

COMMUNITY SPACES & SERVICES

ATTACHMENT B

**DESTINATION NAME - MIDCOAST
DESTINATION BRAND STRATEGY**

ORDINARY MEETING

25 JULY 2018

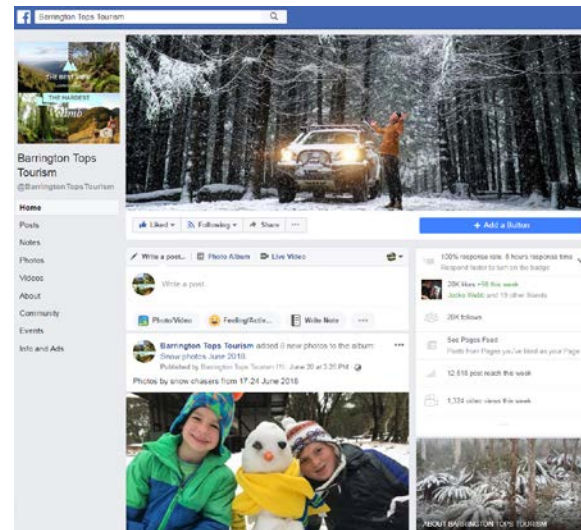


BARRINGTON TOPS TOURISM

Thu 5 July, 2018

Facebook Page Snapshot

- Created May 2012
- 20,192 Likes
- 9.8m Impressions
- 175.4k Engagements
 - 131.7k Likes
 - 26.8k Comments
 - 16.8k Shares
- 26k Clicks
- 5,668 Average daily users reached



Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · January 25 ·
 Need to cool off? Head high to the Tops... in this case Gloucester Falls
 Gloucester Falls
 #GloucesterTops #GloucesterFalls #GloucesterNewSouthWales
 #BarringtonTops
 www.instagram.com/margolee78



61,344 people reached
 Erin Power, Renee Forrest and 1.2k others

Barrington Tops Tourism
 Published by Angelo Hutchins (7) · July 19, 2017 ·
 First snow pic from today Wed 19 July 17 (photo: Baelue Startin courtesy of
 Barrington Tops Snow Chasers) #stay snow safe



66,057 people reached
 Stevenson, Lynne Fletcher and 494 others

Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · June 1, 2017 ·
 Welcome to winter, we'll post regular updates about Barrington Tops snowfall
 events here!
 Barrington Tops is the highest region in NSW outside the Australian Alps,
 gets a regular dusting of winter snow. So it's not too far to drive for your
 family's first snow ball fight, just don't forget to duck! (photo by Gayathri
 Prathap June 2016)
 Add this experience to #YourBucketsList #TopThingsToDoGloucester
 #TheBucketsWay
 You'll find extensive travel guidance for driving in snow & ice at our websites
 www.gloucestertourism.com.au www.barringtontopstourism.com.au



69,054 people reached

Barrington Tops Tourism shared a post.
 Published by Barrington Tops Tourism (7) · March 28 ·
 Here's a great review of Brett Reserve near Gloucester that will make this
 campground not-so-secret anymore! 😊
 (NB. Being a free riverside campground it will be **very** busy with
 campers over the Easter weekend.)



68 Shares

Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · January 25 ·
 Need to cool off? Head high to the Tops... in this case Ladies Well on the
 Alyn River.
 #LadiesWell #AlynRiver #Dungog Visit Dungog
 #BarringtonTops #visitsinforests #richesterstateforest
 www.instagram.com/miss_c_rubes



93 people reached
 58 Comments 30 Shares
 Sue Wilcock, Paul Webb

Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · June 18 at 8:41 AM ·
 Photo by Jack Maunders at Poilube in Barrington Tops 18 June 2018.
 (courtesy of Barrington Tops Snow Chasers)



103 people reached
 those watching the current snowfall forecasts...be informed. Before y...

Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · March 29 ·
 The Easter weekend is coming, where will it take you? The rivers around
 Barrington Tops offer paddling fun for everyone: kayaks, canoes, rubber
 rings, surf mats, blow-up toys, even your favourite ki-to. How about a lazy
 tow so you can sit back & admire nature. Just remember to tip the driver.
 Photo by www.instagram.com/sharyn_50
 www.barringtontopstourism.com.au
 #barringtontops #theeasternadventure #backtonature #justkeeppadding
 #kayakingfun #barringtonriver #belowmingsaustralia



101 people reached

Barrington Tops Tourism
 Published by Barrington Tops Tourism (7) · March 29 ·
 Sun's out, Ben's out. The fresh mountain air at Barrington Tops will bring out
 your fun side so why not throw yourself into it!
 Photos at Gloucester Falls by www.instagram.com/erik
 www.barringtontopstourism.com.au
 #barringtontops #belowmingsaustralia #andersonhair #carrington
 #barringtontops #belowmingsaustralia #andersonhair #carrington



68 Shares

Total Fans: Comparison - MidCoast



41,811



20,192



5,643



2,934

Total Fans: Comparison - Competitors



PORT STEPHENS

26,998



COFFS COAST

20,192

12,681



PORT MACQUARIE

10,251

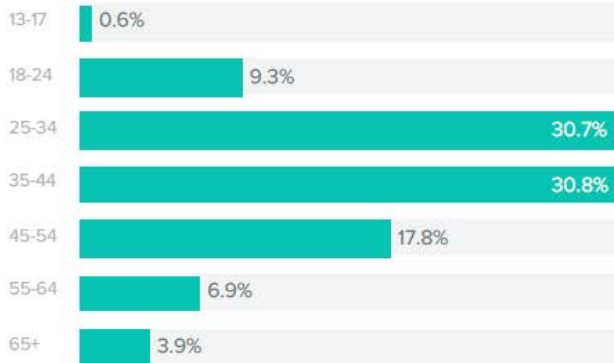
Total Fans: Location

TOP 10 LOCATIONS		
Location	No.	% of Total Fans
Newcastle, NSW, Australia	4445	30.30%
Sydney, NSW, Australia	2882	19.65%
Taree, NSW, Australia	544	3.71%
Forster, NSW, Australia	491	3.35%
Muswellbrook, NSW, Australia	463	3.16%
Port Macquarie, NSW, Australia	442	3.01%
Singleton, NSW, Australia	436	2.97%
Cessnock, NSW, Australia	419	2.86%
Maitland, NSW, Australia	412	2.81%
Gloucester, NSW, Australia	318	2.17%

Total Fan Numbers by Region		
Region	Total No.	Total %
MidCoast	1617	11.02%
Outside MidCoast	13051	88.98%

Total Fans: Gender

BY AGE



BY GENDER



34%

MALE

66%

FEMALE

Women between the ages of **35-44** are leading force among Barrington Tops Tourism fans.

Page Engagement: Total - MidCoast



662,100



175,400



89,500



21,500

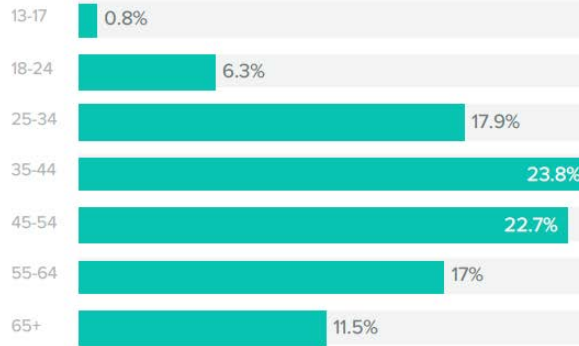
Page Engagement: Location

TOP 10 LOCATIONS		
Location	No.	% of Total Fans
Sydney, NSW, Australia	16200	20.34%
Newcastle, NSW, Australia	11600	14.57%
Taree, NSW, Australia	3049	3.83%
Gloucester, NSW, Australia	2996	3.76%
Maitland, NSW, Australia	2777	3.49%
Forster, NSW, Australia	2584	3.24%
Port Macquarie, NSW, Australia	2381	2.99%
Brisbane, QLD, Australia	1970	2.47%
Muswellbrook, NSW, Australia	1868	2.35%
Cessnock, NSW, Australia	1690	2.12%

