

An aerial photograph of a vibrant coral reef. The water is a deep, clear turquoise color, revealing the intricate patterns of the coral below. In the lower-left quadrant, a group of about ten divers is visible, swimming in a loose formation. One diver is holding a bright orange lifebuoy. The overall scene is bright and clear, suggesting a healthy marine environment.

# DESTINATION DIGITAL & SOCIAL YEAR IN REVIEW

JULY 2023 – JUNE 2024

# HIGHLIGHTS



**\$1.9M**

ADVERTISING VALUE  
EQUIVALENT (AVE)<sup>1</sup>

-2% YOY



**16M**

TOTAL ORGANIC  
REACH<sup>1</sup>

+359% YOY



**270K**

OUTBOUND REFERRALS  
FROM WEBSITE

+21% YOY



**19**

SPONSORED SOCIAL  
INFLUENCERS



**15+**

NEW BLOGS & PAGES

ON DESTINATION WEBSITE



**90.6K**

EMAIL  
SUBSCRIBERS

<sup>1</sup>. Includes Corporate, Japanese and Chinese channels (website, social, eDM).



# DESTINATION WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG.AU



**2.1M**  
TOTAL  
USERS

+20% YOY



**2M**  
TOTAL  
NEW USERS

+20% YOY



**2.5M**  
TOTAL  
SESSIONS

+21% YOY



**5.8M**  
TOTAL  
PAGE VIEWS

+57% YOY



**2.3**  
TOTAL  
PAGES/SESSION

+25% YOY



**00:45**  
TOTAL AVERAGE  
SESSION DURATION

-59% YOY

## ORGANIC SEARCH TRAFFIC



**928K**  
ORGANIC  
USERS

+7% YOY



**939K**  
ORGANIC  
NEW USERS

+20% YOY



**1.2M**  
ORGANIC  
SESSIONS

+73% YOY



**2.8M**  
ORGANIC  
PAGE VIEWS

+30% YOY



**2.3**  
ORGANIC  
PAGES/SESSION

+107% YOY



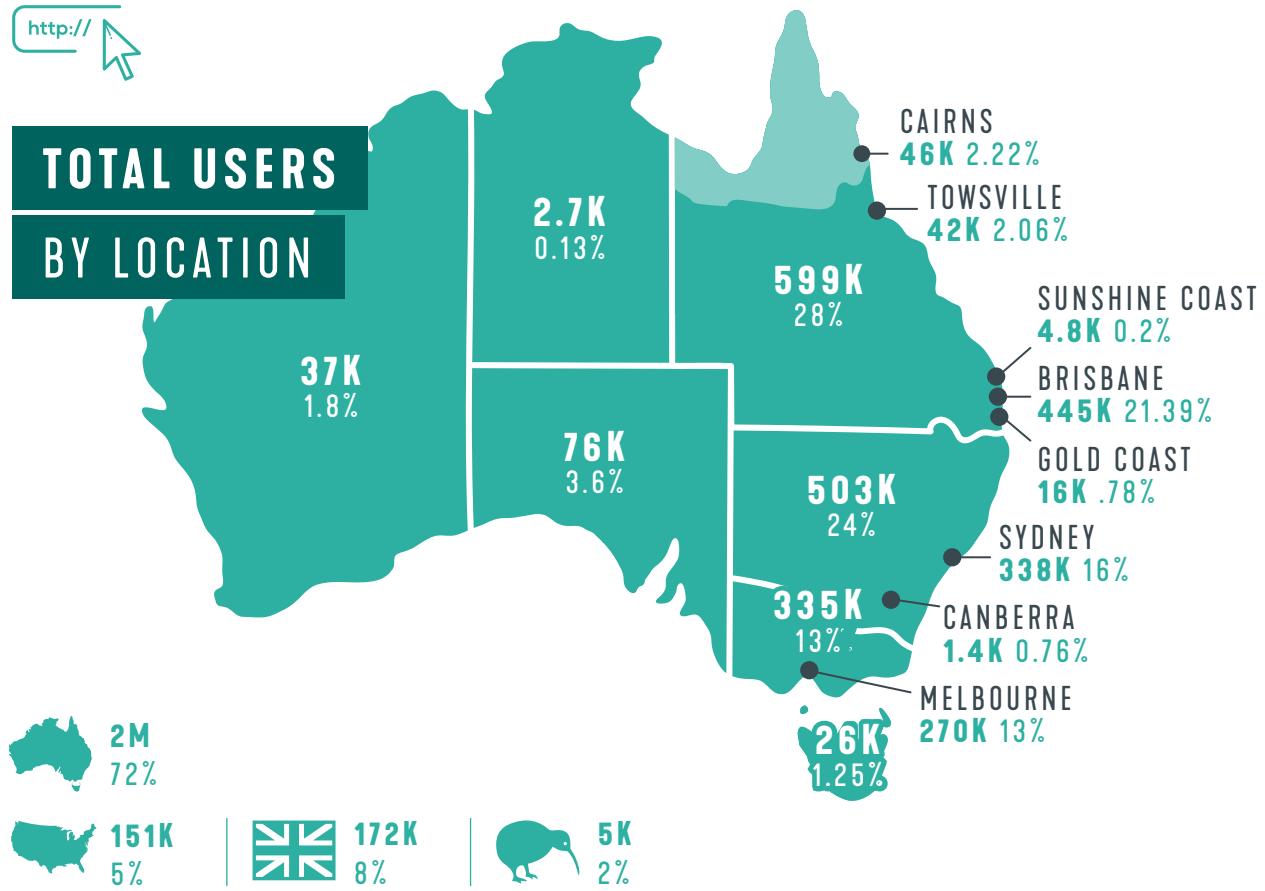
**01:57**  
ORGANIC AVERAGE  
SESSION DURATION

