



April 2019 NI Tourism & Economic Development Report



AIR CHATHAMS FLIGHTS

We are very excited about the Air Chathams flights which will commence on 6 September 2019, with tickets now saleable on their new website. We have continued working with the wholesalers in New Zealand, preparing them for the direct flights and Jonica Paramor from UTC will be working with them for training and creation of tactical packages.

A new destination marketing campaign has commenced roll out in New Zealand including:

- Monthly press releases
- Website home page promotions for Norfolk Island Tourism and Air Chathams
- Advertising in New Zealand's newspapers and on social media
- General advertising during focus periods
- A 'Big Destination' campaign involving TV, radio and letterbox drops
- Monthly electronic direct mail targeting
- Competition promotion with a Norfolk Island holiday giveaway
- Five journalists will be on the inaugural flight
- Four media visits over the next 12 months
- NZ product managers, wholesaler consultants, and top producing agent families
- Auckland and regional roadshow with agents.

Norfolk Island Tourism will be working in conjunction with Air Chathams to promote our destination with the aim to rebuild the New Zealand market. A recent post on the NI Tourism Facebook page announcing Air Chathams' commencement had 149 shares, reached 18.6k people with 4.5k engagements, which is an incredible reach rate of 67.66%.

MELBOURNE INTERNATIONAL COMEDY FESTIVAL ROADSHOW

The Melbourne International Comedy Festival (MICF) Roadshow is confirmed for the weekend of 2–5 August 2019. This brilliantly funny annual event draws people from all over Australia and New Zealand to the host cities and towns. Norfolk Island is one of the specially selected locations to host this fabulous Roadshow.



This festival is a fantastic opportunity to promote our destination through the MICF's international database – a collection of people who are not just interested in comedians but love to travel. The exposure on the MICF website alone will be a real boost. Additionally, Norfolk Island Tourism will be launching a digital campaign on social media with a holiday giveaway competition for the Festival weekend.

Urzila Carlson has been confirmed as the headliner act for the MICF Roadshow.

To book tickets or arrange a travel package contact Christan Davies at Norfolk Island Travel Centre on christan@travelcentre.nf



ACCOMMODATION INTERNET LIST

The Visitors Information Centre have compiled a list of all Norfolk Island holiday accommodation operators listing the type of internet provided. This will enable VIC staff and Customer Care staff to assist visitors and guide them as to what type of internet card to purchase for use at their accommodation.

INDUSTRY GATHERING

The April Tourism Industry Gathering was held at Paradise Resort Hotel. We thank the guest speaker Cassie Christian from Wilde Rose Hair and Beauty, who spoke about how she has grown her business over the past few years to combine two businesses (Avanti Hairdressing and Expressions Beauty). The next Gathering will be at Highlands on Wednesday 1 May 5.00pm until 6.00pm to give the industry the opportunity to inspect their renovated property and to celebrate their official opening.



BUY LOCAL CAMPAIGN

The Buy Local working group are working on upcoming projects to encourage locals to support local businesses and where possible to buy locally. This year we will continue to feature local quirky products in the newspaper every two weeks. We will also be developing some Buy Local radio sweepers to play intermittently on the radio station. The Buy Local survey will again be available in June to compare with last year's results. And in July we will be running the Buy Local Spending Spree Competition again.

FISHING WORLD MAGAZINE COMPETITION

A recent editorial and full page advertisement promotion in Fishing World Magazine encouraged readers to enter a competition with a chance to win a Norfolk Island fishing holiday package for two people including:

2 x Return airfares on Air New Zealand from Sydney or Brisbane, 5 night accommodation, hire car, 2 x Half day fishing charter trips (all gear supplied), island sunset fish fry, Sound and Light show, Island orientation tour, airport transfers, welcome pack on arrival

The lucky winners have now been drawn and will be travelling to Norfolk in October.

SYDNEY ROYAL EASTER SHOW

The Sydney Royal Easter Show is Australia's largest annual event and the largest ticketed event in the southern hemisphere. The rich heritage and sheer scale of the Show make it a prized communication tool which Norfolk Island included as part of this year's marketing plan to target younger demographic, and specifically families.



