

5.10. TOURISM PORT DOUGLAS DAINTREE - ANNUAL REPORT 2014 / 2015

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DEPARTMENT: CEO Unit

RECOMMENDATION

That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2014 - 2015 financial year, provided in accordance with TPDD's Resource and Performance Agreement.

EXECUTIVE SUMMARY

TPDD's Annual Report for 2014 - 2015 has been provided to Council following the 2015 TPDD Annual General Meeting (AGM).

BACKGROUND

While amalgamated with Cairns Regional Council, a Resource and Performance Agreement (Agreement) was in place with TPDD for the period July 2013 to June 2014. This Agreement included a requirement for TPDD to provide Council with a copy of its annual report once adopted by its Board.

Following de-amalgamation, Douglas Shire Council entered into a three (3) year Agreement with TPDD in July 2014. The Agreement includes a requirement for TPDD to provide Council with a copy of its annual report once adopted by its Board.

COMMENT

The TPDD Annual Report 2014 - 2015 provides all relevant information required by the terms of the Agreement.

In most cases, TPDD have met and exceeded the identified outcomes.

While there has been a slight decrease of visitation to the website www.visitportdouglasdaintree.com.au, there has been an increase of over 200% in referral traffic from social media, including Facebook, TripAdvisor, Twitter and Pinterest.

There has also been over 100% increase to the www.portdouglasincentives.com.au and the www.weddingsportdouglas.com.au websites.

To mitigate further decrease in visitation to the website, TPDD has identified that redevelopment of the site is required and has made allocation in the 2015 - 2016 budget.

PROPOSAL

That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2014 - 2015 financial year.

FINANCIAL/RESOURCE IMPLICATIONS

Council contributed \$430,000 to TPDD in accordance with the Resource and Performance Agreement. This was allocated in the 2014 - 2015 budget.

RISK MANAGEMENT IMPLICATIONS

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2014-2019 Initiatives:

Theme 1 - Celebrating Our Communities

1.2.4 - Network, advocate and partner with stakeholders to achieve positive outcomes.

Theme 2 - Building a Sustainable Economic Base

2.2.5 - Expand tourism and agricultural business opportunities and benefits through collaborative planning and promotion.

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Advocate	Supporting communities and groups by advocating for certain actions from other organisations (usually other levels of government)
Part-Funder	Sharing the cost of a program or activity with other organisations.

ATTACHMENTS

Attachment 1 - Tourism Port Douglas Daintree - Annual Report 2014 - 2015



Tourism Port Douglas Daintree

Annual Report

2014/2015

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Chairman's Report

As October 2015 draws near, so does the end of my second year as Chairperson of Tourism Port Douglas Daintree. Over the past two years I have been very proud to work with my fellow board members and the executive group firstly through a significant organisational change and then this year a renewed focus on promotional and marketing activities and engagement with our members, stakeholders and partners. I would like to acknowledge the commitment of this year's group of Directors, who once again volunteered their valuable time to help the TPDD executive team focus on destination awareness through a targeted mix of marketing activities designed to maximise sustainable visitation to the Douglas Region. I would also like to acknowledge the Douglas Shire Council for their ongoing support and particularly our Mayor Julia Leu who has continued to be a very active and engaged Board member.

Through 2015 the board of TPDD and the Executive team under the management of Tara Bennett has concentrated on our key priorities. These priorities are Destination Marketing and Promotion, building our e-marketing and social media capabilities, maximising collaborative opportunities, providing market intelligence on new and existing markets, trade and industry representation, membership engagement, working closely with the new Douglas Shire Council and improving the industry's access to meaningful Tourism research. The success achieved throughout the year would not be possible without the support of our members and the Douglas Shire Council. I once again acknowledge the Council's three year funding commitment to TPDD and thank them for confirming that funding will increase by 5% each year. I also wish to acknowledge our members who this year have increased in number by 9%. The growth in numbers and a restructure of the membership has resulted in membership revenue increasing by 11%.

2014/15 has been a year where we have achieved growth on the achievements of the previous year. Visitor numbers to the region have continued to improve as has length of stay.

With three new board members and the significant organisational changes of 2014 behind us, the 2015 board started the year with a strong focus on Marketing and Stakeholder engagement. The first action was to review our domestic marketing activities to facilitate an increased emphasis on Digital and E-Marketing activities. The next step was to ensure the Weddings and Business Events Marketing sub-groups provided direct reports to the Board. This was quickly followed by the establishment of a Daintree Marketing Advisory Group. It was also a busy start to the year with a sharp jump in Trade and Media Famil activity which provided excellent exposure for the region and an early indication of a good year ahead. To service the increasing media activity the executive team reviewed and updated TPDD's collateral and in March the Board confirmed "Where Rainforest meets the Reef" as our Regional Brand. This aligned with the Regional messaging adopted by TTNQ.

Promotional activity both traditional and online was a key driver of our domestic branding activities. Across the year and in partnership with TTNQ and TEQ in particular the executive delivered a number of very successful promotional activities. With events also playing an important part in attracting domestic visitors to our region we were very pleased to work closely with Douglas Shire Council and assist in the development of their events strategy. The growth in Events across the year did necessitate a greater dispersal of our marketing funds. In the international market we continued our strong representation in respect to our core western markets. This year again we had a very successful ATE with strong post event Famil activity.

With increased Stakeholder engagement an important priority for the year, our EO has been heavily engaged with both TTNQ and TEQ. This has paid significant dividends for the region with strong growth in cooperative marketing expenditure. On a more local front, while we have again engaged heavily with Council we have also worked closely with the Port Douglas Chamber of Commerce. This has included quarterly meetings with the Chamber President, the presentation of TPDD's Business and Marketing Plans to the Chamber Board and an invitation to the Chamber President to attend and present to a TPDD Board Meeting. However, our most significant effort has been on improved engagement with our members. This has included a new membership prospectus, new membership structures, quarterly briefings and a concerted effort by the executive team to visit our members on site.

For our region the 14/15 year to March was very strong with visitor nights up 11% on the previous 12 months. Visitor numbers to the region have continued to grow through the year with most business more recently reporting improved occupancy or visitation numbers and improving yields. While the domestic market has been very strong over recent months it has also been pleasing to see growth returning from our traditional international markets. With the low Australian dollar and the Chinese market continuing to evolve the year ahead looks very positive. The much anticipated refurbishment of the Sheraton Mirage has also been well received by the Business Events Market with many operators seeing a surge in enquiries for the year ahead. Together these changes in the market should see a strong level of optimism return.

Finally, this past year has seen Tara Bennett complete her first full year as the Executive Officer of Tourism Port Douglas Daintree. Tara quickly established herself as a wonderful tourism ambassador for the Douglas Region. She has certainly exceeded mine and the board's expectations over the year. Tara and her team of Chelsea, Ben and Mikala are passionate, hard working individuals who get through a mountain of work. In closing I leave my final congratulations to them for their fantastic contribution to the Douglas community.

Tony Baker
TPDD Chairperson

Executive Officer's Report

Tourism Port Douglas Daintree finished 2014/15 having successfully exceeded the targets set internally and in agreement with the Douglas Shire Council. The year has produced excellent results in marketing the significant drawcards of the Douglas region, as well as strengthening the organisations engagement with key stakeholders. Visitor numbers have grown to pre GFC levels across domestic and international markets. TPDD and the Douglas region tourism industry is actively seeking to continue to grow visitor numbers as well as to extend visitor length of stay, visitor nights and yield, and to increase the volume of repeat and referral visitation.

TPDD has been able to maintain the region's high profile through the advantageous use of digital marketing, participation in trade activities, maximising media exposure and applying influence on decision makers. Support for TPDD activities has continued with the Douglas Shire Council funding TPDD with an agreement in place through to June 2017. This is a significant investment by Douglas Shire Council towards strengthening the tourism industry and long term prosperity of the region's economy.

In the 2014/15 year we have undergone significant organisational changes with the implementation of a new membership structure which successfully secured more businesses in the region involved in TPDD activities and benefiting from the resources available through the organisation. TPDD has benefitted from the application of the TPDD Engagement Strategy to achieve stronger ties and communication with key stakeholders and the Douglas community. The Board has been instrumental in implementing a reviewed business plan and focus on our core activity of promoting the Douglas region to domestic and select international markets.

During the 2014/15 year, TPDD has undertaken a significant range of activities to align our activities with the State and Regional organisations as well as independently seeking out opportunities for the Douglas region;

- **Achieving 9% growth in membership numbers and 11% growth in membership income**
- **Producing Discover Paradise with the largest domestic distribution to date at 133,000 copies**
- **Innovative "Show Me Your Paradise" campaign to leverage off the messaging from TTNQ's activity and to build TPDD user generated content assets.**
- **Increased focus on event marketing and working with DSC and the Douglas Shire Event Strategy to support the long term growth of events.**
- **Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development**
- **Rebranding of the business events group to Business Events Port Douglas to increase the relevance of the group and appeal of the destination to business events.**
- **For the year ending June 2015 visitor nights reached 2.25 million generating over \$526 million in revenue**

I would like to acknowledge the professionalism and strategic direction of the TPDD Board and my staff for their support over the past year, my first as Executive Officer. I would also like to acknowledge the unwavering support we receive from the Douglas tourism industry allowing TPDD to undertake a greater range of activities.

Tara Bennett

TPDD Executive Officer

About Tourism Port Douglas Daintree

Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a company limited by guarantee. In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree. This brought the organisation in line with tourism agencies throughout Australia. TPDD is the local tourism organisation for the Douglas Shire region.

In the 9 years of operation, TPDD continues to make substantial advances in raising the profile of tourism and the region to the regional, domestic and international arenas.

Operational philosophy is to establish partnerships, linkages and relationships, and to ensure all operational activities are primarily focused towards facilitation and leverage. Primary partnerships and linkages for 2014/15 have been with:

- Douglas Shire Council
- Members and industry participants
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-op (DMC) and other local, state and national tourism organisations
- Tourism Training Institutions & programs including James Cook University (JCU), ATEC and QTIC

Key result areas against the Douglas Shire Council funding agreement:
• Sustained economic development through Destination Marketing
• Undertake research to maximise benefit to the region. Establishing short term performance, preferences, drivers, source markets, trends and yield
• Encourage and facilitate longer term and strategic tourism development and engage in key tourism planning
• Engage with key tourism organisations and business leaders to facilitate short, medium and long term planning of key issues in the region
• To present a single coordinated tourism voice to all levels of government and the industry

TPDD promotes the region to a wide range of both domestic and international markets. The domestic markets of Melbourne, Sydney and Brisbane are dominant, with regional Queensland a major supplier. The international markets are predominantly Western markets with New Zealand, United Kingdom, Germany and North America leading the way.

Financial Summary

TPDD activities are funded through a three year Douglas Shire Council funding agreement, membership, co-operative campaign activity with TTNQ, TEQ and members and any grants which the organisation successfully secure. The income from the wedding and business events groups are independently administered by each group which is comprised of TPDD members who work together in conjunction with TPDD to market to the niche sector.

