

Atherton Tablelands

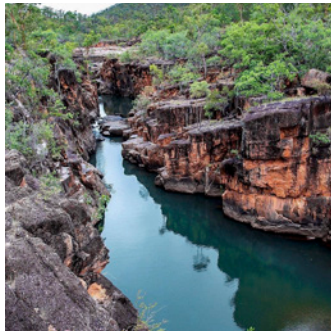
DISCOVER PERFECT

24/25 MARKETING SNAPSHOT

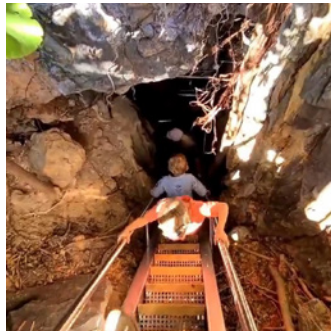


TOP PERFORMING SOCIAL POSTS

TOTAL REACH: 3.1M TOTAL IMPRESSIONS: 3.2M TOTAL ENGAGEMENT: 134.2K TOTAL FOLLOWERS: 59.9K



TYPE: PHOTO
📍 EMUFORD GORGE
DATE: 17 JANUARY, 2024
REACH: 271K
ENGAGEMENT: 1.6K
ASSET: facebook.com **f@**



TYPE: REEL
📍 CHILLAGOE
DATE: 6 MARCH, 2024
REACH: 138K
ENGAGEMENT: 1.4K
ASSET: facebook.com **f@**



TYPE: REEL
📍 MT BARTLE FRERE
DATE: 26 JANUARY, 2025
REACH: 132K
ENGAGEMENT: 1.8K
ASSET: facebook.com **f@**



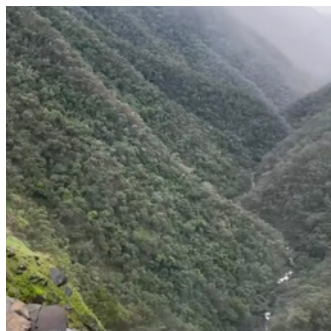
TYPE: REEL
📍 CRYSTAL CAVES
DATE: 5 MAY, 2025
REACH: 117K
ENGAGEMENT: 1K
ASSET: facebook.com **f@**



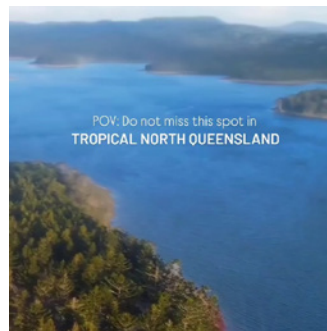
TYPE: POST
📍 LAKE EURAMOO
DATE: 2 APRIL, 2025
REACH: 104K
ENGAGEMENT: 1K
ASSET: facebook.com **f@**



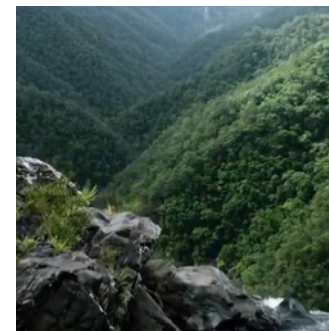
TYPE: CAROUSEL
📍 KOOMBOOLOOMBA DAM
DATE: 17 APRIL, 2025
REACH: 82K
ENGAGEMENT: 500
ASSET: facebook.com **f@**



TYPE: REEL
📍 WINDIN FALLS
DATE: 10 FEBRUARY, 2025
REACH: 72K
ENGAGEMENT: 415
ASSET: facebook.com **f@**



TYPE: REEL
📍 LAKE TINAROO
DATE: 29 MAY, 2025
REACH: 69K
ENGAGEMENT: 1.1K
ASSET: facebook.com **f@**



TYPE: REEL
📍 WINDIN FALLS
DATE: 5 DECEMBER, 2024
REACH: 69K
ENGAGEMENT: 1K
ASSET: facebook.com **f@**

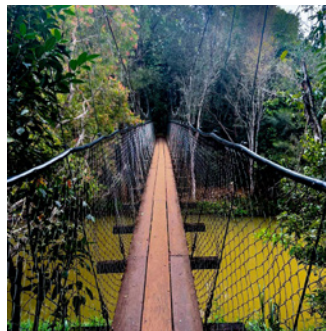
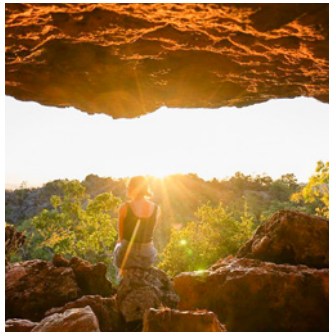
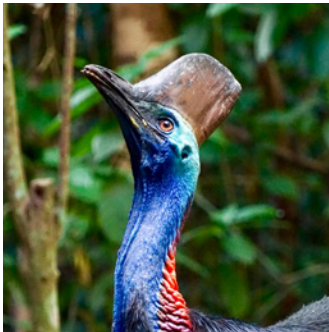


TYPE: POST
📍 IRVINEBANK
DATE: 11 APRIL, 2025
REACH: 58K
ENGAGEMENT: 271
ASSET: facebook.com **f@**

#ATHERTONTABLELANDS @DISCOVERATHERTONTABLELANDS

DISCOVER ATHERTON TABLELANDS **NEW BLOG CONTENT**

SPRING WARMERS
SAVANNAH WAY EXPLORING
SADDLE UP FOR THESE HORSE RIDING ADVENTURES
EAT AND DRINK YOUR WAY ACROSS THE ATHERTON TABLELANDS
GET READY TO ROCK AT SAVANNAH IN THE ROUND
STAR GAZING ON THE ATHERTON TABLELANDS



WEBSITE STATS

DISCOVER ATHERTON TABLELANDS

ORGANIC SESSIONS

153.1K

PAGE VIEWS

381K

REFERRALS

2.4K

AVERAGE SESSION DURATION

1.09m

PAGES PER SESSION

2.49

UNIQUE USERS

113,535

DISCOVER TRAVEL GUIDE

34,057

TOP
ORIGIN
AUSTRALIA
(88% OF USERS)

BREAKDOWN
QLD 59%
NSW 30%
VIC 11%



TOP 10 MOST VISITED PAGES

1. Discover Visitors Guide
2. Home Page
3. Experiences
4. Waterfalls & Waterways
5. Waterfall Trail
6. Emerald Creek Falls
7. Activities and Tours
8. Geological Wonders
9. Curtain Fig
10. Plan Your Trip

Atherton Tablelands
DISCOVER PERFECT