

# TOUCH THE TOP

Top off your trip with a visit to the  
**Atherton Tablelands**

## TOUCH THE TOP

Campaign Launch



All images provided and approved for use by Tourism and Events Queensland



# OVERVIEW

Tablelands Regional Council engaged C7EVEN to complete a destination marketing strategy for three-years. With the goal to increase visitation to the area, length of stay and tourism spend.

The core objectives of what council sought are:

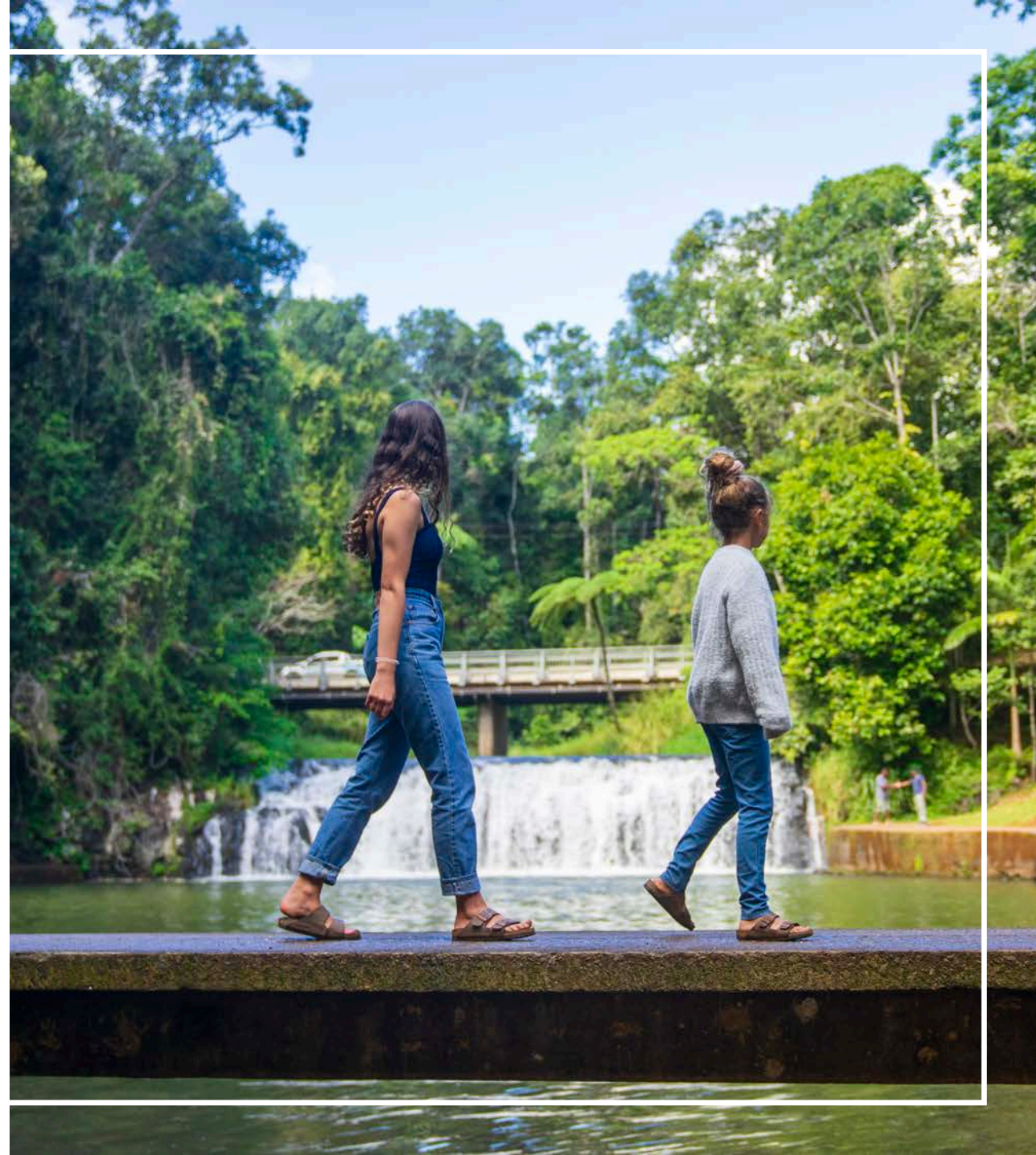
- The development of a destination marketing campaign
- Identify key target markets for the region
- Identify a campaign-based approach for marketing the Atherton Tablelands destination.