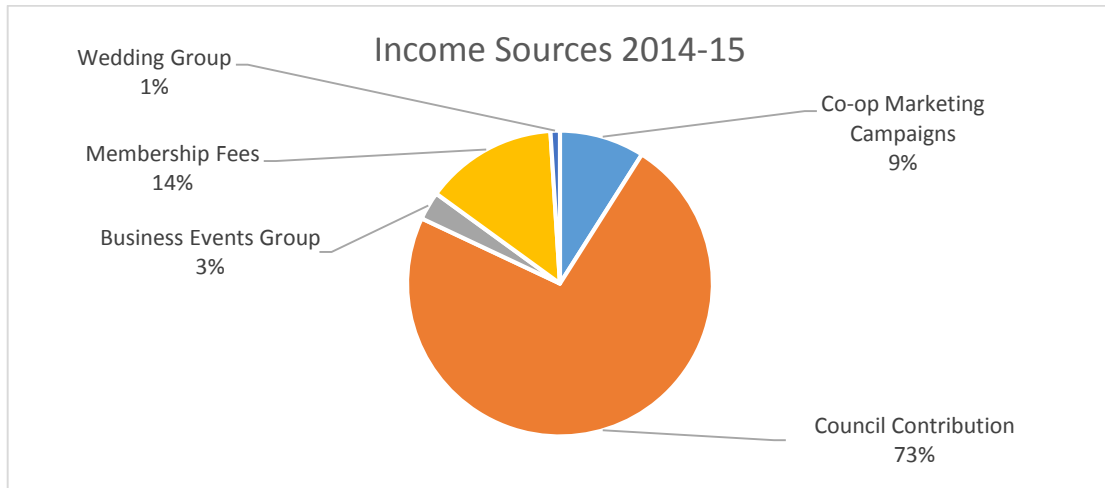


Figure 1 Sources of income for 2014/15

Membership income for the year rose 11% due to an increase in membership numbers and the new structure which was implemented from July1. TPDD also secured \$50,000 in grants and co-operative campaign activity, up from \$9,000 in the previous year. Tourism contributed approximately \$526 million to the Douglas region economy in direct revenue for the year ending June 2015. This figure does not take into account the substantial day visitors to the region including cruise ship passengers.

Breakdown of TPDD expenditure

In 2014/15 TPDD increased income to \$590,000 up from \$547,000 the previous year. The year finished with a surplus of \$18,000 which was budgeted to increase reserve funds following a deficit the previous year. Expenditure is allocated in accordance with the TPDD Marketing Strategy. General Marketing includes event support, digital activities and website costs. The below chart illustrates the percentage of total expenditure for the year attributed to the organisations cost centres.

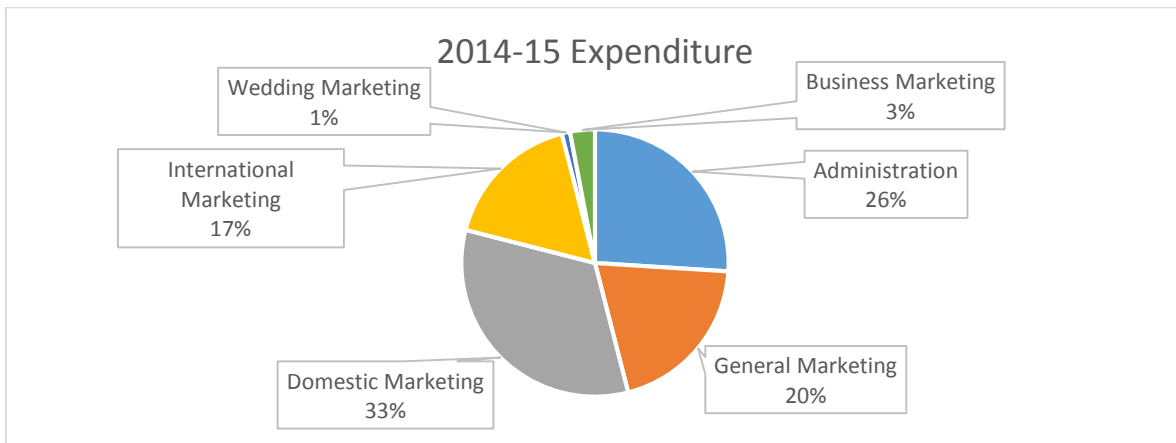


Figure 2 Annual expenditure for cost centres (%)

More detailed financial information is contained in the audited accounts, see Appendix 1

Research

TPDD utilise several channels to ensure information is reliable and accurate including:

- Quarterly surveying through James Cook University.
- Analyse International Visitor Survey (IVS) and Domestic Visitor Survey (DVS) to monitor visitor nights and markets visiting the region.
- Queensland Business Events Survey (QBES) figures on business events visitation and revenue.
- Queensland Birth, Deaths and Marriages for historical data on the number of marriages in the region.
- ‘Survey Monkey’ fortnightly surveying of local Douglas region businesses to gauge real-time performance that draws comparisons from the previous year.
- Meetings and discussions with local operators.
- Google Analytics and Facebook Insights.

These tools, in addition to market intelligence reports provided by regional, state and national tourism industry organisations allow TPDD to develop marketing strategies based on reliable and accurate information.

Visitors to the Douglas region

Visitor information is extracted from the survey report produced by James Cook University which is commissioned by TPDD unless otherwise indicated.

Respondents travelled mainly as couples (43.9% on an annual average, quarterly data ranging from 33.3% to 53.3%). Travelling as a family with children the second most popular travel party representing 17.9% on an annual average. 13.4% travelled with friends, 13.3% with relatives, 10% travelled alone and the remaining 2.1% were in a tour group.

Most respondents were on a leisure holiday (85.6% on an annual average), with 2.6% visiting friends/relatives. 10.8% travelled to the region as honeymooners, for weddings, conferences or business events.

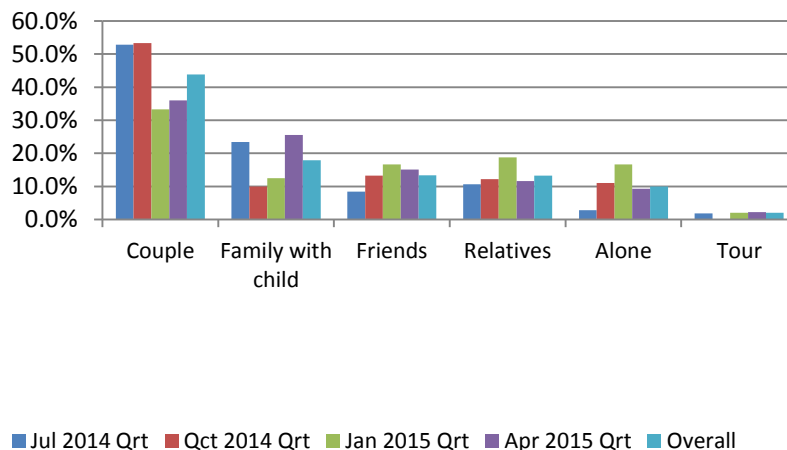


Figure 3 Travel party of respondents

In 2014/15, 43.4% of respondents indicated that this was their first visit to the Port Douglas and Daintree region, a slight drop compared to last year (49.6%). Repeat respondents had visited an average of 6.9 times up from 4.5 times the previous year.

The most popular sources of information used by visitors were friends and family (39.7% on an annual average), followed by 'been before' (33.7% on an annual average), the Internet (27.5% on an annual average), word of mouth (20.2% on an annual average) and tourist guide books (15.3% on an annual average).

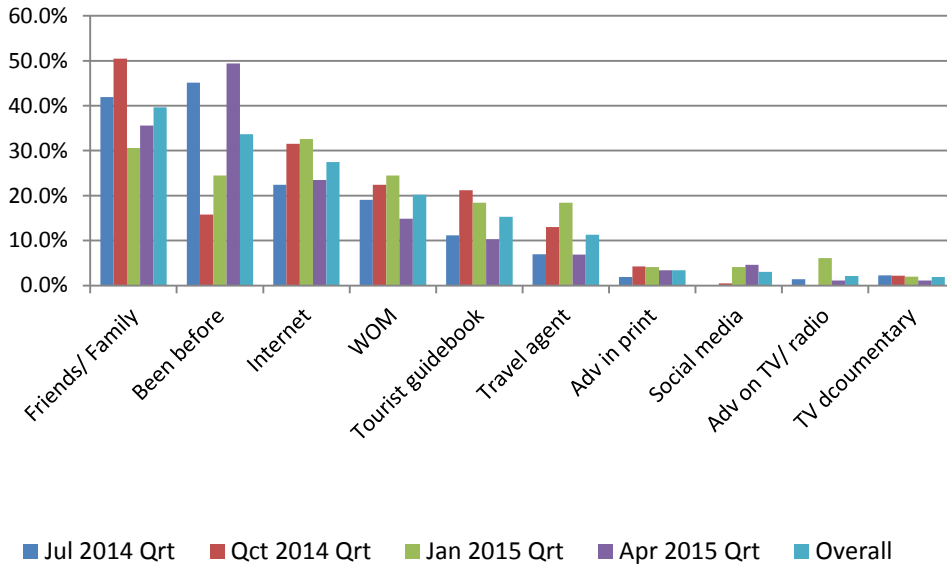


Figure 4 Information sources (%)

Figure 5 summarises how respondents booked their trip to the Port Douglas and Daintree region. The most common methods of booking were online travel websites (33.5% on an annual average), online direct booking with the accommodation (23.6% on an annual average), travel agent (18.7% on an annual average) and phone or mail direct to the accommodation (11.7% on an annual average).

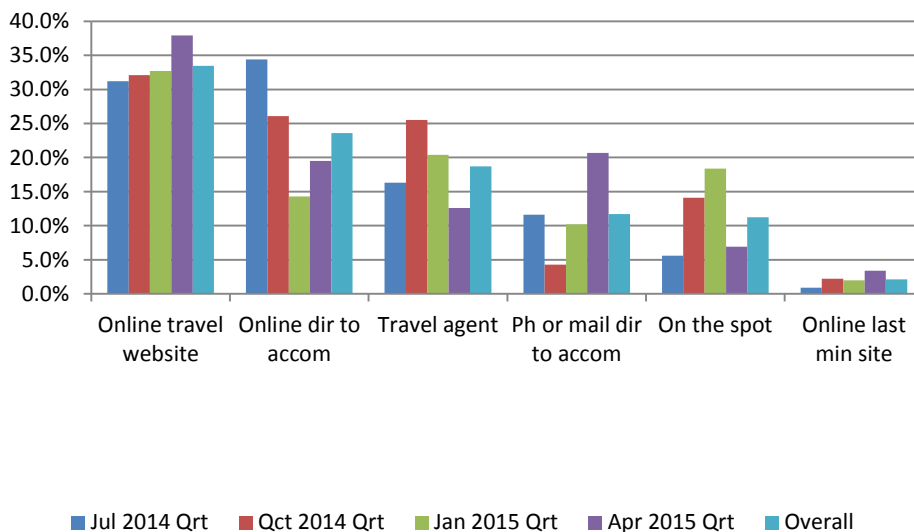


Figure 5 Booking methods utilised by respondents (%)

Figure 6 highlights the high number of weddings held in the Douglas region annually. The wedding market is a desirable sector as wedding parties stay in the region for an average of 4 days and enjoy a wide range of touring, shopping and dining. The destination wedding market is becoming more competitive as other destinations target the sector, however the Douglas region is well positioned with a highly skilled industry and a plethora of picturesque wedding locations.

