



September 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 UPDATE

Tourism Media have been solidly progressing with the White Tern Project alongside the Norfolk Island Tourism staff. New social media posts and designed webpages with a gentle undertone about COVID-19 safe travel were developed some time ago. With border restrictions easing further from 1 October, tourism staff have been able to commence releasing the new content to entice visitors back to the island again.

Completed Components

- Short term COVID strategy developed
- Social Media post styles developed (COVID-related)
- New camera equipment provided
- Photography training guide provided
- Tourism staff photography training sessions
- Writing, Brand, Photography and Style Guide provided
- Website template developed

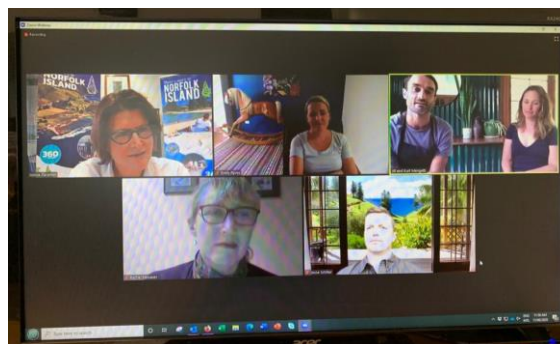


Under Construction

- Website restructure
- Email campaigns
- SEO Structural Guide for social channels
- Website populating – new content and new images
- Blog stories
- Curation of images
- Data collection setup
- Youtube update
- User Experience (UX) Update (mobile and desktop)

TRADE WEBINAR

The Unique Tourism Collection have been running monthly Zoom 'There's More to Norfolk Island' webinars for travel agents, MICE and corporate partners. On 17 September guest speakers Rachel Nebauer, Kurt & Jill Menghetti, Jesse Schiller, and Emily Ryves chatted about their local businesses for approximately 160 registered trade representatives. The webinars include a PowerPoint Presentation of general destination information, and time for each guest to expand on the amazing experiences available on island.



TRIPADVISOR

Every year, experience review website Tripadvisor pulls together customer reviews and ratings from travellers across the globe and use that info to spotlight the very best tourism attractions. These awards are the result of consistently great reviews from the people that matter the most — the guests. Travellers highly value the feedback of other travellers.

This year, Norfolk Island has received 13 TripAdvisor 2020 Traveller's Choice Awards. Based on a full year of Tripadvisor reviews, prior to any changes caused by the pandemic, award winners are known for consistently receiving great traveller feedback, placing them in the top 10% of experiences around the globe.

Norfolk Island's winners...

Visitor Information Centre, Norfolk Island Museum, Kingston & Arthurs Vale Historic Area, Norfolk Island Cemetery, Kingston Pier, Emily Bay, St Barnabas Chapel, National Park and Botanical Garden, Captain Cook's Monument, Hundred Acres Reserve, Anson Bay, Mount Pitt, Puppy's Point.



AIR NEW ZEALAND UPDATE

There have been further changes to the Air New Zealand flight schedule as follows.

Up until 27 Mar	SYD-NLK Fri	NLK-SYD Sat
2 flights per week	BNE-NLK Sat	NLK-BNE Fri

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%
Aug 2020	10	1500	23%	349	154	44%

DIGITAL MARKETING - AUGUST 2020

