



Cairns and Great Barrier Reef Content Bank

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Compiled by the Creative and Content team

What is a Content Bank?

WHAT IS IT?

- Content banks are a collection of useful information and links for each of Queensland's destinations.
- Content banks include:
 - Queensland's consumer channels
 - A list of the Regional Tourism Organisation consumer channels
 - Links to useful destination information found on queensland.com
 - Links to relevant destination editorial
 - Links to videos on Queensland's YouTube Channel
 - A link to TEQ's visual gallery

WHY USE IT?

- To save yourself time searching for information and links that are relevant to the destination.

HOW TO USE IT?

This information is perfect for:

- Sharing supporting information and content in your social channels like Facebook, Twitter and Pinterest
- Sending to your consumer audience in your email marketing
- Sharing with industry, partners, colleagues, media and digital influencers
- Including information (i.e. YouTube videos) in your ATDW listings where relevant

Queensland Channels

Website Queensland.com

[eNews](#)

Facebook facebook.com/visitqueensland

Instagram instagram.com/queensland/

Twitter <https://twitter.com/Queensland>

YouTube <https://www.youtube.com/Queensland>

Pinterest <https://www.pinterest.com.au/visitqueensland/>

Weibo <http://weibo.com/queensland>

Hashtag [#thisisqueensland](#)

Cairns and Great Barrier Reef Channels

Website

<https://www.tropicalnorthqueensland.org.au/>

Facebook

<https://www.facebook.com/tropicalnorthqueensland/>

Instagram

<https://www.instagram.com/tropicalnorthqueensland/?hl=en>

Twitter

<https://twitter.com/CairnsGBR?lang=en>

Youtube

https://www.youtube.com/user/ExploreTNQ?&ab_channel=TropicalNorthQueensland%23exploreTNQ


Hashtag #exploreTNQ

Suggested Social Posts

100 Things to do in Tropical North Queensland Blog Post



Facebook:

Whether you have a thirst for adventure or prefer to indulge in a little R&R, [@tropicalnorthqueensland](#) has you covered –  100 things to do in Tropical North Queensland

 <http://j.mp/1jP9RGv> #thisisqueensland

Tropical North Queensland page on Queensland.com



Facebook:

Explore the endless wonderland of fun that is [@tropicalnorthqueensland](#). Adventure is calling, where are you? <http://bit.ly/2nWKyVe> #thisisqueensland

Don't forget to mention @queensland and @visitbrisbane and use #thisisqueensland and #brisbaneanyday #visitbrisbane where relevant to share your content with us

Best Practices for Content in Social Channels

For more tips on how to get engagement with content in your social channels, check out [Queensland's Content Framework](#)