+33% YOY

http://

## TOTAL USERS

## BY LOCATION



## TOP ORGANIC PAGE VIEWS

1	THINGS TO DO IN CAIRNS	124,889
2	THINGS TO DO	88,960
3	WHERE TO GO > PALM COVE	30,585
4	WATERFALL CIRCUIT	27,627
5	THINGS TO DO IN CAIRNS WITH KIDS	20,939
6	BEST MARKETS NEAR CAIRNS	21,988
7	TRAVEL ALERTS	20,623
8	UNDARA LAVA TUBES	16,123
9	DAY TRIPS FROM CAIRNS	18,092
10	BARRON FALLS GUIDE	15,496

## SEO & SEM



**10%**  
SEM AVERAGE CTR  
+9.65% YOY



**278K**  
TOTAL  
CLICKS



**2.8M**  
TOTAL  
IMPRESSIONS



# DESTINATION INSTAGRAM OVERVIEW

@TROPICALNORTHQUEENSLAND



**9.9M** [-74%]  
REACH  
TOTAL



**6.8M** [+20%]  
REACH  
ORGANIC



**795K** [+4%]  
INTERACTIONS  
TOTAL



**4.5K** [-36%]  
COMMENTS  
TOTAL



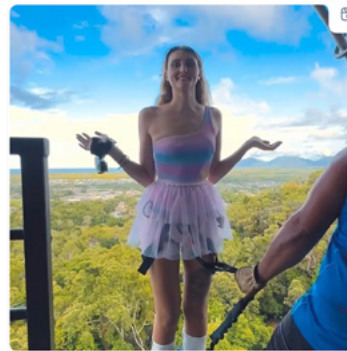
**2.1K** [-79%]  
NEW  
FOLLOWERS



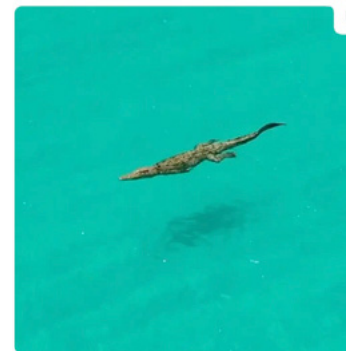
**227K** [+4%]  
FOLLOWERS  
TOTAL

Algorithmic changes, shift in consumer behaviour and less paid social activity resulted in lower organic reach. Users are less likely to comment but are sharing and saving meaning total engagements are up but comments are down. Accounts also don't need to follow to engage with content.

