



March 2019 NI Tourism & Economic Development Report

NORFOLK ISLAND COMEDY FESTIVAL

We are very excited to announce that UTC have secured a deal with the Melbourne International Comedy Festival (MICF) to enable Norfolk Island to host a comedy festival. New Zealand comedian Urzila Carlson will be accompanied by three other comedians and an MC to entertain audiences with a whole lot of laughter. The aim of the festival is to attract Australian and New Zealand residents to the island during one of the quieter weeks of August. MICF have also agreed to conduct a 'Class Clowns' program for secondary school students during their visit to the Island.

MELBOURNE INTERNATIONAL
COMEDY FESTIVAL



DELICIOUS MAGAZINE

Norfolk Island features in a six page editorial of the March 2019 Delicious Magazine. Editor Kate Gibbs and photographer Bonnie Coumbe visited the island at the end of 2018. Together they have managed to capture the uniqueness of Norfolk in this feature.

"There are no traffic lights, cows have right of way, the local radio station announces a shop's unusual opening hours, cars are never locked and keys are left in ignitions."
"Wonky vegetables and fruit are sold roadside via trust boxes. I hire an open-topped Mini Moke to make the most of the offerings, spooning flesh from a ripe papaya or grazing on tiny sweet bananas en route. It's some of the best food on the island; hunting and gathering Norfolk style."

The article can be accessed online.

<https://www.delicious.com.au/travel/australia/gallery/undiscovered-magic-norfolk-island/8gg7ov8k>

INDUSTRY GATHERING

The March Tourism Industry Gathering was held at Castaway Hotel. We thank the guest speakers Leanne Webb and Claire Quintal from Prinke Eco Store, who spoke about their new business and how they would like to assist Norfolk Island into becoming a plastic free community. The next Gathering will be at South Pacific Resort Hotel on Wednesday 3 April 5.00pm until 6.00pm with a guest speaker.



DIGITAL PROMOTION

To celebrate the release of Ziggy Albert's new music video Bright Lights, which was filmed on Norfolk by Zach Sanders, a competition was promoted during February via Instagram and Facebook. The target was to a younger audience 18-44 years with great engagement overall. A link to the website for further information was included and the video was viewed over 18,000 times. Competition entrant details will be added to the Norfolk Island Tourism database for future marketing purposes.



DIGITAL MARKETING EXPOSURE

Norfolk Island Tourism recently posted a video to Facebook and Instagram we had some fabulous results.

- 7,328 views, 10 comments, 58 Shares on Facebook
- 835 Views, 16 Comments on Instagram

On 6 March 2019 Air New Zealand posted the same video and also received some wonderful results.

- 16,000+ Views, 42 Comments, 231 Shares



<https://www.facebook.com/AirNewZealand.Australia/videos/vb.373279711571/411216196351494/?type=2&theater>

PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Feb 2019	20	2895	2443	2083	86%
Feb 2018	25	3360	3321	2471	84%

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

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

- 6,060 less Seats Available
- Down 10% Total Passengers (2149 pax)
- Down 11% Visitors (2097 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:

- ⬇️ DOWN 17% for February 2019
(Retail Sales up 0.04%, Tour Sales up 12%, Accommodation/Car Sales down 51%)
- ⬆️ UP 15% 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
February	56,587	13,505	82.50%	3.38	3.15	76.20%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
February	2,123	7,298	15%	4%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
February	31,832	49,496	2.92%	11.79 %	7.51%