

# *Atherton Tablelands*

DISCOVER PERFECT



19/20 MARKETING SNAPSHOT



[WWW.ATHERTONTABLELANDS.COM.AU](http://WWW.ATHERTONTABLELANDS.COM.AU)



## 2019/20 Social Media Highlights

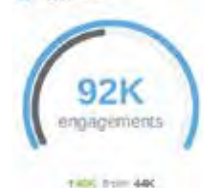
@athertontablelands  
#athertontablelands

In 2019/20, the Atherton Tablelands' social media channels reached a combined audience of

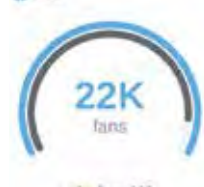
# 4.1M

### YEAR ON YEAR GROWTH

Engagement



Fans



Page Impressions

2.8M impressions  
+1.1M from 1.7M

### TOP PERFORMING POST FOR 2019/20

Cannabullen Falls • October 18, 2019 *Facebook Quick Stats:*  
Shares: 322 • Comments: 861 • Reach: 61,147 • Engagements: 14,522



ESTIMATED VALUE OF SOCIAL MEDIA REACH \$220K



**TOTAL FACEBOOK REACH 2019/20 2.8 MILLION PEOPLE**

Total Posts: 396 • Total Users: 668K • Total Engagements: 92K

Total Clicks: 135K • New Fans: 2.8K • Messages: 6.6K • Total Fans: 22K



**TOTAL INSTAGRAM REACH 2019/20 1.3 MILLION PEOPLE**

Total Posts: 357 • New Fans: 3.2K • Total Fans: 15K

## Compelling and Inspiring Whole of Region Video Content



**VIEW VIDEO CONTENT:**  
<https://bit.ly/2C68QsD>

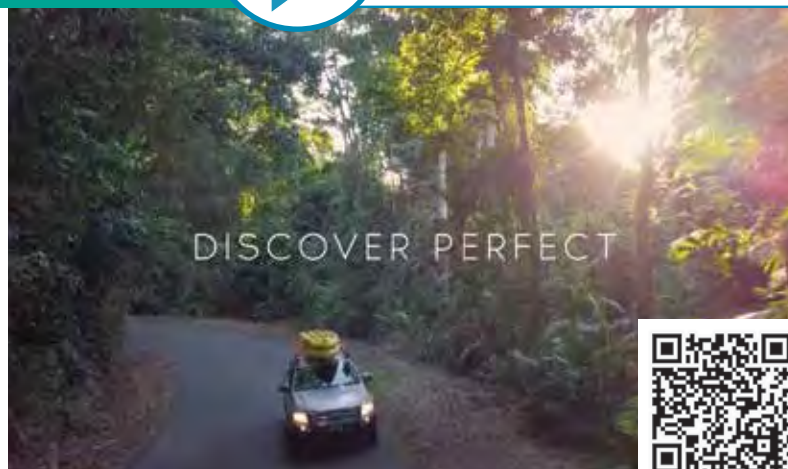
### TELEVISION COMMERCIALS

FIVE EXPERIENCE LED TELEVISION COMMERCIALS

**TARGET:** Cairns, Townsville and Regional Queensland  
Creation of 5 new Atherton Tablelands television commercials (4 x 30 second commercials and 1 x 15 second commercial) **COMPLETED:** April 2020

### VIDEO CONTENT

Creation of eight 15 second highlight destination videos **COMPLETED:** May 2020



## Online Activity

# WEBSITE PAGE VIEWS 2019/20 470K

↑ 10K VISITORS PER MONTH

## TOP 3 MOST VISITED PAGES

WATERFALLS  
ACTIVITIES & TOURS  
EXPERIENCES

### NATURAL ATTRACTIONS

#### TOP LISTINGS

Waterfalls & Waterways Trail  
Millaa Millaa Falls  
Emerald Creek Falls  
Yabi Mountain Mount Baldy  
Peterson Creek Walking Track  
Mt Hypipamee  
Hiking & Walking

### TTT MEMBERS

#### TOP LISTINGS

Trans North Bus & Coach  
Cobbold Gorge  
Atherton Herberton Historic Railway  
Mareeba Riverside Caravan Park  
Bonadio RV and Nature Park  
The Crystal Caves  
Mungalli Creek Dairy



**29 original blogs** covering a number of different themes and travel ideas to inspire the visitor to stay longer and disperse across the Atherton Tablelands., **Completed:** July 1, 2019 - June 30, 2020.

