium destination partnership September 2017 – June 2018
- ATDW Destination Listing July 2017 – June 2018

## Social Media Influencers & Facebook Competition Campaign – Oct 2017

A massive social media campaign involving influencers Mark Fitz, Melissa Findley, Scott Portelli & Zach Sanders and incorporating Instagram and a Facebook blitz with a competition holiday giveaway.

- 663,028 people reached
- 1,339,338 Impressions
- 107,701 post engagements
- 12,867 social link clicks
- 12,143 Social Website Leads
- 23,743 views of the competition video on Facebook, with 450 comments, & 448 shares.
- 12,042 Competition Entries
- 1,446 Website Prospects



## Commonwealth Games Exposure

Excellent media coverage and exposure of Commonwealth Games Bronze Medallists – April 2018

- Channel 7 Weekend Sunrise coverage 3 min live interview on 15 April 2018
- Print and radio coverage: The Australian, Fox News, The Telegraph, The Brownsville Herald, Radio NZ, The Guardian, ABC Gold Coast Radio



## Cooperative Marketing

Cooperative partnerships with wholesalers facilitating approved destination marketing.

Omniche, Oxley Travel, Norfolk Select, Norfolk Island Travel Centre, Travelzoo, Helloworld.

## Agent Famils delivering Destination Awareness

- Treasure of the South Pacific Trade Expo Show for agents in Brisbane & Hobart
- Norfolk Select x 9 - July 2017
- Norfolk Select & Travellers Choice x 9 - May 2018
- Omniche x 10 December 2017
- Oxley Travel x 12 June 2018
- Expanding Horizons, SA x 1 (Mel Cutajar) – Jul 2017
- Travel Studio, Tasmania x 1 (Simon Levett) – Sep 2017

## Media Famils delivering Magazine and Digital Marketing

- Fishing World - Patrick Lineham – Sep 2017
- Australian Associated Press – Peta McCartney – Nov 2017
- Out and About with Kids – Leah Smileski – Jan 2018
- Signature Luxury Travel & Style Magazine – Andrew Woodward - April 2018
- 50 Something Magazine – Kerry Heaney April 2018
- Pacific Island Living Magazine – Tiffany Carroll – May 2018
- Discover Magazine – Lee Myle – May 2018
- Spa & Wellness International Magazine – Kris Abbey – May 2018

## Promotional Competitions

- Treasures Of The South Pacific Competition (Kathryn Dodd & Rhiannon Andrew) – Mar 2018
- Life Begins At Competition (Rebecca O’Brien & Kyra Morris) – Feb 2018
- NZ Fishing Competition (Colin & Heather Blakesley) – Apr 2018
- Social Media Campaign Competition (Mr & Mrs Loudon) – May 2018

## Visitors Information Centre

Bookeasy Sales include Accommodation, Hire Cars, Tours, and retail VIC Sales.

MONTH	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
Totals	\$ 277,222.75	\$ 253,432.94	\$ 323,665.26	\$ 378,947.44	\$ 480,348.48	\$ 543,263.15	\$546,235.15

## Airline Passengers and Total Visitor Numbers

Norfolk Island had a tough year as far as airline arrivals go. With Air New Zealand ceasing direct flights from Auckland in May 2017 we were extremely fortunate to have Norfolk Island Airlines pick up the route mid-June 2017. They also committed to an additional weekly flight from Brisbane which was a godsend in relieving freight backlog, as well as supplementing Australian passenger arrival numbers. Unfortunately the Auckland route was dropped in December 2017 and the Brisbane flight ceased in March 2018. This was a big blow to Norfolk Island as both passenger and visitor numbers sunk to less than anticipated figures. Fortunately an increase to Australian pax over the year assisted to soften the impact of the loss of New Zealand direct flights.

### TOTAL INBOUND PASSENGERS

2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
32,151	37,649	39,211	33,591	30,681	28,554	29,931	26,943	29,281	31,395	31,587	33,904	32,940

### PAX From Australia

- Best year since 2003/04
- Total year up 8% from 2016/17
- Best Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr for 10 years

### PAX From New Zealand

- Worst year ever due to ceased flights (ANZ & NIA)

### Total PAX AU & NZ

- Best Oct, Dec, Jan, Feb since 2007/08
- Second highest year since 2008/09
- Total year down 3% from 2016/17



### TOTAL VISITOR NUMBERS

	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18
Jul	1786	2726	2223	2035	1578	1538	1915	1216	1291	1290	1228	1850	1465
Aug	2108	3066	2866	2456	2100	1827	2151	1353	1651	1740	1824	1977	1460
Sep	2281	2586	3111	2620	2103	2169	2695	2143	2275	2502	2376	2444	2629
Oct	2875	3167	3338	3160	3055	2467	2565	2280	2386	2360	2464	2980	2931
Nov	2625	3070	3431	2571	2488	2229	2137	2161	2520	2555	2561	2586	2473
Dec	2405	3133	2857	2462	2228	2238	2290	2071	2175	2359	2152	2577	3197
Jan	1779	2215	2516	2143	2128	1698	2044	1834	1823	2112	2172	2465	2542
Feb	2245	2809	3032	2220	2242	1807	2026	1937	1917	2267	2330	2469	2471
Mar	2459	3386	3178	3247	2757	2344	2296	2235	2694	2822	2628	3214	2962
Apr	2613	2995	3617	2373	2246	2296	2030	2349	2472	2448	2829	3165	2640
May	2500	2685	2674	2409	1963	2021	1666	1652	1806	2348	2378	2191	2013
Jun	2543	2480	2556	1943	1451	1634	1318	1453	1721	1857	1660	1814	1580
TOTAL	28,219	34,318	35,399	29,639	26,339	24,268	25,133	22,684	24,731	26,660	26,602	29,732	28,363

- Best September since 2011
- Best December and January since 2003
- Best February since 2008
- Total year down 5% from 2016/17
- Second highest year since 2008/09





## Cruise Ships Passengers

The Cruise Ship working group was formed to enhance a better experience for the cruise ship passengers, as per our Vision Statement.

