

## August 2018 NI Tourism & Economic Development Report

### TOURISM

#### PASSENGER STATISTICS

Scheduled airline flights during July 2018 brought 1773 incoming passengers, 1359 of which were visitors. The load capacity for July 2018 was 91%.

#### SYDNEY WEEKENDER

The crew for Sydney Weekender were on Island from 6 – 10 August busily filming two stories featuring Norfolk Island. Mike Whitney enjoyed a hectic but memorable week participating in many activities. He constantly commented how amazing it is that he can return to Norfolk six times and still find new things to do. The episodes will go to air on Sunday 23 September and Sunday 21 October 2018.

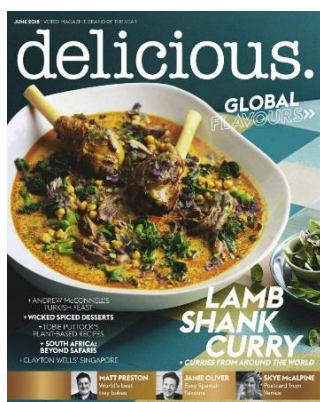


#### TOURISM INDUSTRY WORKSHOP

Thirteen key local tourism industry stakeholders were invited to attend the NIRC hosted, round table workshop - facilitated by Kerry Grace (RDAMNC) on Wednesday 29 August. At the workshop, the group completed a Norfolk Island Tourism SWOT analysis and reviewed the core components of the NI Tourism Strategic Plan 2013-2023: 5 strategic themes; guiding principles; challenges; opportunities.

#### MARKETING BOOTCAMP

The Visitors Information Centre staff have commenced their Marketing Bootcamp training with Tourism eSchool Australia. Module one components were visitor servicing, and destination marketing strategy, and module two components were website marketing, and search engine optimisation. The timing of the training is exceptional with the tourism staff currently updating the branding, and designing the new destination website.



#### MEDIA FAMIL

Norfolk Island Tourism hosted Kate Gibbs, contributing Editor of Delicious magazine from 17 – 20 August. Delicious is Australia's no. 1 premium food lifestyle brand with a circulation of 628,000. The social media following is almost one million. Kate has published three cookbooks, the most recent also a memoir, *Margaret and Me*. Her grandmother is Australian cookery icon and National Living Treasure Margaret Fulton. Kate was named one of Australia's Top 100 most inspiring women in the June 2013 issue of *Madison* magazine in the area of Health. Kate posted to Instagram during her stay and the magazine story will be published in the December/January issue.

#### HOLIDAY PROMOTION

At a Children's Hospital Change Angels fundraiser last year, a Norfolk Island holiday was offered as an auction prize. The successful bidder secured a short stay on Norfolk Island for two people including return Works airmiles, three nights at The Tin Sheds, car hire, orientation tour, and breakfast. The winners redeemed their trip from 27-27 August and thoroughly enjoyed their stay.

## ECONOMIC DEVELOPMENT

### **BUY LOCAL SURVEY**

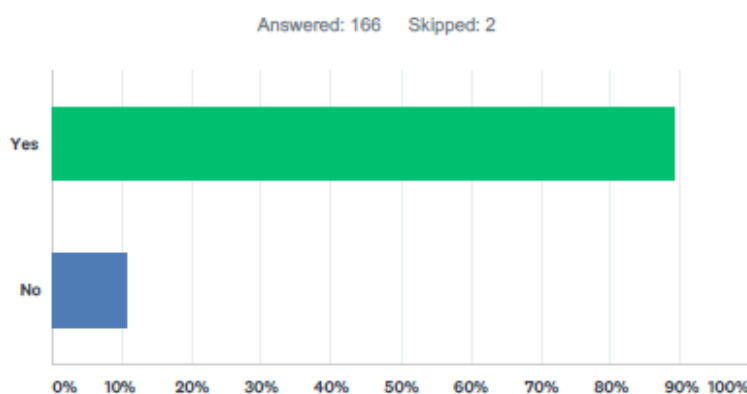
Overall, 168 responses to the Buy Local survey were received, all of which were from Norfolk Island residents. Of the 168 survey responses, more females (70%) than males (30%) completed the survey. The majority who completed the survey were aged between 40 to 70 years. The survey indicates that the primary reasons for purchasing from a local business are: comparable price; to support the local economy; and convenience.

When asked for suggestions to attract customers to local businesses, the majority of respondents quoted “competitive pricing” (75%) as the primary suggestion along with “bigger range” (65%) being the second most popular response. Other suggestions included: customer service training; digital marketing; and a clearance of older stock.

Suggestions for potential new businesses included: plastic-free bulk food supplier (lentils, nuts, grains etc.); budget kids clothing; plus size clothing for young women; health specialists; after school and vacation care; more restaurants; health foods; and a wine bar. Some responses indicated that a percentage of consumers are unaware of what is actually available on island because they listed existing businesses, products and services.

The results of the Buy Local survey are encouraging, with the majority (89%) of respondents indicating a preference to buy locally, as long as the item and/or service that they are interested in purchasing is available from a local business at a comparable price.

### **Q7 If the item you are interested in purchasing 'off island' is available from a local business, would you purchase locally?**



The Buy Local survey report was presented at the August Council meeting and has now been circulated to the Chamber of Commerce, Accommodation and Tourism Industry, and local businesses. Another Buy Local survey will be conducted in July 2019 to measure change in consumer behaviour.

### **BUY LOCAL SPENDING SPREE COMPETITION**

The results of the Buy Local Spending Spree Competition indicate that the project was supported by local businesses who were very supportive of the competition with positive feedback received. A full report will be presented at the September Council meeting.