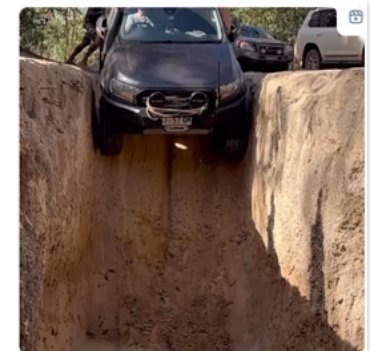
## MOST ENGAGING INSTAGRAM POSTS



▶ 4.3M ♥ 193.5K 💬 914 🔄 94.13%



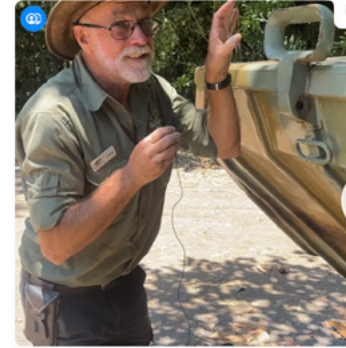
▶ 215.5K ♥ 7.4K 💬 68 🔄 3.84%



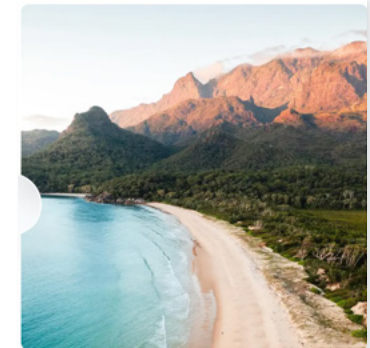
▶ 130.4K ♥ 4.6K 💬 191 🔄 3.04%



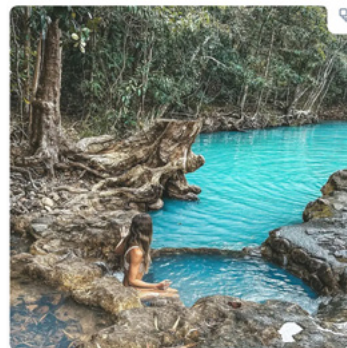
♥ 4K 💬 39 🔄 1.84%



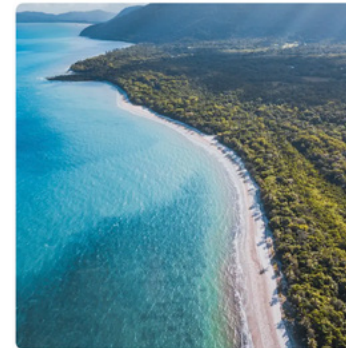
▶ 119.7K ♥ 3.1K 💬 128 🔄 1.83%



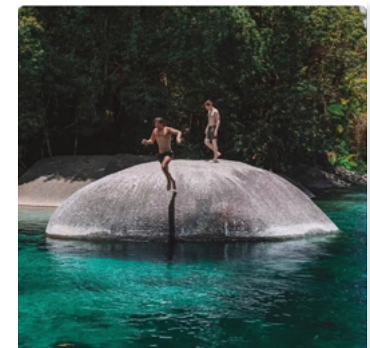
♥ 3.2K 💬 17 🔄 1.47%



♥ 2.8K 💬 23 🔄 1.34%



♥ 2.8K 💬 16 🔄 1.3%



♥ 2.6K 💬 25 🔄 1.24%



# DESTINATION FACEBOOK OVERVIEW

@TROPICALNORTHQUEENSLAND



**32.5M** [-51%]  
REACH  
TOTAL



**7.1M** [-40%]  
REACH  
ORGANIC



**216.1K** [-46%]  
INTERACTIONS  
TOTAL



**8K** [-40%]  
COMMENTS  
TOTAL



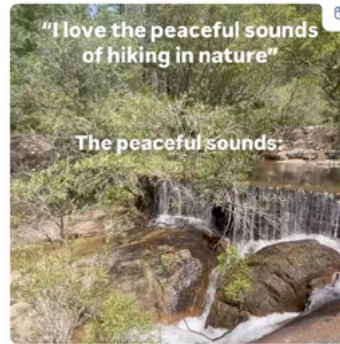
**44.7M** [-39%]  
IMPRESSIONS  
TOTAL



**235K** [-45%]  
FOLLOWERS  
TOTAL

Algorithmic changes, shift in consumer behaviour and less paid social activity resulted in lower total reach, comments and likes. Consumers are less likely to engage but are still viewing content. This is reflected across all accounts.

