



21 August 2021

Watawieh yorlyi and welcome to all our visitors,

### Australian Traveller '100 Unique Stays' Campaign

Norfolk Island Tourism is participating in a Spring/Summer print and digital campaign with Australian Traveller. Norfolk Island will also feature in their EDM Newsletter which is distributed to 84,000 subscribers. Readership for the quarterly magazine is 147,000 and the audience is:

- 76.2% Female
- 63.1 aged between 35-64 years
- 5.6 domestic trips per annum
- 23% spend between \$20K-\$40K on travel each year
- 11.3% spend +\$41K on travel each year

Australian Traveller Digital channels are:

Website [www.australiantraveller.com](http://www.australiantraveller.com) 350,000+ unique views per month

[Facebook](https://www.facebook.com/norfolkisland) 40,195 followers

[Instagram](https://www.instagram.com/norfolkisland) 109,000 followers

[Twitter](https://twitter.com/norfolkisland) 32,600 followers

### Norfolk Island Tourism e-Newsletter

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

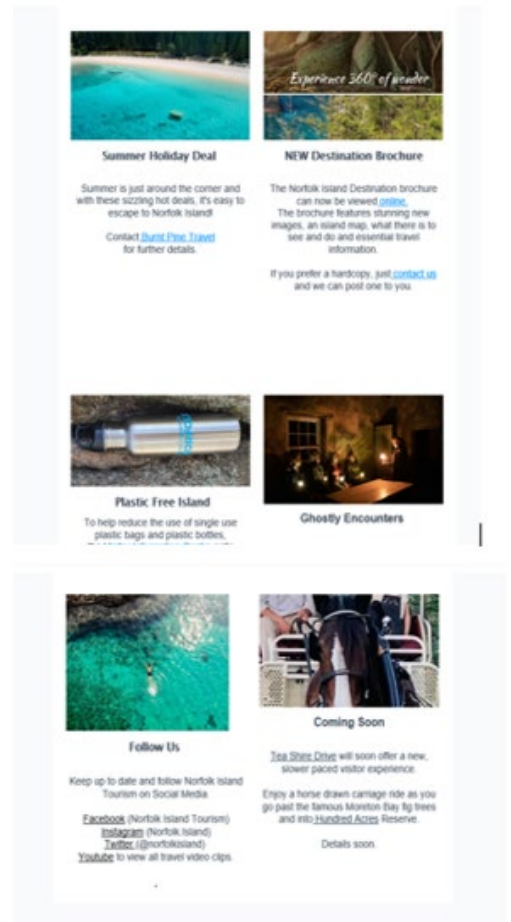
The newsletter featured:

- Summer holiday deal – Burnt Pine Travel
- New Destination brochure
- Plastic Free Island
- New Blog – Ghostly Encounters
- Follow Us (Norfolk Island Tourism Socials)
- Coming soon – Tea Shire Drive tours

### Calendar of Events – September 2021

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

- 11-16 Ukulele festival (Sold Out)
- 15 Government House Charity Open day
- 29 Government House Charity Open day
- 26-30 23<sup>rd</sup> Theatre festival





### Holidays with Kids Marketing Campaign

Holidays with Kids (HWK) is Australia's leading family travel magazine and website. It is the ultimate guide to travel and lifestyle and answers all questions families want to know before leaving home, whether taking their first trip with a baby or with a demanding teenager. Norfolk Island Tourism is currently working with HWK for a Norfolk Island feature leading into the summer holidays.

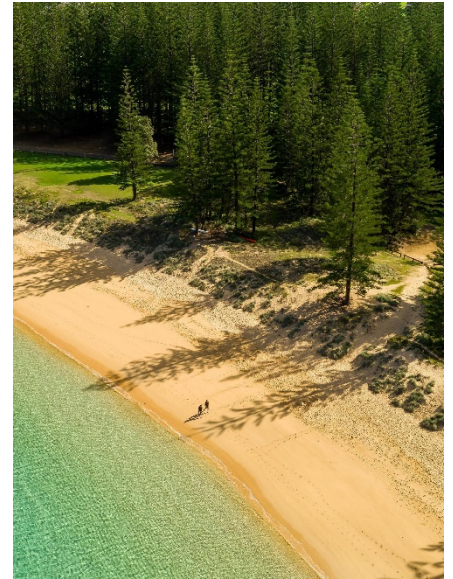
### Social Media

A recent post on Instagram received great response with over 740 likes for this Emily bay drone shot courtesy of Rian Cope (Tourism Australia photographer). Social media followers continue to increase across all channels. Instagram (norfolk.island) 12,500 and Facebook (Norfolk Island Tourism) over 30,550. To view all of our Travel Video clips visit the Norfolk Island Tourism Youtube channel.

<https://www.youtube.com/channel/UCBuoce4a6HQbFaBTxRwxo6A>

**New Blog Story** – Ghostly Encounters. Have a read if you dare!

<https://www.norfolkisland.com.au/stories/ghostly-encounters>



The Visitor Information Centre is open 7 days from 8.30am. 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](http://www.norfolkisland.com.au)