



September 2019 NI Tourism & Economic Development Report

UPCOMING TOURISM DATES

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

8 Nov to 11 Nov – Agent Famil Norfolk Select

3 Dec to 7 Dec – AU Product Manager Famil

6 Dec to 9 Dec – Media Famil GQ Magazine

GOLF FAMIL

Teed Up Luxury Golf Tours organises exclusive trips to amazing golf courses all around the world. General Manager Bede Hendren visited the island from 30 August to 2 September along with Tracey-Lea Tiley General Manager of Hope Island Golf Club, John Longmire President of ACT Left Handed Golfers Association, and Andrew Ower Secretary of the Sydney Golf Group. The group were hosted at Highlands Norfolk Island and got to play a few rounds of golf with Umi, the Norfolk Island Golf Pro. We look forward to organised golf travel groups to Norfolk Island in the very near future.

OXLEY TRAVEL AGENT FAMIL

Norfolk Island Tourism hosted eight travel agents from Oxley Travel for a Famil from 27 to 30 September. Thanks go to Highlands Norfolk Island for providing their accommodation at no charge and Eldoo Car Hires for their hire cars at no charge. We would also like to thank Pinetree Tours, Norfolk Island Museums, and Cyclorama for donating activities and tours for the agents.

AIR CHATHAM INAUGURAL FLIGHT

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

- Juliette Sivertsen - Let's Travel
- Lawrence Smith - Stuff NZ
- Trish Freeman - Travel Inc Memo
- Bethany Rolston - The New Zealand Herald
- Steve Dickinson - Adventure Magazine

Norfolk Island Tourism organised welcome packs for all passengers on the flight and entertainment at the airport exit to welcome the passengers. The Mayor presented Craig and Duane Emeny with a Norfolk flag, and a framed photo arranged by N.I Tourism to commemorate the occasion.



NEW ZEALAND MARKETING CAMPAIGN

During May 2019, UTC rolled out Stage One of our marketing campaign in New Zealand.

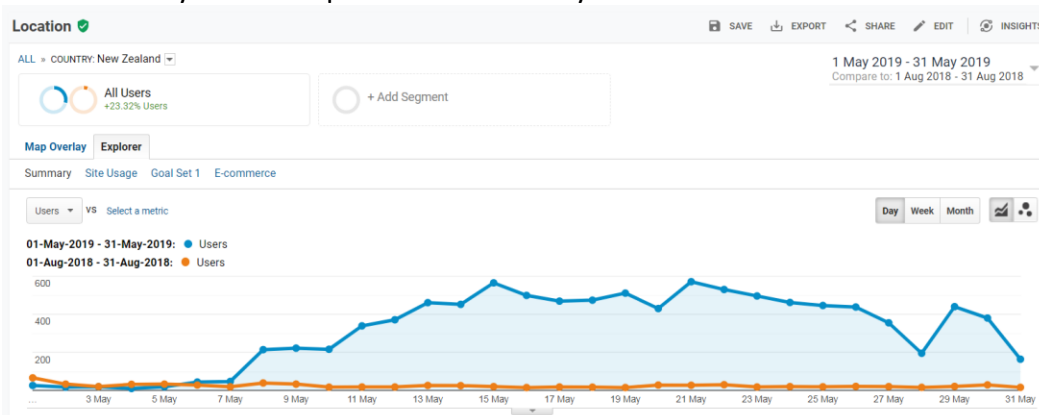
Following the initial promotions, Stage Two was rolled out in August and included:

- Website - home page promotions/links (NI Tourism and Air Chathams)
- Tactical - cooperative advertising in conjunction with wholesalers
- Print - newspapers and letterbox drop
- Destination – television and radio
- Digital - social media and monthly eDMs
- Training - wholesaler destination training by Jonica Paramor
- Famils - 5 journalists on inaugural flight