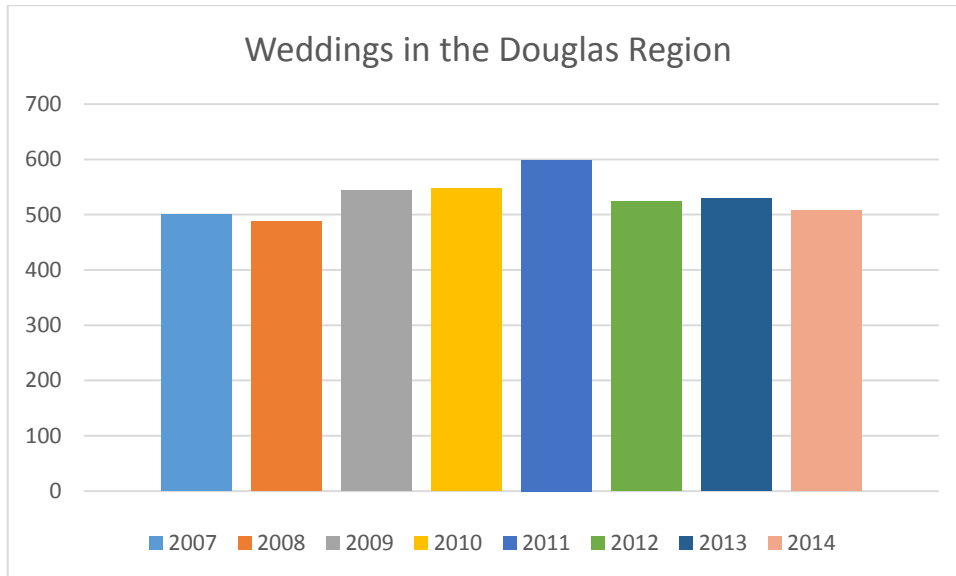


Figure 6 Number of weddings held in the Douglas region annually
 Source: QLD Births, Deaths and Marriages

The origin of visitors to the region has returned to a pre GFC breakdown of 6:4 domestic to international from 7:3 during the tough economic conditions and high Australian dollar of the past 5 years. This supports the TPDD strategy to target both the domestic and international markets to extend the tourist season and achieve growth in the shoulder periods.

Visitor Motivations

The most important motivations (measured on a scale of 1 = not at all important, to 5 = very important) for visiting the region are listed in Table 1. Results are given as a mean (m).

The top five motives differed between international and domestic tourists. International visitors were motivated by rest and relaxation (m=4.5), visiting the beaches (m=4.49), climate (m=4.31), visiting the Great Barrier Reef (m=4.28) and experiencing the natural environment (m=4). Their domestic counterparts travelled to the region for rest and relaxation (m=4.75), visiting the beaches (m=4.44), visiting the Great Barrier Reef (m=4.26), climate (m=4.07), and restaurants and dining (m=3.39).

Table 1: Motivations for travelling to the region

Rank	Motivation	Overall	Int'	Dom'
1	Rest & relax	4.68	4.50	4.75
2	Beaches	4.46	4.49	4.44
3	Climate	4.14	4.31	4.07
4	Visit the GBR	4.24	4.28	4.26
5	Experience natural environment	3.77	4.00	3.25
6	Visit the Daintree	3.74	3.97	3.20

7	Snorkelling and diving	3.05	3.62	2.74
8	Restaurants and dining	3.30	3.25	3.39
9	Experience Australian wildlife	3.34	3.92	2.70
10	Spend time with family	2.82	2.92	2.68
11	Adventure activities	3.25	3.45	3.10
12	Try local food	2.89	3.21	2.64
13	Experience Aboriginal culture	2.96	3.30	2.75
14	Socialising & meet new people	2.76	3.08	2.64
15	Cheap accommodation	2.56	2.92	2.54

Domestic Market Overview

The three main capital cities, Melbourne, Sydney and Brisbane, including South East Queensland, regional Victoria and regional NSW, continued to produce the largest volume, with Melbourne dominating. Effort will continue in regional Queensland as statistics show a large proportion of visitation emanates from this region with the drive market.

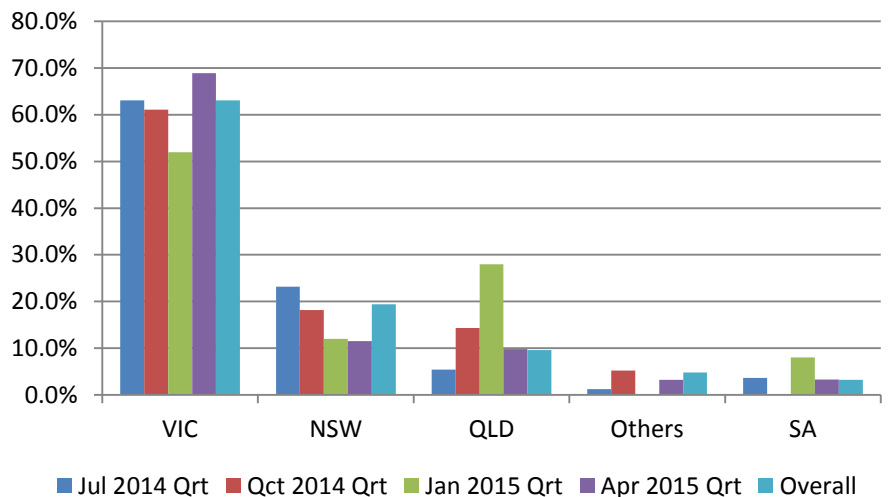


Figure 7 Origin of Domestic respondents (%)

Airline access will be the important driver for this market. The day visitor market out of Cairns continues to be an important sector, however this cannot be reported on as it is not picked up in the research available.

2014-15 Travel Year Domestic Wholesale Figures

- TNQ stats for Infinity Holidays finished the contract year down 3.6% on room nights, but up 2.9% on net revenue with an average length of stay for the region at 5.7 nights. For Infinity; Whitsundays were down 7.3% and the Gold Coast saw a 7% increase in room nights and 10.3% increase in revenue. An interesting factor with Gold Coast is that their peak booking months were similar to TNQ; June, July & August with the addition of January.
- QANTAS Holidays reported that Port Douglas/Daintree as a region was up 3% for the 2014 year on room nights, with sales in 2015 45% ahead of schedule at the same time the year prior at the start of June. Advice was that Gold Coast also saw a very positive year in 2014.
- Sunlover did not make available domestic statistics.

International Market Overview

The UK has been a strong market for Port Douglas in particular and has held over the past year. New Zealand has been and should continue to be a key international market for the region despite a reduction in aviation access. Of the European countries, Germany continues to be the strongest market while France and Sweden are showing good growth. The North American market has started to recover with a 5% increase into the area assisted by cheaper flights and the Canadian market continues to grow. The Japanese market should not be ignored as it makes up a large part of the day visit market and is showing interest in the region as an overnight destination.

Seasonal flights from China commenced in 2012 with some dispersal into the Douglas region. This market has huge growth potential, in particular, the FIT market which often has relatives in Australia. The market is growing faster than previously predicted and TPDD will continue to keep abreast of this market looking for opportunities.

Jul 2012 - Jun 2013		Jul 2013 - Jun 2014		Jul 2014 - Jun 2015	
1 UK	24.1%	UK	35.4%	UK	36.2%
2 Germany	17.6%	New Zealand	12.0%	New Zealand	14.1%
3 New Zealand	9.0%	Germany	11.7%	USA	8.1%
4 USA	7.0%	Canada	8.0%	Germany	7.0%
5 Canada	7.0%	USA	7.7%	Canada	4.3%
6 Netherlands	5.5%	Sweden	4.0%	France	3.8%
7 France	4.0%	France	4.0%	Netherlands	3.2%
8 Sweden	4.0%	Ireland	2.2%	Norway	3.2%
9 Italy	3.5%	Italy	2.2%	Ireland	2.7%
10 Ireland	3.0%	Austria	1.5%	Sweden	2.7%

Figure 8 Origin of International Visitors

Visitor numbers

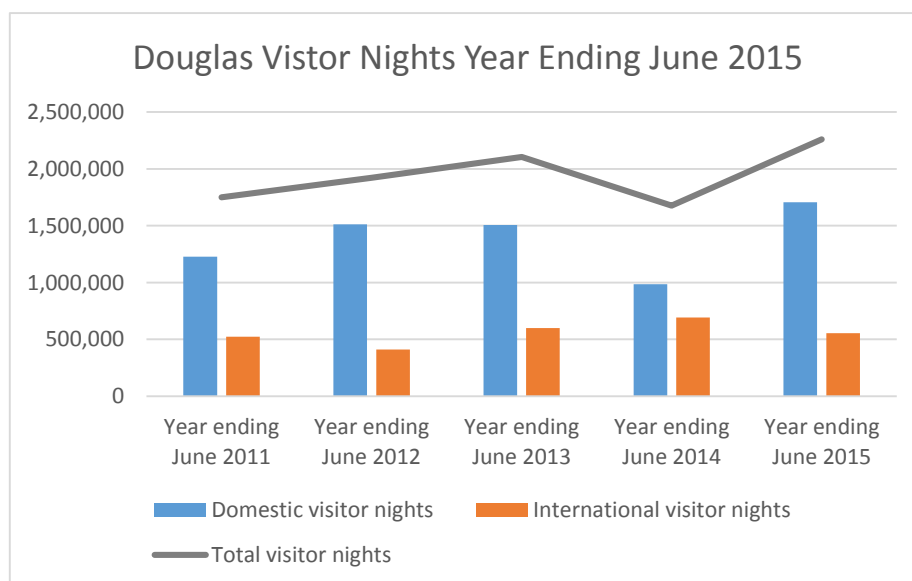


Figure 9 Visitor nights to Douglas region, Tourism Research Australia

For the first time in five years, the Douglas region has reached more than two million visitor room nights which is an additional 581,000 for the year ending June 2015.

Driving this growth is the domestic market with 329,000 visitors and 1.5 million room nights. This compares to the previous year's figures of 259,000 visitors and 1.7 million room nights.

International visitors totalled 92,000 compared to 85,000 the previous year while total room nights reached 553,000.

Yield for the region has improved the average rate of a Port Douglas hotel room by 14%, to \$200 per night. An impressive result with overall Australian hotel room nights receiving a small rise of 2% in the first half of 2015, according to Hotels.com latest Hotel Price Index.

Marketing Activity Report

Branding

Key Branding for the Port Douglas Daintree region as a whole has been changed from “Adventurous by Nature” to ‘Where rainforest meets the reef’ in line with TTNQ’s adoption of the branding in 2014.

Sub Region Branding	Independent Branding
<p>Sub region branding was developed by TTNQ in consultation with local industry working groups.</p> <p style="text-align: center;">Port Douglas/ Cape Tribulation/Daintree “Where Rainforest meets the Reef”</p>	<p>Business Events Port Douglas (BEPD) is a marketing co-operative who work in conjunction with TPDD to market the region as the top Business Events destination in Australia.</p> <p style="text-align: center;">Business Events Port Douglas “World Heritage, World Class”</p>

Marketing

Campaign activity within the TPDD Marketing Strategy is executed across multiple platforms including print, tradeshow participation, digital, PR, media famils, trade famils and trade training. Campaigns target consumers and trade in domestic and international markets.

