



June 2019 NI Tourism & Economic Development Report

MEDIA FAMILS – JUNE



Greg Grainger from Travel Oz was last on Norfolk in 2007 so was delighted to return from June 8 to 11. Greg Grainger is an award-winning producer and presenter of topical travel and adventure documentaries, and wildlife programs, to remote and exotic locations. Cameraman, Harley Rossetto (Greg's son) travelled with Greg and enjoyed his first visit to Norfolk. The documentary Greg filmed focused on the Bounty Day preparation and celebration, to showcase the uniqueness of the Pitcairn Island settlement

and the traditions which continue to this day. The Travel Oz documentary will screen on Channel 7 and 7TWO film around the end of July. Thanks go to all locals who took time out on their busy Bounty weekend to film with Greg. www.traveloz.com

Brandon Presser, Travel Writer and Author is from Canada and now lives in New York. He has written over 50 books including for Lonely Planet and has visited over 120 countries. Having spent 2 weeks on Pitcairn Island, he was keen to visit Norfolk for Anniversary Bounty day and in fact got the last seat on the plane one week before travelling. Tourism Australia, who promote to the International visitor market arranged his visit and NI Tourism was happy to assist with some ground inclusions. Brandon's aim is to entice US and Canadian readers to visit the island. www.brandonpresser.com



Karen Lawson from Daily Addict was on island from 14 to 17 June. Daily Addict is free online site with a delicious pool of talented urban agents – lifestyle journalists, freelance writers and industry oracles who are highly skilled at uncovering hidden gems about town – where to go, what to see, taste, drink or do and when to do it.

Think of them as your personal guide to urban gems, such as new bar or restaurant openings or spots which the locals go to. Giving you the inside edge on luxury travel, beauty, fashion and living stylishly with respect for quality, form and usefulness. They're committed to uncovering hard to access events, highly sought-after products, and news that will entertain and give memorable experiences. www.dailyaddict.com.au/articles/guide-to-norfolk-island

TODAY SHOW COVERAGE

Channel 9 Weekend Today Show featured Norfolk Island over two segments on Saturday 25 May and Saturday 1 June. Each segment was approximately 4.5 minutes long and showed excellent promotions of our destination.

The filming was commissioned by Scenic and all itinerary was selected by Channel 9. Norfolk Island Tourism did not commission this private project however the coverage for the Island was fabulous.



INDUSTRY GATHERING



The June Tourism Industry Gathering was held at Baunti Escapes. We thank the guest speaker Sue-Ellen Quintal, who spoke about Baunti Escapes' vision, growth and new tours. The July Gathering will be at Number 9 Quality Row on Wednesday 3 July 5.00pm until 6.00pm with Helen Brackin, Team Leader Heritage Management as the guest speaker.

The August Industry Gathering will be a Tourism presentation in the Sirius Room at the Paradise Hotel on Wednesday 7 August 5.00pm by Rose Evans and Trina Shepherd reviewing 2018/19 and presenting the 2019/20 Marketing Plan.

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 2018 data: ⬇️ DOWN 3% for May 2019 ⬆️ UP 13% Year to date





DIGITAL MARKETING INSIGHTS FOR MAY



Website

64,540 Page Views

550,170 Impressions

22,483 Users

Website - Top Users by Country

Country	Users	% Users
1. Australia	13,910	61.72%
2. New Zealand	6,620	29.38%
3. United States	862	3.82%
4. Norfolk Island	199	0.88%
5. United Kingdom	169	0.75%

Website - Percentage of Users by Age

Age	Users	Users	contribution to total: Users
	6,987 % of Total: 31.08% (22,483)	6,987 % of Total: 31.08% (22,483)	
<input checked="" type="checkbox"/> 1. 65+	1,547	22.18%	
<input checked="" type="checkbox"/> 2. 55-64	1,425	20.43%	
<input checked="" type="checkbox"/> 3. 35-44	1,314	18.84%	
<input checked="" type="checkbox"/> 4. 45-54	1,289	18.48%	
<input checked="" type="checkbox"/> 5. 25-34	1,247	17.88%	
<input checked="" type="checkbox"/> 6. 18-24	153	2.19%	



Facebook Insights

27,643 Followers

477,866 Impressions

422,103 Reach

3.25% Average engagement on reach



Instagram Insights

8,405 Followers

57,871 Impressions

34,295 Reach

9.55% Average engagement on reach per post

AIRLINE PASSENGER STATISTICS

2018/2019

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
Sep 2018	19	2850	2741	2411	96%
Oct 2018	25	3345	3092	2631	92%
Nov 2018	23	3330	2862	2732	86%
Dec 2018	25	3540	2784	2369	79%
Jan 2019	21	3150	2449	2092	78%
Feb 2019	20	2895	2443	2083	86%
Mar 2019	21	3150	3071	2692	97%
Apr 2019	25	3435	2946	2598	86%
May 2019					
TOTAL	207	29895	26166	22612	Average 88%

2017/2018

	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity
Jul 2017	22	3060	1914	1465	63%
Aug 2017	18	2580	1779	1460	69%
Sep 2017	25	3570	2972	2629	83%
Oct 2017	31	4410	3379	2931	77%
Nov 2017	27	3840	2827	2473	74%
Dec 2017	32	4530	3655	3197	81%
Jan 2018	28	4020	2955	2542	74%
Feb 2018	23	3360	2817	2471	84%
Mar 2018	25	3660	3321	2962	91%
Apr 2018	22	3300	3041	2640	91%
May 2018					
TOTAL	253	36330	28660	24770	Average 78%

