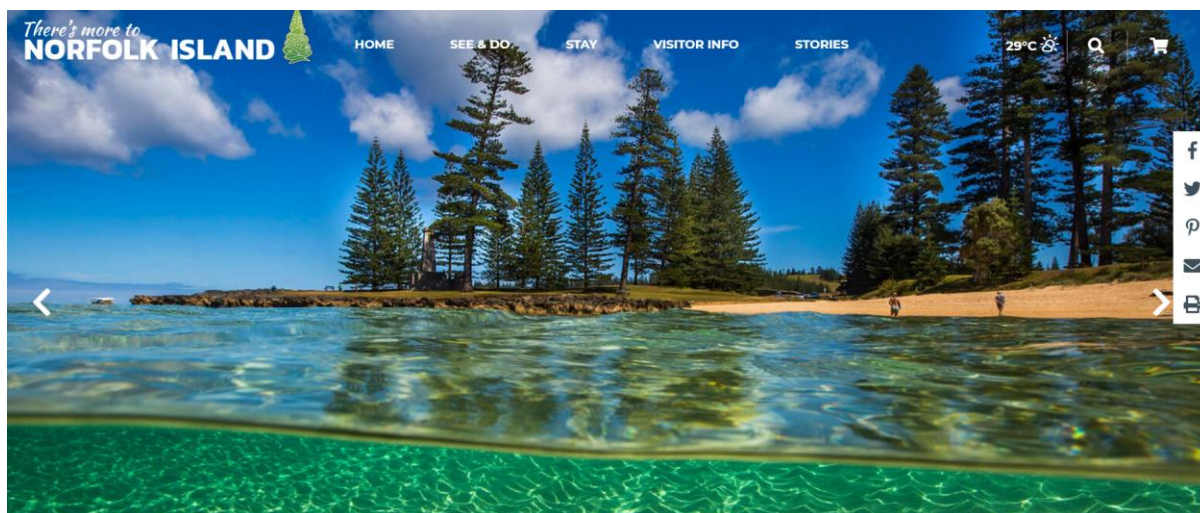




February 2019 NI Tourism & Economic Development Report

NEW DESTINATION WEBSITE

The new Norfolk Island Tourism website went live on 6 February. Most of the little glitches that occurred during the changeover have now been fixed, however we are waiting for the developers to fix a few small issues. Operators are reminded to check their listings for accuracy and notify Norfolk Island Tourism of any amendments needed.



INDUSTRY GATHERING

The February Tourism Industry Gathering was held at Governors Lodge Resort Hotel. It was interesting to hear from The Governor's Lodge Manager, Shawn Corocher who gave a very detailed talk on how Gov's has adapted their business to be more economically viable. We also thank the guest speaker Jay Barker from Permanent Vacations, who spoke about his new, developing business. The next Gathering will be at Castaway Hotel on Wednesday 13 March 5.00pm until 6.00pm with guest speakers from Prinke Eco Store.

AGENT FAMIL

It was great to have Dave Bantoff, owner of Norfolk Select wholesaler, back on the island from 1 – 4 February with six Travellers Choice agents. The girls were from travel offices in Canberra, Tamworth, Brisbane, Melbourne and Sydney. Many thanks to the Governor's Lodge Resort, Aloha rental cars, Moke-About and the local operators for generously providing their tours and activities. It was a first-time visit for everyone in the group, and they were all amazed at how much there is to see and do, the incredible food and the friendly hospitality of everyone they met.