# CAMPAIGN PURPOSE

The campaign has two primary purposes which are:

- Increase brand awareness of the Atherton Tablelands region
- Drive visitation from local, regional, intrastate and interstate markets

As such our campaign focusses on brand awareness for two key experience pillars and two key audience segments.





## AUDIENCE GROUP 1

People visiting in region

## AUDIENCE GROUP 2

People out of region



NATURE

Core  
Experience  
Pillars



ADVENTURE

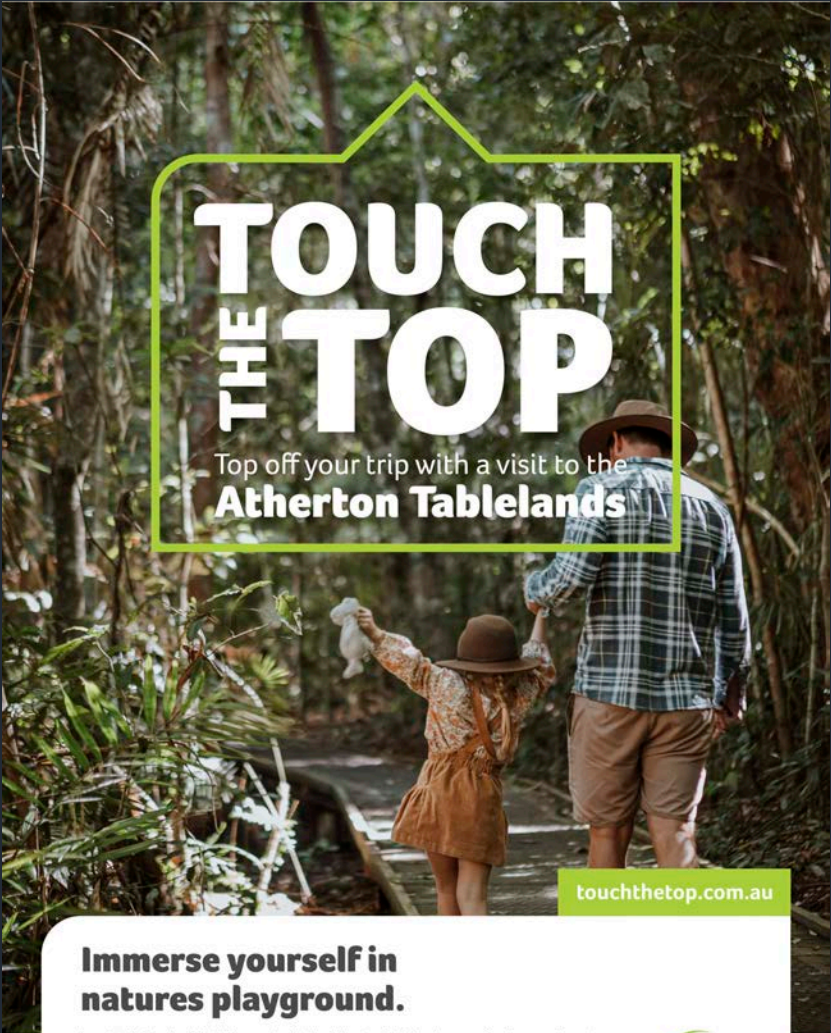
A woman with long brown hair, wearing a wide-brimmed hat and an orange dress, stands in a lush green forest, looking towards a waterfall. The scene is framed by a white border. A yellow-outlined box on the left contains the text 'TOUCH THE TOP' and 'Top off your trip with a visit to the Atherton Tablelands'. To the right of the woman, there are two paragraphs of text.

# TOUCH THE TOP

Top off your trip with a visit to the  
**Atherton Tablelands**

The campaign theme highlights the geographical location of the Tablelands and the destination being one that is often visited as part of a holiday to Cairns.

Visitors can top off their trip with experiences only found in the Tablelands. By 'Touching the top', they can top off their trip.



# TOUCH THE TOP

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**Atherton Tablelands**

[touchthetop.com.au](http://touchthetop.com.au)

## Immerse yourself in nature's playground.

Located in Tropical North Queensland, the Atherton Tablelands area offers immersive nature and adventure based experiences for visitors with dramatic mountain ranges, untouched rainforests and breathtaking waterfalls.

