

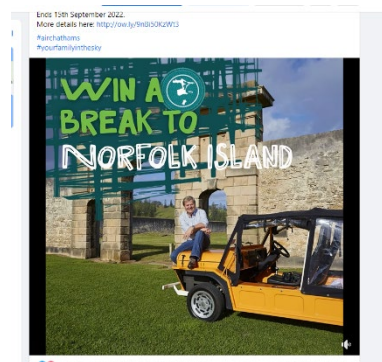
## TOURISM NEWS

Watawieh yorlyi and a big welcome to our visitors,

### **New Zealand Air Chathams holiday promotion.**

Last August Norfolk Island Tourism partnered with Air Chathams to promote a fabulous holiday give-away to New Zealand travellers. The 7 day holiday was promoted via:

- Social Media (Facebook and Instagram)
- Air Chathams website competition landing page with an audience of over 150,000 people nationwide.
- Air Chathams E-Newsletter which has 12,000 readers.
- Air Chats In-flight magazine.



Many thanks to the local sponsors: The NI Escape Collection, Simon's Water car hire, NI Golf Pro-Shop, Pinetree tours, and Charter Marine. The lucky winner was Janet Ashley who will travel over next month with her daughter Briony.

### **Australian Society of Travel Writers (ASTW) – winner 2022.**

Norfolk Island Tourism has again sponsored return airfares for the ASTW Annual Awards for “Best Sustainable Travel story” 2022. With Sponsor acknowledgement in the ASTW newsletter, social media channels, website, video presentation and in the Award’s programme. Congratulations to Andrew Bain writer from Tasmania who won with his story “*The Rebirth of Tasmanian Indigenous Culture*” Andrew will travel to the island later in the year. Last year’s ASTW winner was Carolyn Beasley whose story will be published in the Australian and also the New Zealand Herald with focus on sustainability initiatives. Print dates TBA

### **YouTube**



Norfolk Island Tourism has a YouTube channel with video clips that can be used to promote Norfolk Island as a holiday destination in a positive manner. The channel (Norfolk Island) has short video clips suitable for social media, Experience clips



and an overall 10min Travel Guide.

Wherever possible please credit Norfolk Island Tourism when using and suggested hashtags are; #norfolkisland #norfolkislandtourism #theresmoretonorfolkisland #visitnorfolkisland

LINK: <https://www.youtube.com/watch?v=vJOvleptkIs&t=330s>



### Local Products

The Visitor Information Centre supports 'Buy Local' and are always on the look out to purchase locally made products for re-sale. Please email [nitourism@nirc.gov.nf](mailto:nitourism@nirc.gov.nf) or phone 22147 if you are interested in supplying locally made products. E.g wood-work, weaving, prints, jewellery, toys etc.

### Flyers and Menus

To promote your tour, activity, shop, eating out or accommodation business; and to ensure visitors are receiving the correct information, please drop copies of your flyers and menu's into the Visitor Information Centre.

"Darset" .... Tania @ Norfolk Island Tourism #norfolkisland

For further information please view [www.norfolkisland.com.au](http://www.norfolkisland.com.au)

Tania Anderson  
**Customer Service Officer**

11 February 2023

Scan QR code

