



9 October 2021

Watawieh yorlyi and welcome to all our visitors,

Marketing Campaigns

Norfolk Island will feature in a **Signature Luxury, Travel and Style** Marketing Campaign including a four page editorial and full page destination advertisement (Oct edition) plus a digital feature on their website.

- 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

Norfolk Island will feature in a **Vacations and Travel** Marketing Campaign including a four page editorial and full page destination advertisement (Nov edition) plus a digital feature on their website.

- Australia's longest-running travel magazine
- Circulation of 35,000 copies distributed in Australia, New Zealand, Fiji and South East Asia
- Readership is in excess of 165,000 per quarter
- Website attracts on average over 23,000 unique users per month



Links to content and advertising will be published once both campaigns commence.

Top Up – Flyers and Brochures

A friendly reminder to tourism operators to please top up your flyers and brochures at the Visitor Information Centre (VIC). This free advertising ensures visitors have the correct information about your tourism experience. Restaurants and cafes are welcome to provide a copy of current menus. Any enquiries ph. 22147 or email nitourism@nirc.gov.nf. The Centre also offers advertising space in the Verandah Cabinets at a rate of \$100 for 12 months. Please return maps and flyers in good condition to the **RECYCLING BIN** at the VIC.

New blog story “The Phillip Island Without Penguins” is now live on the website

<https://www.norfolkisland.com.au/stories/the-phillip-island-without-penguins-1>

Tripadvisor Travellers' Choice Award

The Tripadvisor Travellers' Choice Award recognises attractions that consistently deliver fantastic experiences to travellers around the globe. Award winners have earned positive reviews and ratings over the past year. In the top 10% of restaurants world-wide is the **Hilli Restaurant and Cafe** who shared news about their Award on their Facebook page.

Congratulations yorlye!





New Visitor Experience

Exciting news from the owners at the Bounty Folk Museum who have opened after many months of hard work. Located at Middlegate crossroads and open every day 10am – 4pm, the Museum is a must see for visitors and locals.

Tourism Australia's Hot List is a monthly-round up of the latest news and tourism offerings from across Australia. It is a curated shortlist of **new** products and experiences, accommodation, restaurants and bars for the month that was, and upcoming events and openings.

The Hot List is collated by Tourism Australia's Global PR press team and shared with key media contacts and via TA's corporate channels including Essentials, Regional TA EDMs and on TourismAustralia.com. It is also shared with other Tourism Australia stakeholders and partners.

The September Hot List included Norfolk Island's new holiday accommodation Meryta House.

If you have an exciting tourism story or new tourism product please email details to tania.anderson@nirc.gov.nf with a couple of hi resolution images for submission to Tourism Australia. <https://www.tourism.australia.com/en/news-and-media/resources-for-media.html>

A&H Show Day

The Visitor Information Centre will be closed on Monday 11 October for Show Day.
Have a great day at the Show "orn Mandi"

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://twitter.com/norfolkisland)
For further information please view www.norfolkisland.com.au

