



November 2018 NI Tourism & Economic Development Report

BRAND UPDATE LAUNCH

Norfolk Island Tourism have now launched the Brand Update. The Norfolk Island brand revision has been a fantastic opportunity to revisit the Norfolk Island Tourism destination brand creative design elements, and to realign them with the core message, current trends and existing marketing collateral. This has been completed after carefully assessing how the brand is actually used within the industry and ultimately how the visitor gets to see it.



Understanding how the creative elements of the Norfolk Island brand are actually utilised in real day to day marketing work has been very important in this process, and understanding the implications, and being sensitive to the reality of how these files will be used in the future has helped to steer the design. Our designer, Rob Nisbet has spent many hours getting his head around how to improve the Brand and embracing who we are. Having spent many years as a resident of Norfolk Island, Rob not only recognizes our destination's feelings, features, passions and emotions, he is able to integrate them into the design elements while respectfully paying homage to the Norfolk Island culture.

The Branding design we have ended up with has been specifically crafted to add weight to the existing Norfolk Island destination brand creative work by building upon its strengths, and ultimately projecting it forward while leaving its weaknesses behind. This iteration of the work should set an incredibly solid platform for the coming years by capitalising on the destination brand values and core message which remain strong, and introducing tighter design elements with greater ties to the true essence and reality of the destination as a whole.

We are excited to present the revised Brand Creative suite. It is a confident step forward for the Norfolk Island destination brand that is designed for the market today with the Norfolk Island Tourism stakeholder, and ultimately the prospective visitor to Norfolk Island in mind. Through easily accessible elements and vibrant and simple structures, together we can not only continue to bring the Norfolk Island destination to life, but move it forward together.

Follow this link to view the video explanation of the Branding Creative.

https://www.youtube.com/watch?v=vHbFOTv_PAc&feature=youtu.be

Tourism Operators can contact Team Leader Tourism & Economic Development for the Creative Suite Dropbox folder containing the Branding guidelines, new fonts and new logos.



INDUSTRY GATHERING

The October Tourism Industry Gathering was held at Rumours Café & Bar. An intimate crowd had the pleasure of hearing from the guest speaker Kyle Czech from Slick & Sons. Kyle talked about how they have built up the business over the last 11 months and how they are working cooperatively with many local businesses and micro industries. The next Gathering will be at the Black Anchor Bar on Wednesday 5 December 5.00pm until 6.00pm.



CHANNEL 9 WEEKEND TODAY SHOW

David Whitehill, presenter for Channel 9's Weekend Today Show was on Island from 16 to 20 November to shoot some promotional footage for Scenic Tours. Freelance cameraman Roger Price accompanied David and together the two of them managed to capture the raw beauty of Norfolk Island and incorporate many activities, tours, meals and traditional island attractions.

CHANNEL 7 WEEKEND SUNRISE & RAY MARTIN

James Tobin (JT) led the team of Channel 7 Sunrise crew conducted live weather crosses on Saturday 24 and Sunday 25 November. Norfolk Island Ambassador, Ray Martin accompanied JT to follow up on last year's 'arrest' story and to ramp up the exposure for Norfolk Island across Channel 7. Some of Ray's family accompanied him for the trip and his son Luke, and Luke's partner Brooke agreed to be filmed for promotional marketing footage while on island.



TRAVEL AGENT FAMIL

From 23 to 26 November eight travel agents visited for a Norfolk Famil. Three agents are from MTA Travel, two from Omniche Holidays, one from Sussex Inlet Travel, one from Travel Associates Toronto, and one from Flight Centre Grafton. Their itinerary was very busy with many activities, outings, and sight inspections.

SOCIAL MEDIA INFLUENCER

Kyle Bowman is a social media influencer and award winning photographer with 19.4k Instagram followers (@airloft). Kyle is from Western Australia and was on island from 23 to 30 November to capture some sensational images and videos and expose Norfolk Island to his vast audience and the Instagram world.



AUSTRALIAN REGIONAL TOURISM (ART) CONFERENCE 2018

I was privileged to attend the ART Convention from 23 – 25 October at The Tweed. The ART Mission is to develop regional Australia through building competitive tourism.

The core business of ART is to:

- Inspire and enable the development of product and experiences
- Create and transfer market intelligence and capacity
- Create and promote empowering policy and programs



ART has worked with its State and Territory-based Tourism organisations to identify a set of six priority issues facing regional tourism and has worked up potential solutions. They will work with State Tourism Organisations and Commonwealth government to address these issues.

- Enabling infrastructure
- Commonwealth grant funding for tourism development
- Reliable and useful tourism data
- Regional dispersal of growing international markets
- Agritourism development
- Skills shortages

This year the convention theme was ‘pushing the boundaries’ and how regional areas are managing to overcome obstacles. By making small changes today we will see big results tomorrow. They also focused on agritourism in regional and rural Australia, looking at the current challenges and opportunities, identifying the national strategic priorities, and next steps. My plan is to work with the local agricultural operators assisting them identify ways to adapt their farms to provide authentic value add opportunities.

