



August 2020 NI Tourism Report

SUMMARY

The purpose of this report is for the Team Leader Tourism & Heritage to provide a monthly update of tourism industry news to Council, the Tourism Advisory Committee and the Community.

WHITE TERN PROJECT

How did the proposal come about?

By the end of March 2020, Norfolk Island Regional Council identified that the island would soon be impacted by the devastating pandemic sweeping the world. The extent of the damage was unknown, however with tourism as the primary industry, a crisis plan of action needed to be promptly established to assist the island in surviving the pandemic. Tourism recovery was the key driver, and with such an uncertain future ahead of us, Council searched for innovative and unique opportunities. Several Australian based marketing companies were contacted and asked what they could do to help. One company (Tourism Media) showed great potential in developing a way to economically develop the island's tourism industry.



Was there any consultation?

In May 2020, a project group of key stakeholders (including TAC members, local business operators and the ATA president) were included in the initial consultation with Tourism Media. From the consultation, a scoping document was created. Norfolk Island Tourism Team Leader also provided additional information to assist Tourism Media to understand the strengths, weaknesses, opportunities and threats the island has.

What was the proposal?

Tourism Media developed a proposal for a digital online strategy to assist Norfolk Island in attracting both younger and higher-yielding customers, overseeing the website restructure and creating new content for pages including photography, videos, copy and SEO elements. The proposal included producing initial content for the Norfolk Island social channels, including email marketing, and develop a plan to sharpen the focus of Norfolk Island's website and social channels. Part of this strategy focuses on identifying the key experiences found on Norfolk Island, and marketing these experiences consistently throughout the website and social channels including Facebook, Instagram and YouTube.

When was the project funding approved?

On 21 July 2020 NIRC received official notification about the approved funding of the White Tern project. A media release was emailed on 23 July to UTC, ATA, and the Chamber of Commerce asking them to circulate to their members and trade representatives. The media release was included in Norfolk Islander and Norfolk online News on 31 July 2020.

Who paid for the project?

NIRC submitted the proposal to the Australian Government asking for assistance to fund the project in its entirety. As part of the Australian Government's economic stimulus providing support to remote communities and businesses of Norfolk Island, \$475,000 has been provided for tourism promotion of Norfolk Island. The White Tern Project expense is only a

portion of this stimulus funds and the remainder is yet to be dispersed by the Office of the Administrator.

What are the project KPI's and Deliverables?

Deliverables (As advertised in the media release on 24 July)

- Writing & Brand Guidelines/ Photography & Videography Guidelines
- Photography/ Photography Training/ Video/ Writing
- Structure/ Content/ SEO/ Tagging & Metadata/ YouTube/ Facebook/ Instagram/ Email Marketing/ Integrated Marketing & Content Freshness/ Third Party Marketing
- Website/ Facebook/ Paid Advertising

Key Performance Indicators (As advertised in the media release on 24 July)

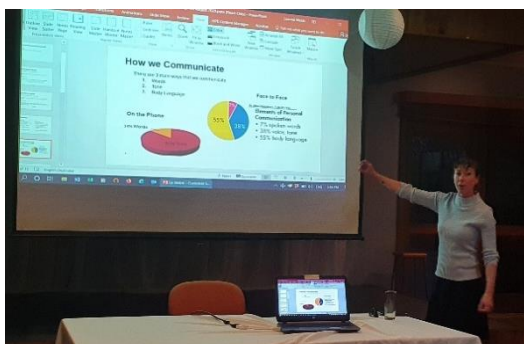
- Brand support and integration
- Content production
- Digital Marketing & Site Optimisation
- Data Collection Strategies
- Short-Term COVID Strategies

How is the project developing?

The entire Norfolk Island Tourism team are assisting Tourism Media by providing resources, information, and on ground support where required. Staff are also receiving training in photography, style guides, search engine optimisation, email marketing, and brand guidelines.

TRAINING WORKSHOPS

Three Social Media Marketing for Businesses workshops were delivered by Kyle Czech on 5, 12 & 19 August at Slick & Sons. Attendance at all workshops was booked out, with a waiting list from interested community members. Kyle followed up the workshops by sending personalised emails to all attendees including helpful information and resource links.



The Customer Service workshop was delivered by Leanne Webb - 20 August at the South Pacific Resort Hotel. Approximately 20 people attended the workshop which included a PowerPoint presentation and interactive activities which assisted the participants to put into practice what they had learnt. Due to popular demand, Leanne has offered to run more Customer Service workshops in the future.

A list of names have been collated for the Food & Beverage Service workshop with Michele Van Gorph, and Barista and Coffee Art workshop with Georgia Buffett. These workshops will be coordinated soon.

