

Atherton Tablelands

DISCOVER PERFECT

22/23 MARKETING SNAPSHOT



TOP PERFORMING SOCIAL POSTS

TOTAL REACH: 3.9M TOTAL IMPRESSIONS: 4.6M TOTAL ENGAGEMENT: 86K TOTAL FOLLOWERS: 54K



TYPE: POST



📍 GILLIES RANGE

DATE: 18TH DECEMBER, 2022

REACH: 63.6K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: PHOTO ALBUM



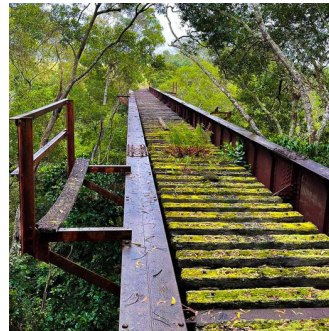
📍 HERBERTON

DATE: 21st January, 2023

REACH: 45.9K

ENGAGEMENT: XXXK

ASSET: facebook.com



TYPE: POST



📍 PETERSON CREEK RAIL BRIDGE

DATE: 1st May, 2023

REACH: 38.8K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



📍 CURTAIN FIG TREE

DATE: 1st March, 2023

REACH: 37K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



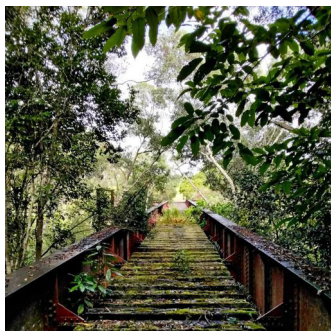
📍 BARRON FALLS

DATE: 6TH MARCH, 2023

REACH: 32.8K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



📍 PETERSON CREEK RAIL BRIDGE

DATE: 26TH JUNE, 2023

REACH: 32.7K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



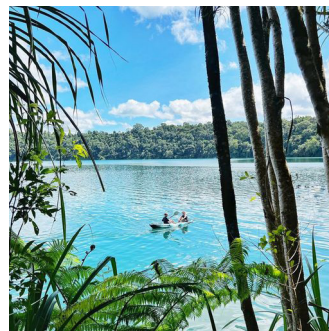
📍 MILLAA MILLAA FALLS

DATE: 17TH MARCH, 2023

REACH: 24.8K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



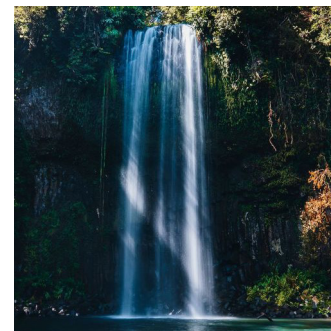
📍 LAKE EACHAM

DATE: 14TH JUNE, 2023

REACH: 23.7K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



📍 MILLAA MILLAA FALLS

DATE: 20TH APRIL, 2023

REACH: 22.3K

ENGAGEMENT: XXK

ASSET: facebook.com



TYPE: POST



📍 SKYRAIL

DATE: 29TH JANUARY, 2023

REACH: 21.4K

ENGAGEMENT: XXXK

ASSET: facebook.com

#ATHERTONTABLELANDS @DISCOVERATHERTONTABLELANDS

SOCIAL STATS @athertontablelands

FACEBOOK POST TYPE: 85% PHOTO POST TYPE: 10% ALBUM POST TYPE: 4% LINK (BLOGS) POST TYPE: 1% VIDEO *ORGANIC STATS

PAGE
LIKES

29.5K

TOTAL
ENGAGEMENTS

32K

TOTAL
REACH

1.9M

PAGE
IMPRESSIONS

1.5M

POST
IMPRESSIONS

1M

POST
LIKES

53.7K

ENGAGED
USERS

45K

NEW
LIKES

1K

MEDIA
POSTED

268

INSTAGRAM POST TYPE: 88% PHOTO POST TYPE: 5% VIDEO POST TYPE: 3% REEL POST TYPE: 1% STORY *ORGANIC STATS

TOTAL
FOLLOWERS

24.4K

TOTAL
ENGAGEMENTS

54K

TOTAL
REACH

2M

PROFILE
IMPRESSIONS

1.1M

POST
IMPRESSIONS

1M

POST
LIKES

51K

POST
REACH (USERS)

