



24 October 2020

Watawieh yorlyi and welcome back to all of our visitors,

### **New Video Clips**

As part of the White Tern project, a series of new 30 second videos have been created to work effectively within the social media environment. The clips beautifully present Norfolk Island as a place people can travel to right now for their overseas holiday in the South Pacific, all tying in with the 360° of Wonder brand message.

To bring it all together and lead people through the path to booking, the videos and social media posts will point and link to a landing page on the Norfolk Island website that incorporates clear calls to action for visitors to book flights and accommodation.

So far, video's focusing on the general Destination and Nature have been promoted on social media with excellent results.

More video clips and a brand new image gallery are planned to roll out soon.



### **Blogging – Interesting Facts**

In the tourism industry, blogging has to be one of the most important tactics in being able to tell your story, and engage your Ideal Customers in your brand. Blogs are essentially the vehicle for the content that you produce and share in your social media accounts and also in your E newsletters to your customers. Having a blog is a great vehicle for adding fresh content on your website which search engines love, so it will help your webpages to potentially rank higher in search results. Blog posts are evergreen content. This just means they are always on your website for new visitors to see. Blogs build trust and loyalty with your customers and position you as a regional expert. (Information from [www.tourismeschool.com](http://www.tourismeschool.com))



Read the latest Blog stories on Norfolk Island Tourism's website.

<https://www.norfolkisland.com.au/stories>

- The Whole island is a Wellness Retreat
- Hunt and Gather the Island Way.
- Plan your holiday around a Festival.

### Hire Equipment

With summer just around the corner, we are receiving more enquiries about what hire equipment is available to visitors. E.g. pushbikes, snorkeling gear, surfboards etc. Please let the Visitors Information Centre know the types of equipment you can provide, costs and contact details. Phone 22147 or Email [nitourism@nirc.gov.nf](mailto:nitourism@nirc.gov.nf)

### An Important Reminder - Entry Pass

A Norfolk Island Entry Pass is required for all travel to Norfolk Island and an application is required for each traveller, including children. The Entry Pass is also required every-time local's travel off the island. Please remind family and friends who are travelling over to complete the application; this will assist with less delay on arrival at the Norfolk Island airport. The application can be found on the Norfolk Island Regional Council website. <https://norfolkau.viewpointcloud.com/categories/1083>

**Norfolk Island**  
**ENTRY PASS**



The Visitors Information Centre is open 7 days from 8.30am and we are practising social distancing and hand sanitising and you are required to register for contact tracing purposes.

Tania @ Norfolk Island Tourism [#norfolkisland](https://www.instagram.com/norfolkisland)

For further information please view [www.norfolkisland.com.au](http://www.norfolkisland.com.au).