

DESTINATION DIGITAL & SOCIAL YEAR IN REVIEW

JULY 2025 – JUNE 2026

HIGHLIGHTS



$2.7M

ADVERTISING VALUE EQUIVALENT (AVE)[1]

+16.5% YOY



47M

TOTAL ORGANIC REACH[1]

+51% YOY



182K

OUTBOUND REFERRALS FROM WEBSITE

-20% YOY



4.8M

TOTAL ENGAGMENT[1]



15

SPONSORED SOCIAL INFLUENCERS



90K

EMAIL SUBSCRIBERS

1. Includes Corporate, Business Events, Japanese and Chinese channels (website, social, eDM).

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

DESTINATION WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG.AU

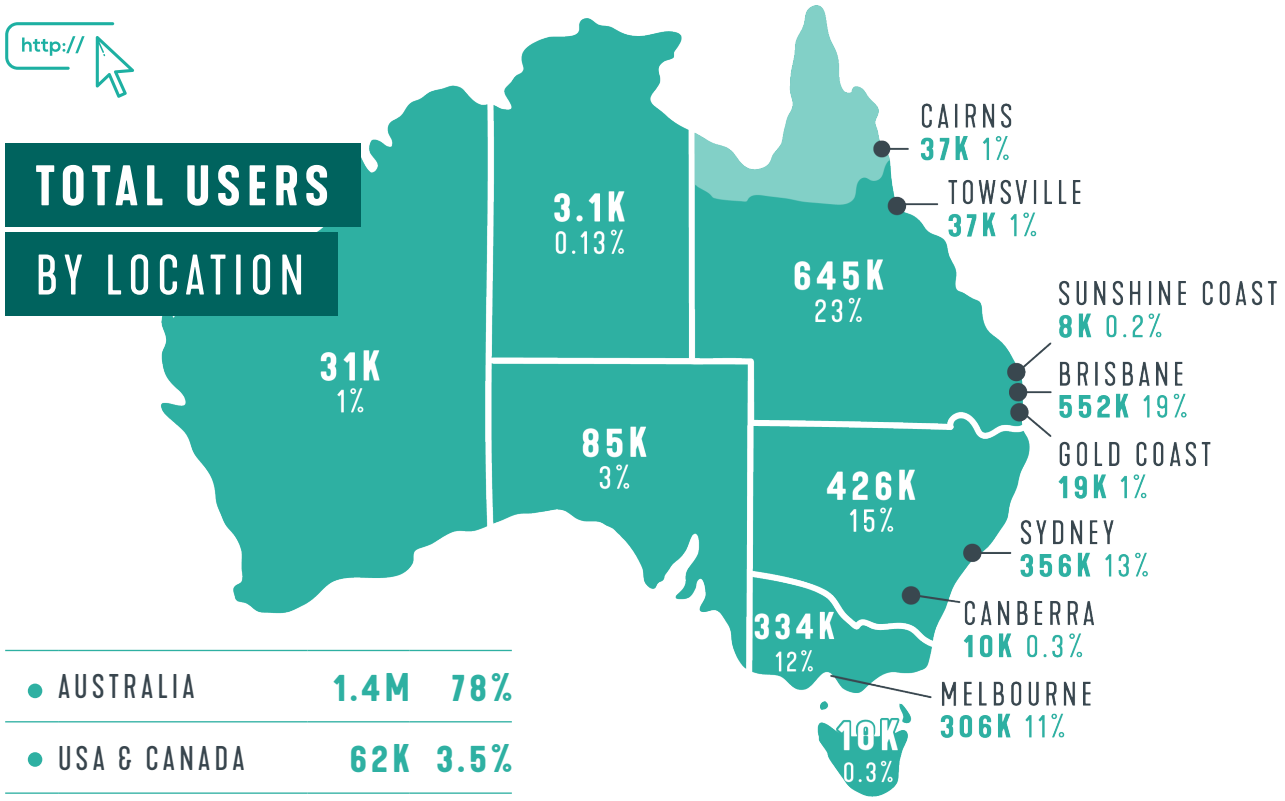
1.8M	2M	4.6M	2.3	00:31
TOTAL USERS	TOTAL SESSIONS	TOTAL PAGE VIEWS	TOTAL PAGES/SESSION	TOTAL AVERAGE SESSION DURATION
-12% YOY	-12% YOY	-13% YOY	-4% YOY	-40% YOY