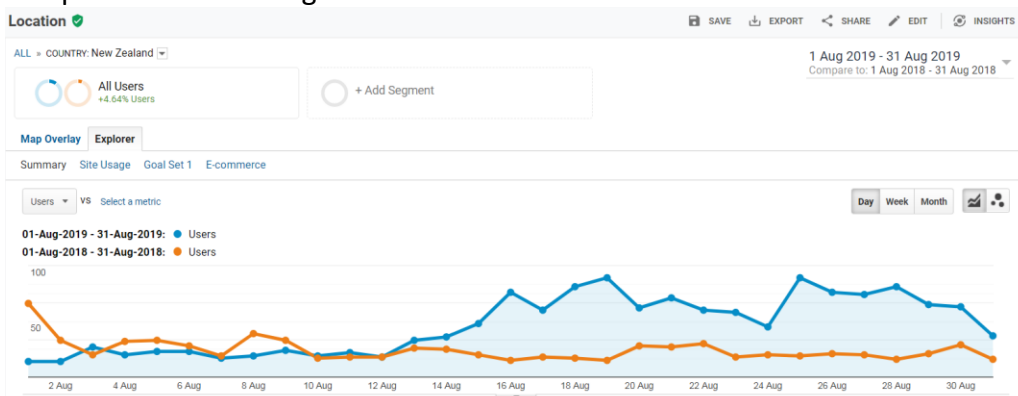
Stage three will be in January 2020 and will include:

- Destination - Auckland and regional roadshow with agents
- Agent Famils - 4 x media visits over 12 months
- Famil - Product managers, wholesaler Res Consultants and top producing agents
- Promotional - Digital or radio competition with holiday giveaway to NLK

Website Analytics from the New Zealand audience for Stage One in May indicate excellent response of website visitors. There was a 781.49% increase with 6,620 New Zealand website visitors in May 2019 compared to 751 in May 2018.



Website Analytics from the New Zealand audience for Stage Two in August show 88.3% increase of website visitors. There was 1,288 New Zealand website visitors in August 2019 compared to 684 in August 2018.



VISITOR SURVEY RESULTS JULY & AUGUST

During the months of July and August 2019, 1119 visitor survey cards were completed compared to 301 cards from July and August 2018. This amounts to approximately 37% of the visitors completing the cards compared to only 10% for the same period last year. The increased rate of card completion is attributed to a volunteer handing survey cards out to visitors at the airport departure lounge.

Data from the cards has been collated by the staff at the Visitors Information Centre. Feedback relating to named businesses has been forwarded to the relevant operators. The remaining comments and data have been collated and forwarded to the Chamber of Commerce and ATA for circulation.

Highlighted data includes:

- 65% of the visitors' main purpose of visit was for a holiday
- 35% of visitors selected their accommodation via a travel agent
- 49% of visitors rated their accommodation as excellent
- 38% of visitors rated their food and beverage as excellent
- 48% of visitors rated their tours as excellent
- 20% of visitors rated their shopping as excellent
- 20% of visitors most enjoyed about Norfolk the history, culture, parks and reserves
- 61% of visitors stayed 7 nights

TOURISM GROSS SALES - AUGUST

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:

- ⬆️ UP 4% for August - Retail Sales
- ⬆️ UP 103% for August - Accommodation Sales
- ⬇️ DOWN 25% for August - Tour Sales (Many tours cancelled due to insufficient numbers)
- ⬇️ DOWN 5% for August - TOTAL SALES
- ⬆️ UP 2% for Financial Year to Date - TOTAL SALES



AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
2018 Year to date	28	4200	3778	3004	90%

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2019	18	2700	1934	1427	72%
Aug 2019	Awaiting data from Border Force				
2019 Year to date					

DIGITAL MARKETING INSIGHTS FOR AUGUST

Website

101,897 Page Views
647,442 Impressions
11,964 Users

Top Post

Facebook - Scenic picture of Kingston
6,480 Reach, 9,804 Impressions
410 Reactions, 25 Shares



Facebook



27,754 Followers
179,772 Impressions
120,306 Reach
7.5% Average engagement
on reach post

Instagram



8,500 Followers
88,755 Impressions
61,706 Reach
9.8% Average engagement
on reach per post

BETTER HOMES & GARDENS

Norfolk Island Tourism have been coordinating an advertising campaign with Better Homes and Gardens (BH&G) Magazine. The campaign includes an editorial feature within the November 2019 Issue. As an added value bonus, BH&G posted a Norfolk Island feature on Instagram on 23 September, 2019.

