

LEVERAGING TEQ'S CONSUMER CHANNELS IN EVENT MARKETING TOOLKIT

Queensland
AUSTRALIA

QUEENSLAND'S CHANNELS

Check out the channels for the latest news in Queensland.
Repost or share relevant content to your own channels or tag
#ThisisQueensland to give us permission to re-post your content.

Website

[Queensland.com](https://www.visitqueensland.com)

Facebook

[facebook.com/visitqueensland](https://www.facebook.com/visitqueensland)

Instagram

[instagram.com/queensland](https://www.instagram.com/queensland)

Twitter

twitter.com/queensland

YouTube

[youtube.com/queensland](https://www.youtube.com/queensland)

Pinterest

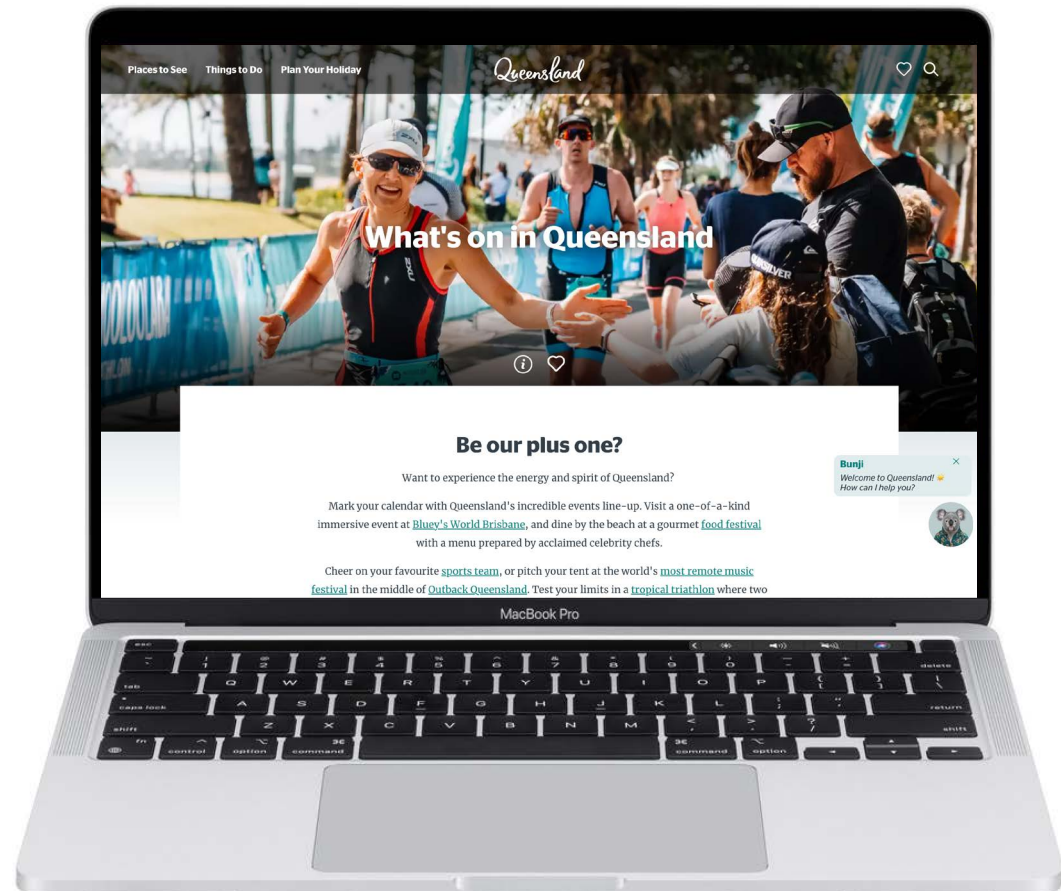
[pinterest.com.au/visitqueensland](https://www.pinterest.com.au/visitqueensland)

TikTok

[tiktok.com/@queensland](https://www.tiktok.com/@queensland)

Weibo

[weibo.com/queensland](https://www.weibo.com/queensland)

