

A tropical beach scene at sunset. The sky is filled with soft, warm clouds in shades of orange, pink, and blue. In the foreground, a man and a woman are standing on the sandy beach, holding hands and looking at each other. The woman is wearing a green tank top and white pants, while the man is wearing a white shirt and shorts. To their right, a row of palm trees leans over the beach. In the background, the ocean is calm, and distant mountains are visible on the horizon.

DESTINATION DIGITAL & SOCIAL YEAR IN REVIEW

JULY 2024 – JUNE 2025

HIGHLIGHTS



\$3.1M

ADVERTISING VALUE
EQUIVALENT (AVE)¹

+14% YOY



31M

TOTAL ORGANIC
REACH¹

+33% YOY



229K

OUTBOUND REFERRALS
FROM WEBSITE

-18% YOY



19

SPONSORED SOCIAL
INFLUENCERS



1.3M

LIFETIME OF
GREATNESS
SUPPORTERS²



90.2K

EMAIL
SUBSCRIBERS



DESTINATION WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG.AU



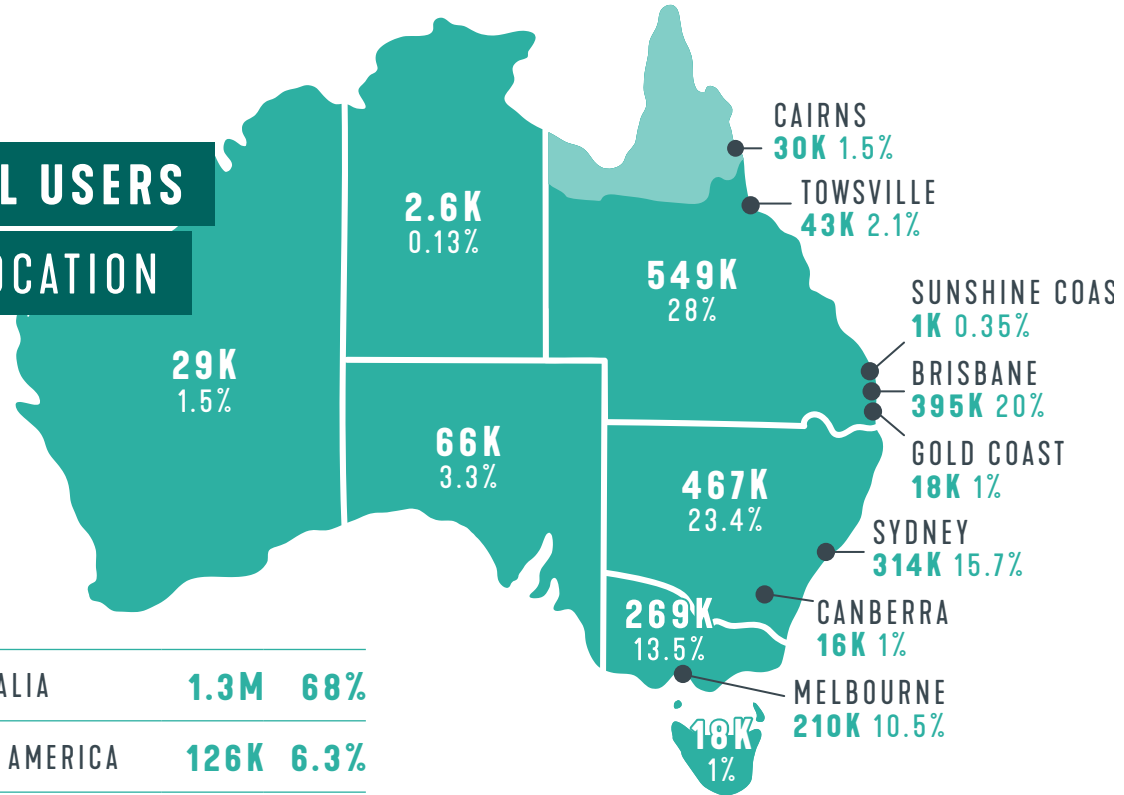
Due to changes on consumer search behaviour and AI search limiting click through, we have seen a reduction in web traffic. However, web traffic quality remains exceptional.