Print/Collateral

- The region wide magazine ‘Welcome to Port Douglas and Daintree’ continues to be distributed and is available online. 115,000 copies are distributed annually to visitor centres for the drive market, retail travel agents, inbound tour operators and for business events organisers.
- Consumer publications including the ‘Discover Paradise magazine’ and ‘This is My Paradise’.
- The ‘What’s New and What to do’ regional flyer is distributed at trade shows with the DVD and image discs and is used as a training tool for retail travel agents.
- ‘Secrets to Port Douglas and Daintree’ consumer/trade tips flyers.
- Regional DVD compiled from from ‘Show Me Your Paradise’ campaign.

Trade

- Contractor representation in the domestic market to conduct sales calls to approx. 3000 travel agents
- Trade show attendance including ATE, Corroboree, Inbound Up North, Sell TNQ.
- Trade famils - TPDD hosts a large number of trade famils in conjunction with TTNQ, TEQ, TA and wholesalers to appropriately represent the region as well as via the domestic contractor.
- Trade training – webinars, one on one, distribution of flyers.
- Roadshow attendance – organised via TTNQ, TEQ, TA.
- Co-operative partnerships including the Infinity Holiday brochure

PR & Media

- PR representation – produce and distribute positive news stories for TPDD, the members and the region.
- Media famils are both organised and hosted for leisure and niche markets independently as well as in conjunction with TTNQ, TEQ and TA.
- Specific Port Douglas Carnivale famil.

Digital

- Innovative campaign ‘Show Me Your Paradise’ to build user generated content.
- Regional consumer website with member listings and diverse regional information.
- Niche market websites including: Business Events Port Douglas and Port Douglas Wedding Professionals.
- Social media channels including Facebook, Instagram, Twitter, YouTube, Pinterest.
- Online advertising campaigns and competitions.
- Electronic direct mailouts to segmented databases including consumer, industry, niche markets, tourism organsiations, media and local.

General Consumer Marketing

- Co-operative marketing initiatives including the Port Douglas Wedding Professionals and Business Events Port Douglas.
- Tourism Advisory Groups (TAGs) developed and managed to provide operator feedback on key markets.
- Promotion of events held in region including Carnivale, the GBR Marathon, Marlin Challenge, the Croc Trophy and Taste Port Douglas.

115,000 Welcome to Port Douglas Daintree magazine

133,000 copies Discover Paradise

Domestic sales calls to over 3,000 travel agents

Hosted 26 domestic and international media famils

Hosted 21 domestic and international trade famils

As illustrated, there are a range of marketing activities that make up the TPDD marketing strategy. The activities form a unique mix which find cut-through in the market and reach the desired audiences. The unreserved goal of TPDD is to implement marketing strategies which contribute to and grow tourism to the region. Port Douglas, the Great Barrier Reef and the Daintree Rainforest are iconic destinations in both domestic and international markets, however the Douglas region faces an extremely competitive environment from destinations including Bali, Thailand, Hamilton Island and Byron Bay. Through effective tourism marketing strategies, such as those listed below, the destination can gain traction with consumers inspiring travellers to holiday in the destination supporting the region’s tourism industry and ultimately supporting both state and national tourism.

Campaign Activity Highlights

The TPDD Marketing Strategy for 2014-2015 saw a continuation of traditional activities with the introduction of innovative programs including partnerships to leverage our marketing reach resulting in a fully integrated marketing strategy. The strategy integrates a variety of platforms to target the diverse markets that make up the visitor group to the Port Douglas and Daintree region. Each of the campaigns detailed have different measures that the campaign generated to achieve TPDD’s strategic marketing objectives.

133,000 copies distributed in the Weekend Australian VIC, NSW, Adelaide, North Queensland and Brisbane.

Discover Paradise 2015

Discover Paradise

Discover Paradise works to meet two simultaneous objectives: Inspire people to visit the destination, and capture business for tourism operators. In 2008, 30,000 copies were distributed to North Queensland. By May 2015, the print run had increased to 133,000 copies distributed in the Weekend Australian across Victoria, NSW, targeted areas of Brisbane, Adelaide and North Queensland.

Discover Paradise is a high quality supplement highlighting the destination. Sections within the magazine are themed around the major drivers to the

region including tropical lifestyle, the Great Barrier Reef, Daintree Rainforest, indigenous tourism, weddings, spas, indulgence, adventure and events. The supplement covers markets from families to couples, for a broad range of travellers whether they are honeymooners, grey nomads or young adventurers.

TPDD received \$10,000 in funding from Tourism Tropical North Queensland as part of the Queensland government contestable funding program to boost distribution. This year’s campaign was highly successful, driving direct bookings into businesses and influencing decision making for the major season.

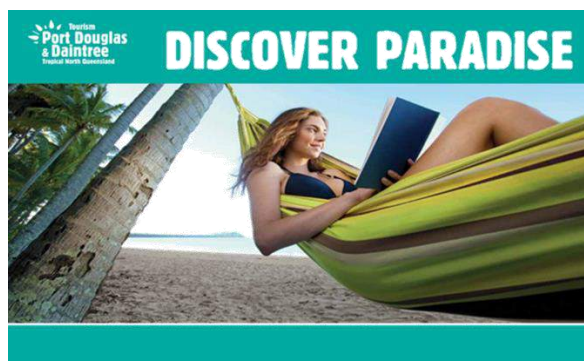


Image 1 Discover Paradise cover 2015

Jetstar Inflight Magazine Partnership

The Jetstar partnership represents great value to TPDD members. It provided members with access to reduced advertising rates, while the region benefitted from a destination focus at minimal cost to TPDD.

A. August 2014

Jetstar double page spread –a regional double page spread (dps) featured nine products from the Douglas region as part of a buy in campaign. The advertisers were a mix of accommodation and touring with strong participation from Daintree operators which included Cape Tribulation imagery. The advertisement followed a six page editorial on shopping in Port Douglas.



Image 2 Jetstar Partnership

B. May 2015

Jetstar three page spread – highlighted Port Douglas Carnivale, a major annual event running across ten days and is sponsored by TPDD to open the season and increase visitor numbers.

The advertisement included event details, regional imagery and featured nine products from the Douglas region.



Port Douglas Carnivale

From the reef to the rainforest and everywhere in between, Port Douglas Carnivale (27-31 May) celebrates the in this stunning seaside region with a 10-day program packed with fun events and activities. For the past 20 years, Port Douglas Carnivale has entertained thousands of locals, interstate travellers and international visitors, serving up delicious, fresh regional produce for its food and wine events. There's plenty more to see and do, too. Highlight events include the Janz Longest Lunch, Feast

Port Douglas, Craft Beer & Cider Festival and the Southport Entertainment, plus the Macrossan Street Parade, Family Beach Day, Kobusame Horse Archery, The Big Lunch, and the Street Art and Music Festival. By your back at the World Racing Motorist/Casler Championships!

For the full line-up, go to carnivale.com.au



Blue Dive

Submerge yourself in affordable luxury at the Premier Five Star PFD Institute for Diver/Instructor Development Dive Resort. Top rated on TripAdvisor. Blue Dive offers:

- Overnight 5C/6A adventures
- Small group guided day trips
- A&P&D courses

Our professional, friendly team guarantees safe and exciting dives for all experience levels.

Tel: +61 (0)427 983 907
Web: bluediver.com.au



Sweet Farm Tours

Australia's first cocoa and sugarcane experience, Sweet Farm Tours is operated from a visitor centre 20 minutes' drive from Port Douglas, on the edge of the World Heritage-listed Daintree Rainforest. Your journey includes a farmer-guided tour through a working cocoa and sugarcane farm as well as a complimentary Australian-origin chocolate tasting. The Sweet Farm Tours Visitor Centre showcases Australian cocoa and sugarcane processing from estate to plate. Watch a movie about local produce

in the unique rainforest overlooking the beautiful Jaffar Creek valley. Drive and receive our gift of soap, which has an extensive range of Australian-sourced chocolate and local products.

Address: 333 Mallo Bamboo Creek Rd, Mossman, Qld
Tel: +61 (0)7 4098 8134
Web: sweetfarmtours.com



QT Port Douglas

QT is bringing the fun back to five-star stays with its inspiring, contemporary, quirky and tropical resort-style hotel in Port Douglas. Stay in one of its 188 spacious designer rooms with bangkok furnishings, dine at the award-winning Bazaar. Enjoy the best of Port Douglas: rock pools at Estu, bar, perfect for the art of unwinding in a luxurious spa and enjoy outdoor Moonlight Cinema between June and Oct. Book now please!

Tel: +61 (0)7 4099 8900
Web: qtportdouglas.com.au

Villa San Michele

Perfectly positioned in the heart of Port Douglas, Villa San Michele is right on the doorstep of Macrossan Street's cafes, shops and award-winning restaurants. Gorgeous Four PMB Beach and the Reef Marina are a five-minute stroll away, too. Villa San Michele features spacious, Mediterranean-style apartments, which come in one bedroom or two bedroom/ two bathroom configurations. The air-conditioned apartments are situated around a tropical communal courtyard with two heated swimming pools, a spa, sun loungers and poolside bar/bev.

Guests can also enjoy the use of an undercover carport, laundry facilities, tour desk and book exchange – all that's needed for your tropical beach Queensland holiday!

Address: 39-41 Macrossan St, Port Douglas, Qld. Tel: 1800 994 098 or +61 (0)7 4099 4088
Web: villasanmichele.com.au



Moonlight Cinema

QT Resort's lush tropical lawn is transformed into the ultimate outdoor cinema from June - Oct. Enjoy our onsite food truck, comfy bar and barbeque, plus the hottest new feature films, which are sure to entertain audiences of all ages including Juniors. World's Finest Inside Out, Minions, The Z-Team, Curly, Magic Mike XXL, Are You Mission Impossible 5 and Fantastic Four.

Web: moonlight.com.au



To discover more about Port Douglas & The Daintree, go to visitportdouglasdaintree.com

Where rainforest meets the reef

Image 3 Jetstar Partnership

Show Me Your Paradise

This campaign targeted locals (including industry) and holidaymakers to submit high quality video and photo content that featured what they loved about the Port Douglas and Daintree region, in a competition to win a cash prize. The campaign aimed to tap into the passion and pride that, particularly locals, hold for the region in an effort to increase TPDD’s useable consumer content, whilst generating awareness and brand exposure for the region overall.

Goals associated with the campaign were;

- 5 x 1 minute video clips that can be promoted in consumer and trade markets
- 2 minute trade / consumer clip featuring best of all clips cut by an external provider
- 5 new images that can be used in consumer and trade markets
- 20% growth in TPDD website visitors for February
- 5% growth in Facebook fans



Image 4 Show Me Your Paradise, Photo finalists

Campaign Results:

Entries

	Views	Content Created	Conversion Rate
Email / Sweepstakes – Stills	11,800	593	5%
Email / Sweepstakes – Video	3045	16	.5%

Website

- Total visitors during campaign period – 15,330
- Page views – 32,112
- Demographics: Brisbane (3362), Melbourne (2872) Sydney (2819)
- Competition page had 4,532 visitors

Facebook

- Visit Port Douglas Daintree page increased to 12,508 from 12,107– an increase of 4%
- Paid advertising had reach and contributed to 276 likes, the remaining were organic.