For more information visit [www.touchthetop.com.au](http://www.touchthetop.com.au)

IMAGES PROVIDED BY TOURISM AND EVENTS QUEENSLAND



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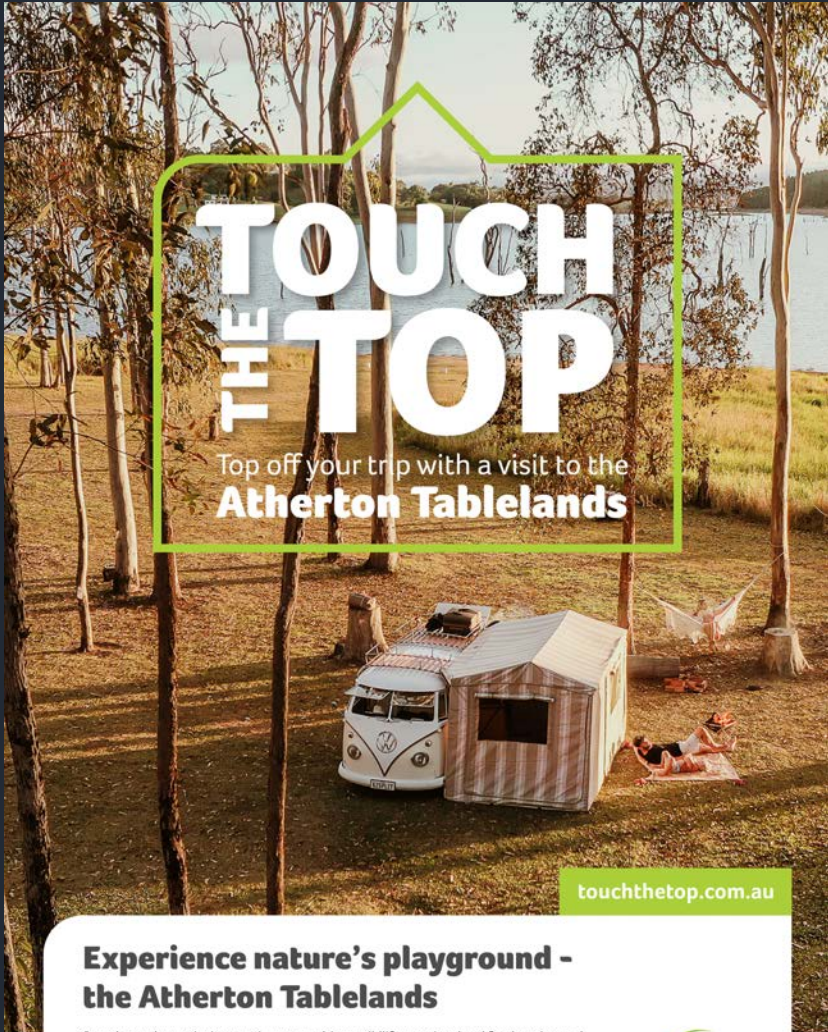
## Put adventure on the top of your list and head to the Atherton Tablelands

Swim in a volcanic crater at Lake Eacham, kayak across the rainforest-fringed Lake Barrine or Fish for barramundi in Lake Tinaroo. There's an adventure at every turn in the Atherton Tablelands.

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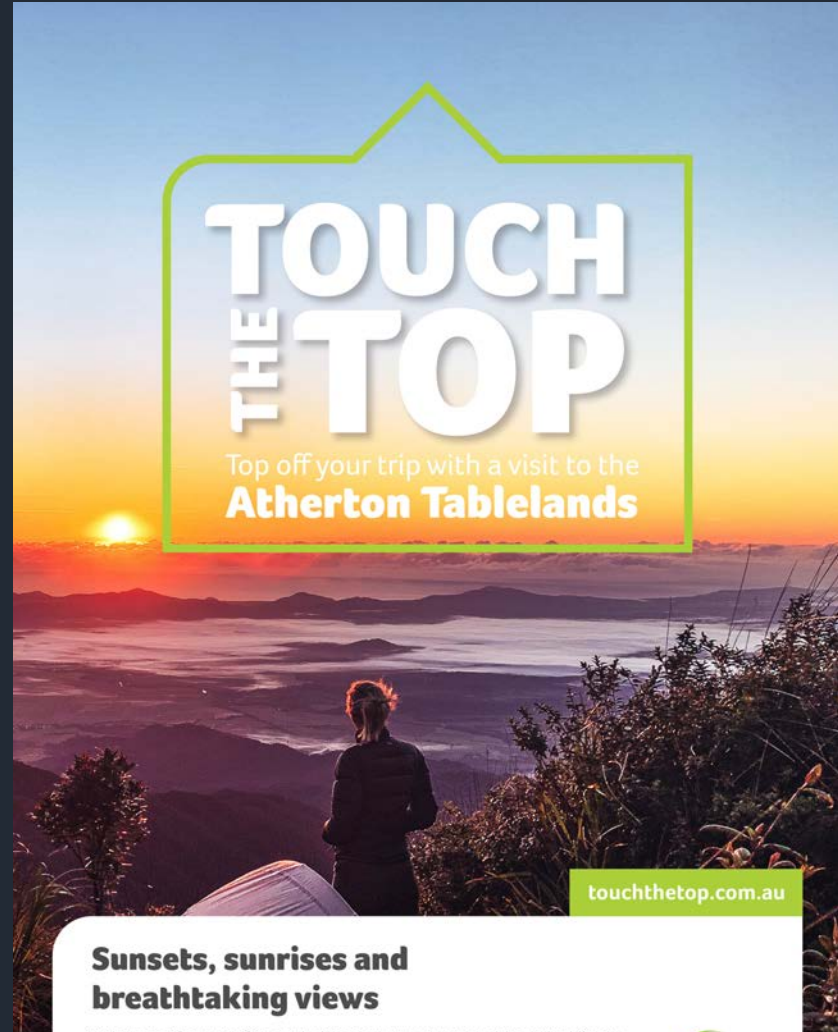
[touchthetop.com.au](http://touchthetop.com.au)