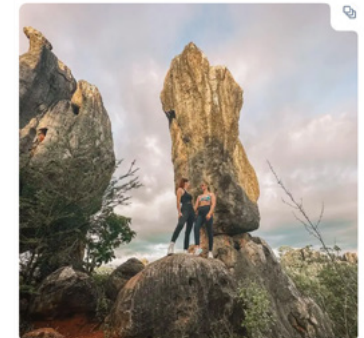
## HIGHEST REACH FACEBOOK POSTS



▶ 2.2M 👍 51.2K 💬 3.6K ⏪ 11K 🔄 2M



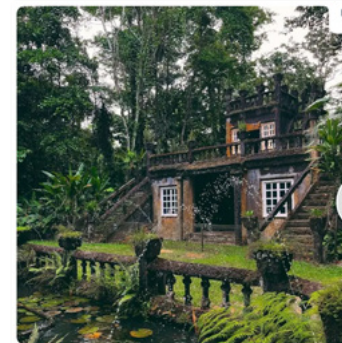
▶ 1.7K 👍 427 💬 133 ⏪ 143.6K



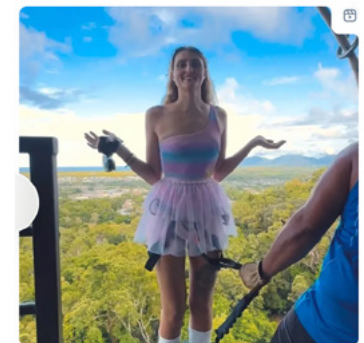
▶ 459 👍 62 💬 41 ⏪ 91.5K



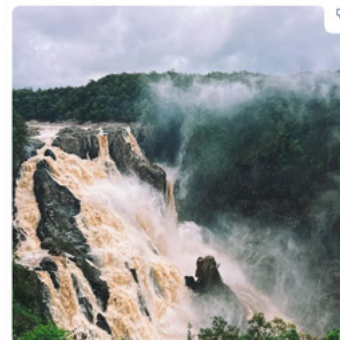
▶ 85.7K 👍 1.9K 💬 179 ⏪ 121 🔄 86.5K



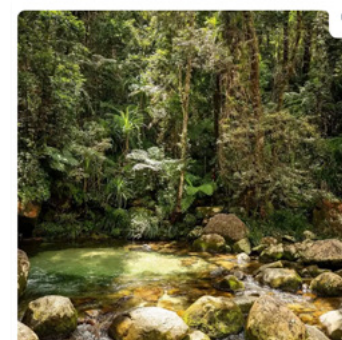
▶ 1.2K 👍 149 💬 78 ⏪ 80.5K



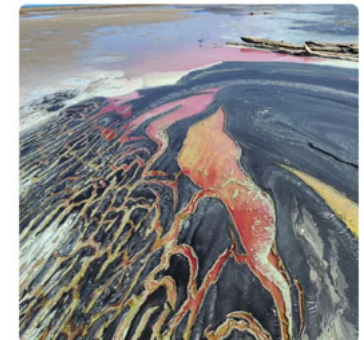
▶ 61.2K 👍 454 💬 64 ⏪ 5 🔄 67.4K



▶ 713 👍 43 💬 49 ⏪ 61.3K



▶ 781 👍 95 💬 35 ⏪ 56.5K



▶ 496 👍 47 💬 43 ⏪ 54.5K



# INFLUENCER PROGRAM

## SPONSORED SOCIAL INFLUENCERS & CONTENT CREATORS

Each partnership had its own objectives, from content creation to social influence and editorial coverage. These were to align with specific campaign activities or objectives.

-----  
**COMBINED FOLLOWERS: 13M+**  
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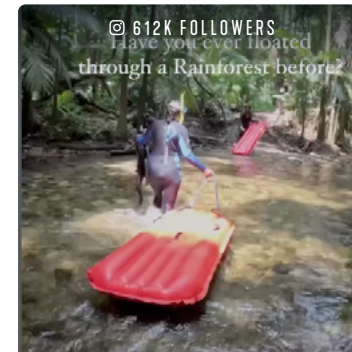
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**ADVERTISING VALUE EQUIVALENT: \$444,000**  
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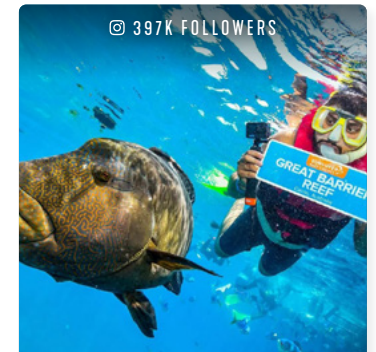
**@SAMIBLOOM**  
ACCESSIBILITY