DAY 1

Agri & Food Tourism Industry famil tour

Farm & Co - An organic market garden farm expanding to a cafe

Tropical Fruit World - grow over 500 exotic fruits, 35 year of operation

Madura Tea - over 20 blends of handcrafted award-winning teas

Buck's Farm tour – supplies a unique range of fruits and bush foods, endemic to this region.

Husk Distillery - Distillery on 150 acres of farmland produces Ink Gin & Agricola rums

DAY 2

Grant applications - The Grants Guy Keith Whelan

Game of Inches & Pushing the Boundaries workshop - Nigel Collin

Official Opening – Sandra Chipcase, CEO of Destination NSW

Pushing Beyond Tourism 2020 (Austrade)

Part 1 - Regional Dispersal the honest truth - Rob Donnelly

Part 2 - A deep dive into regional accommodation - Matthew Burke

Indigenous Tourism / Giving Back – Dwayne Bannon-Harrison (NNCA)

Concurrent Sessions

- a) Optimising your VIC to meet consumers and industry needs – Mark Greaves
- b) Business Events - opportunities for regional Australia– Sandra Russell
- c) How and why Local Government should engage in the Visitor Economy – Liz de Chastrel

Concurrent Sessions

- a) Who are the superheroes of information services VIC Case Studies – Peter & Therese
- b) Regional Events, It's Time to Reinvigorate! - Linda Tillman
- c) The Tweed's Destination First Approach – Liz de Chastrel

Visitor Information Servicing Launch of the “VIC A National Way Forward” and its impact on the provision of visitor services in your region

Agritourism - Phase one and beyond - Linda Tillman

Emerging Tourism Professional Presentation - Roadtrippers and Tourism Australia Regional Scholarship presentation



DAY 3

Fixing your Regional Challenge Workshop – Nigel Collins

The Art of Storytelling Workshop – John Pastorelli

Destination Focus: What's happening to destination management? But does it stack up? Product Development via the Business Case. Insights, Data, Case Studies Media & Marketing Panel - What is Working Online and in Print - Karl Flowers

Protected Areas Panel Session - Connecting with our parks

Dwayne Bannon- Harrison – Ngaran Ngaran Cultural Awareness NSW

Rod Hillman – CEO Ecotourism Australia

Julie Bishop – Director Tourism Experiences NSW NPWS

David Morgans – Tourism & Events Qld

Concurrent Sessions

- a) In a world overloaded with innovation, what future technology should everyone in tourism take time to understand? - Paul Shale
- b) Drive Tourism driving tourism in regional Australia - Helen Lewis
- c) Tourism Sentiment Index: the missing KPI & data for destination management - Chris Ball

Concurrent Sessions

- a) ATEC - Pathways to becoming export ready. Janene Rees
- b) Opportunities for growing regional aviation. Peter Gash
- c) Cruise - Pushing experience development in our ports. Daryl Branthwaite

Leveraging the Power of Media to Influence Change Newscorp - Brian Crisp

Leadership session Tourism & Events Qld – David Morgans

Regional Success Stories

Aymon Gow - General Manager Tropical Fruit World

Harriet Messenger – Marketing & Sales Manager Husk Distillers

Steven Snow - Owner/ Chef, Fins Restaurant

Tim Jack Adams - Founder GreenX

PASSENGER STATISTICS

Scheduled airline flights during October 2018 brought incoming passengers, of which were visitors. The load capacity for October 2018 was% over flights.



Compared to 2017/18 data:

..... Total Passengers for October

..... Visitors for October

..... TOTAL PAX for financial year to date

..... VISITORS for financial year to date

TOURISM GROSS SALES

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.

Sales transactions are from the destination website and Visitor Information Centre.



Compared to 2017/18 data:

⬆ UP 17 % for October 2018

⬆ UP 21% financial year to date

DIGITAL MARKETING INSIGHTS

www.norfolkisland.com.au Website

	Page Views	Users	New Users	Average Pages per Session	Average Session Duration (Minutes)	Users from Organic Source
October	51,240	11,634	81.10%	3.45	3.21	80.2%



Facebook Insights 27k Followers

	Average Organic Reach	Top Post Organic Reach	Top Post Engagement Rate	Bottom Post Engagement Rate
October	1,784	5,472	31%	5%



Instagram Insights 7.6k Followers

	Reach	Impressions	Average Engagement Rate by post	Top Post Engagement Rate by reach	Bottom Post Engagement Rate by reach
October	40,838	62,100	3.92%	13.80%	12.02%