

Atherton Tablelands

DISCOVER PERFECT

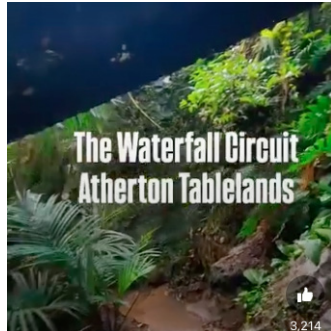
25/26 MARKETING SNAPSHOT



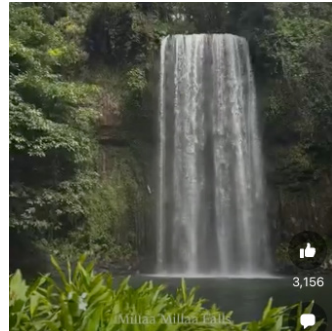
SOCIAL MEDIA

TOP PERFORMING ORGANIC SOCIAL POSTS

TOTAL REACH: 3M TOTAL IMPRESSIONS: 3.85M TOTAL ENGAGEMENT: 110K TOTAL FOLLOWERS: 64K



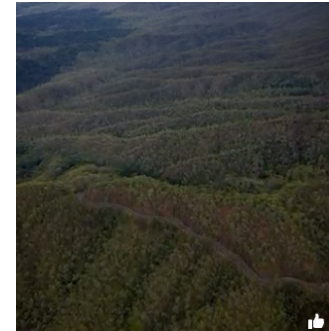
TYPE: REEL
📍 WATERFALL CIRCUIT
DATE: 9 JANUARY, 2026
REACH: 169K
ENGAGEMENT: 4.1K
ASSET: facebook.com



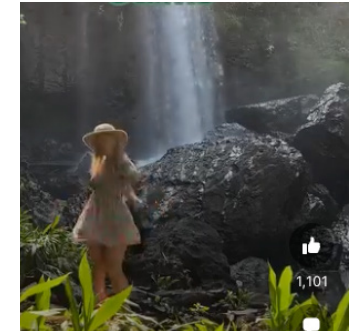
TYPE: REEL
📍 ROAD TRIP
DATE: 18 NOVEMBER, 2025
REACH: 159K
ENGAGEMENT: 3.8K
ASSET: facebook.com



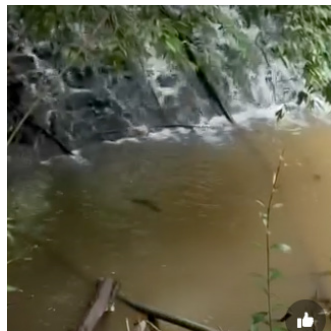
TYPE: REEL
📍 INNOT HOT SPRINGS
DATE: 29 MARCH, 2026
REACH: 111K
ENGAGEMENT: 1.4K
ASSET: facebook.com



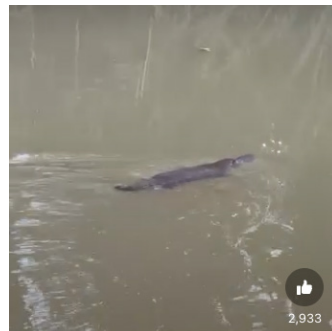
TYPE: REEL
📍 GILLIES RANGE ROAD
DATE: 5 MAY, 2025
REACH: 107K
ENGAGEMENT: 2.4K
ASSET: facebook.com



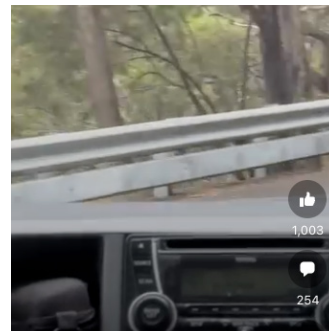
TYPE: REEL
📍 WATERFALL CIRCUIT
DATE: 5 JULY, 2025
REACH: 87.5K
ENGAGEMENT: 1.6K
ASSET: facebook.com



