

## October 2019 NI Tourism & Economic Development Report

### CRUISE SHIPS

The P&O Pacific Explorer disembarked 1883 passengers on Sunday 20 October 2019. This was the first port of call for the 16 night Bounty Adventure cruise. The next cruise ship is the P&O Pacific Aria due on Saturday 4 January 2020. Norfolk will be the last port of call before its return to Sydney. Photo credit - Bebs Sanders



### PRINT MARKETING

RACQ published an article in their October/November issue – Exploring Norfolk Island in a Moke – A rich bounty awaits in the South Pacific. The article was written by Susan Elliott who is the producer of Sydney Weekender and a frequent visitor to the island. Better Homes and Gardens included our advertisement in the Travel section of their October edition.

**EXPLORE KINGSTON**  
Once known as 'Hell in Paradise', Kingston was the most dreaded penal settlement in the Southern Hemisphere. The word of the convicts from New South Wales were sent there between 1788-1814 and conditions were brutal. Today, Kingston is a UNESCO World Heritage site. While you're here to wander the ruins, it's only on a guided tour that you can hear the gory stories. And if the tales don't horrify you by day, try them at night.

The Ladies of Great Four is terrifyingly good. Whether you believe in ghosts or not, the walk through Norfolk's cemetery will leave you second-guessing every shadow.

Steer your nerves for what is said to be Australia's most haunted house. No. 5 Quality Row – on the main street of Kingston. This Georgian cottage, built in 1839 by the Royal Engineer, has been perfectly restored. But it's the summer's quarters out the back where numerous visitors have observed, even photographed, some spooky "nocturnal" activity.

**HERE A MOKE**  
You're driving before you even start the engine of a small engine. These ten open, with the roof off and sides down, are the best way to explore Norfolk's a-bunch of winding, hilly roads.

With no traffic lights and only one lane in each direction, it's easy to see why a Moke is a South Pacific icon – just five kilometres by night, unattended in Norfolk. Press off coast and handbraked from the sea by formidable cliffs, interrupted, sporadically by stunning bays.

Looking down, you may wonder how you are still in the weeds you've booked. But, for an island so small, there is a bounty of things to do.

**EMILY BAY IS REGULARLY VOTED ONE OF AUSTRALIA'S MOST BEAUTIFUL BEACHES**

roundabout, Norfolk's biggest road hazard is quite harmless if you're not heavy across the island and they have right of way. They'll thank you, but definitely won't moan once you're out.

And there's an unofficial road rule that you need to know about – it's called the Norfolk drive.

Drivers, all you need to do is raise your right hand each time you pass a car and that's saying "Waterski" (taken in the local Norfolk language).

**SWIM IN HEAVEN**  
Emily Bay is regularly voted one of Australia's most beautiful beaches. Protected by reef, the lagoon is an aquarium of coral gardens, tropical fish, a resident turtle – all just a 20 second swim off the beach.

If you need to stay dry, Bounty Beach is a great alternative. It's a sheltered bay with a sandy beach and a boat ramp. The water is crystal clear and the views are spectacular.

**SLEEP IN LUXURY**  
Norfolk has a variety of accommodation, but Tivoli Hotel and Cottages is a beautiful historic building in the heart of the island. The hand-crafted timber and stone sleepers, the magnificent ocean views, tropical gardens and a just five-minute drive to the main village of Burnt Tree. And if you're wondering what Norfolk means, it's Norfolk as a word, not a name.

For a limited time only, \$499 per person on an eight-day Norfolk Island holiday including accommodation, car hire, daily breakfast, and daily laundry. See page 41 for details or call 1800 763 763.

DISCOVER THE ROAD AHEAD

There's more to  
**NORFOLK ISLAND**

**360° OF WONDER**

Australia  
Emmanuel  
New Zealand  
Anchorage

Experience 360° of wonder  
Explore paradise  
Surround yourself in beauty  
Your island experience awaits



## TRAVEL OZ

Greg Granger's television show Travel Oz featured Norfolk Island in a short film about the arrival of the Pitcairn Islanders and the celebration of Bounty Day. Greg portrayed the island beautifully with a strong focus on our unique culture and tradition. For those who missed seeing it on Channel 7TWO they can watch it via this link.

<https://vimeo.com/graingertv/review/361717224/f76635601b>

## NOVEMBER TOURISM DATES

1 Nov to 4 Nov – Urzila Carlson promotion video shoot

22 Nov to 25 Nov – Channel 9 Today Show live weather cross

## VISITOR INFORMATION CENTRE IMPROVEMENTS

The Visitor Information Centre building is currently undergoing some much needed improvements. The building will be refreshed with painting of the exterior walls, front doors and front windows, and installation of two new windows and a new door at the rear. Once the painting is complete, new external signage will be installed. The interior has recently undergone some re-arranging with new wall slat shelving and the front room will soon have the flooring replaced.

## VISITOR SURVEY RESULTS SEPTEMBER

During the month of September 2019, 475 visitor survey cards were completed compared to 140 cards from September 2018. This amounts to approximately 20% of the September visitors completing cards.

## DIGITAL MARKETING INSIGHTS FOR SEPTEMBER

### Website

98,628 Page Views

579,402 Impressions

11,427 Users



### Top Post

Facebook - Drone picture of Emily Bay

20,426 Reach, 29,350 Impressions

340 Reactions, 68 Shares



### Facebook



27,771 Followers

12,883 Impressions

73,170 Reach

8.0% Average engagement  
on reach post

### Instagram



8,523 Followers

53,101 Impressions

31,786 Reach

10.13% Average engagement  
on reach per post

## TOURISM GROSS SALES - SEPTEMBER

Tourism gross sales include Tours, Accommodation, Car Hire, and Retail sales.  
Sales transactions are from the destination website and Visitor Information Centre.

	<b>COMPARISON to September Last Year</b>	<b>COMPARISON Year to Date</b>
Retail Sales	⬆️ UP 6%	⬆️ Up 10%
Accommodation Sales	⬇️ DOWN 34%	⬆️ Up 11%
Tour Sales	⬆️ UP 7%	⬇️ Down 7%
<b>TOTAL SALES</b>	<b>⬇️ DOWN 1%</b>	<b>⬆️ UP 1%</b>



## AIRLINE PASSENGER STATISTICS

	<b>Incoming Flights</b>	<b>Seats Available</b>	<b>Incoming Passengers</b>	<b>Visitors</b>	<b>Load Capacity</b>
Jul 2018	13	1950	1773	1359	91%
Aug 2018	15	2250	2005	1645	89%
Sep 2018	19	2850	2741	2411	88%
<b>2018 Year to date</b>	<b>47</b>	<b>7050</b>	<b>6519</b>	<b>5415</b>	<b>89%</b>

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Jul 2019	18	2700	1934	1427	72%
Aug 2019	20	2778	2378	1911	86%
Sep 2019	23	2998	2682	2366	89%
<b>2019 Year to date</b>	<b>61</b>	<b>8476</b>	<b>6994</b>	<b>5704</b>	<b>82%</b>

## COMPARISON to Last Year

	<b>July</b>	<b>August</b>	<b>September</b>	<b>Year to Date</b>
<b>Visitors</b>	⬆️ UP 5%	⬆️ UP 16%	⬇️ DOWN 2%	⬆️ Up 5%
<b>Passenger</b>	⬆️ UP 9%	⬆️ UP 19%	⬇️ DOWN 2%	⬆️ Up 7%