



29 January 2022

Watawieh yorlyi and a big welcome back to our visitors,

Signature Luxury, Travel and Style. (SLTS)

Norfolk Island has featured in a **SLTS** Marketing Campaign including a four page editorial and full page destination advertisement plus a digital feature on their website. "Norfolk Island is a rock star. And, as Susan Elliott writes, this tiny South Pacific performer knows how to stage a world-class show".

- Key demographic is 30–65, reaching millennials through to the affluent end of the babyboomer market
- 79% of readers have an income of over \$200k
- 87% of readers are currently planning a holiday
- 75% of readers travel internationally for leisure three times per year and more frequently for business
- Readership is in excess of 167,500 per quarter
- Circulation of 38,000 copies places them as the highest circulating consumer travel magazine in Australasia. PDF version of the article can be found on our Facebook page @norfolkislandtourism.



Norfolk Island Tourism E-Newsletter

The December 2021 EDM was distributed to Norfolk Island Tourism's database of over 37,000 contacts.

The newsletter included a

- Merri Kresmes message
- Visitor Survey link to the online version
- New Blog story – Summer Daze
- Accommodation – <https://www.norfolkisland.com.au/stay>
- Events Calendar – <https://www.norfolkisland.com.au/visitor-info/events-calendar>
- FAQ's - <https://www.norfolkisland.com.au/visitor-info/faqs>



Bookeasy is an Australian-owned and operated business providing a comprehensive reservations and bookings management system: currently adopted by over 150 clients, encompassing Tourism Destinations, Visitor Information Centres, Travel Agents and National Parks throughout Australia,

New Zealand and Asia.



Book Easy continues as the booking platform for the Norfolk Island Visitor Information Centre. We encourage all local tourism operators and businesses to check their listing to ensure content is correct and images are up to date and of good quality. www.norfolkisland.com.au

All **bookable** products such as accommodation, tours and hire car listings include content and images and your availability; all bookings incur a 15% commission. **Non-bookable** products (e.g., Local retailers, cafes, restaurants and Businesses) listings include content, images, and direct contact details. Book Easy training is available if you wish to look after your own member console.

Please contact us if you have any queries Ph. 22147 or email nitourism@nirc.gov.nf

New Blog story now up on the website

<https://www.norfolkisland.com.au/stories/summer-daze>



A friendly reminder to please **RECYCLE** any tourist maps, flyers and brochures that are clean and readable and can be used again. Just drop into the recycling bin at the Visitor Information Centre.

Calendar of Events – February 2022

Please note: Events and Festivals can be postponed or cancelled without notice.

International Clay Target shoot championships POSTPONED to 2023

14-18 Vets Golf tournament SOLD OUT

20-25 South Pacific Lawn Bowls tournament

28 – 7 March History Lovers group (Cathy Dunn)

TBA Government House Charity Open day

For **COVID-19** Travel restriction updates, links to essential information, link to the Norfolk Island Travel Pass and FAQ's, hop onto: <https://www.norfolkisland.com.au/covid-19>

“Darset”.... Tania @ Norfolk Island Tourism [#norfolkisland](https://www.norfolkisland.com.au)

For further information please view www.norfolkisland.com.au