Consumer Competition

The purpose of the campaign was to stimulate interest in the region during a traditionally quiet period and highlight the key selling points to stimulate interest in the lead up to the summer school holiday period. The purpose of the campaign was to increase Facebook fans, increase email database leads and increase traffic to the website whilst creating destination awareness and advocacy.

This was a referral promotion that encouraged entrants to refer their friends to gain access to the prize.

Campaign Results:

Entries

	Views	Conversions	Conversion Rate
Email / Sweepstakes	26,100	5498	21.08%
Facebook / Referral	6,441	1768	27.45%

Website

- Total visitors during campaign period - 17,908
- Page views – 30,850
- Demographics: Melbourne (4605), Sydney (4229), Brisbane (3162)
- Competition page had 13,490 visitors

Facebook

- Visit Port Douglas Daintree page increased to 11, 604 – an increase of 52% (3991)
- Paid advertising had reach, but only contributed to 434 likes, the rest were organic.

Channel 7, Sunrise

TPDD hosted Channel 7 Sunrise in March for live weather crosses from both Low Isles and Mossman Gorge over two days. TPDD ran with the opportunity after being contacted to do the weather crosses from the Port Douglas region. This type of opportunity comes at a price and while Channel 7 heavily reduced the daily amount TPDD needed to come up with \$10,000 for the weekend. Due to close ties with Tourism and Events Queensland and Tourism Tropical North Queensland TPDD was able to secure financial support from both organisations with Tourism and Events Queensland footing 60%, and Tourism Tropical North Queensland and TPDD covering 20% of the costs each.

The coverage we received over the weekend was sensational, the weather gods smiled down on us with ideal conditions at Low Isles and Mossman Gorge. The value to the Port Douglas Daintree region in terms of media value was \$2.8Million in ASR with six crosses per day.

Carnivale Media Famil

Strategic PR in consultation with Tourism Port Douglas and Daintree was responsible for designing the famil, sourcing journalists, managing the famil and follow up. The publicity value estimate of the 2015 media famil was **\$1 million**, excluding social media coverage from our journalists including news.com.au journalists and Channel 10 breakfast show regulars.

Port Douglas Carnivale Media Famil generated an estimated \$1 million in publicity, excluding social media coverage.



Image 5 Delightful Daintree Media from Carnival Famil

Domestic Trade Activity

Parker Travel Collection is contracted to perform domestic market trade activity. Below is an Activity Report of tasks undertaken by Parker Travel Collection (PTC) in the Domestic Trade market for the promotion of the Port Douglas and the Daintree region from July 2014 to June 2015.

Wholesale Activities

Wholesale activities were undertaken on a number of levels; marketing, product liaison and training. The focus of the marketing was to keep in contact with the marketing teams of the wholesale brands and ensure the TPDD region maintained a place within their marketing activities. These marketing activities included imagery features in brochures and campaigns and ensured a TPDD member product was always part of the featured product range.

Maintaining and building relationships with the three major wholesalers was a core focus within each of the marketing, product and reservations teams extending into the preferred retail partners. The focus remained with Flight Centre's Infinity Holidays and AOT Sunlover Holidays and with a lesser extent Helloworld's QANTAS Holidays. The majority of the market for volume business is definitely with Infinity followed by Sunlover a distant second and Helloworld third. Helloworld is starting to see some growth after many years of subpar performances, though their volume numbers from domestic markets continue to struggle.

Sunlover Holidays

- Four training sessions of the Sunlover Holidays reservations staff in Brisbane and two sessions with the new domestic reservations in Melbourne.
- Two PSP workshops in Melbourne, primarily this is not domestic but Melbourne staff are being involved in more and more domestic overflow work.
- Continual electronic contact with SLV Account Managers based in Brisbane, Sydney and Melbourne: face to face meeting with Brisbane and Sydney Account Managers on 2 occasions and

Melbourne on 3 training occasions and joint retail sales calls on 5 other occasions with the Melbourne Account Managers.

- Constant and ongoing communication with the TNQ product manager together with 5 meetings.
- 11 training sessions undertaken at Sunlover preferred retail agents throughout the year.
- Assistance to AOT Head Office in facilitating 2 retail agent famils to the TPDD region.

Infinity Holidays

- Five training sessions of Infinity “Eureka” reservations team – Eureka is made up of 11 teams selling domestic product exclusively.
- Three meetings with Infinity Holidays Domestic Marketing.
- Met with Product Manager on 5 occasions, TNQ Product Manager at the begining of year was Leah McCosh with Hayley Giles taking over in September 2014.
- Secured the back page advert of the Infinity TNQ brochure for 2015-16 (TPDD had done the Sunlover brochure back page advert for the previous 3 years but switched to Infinity for 2015-16).
- Direct co-ordination of 7 Flight Centre office team getaways famils to the TPDD region throughout the year.
- Two official Infinity Holidays famils via their educational team facilitated.
- Extensive planning involvement of the 2015 Infinity Aussie Gold Event held in Port Douglas and Daintree. Top 60 domestic selling Flight Centre Group retail staff and 11 Infinity Eureka staff were part of the awards weekend.

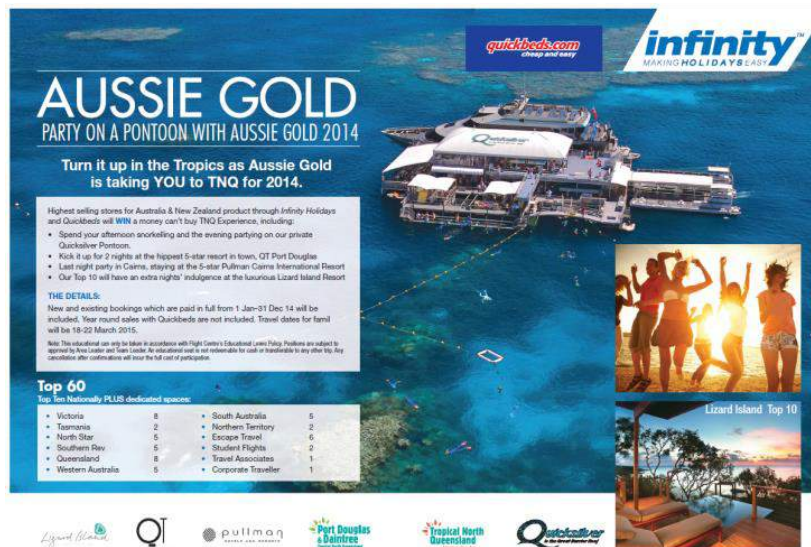


Image 6 Infinity Aussie Gold invitation

Helloworld

- Due to the structure of the Helloworld QANTAS Holidays training program, only Select Partners are permitted to undertake training at the reservations centres and regional bodies are not permitted. The 2 TNQ accommodation providers are Domestic Select Partners and TPDD members along with a prominent Port Douglas reef operator. This gives TPDD a distinct advantage over other region bodies.
- Product Manager Tracey Pearce met on three occasions to gauge TPDD performance, which has really started to bounce back after 3-5 years of downward performance.

- Two meetings with marketing of QANTAS Holidays based in Melbourne, Tracey Ma the TNQ Marketing Product Manager and Kate Wilkie who is the Senior Product Marketing Manager (Kate is ex AOT/Sunlover). Very rigid to only marketing select partners and operators who have commercial over ride agreements with Helloworld but TPDD is getting more than its fair share of representation in the marketing activities.
- Sponsorship and attendance of a Helloworld Melbourne Retail Agents Golf Tournament
- Helloworld implemented a new dynamic packaging initiative on the company's website that was launched in January following the termination of the company's previously owned bestflights website. This will allow agents to gain dynamic package price parity due to its partnership with Orbitz Worldwide – important to ensure TPDD member products are linked with ORBITZ via their channel managers.

Other Wholesaler Activity

- A week of advertising for TPDD on the OZ Focus domestic group Victoria agent's page in the month of October 2015 for any TPDD updates and promotions. OZ Focus is a cooperative of Domestic wholesalers, operators and regions that operate events to retail agents to promote Domestic Tourism. <http://www.ozfocus.org/>.
- Expedia new Market Manager Lisha Li has been met twice.
- Online seminar with Booking.com with Danica Christensen facilitated with TPDD members in Port Douglas.
- Matt Doherty of Virgin Australia Holidays met on 2 occasions to ensure TPDD product representation and campaign features.
- Three meetings with Ignite Travel group – TPDD region well represented via their MyQId site of packaged holidays. The group buying side of the business has a constant supply of TPDD regional product featured to keep the destination front and centre via such 3rd parties as Groupon and now Kogan.
- Other operators met with during the year were LeisureCom, Pinpoint, Luxury Escapes, Scoopon, HooRoo and Exchange Travel.

Social Media and Electronic Marketing

At the start of 2015 PTC instigated the Port Douglas & Daintree Agents Paradise Facebook page aimed at providing specific TPDD content including; product updates, agent rates, regional events, prizes and famils information direct to a closed user group of retail and wholesale agents on a weekly basis.

<https://www.facebook.com/groups/agentparadise/>

- In the initial stages a major prize was offered as an incentive to JOIN the closed group page to increase agent participation. The prize consisted of and all-inclusive holiday featuring 6 nights accommodation, reef tour and gala dinner experience.
- PTC promoted joining of the page on all retail calls, three dedicated EDM's to promote joining the page and Infinity and Sunlover assisted in distributing information to agents via their own internal EDM's to both wholesale and retail staff.
- Two additional major prizes were organised and distributed to increase the visitation to the Facebook page – prizes have been donated by TPDD members.
- In 5 months the page has seen 319 domestic selling agents join the group.
- Three TPDD specific EDM's were sent to 750 retail agents on the database, each EDM was specifically tailored and sent to two separate lists, one specifically for Infinity agents and one for Sunlover agents.

Retail Agents

Retail agent calls remain the primary function of the PTC role for TPDD – training, educating and promoting the destination of TPDD and keeping it at the forefront of the agent mind when sourcing a tropical beach destination holiday option.

- The focus of retail calls remains on those suburban regions outside a 5km radius of the city centre where wholesale statistics show are more likely to book a domestic holiday – the further out in the suburbs the more likely an agent will have a greater domestic market share of their total sales. Adversely the closer to the city centre the higher the agents international market share usually is.
- Inner suburban agents are not neglected though, the focus on these agents is ensuring they have collateral to disperse as they have a greater market that is likely to collect information from their local agent on a domestic destination and then tend to book online direct with operators or via 3rd party OTA’s.