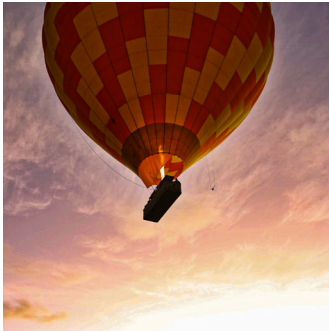
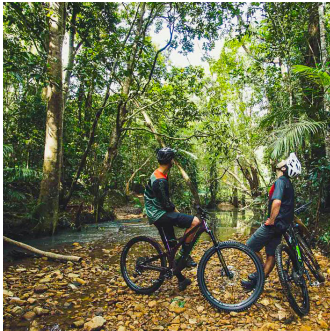
1M

NEW
FOLLOWERS

1.3K

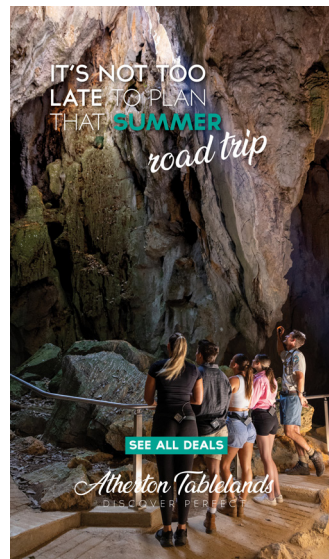
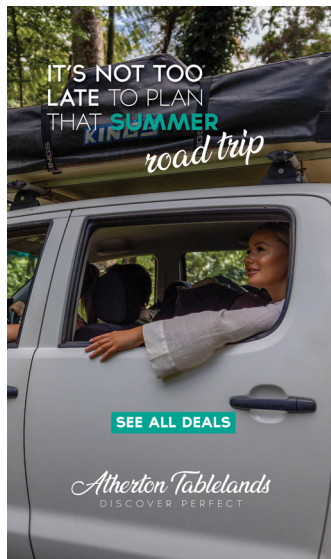
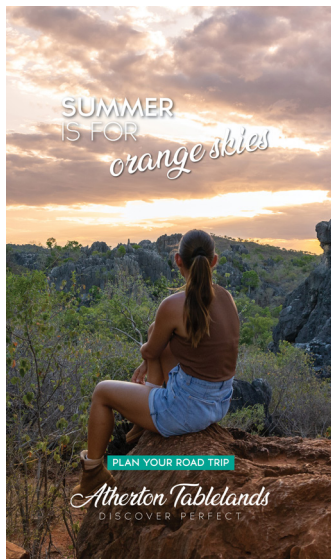
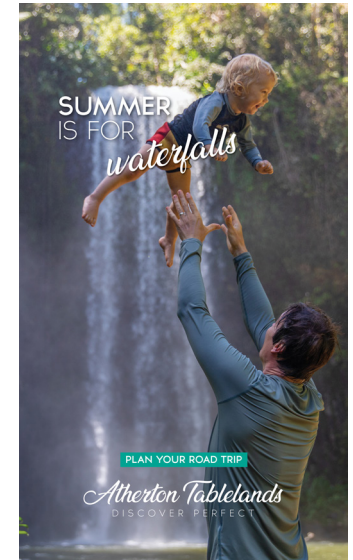
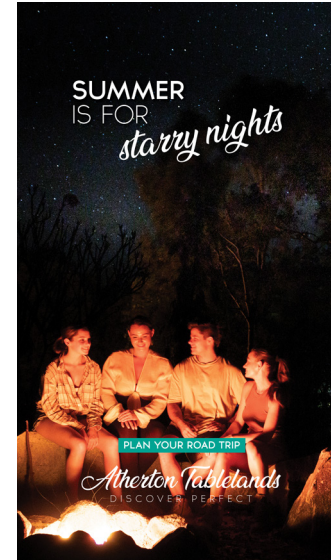
MEDIA
POSTED

276



SUMMER SM CAMPAIGN 2022

ATHERTON TABLELANDS SUMMER ROAD TRIP SOCIAL MEDIA ASSETS



CAMPAIGN:

HEADLINE: Summer is spending time with family and friends + finding new adventures, good times and road trips worth taking.

