



January 2020 NI Tourism & Economic Development Report

BIG BASH CRICKET DIGITAL ADVERTISING

During January 2020, Norfolk Island Tourism participated in an outdoor advertising campaign at the Sydney Thunder Big Bash matches at Sydney Showgrounds.

The Big Bash League (BBL) is Australia's premier Twenty20 competition featuring the country's most successful cricketers, with the addition of other global players from around the world. Attracting cricket fans and a growing family audience through the summer school holiday period, the BBL and Sydney Thunder matches have become an exciting and regular fixture for fans far and wide!

The Campaign included minimum 20 minutes TV Commercials and minimum 20 minutes L Wrap (during live play) at each of the five games, with exposure to an estimated 67,000 people at Sydney Showgrounds Stadium Main concourse, Cafes & Restaurants & Corporate suites. A full report of statistics from the matches will be available once the screening has been completed.



CRUISE SHIPS

The Encore cruise ship from Seaborn Cruises arrived from Auckland on 9 January and disembarked approximately 580 passengers.

The Massdam cruise ship from Holland America Line arrived from Noumea on 16 January and was unable to disembark 1200 passengers due to weather conditions.

The Massdam cruise ship from Holland America Line arrived from Bay of Islands on 23 January and was unable to disembark 1200 passengers due to weather conditions.





UPCOMING TOURISM DATES

- 7-10 Feb Travellers Choice Agent Famil (Group 7 - Led by David Bantoft)
- 10-14 Feb New Zealand Roadshow (Group 9 - Led by Jonica Paramor)
- 10-14 May Australian Tourism Exchange, Melbourne (Trina Shepherd & Rose Evans)
- 1 Aug Melbourne International Comedy Festival Roadshow at Rawson Hall

URZILA CARLSON VIDEOS

Norfolk Island launched six new social media videos featuring Urzila Carlson via Facebook during the end of January. The paid marketing campaign targeted Australian audiences with a special holiday offer from Omniche. The campaign will also run in New Zealand with an offer from Our Pacific.



Following on from the videos will be a 2020 Holiday Giveaway Campaign including strategy, creative, permits, and landing page development for the 'promotion' and 'development' service line items.

PROPOSED UPCOMING MARKETING CAMPAIGNS

- Digital destination campaign in New Zealand
- Fish of the Day – NZ television
- Treasures of the South Pacific Trade Shows (July & August)



GOOGLE EARTH

Norfolk Island Tourism, in conjunction with National Parks Australia and Marine Parks Australia, are in the process of coordinating Google Earth to visit Norfolk to film some 360 degree locations. The videos from both land and underwater, will feature on Google Earth to showcase our Marine Park, National Parks, World Heritage Listed KAVHA and the picturesque island in general.

VISITOR SURVEY RESULTS

During the month of November 2019, 310 visitor survey cards were completed compared to 114 cards from November 2018. This amounts to approximately 11% of the November 2019 visitors completing cards.


During the month of December 2019, 229 visitor survey cards were completed compared to 77 cards from December 2018. This amounts to approximately 9% of the December 2019 visitors completing cards.

Some of the comments included:


- *"Holiday exceeded expectations- so much more than anticipated to do! A lot of potential to diversify tourist market."*

- *“There was a lot closed during our trip during Christmas.”*
- *“Very impressed with cleanliness, lack of litter and excellent facilities in parks and public places, boardwalks, toilets etc.”*
- *“Would love to see better opening hours for shops and restaurants. Would love more eateries to be open on public holidays.”*
- *“Charming people, happy and friendly. I will pray for rain. That’s all that’s missing.”*

NEW ZEALAND - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	0	-	-	-	-	-
Aug 2019	2	78	55	40	71%	73%
Sep 2019	4	148	103	87	70%	84%
Oct 2019	4	148	126	95	85%	75%
Nov 2019	5	185	169	140	91%	83%
Dec 2019	5	185	172	153	93%	89%
Year to date	20	744	625	515	82%	81%

AUSTRALIA - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	18	2700	1934	1427	72%	74%
Aug 2019	18	2700	2323	1871	86%	81%
Sep 2019	19	2850	2579	2279	90%	88%
Oct 2019	21	3150	2915	2501	93%	86%
Nov 2019	22	3300	3038	2633	92%	87%
Dec 2019	23	3450	2814	2452	82%	87%
Year to date	121	18150	15603	13163	86%	84%

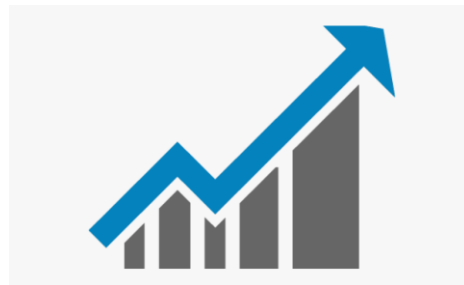
TOTAL - AIRLINE PASSENGER STATISTICS

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	18	2700	1934	1427	72%	74%
Aug 2019	20	2778	2378	1911	86%	80%
Sep 2019	23	2998	2682	2366	89%	88%
Oct 2019	25	3298	3041	2596	92%	85%
Nov 2019	27	3485	3207	2773	92%	86%
Dec 2019	28	3635	2986	2605	82%	87%
Year to date	141	18894	16228	13678	85%	83%

TOTAL - COMPARISON to Last Year

Visitors Passengers

Jul	UP 5%	UP 9%
Aug	UP 16%	UP 19%
Sep	DOWN 2%	DOWN 2%
Oct	DOWN 1%	DOWN 2%
Nov	UP 10%	UP 10%
Dec	UP 8%	UP 6%
Year to Date	Up 5%	Up 6%



DIGITAL MARKETING INSIGHTS

Website November

107,958 Page Views
600,094 Impressions
13,201 Users



Website December

94,066 Page Views
545,252 Impressions
10,792 Users



Top Post November

Facebook Image Emily Bay
7,304 Reach
7,577 Impressions
623 Reactions
31 Shares



Top Post December

Facebook Image Anson Bay
6,839 Reach
7,153 Impressions
258 Reactions
36 Shares



Facebook November

27,937 Followers
91,512 Impressions
73,189 Reach
9.61% Average engagement on reach post



Facebook December

27,963 Followers
90,826 Impressions
72,708 Reach
9.20% Average engagement on reach post



Instagram November

8,698 Followers
86,385 Impressions
46,019 Reach
10.35% Average engagement on reach per post



Instagram December

8,697 Followers
61,851 Impressions
41,728 Reach
9.93% Average engagement on reach per post



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.

GROSS SALES

Retail Sales
Accommodation Sales
Tour Sales

COMPARISON

to Nov Last Year

DOWN 6%
UP 6%
UP 18%

COMPARISON

to Dec Last Year

UP 13%
UP 83%
UP 73%

COMPARISON

Year to Date

UP 7%
UP 29%
UP 23%



TOTAL SALES

UP 9%

UP 62%

UP 21%

SUMMARY Tourism Gross Sales:

- ✓ **Best November on record**
- ✓ **Best December on record**