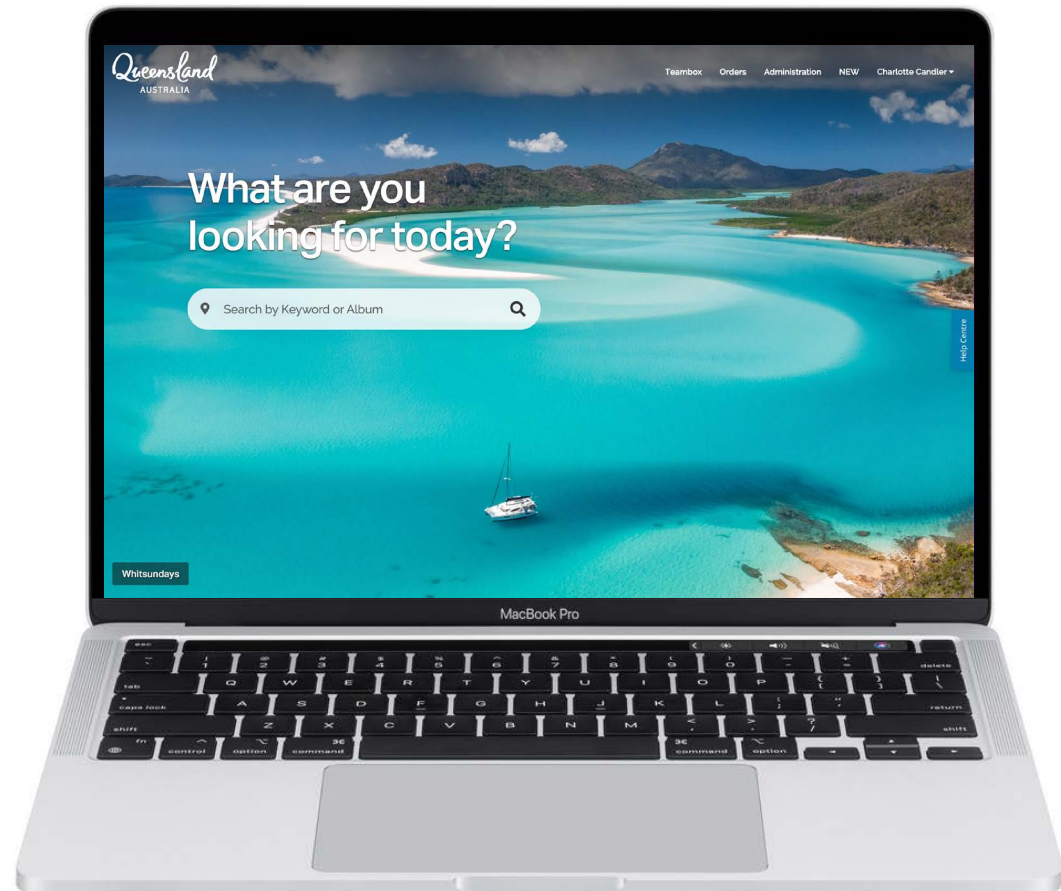


TEQ'S VISUAL GALLERY AND FOOTAGE SHOWREELS

TEQ's [visual gallery](#) is an image library with thousands of images available for partners and industry to use to promote the state. Search for a region, city, town or activity and order images to download to use to promote tourism in Queensland.

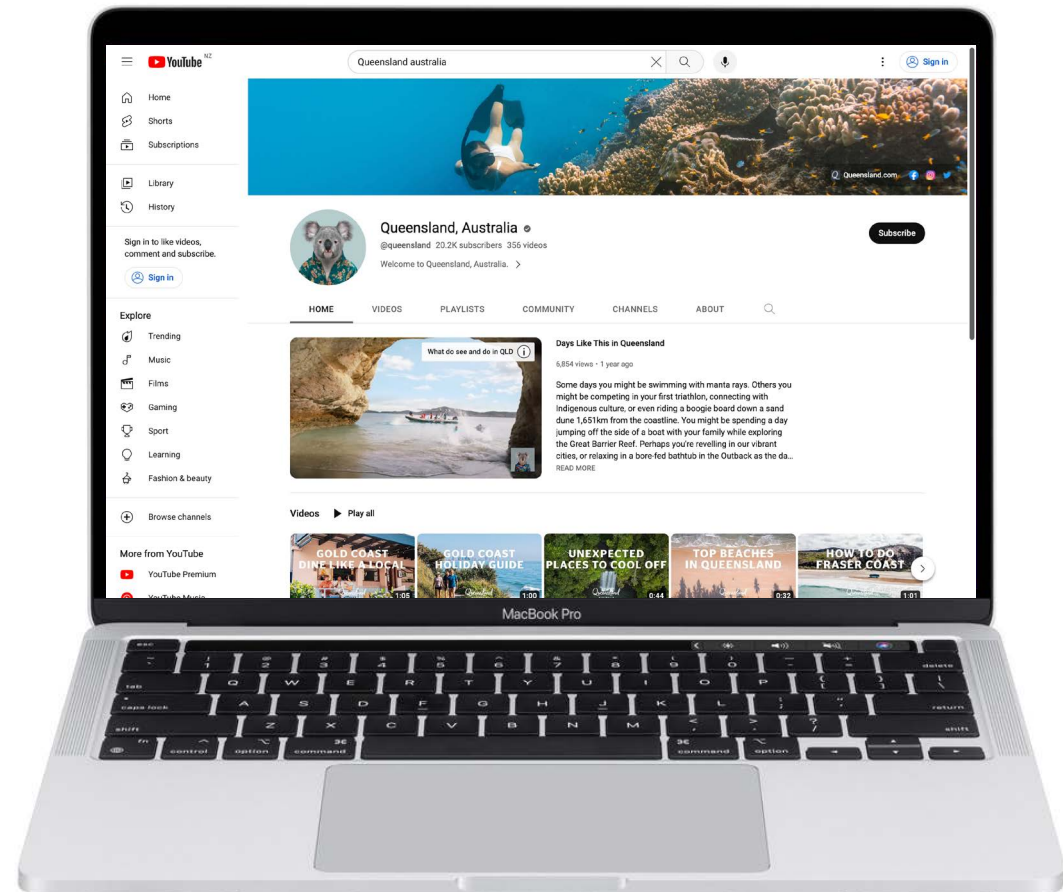
Footage showreels are available for each region with high resolution footage able to be used in marketing activity.