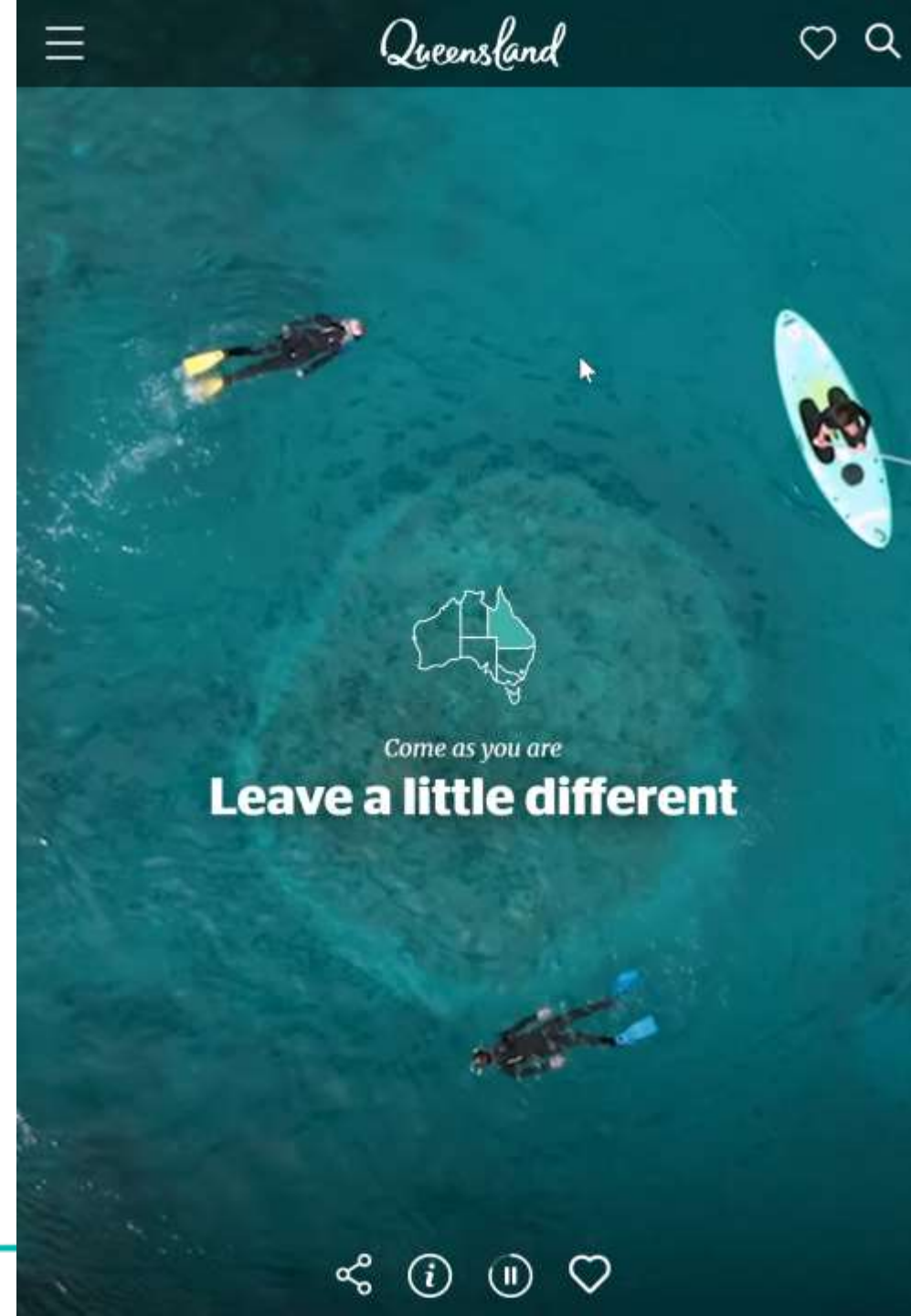


Queensland.com

[queensland.com](https://www.queensland.com) is Tourism and Events Queensland's consumer website.

You'll find Cairns and Great Barrier Reef destination content here:

- C&GBR region: <https://www.queensland.com/au/en/places-to-see/destinations/cairns-and-great-barrier-reef.html>
- Accommodation: <https://www.queensland.com/au/en/plan-your-holiday/accommodation/tropical-north-queensland-accommodation.html>
- Events: <https://www.queensland.com/au/en/things-to-do/events/tropical-north-queensland-events.html>
- Restaurants: <https://www.queensland.com/au/en/things-to-do/food-and-drink/restaurants-and-cafes/tropical-north-queensland-restaurants.html>
- Tours and attractions: <https://www.queensland.com/au/en/plan-your-holiday/queensland-tours/cairns-great-barrier-reef-tours-and-attractions.html>
- Road trips: <https://www.queensland.com/au/en/plan-your-holiday/road-trips/cairns-and-great-barrier-reef-road-trips.html>
- Itineraries: <https://www.queensland.com/au/en/plan-your-holiday/itineraries/cairns-and-great-barrier-reef-itineraries.html>
- Sub regions: [Cairns](#), [Cape York](#), [Palm Cove](#), [Port Douglas](#), [Torres Strait](#), [Mission Beach](#), [Gulf Savannah](#), [Atherton Tablelands](#), [Cape Tribulation](#) and [Daintree](#), [The islands](#).



