

EXTRACT FROM THE AGENDA OF THE 21 SEPTEMBER 2016 ORDINARY COUNCIL MEETING

(ITEM: GM 29/16) NORFOLK ISLAND TOURISM MARKETING UPDATE

REPORT BY: Trina Shepherd, Section Leader Tourism, Lotta Jackson, General Manager

SUMMARY:

The purpose of this report is to provide Council with information in relation to the Norfolk Island Tourism Marketing Program for the period July to December 2016.

BACKGROUND:

The Tourism program and budget for 2016/17 was developed and approved prior to 30 June 2016 by the previous Administration. A total of \$1.1 million was provided for in the hand- over budget to cover staff cost, the running of the Visitor Information Centre, Media and Agent famils, co-operative marketing and destination marketing (previous responsibilities by the Tourism Bureau).

RELEVANCE TO COMMUNITY STRATEGIC PLAN AND RESOURCING STRATEGY:

The Tourism Marketing Program aligns to the Norfolk Island Community Strategic Plan objectives as follows:

Objective 6 (Strong, diverse and vibrant business environment)

- Objective 13 (Visitors have a safe experience).

DISCUSSION:

This report highlights the extensive tourism promotion activities that Council has facilitated since July and what is planned for until December 2016. In detail, the following programs have been planned for July to December 2016:

Cooperative Marketing

Partner	Marketing Activity	Target Markets
Omniche Holidays	Print 78 Print ads x 20 Sundays: QLD Sunday Mail (Escape Travel section) NSW Sunday Telegraph (Escape Travel Section) NSW Sunday Sun Herald (Traveller Travel Section) VIC Sunday Herald Sun (Escape T Travel Section) 4 x press ads in RACQ Road Ahead magazine and regular RACQ EDM's Digital Travelzoo x 2 Destination Campaigns (the 2 nd campaign is in Feb 2017) TVC Nine Network	FIT (Fully Independent Traveller)

	3 x months NINE Network mainstream TV SYD and BNE – off sale months	
Oxley Travel	Print News Limited Telegraph, Sunday Mail, The Australian & The Age Fairfax Traveller Sydney Morning Herald, Sun Herald & Herald Sun Focus Magazine (Greater Port Macquarie Area) Glossies Mindfood, Country Style, National Geographic, Gourmet Traveller, Holidays with Kids Digital Google AdWords	FIT
Norfolk Select	Print Tweed Daily News Herald Sun Melbourne Probus Magazine Direct Mail Probus mailout to all clubs in July 2016 for promotion of groups to Norfolk Island in 2017	FIT / Group Tours
NI Travel Centre	Print EDM Direct Mail PR/Media Events	Groups / FIT
Sunlover/AOT	Awaiting proposal - Advertising Campaign	FIT
Trade Travel	Awaiting proposal - Event Promotion	School Groups / Events

Destination Marketing

Destination Marketing is above and outside of Trade and Distribution and is extremely important for recognition of the brand of 'Norfolk Island' ie: *Where is Norfolk Island? "There's More to Norfolk Island"*. All destinations that attract visitors have a destination marketing spend. To stay visible, we must ALWAYS market our destination and brand of Norfolk Island.

Challenges:

- Market awareness of Norfolk Island is still poor.
- Consumer and trade market perception has been dominated by large travel groups primarily aged over 65yrs and the destination is still regarded as an 'older persons' destination.
- Airline contract and capacity, whilst Air NZ is a reputable and a reliable airline, there is no current competition and there are existing capacity issues.
- Distribution issues as retailers are motivated by high volume price driven destinations.
- On island suppliers not always reliable – shops, activities, restaurants.

- On island product falling short of visitor expectations for certain markets (not in all cases).
- Competitive destinations and cruise product.

Opportunities:

- Norfolk Island brand message “There’s More to Norfolk Island”
- Niche market opportunities.
- Investment opportunities.
- USP now part of Australia which has: Nature, history, culture, cuisine, marine and activities (all in one tiny destination).
- Special Events eg. Winter Festival Celebration including a light projection display on the Historical buildings in Kingston.
- New markets such as Melbourne and Tasmania.

Current Destination Campaign:

Norfolk Island Tourism has secured a well-positioned and reputable ambassador in Ray Martin, five time Gold Logie Award winning Australian TV journalist and entertainment personality. Ray is the star of our Destination Campaign which includes a 3 minute video of Ray visiting Norfolk Island capturing his experiences, 4 x short stories of local characters which will be promoted online with social media targeting specific audiences, on the NI Tourism website, and for NI Tourism promotional Destinations advertising.

Ray Martin and Virtual Connexion will also be amplifying this content through their own media outlets and the possibility of TV presence. A series of 20 still shots will also be provided to be used for promotional activity on websites and in trade and tactical advertising by NI Tourism.

Additionally, Ray has also agreed to appear on 3 different images for a ‘Back of Bus’ APN Outdoor Campaign opportunity in October and November on 30 x buses in Sydney City.

This is the most professional, modern real time campaign ever to be launched by Norfolk Island Tourism, especially considering the small budget allocated for a destination spend. The Council and industry will be advised of the launch date as soon as the content has been completed and the date is set. NI Tourism will host a launch night for the industry so they can not only view the campaign content but also learn how they can drive the amplification and goal of the campaign, which is in line with the NI Tourism Strategic Plan.