# BLOGS REACHED 70K SOCIAL MEDIA USERS

## 2019/20 Print & Digital Publications

### DISCOVER MAGAZINE 2019/20

**52-PAGE PRINT PUBLICATION:** 100,000 Copies

**DIGITAL PUBLICATION:** 100K plus downloads

**TARGET:** The only comprehensive visitor guide delivering to visitor information centres, businesses, every camping and travel show across Queensland, the East Coast and South Australia and the gateways of Mission Beach, Port Douglas, Cairns and the Northern Beaches. Information centres, car rental companies, accommodation tour desks, attractions, airports and other tourism related outlets are targeted through the distribution channels.

### THEMED TRAILS BOOKLET

Development and distribution of a **Themed Trails** booklet with 100,000 booklets printed as an insert in Discover 2019/20.

### ATHERTON TABLELANDS APP

**Discover App** available from both iTunes and Google Play stores providing visitors with easy access to the web publication version of the Atherton Tablelands Visitors Guide, Travel Tools (Blogs), imagery and social media interaction.





## TOTAL VISITOR NUMBERS 2018\*

942K



FROM 790K  
IN 2014

\*Data based on a four-year average from 2015-18 from International and National Visitor Surveys, Tourism Research Australia.

## TOTAL ANNUAL VISITOR SPEND 2018\*

\$181M

↑ FROM \$123M IN 2014

1.3M VISITOR NIGHTS\*

## #DiscoverPerfect

In 2019, the tag *#discoverperfect* was launched. It was created to align with the Atherton Tablelands brand of "Discover", which has been a fundamental part of the organisation's marketing activity for over 30 years. *#discoverperfect* supports a number of different tourism activities such as...

#DiscoverAdventure   #DiscoverFood  
#DiscoverWaterfalls   #DiscoverHistory  
#DiscoverNature   #DiscoverAncientRainforest  
#DiscoverOutback   #DiscoverWildlife

## Regional Stamp

Further underpinning the Atherton Tablelands brand is the regional stamp launched in 2019. This stamp is available to all tourism operators and businesses on the Atherton Tablelands who would like to adopt the regional branding on their websites, brochures or social channels.



## Covid-19 Recovery Marketing

### SOCIAL MEDIA CAMPAIGNS (JUNE 1 - JUNE 21)

#### CAMPAIGN 1: ATHERTON TABLELANDS BRAND AWARENESS

Key Insights: **Impressions:** 317,817 • **Reach:** 197,345 • **Placement:** Facebook and Instagram • **Target:** Intrastate Travel with a regional focus on Townsville, Mackay and Brisbane

#### CAMPAIGN 2: ATHERTON TABLELANDS TRAFFIC TO WEB

Key Insights: **Impressions:** 94,403 • **Reach:** 54,368 • **Link Clicks:** 2000 • **Placement:** Facebook • **Target:** Townsville and Brisbane



### PRINT ADVERTISING

Tropic Now • Tourism Edition • Print Date: June 2020 **Target:** Cairns and Townsville

### DISCOVER MAGAZINE & APP 2020/21

52-Page Digital Publication • Complimentary renewal of advertising for Discover 2020 / 2021

### REGIONAL TELEVISION CAMPAIGN

\*Subject to 2020/21 funding

### CONTINUED SOCIAL MEDIA CAMPAIGNS

\*Subject to 2020/21 funding

## WE ARE THE VOICE OF THE INDUSTRY



### 2019/20 OPERATING BUDGET



The Atherton Tablelands Promotion Bureau T/A Tourism Atherton Tablelands was established over three decades ago in 1986 with the support of the former four Local Government Authorities governing the geographic region of the Atherton Tablelands. In 2019/20, Mareeba Shire Council and Tablelands Regional Council were the primary funding sources. Tourism Atherton Tablelands is a not-for profit, limited by guarantee, membership-based organisation.

Tropical Tablelands Tourism operated an annual budget of \$80,936 in 2019/20. Funding from Tablelands Regional Council and Mareeba Shire Council totalled \$49,164, with a further \$31,772 raised through industry membership.

TOURISM  
**ATHERTON  
TABLELANDS**



## OUR PURPOSE

To be the peak industry body for tourism on the Atherton Tablelands and a strong voice for industry while delivering dedicated destination marketing activities for the Atherton Tablelands of region.