Queensland.com

Here's some popular [Cairns and Great Barrier Reef](#) editorial content:

Food and drink

- [Where to eat and drink in Port Douglas](#)
- [10 of the best Cairns restaurants and cafes](#)
- [9 of the best coffee spots in Cairns](#)
- [Where to get the best seafood in Cairns](#)
- [Cairns foodie itinerary](#)

Things to do

- [How to see two World Heritage sites from Cairns](#)
- [7 day trips from Cairns](#)
- [Things to do with kids in Cairns and Great Barrier Reef](#)
- [30 incredible things to do in Cairns and Great Barrier Reef](#)
- [Connect with culture with these Indigenous tours in tropical north Queensland](#)
- [How to conquer the Daintree rainforest](#)
- [How to access the Great Barrier Reef from Cairns](#)

Accommodation

- [Cairns accomodation for your next getaway](#)
- [Port Douglas accomodation guide](#)
- [Best camping near Cairns](#)

Guides

- [Accessible travel guide to Cairns and Great Barrier Reef](#)
- [Backpackers guide to Cairns and surrounds](#)

Itineraries and roadtrips

- [Great Barrier Reef road trip](#)
- [3-day Cairns and Great Barrier Reef itinerary](#)
- [The ultimate Brisbane to Cairns road trip](#)
- [7-day family itinerary for Cairns and Great Barrier Reef](#)

Queensland's video content

WHAT IS IT?

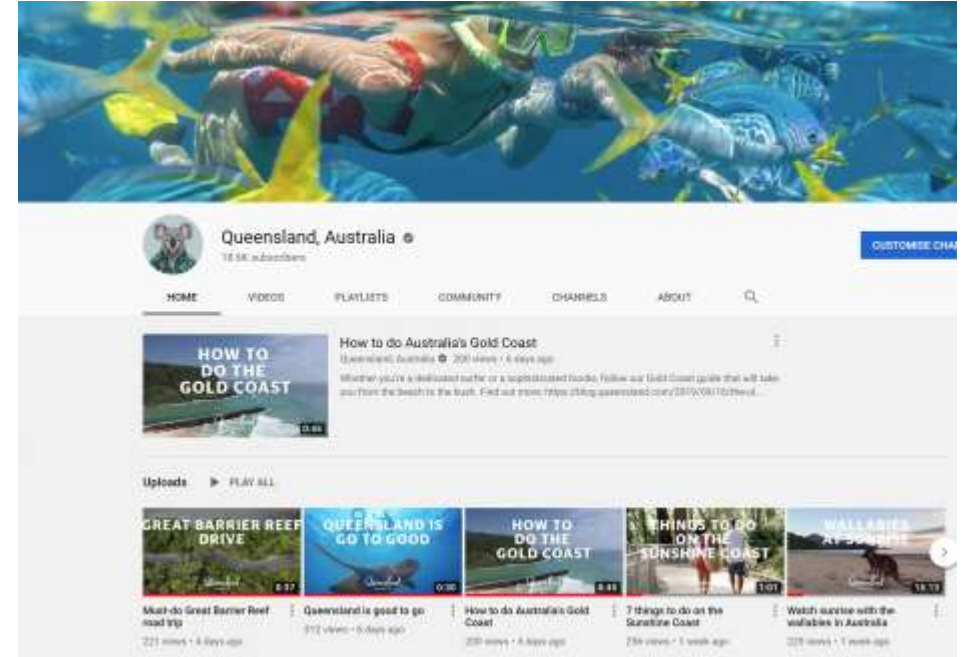
Queensland has developed a range of video content with different styles to inform, inspire and entertain consumers.

Video content can be found on our website and used across social channels and housed in [YouTube](#).

HOW TO USE IT?