## Experience nature's playground - the Atherton Tablelands

Spend your days enjoying scenic country drives, wildlife spotting, local food tasting and unearthing the fascinating geological history and unique experiences that only the Atherton Tablelands can offer.

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## Sunsets, sunrises and breathtaking views

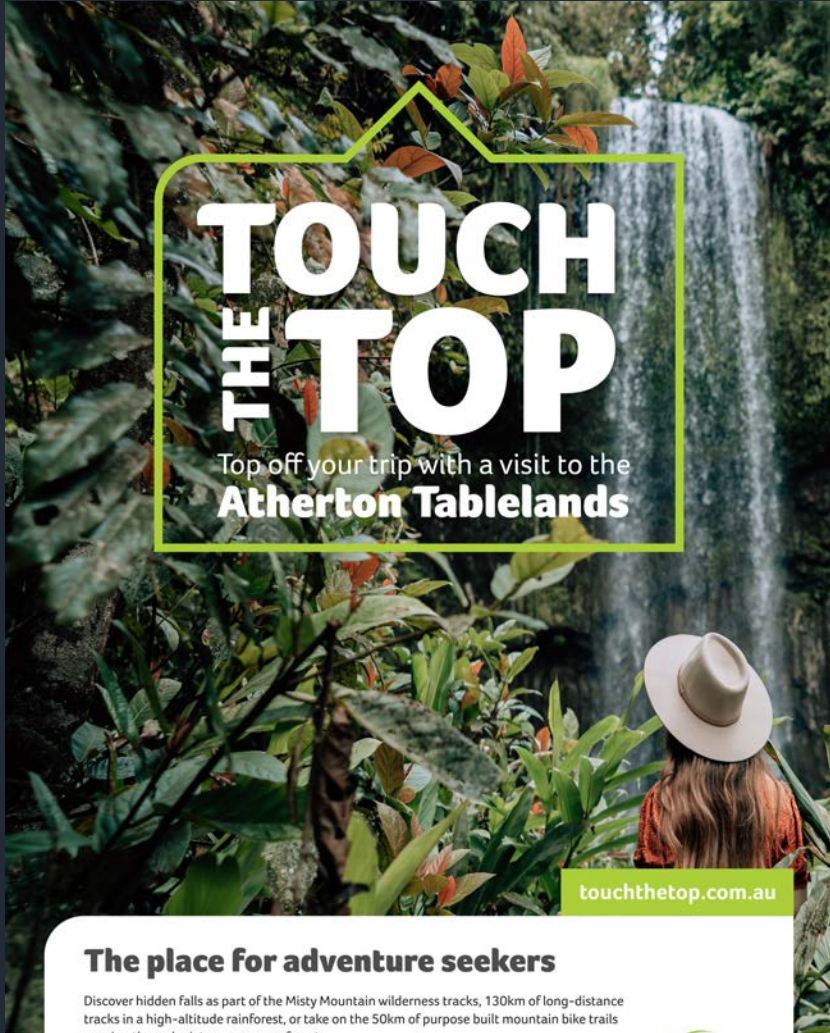
With its magnificent waterfalls, scenic vistas at every turn, impressive lakes, lush rainforests and rugged outback the Atherton Tablelands is undeniably one of the most exciting and diverse regions to visit in Australia.

