

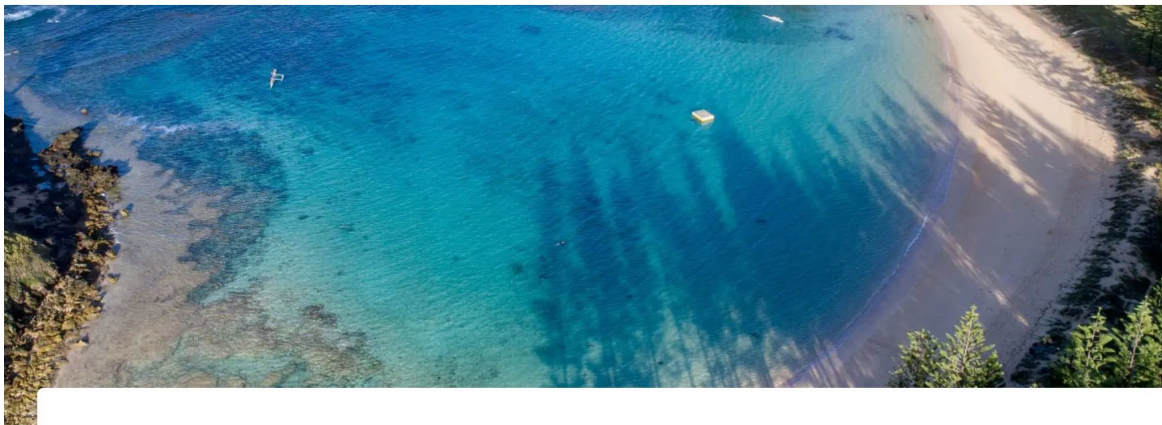
TOURISM AUSTRALIA UPDATE



Since travelling to Norfolk Island in March on a Famil coordinated by the Office of the Administrator, Tourism Australia's (TA) senior executives have been working with Norfolk Island Tourism to develop a more prominent appearance for our destination on the www.australia.com website. The TA team collated feedback they received during their visit, and have worked at incorporating as many of the suggestions as possible.



Places to go Things to do Plan your trip Youth Travel Holiday Here This Year



AUSTRALIA'S EXTERNAL TERRITORIES

They've created a new landing page for External Territories which features our very own Emily Bay as the banner image. From the website's main navigation, click 'Places To Go' and you will see an External Territories link leading to the page.

<https://www.australia.com/en/places/external-territories.html>

From the main navigation, click 'Plan your trip' then 'Cities, states and territories' where the External Territories are again listed, and a direct link to the Norfolk Island destination website is now in place.

<https://www.australia.com/en/facts-and-planning/about-australia/cities-states-and-territories.html>

The 'Guide to Norfolk' page, which was established years ago, has been revamped with updated imagery and includes more of the incredible experiences that are available on the island.

<https://www.australia.com/en/places/external-territories/guide-to-norfolk-island.html>

DAY 5: A BIT OF HISTORY AND CULTURE (“FAINET” FIND IT)



 Kingston World Heritage site, Norfolk Island © Tourism Australia

A Norfolk Island seven day itinerary ‘7 days of History, Culture and Nature on Norfolk Island’ was developed with some suggested experiences to keep visitors busy during their stay. The itinerary features the Norfolk language in each of the day’s headings.

<https://www.australia.com/en/trips-and-itineraries/seven-days-on-norfolk-island.html>

ERADICATE INVASIVE WEEDS ON NORFOLK ISLAND



 Hundred Acres Reserve, Norfolk Island © Tourism Australia

Finally, Norfolk has been included in an article 'Help preserve the planet with these Eco Experiences' which highlights the work being done each week eradicating invasive weeds in Hundred Acres Reserve, and encourages visitors to join in and help.

<https://www.australia.com/en/things-to-do/sustainable-travel/eco-friendly-travel-experiences-in-australia.html>

We encourage everyone to follow the links, read the content, and share any (or all) of the pages to your social media channels, or via your business electronic direct mail. The more people who share our destination links, the more exposure Norfolk Island receives. Thank you to everyone who helps to market our island, we appreciate your support!

Rose Evans

TEAM LEADER TOURISM & HERITAGE

14 May 2021