



December 2018 NI Tourism & Economic Development Report

INDUSTRY GATHERING

The November Tourism Industry Gathering was held at The Black Anchor Bar. The crowd included great representation from the tourism industry and they listened to owner Benny Ford talk about opening his new business and how his focus is to provide exceptional quality drinks to locals and visitors alike. Guest speaker Mardi Pye from Picnic in Paradise talked about her new business - providing tailored picnics delivered to clients and showcasing fresh local produce. The next Gathering will be at the Governors Lodge Resort Hotel on Wednesday 6 February 5.00pm until 6.00pm.



AUSTRALIAN CONVICT SITES FILMING PROJECT

From 7 to 11 January 2019, Norfolk Island was visited by David Hoffman, Senior Heritage Operations Officer, Office of Environment & Heritage with a film crew to complete a filming project for the Australian Convict Sites. Norfolk Island Tourism assisted the group with their preparation and on-island logistics.

The project has been sponsored by the Australian Convict Sites Steering Committee and aims to celebrate the 11 Australian Convict Sites and showcase the Outstanding Universal Value of each site and showcase the linkages between the complex and varied Australian Convict Story that connect the sites. The videos will celebrate the Australian Convict Sites World Heritage Property and feature the site managers who are involved in conserving these unique sites. The videos will interpret the history of forced migration of convicts to Australia through a visual exploration of the physical fabric and spaces of the sites.

The Norfolk Island video will include a brief interview of a local on the island. Follow the link below to the Australian Convict Sites Website which features one of the video's completed by Sarah Abad (Media and Content Producer) for Cockatoo Island Convict Site:

<https://www.australianconvictsites.org.au/cockatooisland>

NEW DESTINATION WEBSITE

The new Norfolk Island Tourism website is almost ready to go live. Over the last few months we have been building the new site to reflect our Branding update, simplifying the layout and updating the content. Operators will be notified when it is active and will be encouraged to check their listings for accuracy.

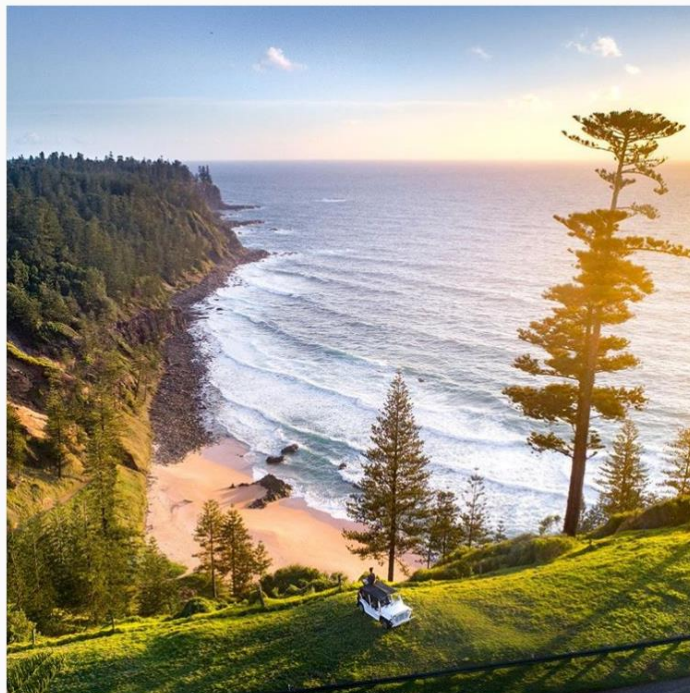


TOURISM AUSTRALIA POSTS NORFOLK ISLAND IMAGE ON INSTAGRAM

Our recent visit by Influencer Kyle Bowman (@airloft) has produced some great digital media engagement with Tourism Australia posting one of his images. So far the Instagram post has received 73,000 likes! Kyle has almost completed editing some videos for us and we are working at having at least one of them receiving Tourism Australia exposure. Kyle has delivered some wonderful images and a lot of them will feature on the new website and in upcoming Facebook and Instagram posts by Norfolk Island Tourism.



Search



australia • Following
Norfolk Island

australia We're pleased to report that it's yet another beautiful day on @norfolkisland 📸 Perfectly captured here by @airloft, this #island in the Pacific Ocean is around a 2.5-hour flight from @sydney or @visitbrisbane, and you can see its green rolling hills and stunning shoreline as you fly in. Fun fact: It's the only place in the world where the telephone book lists people under their nicknames like "Diddles" and "Spud". BRB, gotta call Diddles for tips to plan our trip right now 😊
#seeaustralia #norfolkisland #travel #naturephotography #explore

Load more comments

amyhurdphotos ❤️

fernandoinkote @stelamurakami ❤️



Liked by airloft and 72,991 others

2 DAYS AGO

Add a comment...



<https://www.instagram.com/p/Bspq0eKFo9D/>



DESTINATION ACADEMY WITH TRIPADVISOR

Team Leader Tourism and Economic Development attended a DATA event at Tripadvisor Australia's head office in Sydney on 4 December. The DATA project is an initiative by Trip Advisor to bring together Destination Managers at regional events to discuss the growing importance of user-generated content in travel planning. With more and more consumers relying on content from 'fellow travellers' to plan their trips, it is vital for destinations to understand how this can be incorporated into their marketing strategies. The December DATA event included training sessions, guided discussions, best practices, as well as analysis of the latest trends from TripAdvisor.

PRINT MARKETING

With an increased number of destination brochures being distributed within Australia, it has been necessary to re-order. The 2019 brochure has been updated with the new Branding style, including use of the new logos, fonts, and colours. The print run has been completed and delivered to the brochure distribution agent in Australia.

In addition to the destination brochure, all Norfolk Island Tourism flyers, brochures, and printed advertising material will be updated to reflect the Branding whenever a new print run is required.

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 data:

- ⬆ UP 33% for November 2018
- ⬆ UP 5% for December 2018
- ⬆ UP 21% financial year to date

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
November	52,861	13,625	82.70%	3.12	2.56	79.1%
December	39,129	10,371	81.50%	3.04	2.56	74.8%



Facebook Insights 27k Followers



	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
November	2,881	8,414	61%	5%
December	2,171	4,180	19%	2%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
November	41,222	69,203	3.29%	12.77%	11.20%
December	49,749	83,725	3.32%	14.12%	10.40%

PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Oct 2018	25	3345	3092	2631	92%
<i>Oct 2017</i>	<i>31</i>	<i>4410</i>	<i>3379</i>	<i>2931</i>	<i>77%</i>
Nov 2018	23	3330	2862	2481	86%
<i>Nov 2017</i>	<i>27</i>	<i>3840</i>	<i>2827</i>	<i>2473</i>	<i>74%</i>
Dec 2018	25	3540	2784	2369	79%
<i>Dec 2017</i>	<i>32</i>	<i>4530</i>	<i>3655</i>	<i>3197</i>	<i>81%</i>

Jul to Dec 2018 has produced an average load capacity of 89%

Year to Date comparison Jul – Dec 2017 v Jul – Dec 2018

- 4,725 less Seats Available
- Down 8% Total Passengers (1269 pax)
- Down 9% Visitors (1259 visitors)