*“TO PROVIDE THE BEST POSSIBLE EXPERIENCE FOR CRUISE SHIP PASSENGERS AND ENSURE THAT CRUISE VISITS ARE BENEFICIAL AND SUSTAINABLE TO NORFOLK ISLAND”*

A group of Volunteers assisted on each Cruise Ship day by handing out town maps and answering questions for passengers. The 2017/18 cruise season delivered the highest cruise ship passenger numbers since 2011. Four cruise ships disembarked (total 3784pax) out of the six ships scheduled (5458pax)

- 3 Dec 2017 – Regatta (684pax) disembarked
- 31 Dec 2017 – Pacific Jewel (1900pax) disembarked
- 2 Jan 2018 – Seabourn Encore (604pax) unable to disembark due to weather
- 14 Feb 2018 – Crystal Serenity (1070pax) unable to disembark due to weather
- 14 Feb 2018 – Caledonian Sky (100pax) disembarked
- 26 Feb 2018 – Artania (1100pax) disembarked



## Visitor Survey Cards

During 2017/18 approximately 3800 visitor survey cards were completed which was a 13% response rate from the total visitor numbers. There are very few changes compared to the 2016/17 summary, with only slight percentage fluctuations.

### VISITOR SURVEY CARD REPORT - TOP ANSWERS SUMMARY

	1	2	3
What most influenced Stay	Wanted to 30%	Friends 23%	Visited Before 13%
Purpose of Visit	Holiday 72%	Event or Festival 8%	Tour Group 6%
Selected Accommodation By	Travel Agent 38%	Package/Special 22%	Website 15%
Ratings - Accommodation	Excellent 49%	Very Good 38%	Satisfactory 12%
Ratings - Food & Beverage	Very Good 48%	Excellent 31%	Satisfactory 19%
Ratings - Tours	Excellent 44%	Very Good 44%	Satisfactory 10%
Ratings - Shopping	Very Good 46%	Satisfactory 33%	Excellent 17%
Age Group	Over 65 60%	55-64 25%	45-54 8%
Gender	Female 66%	Male 34%	
Most Enjoyed About Norfolk	Scenes & Environment 22%	History & Culture 19%	Local People 16%
Previous Visits to Norfolk Island	Air 97%	Cruise Ship 3%	
Region of Residence	Australia 91%	New Zealand 8%	
Spending	\$501-\$1000 42%	\$210-\$500 32%	\$1000+ 20%
Enjoyment	Great 55%	Beyond Expectations 30%	As Expected 13%
Stay Nights	7 Nights 61%	7+ Nights 18%	4-7 Nights 17%

## Edu Tourism

Associate Professor Rosemary Black, School of Environmental Sciences, Charles Sturt University was on Island 16-20 April 2018. Meetings with key people began development of school groups, study tours, student work placement, research, customer service and tourism training.

## ECONOMIC DEVELOPMENT SUMMARY

### Economic Development - Hindle Enterprise Group

Hindle Enterprise Group were engaged by the NIRC over 6 months with an extension of 3 months to implement economic development activities. Each month Matt Goddard and Travis Bates visited Norfolk Island to meet with business people and project groups to assist with facilitation of their projects.

#### Deliveries:

1 x community information session 6 Aug 2017

Business facilitation activities engaging 78 businesses and projects

5 x workshops

- Cottage Industries and Micro Business Workshop in conjunction with 'Transition Town'
- Small Business Workshop
- Business Marketing Workshop
- Tourism Industry Development & Marketing
- Business Essentials for Success

Project Update and Briefings 1 & 2

Project Completion Report

Economic Development Implementation Plan



### Buy Local Survey

The Norfolk Island Regional Council developed a Buy Local Survey to assist Council in understanding consumer practices on Norfolk Island. Community input into this Survey was vital to enable NIRC to record the current residential purchasing trends. The Survey was only to be completed by Norfolk Island residents and was active from 15 June to 6 July 2018. The results will form the basis of a report for Council.

### Buy Local Spending Spree Competition

The Buy Local Working Group has coordinated a July Spending Spree Competition to encourage locals to shop locally!

- Competition entrants must be a resident of Norfolk Island.
- Entrants must spend \$20.00 or more at **participating** businesses during the month of July.
- Participating businesses must register by paying a \$10 registration fee
- 100% of the business participation fees will be distributed as 1 x Major plus Minor prize vouchers - to spend at participating businesses. Winners will nominate which participating businesses they would like their vouchers from)
- To complete an entry, the eligible entrant is required to write their name and phone number on the back of their original receipt and place in an entry box located at the Liquor Mart, Visitors Information Centre, or Customer Care Centre.