



CONTENT CRUSHERS FOR 2022

We know you are always struggling for content ideas. We have done the work for you here and researched the topics of most interest to travellers to our region.



Content crushers for tourism businesses. 2022.

These days, most content calendars are not relevant or valuable to your traveller - international day of speaking like a pirate or purr like a cat day.

We have researched the topics on Google and other sources to create content of interest to the traveller in 2021.

It doesn't matter what type of business you have. Talking about all of these things are topical NOW. Having this information on your site and Google pages will help your ideal traveller find you.

It will position your business as an authority of the area and region.

1. COVID stuff. How clean are you? There has been so much research done on this. Your COVID cleanliness must be front and centre. Ensure you have an entire page and article on it. You cannot have too much here
2. transparency on cancellation policies, payment, refunds and flexibility
3. When are the school holidays? Each state is different. You might have multigenerational queries where families from other states are getting together. Have it all on one page for convenience, and they will love you for it.
4. Public holidays. List of long weekends and what's on during those weekends. Provide helpful information like if the holiday is a Tuesday, you can take the Monday off.
5. Maps. Travellers want maps right now—maps of what is around you or how to get to your place.
6. How far away are you from other attractions and destinations? What daytrips can you provide
7. Visiting Friends and Relatives. How can you help when they come to town? Group discounts, private rooms or private experiences.
8. Locals deals. Do you have discounts for locals?



9. What can I walk to from your hotel/accommodation?
 - a. Restaurants
 - b. Attractions
 - c. Cafes
 - d. Bars
 - e. Movies
 - f. Stuff for kids
 - g. Supermarkets, bottle shops etc
10. Any free shuttle buses to clubs and restaurants, RSLs
11. Local theatre, bands, trivia nights, meat raffles, markets – travellers love this stuff
12. Things to do near me – ‘near me’ is how people search for things around them
13. Public transport options near me include:
 - a. How far the bus stop is and to where
 - b. Does Uber service the area
 - c. Taxi
 - d. Courtesy buses to and from Clubs and RSLs
14. Holiday – talk about holidays; it’s a hot keyword for Aussie travellers
15. Hotel. As obvious as it sounds, not many people write to the word hotel. It is a hot keyword. Include hotels near your departure point if you are a tour operator. Including ‘hotel near me’ for example, if you are a tour operator
16. Accommodation. As for hotel
17. Dog-friendly accommodation (up 350% in search). Also searched as ‘pet-friendly so cover both off
18. Attractions near me
19. Day trips, road trips from your destination, hotel
20. Outdoor activities, spaces, fresh air, nature around you
 - a. Walks of all levels
21. Wellness options close. Include local yoga, day spa’s and fitness (massive trend)



22. Things for the kids to do – free and paid are good. Travellers are terrified of bored kids. And don't just think about traditional attractions. Anything that gets them off a device is excellent. That's how parents feel.

- a. Kid-friendly eating and restaurants – including Maccas (yes I know what YOU think, but it is handy for parents to know), great fish n chips, Chinese etc.
- b. Bowling
- c. Movies
- d. Lasertag
- e. Parks
- f. Lolly shops
- g. Ice-cream shops
- h. Easy walking tracks
- i. Wet weather activities

23. Connecting with locals and the local scene. Anything that is happening that will not be in the tourism guides:

- a. Pubs, the meat raffle
- b. theatres and local productions
- c. CWA
- d. Local race meets
- e. Bands that are in town
- f. Wine bars, pubs with live music

24. Connection to the land:

- a. Anything wine and food-related
- b. Agricultural shows, cattle or livestock sales
- c. Local markets think jams and pickles



25. Listicles are lists as an article. You have seen them around, but running your blog of local listicles would be helpful and valuable to both travellers and

Google! Here are a few to get you going on hot topics now

- a. Top 5 free things to do in your town
- b. Top 5 pubs
- c. Our top 5 coffee picks
- d. Any special interest topics – op shops, bird watching, local designers, lookouts, trainspotting
- e. Top 5 local events
- f. Top 5 regional markets
- g. Historical facts
- h. 24 hours in your town
- i. Best live music venues
- j. Top 5 restaurants with a view
- k. Best brunch in town
- l. Top 5 crazy landscapes and topographies
- m. Ghost stories, gaols and legends
- n. Top things to do for solo travellers
- o. 5 things to treat yourself with while in your town
- p. A weekend in (your town)
- q. Local secrets. E.g. there is a butcher in Tamworth that makes his own cabanossi.