Region	Call Pattern Summary
Melbourne	133 days of sales calls visiting 2,216 store visits CBD, Melb North (2 days), Melb East (2 days), Melb Inner East, Melb Beaches, Melb South, Dandenong, Melb West & Geelong
Ctry Vic	7 days of sales calls seeing 87 retail stores West: Ballarat, Hamilton, Portland, Colac, Warrnambool North: Horsham, Albury, Wodonga, Bendigo, Echuca, Shepparton Gippsland (South): Warragul, Moe, Morwell, Traralgon, Sale, Leongatha, Wonthaggi
Sydney	20 days of sales calls visiting 372 retail stores visits Sydney CBD, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
SE Qld	15 days of sales calls seeing 254 retail stores North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich and the Gold Coast
Adelaide	2 days of sales call seeing 37 retail stores Modbury, Westlakes, Elizabeth, Modbury, Norwood, Glenelg

International Trade Activity

TPDD undertakes international trade activity marketing through attendance at tradeshows, industry updates to our database of contacts gathered over 8 years, supporting trade familiarisation programs and providing training, product updates, destination content and images to inbound tour operators, wholesalers and retail agencies. TPDD trade activity is up 60% in 2014/15 with an additional 3 events attended as well as TPDD initiated sales calls and training conducted.

Trade activity:

Queensland on Tour New Zealand and Travel Expo

TPDD attended the Auckland Travel Expo sharing a stand sponsored by TTNQ. Tropical North Queensland was the star of the show with very high interest and Port Douglas and Daintree. There were great flight deals as well as accommodation packages on offer resulting in many enquiries being converted to sales at the expo for travel over the coming months.

Following on from the expo 27 operators from Queensland participated in the TEQ organised tradeshow 'Queensland on Tour'. This was an opportunity to train travel agents, update product managers and meet with media from New Zealand. Once again there was very high interest for Port Douglas and Daintree, with many agents reporting they only sell our region when clients request TNQ.

US Marketplace and Theres Nothing Like Australia Roadshow

TPDD represented the Douglas Shire at US Marketplace in Los Angeles, together with 69 companies from Australia including 10 from the Port Douglas Daintree region, participating in 69 appointments over 2 days.

Following on from Marketplace, TPDD attended the 'There is Nothing Like Australia' roadshow which included stops in Toronto, New York, Chicago and Houston. We met with an average of 60 agents in each city, training them to better sell the destination. Of the 12 Queensland products on the show 7 were from the Douglas Shire, an amazing investment from the region that sends a very strong message to the North American travel industry. TPDD also arranged sales training to About Australia inviting members to join in the opportunity which trained 6 staff in the regions key selling points.

UK Europe Corroboree

This event is organised by Tourism Australia and invites over 300 agents from the UK and Europe for training. The format over 3 days in Adelaide involved 8 minute appointments to train each of the agents in the destination. TPDD shared a stand with TTNQ and there was a strong number of operators from the region in attendance.

Inbound Up North

Port Douglas and the Daintree region put on a fabulous show for Inbound Up North welcoming over 40 inbound tour operators to the region for a day of workshops with regional suppliers as well as a touring day and networking events. TPDD applauds the North Queensland Australian Tourism Export Council branch for developing a fabulous program which showcased the entire region as well as the broad range of experiences available.

Australian Tourism Exchange (ATE)

ATE is Australia's largest annual travel and tourism business-to-business event. The event provides a forum for Australian tourism businesses to showcase their products and establish important business links with the people and organisations that take Australian tourism to the international market place. The event brought 600 travel wholesalers and agents from 38 countries to meet and do business with 1,500 Australian tourism seller delegates from 500 companies. TPDD had a full appointment schedule and met with approximately 130 people from 92 companies during the show.

International Trade Famil Activity

TPDD compliments trade show and roadshow activities by supporting a trade familiarisation program in region. Familiarisation support is evaluated based on the country of origin and the potential for growth in the market. TPDD works closely with TEQ and TTNQ to facilitate regional exposure and maximise the itinerary content whilst in the Douglas region.

Famil Title	Company	Market	Pax
TEQ Marketing Managers	TEQ	Eastern	3
Hawker Pacific VIP	Hawker Pacific	China	1
IUN Dinner	AOT, QANTAS, GTR, TEQ	Domestic & Western	6
WA Flight Centre	Flight Centre	Domestic	6
Quickbeds agents	Quickbeds/Flight Centre	Domestic	8
Tour Pacific	Tour Pacific/ATS	Sweden	5
MU Famil	China Eastern	China	8
Restaurant Australia UK	TEQ UK	UK	1
Japanese product managers	TEQ/TTNQ	Japan	15
Flight Centre Instagrammers	TEQ/TTNQ	Domestic	5
Post Domestic Roadshow	TTNQ	Domestic	10
Gold Medal Agents	TTNQ	UK	12
Infinity Aussie Gold	Parker Travel	Domestic	30
Post C'bee UK Italy	TTNQ	Western	16
Post C'bee Germany	TTNQ	Western	14
BEPD Famil	PCO's	Business Events	7
Andersons Vacations	TEQ	Western	10
QOT NZ	TEQ	New Zealand	12
TTNQ China Manager	TTNQ	China	1
Springboard Vacations	TEQ	USA	2
German Product Managers	TEQ	Western	3
Post ATE Famil – Trade	TEQ	International	3
Post ATE Famil – Trade	TEQ	North America	10
Total			187

Digital Activity

The 2014-2015 digital marketing strategy incorporated a range of activities including direct industry and consumer campaigns, electronic direct mail (eDM) campaigns, social media marketing, video and website marketing.

Electronic Direct Mail-out (eDM) Campaigns

TPDD sent a range of email marketing newsletters to several databases totalling over 41,000 people, which fulfilled different purposes.

- Consumer database - 34,745
- Tourism industry (wholesalers, retail travel agents, etc.) - 2,865
- Tourism organisations (TTNQ, TQ, TEQ, etc.) - 100
- Wedding market database - 983
- Business events database - 1,564
- Media - 85
- TPDD Members - 210
- Douglas region - 526

The examples on the right demonstrate the differences in how TPDD communicate with each market. For example, Image 7 is a Business Events campaign highlighting conference and incentive updates from different operators. While Image 8 is a consumer campaign that highlights things to do in the region, special deals and updates on events. These campaigns were sent regularly throughout the year and differ in frequency between databases.

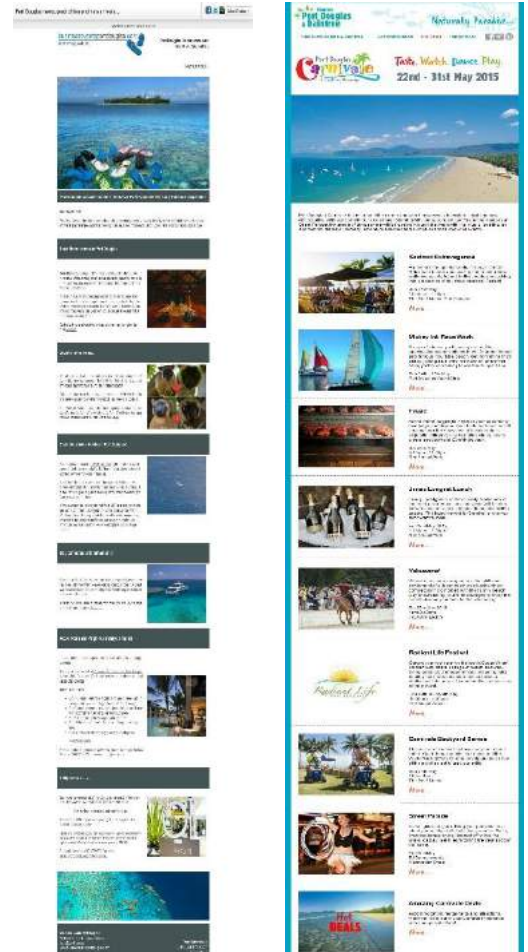


Image 7 eDM Business events Image 8 eDM consumer market

TPDD Website Analytics Report

Visitor numbers. Overall visitors' decreased (-5.07%) with the website reaching over 193,964 total visitors for the year. Unique visitors remained stable with 163,951. Although TPDD may have declined in repeat visitation, the quantity of new users to the site has remained constant.

How do they find the site? Traffic sources to the TPDD website occur primarily from organic search traffic, accounting for 67% of total visitation, which equates to over 129,000 visitors. TPDD has implemented a comprehensive SEO strategy to ensure highly targeted traffic finds the site. This strategy has resulted in the TPDD website being at the top of search results for a number of high traffic keywords.

What pages do they look at? The most visited pages after the home page included Things to Do, Accommodation, Daintree and Diving and Snorkelling.

What devices do they use to view the site? Growth in access by portable devices grew significantly, with tablets sending 37,436 visitors (-3%) and mobile sending 52,811 visitors (+80%). Desktops are still the most highly used, with over 103,000 visitors (-24%).

Visitor Demographics: Over 145,000 Australians visited the site this year, an increase of over 11% on last year. Figure 12 illustrates domestic website visitation by Australian states and the dominance of the primary target markets of QLD, VIC and NSW.

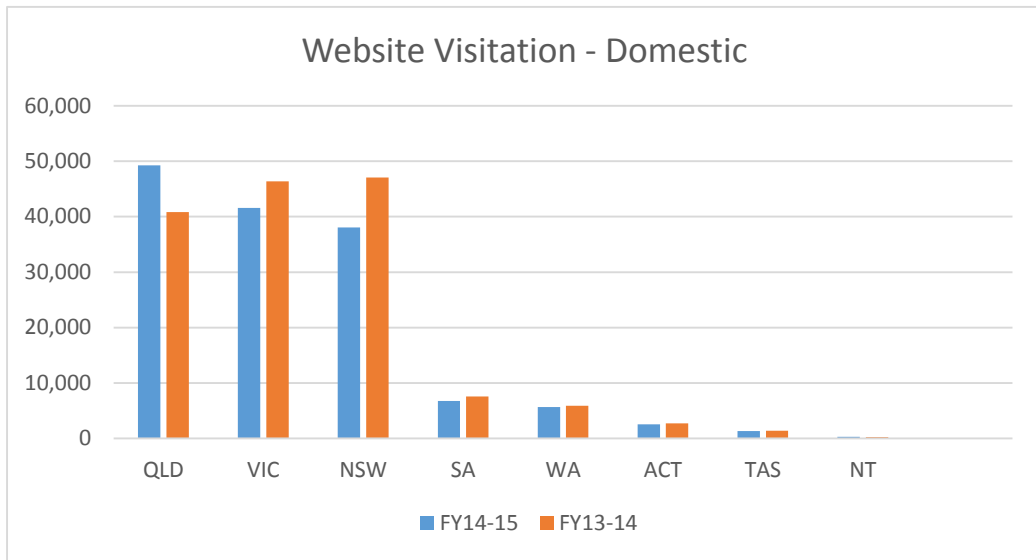


Figure 10 Domestic Website Visitors by State and Territory

In international visitors (Figure 13), the UK grew 13% to overtake the US in visitation to the website. Significant growth occurred from Russia and Brazil, with 1,357% and 183% respectively, while Canada dropped 10%.

