

23 April 2022

Watawih yorlyi and a big welcome to our visitors,

Chasing the Light – SBS TV last Sunday 17 April.

Norfolk Island's unique beauty and charming character was brilliantly showcased in the new documentary



'Chasing the Light: Norfolk Island with Ray Martin' that screened last Sunday on SBS TV. Presented by TV Host Ray Martin, photographer Ken Duncan with local photographer Zach Sanders, the cinematography and drone shots were incredible as was the friendly banter between the hosts and locals they met. All involved in the shoot posted about the show, on their social media channels. The documentary was viewed by over 300,000 people, a great result according to SBS considering it was Easter Sunday and the elections getting a lot of TV coverage. It will screen another two times over the next 18 months and can also be viewed on SBS Demand.

Tourism Australia Promotion of Chasing the Light.

Prior to screening the Chasing the Light documentary, Tourism Australia ran the following:

- A Destination **Instagram story** to their 5.3 million followers with the focus on

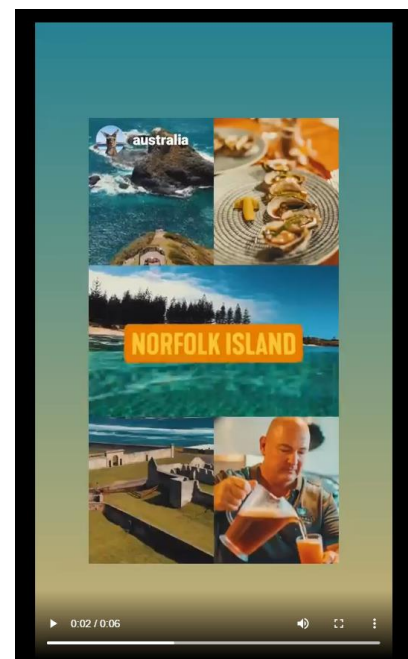
Take a dip/Taste Island Brew/Wine and Dine/Go for a Hike/Explore the Sights

Tourism Australia's Essentials Newsletter

- A story published in Essentials (10.5k subscribers) about the program airing on SBS in Australia on Easter Sunday.

Tourism Australia's Hot List

- **April:** Inclusion in Tourism Australia's 'Hot List' - 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.
- It 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.



NEW Tourism Product & Free listings on website.

Let us know of any new Tourism Product you are offering to visitors and we can assist in promoting. E.g. Accommodation upgrades, new tours or activities, new brochures, posts on Facebook, new websites, specials, events, menus, Trip Advisor Awards etc. Norfolk Island Tourism can share on our social channels and include in our monthly EDM newsletter. For non-bookable products, you have a free listing on the website, please advise of any corrections or provide details if your business is not already listed.

<https://www.norfolkisland.com.au/visitor-info/business-directory>

For further assistance phone 22147 or E tania.anderson@nirc.gov.nf for any further assistance.

The Visitor Information Centre will be open on Monday 25 April ANZAC Day between 8.30am – 12.30pm.

Retail Outlets for Norfolk Telecom products.

For the information of your holiday guests;

- \$30 Tourist Mobile Plan (local Sim cards) can be purchased from P & R Groceries and Customer Care.
- Mobile Credit/Top Ups and Add-ons can be purchased from P & R Groceries, Paw Paws Pump Shed, the Trading Post and Customer Care.
- The Visitor Information Centre only sells Hot spot internet cards.

A friendly reminder to **PLEASE RECYCLE** any tourist maps, flyers and brochures that are clean and readable and can be used again. Just drop into the recycling bin at the Visitor Information Centre.

“Darset”.... Tania @ Norfolk Island Tourism [#norfolkisland](https://www.norfolkisland.com.au)

For further information please view www.norfolkisland.com.au