[Register for an account here](#). Please ensure to describe your intended use for the imagery or footage and which event you work for when ordering. Each order is approved by TEQ.



QUEENSLAND'S YOUTUBE CHANNEL

Queensland's YouTube channel houses many videos about the destinations and things to do on a trip to Queensland. Search for videos relevant to your event's location, or that you think your attendees would be interested in, and share the video by embedding on your website or via your social channels.

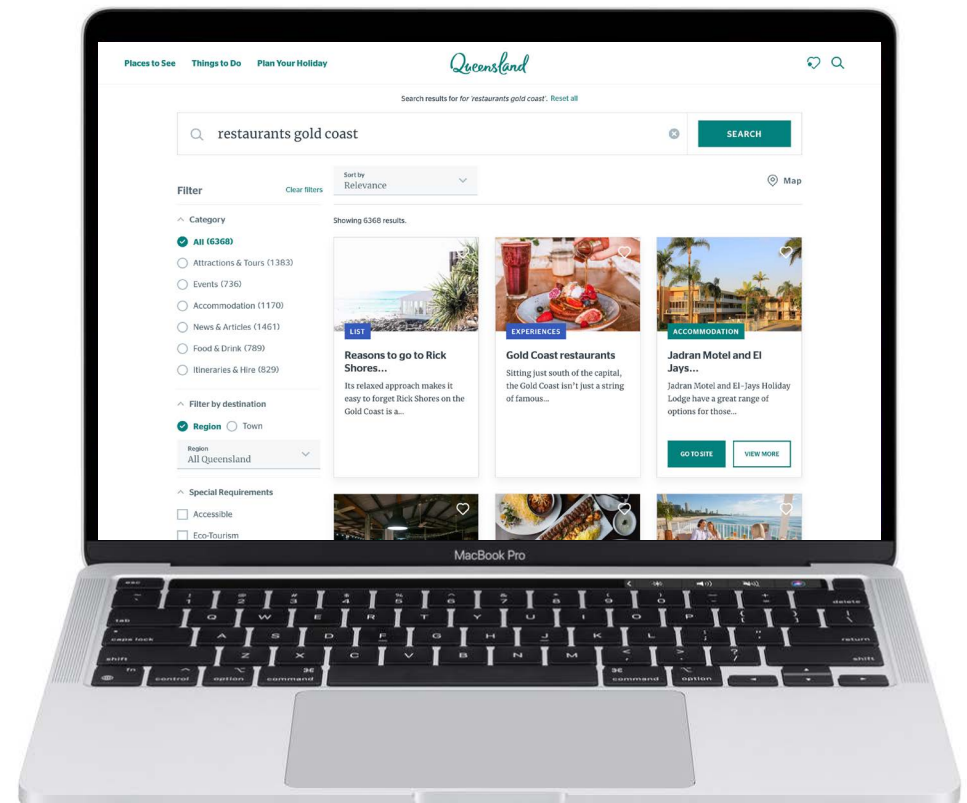
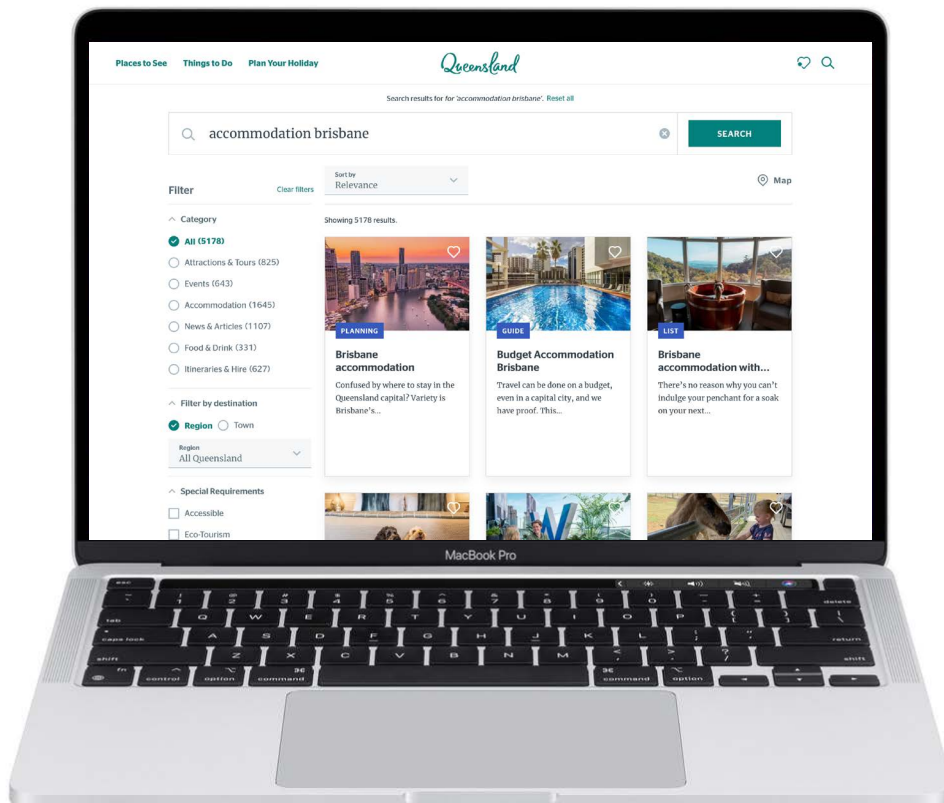


