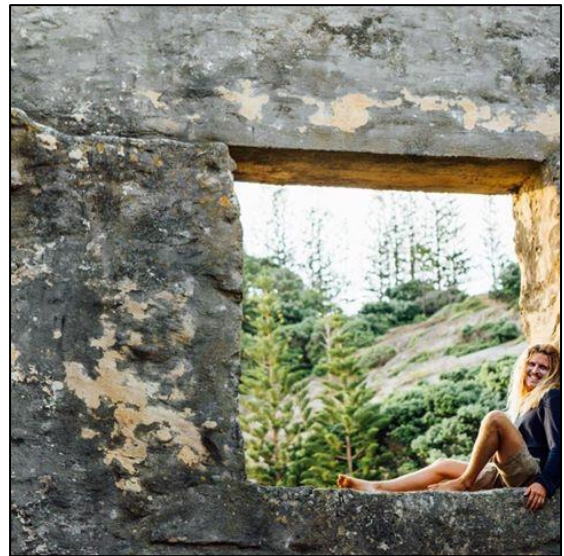


## Feb 2017 NI Tourism Report by Rose Evans – Acting Team Leader – Tourism

### Marketing & Promotions

December 2016 and January 2017 proved to very be successful on Norfolk Island with visitor numbers exceeding previous years substantially. Planes were full, the weather verged on excellent and the energy amongst local businesses was very positive.

Between Christmas and the New Year we were fortunate enough to have musician Ziggy Alberts visit Norfolk and perform two concerts. Petrels Perch and Anson Bay were superb venues, attracting approximately 500 ticket sales. All profits from the concerts are to be donated to a local charity of Ziggy's choice. Ziggy Alberts has over 31k followers on Facebook and 65.5k followers on Instagram and has given Norfolk Island some fabulous exposure.



Mid-January a group from Waves & Nature Magazine managed to get seats on a plane to chase the “big swell” predicted to hit Norfolk Island shores. Conditions were perfect and with help from local guide Zac Sanders and boating operator Darren Bates the guys managed to experience some excellent surfing. Collectively the Editor, Filmmaker and Surfers have a combined reach of over 200k followers on Instagram, and the magazine has distribution of 250k worldwide. They captured their adventures on camera, plus their Facebook and Instagram accounts have drawn a lot of social media attention. NIGTB will receive a Full page advertorial

in the next magazine, a 12 page feature, plus 5 minutes of high quality slow motion footage to use on our website/social media along with images and posts promoting Norfolk Island.

During January we also had a visit from Natasha Dragun, the Editor from Mindfood Magazine. An extensive article on Norfolk Island features in the December issue of Mindfood. Natasha will be writing another article for the April edition as well as a Social Media boost in March. Mindfood has 280,000 followers on Facebook and 15,500 followers on Instagram. The Mindfood Magazine distributes 65,000 copies per issue and their average age of reader is 45, with the majority (about 81%) being women – the main household shoppers.



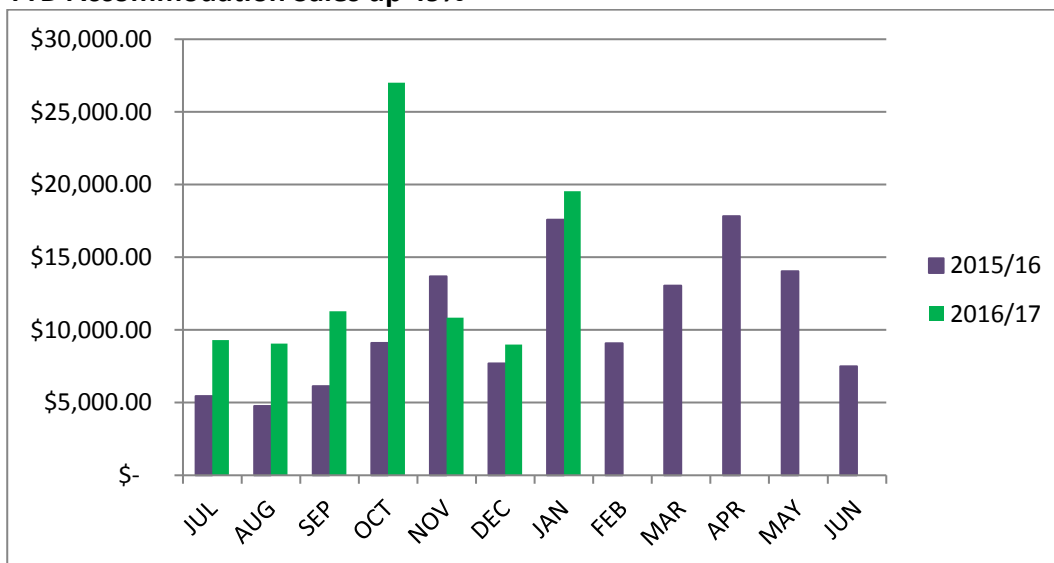
## **Competition Results**

The “Win a Trip” competition ended with great results - a total of 8315 entries, 6691 of which gave us unique leads (selecting from our website the tribe they were most interested in – Rest & Relaxation, Activities & Adventure, Food & Produce or Local Culture). From the entry data Greenroom Digital sent out the Norfolk Island Insight eDM to the database (people who entered the competition) and we now have 1002 web prospects (people who have been back to the website).

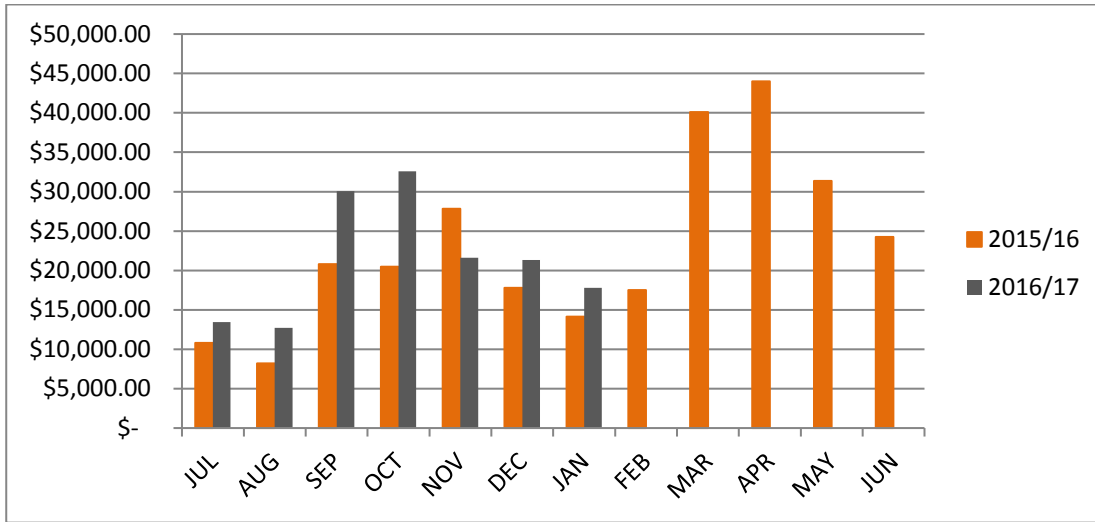
## **Bookeasy Sales**

The NIGTB Bookeasy sales performances over the last few months are a reflection of the success of our new destination campaign. Sales for this financial year to date have exceeded last year showing increases in every month except November, with October being an outstanding month.

### **YTD Accommodation Sales up 49%**



## YTD Tour Sales up 25%.



NIGTB Tours Sales - Bookeasy

Report by Rose Evans