Media Famil

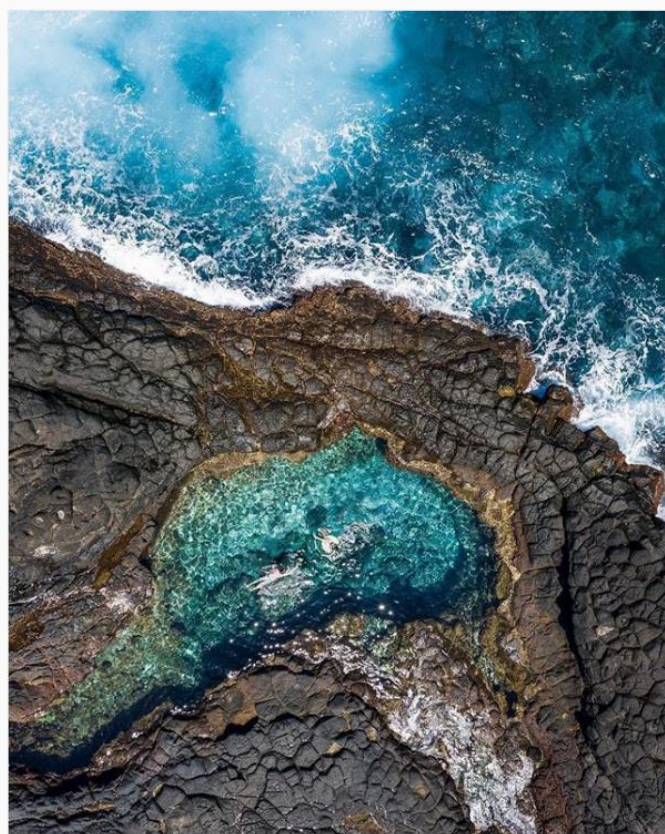
Last week Anna Kantilaftas, Editor of Get Lost Travel Magazine enjoyed five days on our beautiful island. Anna had a very full itinerary but did manage to find some time to ‘get lost’ and relax. Many thanks to the operators who provided for Anna during her stay. She absolutely loved her time on Island - utilising every minute. We look forward to reading Anna’s article in the October edition of Get Lost Travel Magazine.

TOURISM AUSTRALIA EXPOSURE

With some exceptional images taken over summer it is not surprising that Tourism Australia has been keen to share some of them. Visitor @matt.lambley a young photographer from Sydney, had his image of Crystal Pool shared by Tourism Australia on Instagram on 18 February. So far the Instagram post has received approximately 55,000 likes as at 26 February. <https://www.instagram.com/p/BuBN1EbFiA6>

Instagram

Search



australia • Following
Norfolk Island

australia This spot right here is where we'd like to spend our day please. ❤️
@matt.lambley was "swimming in paradise" at #CrystalPool on @norfolk.island, an #island paradise nestled in the Pacific Ocean, a mere 2.5-hour flight from @sydney or @visitbrisbane. This natural pool is located at the end of a rather challenging track on the southwestern end of #NorfolkIsland, but we promise the view is totally worth the journey to get there!
TIP: Make sure you check the tide times at the local visitor information centre before heading out to the pool, as you can't swim here on incoming or high tide.
#seeaustralia #norfolkisland #travel #naturephotography #viewfromabove

Load more comments

mrslimsta 🤔



Liked by airloft and 54,894 others

6 DAYS AGO

Add a comment...

BOOEASY OPERATOR DOCUMENTS

While working on the new destination website we have spent quite a lot of time ensuring that all information has been updated and relevant. Part of this process was updating the website Terms and Conditions. Another part was to develop guidelines and a code of conduct for Bookeasy Operators listed on the Norfolk Island Tourism website. These documents are now complete and will be distributed to all Operators.

- Bookeasy Operator Guidelines – To assist new and existing operators to better manage their listings on our website, to understand the payment process, and to provide them with tips and training on 'how to'.
- Terms & Conditions on Norfolk Island Tourism website for Customers and Operators.
- Bookeasy Code of Ethics – An agreement for Operators sign when they read and agree to the Guidelines, T&C's and Code of Ethics.

These documents will be circulated to existing Operators and distributed to new Operators with a request for them to sign the agreement.

PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jan 2019	21	3150	2449	2092	78%
Jan 2019	28	4020	2955	2542	74%

Year to date has produced an average load capacity of 87%

Year to date comparison Jul 2017 – Jan 2018 v Jul 2018 – Jan 2019

- 5,595 less Seats Available
- Down 9% Total Passengers (1775 pax)
- Down 10% Visitors (1709 visitors)



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 2018 data:

- ⬆ UP 23% for January 2019
- ⬆ UP 22% 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
December	63,741	14,382	82.40%	3.53	3.37	83.20%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
January	2,524	11,686	14%	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
January	48,297	91,623	3.35%	13.50%	9.19%