**@AARYAVORA**  
GOPRO INDIAN KOL



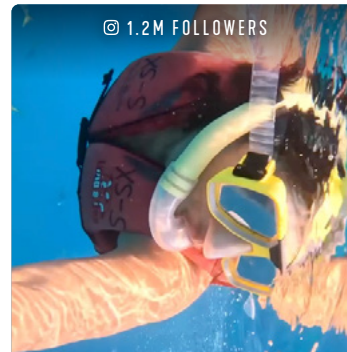
**@THELIFESTYLEDIARYY**  
GOPRO INDIAN KOL



**@DELHIFOODNEST**  
GOPRO INDIAN KOL



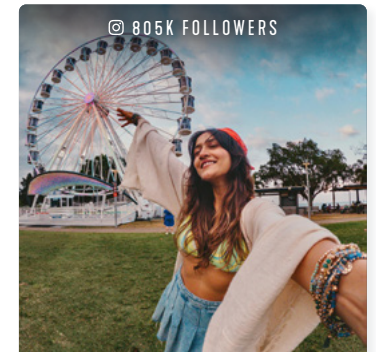
**@CHEFYASH**  
GOPRO INDIAN KOL



**@BRINDASHARMA**  
GOPRO INDIAN KOL



**@WANDERWITHSKY**  
GOPRO INDIAN KOL



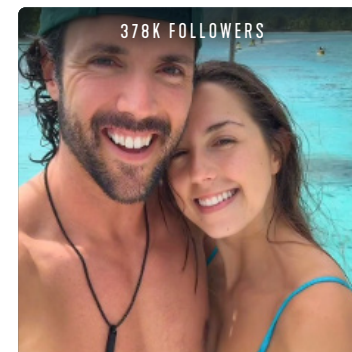
**@LARISSA\_WLC**  
GOPRO INDIAN KOL



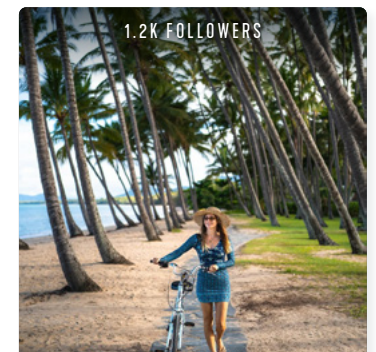
**@KRITIKA\_GOEL**  
GOPRO INDIAN KOL



**@CAMBOSTOCK**  
LIFE OUTSIDE



**@ THEGLOBEWANDERERS**  
BUCKETLIST DESTINATIONS



**@MADDIEEDWARDS\_**  
TRAVEL PHOTOGRAPHER



# INFLUENCER PROGRAM



**8.6M**  
REACH  
TOTAL



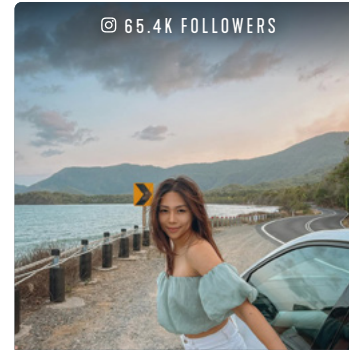
**162K**  
INTERACTIONS  
TOTAL



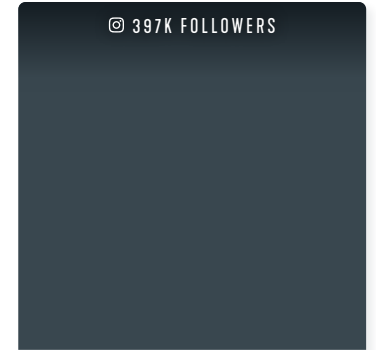
**@EARTHWITHTOM**  
TRAVEL VIDEOGRAPHER



**@EDWININJA**  
SINGAPOREAN IN SYDNEY



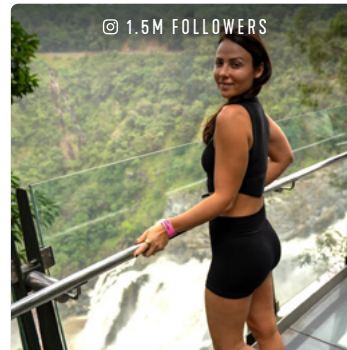
**@IAMRACHELWAN**  
SINGAPOREAN IN SYDNEY