ORGANIC SEARCH TRAFFIC





TOTAL USERS BY LOCATION



● AUSTRALIA	1.3M	68%
● NORTH AMERICA	126K	6.3%
● UK & EUROPE	167K	8.4%
● NEW ZEALAND	6.5K	2.8%

- CAIRNS 30K 1.5%
- TOWNSVILLE 43K 2.1%
- SUNSHINE COAS 1K 0.35%
- BRISBANE 395K 20%
- GOLD COAST 18K 1%
- SYDNEY 314K 15.7%
- CANBERRA 16K 1%
- MELBOURNE 210K 10.5%

TOP ORGANIC PAGE VIEWS

1	THINGS TO DO IN CAIRNS	123,841
2	THINGS TO DO	90,237
3	HOME PAGE	59,756
4	WATERFALL CIRCUIT	41,023
5	WHERE TO GO > PALM COVE	37,323
6	BEST MARKETS NEAR CAIRNS	28,554
7	20 WATERFALLS NEAR CAIRNS	25,691
8	WHERE TO GO > DAINTREE	24,905
9	DEALS	22,746
10	DAY TRIPS FROM CAIRNS	21,386

SEO & SEM



268K
TOTAL
CLICKS



3.5M
TOTAL
IMPRESSIONS



DESTINATION INSTAGRAM OVERVIEW

@TROPICALNORTHQUEENSLAND



5.3M [-17%]
REACH
ORGANIC



262K [-44%]
INTERACTIONS
TOTAL



25K [-53%]
SAVES & SHARES
TOTAL



2.5K [-43%]
COMMENTS
TOTAL



9.1K [+84]
LINK CLICKS
TOTAL



229K [0%]
FOLLOWERS
TOTAL

Algorithm changes, shifts in consumer behaviour, and reduced paid social activity resulted in lower organic reach and content interactions. A revised strategy focused on growing click-through traffic to the website also influenced engagement patterns. The 2023-24 figures were elevated by a viral post that reached 4.3M, so the current results reflect a correction.

MOST ENGAGING INSTAGRAM POSTS



8.4K 42 16.07%



1.6K 32 15.55%



1.9K 20 14.85%



1.6K 17 14.63%



23.1K 2K 14 14.13%



23.6K 2.1K 24 13.9%



1.3K 7 13.77%



947 4 13.71%



1.2K 11 13.08%



DESTINATION FACEBOOK OVERVIEW

@TROPICALNORTHQUEENSLAND



19.4M [-56%]
IMPRESSIONS
TOTAL



12.8M [+122%]
REACH
ORGANIC



167K [+14%]
INTERACTIONS
TOTAL



5.8K [-26%]
COMMENTS
TOTAL



107K [-46%]
LINK CLICKS
TOTAL



238K [+83%]
FOLLOWERS
TOTAL

Organic reach increased by 122% compared to the previous reporting period. This reflects a correction following the significant decline experienced in 2022-23, when algorithm changes and reduced paid activity contributed to lower reach.

HIGHEST REACH FACEBOOK POSTS



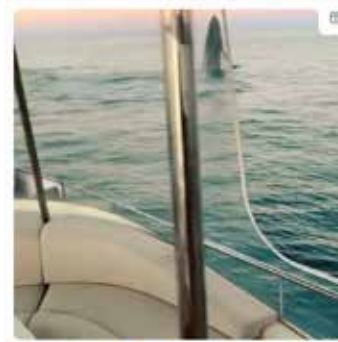
▶ 593.6K ▶ 14.4K ▶ 1K ▶ 2.2K
👍 603.1K



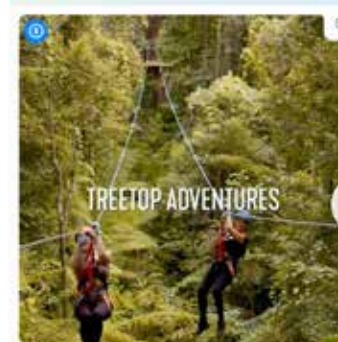
▶ 391.8K ▶ 2.2K ▶ 226 ▶ 258
👍 534.4K



▶ 149.4K ▶ 1.6K ▶ 290 ▶ 187
👍 334.3K



▶ 247.7K ▶ 77K ▶ 381 ▶ 418 ▶ 255.2K



▶ 20.3K ▶ 91 ▶ 0 ▶ 7 ▶ 163K



▶ 5.5K ▶ 187 ▶ 284 ▶ 153K



▶ 89.8K ▶ 1.7K ▶ 155 ▶ 193
👍 144.9K



▶ 139K ▶ 3.1K ▶ 360 ▶ 368
👍 144.5K



▶ 70.4K ▶ 2.4K ▶ 117 ▶ 281
👍 142.3K



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.