AIRLINE PASSENGER STATISTICS

2018/2019

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
Sep 2018	19	2850	2741	2411	96%
Oct 2018	25	3345	3092	2631	92%
Nov 2018	23	3330	2862	2481	86%
Dec 2018	25	3540	2784	2369	79%
Jan 2019	21	3150	2449	2092	78%
Feb 2019	20	2895	2443	2083	86%
Mar 2019	21	3150	3071	2692	97%
TOTAL	182	26460	23220	19763	Average 88%

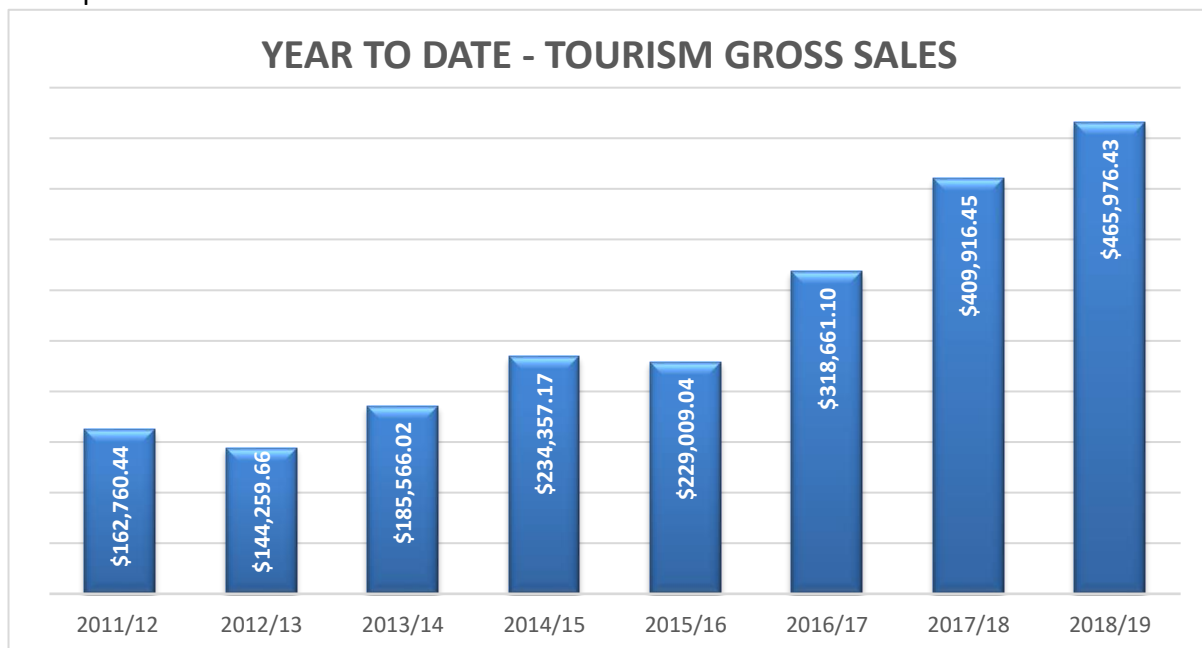
2017/2018

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2017	22	3060	1914	1465	63%
Aug 2017	18	2580	1779	1460	69%
Sep 2017	25	3570	2972	2629	83%
Oct 2017	31	4410	3379	2931	77%
Nov 2017	27	3840	2827	2473	74%
Dec 2017	32	4530	3655	3197	81%
Jan 2018	28	4020	2955	2542	74%
Feb 2018	23	3360	2817	2471	84%
Mar 2019	25	3660	3321	2962	91%
TOTAL	231	33030	25619	22130	Average 77%



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 7% for March 2019 📈 UP 14% 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
March	53,335	11,884	81.60%	3.57	3.23	81.40%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
March	2,032	6,746	12%	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
March	37,570	55,918	3.90%	13.07 %	9.11%