

MAY to JULY REPORT

Overview

- In early 2016, we started with 50k from State Government election promise and tendered out to 7 x Marketing Agencies to complete an Island rebrand. An extensive tender, research, consultation and presentation process took place to ensure stakeholder buy in.
- New island brand encompasses MOTHER NATURE & HUMAN NATURE
- Over \$200k was raised by the Association from the Council, Island Businesses and State Gov, post the initial brand strategy work which will go into much needed Marketing, PR, survey, signage, online and events. We have approximately 100k left to spend for 2017-18. A more sustainable model will hopefully be implemented that will ensure available marketing funds into the future.
- A new younger Executive has been formed and working really well together over the last 12 months, launching the new brand material to the Premier in February where we also launched our Destination Action Plan.
- Launching a new website on Monday which offers a full exploring, itinerary planner and booking functionality. All 70 FITBI members can register through ATDW and be listed on the website.
- Instagram has now over 2000 followers (up 600 from January 2017). Facebook 3011 likes.
- Some businesses have reported a visitor increase of around 20% over the peak periods.
- 2018 we are gearing up to hold the Flinders Island Crayfish festival. We hope to attract media attention and visitors from all around the country.

We are pleased that Liz Frankham is representing Flinders Island Tourism and Business on the Boards of;



MEASURING VISITOR NUMBERS ON FLINDERS

This Information is confidential and not to be distributed

Case Study 1



Our packages are currently running at around \$150k pa of which two thirds goes to providers on Flinders

Passenger Numbers for LST-FLS-LST:

2013/2014 – 15,144

2014/2015 – 14,343

2015/2016 – 15,114

2016/2017 – 13,398 (up until 30/04/2017)

Passenger Numbers for MEB-FLS-MEB:

2013/2014 – 5,123

2014/2015 – 4,758

2015/2016 – 5,487

2016/2017 – 5,338 (up until 30/04/2017)

This is getting a bit too much with our available resources

Loadings between end of Easter to around end of May drop by a third.

June to September by at least 50 percent

From about Sept to Jan increases

Then Jan thru to Easter back to higher numbers

Average seats into FLI over the whole year 21000

Case Study 2



Australia Post - 10% increase (total weight)

Charter - 29% increase in sales

Freight up - 7% increase in sales

Flight Hrs increased by 27% overall

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Flinders Island Tourism and Business Inc.

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Case Study 3



FICR saw 16.5 % rise in hires
 14% rise in average spend per hire
 average days per hire are down from 3.5 to 3.3 days
 average number of people in each hire car has risen to 3 from 2.6
 We saw an extra 682 more people travelling in our cars than last year
 Travel Agent on online bookings continue to rise
 We nearly tripled our overseas visitation from 7 hires to 20
 Mainland visitation is up 60% (I mean all mainland states except Victoria that has remained steady along with a small increase in Tasmanian visitation)

Case Study 4



Car hire, Cabins Statistics November (15th) 2015- June 2017

MONTH	NO. OF GUESTS	LENGTH OF STAY	CAR HIRE	Contractors
Nov 15	47	72 days	29	7
Nov 16	72	169	35	10
Dec 15	68	170	50	12
Dec 16	74	132	54	12

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Jan 16	83	190	83	13
Jan 17	83	169	80	12
Feb 16	73	157	74	5
Feb 17	67	125	48	14
March 16	115	183	102	17
March 17	86	180	72	10
April 16	95	169	72	18
April 17	80	161	51	6
May 15	28		38	
May 16	66	149	40	26
May 17	39	80	32	7
June 15	35		31	
June 16	65	122	45	20
June 17 (20 th)	19	49	17	7
July 16	28	62	39	14
Aug 16	25	71	34	18
Sept 16	46	137	48	12
Oct 16	48	111	37	19

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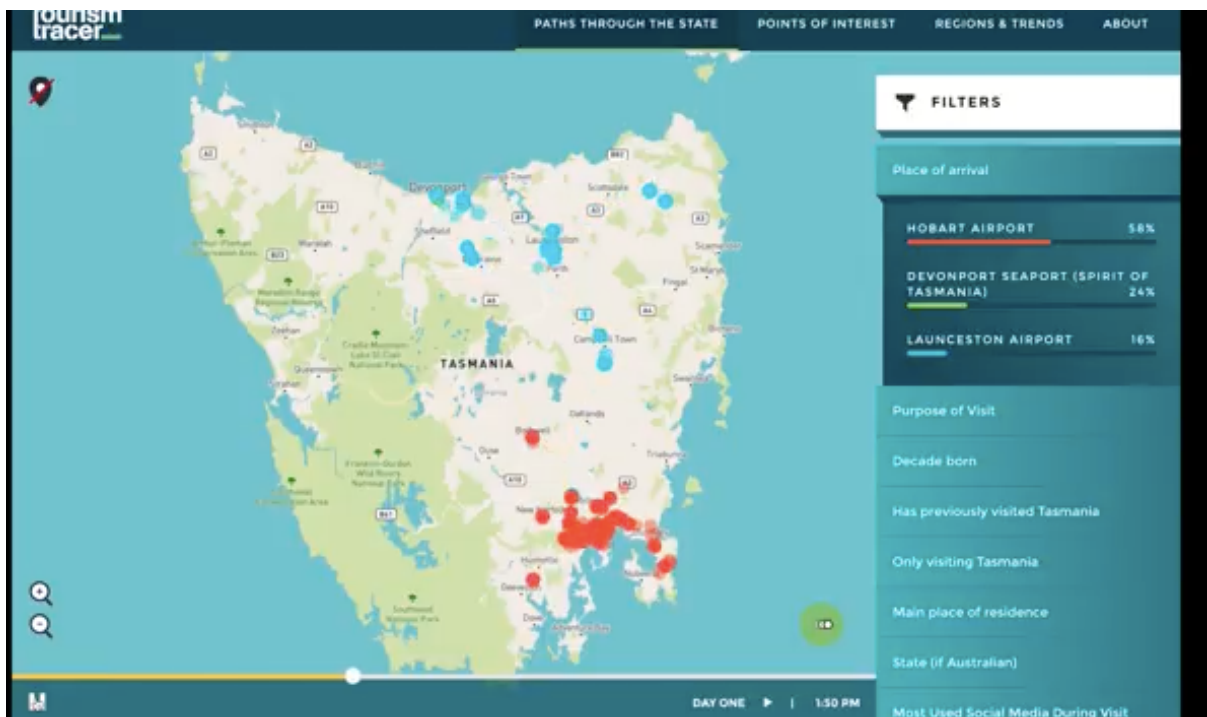
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We have been working with Chris Griffin to implement Tourism Tracer on Flinders. An update will be delivered.



<https://tasmania.tourismtracer.com/>

<https://youtu.be/cHk3gVNILLO>