



November 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.



WEEKEND SUNRISE

Weekend Sunrise with James Tobin (JT) and the Channel 7 team of Sunrise film crew will conduct live weather crosses on 28 and 29 November 2020 to promote destination awareness. The proposed locations for the crossovers are Emily Bay and Kingston on Saturday 28 November and Anson Bay on 29 November.

EXPERIENCE NORFOLK ISLAND... YOUR WAY - HOLIDAY COMPETITION

The 'Experience Norfolk Island... Your Way' holiday competition commenced on 26 November 2020. This 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 (Wellness, Flavour, or Adventure). Each choice of holiday consists of relevantly themed activities and will be promoted with the appropriate 360° (Wellness, Flavour, or Adventure) videos created by Tourism Media.

VIRTUAL MEDIA BRIEFING

The Unique Tourism Collection (UTC) coordinated a 'Holiday Overseas Without Leaving Home' virtual media briefing on 5 November for Australian and New Zealand journalists to help promote destination awareness for Norfolk Island.

The message was to reinforce that Norfolk Island is a desirable short-haul Australian and New Zealand destination in the South Pacific for both markets. Norfolk Island offers a safe, secure and crowd-free environment which remained virus-free throughout the global pandemic. Now, more than ever, is a time for people to focus on themselves, their loved ones, and important people in their lives. In this new COVID-world, people's expectations have changed. Travellers are looking for safety, security, social distancing, open spaces, and privacy, while focusing on their health and wellness. As borders gradually reopen, Norfolk Island is welcoming back guests to enjoy a myriad of outdoor, culinary, historical, adventure, and nature experiences, with a strong emphasis on wellbeing.

Sally Morgan from UTC hosted the virtual media briefing and guest speakers were:

- Eric Hutchinson, Norfolk Island Administrator
- Tania Anderson, Norfolk Island Tourism
- Martin Purslow, Norfolk Island Heritage Manager
- Jesse Schiller, Tintoela
- Jill and Kurt Menghetti, The Homestead Restaurant
- Emily Ryves, Hilli Goat Farm
- Ray Martin, Norfolk Island Tourism Ambassador



REGULAR AIRLINE PASSENGER SERVICE UPDATE

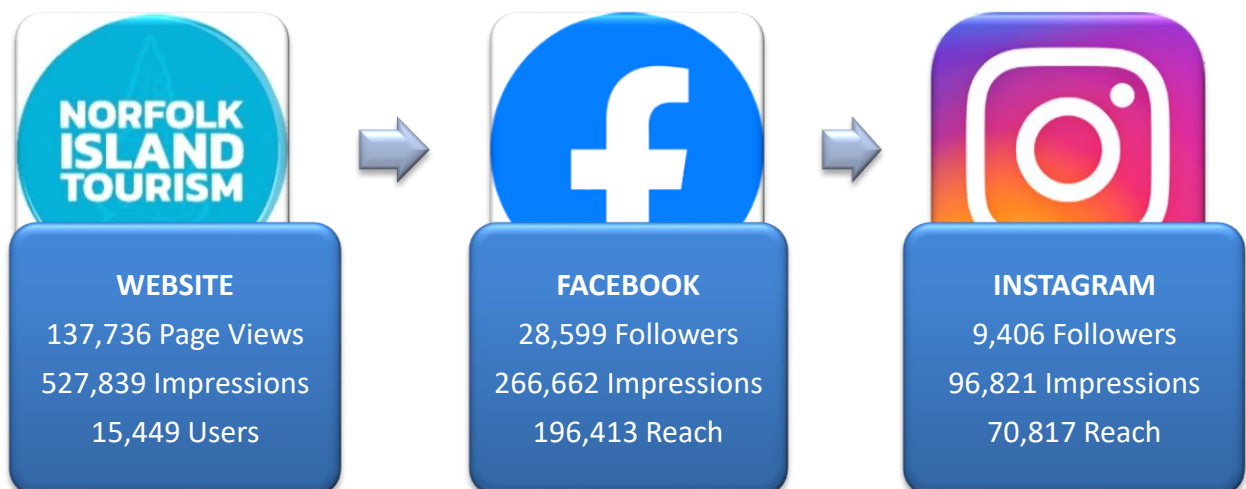
There have been further changes to the Air New Zealand flight schedule with an additional Brisbane flight on Thursdays (from 10 Dec) resulting in five scheduled flights per week.

10 Dec to 27 Mar 2021 5 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
	BNE-NLK Thu	NLK-BNE Thu

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%
Oct 2020	15	2250	60%	1346	971	72%

DIGITAL MARKETING - OCTOBER 2020





Most Engaging Facebook Post Oct 2020

Norfolk Island Tourism (Default) is at Norfolk Island Tourism (Default).
Published by Tania Anderson · October 24 at 10:00 AM · Kingston ·

It's competition time again and we have one more souvenir gift pack to giveaway! Hopefully our fun posts have cheered up your day a little ☺ in these challenging times. Thanks for participating, we have really enjoyed reading your comments and seeing your photos. 📸
Complete this sentence " When I visit Norfolk Island the first thing I want to do is....."
We are just over the horizon and are ready to show you around. #holidayhere #domestictravel

7,659
People Reached

1,262
Engagements

[Boost Post](#)

191

101 Comments 12 Shares

Facebook Post highest Reach Oct 2020

Norfolk Island Tourism (Default)
October 8 ·

Take your holiday 'overseas' this summer and discover 360° of wonder on Norfolk Island, a South Pacific gem. Don't miss out flights are filling up fast. 🌴 #visitnorfolkisland #holidayhere...

0:02 / 0:33

Most Engaging Instagram Post Oct 2020

norfolk.island

norfolk.island It's not just something different, it's something better! Norfolk Island is full of different perspectives, this one on a walk in the National Parks. Thank you for sharing @blakey.j

#norfolkisland #mynorfolkisland #freerange #norfolkislandnaturally #bestkeptsecret #eventisland #enjoythemagic #naturalattractions #islandparadise #relaxation #lovetheoutdoors #culture #experience #organic #freedom #unique #islandescape #discovernorfolkisland #wanderlust #theresmoretonorfolkisland

Liked by slickandsons and 531 others

OCTOBER 22

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