CAIRNS & GREAT : BARRIER BEEF

Major & Regional Events Destination Content Package

OUR BRAND & LOGO

Our destination brand is **Cairns & Great Barrier Reef**. This is used for all consumer facing promotion across Tropical North Queensland.

TOP TIPS

- 1. Read our <u>Brand Book</u>
- 2. Download <u>our logo</u>
- 3. Talking about Summer? Read our Language Guidelines



Brand Platform



MEDIA LIBRARY

Our Media Library is complimentary for all major and regional events to access. You can register below.

TOP TIPS

- 1. Make sure that the content you use is for tourism purposes.
- 2. Look for images in the library that you can use to promote quintessential tropical experiences to show how your event is a great reason for a holiday in TNQ

Register

3. Contribute your own event images by sending them to TTNQ to upload

INSTAGRAM

#explorecairnsgbr

#exploretnq

@tropicalnorthqueensland

FACEBOOK

@tropicalnorthqueensland

TWITTER

@CairnsGBR





<u>Visit</u>



SOCIAL MEDIA TILES

SUMMER



Taste tree-fresh this summer in Cairns

REEF



Explore an underwater wonderland on the Great Barrier Reef

RAINFOREST



Connect with nature in the world's oldest surviving rainforest ******

FOOD & DRINK



Tantalise your taste buds with the treats of the tropics

<u>Download</u>



SUMMER / WINTER

In summer Tropical North Queensland comes alive. Ditch the hot showers and feel the cool relief of jumping into a freshwater swimming hole on a warm tropical day.

DRIVE

From reef to outback, through rainforest & grasslands, driving in Tropical North Queensland is an unforgettable travel experience.

ADVENTURE

Tackling rapids in the rainforest, finding Dwarf Minke Whales on the Great Barrier Reef, leaping from a plane, and everything in between - there's an adventure waiting for you in the tropics.

URBAN JUNGLE

Welcome to Cairns, the real urban jungle. Soak in the glorious sunshine or slink into the moonlight. We've also got the Great Barrier Reef, the rainforest and other great stuff too...



THE SAVANNAH WAY CAIRNS TO LAWN HILL GORGE





Download

BANNER ADS

GREAT BARRIER REEF



GREAT LEAVE

>> EXPLORE NOW



Download

RAINFOREST



TIPS FOR SHOWCASING THE DESTINATION

BE INSPIRATIONAL Not cheesy



Use wide shots of the landscape

BE INTERESTING NOT EXPECTED

Port Douglas Carnivale July 7 • 3 Rather be frolicking at Four Mile Beach today? 1 #PDCarnivale



Show how your event uses the destination

BE CURIOUS NOT CONTRIVED

Reef to Reef MTB September 5 · 🔊

Sunday mood 😚 🁌 Tag a mate that needs to get out of the deck chair and onto the bike in preparation for Reef to Reef or Triple-R 2022 👇 #ReeftoReefMTB #CoodTimesRolling



Embody a holiday vibe

CAPTURE MOMENTS NOT POSES





Make viewers want to be there

GREAT EXAMPLES

Taste Port Douglas - Food & Drink Festival is at Market Park Port Douglas. November 6 · 🕄

Our little piece of paradise! 😽

From wandering the Sunday markets, to snorkeling the Great Barrier Reef 🧶 and exploring the Daintree Rainforest 🥞 Port Douglas is the place memories are made!

When are you visiting our beautiful backyard?