Video content is perfect for:

- Facebook and Instagram (Note: best practice formats for videos differ between different social channels. It is best to post content into the platform as opposed to sharing videos from YouTube).
- Embedding video into your website using the YouTube [embed code](#).
- Adding to your ATDW ([Australian Tourism Data Warehouse](#)) listing if relevant.



Cairns and Great Barrier Reef videos

[Cairns and Great Barrier Reef YouTube Playlist](#)



[Local's guide to Cairns](#)



[Must-visit waterfalls in TNQ](#)



[Great Barrier Reef drive](#)



[5 things to do on Fitzroy Island](#)



[Family adventure in the Daintree Rainforest](#)

Image gallery

WHAT IS IT?

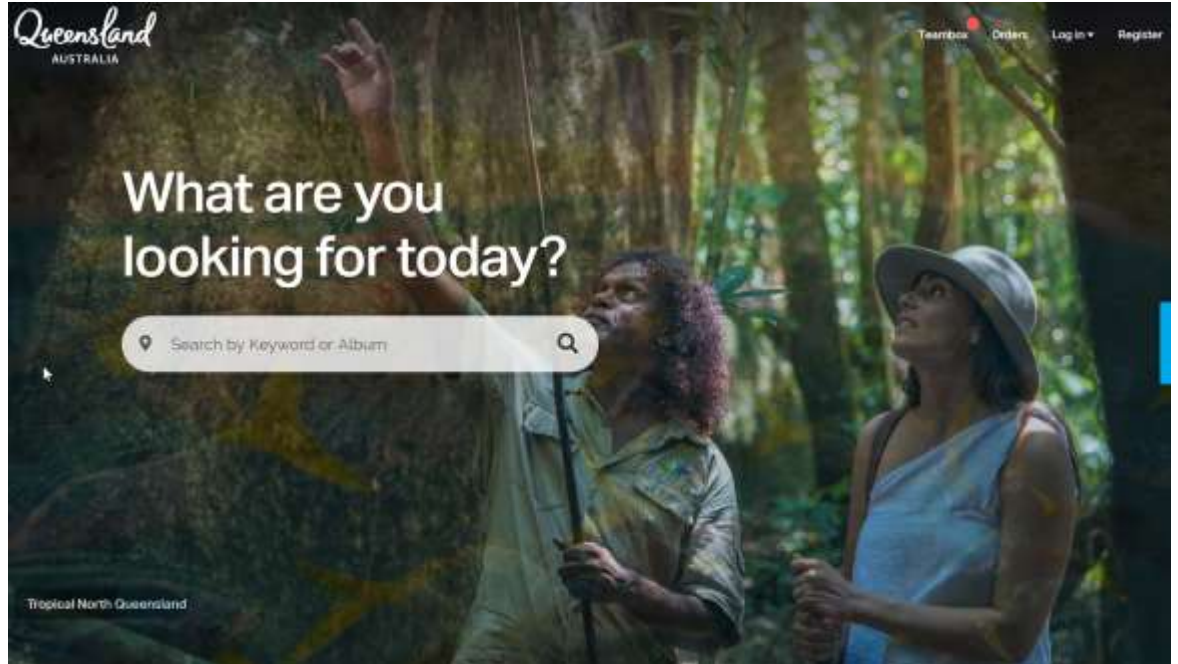
Queensland has developed an image gallery to house and distribute images to use in marketing activity and channels globally.

<https://visuals.queensland.com/>

HOW TO USE IT?

Images from the Image Gallery

- Share on your social channels i.e. Facebook and Instagram.
- Include in your eNewsletters.
- Use in your website or blog content.



Thank You

Web

Corporate: teq.queensland.com
Consumer: queensland.com
Blog: blog.queensland.com

Social

Facebook: facebook.com/visitqueensland
Twitter Corporate: @teqld
Twitter Consumer: @queensland, #thisisqueensland
Instagram: @queensland, #thisisqueensland
YouTube: youtube.com/queensland

eNews

teq.queensland.com/subscribe