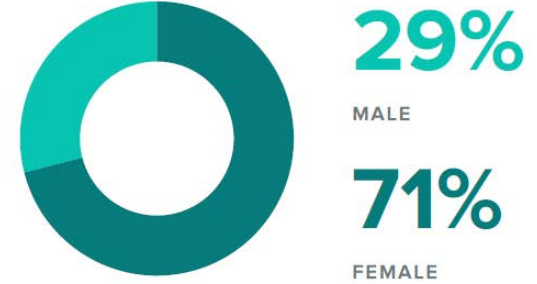
Engagement Rates by Region (Top 100)		
Region	Total No.	Total %
MidCoast	11448	14.38%
Outside MidCoast	68188	85.62%

Page Engagement: Gender

BY AGE



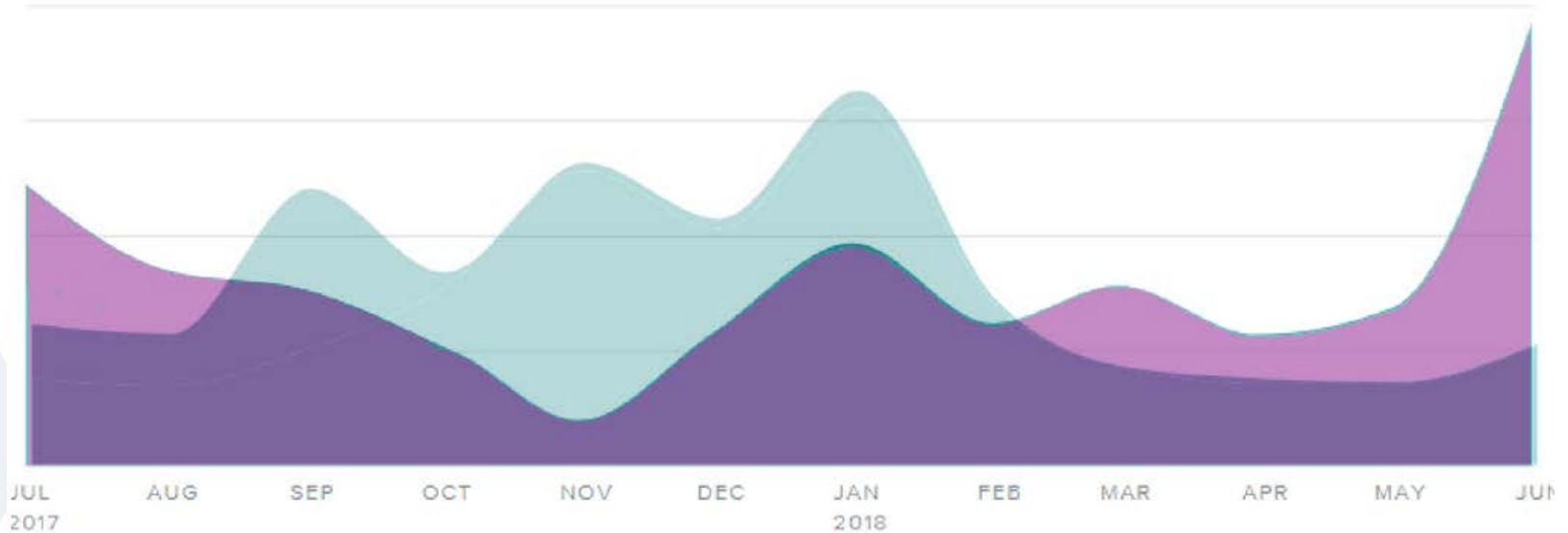
BY GENDER



Women between the ages of **35-44** are most likely to engage with Barrington Tops Tourism.

Seasonal Trends

Impressions: July 2017 – 30 June 2018



■ Love The Great Lakes ■ Barrington Tops Tourism

Note: Impressions are the number of times your content is displayed in someone's feed