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

ORGANIC SEARCH TRAFFIC

562K	609K	1.6M	2.6	02:40
TOTAL ORGANIC USERS	ORGANIC SESSIONS	ORGANIC PAGE VIEWS	ORGANIC PAGES/ SESSION	ORGANIC AVERAGE SESSION DURATION
-31% YOY	-41% YOY	-39% YOY	+4% YOY	-7% YOY

TOTAL USERS BY LOCATION



AUSTRALIA	1.4M	78%
USA & CANADA	62K	3.5%
UK & EUROPE	64K	3.6%
NEW ZEALAND	20K	1.2%
ASIA	144K	8%

TOP ORGANIC PAGE VIEWS

1	SUMMER IN THE TROPICS	226,227
2	ITINERARIES AND ROAD TRIPS	198,498
3	DEALS	131,809
4	AUTUMN IN THE TROPICS	118,655
5	URBAN JUNGLE	49,669
6	WHAT'S ON	47,644
7	HOME	45,184
8	WHERE TO GO > DAINTREE	40,245
9	TASTING THE TROPICS	32,746
10	WATERFALL CIRCUIT	30,991

SEO & SEM

364K
TOTAL CLICKS

2.3M
TOTAL IMPRESSIONS

DESTINATION INSTAGRAM OVERVIEW

@TROPICALNORTHQUEENSLAND

5.8M (+51%)
REACH
ORGANIC

112K (-44%)
INTERACTIONS
TOTAL

9.8M (+85%)
IMPRESSIONS
TOTAL

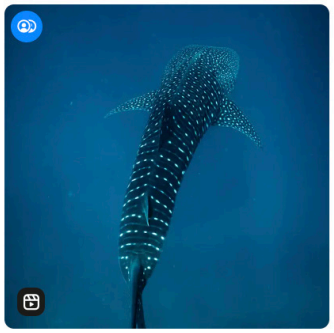
19K (-24%)
SAVES & SHARES
TOTAL

1.5K (-37%)
COMMENTS
TOTAL

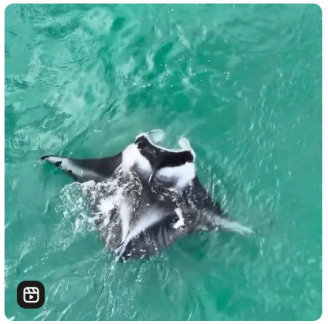
229K (0%)
FOLLOWERS
TOTAL

Changes to Instagram's algorithm and evolving user behaviour influenced platform performance during 2025–26. While reach and impressions increased as content was shown to a broader audience, engagement declined, reflecting changing patterns in how users discover and interact with content.