QUEENSLAND.COM

There are thousands of articles on [Queensland.com](https://www.queensland.com) about all the wonderful things on offer in Queensland for your attendees to enjoy. [Search for articles you think will be helpful for your audience in the search bar](#), like the examples shown.

Share relevant editorial content via your marketing activity to inspire attendees to get to know the destination they are visiting.

Tip: Get creative with your searches - search terms like *day trips, itineraries, hiking, whale watching, Great Barrier Reef* etc deliver great editorial content.



EXAMPLE SOCIAL POSTS TO SHARE QUEENSLAND.COM CONTENT



Share the Cairns and Great Barrier Reef page

Image:

142227 from the visual gallery
(found by searching 'Cairns snorkel')

Caption:

Explore the endless wonderland of fun that is [@tropicalnorthqueensland](#). The wonder of the Great Barrier Reef is waiting for you.



Share the 30 things to do on the Gold Coast article

Image:

144493 from the visual gallery (found by searching
'Gold Coast skyline')

Caption:

Whether you have a thirst for adventure or prefer to indulge in a little R & R, [@DestinationGoldCoast](#) has got you covered. Here's the best things to do on the coast.

EXAMPLE SOCIAL POSTS TO SHARE QUEENSLAND.COM CONTENT



Share the Best day trips from Brisbane article

Image:

153472 from the visual gallery
- found by searching 'Tangalooma'

Caption:

There's so much to discover within driving distance of [@VisitBrisbane](#). Add an incredible day trip to your itinerary and discover islands, ancient rainforest, stunning beaches or quaint townships.



Share the ultimate Brisbane to Cairns road trip article

Image:

139326 from the visual gallery - found by searching
'Great Barrier Reef Drive'

Caption:

Looking for more to explore in Queensland? Here's the ultimate 8 day road trip itinerary from [@VisitBrisbane](#) to Cairns in [@tropicalnorthqueensland](#).

