



Queensland Industry Update

Tourism Australia's Aquatic and Coastal Campaign

Queensland Industry Opportunities

Since 2010 Tourism Australia's global consumer market campaign, 'There's nothing like Australia', has been successfully attracting millions of international travellers Down Under by showcasing some of the best attractions and experiences Australia has to offer.

The campaign has evolved over time and from early 2016 will now focus attention on one of our nation's key competitive advantages – the quality and variety of Australia's aquatic experiences and its abundant, natural coastline.

Queensland is fortunate to be blessed with a wealth of aquatic and coastal offerings. Our attributes include the Great Barrier Reef, islands, beaches, marine life, coastal towns and cities, aquatic activities such as fishing and diving, waterside dining experiences, waterfalls, inland lakes, national parks, gorges and much more. It makes sense for Queensland tourism businesses to leverage Tourism Australia's Aquatic and Coastal campaign where they can, to maximize the benefits for their businesses and regions.

How to get involved

Industry can get involved by:

- Submitting photos and videos to be featured in the campaign through Tourism and Events Queensland and Tourism Australia's social media channels.
Remember: When posting your content on social media make sure to include a caption with details about where the image was captured. Keep the text short, laid back and conversational.
- Accessing aquatic and coastal assets from Tourism and Events Queensland and Tourism Australia's image and video galleries for use with your own marketing activities.
- Sending Tourism and Events Queensland and Tourism Australia news and story ideas on aquatic and coastal products and experiences.
- Listing your tourism business with the Australian Tourism Data Warehouse to appear on www.queensland.com and www.australia.com. For more information visit www.atdw-online.com.au

Social Media

Facebook

www.facebook.com/visitqueensland

www.facebook.com/seeaustralia

- Share your news and engaging images and videos directly from your organisation's Facebook profile to Tourism and Events Queensland and Tourism Australia's Facebook pages.
- If you've been featured on Tourism and Events Queensland or Tourism Australia's Facebook pages, ensure you join in the conversation by answering fan questions and posting comments. This will increase the visibility of your page.

Instagram

www.instagram.com/queensland

www.instagram.com/australia

- Hashtag your Instagram photos and videos with [#thisisqueensland](https://www.instagram.com/explore/tags/thisisqueensland) and [#seeaustralia](https://www.instagram.com/explore/tags/seeaustralia) and tag [@Queensland](https://www.instagram.com/queensland) and [@Australia](https://www.instagram.com/australia), for the opportunity to be featured on the Tourism and Events Queensland and Tourism Australia Instagram profiles.
- Don't forget to incorporate your Regional Tourism Organisation profiles and hashtags in your Instagram posts.



Twitter

www.twitter.com/queensland

www.twitter.com/australia

- Tweet your news or any interesting images and videos to @Queensland and @Australia.
- Join the Twitter conversation by using #thisisqueensland and #seeaustralia in your tweets.

Access Campaign Assets

Media Gallery

A suite of refreshed aquatic and coastal imagery for Queensland is available to download for free.

Visit Tourism Australia's image gallery.

1. Register/Login at www.images.australia.com
2. Search by Album and select '2016 Campaign – Aquatic and Coastal'

If you have any issues or questions, please contact: images@tourism.australia.com

You can also access Tourism and Events Queensland's image gallery at www.teq.lookat.me.com.au

360

Tourism Australia has created 17 immersive 360° films which run via virtual reality (VR) technology – the films can give you and your clients a taste of what it's like to feel the striking beauty of the aquatic and coastal landscape of Australia.

The same 360 scenes as the VR will be replicated as 2D to provide an immersive experience without the head set. These will feature on the Australia.com website, (PC, tablet and mobile).

To link to the footage (best viewed on mobile) visit Australia.com: www.australia.com/en/things-to-do/aquatic.html

For Android phone users

To experience please download the 'Australia in 360' app on Google Play [here](#) and then view using Google Cardboard.

For IOS/iPhone users

Download and open the YouTube app to view the videos on the Australia YouTube channel [here](#). A VR 'Australia in 360' app will also be available in the App Store from 31 March and then can be viewed via Google Cardboard.

Samsung Gear VR

The app is also available for a truly immersive experience.

News and Story Ideas

News and story ideas on aquatic and coastal products and experiences can be submitted to media@queensland.com and internationalmedia@tourism.australia.com

These news and story ideas may be used in:

- Australian Stories – Tourism Australia's weekly product and destination newsletter that keeps international media and travel industry partners informed on what's new and trending in Australia. This content may be distributed to Tourism and Events Queensland's media contacts and across Tourism and Events Queensland's Channels.
- Media Itineraries – Be featured in aquatic and coastal itineraries for media and influencers who are travelling to Australia as part of Tourism Australia's International Media Hosting Program.
- The Aussie Specialist Program – Provide ideas and suggestions to Aussie Specialist travel sellers to help them design aquatic and coastal itineraries and better serve the needs of their customers.



Social Media example images.

Below are a few examples of aquatic and coastal photos that have been submitted to Tourism and Events Queensland and feature on their social channels.





queensland Fraser Island FOLLOW

4,111 likes 6d

queensland On the road again at Sandy Cape on Fraser Island.
#thisisqueensland by @offroadqld
#visitfrasercoast

view all 50 comments

- limaschw @bellaa_isi ❤️❤️
- youredaonlyone @lesterlims!
- siriusng @josephchamsk
- josephchamsk U aot 4x4 uh @siriusna

Log in to like or comment. ⋮

Visit Queensland, Australia added 10 new photos to the album: #thisisqueensland Fan Photos - 7 March.
March 6 at 3:12pm · 🌐

A collection of our favourite #thisisqueensland fan photos from the past week.

Share your Queensland photos in the comments!



👍 Like 💬 Comment ➦ Share

Ayaan Khan, Vikram Singh Shekhawat, Antonella Musica e Mare and 2,770 others like this.

484 shares

Visit Queensland, Australia added 13 new photos to the album: #thisisqueensland Fan Photos - 8 Feb.
February 7 · 🌐

A collection of our favourite #thisisqueensland fan photos from the past week.

Share your Queensland photos in the comments!



👍 Like 💬 Comment ➦ Share

Vikram Singh Shekhawat, Arun Arun, Peter Beekman and 2,068 others like this.

490 shares

Stay Updated

For updates on how to get involved, campaign developments and when assets will be available for use subscribe to Tourism Australia's weekly e-newsletter at www.tourism.australia.com/subscribe and Tourism and Events Queensland's Industry News at www.teq.queensland.com/subscribe.

Latest information about the campaign will be published on Tourism Australia's corporate web site www.tourism.australia.com

Further to this find tips and hints from Tourism and Events Queensland's social media team at www.teq.queensland.com/social or visit www.TourismTribe.com to access the Tourism E-Kit.