

## 5.2 TOURISM REPORT OCTOBER 2017

**Author:** Rose Evans, Team Leader - Tourism

### Media Famil

Patrick Linehan from NSW was keen to go fishing every day of his stay. Unfortunately, the weather was unfavourable for boat fishing but guided by local angler, Patrick managed to catch plenty from the rocks. He will write a feature article in the Summer 2018 edition of Fishing World plus photo coverage/gallery on Fishing World Instagram page (23,000+ followers), Twitter (7,000+ followers) and Facebook page (39,000+ likes). Additionally, Patrick will publish the magazine feature online on the Fishing World website (85,000+ monthly unique visitors) and on the Fishing World eNewsletter (11,800+ subscribers).

### Agent Famil

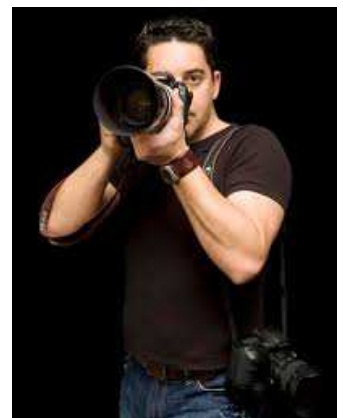
Simon Levett from Travel Studio in Tasmania was on Island to explore the fishing opportunities for future recommendations thorough his travel and fishing networks. Simon also explored everything else the Island has to offer with a view to promoting the Island as a destination for all travellers.

### Social Media Influencers & New Imagery

As part of the next Norfolk Island digital campaign, NI Tourism hosted three Influencers during October.

- Mark Fitz – Travel photographer, and instagramer with a reach of over 54k
- Melissa Findley – Travel & Adventure photographer and instagramer with a reach of over 130k
- Scott Portelli – Award winning underwater and travel photographer & instagramer with a reach of over 80k

Local photographer & instagramer Zach Sanders worked with the group and helped guide them through their island experiences. The campaign will target to a younger and wider demographic with both imagery and video content promoted via all digital platforms. A holiday give-away generously sponsored by local operators is being promoted throughout the campaign. Scott stayed on Island an extra 5 days for a photo shoot to update Norfolk Island Tourism's imagery and video gallery.



### Economic Development

The Hindle Enterprise Group were on Island 16 – 20 October. During their visit, they conducted three business workshops: **Workshop 1:** Cottage Industries and Micro Business Workshop in conjunction with 'Transition Town', **Workshop 2:** Small Business Workshop, **Workshop 3:** Business Marketing Workshop, which received good attendance and support from the community. The final two visits from Hindle confirmed as 20 - 24 November and 11 - 15 December.

### Australian Regional Tourism Network Convention



I was privileged to attend the ARTN convention in Canberra from 23<sup>rd</sup> – 26<sup>th</sup> October. With 165 delegates, the convention was the perfect opportunity for me to network with marketing representatives, training institutes, local government representatives, and delegates from Australian regional tourism destinations. I was able to meet with people I have been dealing with via email and skype eg: Tripadvisor, Bookeasy, ATDW and Tourism eSchool. Other discussions I had

were with airbnb, the Tourism Manager of Christmas Island, Managing Director of The Tourism Group, and Manager Tourism Services Destination NSW.

The convention included several site visits to Canberra tourism operators such as the Canberra VIC, National Zoo & Aquarium including the Jamala Wildlife Lodge, and Poachers Pantry restaurant incorporating Wily Trout Winery.

*From 22 sessions attended throughout the 3 days, the most beneficial sessions I attended were:*

- Cruising to regional growth (case studies: Kangaroo Island, Wollongong, Eden)
- Building a sustainable VIC: How to actively drive regional demand through strategic visitor servicing (implementation tips, tactics and measurement for regional marketing)
- Re-imagining visitor servicing toward 2030 (engaging, evolving, servicing & development)
- Getting air access to take off (Using data to review a case of high airfares challenging a regional destination - Case studies: Broome Airport, Canberra Airport, Albury Airport)

*Some major points I extracted from the week are:*

- The opposite of “success” = “not trying” (most people believe it is “failure” but when you fail you actually learn)
- Most regional areas are struggling to increase visitor numbers – we are not alone!
- Many of the Australian Regional tourist destinations are envious of the successful marketing currently undertaken by Norfolk Island and follow us for inspiration
- Our Community needs to evolve servicing (Visitors are our best advocates when they have had a great experience – online reviews and word of mouth are the two highest forms of advertising)
- A need to audit and optimise destination and product information (Tripadvisor, Google My Business, Facebook, Wikipedia etc)

- Importance of improving infrastructure (internet and phone coverage) for visitors
- Engage with visitors before they travel, during their stay and after they go home
- Focus on innovation, inspiration and information
- Go digital as much as possible (surveys, reviews, feedback, storytelling “meet the maker” videos)

**RECOMMENDATION**

That the Tourism Report be noted

**ATTACHMENTS**

Nil