MOST ENGAGING INSTAGRAM POSTS



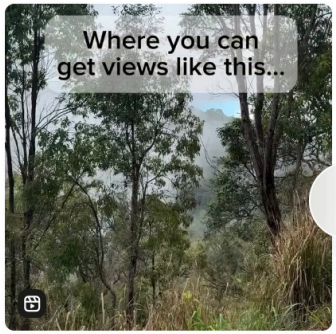
127.7K 4K 65 4.8K



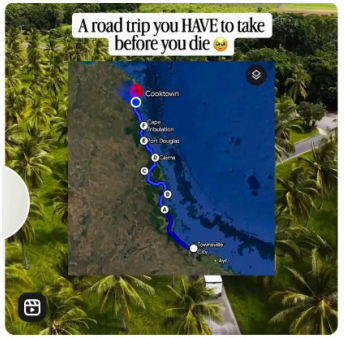
51.8K 3.7K 41 4.6K



2.5K 75 4.3K



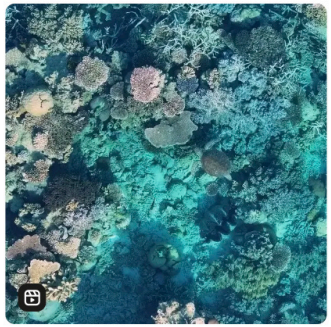
63.8K 2.3K 84 3.3K



41K 1.4K 19 2.7K



2.2K 51 2.5K



25.5K 2.1K 24 2.5K



47.7K 1.6K 5 2.3K



31.8K 770 29 2.3K

DESTINATION FACEBOOK OVERVIEW

@TROPICALNORTHQUEENSLAND

27.3M (+60%)
IMPRESSIONS
TOTAL

21.8M (+43%)
REACH
ORGANIC

127K (-30%)
INTERACTIONS
TOTAL

3.6K (-28%)
COMMENTS
TOTAL

57K (-39%)
LINK CLICKS
TOTAL

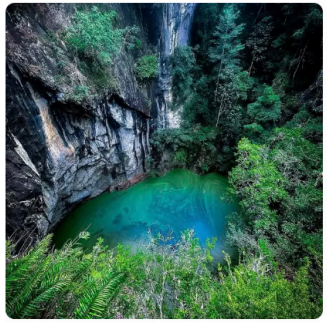
242K (+2%)
FOLLOWERS
TOTAL

Facebook performance in 2025–26 reflected ongoing changes to the platform's algorithm and evolving audience behaviour. Reach and impressions increased, indicating broader content visibility and audience exposure. Overall engagement declined, consistent with changing patterns in how users discover and interact with content on the platform.

MOST ENGAGING FACEBOOK POSTS



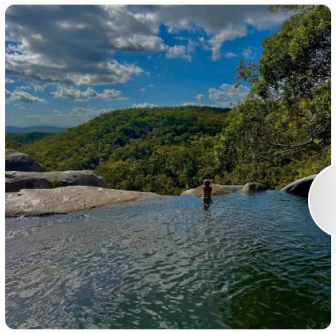
3.2K 725 10.9K



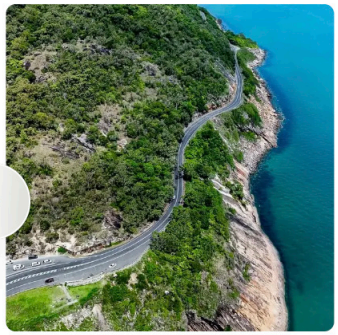
2.3K 289 10.9K



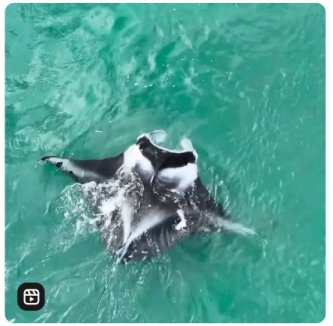
507 44 7.3K



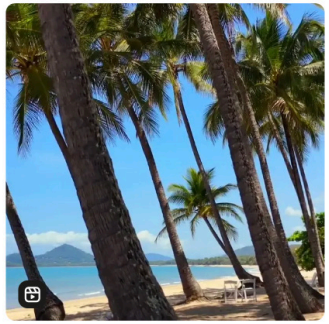
609 83 5K



395 117 4.9K



164.6K 3.8K 104
4.1K



88.5K 2.5K 178
2.9K



564 76 2.9K



1.4K 60 2.6K

DESTINATION TIKTOK OVERVIEW

@TROPICALNORTHQUEENSLAND

188K (+607%)
PROFILE VIEWS
TOTAL

109.2K (-22%)
AVERAGE REACH
PER VIDEO

21.5 (-21%)
AVERAGE FAVOURITE
PER VIDEO

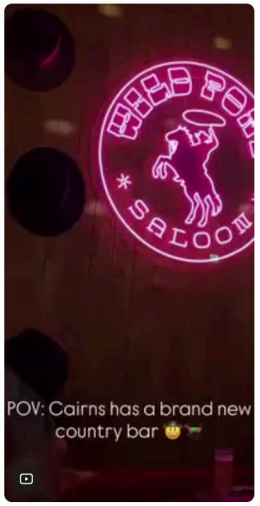
7420 HRS (+14%)
TIME WATCHED
TOTAL

23.8M (-36%)
CONTENT VIEWS
TOTAL

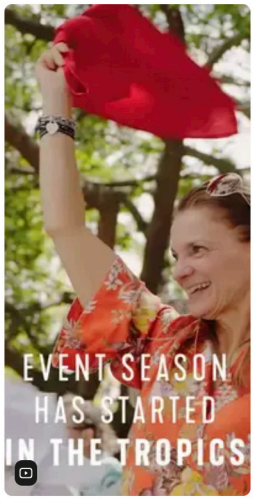
17K (+11.2%)
FOLLOWERS
TOTAL

TikTok performance in 2025–26 reflected changing audience behaviour and platform trends. Followers, profile views (607%) and watch time increased, indicating stronger audience interest. Average reach, content views and favourites declined, consistent with evolving platform behaviour.