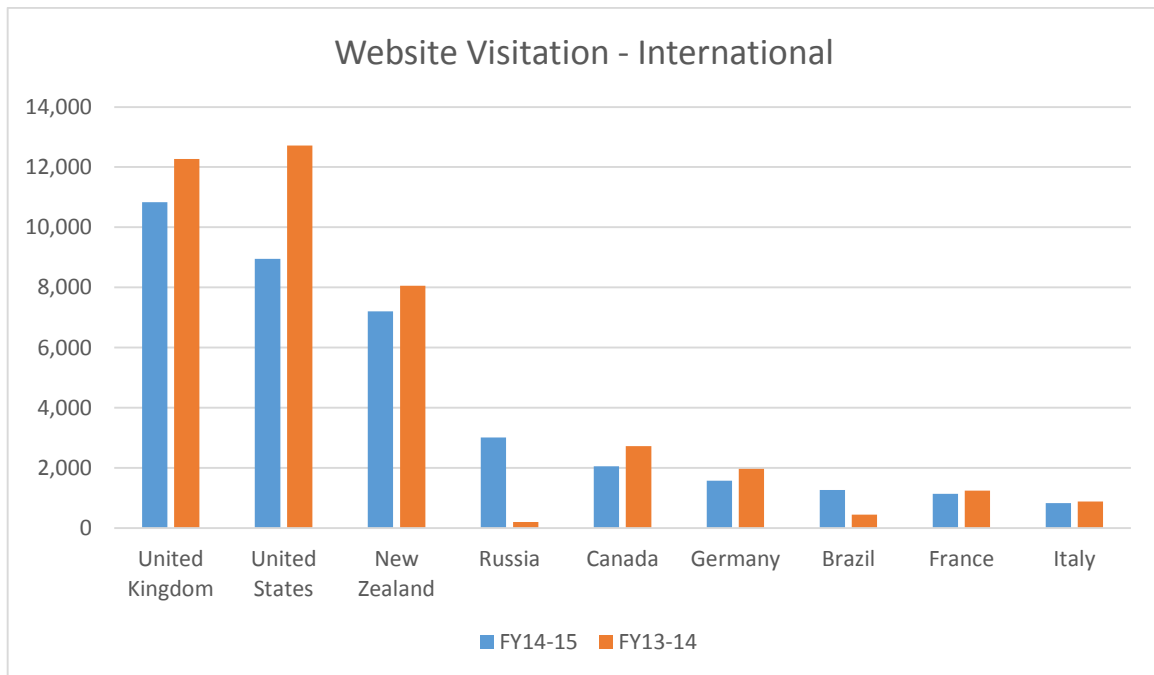


Figure 11 International Website Visitation

Social Media Marketing

TPDD continued to focus on developing and maintaining a number of social media channels including Facebook, Instagram Twitter, Pinterest and You Tube.

Facebook: This is the main social media channel utilised by TPDD, due to the number of users and the ability to reach users in a cost effective way. The channel achieved 160% organic growth in fans to 15,440 created 246 posts reaching an audience of over 930,800. Posts are image focused and are written to create a desire in fans to ultimately book a holiday to the region. Sample posts are shown below:



Image 9 Facebook posts

Video posts continue to become the most relevant content due to Facebook's auto play feature. The average reach for a video post on the TPDD page is 102% higher than a still image.

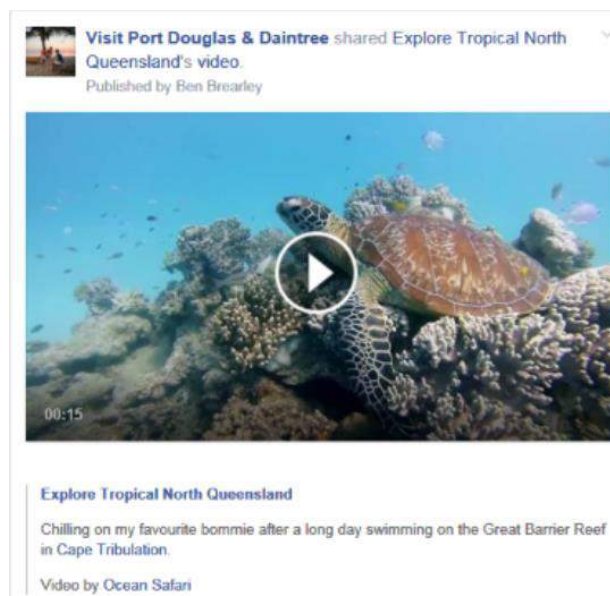


Image 10 Facebook Video post with 9,500 shares

Facebook demographics continue to show fans are predominantly female, aged 25-54 and located in Australia (Melbourne, Sydney and Brisbane), which is a significant market segment for the region.

Twitter: TPDD continued to use Twitter as a platform to promote the destination, increase awareness and assist visitors and potential visitors with destination activities and information. Followers increased 24% to 4,607 via 2083 tweets.

YouTube: Visitors to the TPDD channel 'Visit Port Douglas & Daintree' have watched over 34,500 minutes of video. Over 18,500 views of TPDD video content were recorded, an increase of 76%.

Pinterest: At the end of June, the platform had 209 followers and the average engagement for each image increased 17% to 1,673.

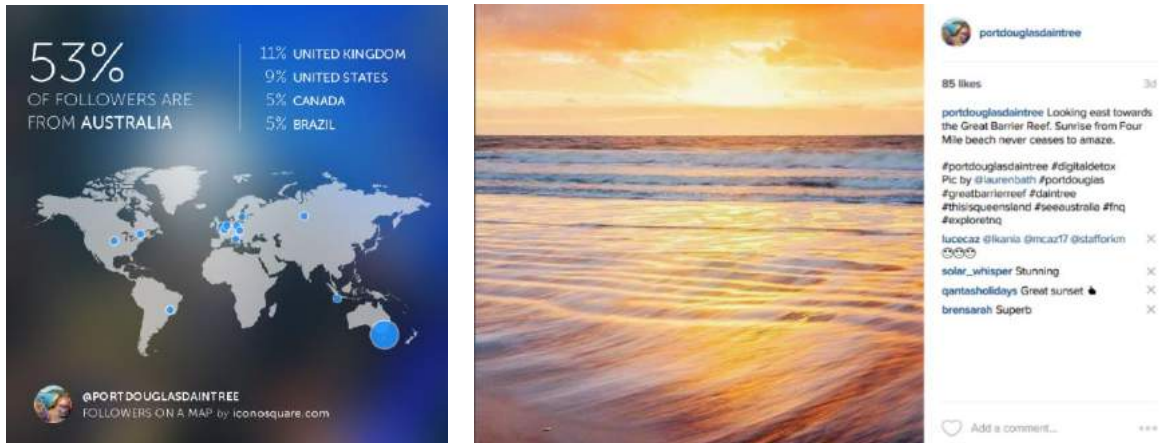


Image 11 Instagram followers and post example

Instagram: Followers increased 465% from 469 to 2654 and received over 10,900 likes.

Media and Publicity

The last 12 months have been successful in terms of publicity for TPDD. Highlights included two successful media famils, the Today Show and a number of weather crosses on Sunrise and the Today Show as well as coverage of the World Esky racing, part of the Port Douglas Carnivale calendar.

Strategic PR was contracted to manage all elements of public relations for TPDD and was engaged to work from August 2014 to June 2015.

Primary Objective: Strategic PR worked together with TPDD and members/event partners to coordinate all media relations activities with a view to generating positive media coverage in not only Tropical North Queensland but to also generate media coverage in the national press and glossy magazines, as well as international media generated through tourism networks - Tourism Events Queensland, Tourism Australia and Tourism Tropical North Queensland. Strategic PR’s work during this time has been ongoing - sourcing and fielding media enquiries with information, media releases, advertorial and photographs. Strategic PR was also responsible for the creation of media releases.

Media Activity

Domestic Publicity

In the year ending June 2015, Strategic PR media relations helped generate approximately \$5.35 million worth of domestic publicity for the Douglas region. During the past year, Strategic PR initiated and hosted two major famils (timed for pre-publicity of the region’s major festival Port Douglas Carnivale and the Summer Season/Christmas) and assisted in regional itineraries with Tourism Events Queensland and Tourism Tropical North Queensland.

Estimated publicity value generated from the Carnivale media famil was \$1m. Highlights from this famil included New Idea, Australian Good Food & Travel Guide, Australian Associated Press, Escape Travel (Courier Mail) and the Townsville Eye.

There were in total over 120 online and print stories, mentions/blogs generated for the duration of the Port Douglas Carnivale campaign, with an estimated value of \$2.65m (totalling \$3.65m for the entire campaign).

The Summer Season famil PR estimated value was \$1.7 million. Coverage from this famil has been ongoing, well into 2015, hence the large increase in publicity value compared to last year (\$300,000). Coverage was received in the Sunday Star Times with a three page spread as well as three additional online stories in the Sunshine Coast Sunday (similar to the Sunday Mail), Noosa News, Warwick Daily News, Toowoomba Chronicle, Paradise (Air Niugini inflight magazine), Season in Metropol (wedding magazine in New Zealand), and the New Zealand Herald following a Tourism Australia Commission

*please note dollar values from this story have not been counted as I was unable to source the file).

A number of TEQ driven publicity initiatives also helped to bolster the value of the publicity campaign, particularly in the international markets through the use of global media agency, Reuters. This was particularly beneficial for the World Esky Motorised Cooler Championships that were part of Carnivale, with an estimated value of around \$1.5 million. There were countless stories, but it is fair to say Port Douglas reached a very broad audience across the world.

Another publicity highlight was the visit from the Today Show, reaching an estimated breakfast audience of approximately 700,000 people. The publicity value generated from this would be in excess of \$3 million.

*please note this is not included in Strategic PR's total above.

Coverage in Jetstar inflight magazines included a six page piece in August as well as a four page feature in May's Jetstar.

\$5.35 million generated in domestic publicity for region

\$1 million generated from Port Douglas Carnivale media famil

\$1.7 million generated from Summer Season media famil

Local Publicity Highlights

BUSINESS

Port Douglas the darling of the accommodation sector

ON THIS TOP: PORT Douglas and the Daintree are the accommodation sector's best performers of the Far North.

PORT Douglas and the Daintree are the accommodation sector's best performers of the Far North.

Research by property valuers and advisers Merrion Todd White reveals that the seaside resort town and other areas of Douglas have had their best occupancy rates in 25 years.

MORE NEWS...

MASTER BUILDER'S COMMENT ON STEADY GROWTH IN FAR NORTH

ASHLIN ON TRACK

CANDIDATES TO RECEIVE REPORT CARD FROM BUSINESS

NOVEMBER POLLS FOR LHM

Research director Rick Carr said the province had its best monthly tourism occupancy rates since 1994.

"Average occupancy reached a trend rate of 96.3 per cent in June, its highest trend reading since October 1994," he said.

"Improved occupancies combined with a general pick-up in room rates are providing accommodation operators in Port Douglas with vastly improved business conditions compared with two to three years ago.

"Port Douglas is by no means booming, but its consolidation and recovery processes are well in train."

Tourism Port Douglas and Daintree executive officer Tara Bennett said the "fantastic occupancy rise" in the past year signalled a strong recovery for the region.

"The QFC hit our region hard and the rise in occupancy is the result of continued focused marketing efforts and investment with some consolidation in the region's product," she said.

"Port Douglas continues to be a destination of choice for travellers as seen by these figures.

"Forward bookings for this year indicate this rise will continue with growth in the international and conference markets."

ON THIS TOP: PORT Douglas and the Daintree are the accommodation sector's best performers of the Far North.

Historic Resort and Spa owner Chrisa Branon said occupancy was good with some distortions.