CTA: DISCOVER PERFECT

BUTTON: LEARN MORE

URL: www.athertontablelands.com.au

SUMMER SM CAMPAIGN 2022

ATHERTON TABLELANDS SUMMER ROAD TRIP SOCIAL MEDIA ASSETS


Feeds



Facebook
Feeds

Discover Atherton Tablelands Sponsored ·

Summer is for family, friends, fun times and road trips worth taking...where will your four wheels take you?



athertontablelands.com.au
Summer Road Tripping [Learn more](#)

Like Comment Share

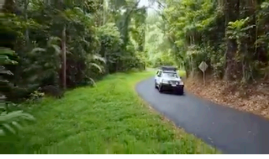
See Variations



Instagram
Feed

Instagram

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Learn more >

athertontablelands Summer is for family, friends, fun times and road trips worth taking...where will y... more

See Variations




Instagram
Profile feed

kaiblu

Posts

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Facebook
Marketplace

Discover Ath... Sponsored



Summer Road Tripping


See Variations



Facebook
Video feeds

Discover Atherton Tablelands Sponsored ·

Summer is for family, friends, fun times and road trips worth taking...where will ...see more

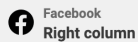


ATHERTONTABLELANDS.COM.AU
Summer Road Tripping [LEARN MORE](#)


Like Comment Share

Disclaimer
Vertical videos (with an aspect ratio taller than 4:5) may be masked to 4:5.

See Variations



Facebook
Right column




Summer Road Tripping
athertontablelands.com.au



Instagram
Explore

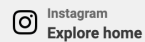
< **Explore**

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Learn more >

athertontablelands Summer is for family, friends, fun



Instagram
Explore home


Unsupported aspect ratio
Videos used for ads in Instagram Explore home should be square with an aspect ratio of 1:1. Please select a new video with the correct aspect ratio.



Facebook
Business Explore

Discover Atherton Tablelands Sponsored ·

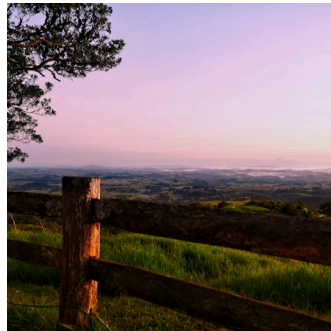
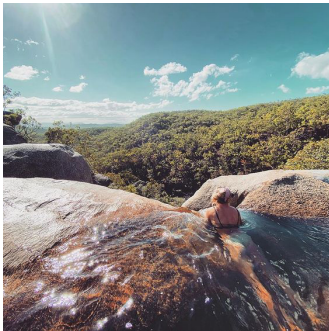
Summer is for family, friends, fun times and road trips worth taking...where will your four wheels take you?



athertontablelands.com.au
Summer Road Tripping [Learn more](#)

