

July 2018 NI Tourism & Economic Development Report

TOURISM

TOURISM PRESENTATION

The “Tourism Triumphs and Targets” Presentation will take place on 1 August 2018 at the Paradise Hotel & Resort. Approximately 100 Operators (Accommodation, Tours, Car Hire, and Travel) have been invited to attend as well as the Administrator, Councillors, NIRC Managers, Tourism Advisory Committee members, and Tourism staff. The presentation will reflect on the triumphs achieved in Tourism over the last year and look forward at the Marketing Plan for 2018/19.

TOURISM INDUSTRY SWOT ANALYSIS

At the 18 July Council meeting the TAC resolution was carried:

“That the Tourism Advisory Committee accept the offer of Kerry Grace, RDA Mid North Coast Director to conduct a SWOT analysis of Norfolk Island Tourism Industry in partnership with the Regional Investment Officer Jan Johnson and the Team Leader Tourism and Economic Development Rose Evans to collate data and work in partnership to complete the project.”

Jan and Rose are currently collating data with an aim to conduct an invitation only, round table workshop facilitated by Kerry Grace during the last week of August.



BRANDING UPDATE & NEW WEBSITE DESIGN

Norfolk Island Tourism are currently in the process of updating the destination branding to reflect small changes since the brand was developed in 2014. The main updates are: additions to the colour palette and fonts; and slight amendments to the design applications. All core messages and logos remain unchanged. The Tourism Industry will receive a copy of the updated Branding once completed.

Once the Branding has been updated the destination website will be upgraded to reflect the changes. In addition the upgraded website will have new functions and features to ensure our website provides an attractive, user-friendly site. We aim to encourage seamless booking integration with conversion rate optimisation, whilst enabling digital assessment, tracking and reporting functionality.

MARKETING BOOTCAMP

Between 7 August and 30 October all staff from NI Tourism will commence a Marketing Bootcamp for Visitor Information Centres run by Tourism ESchool. This online webinar course is designed specifically for VICs yet offers tailored individual assistance to each centre. The course can be completed by each staff member at a time that suits them and includes live/recorded webinars, workbooks, templates, toolkits, access to a VIP network group, and lifetime access to learning materials.

6 x Modules included in the training:

- VIC Marketing + Visitor Servicing Strategy
- Content Marketing + Social Media
- Blogging + Email Marketing
- Website Marketing + Search Engine Optimisation
- Online Visitor Servicing
- Regional Experience + Advocacy



NEW STAFF MEMBER

The Visitors Information Centre welcomes Liz McCoy to their team as the newly appointed Casual Customer Service Officer, Tourism. A Pitcairn Island descendant, Liz not only has an extensive knowledge of the Island she has a passion for the history of Norfolk Island so is a valuable asset to the Tourism team.

ONLINE MEDIA COVERAGE

During June and July, Norfolk Island Tourism featured in several online media publications.

Holidays for Couples Online:

August “Romantic Short Breaks” advertorial

1 June “Jazz Festival”

<https://www.holidaysforcouples.travel/travel-news/2977-enjoy-norfolk-island-s-music-and-culture-with-this-hot-deal>

18 July “Food Festival”

<https://www.holidaysforcouples.travel/travel-news/3021-foodies-pack-your-bags-for-norfolk-island-in-november>

Romantic Weekends Away Online:

“Romantic Getaways and Short Breaks” July 2018

<https://www.romanticweekendsaway.com.au/norfolk-island/>

<https://www.facebook.com/HolidaysforCouples>

Australian Traveller Online:

“Most Idyllic Islands” Top 10 Idyllic Islands in Australia Norfolk Island was rated #1

<HTTPS://WWW.AUSTRALIANTRAVELLER.COM/100-AWESOME-PLACES-TO-HANG-OUT-IN-AUSTRALIA/IDYLLIC-ISLANDS/>

ECONOMIC DEVELOPMENT SUMMARY

Buy Local Survey

The results from the Buy Local Survey have now formed the basis of a report which will be presented at the August Council meeting. Overall the results were encouraging, with a significant percentage of respondents indicating a preference to buying locally as long as the item and/or service that they are interested in purchasing is available from a local business.



Buy Local Spending Spree Competition

The Buy Local July Spending Spree Competition has received a lot of positive feedback. With a total of 61 local businesses participating and the majority of the community being very supportive, the Buy Local Working Group feel that this has been a very worthwhile project. Data from the competition receipts is being recorded by the VIC staff and will be collated into a report. We cannot capture a completely accurate record of dollars spent within the participating businesses during the competition due to not every receipt being submitted. However, it will be interesting to note the number of entries and total spend within the community for the competition duration.