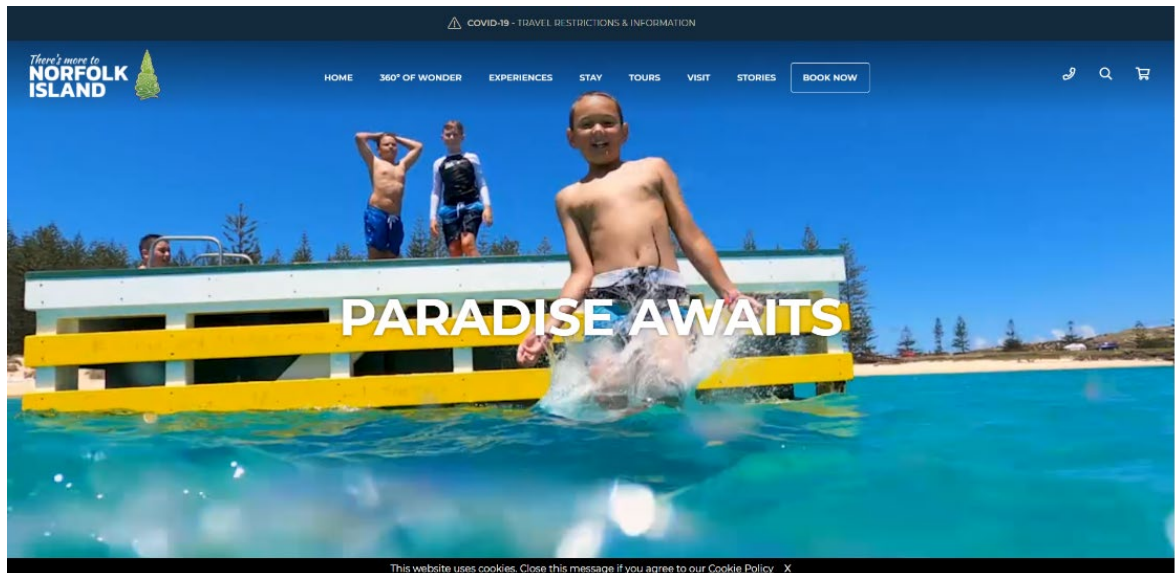


## LAUNCH OF NEW TOURISM WEBSITE



### WHITE TERN PROJECT UPDATE

The White Tern Project is almost at completion and Tourism Media has been working solidly alongside Norfolk Island Tourism staff to achieve some wonderful results. The most exciting and most recent deliverable is the launch of the new, upgraded Norfolk Island Tourism website ([www.norfolkisland.com.au](http://www.norfolkisland.com.au)) which went live on Monday 1 February, 2021.

The site was developed with a revised structure, new fresh images and videos, and a focus of eight points of interest (wonder, adventure, story, nature, flavour, fun, learning, and wellness) and eleven key experiences. Each webpage includes extensive linking to attractions, activities and local businesses and designed to engage website traffic and drive bookings. The website's language incorporates up to date messaging, and gentle undertones about COVID-19 safe travel to our crowd free island paradise with wide open spaces and our pristine natural environment.

*"Welcome to an island where our doors are rarely locked and our hearts are always open; a place where wandering cows have right of way, and everyone has time to stop and chat. Many visitors say that a holiday on Norfolk Island is like stepping back in time. We prefer to say it's like stepping into a better time."*

So visit the new site <https://www.norfolkisland.com.au> (same website address as previous site) and please share it with all your friends and family.

The remainder of the White Tern Project deliverable components are listed below. Norfolk Island Tourism will continue to work with Tourism media until all components are completed. Norfolk Island Tourism will soon be providing access to a Dropbox folder of Hero images and videos for wholesalers, agents and tourism operators to use for 'non-commercial' promotional marketing.

#### Delivered Components

- Short term COVID strategy
- Social Media post style guidelines (COVID-related)
- New camera equipment provided to NI Tourism staff
- Photography training guide
- Tourism staff photography training sessions
- Writing, Brand, Photography and Style Guide
- Website template developed
- Website restructure developed
- Website populating – new content, new videos and new images
- User Experience (UX) Update (mobile and desktop)
- NI Tourism YouTube updated with 14 new videos
- Curation of approximately 5000 new images in photo library
- 8 x 2 minute experience videos
- 30 x 30 second social vignettes created for digital marketing

#### Components Under Construction

- 1 x 10 minute travel guide video
- Supply of B-Roll footage
- Writing of future Blog stories
- SEO Structural Guide for social channels, images, videos and website
- Email campaign guideline
- Data collection setup - Online visitor survey

Rose Evans

**TEAM LEADER TOURISM & HERITAGE**

5 February 2021