DISCOVER ATHERTON TABLELANDS NEW BLOG CONTENT

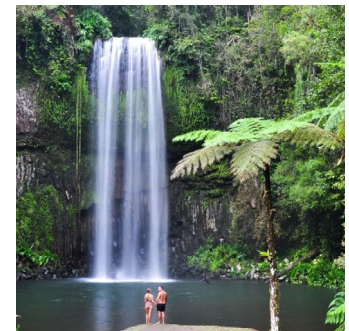
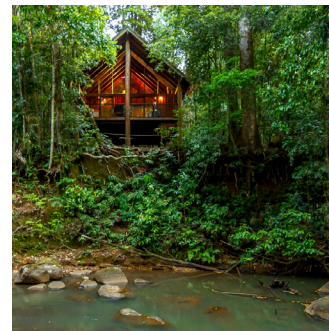
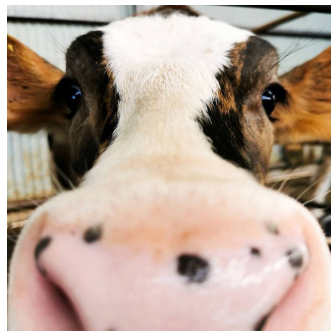
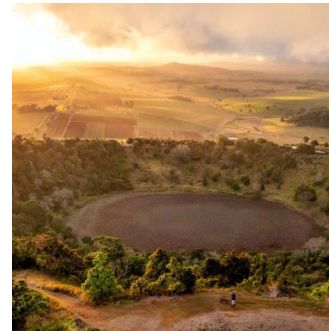
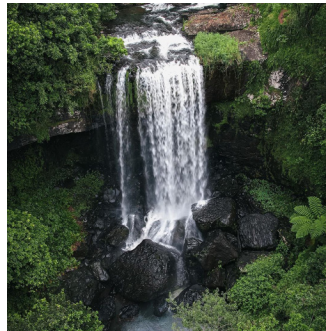
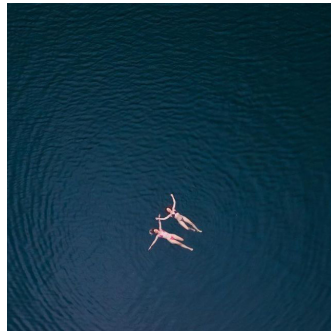
TOP HIKES NEAR MAREEBA
WINTER NIGHTS TREE HOUSE STAYS
WALK, HIKE AND STROLL YOUR WAY ACROSS THE ATHERTON TABLELANDS
TRAIN EXPERIENCES ON THE ATHERTON TABLELANDS
THE ATHERTON TABLELANDS FROM ABOVE
MILLAA MILLAA ISN'T JUST WATERFALLS...
ROAD TRIP THE NORTHERN ATHERTON TABLELANDS
TOP WATERFALLS ON THE ATHERTON TABLELANDS
CUTE N' FLUFFY



17
ORIGINAL
EDITORIALS
PUBLISHED
67K
SOCIAL
MEDIA USERS

DISCOVER ATHERTON TABLELANDS **NEW BLOG CONTENT**

CHRISTMAS EVENTS ON THE ATHERTON TABLELANDS
SUNRISE AND SUNSET GAZING
WHY YOU SHOULDN'T VISIT THE ATHERTON TABLELANDS (WINK)
JUST ADD WATER
TOP EASTER ACTIVITIES
FIND A NEW GIN FAVOURITE
ACCESS THESE AREAS WITH EASE ON THE ATHERTON TABLELANDS
ADVENTURES FOR ALL AT LAKE TINAROO



WEBSITE STATS

DISCOVER ATHERTON TABLELANDS

ORGANIC SESSIONS

178,821

PAGE VIEWS

846,447

TRAVEL DIRECTORY (MEMBERS)

211,057

AVERAGE BOUNCE RATE

2.27%

AVERAGE SESSION DURATION

1.52

PAGES PER SESSION

4.73

UNIQUE USERS

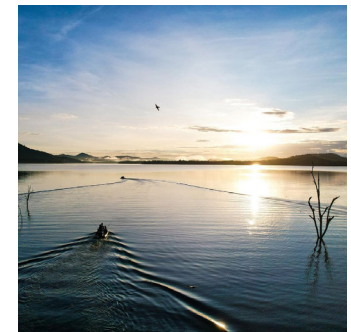
142,893

DISCOVER TRAVEL GUIDE

99,013

TOP ORIGIN
AUSTRALIA
(88% OF USERS)

BREAKDOWN
QLD 54%
NSW 26%
VIC 12%



TOP 10 MOST VISITED PAGES

1. Waterfalls
2. Activities & tours
3. Experiences
4. Geological wonders
5. Emerald Creek Falls Mareeba
6. Waterfalls Waterways Trail
7. Map
8. Tinaroo
9. Lake Eacham
10. Curtain Fig

NATURAL ATTRACTIONS

1. Emerald Creek Falls
2. Lake Eacham
3. Curtain Fig
4. Millaa Millaa Falls
5. Mt Hypipamee

TOP MEMBER LISTINGS

1. Trans North Bus and Coach Service
2. Crystal Caves
3. Cobbold Gorge
4. Historic Village Herberton
5. Atherton-Herberton Historic Railway

TOP REFERRALS

1. Facebook.com/athertontablelands
2. Queensland.com
3. Whatsoninport.com.au

Atherton Tablelands

DISCOVER PERFECT