Media Families July – Dec 2016

To reach niche markets and the target demographic, different avenues of marketing are used to grab the consumer. Media is used throughout the FY in our marketing activities. Media involves Newspaper, magazines and online social avenues. Below is a table of Media Families for the 1st and 2nd quarter of this financial year.

Date	Media	Interest
18-22 July OCCURRED	Michael Whitney + Sophie Falkiner – Presenters, Syd Weekender Television + 3 Crew(Channel 7	Food, paddock to plate, dining, winter short break weekends

17-22 July OCCURRED	India Hendrikse – KiaOra Magazine	General oversight for all markets. Inflight Magazine – Air NZ
29 July – 9 August OCCURRED	Jack Entwistle, Nic Jones - World Champion Long boarders) and Spencer Frost – Eye in the Sky Visuals. (Sponsored by Air NZ for flights and luggage).	Video and photographic shoot for GoPro and NI Tourism. Online promotions through IG and Tourism Australia
12-16 August OCCURRED	Ray Martin and Virtual Connexion Crew	Destination Campaign – Promotional video and short story videos+ Still photography
19-22 August OCCURED	Dorian Mode, Freelance Journalist + Lydia Thorpe, Photographer, NSW Open Road + Seniors on the Coast	Soft adventure, nature, beaches, wildlife, dining
August OCCURED	Max Anderson, Freelance Writer, Fairfax Traveller	20 reasons to visit island – food, nature, adventure, local artisans
September OCCURED	Christine Manfield, Chef and author, Mindfood magazine	Food, travel, community
15-18 October CONFIRMED	Lauren Bath, Photographer/Digital Influencer, Lauren Bath Services + 3 Influencers: Robert Mullally, Jewels Lynch, Matthew Donovan	Outdoors, nature, landscape, beaches, wildlife, dining
October TBA	Melissa Hoyer, Travel/Style/Fashion/Social/Entertainment Commentator + Son, Connor	Social/family/experiences
November CONFIRMED	Kirsty McKenzie, Editor + Ken Brass, Photographer, Australian Country	Food, travel, architecture, residence interiors
November TBA	Better Homes & Gardens (Channel 7)	
December CONFIRMED	Ben Groundwater, Freelance Writer	Norfolk Island Jazzes It Up, adventure

Agent Famils July – Dec 2016

Agent distribution and training is essential for tactical sales to Norfolk Island. Our wholesale partners have preferred agreements with various agencies and whenever possible, our MOU with Air New Zealand and our industry partner support, enable us to organise on island agent famils. This activity is usually in off-peak season and is aimed at target niche market selling points.

Date	Agent	Interest
25-28 July OCCURRED	Sam Lippiatt – Australian Health and Wellbeing Travel	Small groups and health retreats. Specialised.
4-6 Sept OCCURRED	Ross McLaughlin (Oceania Tourism Group) + 10 top performing agents	New Zealand Market – selling Norfolk Island.
30 Sept – 3 rd Oct CONFIRMED	Norfolk Select	20 reasons to visit island – food, nature, adventure, local artisans

Joint Venture (JV) between Air New Zealand and Norfolk Island Tourism:

Norfolk Island Tourism in the past 2 years has entered a Joint Venture Agreement with Air New Zealand which involves being promoted during a sale period of 2 weeks on the Air New Zealand website landing page, best airfares page, destination page, hotels page, trade landing page, trade destination page and Airnotes (their trade online newsletter). This FY the JV was in July and the results were very pleasing creating greater volume in bookings for the July – Dec 2016 period since 2010. Weekly statistics for forward bookings received from Air New Zealand are positive however key selling periods are approaching which are November and January – March. These periods in the past have been supported by marketing dollars which in order to maintain momentum we would recommend replication in marketing. The graph below indicates monthly bookings year on year. You will notice that bookings have overall been greater all year and forward bookings indicate from September through to December they will remain greater.



Online Marketing:

Norfolk Island Tourism has embraced social media for both building awareness and advertising. Substantial investment has been made in upskilling staff, resources and content for the development of this medium. Platforms used are Facebook, Instagram, Twitter and YouTube. A strong online presence is essential for the future of Norfolk Island Tourism.



Overall Recommendations:

- Research Commissioning
- Product development and training
- Continual destination marketing
- Video and image content development
- Strategies to increase consumer demand
- Change of trade and consumer perception
- Development of special events through expert channels to target seasonality
- Development of a 3 year plan to guide steps to transition in marketing
- Increase online presence
- Build further partnerships in Australia and New Zealand
- Work with Tourism Australia to develop investment opportunities
- Drive the NI Tourism Strategic Action Plan

Overview:

The Norfolk Island Tourism Strategic Plan 2013 – 2023, as endorsed by the Norfolk Island Regional Council, is a plan to guide direction, rebuild success and establish sustainability in the Norfolk Tourism Industry. This plan provides the framework for which operational strategies and plans are developed within Norfolk Island Tourism. The NI Tourism Action Plan objectives are:

- Increase Destination awareness
- Promote Investment
- Improve visitor experience
- Develop Industry Infrastructure and create Industry vitality
- Develop industry skill and training

GOVERNANCE/POLICY IMPLICATIONS: Nil

LEGAL IMPLICATIONS: Nil

ENVIRONMENTAL IMPLICATIONS: Nil

SOCIAL IMPLICATIONS:

FINANCIAL IMPLICATIONS:

Total marketing budget July to December 2016 is \$400,000.00 across both Australia and New Zealand.

RECOMMENDATION:

That Council notes the extensive tourism marketing information provided in this Norfolk Island Tourism Marketing Program report.