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## The place for adventure seekers

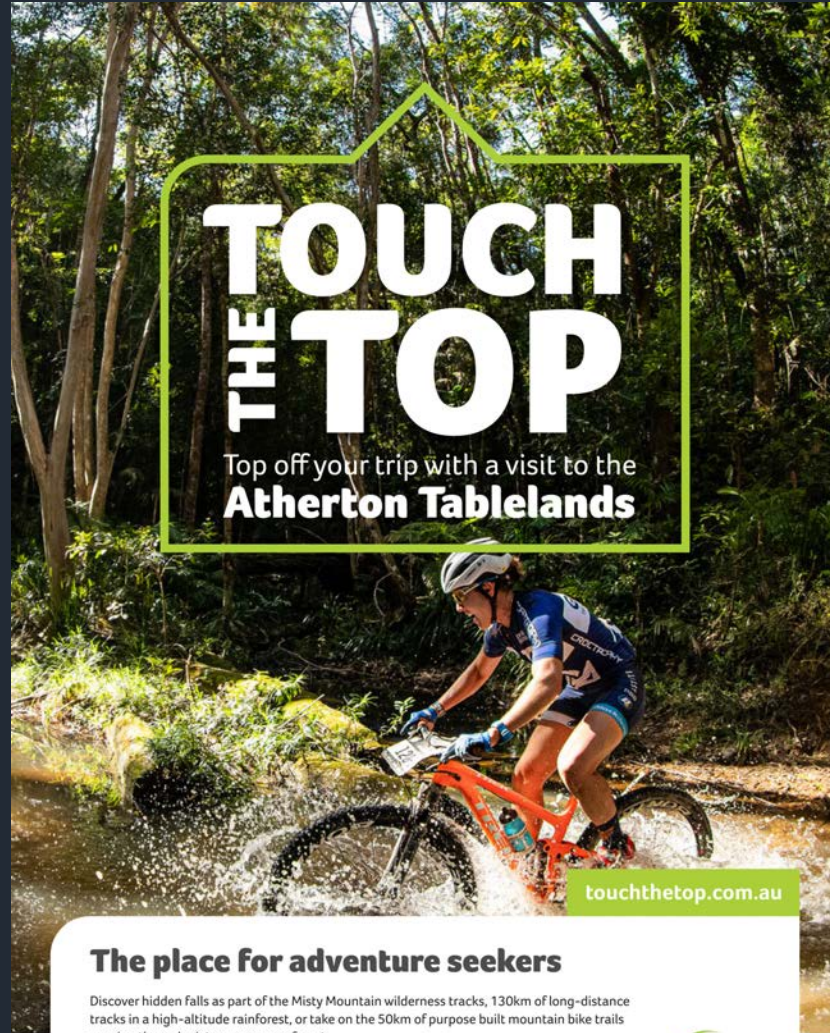
Discover hidden falls as part of the Misty Mountain wilderness tracks, 130km of long-distance tracks in a high-altitude rainforest, or take on the 50km of purpose built mountain bike trails running through picturesque open forest.

If it's adventure you seek, there's no place better than the Atherton Tablelands.

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What's on top of your list in the Atherton Tablelands



EXPERIENCE ADVENTURE | EXPERIENCE NATURE | DISCOVER ATHERTON

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harman/kardon



**Collaborative  
marketing**

**Digital  
Marketing**

**TOUCH THE  
TOP**

**Stakeholder  
engagement**

**PR**



# KEY CAMPAIGN ACTIVATION TIMINGS

1

April - Campaign Launch

2

April to December - PR

3

August to October - Digital  
Campaign

4

August to October - Peak  
Campaign activity

# HOW TO GET INVOLVED

- Consider a promotion for your venue during that time (our campaign is to get people in region you will need to sell them on your product, venue or service)
- Increase your activity in social media and other digital channels in the later half of the year
- Ensure that your business details are up to date and correct online
- Adopt the campaign roll out 'touch the top' in your messaging





# BENEFITS FOR PARTICIPANTS

- Increased exposure to key nature and adventure audiences, already visiting North Queensland
- Opportunity for increased sales/revenue from additional visitor market
- Increased media coverage/exposure
- Increased website/social media traffic
- Increased propensity to visit / utilise product/service

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## THANK YOU

Let us know if you would be interested in participating in our media/influencer famil program by way of hosting activity, accommodation and/or meals. We will speak to those interested further about what's involved in this.

