



The Government of Norfolk Island

MEDIA RELEASE

Government supports tourism roadshows in Australia and New Zealand

Minister for Finance Neville Christian has commended a group of local business operators who will shortly commence the first of four roadshows to promote Norfolk Island tourism in Australia and New Zealand. The Norfolk Island Promotions Group has been coordinated by Lou and Jimbo Tavener and will involve business operators from various sectors including retail, adventure activities, accommodation, hire cars and food services.

“It is great to see our local businesses taking the initiative to promote tourism at a time when the industry across our whole region is challenged by global recession and pandemic influenza”, Mr Christian said. “The Norfolk Island Government, through Norfolk Air and Norfolk Tourism, is happy to provide financial support and resources to assist the success of the roadshows”.

Mr Christian said that the Norfolk Air support includes free airfares (inclusive of taxes) for participants and payment of a substantial proportion of accommodation and food costs for those taking part. Norfolk Tourism is providing publicity and media support, point-of-sale displays and printed brochures and other materials. The Norfolk Tourism Marketing Manager will accompany the touring group.

The four roadshows will take in the majority of Norfolk’s major tourism markets. The first travelling show commences on August 16 and will cover significant areas of the East Coast of Australia from Sydney to Brisbane. This will be followed by promotions in Newcastle/Central Coast, and North/Central New South Wales. A separate team will travel to New Zealand for a week from 22 August.

The Norfolk Island Promotions Group will assess the success of the roadshows, with a view to expanding their scope through an ongoing series of promotions across a wide range of markets including regional Victoria, Tasmania, South Australia and New Zealand regions.

“I wish the group every success and assure them that the Norfolk Island Government will continue to provide all possible assistance to ensure the success of their promotional efforts”, Mr Christian said.

Neville Christian
Minister for Finance

6 August 2009