



November 2019 NI Tourism & Economic Development Report

MARKETING

With a total audience reach of almost 4 million, Better Homes & Gardens is Australia's original and most successful multi-platform brand, combining a TV show, power-house print magazine, thriving digital and social platforms and dedicated e-commerce vertical, bhgshop.com.au. Australians have a love affair with their homes and Better Homes & Gardens, since 1978, has catered to this passion like no other.

With a unique blend of practical ideas, expert advice and seasonal inspiration, Better Homes & Gardens offers new ways to improve Australian homes and lives, every day.

Better Homes and Gardens' November issue features a magazine editorial about Norfolk Island titled 'It's a gem of an Island'. A digital story 'Australia's hidden historical gem that's also picture perfect' is available on their website.

<https://www.bhg.com.au/australia-s-hidden-historical-gem-that-s-also-picture-perfect>

BETTER TRAVEL

WHEN YOU WANT,
TRANQUIL, EXCITING,
AND SURPRISING ALL AT
ONCE COME ON OVER

It's a gem of an
ISLAND

Norfolk Island?
It's an oasis with
fascinating stories
to tell, amazing
history and culture, stunning
landscapes of rolling hills and curling
roads, seascapes of rugged grandeur
and the famous and heartwarming
Norfolk pines showing off at every
turn. You'll feast on fabulous
paddock-to-plate dining experiences,
thrill to activities and adventures
and enjoy delightful shopping to
satisfy any visitor's needs. Add
in festivals of all manner, sports,
walks and of course the resident
cows roaming free like they own the
island, and with a trip just over two
hours from Sydney and Brisbane,
this special island paradise awaits.

Beaches and waterways for swimming
and sports are truly splendid.



DECEMBER TOURISM DATES

3-7 Dec – Australian Product Manager Famil (Infinity Holidays, Flight Centre Travel Group, Travel Associates)

6-9 Dec – New Zealand Product Manager Famil (Our Pacific)

6-9 Dec – Media Famil (GQ Magazine - Jeremy Drake)



TRADE EVENT AT MUSEUM OF SYDNEY

On Wednesday 9 October Norfolk Island Tourism hosted a tourism trade event at the Museum of Sydney. Approximately 50 travel agents attended the event for a destination update and to hear the latest news from Norfolk Island. Ray Martin, our tourism ambassador was guest speaker.

A networking session with wholesalers and local industry partners was included as part of the Norfolk Island Trade Expo where the agents met and networked over drinks and canapés before the formal presentation by Ray Martin. Norfolk Island Tourism and UTC thank the agencies and local industry partners who exhibited (Air New Zealand, Oxley Travel, Norfolk Select, Trade Travel, and Paradise Hotel & Resort).

CUSTOMER SERVICE TRAINING

On 23 and 24 October all Norfolk Island Tourism staff completed a Customer Service Training course run by Norfolk Island Regional Council. Kylee Cowgill from Walan Miya vocational training conducted the course to educate staff in providing more awareness, more confidence, more understanding and more knowledge. Norfolk Island Tourism staff pride themselves on offering great customer service.

The most recent Tripadvisor reviews for the Visitor Information Centre include the following comments:

- *“Called in here today on first full day of our trip and staff were able to answer a variety of questions from weather / tides to tours and restaurants and did bookings on the spot. Also gave good advice and details. Very helpful.”*
- *“My friend and I went in to enquire about a couple of things and the staff were very helpful.” “The staff were very friendly and exceptionally helpful and accommodating - nothing was too much trouble. We were in and out a few times and primarily dealt with Sandra who was exceptional!!!”*
- *“We were made to feel welcome at the Information Centre and the ladies there were helpful with our enquiry.”*
- *“If you are not on a pre-set tour then check in with the Visitor centre early in your visit and they will ensure you have a great trip.”*



VISITOR SURVEY RESULTS OCTOBER

During the month of October 2019, 542 visitor survey cards were completed compared to 215 cards from October 2018. This amounts to approximately 21% of the October 2019 visitors completing cards.

Some of the October comments included:

- *“A fantastic week. I would recommend to anyone. Great local people who have a passion for their culture. A top week. We will be back.”*
- *“Impressed by the natural scenery, but also the cleanliness of the island and the respect that people have for it (no rubbish or graffiti)”*
- *“It is wonderful to see how proud everyone is of their history and island. It's a very special place, and I will be back.”*
- *“Amazing people and a great vibe. A very relaxing holiday. Be proud of your home.”*

DIGITAL MARKETING INSIGHTS FOR OCTOBER

Website

106,107 Page Views
561,440 Impressions
11,955 Users

Top Post

Facebook Image from Queen Elizabeth Lookout
12,423 Reach, 16,446 Impressions
199 Reactions, 23 Shares



Facebook



27,852 Followers
288,312 Impressions
188,687 Reach
6.65% Average engagement on reach post

Instagram



8,644 Followers
75,035 Impressions
43,927 Reach
9.63% Average engagement on reach per post

TOURISM GROSS SALES - OCTOBER

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

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

	COMPARISON to Oct Last Year	COMPARISON Year to Date
Retail Sales	📈 UP 12%	📈 Up 11%
Accommodation Sales	📈 UP 24%	📈 Up 17%
Tour Sales	📈 UP 68%	📈 17%
TOTAL SALES	📈 UP 41%	📈 UP 15%

SUMMARY Tourism Gross Sales: Best October on record



AIRLINE PASSENGER STATISTICS

LAST YEAR	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2018	13	1950	1773	1359	91%	77%
Aug 2018	15	2250	2005	1645	89%	82%
Sep 2018	19	2850	2741	2411	88%	88%
Oct 2018	23	3345	3092	2631	92%	85%
2018 Year to date	70	10395	9611	8046	90%	83%

THIS YEAR	Incoming Flights	Seats Available	Incoming Passengers	Visitors	Load Capacity	Visitor % of PAX
Jul 2019	18	2700	1934	1427	72%	74%
Aug 2019	20	2778	2378	1911	86%	80%
Sep 2019	23	2998	2682	2366	89%	88%
Oct 2019	25	3298	3041	2596	92%	85%
2019 Year to date	86	11774	10035	8300	85%	82%

COMPARISON to Last Year

	July	August	September	October	Year to Date
Visitors	⬆️ UP 5%	⬆️ UP 16%	⬇️ DOWN 2%	⬇️ DOWN 1%	⬆️ Up 3%
Passenger	⬆️ UP 9%	⬆️ UP 19%	⬇️ DOWN 2%	⬇️ DOWN 2%	⬆️ Up 4%

Recently there have been inaccurate rumours regarding the 2018/2019 visitor numbers. Below is a list of the accurate data provided by Border Security as listed on the Council website. <http://www.norfolkisland.gov.nf/scheduled-airline-incoming-passenger-statistics>

2018/2019 Incoming Airline Passengers

Visitors 26,096

Passengers 30,644

Percentage of visitors from total passengers 85%