



# MEDIA RELEASE

## CURRENT MARKETING CAMPAIGNS

### **Australian Women's Weekly Magazine Editorial & Competition**

Norfolk Island will proudly feature in a two-page editorial of the Australian Women's Weekly magazine – March 2022 edition (on sale from 24 February to 23 March 2022).

The editorial article was written by travel writer Susan Elliott, a frequent visitor passionate about promoting the island.

The Women's Weekly magazine boasts excellent reach with one of Australia's largest reading audiences and a monthly readership of 1,475,000. Audience demographics: 79% female, average age 53 years, average household income \$92k, 61% are married/de-facto, 34% are empty nesters, 36% have children in the home, and 39% are grandparents.

# THE AUSTRALIAN **Women's Weekly**

Supplementing the editorial, Norfolk Island Tourism will include a full-page advertisement to launch their biggest ever competition promotion. The 'game of chance' competition will run for two months, and digital entries will be via the Norfolk Island destination website.

The lucky winner will receive a seven day holiday to Norfolk Island for four people, valued at approximately \$11,100.00.

The prize includes return airfares departing from Sydney or Brisbane, 7 x nights' accommodation, 7 x days vehicle hire, airport transfers, 14 x various tours, several meals, several complimentary drinks, and welcome packs on arrival.

Norfolk Island Tourism would like to take this opportunity to thank our sponsors. Without their very generous support, campaigns of this magnitude would not be possible.

**SPONSORS:** Qantas, Watermill Beach House Estate, Pinetree Tours, Baunti Tours, Norfolk Island Escape Collection, Hilli Restaurant, Norfolk Island Star Gazing, Norfolk Island Museum, Norfolk Brewing at Castaway, The Sunset Bar, Two Chimneys Wines, The Homestead Restaurant, and The Olive Café.

## Digital Social Media Marketing Campaign

On 19 November 2021, Norfolk Island Tourism launched a large scale digital social media marketing campaign. Phase 1 included a 15 second video promoted across Facebook and Instagram. Phase 2 includes three 6 second videos (history, outdoors, nature) which will continue across Facebook and Instagram as part of the promotion until the end of the campaign.

### RESULTS TO DATE:

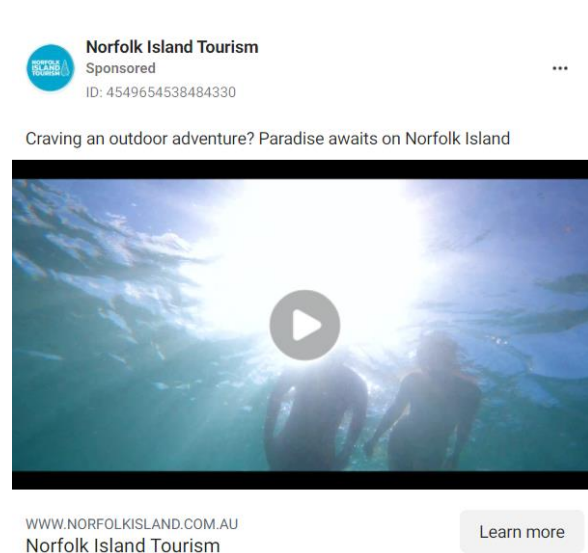
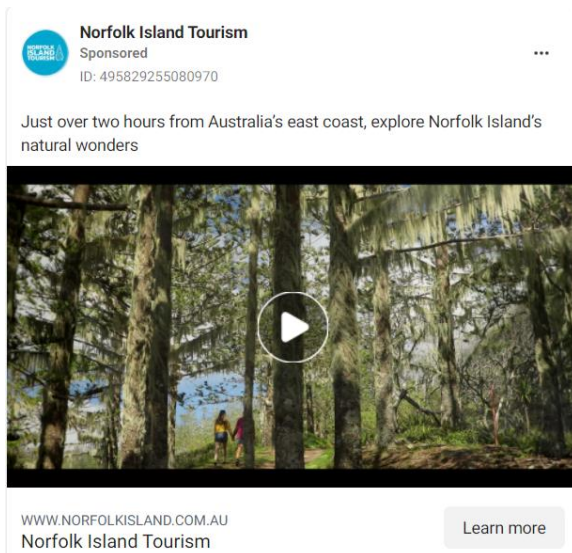
#### Phase 1 (15s video)

- 2,272 clicks
- Cost Per Click \$0.88

#### Phase 2 (6s videos)

- 2,663 clicks
- Cost Per Click \$0.66

Given the efficiencies being achieved in Phase 2, we expect to see these results continue to improve throughout January 2022.



Overall, the first 6 weeks of the campaign has delivered:

- 4,935 clicks through to the NIT website
- 1,502,529 Impressions
- 368,058 Reach
- Those reached have viewed Norfolk Island creative 4.08 times

Rose Evans

**TEAM LEADER TOURISM & ECONOMIC DEVELOPMENT**

12 January 2022