TYPE: REEL
📍 WAIT A WHILE TOURS
DATE: 21 APRIL, 2026
REACH: 84.5K
ENGAGEMENT: 1K
ASSET: facebook.com



TYPE: REEL
📍 YUNGABURRA - PLATYPUS
DATE: 23 MAY, 2026
REACH: 75K
ENGAGEMENT: 3.1K
ASSET: facebook.com



TYPE: REEL
📍 GILLIES RANGE ROAD
DATE: 5 SEPTEMBER, 2025
REACH: 60K
ENGAGEMENT: 1.1K
ASSET: facebook.com



TYPE: POST
📍 STEWART HEAD TRAIL
DATE: 20 OCTOBER, 2025
REACH: 54K
ENGAGEMENT: 493
ASSET: facebook.com

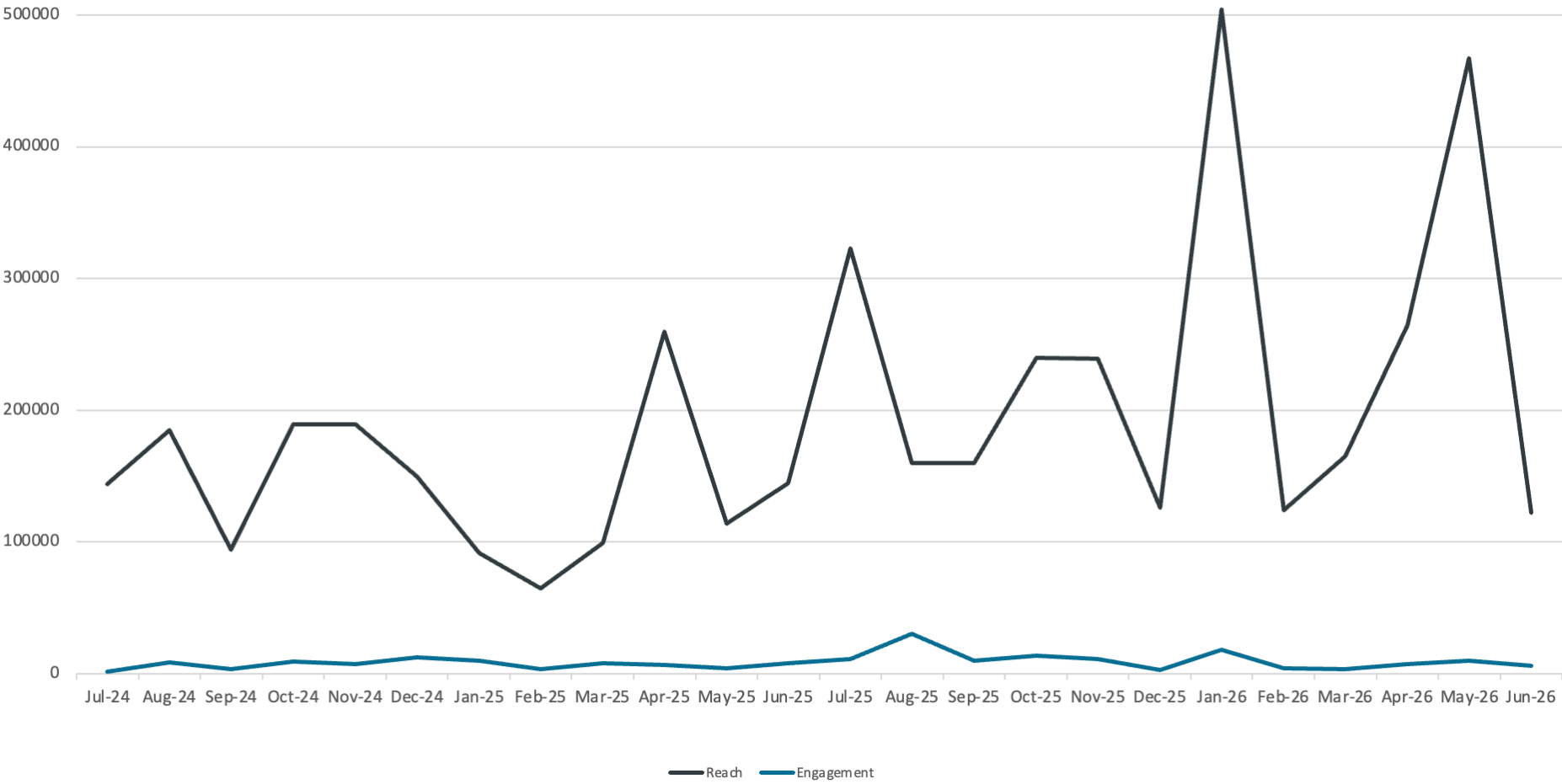


TYPE: POST
📍 YUNGABURRA
DATE: 3 AUGUST, 2025
REACH: 44K
ENGAGEMENT: 656
ASSET: facebook.com

#athertontablelands @discoverathertontablelands

SOCIAL REACH & ENGAGEMENT

SOCIAL REACH & ENGAGEMENT 2024-2026



#athertontablelands @discoverathertontablelands

PAID CAMPAIGN ACTIVITY

DISCOVER YOUR TRAIL CAMPAIGN

SOCIAL MEDIA

Discover Your Trail 2026 was delivered through an integrated print and digital marketing campaign designed to inspire visitors to explore the Atherton Tablelands through curated themed experiences and personalised itineraries. Activity combined the distribution of the annual trail guide with a targeted digital campaign across Meta platforms, encouraging visitors to plan their journey and discover more of the region.

CAMPAIGN ACTIVITY

Distributed 50,000 printed Discover Your Trail magazines through strategic tourism partners and caravan and camping shows

