

October 2018 NI Tourism & Economic Development Report

PASSENGER STATISTICS

Scheduled airline flights during September 2018 brought 2741 incoming passengers, 2411 of which were visitors. The load capacity for September 2018 was 96% over 19 flights.



Compared to 2017/18 data:

DOWN 8% Total Passengers for September

DOWN 8% Visitors for September

DOWN 2% TOTAL PAX for financial year to date

DOWN 3% VISITORS for financial year to date



INDUSTRY GATHERING

On Wednesday 3 October the TAC held the first Tourism Industry Gathering on the new deck of the Garden Restaurant at Paradise Hotel & Resort. The gathering was well attended with approximately 40 people enjoying the opportunity to engage in positive conversations, industry networking, and an opportunity to meet new business operators. The gathering will be held on the first Wednesday of every month from 5.00pm to 6.00pm at varied venues. The

next gathering will be Wednesday 7 November at Rumours Bar & Cafe where the host Mary Johnston will talk about the venue and latest news. And by popular demand, the Tourism Industry Gatherings will be entertained by a speaker each month.

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.



Compared to 2017/18 data:

⬇️ DOWN 1 % for September 2018

⬆️ UP 23% financial year to date

UPCOMING DATES FOR VISITING MEDIA & AGENTS

November will be a very busy month with Norfolk Island Tourism coordinating itineraries for two groups of travel agents, television celebrities and film crews, our Ambassador, and a social media influencer. We thank the industry operators for their support through discounts, giveaways, and assisting with accommodation, car hire, meals, tours and activities.

- 16 – 19 Nov Channel 9 Weekend Today David Whitehall (Scenic Tours filming)
- 23 – 26 Nov Channel 7 Sunrise Weather with James Tobin & Ray Martin
- 23 – 26 Nov Agent Famil x 10
- 23 – 30 Nov Kyle Bowman @airloft (Influencer)
- 7 – 10 Dec Agent Famil x 8

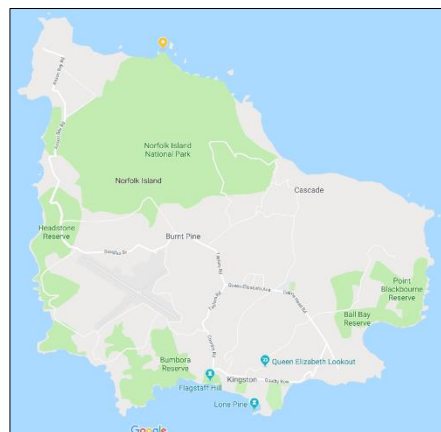


BRAND UPDATE

Norfolk Island Tourism’s Brand update is now ready. A launch to the local tourism industry will be held on Wednesday 14 November from 5.00pm Paradise Hotel & Resort. The launch will include a presentation video by Team Leader Tourism and Economic Development. Attendees are invited to mingle and network after the presentation.

GOOGLE MAPS

At the end of July 2018, new requirements for Google Maps API keys were made. These keys are what allow us to display Google Maps in our website, Bookeasy console, Operator Booking Engines and Affiliate Booking Engines. Previously, Bookeasy was able to utilise one key across all of their consoles, however this new change means an individual key is required for each client. Norfolk Island Tourism have subscribed to an API key to include the destination website and Bookeasy booking platform, which will therefore include all operators listed on our website. Currently there are still some Google maps not functioning correctly however this will be rectified as soon as possible.



DIGITAL MARKETING INSIGHTS

www.norfolkisland.com.au Website

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
September	50,471	11,097	80.20%	3.51	3.35	79.1%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
September	1,543	7,171	4200%	3%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
September	38,487	61,476	3.71%	12.29%	5.05%