This is Queensland App by Tourism and Events Queensland

App Guide for VICs
For the VICs who received a beacon; Visitors will need to have downloaded the *This is Queensland* app for the beacon to ‘talk’ to it.

The beacon is programmed to push out **one** welcome message per device. i.e. **Each device** will only receive the VIC’s Beacon notification **once**.

So that means when you originally set up the app on your device you would have received the welcome message. You will not receive the welcome message again.

Rest assured the welcome message goes out to every new visitor who comes into the VIC and who has downloaded the *This is Queensland* app.

The beacon is programmed to shoot out a welcome message and includes the TEQ and regional hashtags. For example: **“Welcome to Dalby Visitor Information Centre! Let your friends know you’re here! #thisisqueensland #sqcountry”**
Home Screen

Tap this to pull up the ‘left menu’ screen

Tap this to pull up the right ‘refine menu’ screen
Menus

Opens up this menu
Tips = the VIC Tips
This is where you will find your VIC listing & your VIC tips sorted by Region or All Queensland.

The app is enabled to search & display these product categories:
· Events
· Destinations
· Attractions
· Tours
· Food and Beverage
The Landing Page

‘Explore’ contains static information about each region

‘Maps’ – an interactive map of Queensland

‘Events’ – event listing for QLD and/or your selected region

‘Hot 5’ are drawn from a variety of sources - the RTO social media accounts for the region (not just your town) and the ‘Queensland’ Channels. (ie. TEQ’s Blog and YouTube channels)
The Hot 4

**EVENTS** – displays the next/soonest event in your region, loaded by your RTO to [www.queensland.com](http://www.queensland.com)

**YOUTUBE** – displays the 1st video in the Destination playlists from the Queensland, Australia YouTube Account:
- [https://www.youtube.com/user/Queensland/playlists?view=50&shelf_id=2&sort=dd](https://www.youtube.com/user/Queensland/playlists?view=50&shelf_id=2&sort=dd)

**TWITTER** – the tweet with the most interaction/shares – from your RTO Twitter account

**BLOG** – the most recent blog post for the destination from the Queensland blog.
- [http://www.blog.queensland.com/](http://www.blog.queensland.com/)
Hashtags to know

**HASHTAGS**– Display your regional hash tags and encourage your visitors to share their experiences by using your local and regional hashtags on their social media platforms.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Instagram Handle</th>
<th>Instagram Hashtag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane</td>
<td>@visitbrisbane</td>
<td>#brisbaneanyday</td>
</tr>
<tr>
<td>Bundaberg</td>
<td>@visitbundaberg</td>
<td>#visitbundaberg</td>
</tr>
<tr>
<td>Capricorn</td>
<td>@visitcapricorn</td>
<td>#visitcapricorn</td>
</tr>
<tr>
<td>Fraser Coast</td>
<td>@visitfrasercoast</td>
<td>#visitfrasercoast</td>
</tr>
<tr>
<td>Gladstone</td>
<td>@gladstoneregion</td>
<td>#visitgladstone</td>
</tr>
<tr>
<td>Gold Coast</td>
<td>@visitgoldcoast</td>
<td>#visitgoldcoast</td>
</tr>
<tr>
<td>Mackay</td>
<td>@visitmackay</td>
<td>#meetmackayregion</td>
</tr>
<tr>
<td>Outback Queensland</td>
<td>@outbackqld</td>
<td>#outbackqueensland</td>
</tr>
<tr>
<td>Southern Queensland Country</td>
<td>@sqcountry</td>
<td>#sqcountry</td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td>@visitsunshinecoast</td>
<td>#visitsunshinecoast</td>
</tr>
<tr>
<td>Townsville</td>
<td>@townsvillenorthqueensland</td>
<td>#townsvilleshines</td>
</tr>
<tr>
<td>Tropical North Queensland</td>
<td>@tropicalnorthqueensland</td>
<td>#exploretnq</td>
</tr>
<tr>
<td>The Whitsundays</td>
<td>@whitsundaysqld</td>
<td>#lovewhitsundays</td>
</tr>
</tbody>
</table>
Thing to remember

• Your VIC tips are now available in the *This is Queensland Application*
• Your VIC will reach a greater number of visitors by being incorporated into the *This is Queensland* app.
• Absolutely nothing will change in the way you update or edit your tips – everything in the back end is the same
• Wi-Fi – if you’ve just got your free Wi-Fi set-up, don’t forget to update this in your ATDW listing.
• Contact Mel if you need assistance, [info@visitqueensland.com.au](mailto:info@visitqueensland.com.au) or ph: 0459 992 030