Refreshed the 72-page digital magazine and updated app content to showcase the region’s themed trails and experiences

Delivered a targeted Autumn/Winter Meta campaign across Facebook and Instagram

Content featured a mix of Reels, carousels and image posts designed to showcase the region’s diverse experiences

Campaign optimisation focused on driving traffic to the Discover Your Trail landing pages and encouraging itinerary planning

META DELIVERY SUMMARY

	ENGAGE- MENT	REACH	IMPRES- SIONS	CLICKS	DATES	CPM (1000 imp)	CPC (aver- age)	CTR (aver- age)
DELIVERED	211,735	1,017,270	2,145,347	42,800	25th April - 27th June	\$5.43	\$0.24	1.99%

PAID MEDIA PERFORMANCE

The Discover Your Trail 2026 paid media campaign ran throughout the Autumn/Winter period, using Meta advertising to promote the Atherton Tablelands as a self-drive destination. Activity focused on inspiring itinerary planning and driving traffic to the Discover Your Trail landing pages.

CAMPAIGN OVERVIEW

The campaign targeted key drive and interstate markets, including:

Regional Queensland – Cairns to Townsville drive market

Intrastate – Brisbane

Interstate – Sydney and Melbourne

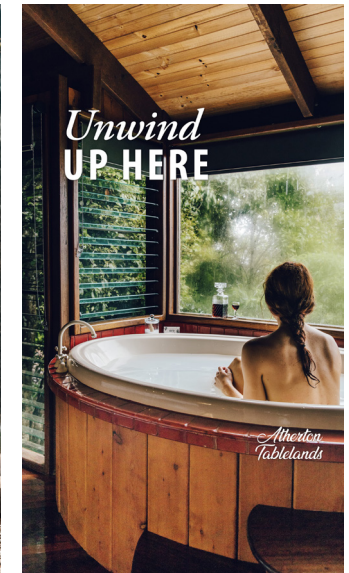
Creative execution showcased the region’s themed trails and experiences through a mix of Reels, carousel ads and static imagery, highlighting nature, food, adventure and cultural experiences.

