

September 2018 NI Tourism & Economic Development Report

PASSENGER STATISTICS

Scheduled airline flights during August 2018 brought 2005 incoming passengers, 1645 of which were visitors. The load capacity for August 2018 was 89% over 15 flights.

Compared to 2017/18 data:

- ⬆ UP 19% Australian Passengers for August
- ⬆ UP 13% Total Passengers for August
- ⬆ UP 13% Visitors for August
- ⬆ UP 2% TOTAL PAX for financial year to date
- ⬆ UP 3% VISITORS for financial year to date



TOURISM GROSS SALES

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.

Sales transactions are from the destination website and Visitor Information Centre.

The growth in gross sales compared to the previous financial year has been excellent.



Compared to 2017/18 data:

- ⬆ UP 80% for July 2018
- ⬆ UP 21% for August 2018
- ⬆ UP 46% financial year to date

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 contributed feedback to enable us to establish a current Norfolk Island Tourism SWOT analysis.

The group reviewed the core components of the NI Tourism Strategic Plan 2013-2023: 5 strategic themes; guiding principles; challenges; and opportunities. A full report from the facilitator Kerry Grace, RDAMNC was submitted to the General Manager and will be included in the TAC Agenda for review and further discussion.



BRANDING UPDATE

Norfolk Island Tourism is currently in the final stages of updating our Branding. A considerable amount of time has gone into reviewing the current market trend, how the existing brand elements are used by the tourism industry stakeholders, and understanding how the brand can be improved to move forward.

Our aim has been to invigorate the industry by incorporating elements, colours and designs unique to Norfolk Island. Our goal is to encourage the industry to utilise our branding at every possible opportunity to give Norfolk Island a unique presence in the market, with consistent theme that consumers will identify with. Once completed and signed off, the Branding will be launched to the industry and community at a special presentation. Watch this space!

MARKETING BOOTCAMP

The Visitors Information Centre staff have continued their Marketing Bootcamp training with Tourism eSchool Australia. Practical training includes reviewing, optimising and measuring the current website and social media platforms followed by streamlining and enhancement. Included in this report are some insights for July and August 2018.

www.norfolkisland.com.au **Website Insights**

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
July	41,057	9,958	82.0%	3.33	3.16	77.1%
August	48,213	11,160	82.7%	3.44	3.29	78.8%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
July	1,388	4,711	82%	7%
August	1,480	7,844	61%	6%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate	Top Post Engagement Rate	Bottom Post Engagement Rate
July	30,011	39,057	11.75%	13.8%	9.8%
August	20,822	26,776	11.95%	14.3%	10.6%

CRUISE SHIPS

The cruise ship season is about to commence with the P&O Pacific Explorer due to arrive at Norfolk Island on Sunday 21 October. The vessel carries 1900 passengers who will disembark at approximately 7.00 am if the weather conditions are favourable. Norfolk Island is the first port of call from Sydney so the passengers will be predominantly Australian citizens.



During the 2018/19 season there will be a total of six cruise ships carrying a maximum of 5158 passengers. The ships scheduled are:

- Wed 28 Nov - Seven Seas Mariner from Tahiti – 700 pax
- Thu 29 Nov – Maasdam from Auckland – 1258 pax

- Thu 10 Jan – Seabourne Encore from Auckland – 600 pax
- Wed 21 Feb – Caledonian Sky from Auckland – 100 pax
- Tue 26 Feb – Seabourne Encore from Auckland – 600 pax

BUY LOCAL

The Buy Local Working Group have compiled a list of school holiday activities that will occur within the Norfolk Island community between 28 September and 14 October, 2018. Families are encouraged to get involved in the fun and exciting 'things to do' that are all designed for school aged children. The list of activities will be included as a Buy Local media release.

