



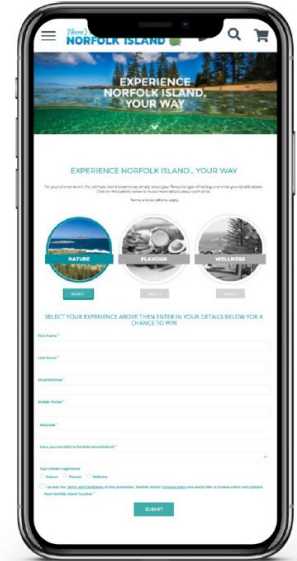
5 February 2021

Watawieh yorlyi and welcome all the visitors,

EXPERIENCE NORFOLK ISLAND... YOUR WAY - HOLIDAY COMPETITION

The 'Experience Norfolk Island... Your Way' holiday competition which ran during November and December was drawn on 23 December 2020 and the winners are Mr & Mrs McCullough from Queensland. Applicants were asked to choose the type of holiday they would like to win (Wellness, Flavour, or Nature) The campaign results were excellent with good activity to the NI Tourism website as well as social media.

- 194,366 people were reached
- 12,514 unique entries
- 10,926 survey completions (if survey was completed they received additional entry credits)
- Nature experience was the most popular experience, with 49.6% of votes
- Flavour experience received 35.2% votes
- Wellness experience received 15.2%
- Of the survey entrants, 9% of respondents (989) are looking to travel in the next 0-2 months, and 31.9% (3,480) are looking to travel in the next 3-6 months.



We thank the major sponsors Air New Zealand, Broadleaf Villas and Island Rent A Car, for their generous support, and additional tourism operator sponsors who generously offered inclusions for each Experience.

Thanks to our partners



HIGH TEA
AT SEAVIEW

CHRISTIAN'S
GLASS BOTTOM
BOAT TOURS

CHARTER
MARTINE

ISLAND
ADVENTURES



Calendar of Events (*all Events are subject to change*)

February 2021

- 7-11 International Clay Target Shoot championships
- 15-19 Vets Golf tournament
- 21-26 South Pacific Pairs Lawn bowls
- 24 Government House Charity open day.

Flyers and Brochures and Advertising

With visitor arrivals increasing, the supply of tourism operator flyers and brochures are getting low at the Visitor Information Centre. This is free advertising for your tourism experience! Restaurants and cafes you are welcome to provide a copy of your current menu too. Any enquiries ph. 22147 or email nitourism@nirc.gov.nf
There is also space available to advertise in the Verandah Cabinets, \$100 for 12 months.

The Visitors Information Centre is open 7 days from 8.30am and we are practising social distancing and hand sanitising and you are required to register for contact tracing purposes.

Tania @ Norfolk Island Tourism [#norfolkisland](https://www.instagram.com/norfolkisland)
For further information please view www.norfolkisland.com.au.