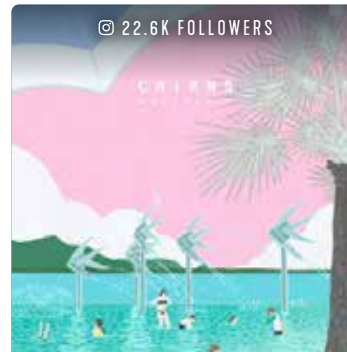
COMBINED FOLLOWERS: 5M+

ADVERTISING VALUE EQUIVALENT: \$1.6M



@ 185K FOLLOWERS

@SAM_EYLES
SOCIAL AWKWARD YOUTUBER



@ 22.6K FOLLOWERS

@ENNAYAMISHIRO (JP)
ILLUSTRATOR / PAINTER



@ 123K FOLLOWERS

ELLIE SIMMONDS
Sheba Hope Growers™ Ambassador
@ELLIESIMMONDS
SINGAPOREAN IN SYDNEY



@ 310K FOLLOWERS

EVERY STREET
FEELS LIKE A TROPICAL
@ESCAPE.VIDEO
REEL CREATOR



@ 20K FOLLOWERS

@KINGAPHILIPPS
JOURNALIST



@ 74.5K FOLLOWERS

@SAMJBLOOM
SPEAKER, MUM TO 3 BOYS,
SCI SURVIVOR



@ 2.2M FOLLOWERS

@DRALEXGEORGE
HOW TO BUILD YOUR MENTAL FITNESS



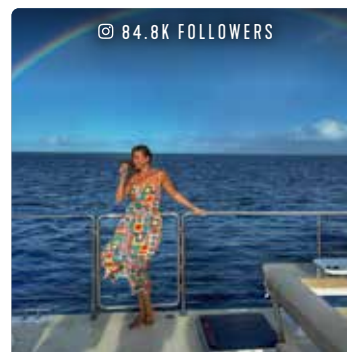
@ 110K FOLLOWERS

@WEARESHEPPARD
MUSICIAN/BAND



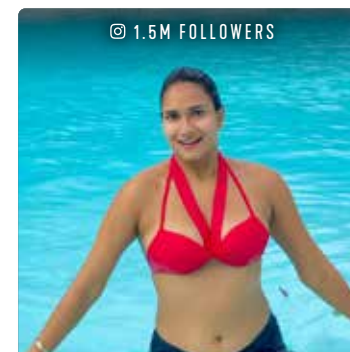
@ 21.2K FOLLOWERS

@RYMAN_TRAVELLER
AUTHOR



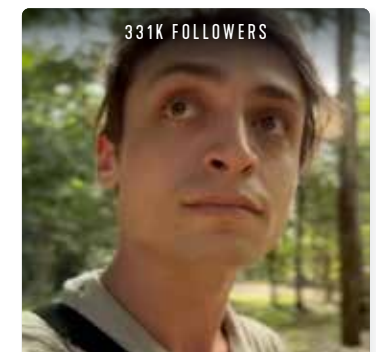
@ 84.8K FOLLOWERS

@TABITHALIPKIN
PERSONAL BLOG



@ 1.5M FOLLOWERS

@RICHI.SHAH
DIGITAL CREATOR



331K FOLLOWERS

@CAMERONROSIN
WRITER



INFLUENCER PROGRAM



35M
REACH
TOTAL



770K
INTERACTIONS
TOTAL



@ 181M FOLLOWERS

MR SHAWN YUE MAN LOK
HONG KONG INFLUENCER



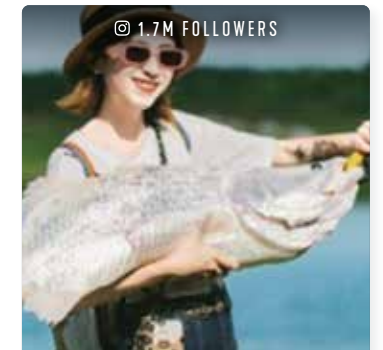
@ 2.1M FOLLOWERS

MR XAVIER
DOMESTIC CHINESE INFLUENCER



43.6K FOLLOWERS

TABIMUSE
COMMUNITY



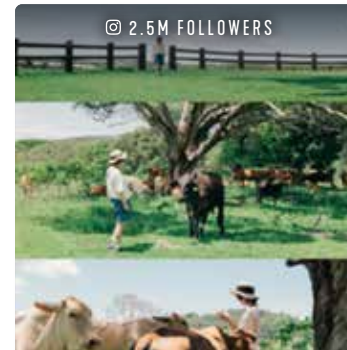
@ 1.7M FOLLOWERS

MS SHIXIN
DOMESTIC CHINESE INFLUENCER



@ 2M FOLLOWERS

MR LIYAN
DOMESTIC CHINESE INFLUENCER



@ 2.5M FOLLOWERS

MS YUANCHAO
DOMESTIC CHINESE INFLUENCER



@ 33.7M FOLLOWERS

MR MENG FEI
CHINESE TV PERSONALITY



JAPANESE WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG/JP



191K
TOTAL
USERS

-1% YOY



188K
TOTAL
NEW USERS

+4% YOY



268K
TOTAL
SESSIONS

+6% YOY



411K
TOTAL
PAGE VIEWS

+3% YOY



1.4
TOTAL
PAGES/SESSION

0% YOY



00:56
TOTAL AVERAGE
SESSION DURATION

-3.5% YOY

JAPANESE TOP PERFORMING SOCIAL

@CAIRNSJP X @CAIRNS_JP F @CAIRNSJP



HOW TO SPEND ARRIVAL DAY
REACH: 37K ENGAGEMENTS: 3.2K