SOCIAL MEDIA GRAPHICS - THEMED TRAIL CAROUSEL IMAGES

FACEBOOK NEWSFEED

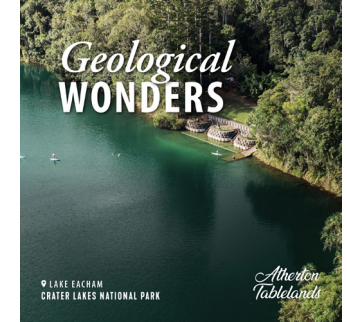


INSTAGRAM STORIES

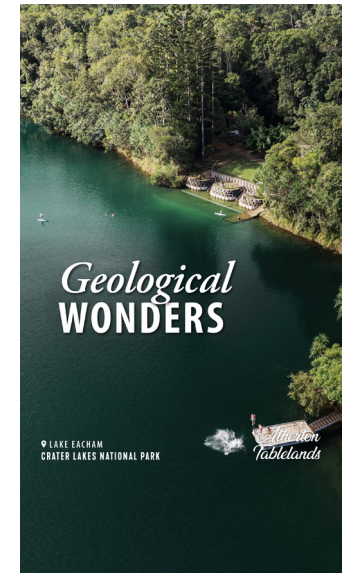


SOCIAL MEDIA GRAPHICS - THEMED TRAIL CAROUSEL IMAGES

FACEBOOK NEWSFEED



INSTAGRAM STORIES



SOCIAL MEDIA GRAPHICS - THEMED TRAIL VIDEOS

VIDEO 1



VIDEO 2



DISCOVER YOUR TRAILS DIGITAL & PRINT PUBLICATIONS



THEMED TRAILS
DIGITAL & PRINTED GUIDE



DISCOVER MAGAZINE
72-PAGE DIGITAL GUIDE



DISCOVER ATHERTON
TABLELANDS APP

WEBSITE ANALYTICS

WEBSITE OVERVIEW

DISCOVER ATHERTON TABLELANDS CONSUMER SITE

TOTAL
SESSIONS
156,965K

PAGE
VIEWS
306,453K

REFERRALS TO
INDUSTRY
2,467K

AVERAGE
SESSION
DURATION
0.34

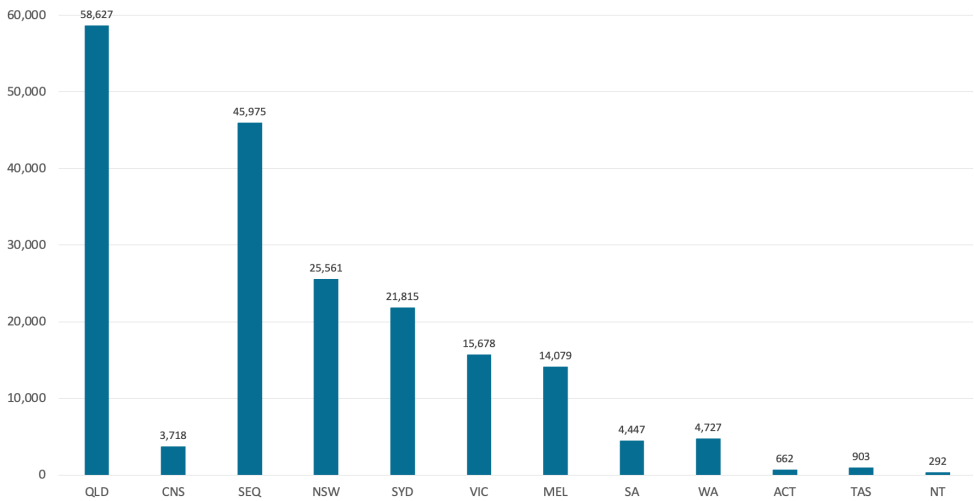
PAGES
PER SESSION
2.42

UNIQUE USERS
126,560

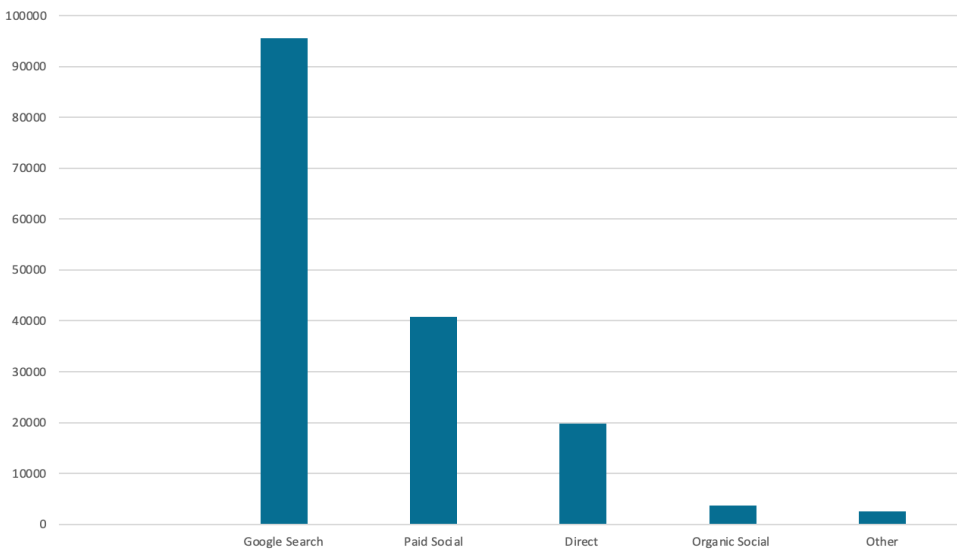
DISCOVER TRAVEL
GUIDE
65,109

TOP
ORIGIN
AUSTRALIA
(84% OF USERS)

AUDIENCE BY ORIGIN (DOMESTIC STATE + CITY)

