

September 2017 NI Tourism Report by Rose Evans – Team Leader Tourism and Economic Development



The Norfolk Island Premium Destination Site became live on 29th August. During the first few weeks I have uploaded 10 articles, 6 banners, 7 links (Website, Facebook, Instagram, Twitter, YouTube, Email, & Pinterest), photos, videos, destination brochure, destination description, and the location map has been updated. There is still a lot of initial groundwork to do to complete our site such as create 10 collections, list upcoming events, and accept management of and update 40 location sites. I will continue to work on these over the next few months. The September statistics will be circulated at the October TAC meeting for review by the Committee.

Better Homes and Gardens

The Better Homes and Gardens crew were on Island filming from 15th – 18th September. Karen Martini, Melbourne chef, restaurateur and food writer spent a very busy weekend covering all sorts of food-related activities around the Island. The highlight of the trip was Karen catching her first fish and then cooking it over an open fire. They loved the Island and said that it was one of the easiest destinations to rave about because their entire experience was so positive and the destination is one of the best they have filmed. The episode will go to air on October 27th and will be a great promotional push for Norfolk Island.



Cruise Ship Working Group

The Cruise Ship Working Group's second meeting invited Duncan Evans to attend. Duncan discussed his background and current role in the Norfolk Island Cruise industry as well as explain the infrastructure and operations of Transam Argosy. He kindly educated the group on the liabilities involved and about the unique differences of cruise ships landing on Norfolk in comparison to other ports of call. Bart and Katie from Burnt Pine Travel, and Les from Baunti Escapes were able to answer the rest of the Group's questions and the overall outcome of the meeting was confirmation that the management and infrastructure of the Cruise Ship arrivals is currently well handled. The Working Group have ideas that will enhance the visitor's experience and the group will work on these for the upcoming cruise arrivals. The group's next meeting is Thursday 4th November 2017.

Tourism Newsletter

The first Tourism Industry Newsletter distributed via Mailchimp on the 1st September has received some positive feedback and several requests for the UTC Marketing Plan forwarded via email. The Mailchimp statistical report for the month of September is to be circulated at the October TAC Meeting from which we can gauge the Newsletter usage and traffic.

Australian Regional Tourism Network

NI Tourism/NIRC have recently registered as a member of ARTN. I will represent Norfolk Island Tourism/NIRC by attending the 2017 ARTN Convention in Canberra from 23rd – 26th October. The ARTN Board invites local government representatives, regional and state tourism organisations and all sectors of the Australian tourism industry to contribute to a national discussion that will help formulate a plan for sustainable regional tourism growth and development to 2030.

The speakers program for this year's Convention includes plenary, concurrent and panel sessions, and workshops delivered by an exciting line-up of more than 40 tourism professionals.

- Delegates will hear from Austrade and our hosts, Visit Canberra
- Fiona Nash (Minister for Regional Development, Local Government and Territories, Regional Communications) has been invited to speak on Federal Government Regional Taskforce initiatives for tourism
- Digital-disruptors, Uber and AirBnB will outline the transition of the share economy into regional areas
- Talks about agritourism product development and the findings and implications of the first national benchmarking Local Government Spend on Tourism research
- Case studies and informative sessions surrounding Aboriginal tourism, accessible/inclusive tourism, and visitor servicing looking forward to 2030
- Keeping with the theme of increasing regional dispersal, discussions regarding the challenges regions face when it comes to air access and cruising, and be inspired by the journey of local tourism operators