MOST ENGAGING TIKTOK POSTS



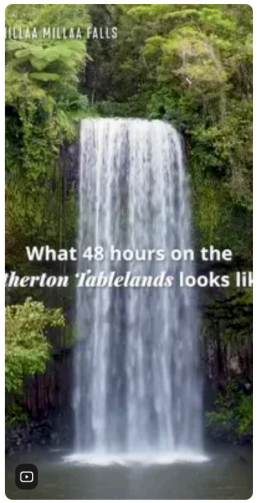
21.6K 1.4K 13 2.4K



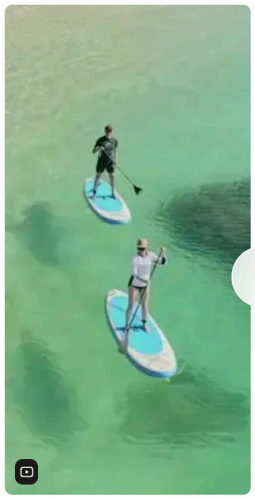
3.7M 905 2 1.1K



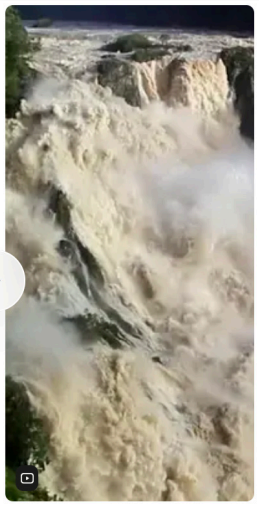
3.1M 607 4 675



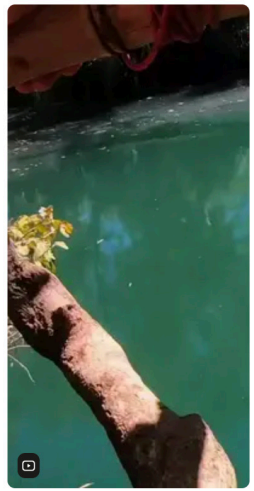
1.3M 497 4 566



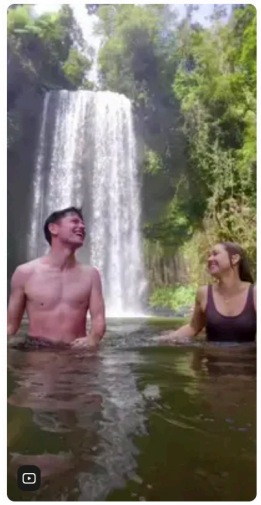
954.6K 495 1 543



1.8M 466 3 517



1.6M 452 0 488



1.2M 406 2 459

INFLUENCER PROGRAM

SPONSORED SOCIAL INFLUENCERS & CONTENT CREATORS

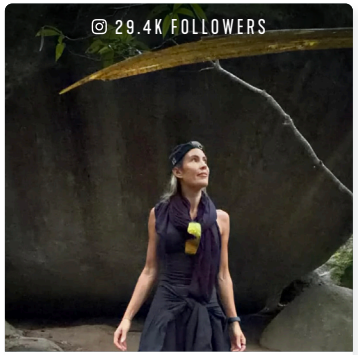
Each partnership had its own objectives, from content creation to social influence and editorial coverage. These were to align with specific campaign activities or objectives.