CAIRNS 5 NIGHTS 6 DAYS SCHEDULE
REACH: 33K ENGAGEMENTS: 1.5K



CLOSEST CITY FROM JAPAN
REACH: 41K ENGAGEMENTS: 1K



DUNDEE'S RESTAURANT
REACH: 7K ENGAGEMENTS: 543



CAIRNS MARATHON
REACH: 15K ENGAGEMENT: 615



CHINA WEIBO, WECHAT & LITTLE RED BOOK OVERVIEW



374K
ADVERTISING VALUE
EQUIVALENT (AVE)

+56% YOY



7.9M
TOTAL
REACH

+53% YOY



22.3K
TOTAL
ENGAGEMENTS

-14% YOY

Continued organic growth and strong engagement were achieved across all Chinese social media platforms, with notable spikes in January and April-May 2025 driven by targeted PR and paid digital campaigns. The January launch of the "Chief Experience Officer (CEO)" campaign generated significant traction, followed by the successful "Lifetime of Greatness" campaign in April and May. In November 2024, media value reached a record high during the visit of Chinese TV personality Mr. Meng Fei. Although not a paid collaboration, the visit delivered an estimated AVE uplift of \$9 million.

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]



WELCOME TO CAIRNS
REACH: 1.6M ENGAGEMENT: 92



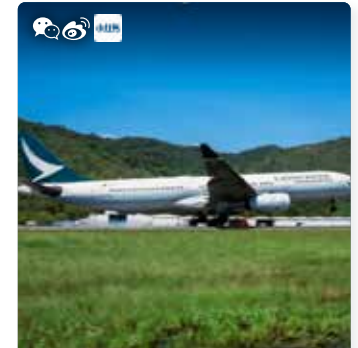
LIFETIME OF GREATNESS
REACH: 1.4M ENGAGEMENT: 216



CHINESE VALENTINE'S DAY
REACH: 351K ENGAGEMENT: 23



CAIRNS LAGOON
REACH: 340K ENGAGEMENT: 13



CATHAY DIRECT TO CAIRNS
REACH: 149K ENGAGEMENT: 38

An underwater photograph of a coral reef. In the foreground, there is a large, diverse coral reef with various colors including brown, purple, and green. Several divers are visible: one in the upper center is swimming towards the camera, and another is further back on the left. The water is clear and blue, with sunlight filtering through from the surface. The overall scene is vibrant and captures the beauty of the Great Barrier Reef.

THANK YOU

IF YOU HAVE ANY QUESTIONS, PLEASE
CONTACT MARKETING@TTNQ.ORG.AU

CAIRNS & 
GREAT BARRIER REEF
TROPICAL NORTH QUEENSLAND 