REGIONAL TOURISM ORGANISATION SOCIAL HANDLES

Region	RTO Name	Websites	Facebook	Instagram	Twitter	YouTube	Tiktok	Hashtags
Brisbane	Brisbane Economic Development Agency	visitbrisbane.com.au	facebook.com/visitbrisbane	instagram.com/visitbrisbane @VisitBrisbane	twitter.com/visitbrisbane #brisbaneanyday	youtube.com/user/bristv	tiktok.com/@visitbrisbane	#brisbaneanyday and #visitBrisbane
Bundaberg	Bundaberg Tourism	bundabergregion.org	facebook.com/VisitBundaberg/	instagram.com/visitbundaberg @visitbundaberg instagram.com/southerngreatbarrierreef	twitter.com/visitbundaberg	youtube.com/user/visitbundaberg		#visitbundaberg #tastebundaberg #southerngreatbarrierreef
Capricorn	Capricorn Enterprise	visitcapricorn.com.au	facebook.com/visitcapricorn #visitcapricorn #southerngreatbarrierreef #sandstonewildness	instagram.com/visitcapricorn @visitcapricorn instagram.com/southerngreatbarrierreef		youtube.com/user/CapricornTourism	tiktok.com/@visitcapricorn	#visitcapricorn #southerngreatbarrierreef #sandstonewildness
Fraser Coast	Fraser Coast Tourism & Events	visitfrasercoast.com	facebook.com/VisitFraserCoast #VisitFraserCoast	instagram.com/visitfrasercoast @visitfrasercoast	twitter.com/FraserCoastQLD #visitfrasercoast	youtube.com/user/visitfrasercoast	tiktok.com/@visitfrasercoast	#visitfrasercoast
Gladstone	Gladstone Area Promotion and Development Limited	gladstoneregion.info	facebook.com/GladstoneRegion	instagram.com/gladstoneregion @gladstoneregion instagram.com/southerngreatbarrierreef	twitter.com/gladstoneregion	youtube.com/user/thegladstoneregion	tiktok.com/@gladstoneregion	#gladstoneregion or #visitagnes1770
Gold Coast	Destination Gold Coast	destinationgoldcoast.com	facebook.com/ExperienceGoldCoast	instagram.com/experiencegoldcoast @experiencegoldcoast	twitter.com/destqc	youtube.com/@ExperienceGoldCoast	tiktok.com/@experiencegoldcoast	#playgoldcoast
Mackay	Mackay Tourism	mackayregion.com	facebook.com/mackaytourism	instagram.com/visitmackayisaac @visitmackayisaac	twitter.com/VisitMackay	youtube.com/user/visitmackay	tiktok.com/@visitmackay	#visitmackay #ourisaac

REGIONAL TOURISM ORGANISATION SOCIAL HANDLES

Region	RTO Name	Websites	Facebook	Instagram	Twitter	YouTube	Tiktok	Hashtags
Outback Queensland	Outback Queensland Tourism Assoc.	outbackqueensland.com.au	facebook.com/OutbackQueensland #outbackqueensland	instagram.com/outbackqueensland @OutbackQueensland	twitter.com/outback_qld	youtube.com/user/OutbackQLd/videos	tiktok.com/@outbackqueensland	#outbackqueensland
Sunshine Coast	Visit Sunshine Coast	visitsunshinecoast.com.au	facebook.com/sunshinecoastQLD	instagram.com/visitsunshinecoast @VisitSunshineCoast	twitter.com/sunshinecoastoz	youtube.com/user/sunshinecoastQLD	tiktok.com/@sunshinecoastoz	#visitsunshinecoast #sunshinecoastforreal
Queensland Country	Queensland Country	southernqueenslandcountry.com.au	facebook.com/QueenslandCountry	instagram.com/qld_country @qld_country	twitter.com/qldcountry	youtube.com/user/SouthernQLdCountry		#QLDCountry
Townsville	Townsville Enterprise Limited	townsvilleholidays.info	facebook.com/visittownsvilleaustralia	instagram.com/townsvillenorthqueensland @TownsvilleNorthQueensland	twitter.com/TownsvilleAus	youtube.com/user/TownsvilleNQ	tiktok.com/@visittownsvilleng	#townsvilleshines
Cairns and Great Barrier Reef	Tourism Tropical North Queensland	tropicalnorthqueensland.org.au	facebook.com/tropicalnorthqueensland	instagram.com/tropicalnorthqueensland @tropicalnorthqueensland	twitter.com/CairnsGBR	youtube.com/user/ExploreTNQ	tiktok.com/@tropicalnorthqueensland	#exploreTNQ or #explorecairnsGBR
The Whitsundays	Tourism Whitsundays	tourismwhitsundays.com.au	facebook.com/WhitsundaysQLD	instagram.com/whitsundaysQLD @WhitsundaysQLD	twitter.com/WhitsundaysQLD	youtube.com/user/TourismWhitsundays	tiktok.com/@visitwhitsundays	#lovewhitsundays

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[QUEENSLAND.COM/EVENTS](https://queensland.com/events)