COMBINED FOLLOWERS: 2.5M+

ADVERTISING VALUE EQUIVALENT: $200K

4.5M
REACH

250K
ENGAGEMENT



@ELLEHALLIWELL
JOURNALIST



@HAZ_AND_LOZ
CONTENT CREATOR



@FRUITAQUARIAN
CONTENT CREATOR



@BRISBANEFOODADVENTURE
CONTENT CREATOR



@DANEANDSTACEY
CONTENT CREATOR



@EVIEWILDERNESS
PHOTOGRAPHER & CONTENT CREATOR



@WORLD_MAPPERS
CONTENT CREATORS



@THEBUCKETLIST.TRAVELLERS
CONTENT CREATORS



@LOGANANDJORDY
CONTENT CREATORS



@THECAPTURINGCOUPLE
CONTENT CREATORS



@THEWHOLEOFUS
CONTENT CREATORS



@PADITV
WIN A TRIP TO GREAT BARRIER REEF

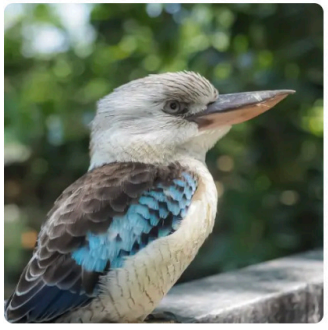
JAPANESE WEBSITE OVERVIEW

TROPICALNORTHQUEENSLAND.ORG/JP

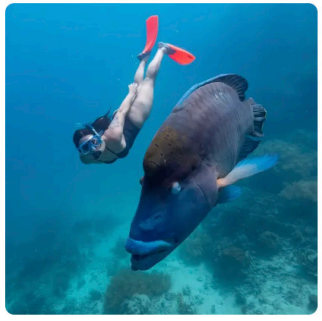
107K	105K	163K	221K	5.7	00:53
TOTAL USERS	TOTAL NEW USERS	TOTAL SESSIONS	TOTAL PAGE VIEWS	TOTAL PAGES/SESSION	TOTAL AVERAGE SESSION DURATION
-43% YOY	-44% YOY	-39% YOY	-46% YOY	307% YOY	-5% YOY

JAPANESE TOP PERFORMING SOCIAL

@CAIRNSJP @CAIRNS_JP @CAIRNSJP



2.4K 68 3.5K



1.4K 23 2.2K



712 18 1.6K



339 1 876



153 0 499

CHINA WEIBO, WECHAT & LITTLE RED BOOK OVERVIEW

156K
ADVERTISING VALUE EQUIVALENT (AVE)

3.5M
TOTAL REACH

11K
TOTAL ENGAGEMENTS

TOP POSTS

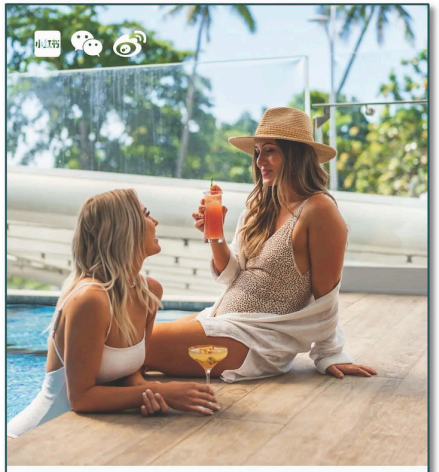
小红书 凯恩斯与大堡礁 (CONSUMER-FOCUSED)　凯恩斯与大堡礁热带北昆士兰旅游 (TRADE-FOCUSED)　凯恩斯与大堡礁



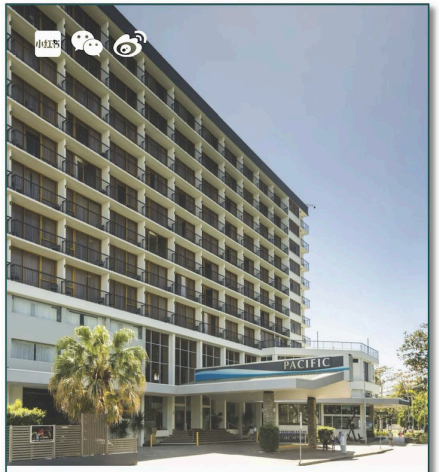
SUN LOVER CRUISES
REACH: 59K **ENGAGEMENTS:** 1,223



SKYRAIL RAINFOREST CABLEWAY
REACH: 58K **ENGAGEMENTS:** 1,366



CRYSTALBROOK FLYNN
REACH: 44K **ENGAGEMENTS:** 1,156



PACIFIC HOTEL CAIRNS
REACH: 40K **ENGAGEMENTS:** 959


IF YOU HAVE ANY QUESTIONS, PLEASE
CONTACT MARKETING@TTNQ.ORG.AU
CAIRNS & GREAT BARRIER REEF
TROPICAL NORTH QUEENSLAND