



October 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.



BARISTA TRAINING WORKSHOPS

The Barista Workshops are scheduled to take place at Governors Lodge Resort Hotel on Sunday 1 November. Due to COVIDSafe procedures, four workshops will take place to train 24 community members with varying levels of experience. Georgia Buffett, who has extensive barista skills and training experience will be leading the workshops.

AUSTRALIAN REGIONAL TOURISM CONFERENCE

Team Leader Tourism & Heritage attended a virtual conference coordinated by Australian Regional Tourism from 27 to 29 October. The theme for this year's convention was 'Building resilient and adaptive communities that thrive'. Speakers provided virtual presentations with opportunities for live questions and answers. The diverse range of topics included were:

Visitor Servicing

- Tourism Recovery
- Welcoming and managing tourists in current times
- COVID, Turning Australia's barriers into drivers
- Data

Crisis Management

- Sovereign Hill 20 year Master Plan
- Building resilient businesses through innovation
- Looking after the Wellbeing of you and your staff in these challenging times
- Crisis Management
- Leadership in times of crisis

Local Government

- Grant Writing
- Business Policy
- Infrastructure Kalbarri National Park Skywalk Story
- Social Licence

Restarting Tourism

- Road to Recovery - Airlines
- Crisis Communication for the long haul
- How do we better manage destinations?
- Regional Success Stories



REGULAR AIRLINE PASSENGER SERVICE UPDATE

There have been further changes to the Air New Zealand flight schedule with four flights per week.

9 Nov to 27 Mar 2021 4 flights per week	SYD-NLK Fri	NLK-SYD Sat
	SYD-NLK Mon	NLK-SYD Mon
	BNE-NLK Sat	NLK-BNE Fri
	BNE-NLK Tue	NLK-BNE Tue

Additionally there has been Alliance private charters exclusively for Seaview clients each Thursday between 22 October and 26 November 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%
Aug 2020	10	1500	23%	349	154	44%
Sep 2020	8	1200	36%	437	250	57%

DIGITAL MARKETING - SEPTEMBER 2020



UPCOMING MARKETING CAMPAIGNS 2020

Mid November - The 'Choose Your Experience' holiday giveaway and audience engagement campaign incorporates interactive elements into a competition entry form, giving the audience the chance to choose the type of holiday they would like to win. The objective of the campaign is to continue capturing a database, while allowing us to appeal to a wider audience range through identifying and promoting the different experiences available on Norfolk Island.

28 & 29 Nov - Sunrise Weekend with James Tobin (JT) and the Channel 7 team of Sunrise crew will conduct live weather crosses to promote destination awareness.