



## August 2019 NI Tourism & Economic Development Report

### MELBOURNE INTERNATIONAL COMEDY FESTIVAL ROADSHOW & WEEKEND SUNRISE

What an incredible weekend for the island to have the Melbourne International Comedy Festival Roadshow and Channel 7 Weekend Sunrise weather all on the island at the same time!

Norfolk Islanders enjoyed a one off show by comedians, Dane Simpson, Bob Franklin, Urzila Carlson, Xavier Michelides, and Mel Buttle. Production Manager Kylie Mitchell and Lighting/Sound operator Stuart Syme accompanied the comedians from 2 – 5 August.



NI Tourism's marketing representatives Unique Tourism Collection secured the MICF visit and the ground organisers of this incredible event were the Norfolk Island Travel Centre.



James Tobin enjoyed his 5<sup>th</sup> Weekend weather visit with crew, Craig, Mark and Andy.

At the end of the comedy show the comedians were presented with gifts of appreciation for visiting Norfolk and giving the audience such a great night of fun and laughter!

Over the weekend, some of the celebrities posted on social media, exposing the island to a new and different audience.

The comedians joined Sunrise for the live weather crosses on both Saturday and Sunday mornings. During the weekend, viewers had the chance to book a great holiday deal with 7 night's accommodation, flights and inclusions.

### ANNUAL TOURISM PRESENTATION

The annual Tourism presentation was held in the Sirius Room at the Paradise Hotel by Rose Evans and Trina Shepherd reviewing 2018/19 and presenting the 2019/20 Marketing Plan. Fifteen people from the tourism industry attended along with fourteen staff from Council and Office of the Administrator.



## INDUSTRY GATHERINGS

Due to extremely low attendance at the last three Tourism Industry Gatherings they will now be held seasonally rather than monthly. The next gathering will be on Wednesday 6 November.

## AIR CHATHAM INAUGURAL FLIGHT

On Friday 6 September Air Chatham will arrive on Norfolk Island for their inaugural regular direct flight from Auckland. Sally Morgan, Head of Media Communications for UTC will lead a group of five prominent media journalists on the inaugural flight.

- Juliette Sivertsen - Contributing Writer, Let's Travel
- Pamela Wade - Contributing Writer, Stuff NZ, The Dominion Post, The Press, The Sunday Star
- Trish Freeman - Director, ProMag (MeetingNewz, Travel Inc, Travel Inc Memo)
- Bethany Rolston - Contributing Travel Writer, The New Zealand Herald
- Steve Dickinson - Editor, Adventure Magazine New Zealand

Norfolk Island Tourism have organised welcome packs for all passengers on the flight and have arranged for entertainment at the airport exit.

## UPCOMING TOURISM DATES

6 Sep to 9 Sep – Press Famil x 5 for inaugural Air Chatham flight

27 Sep to 30 Sep – Agent Famil 8 agents from Oxley Travel

27 Sep to 30 Sep – New Zealand Product Manager Famil

6 Oct to 11 Oct – Fishing Competition Winners

15 Oct to 21 Oct – Media Famil Take 5 Magazine & Lucky Break Magazine

6 Dec to 9 Dec – Media Famil GQ Magazine



## BUY LOCAL COMPETITION

The 2019 competition had 75 local businesses paying \$10 participation fee which gave a total prize pool of \$750.

Winners were able to nominate their chosen participating business for their prize vouchers.

Competition data collected included approximately 7,800 receipts with approximately \$450,000 worth of purchases from local participating businesses.





## VISITOR SURVEY CARDS

Norfolk Island Tourism commenced the Visitor Survey Card Volunteer program in July 2019. After check-in at the airport, visitors are approached by a volunteer and handed a survey card. Each person is asked to complete a survey card to assist tourism on Norfolk Island. During the month of July approximately 500 cards were completed. Compared to last year's monthly average of 225 this is a great increase. We look forward to compiling valuable visitor feedback this year. If anyone would like to assist as a volunteer at the airport please contact Team Leader Tourism and Economic Development via email [rose.evans@nirc.gov.nf](mailto:rose.evans@nirc.gov.nf) or phone 22147.

## BOOEASY MASTERCLASS

Team Leader Tourism and Economic Development attended a Bookeasy Masterclass seminar in Brisbane on 31 July and 1 August 2019. The key modules covered in the course were:



- Affiliate Booking Engines
- Operator Booking Engines
- Operator Connectivity
- Central Reservation Concept
- Destination Blitz
- Staff Training
- Booking Documentation
- Operator Support.

## NORFOLK ISLAND TOURISM KEY STAKEHOLDER MEETING

On 21 August, Air New Zealand hosted a gathering of Norfolk Island key tourism stakeholders in Sydney. The aim of the meeting was to review the tourism results from 2018/19, present the marketing goals for 2019/20, access the current flight schedule, and to discuss ways to increase visitor numbers to the island in the upcoming years.

The meeting attendees consisted of representatives from: Air New Zealand; The Unique Tourism Collection; Norfolk Island Regional Council; Department of Infrastructure, Transport, Regional Development & Local Government; Office of the Administrator; Omniche Travel; Oxley Travel; Norfolk Island Travel Centre; Norfolk Select; Burnt Pine Travel; Norfolk Island Chamber of Commerce.

A marketing presentation by Trina Shepherd from UTC was followed by a teleconference flight statistics presentation by Simon Kleinsorge from Air New Zealand. The morning concluded with an open forum workshop discussion.

## 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 previous year's data: 📈 UP 8% for July 📈 UP 8% for the Financial Year.





## DIGITAL MARKETING INSIGHTS FOR JULY



### Website

77,240 Page Views

440,336 Impressions

8,873 Users



### Facebook Insights

27,685 Followers

153,830 Impressions

92,823 Reach

9.69% Average engagement on reach



### Instagram Insights

8,451 Followers

59,204 Impressions

39,023 Reach

9.68% Average engagement on reach per post

## TOP POSTS

The top social media post for July was a sunset picture of Anson Bay which had a Reach of 8,155, 13,500 Impressions, 286 Reactions and 73 Shares.



## AIRLINE PASSENGER STATISTICS



	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2019	Data has not yet been provided by Border Force				
Jul 2018	13	1950	1773	1359	91%