

March 2017 NI Tourism Report by Rose Evans – Acting Team Leader – Tourism

Media famil visits

Christine Retschlag is a travel blogger and social media influencer. Christine has her own blog “global goddess” and is writing for Australian Senior Traveller. Christine was on Island from 14-18th Feb and is in the top 10% of Australia’s best Social Media influencers.



NZ Fairfax media Craig Horley (L) is a journalist with NZ Fairfax media and Jason Dorday a visual journalist, the guys were on island from 19-21st Feb. NZ Fairfax publications include the Sunday News, the Dominion Post, NZ House and Garden, various regional papers and Stuff.co.nz (both print and digital).

Craig will write for the travel supplement in the Sunday papers and Jason has filmed news snippets and will also compile a video clip for social media.

Flight Centre Travel Expo’s

Norfolk Island Tourism has had a travel stand at the recent Auckland, Brisbane and Sydney Flight Centre Expo’s. The Flight Centre expos are some of the largest consumer expos held, with good attendance no’s. N.I Tourism handed out the destination brochure, maps and activity guides. Names were taken for those interested in receiving the monthly newsletter and there were lots of genuine enquiries about Norfolk. Discounted holiday deals were available to book throughout the expos. At the Auckland Expo, N.I Tourism presented in the seminar room.



Photo shows the Auckland stand.

Australia's Top 10 Beaches

TripAdvisor has named the beaches around the world in its Traveller's Choice Awards for Beaches, according to the highest quantity and quality of traveller reviews gathered over the past 12 months. TripAdvisor listed 343 beaches from around the world in its list for 2017.

The Top 10 beaches around Australia according to travellers...

1. Whitehaven Beach -- Whitsunday Island, QLD
2. Surfers Paradise Beach -- Surfers Paradise, QLD
3. Noosa Main Beach -- Noosa, QLD
4. Manly Beach -- Sydney, NSW
5. Turquoise Bay -- Exmouth, WA
6. Burleigh Heads Beach -- Burleigh Heads, QLD
7. Cable Beach -- Broome, WA
8. Mooloolaba Beach -- Mooloolaba, QLD
9. The Strand -- Townsville, QLD

10. Emily Bay -- Norfolk Island

Luke Cooper - The Huffington Post AU February 22nd 2017

Top 10 Best places to experience multicultural Australia: The parts of Australia that don't feel

Aussie

1. Byron Bay NSW
2. Paronella Park QLD
3. Springvale VIC
4. Thredbo NSW
5. Queen Victoria Markets VIC
- 6. Norfolk Island**
7. New Norcia WA
8. Bondi Beach NSW
9. Darra QLD
10. Hahndorf SA

“Norfolk Island is a world apart from Australia, in more ways than one. When even the locals are quick to label themselves Norfolk Islanders before admitting any connection to Australia, it's easy to believe you've departed the country. Norfolk is a world apart, not only in a geographic sense, but in the island's unique history, which runs all the way from the first Polynesian settlers to the European colonists and the Pitcairn Islanders.” BEN GROUNDWATER, February 23rd 2017

Bookeasy Training Seminar

NIGTB will be hosting the first ever Bookeasy Training Seminar for Operators on Norfolk Island. The seminar will be open to all Bookeasy operators registered with the Norfolk Island Visitor's Information Centre and fully funded by Norfolk Island Tourism to assist everyone in learning the best way to utilise Bookeasy and manage their own business information.

The Training Sessions will be held at Governors Lodge Resort Hotel Conference Room on Sunday 19th March and each session will be 2 – 3 hours long.

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| 2.00pm – 5.00pm | Bookeasy Operator Consoles: Tour & Car Hire Operators |
| 6.30pm – 9.30pm | Bookeasy Operator Consoles: Accommodation Operators |

TravelMedia's International Media Marketplace (TIMM)

TIMM is now established as the industry's leading platform for travel and tourism brands to meet media. Exhibitors each enjoy a dedicated branded table where they can brief top-flight travel journalists, editors and broadcasters on their forthcoming news, events and developments. As a single-day networking and relationship-building opportunity for travel and tourism brands and journalists, TIMM is unmatched.

Norfolk Island Tourism was represented by UTC again at TIMM, held in Sydney, 24 February. Provided to all of the appointments were destination marketing resources such as the destination brochure, media kit, editorial content and USB's of images and video clips. TIMM is an important event to attend, as it exposes Norfolk Island to the Australian, New Zealand and overseas media market.