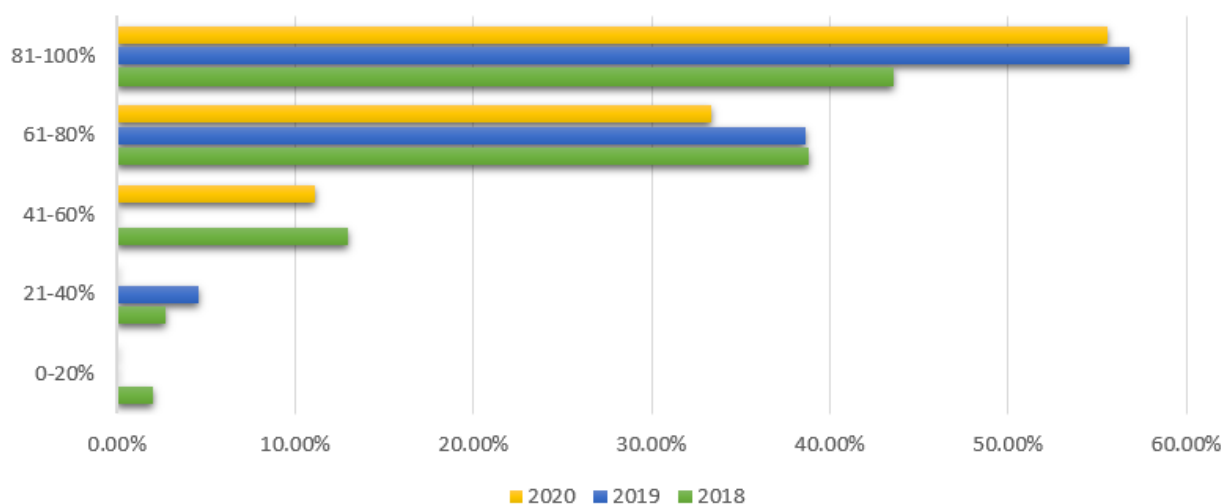
BUY LOCAL SURVEY

As part of the buy local campaign, a survey was created for Norfolk Island residents to assist Council in better understanding local consumer practices. A “local business” includes all goods and services available on island e.g. retail shops, hair and beauty services, food outlets, health and wellbeing, professional services, restaurants, cafes etc.

The survey was open for a period of one month from 1 July – 31 July 2020. The survey could be completed online or alternately, printed copies were available from Customer Care.

Overall, only 9 responses were received, all of which were from Norfolk Island residents, compared to 44 responses in 2019 and 168 responses in 2018. The poor response rate makes it difficult to compare data from previous years however most results indicate the following:

Percentage of purchases from local businesses



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1. The majority of respondents purchased 81-100% from local businesses
2. The majority of ‘off Island’ purchases were made because the products were not available on island.
3. The majority of ‘off Island’ purchases were made online
4. The majority of respondents purchased 6-20 items from online shopping.
5. The majority of off Island purchases were pet products, groceries/food, books and stationery, and medical/health supplies.
6. The majority of respondents would prefer to purchase items locally.
7. The majority of respondents quoted ‘competitive pricing’ and ‘bigger range’ as the primary suggestions for local businesses to attract customers.
8. The majority of respondents are satisfied with the existing range of businesses available on island.

BUY LOCAL SPENDING SPREE COMPETITION

As part of Councils Buy Local Campaign, a spending spree competition was held during the month of July, 2020 to encourage Norfolk Island residents to purchase products from local businesses during what is a traditionally quiet part of the year with low economic activity due to limited flights and low visitor numbers. A media release invited all local businesses to participate in the competition

To participate businesses were required to pay a \$10 fee. For this fee businesses were promoted in all competition media releases and display material which supported the competition. One hundred percent of business participation fees were distributed as prizes and additionally Council supported the competition by providing \$500 for prizes. Prizes were distributed in the form of vouchers which could be spent at participating businesses. Winners were able to nominate which participating businesses they wanted their vouchers from.

Media releases provided additional promotion for all participating businesses and generally encouraged Norfolk Island residents to support local businesses by purchasing products locally. To enter the competition entrants needed to spend \$20 or more at a participating business during the month of July.

To complete an entry, the eligible entrant was required to write their name and phone number on the back of their original receipt and place in an entry box. The winners' receipts were drawn by the Norfolk Island Police on Friday 7 August 2020.