IRONMAN in Cairns lovember 26 at 8:30 PM · 🕤 lt's known as 'The Race in Paradise' for a reason 🤩 🌴 🧅







tasteportdouglas · Following Sheraton Grand Mirage Resort, Port Douglas tasteportdouglas Just your typical tropical Tuesday in Port Douglas...@aswewander poolside with a @rumcooffiji coconut in hand.

asteportdouglas #tropicaltuesday #ta Isheratongrandportdouglas #portdouglas fportdouglasuncovered #holidayherethisye portdouglasfood #portdouglasrestaurants portdouglasdaintree #exploretng #explo foodforfoodies #tropicalnorthqueensland #discoverqueensland #discoverfnq #queensland #portdouglaslife #foodfestival #foodevent #foodbl #portdouglasfoodie #caimsfoodie #brisbanefoodie Wrinewent #makeitdelicius #bridswherefoodie #vineevents #makeitdelicious #holiday #visitqueensland #supportlocal #shera

Su Benk rumcooffiji 🗢 🙌 1 like Reply

V 0 V 28 Liked by snr_consulting_ and others Add a comment.







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GREAT EXAMPLES



Perfectly timed to use while you are in Cairns for the Great Barrier Reef Masters Games, 20-23 May. What tourism experience would you choose? 🌴 🚘 🔔 🚙 🔔 🚁

Register for the 2021 Great Barrier Reef Masters Games at



Cooktown & Cape York Expo 2021 June 16 · 🕄

Don't miss the Discovery Festival this weekend!!

The final four days of the Cooktown & Cape York Expo 2021 will end with a bang on the shores of the Endeavour River.

Don't miss your opportunity to witness the magic of the 40 kids dancing in the Warrma, the Re-enactment story of Cook's 48 days and loads of wonderful music, indigenous dance troupes, regional street parade, multicultural entertainment, workshops, garden tours and the Royal Historical Society Conference on Sat... See more



Red Bull Defiance is with Daria Kurtov and Lisa Dominguez. September 1, 2019 · 📀

Just when you thought Red Bull Defiance couldn't get any better...it did #redbulldefiance Redbull @RedBullau #missionbeach #dunkisland







tropicalnorthqueens · Following heraton Grand Mirage Resort, Port Dougla

tropicalnorthqueensland Sweet dreams are made of @tasteportdouglas From glamour & golf to sipping cocktails & sensational seafood Taste Port Douglas once again served us some incredible times Showcasing the best of Tropical North Queensland's produce, farmers & restaurants with an inspiring lineup of some of Australia's leading chefs, industry influencers, & culinary experts, this is one event that's worth the trip Couldn't make it this year? Don't worry, we'll see you at next

vear's event! @kyle_hunter & @_aswewander #seeaustralia #exploreTNQ

#explorecairnsGBR #thisisqueensland

tasteportdouglas What a weekend! Thank you e support! We @tropicalnorthqueensland for your incredibl are so excited for Taste Port Douglas 2022! 7w Reply

alli.zorina Wow this is gorgeous, it looks like heaven 👐

7w Reply

Liked by jilarapearl and others TOBER 16

V Q V



tropicalnorthqueens · Following ٩. Laura, Queensland tropicalnorthqueensland @ One of the biggest celebrations of culture in @australia blew away festival-goers over the weekend at @lauraquinkandancefestival Dancers from across @tropicalnorthqueensland and @queensland came together to share their stories through song & dance on a traditional Bora Ground at Laura, the central meeting place for the people of #CapeYork. Visitors also enjoyed performances including @vothuvindi official, arts exhibition & workshops, What an incredible way to kick off @naidocweek & celebrate our First Nations people, culture & history 🚼 Dancers pictured from: Yarrabah Cultural Dancers Pormpuraaw Woorabinda Kulgoodah Dancers Deaf Indigenous Dance Group Mayi Wunba Kuranda Yaurukun Yarrabah State School

Were you there? Share your pics using the hashtags below & tagging us in your posts #exploreTNQ #explorecairnsGBR #thisisqueensland

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QQA Liked by jilarapearl and others

Add a comment



By bus, plane, car, caravan and boat, artists, performers, techcrews, and tourists are arriving in their droves! Cooktown is finishing putting on the final touches - ready for ten days of celebrations and stories, music, art and entertainment that all kick off tomorrow!

🛫 @gilliepop arrived in town today and snapped this cracking pic from Grassy Hill. The forecast for the weekend looks equally as sweet #seeyousoon



savannahintheround Wow! General Check out this incredible shot of