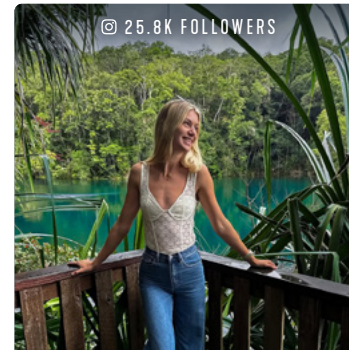
**@XIAOBAOZA**  
DOMESTIC CHINESE INFLUENCER



**@KELLERDIARIES**  
GOPRO INDIAN KOL



**@REALTENILLEDASHWOOD**  
CONTENT CREATOR



**@ALIXMACRAE**  
CONTENT CREATOR



**@PETITE.BLONDINE**  
TRAVEL EDITOR BASED IN LONDON





# JAPANESE WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG/JP



**193K**  
TOTAL  
USERS

+147% YOY



**181K**  
TOTAL  
NEW USERS

+132% YOY



**253K**  
TOTAL  
SESSIONS

+153% YOY



**398K**  
TOTAL  
PAGE VIEWS

+134% YOY



**1.4**  
TOTAL  
PAGES/SESSION

+6.48% YOY



**00:58**  
TOTAL AVERAGE  
SESSION DURATION

-126% YOY

## JAPANESE TOP PERFORMING SOCIAL

@CAIRNSJP @CAIRNS\_JP @CAIRNSJP



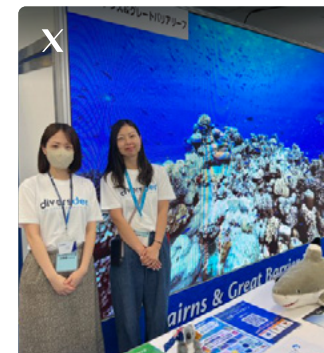
PREPARATION FOR CAIRNS TRIP  
REACH: 40K ENGAGEMENTS: 2,654



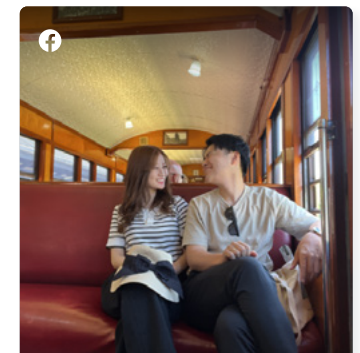
USEFUL APPS IN CAIRNS  
REACH: 41K ENGAGEMENTS: 1,768



DUNDEE'S WATERFRONT  
REACH: 16K ENGAGEMENTS: 647



TOKYO MARINE DIVING FAIR  
REACH: 6K ENGAGEMENTS: 202



CAIRNS INFORMATION  
REACH: 2K ENGAGEMENTS: 238



# CHINA WEIBO, WECHAT & LITTLE RED BOOK OVERVIEW



**163K**  
ADVERTISING VALUE  
EQUIVALENT (AVE)

-99% YOY



**3.7M**  
TOTAL  
REACH

-68% YOY



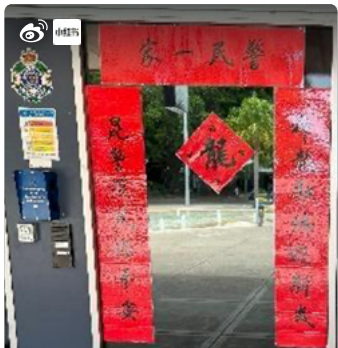
**25.4K**  
TOTAL  
ENGAGEMENTS

-45% YOY

The decline in year-on-year results for FY 23-24 can be attributed to heightened competition in the Chinese market, which led to reduced reach and AVE. It's important to note that TTNQ's content is organic and not paid. The YoY decrease is also influenced by a high-performing trending post in October 2022. Excluding this spike, engagement on China's social channels has decreased by 47%, though performance remains above the benchmark.

## TOP POSTS

凯恩斯与大堡礁 凯恩斯与大堡礁 [CONSUMER-FOCUSED] 凯恩斯与大堡礁北昆士兰官方机构 [TRADE-FOCUSED]



SPRING FESTIVAL COUPLET  
REACH: 104.2K



PANDA'S JOURNEY HOME  
REACH: 153K



CAIRNS' COFFEE CULTURE  
REACH: 137K



GREAT PYRAMID RACE  
REACH: 101K



CAIRNS NORTHERN BEACHES  
REACH: 45K

A woman with long hair, wearing a wide-brimmed hat and a rust-colored dress, stands in a lush tropical jungle. She is looking towards a waterfall that cascades down a rocky ledge. The scene is filled with vibrant green foliage and some leaves with orange and red tints, suggesting a warm, humid environment. The overall mood is serene and natural.

# THANK YOU

IF YOU HAVE ANY QUESTIONS, PLEASE  
CONTACT [MARKETING@TTNQ.ORG.AU](mailto:MARKETING@TTNQ.ORG.AU)

CAIRNS &   
GREAT BARRIER REEF  
TROPICAL NORTH QUEENSLAND 