Participating Businesses 67

Total receipts received 13,029

Total spend as indicated by the receipt data collated \$846,648.25

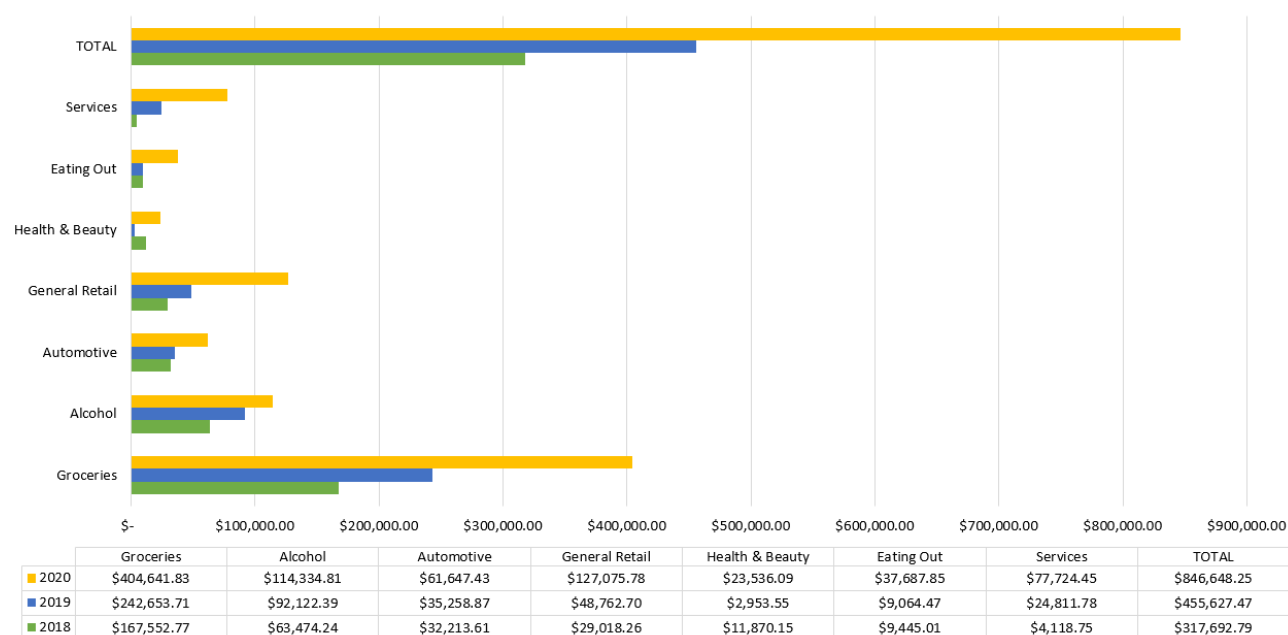
Competition Winners

1st Prize - \$700 Vouchers from participating businesses – Craig & Jill Buffett

2nd Prize - \$300 Vouchers from participating businesses – Byron Adams

3rd Prize - \$170 Vouchers from participating businesses – Alison Christian

Buy Local Spending Spree Competition - Annual Comparison

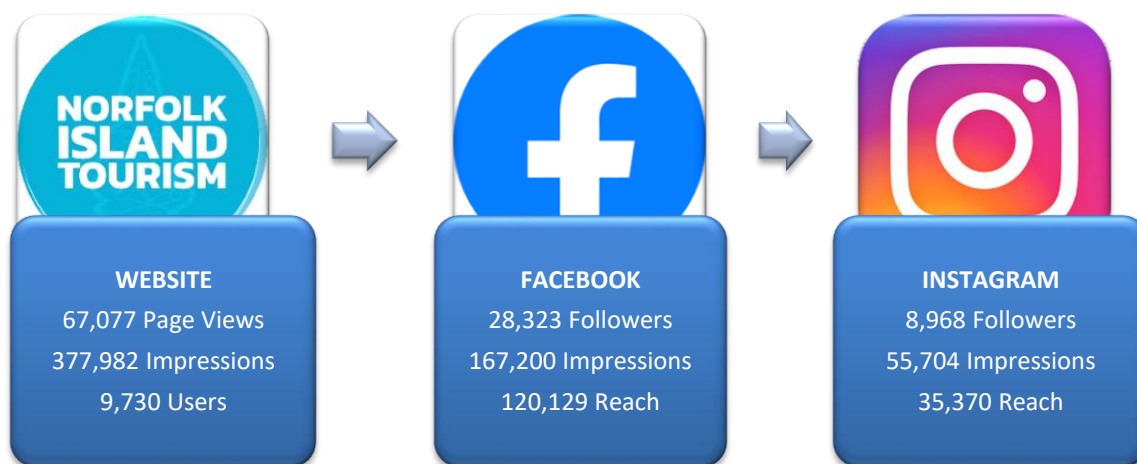


AIR NEW ZEALAND

Due to extended restrictions for visitor travel from ACT, NSW & VIC, there have been further changes to the Air New Zealand flight schedule as follows.

Up until 24 Oct	SYD-NLK Fri	NLK-SYD Sat
2 flights per week	BNE-NLK Sat	NLK-BNE Fri
From 25 Oct to 25 Mar	SYD-NLK Mon + Fri + Sun	NLK-SYD Mon + Fri + Sun
6 flights per week	BNE-NLK Tue + Thu + Sat	NLK-BNE Tue + Thu + Sat

DIGITAL MARKETING - JULY 2020



AIRLINE STATISTICS 2020/21

	Incoming Flights	Seats Available	Load Capacity	Incoming Passengers (PAX)	Visitors	Visitor % of PAX
Jul 2020	8	1200	24%	291	107	37%