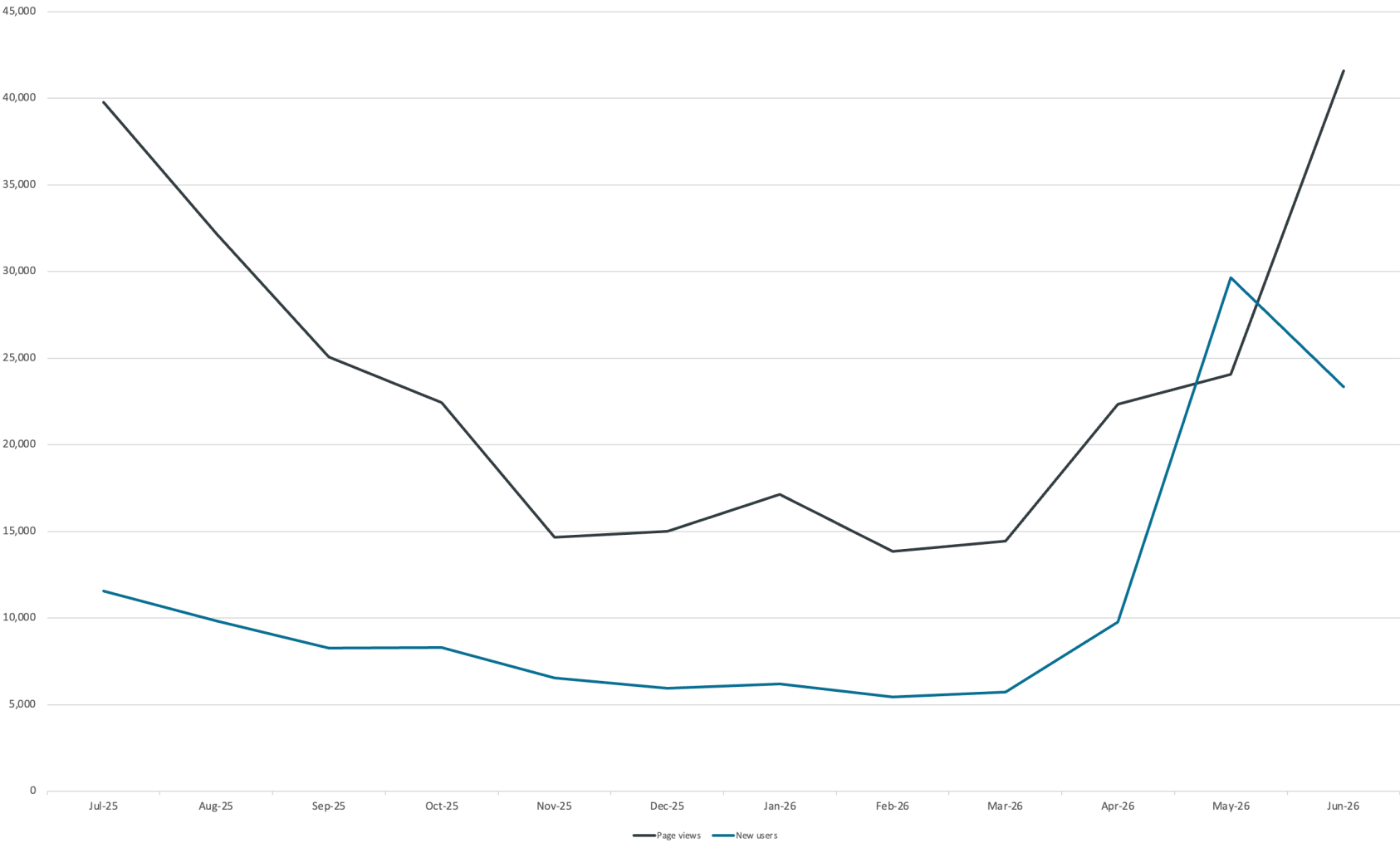


SESSIONS BY REFERRAL SOURCE



WEBSITE OVERVIEW

PAGE VIEWS + NEW USERS



WEBSITE STATS

TOP 10 WEBSITE CONTENT PIECES (PAID + ORGANIC)

	TITLE	PAGE VIEWS	AVERAGE TIME ON PAGE	CONTENT TYPE	URL
1	HOME	62,670	0:06	LANDING PAGE	ATHERTONTABLELANDS.COM.AU
2	DISCOVER YOUR TRAIL DIGITAL GUIDE	60,845	0:09	LANDING PAGE	ATHERTONTABLELANDS.COM.AU/ WP-CONTENT/SOURCE
3	WATERFALLS	4,478	0:45	LISTING	ATHERTONTABLELANDS.COM.AU/LISTINGS/ TRAVEL-DIR-CATEGORY/WATERFALLS
4	DISCOVER YOUR TRAIL INTERACTIVE GUIDE	4,264	0:03	DIGITAL GUIDE	ATHERTONTABLELANDS.COM.AU/WP- CONTENT/THEMES/TROPICAL-TABLELANDS- TOURISM/SOURCES/INDEX-35.HTML
5	ACTIVITIES & TOURS	4,188	1:10	LISTING	ATHERTONTABLELANDS.COM.AU/LISTINGS/ TRAVEL-DIR-CATEGORY/ACTIVITIES-TOURS
6	EMERALD CREEK FALLS	4,072	0:31	DESTINATION	ATHERTONTABLELANDS.COM.AU/TRAVEL- DIRECTORY/EMERALD-CREEK-FALLS-MAREEBA
7	EXPERIENCES	3,806	0:17	LISTING	ATHERTONTABLELANDS.COM.AU/EXPERIENCES
8	LAKE TINAROO	3,664	0:24	DESTINATION	ATHERTONTABLELANDS.COM.AU/DESTINATION/ ATHERTON-TABLELANDS/TINAROO
9	GEOLOGICAL WONDERS	3,407	0:47	LISTING	ATHERTONTABLELANDS.COM.AU/LISTINGS/ TRAVEL-DIR-CATEGORY/GEOLOGICAL-WONDERS
10	CURTAIN FIG	3,211	0:18	DESTINATION	ATHERTONTABLELANDS.COM.AU/ TRAVEL-DIRECTORY/CURTAIN-FIG

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