"Domestic tourism is down in the past two months compared with last year but the northern hemisphere is coming back, relative to the (falling) Australian dollar," he said.

Mr Branon said, while Australia was viewed as an expensive destination, it was also considered aspirational by travellers in the UK, Europe and Canada who were "not getting any younger". He said the warmth of the tropics was far more appealing than the northern hemisphere freezing temperatures.

"We are getting a lot of repeat guests, some from overseas. New Zealand is starting to come back," Mr Branon said.

He said forward bookings were promising and occupancy had been "pretty tight" over the New Year period with many locals staying in town.

Conference numbers grow

Conference and incentive business in Port Douglas continues to see a resurgence with year on year growth, according to the latest figures released for the 2013-14 financial year by Business Events Cairns.

Business Events Port Douglas chair Natalie Johnson said the number of meetings in the last financial year increased by 75.3% to 100 compared to the previous year while the number of delegates increased more than 1300 people to 7664.

"Currently incentive business into Port Douglas is

strong from the US with this resurgence beginning in February 2014 and continuing this year with strong bookings in February and March and confirmations coming in for 2016. We are still seeing small domestic incentives through the destination also."

Ms Johnson said the increase in the number of room nights by almost 50% to 34,761 was also a positive indication for the future.

"The falling Australian dollar certainly helps in attracting the high yield incentive market. Australia has always been seen as an approxi-

mal destination for North American delegates and we are still highly regarded for our natural beauty, wildlife and unique experiences together with the knowledge Australia is a safe destination."

Given these figures, Ms Johnson believed the long haul incentive market would continue to grow.

"International air access has strengthened into Australia and particularly Cairns which makes the process easy for groups.

"I also believe there is an element of 'we can't keep

waiting and waiting to travel to Australia - let's just do it and Port Douglas is seen as one of the most beautiful and unique places in Australia.

"As a destination, we have internationally recognised hotels, world class touring, spectacular scenery and a unique ability to offer a very large range of off site events, which are a high priority inclusion for an incentive program."

"An incentive is a reward, so delegates need to be experiencing something they simply would never experience at home."



Natalie Johnson of the Port Douglas Incentives Group

Sunrise over the beautiful Douglas



Four guide firm Managing with Toddoo Savita wauwahan James Tison with Robert LiKopp providing background music.

PORT Douglas and Daintree national calendar TV 24 program last weekend when Cairns Seven's Weekend Sunrise filmed its weather report in Port Douglas. The report was presented by local presenter James Tison. The report was filmed at the Port Douglas and Daintree National Park. The report was presented by local presenter James Tison. The report was presented by local presenter James Tison.

Selling paradise has challenges but TPDD counts major wins

INGELIQUE PATTERSON

THE TOURISM industry has seen a levelling out, with a 0.5 per cent growth in the final quarter of 2014 compared to previous years.

The figures released as part of Tourism Port Douglas and Daintree's latest quarterly report to the Douglas Shire Council are a nap shot into the tourism industry and marketing.

"The report ensures council is abreast of our activities throughout the year, how the tourism industry in the region is performing and we then present an annual report at the conclusion of the financial year," explained TPDD executive officer Tara Bennett.

"We had a sensational first six months achieving 10 per cent growth in membership,

support from TEQ and TTNQ for campaign activity and securing the back page of the Infinity Holidays brochure for 2015-16."

The report revealed that operators had mixed results in the final 2014 quarter with accommodation up 5-10 per cent on the previous while the retail sectors reported reduced sales. Tours to both rainforest and reef reported similar levels to previous years.

The report made use of statistics from online booking companies Flight Centre, HelloWorld and Webjet, which revealed that while Tropical North Queensland had a 3.1 per cent drop in bookings, regional stats show Port Douglas is up 3 per cent and despite a flat domestic leisure market, bookings continue to increase 10 per cent, year on year.

"We have had a number of wins recently," Ms Bennett said. "The last quarter is one of

the quieter periods for our activities so we felt it was timely to run a digital competition across our website and Facebook in November to raise the profile of the destination for the school holidays period.

"The competition received 7,200 entries, our Facebook page increased to 11,604, an increase of 51 per cent (3991)."

Ms Bennett said their most recent "Show Me Your Paradise" campaign also exceeded their expectations with 20 film entries and 388 photos.

"In addition we just finished a romance themed competition which received more than 1900 entries and increased the weddings groups Facebook page by 100 per cent," she said. "Looking ahead we have Aussie Gold for Infinity Holidays which will be held in region later this month, a coup for the destination.

"Discover Paradise, which goes out in May, will have the highest domestic distribution yet with 133,000 copies to be printed and distributed into our key domestic markets. We are currently working on some major media opportunities for the region in push the tropical message as our southern friends farewell summer."

TPDD's hard work has paid off with the organisation being awarded the 2014 Destination Marketing Award at the Tropical North Queensland Tourism Awards in November for the diversity of campaigns coming from the TPDD region.

Another highlight from the quarter includes a growth in website visitation of 54 per cent in domestic visitors, with Port Douglas and Cape Tribulation being some of the most visited pages.

Domestic Publicity Highlights

16 *Sunday Coast* Sunday, November 20, 2016



Time to snap to it

Heartley's Crocodile Adventures offers plenty of excitement to take your teeth into, Ann Rickard discovers

HERE'S a question you won't want to ignore: Would you rather be abandoned by a stranded crocodile or eaten by a crocodile? In a city question, you're likely to choose to be abandoned by a crocodile. But in a remote coastal town, you're more likely to choose to be eaten by a crocodile. In the heart of the rainforest, you can enjoy a range of crocodile adventures that are as exciting as they are educational. Heartley's Crocodile Adventures is a unique experience that offers a range of crocodile adventures that are as exciting as they are educational. Heartley's Crocodile Adventures is a unique experience that offers a range of crocodile adventures that are as exciting as they are educational.

Heartley's Crocodile Adventures offers a range of crocodile adventures that are as exciting as they are educational. Heartley's Crocodile Adventures is a unique experience that offers a range of crocodile adventures that are as exciting as they are educational. Heartley's Crocodile Adventures is a unique experience that offers a range of crocodile adventures that are as exciting as they are educational.

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16 *Sunday Coast* Sunday, November 20, 2016

Good things in life can be found in Far North

Ann Rickard enjoyed a short break in Port Douglas that left her wanting more

A GREAT break in Port Douglas... The weather is perfect, the scenery is beautiful, and the food is delicious. It's a perfect getaway for anyone looking for a bit of relaxation and a change of scenery.

Port Douglas is a beautiful town with a mix of natural beauty and modern amenities. It's a great place to enjoy the outdoors and relax. There are many things to do in Port Douglas, from hiking to fishing to simply enjoying the view.

The people of Port Douglas are friendly and welcoming. They'll make sure you have a great time and provide all the information you need to make the most of your stay.

Port Douglas is a beautiful town with a mix of natural beauty and modern amenities. It's a great place to enjoy the outdoors and relax. There are many things to do in Port Douglas, from hiking to fishing to simply enjoying the view.

14 Journeys, Dec 14 Jan 15



do not like green ants and ham

A brave Linda Smith experiences a rare taste of the tropics

With anticipation I draw a tiny green ant up to my face and gently place it on the tip of my tongue. I'm not usually much of a fan of creepy-crawlers and I certainly don't make a habit of putting them anywhere near my mouth. But with a promise that this little insect will satisfy my sweet tooth, how can I refuse?

So I push aside the wick made my head that reminds me that ants are not sweet food - and I give the live ant a gentle lick. Despite prior warning from my dear guide, Tony the Shary, he's still a little green - it's like licking a 1000-fold magnified ant.

Tony assures me and the fellow north-south travelers in my tour group that we can't have the ant on our lips because it'll be there for good. They also warn me to stop eating anything on the trip because of the risk of getting into the local food system. It's a bit of a warning, but I'm sure I can handle it. I'm a bit of a risk-taker, and I'm sure I can handle it.



The page clockwise from top left: Mossman Gorge is a beautiful water park located in the heart of the rainforest in Port Douglas. The view from the boat is spectacular. The weather is perfect, the scenery is beautiful, and the food is delicious.

14 *NODAS NEWS* October 30, 2016 | 31

TRAVEL

Tropics a treat to remember

Ann Rickard

It was a beautiful day in Port Douglas, Queensland. The weather was perfect, the scenery was beautiful, and the food was delicious. It was a great getaway for anyone looking for a bit of relaxation and a change of scenery.

Port Douglas is a beautiful town with a mix of natural beauty and modern amenities. It's a great place to enjoy the outdoors and relax. There are many things to do in Port Douglas, from hiking to fishing to simply enjoying the view.

Port Douglas beach on a sunny day - go in, get yourself there. The weather is perfect, the scenery is beautiful, and the food is delicious. It's a great getaway for anyone looking for a bit of relaxation and a change of scenery.

Port Douglas is a beautiful town with a mix of natural beauty and modern amenities. It's a great place to enjoy the outdoors and relax. There are many things to do in Port Douglas, from hiking to fishing to simply enjoying the view.

International Publicity Highlights

Affordable last-minute family vacations for Australia's winter school holidays

Winter school holidays are just around the corner. Don't worry if you haven't finished your holiday plans - there are still bargains to be had.

Carnival
WIN A FREE CRUISE for you and your crew

Cape Tribulation
This quiet beach town in Cairns, Cape Tribulation is one of the best-kept secrets of the Great Barrier Reef. The world's only family-friendly rain forest and coastline both in one location. You can be snorkelling in the Great Barrier Reef one day and exploring the Rainforest the next. It's a true escape from the usual beach destinations, but it's great for those who don't really want a holiday bubble. Indeed, accommodation amongst the rainforest will also make it feel like a private getaway.

Autism-friendly Queensland
Autism-friendly Queensland is a program for the state which the state has been a range of measures and facilities, as well as high standard training opportunities. All the work at the state level is now being implemented in the state.

Queensland's delectable dining
Boasting a variety of produce, fine wines and top restaurants, dining in Queensland is a foodie's dream. Fly with Qantas to start your gourmet adventure en route.

LUXURY

Queensland's hidden hotels and lavish retreats

From Hayman Island resort in Queensland's north coast and Brisbane, a luxury getaway, to a private island retreat in the south of Queensland.

BY LISA GRANGER

It's not just the beaches and sun of Queensland that are the main attraction for tourists, but the state's hidden hotels and lavish retreats. The state's hidden hotels and lavish retreats are a mix of luxury and nature. The state's hidden hotels and lavish retreats are a mix of luxury and nature. The state's hidden hotels and lavish retreats are a mix of luxury and nature.

Hayman Island
The world's best private island

Queensland's delectable dining
Boasting a variety of produce, fine wines and top restaurants, dining in Queensland is a foodie's dream. Fly with Qantas to start your gourmet adventure en route.

The Telegraph

Home Video News World Sport Finance Comment Culture Travel Life Women Fashion Luxury Tech Cars Film TV

Delectable dining in Queensland's tropical north

Boasting a variety of produce, fine wines and top restaurants, dining in Queensland is a foodie's dream. Fly with Qantas to start your gourmet adventure en route.



By Mark Chipperfield

Many parts of Australia are blessed with an incredible variety of produce, talented unimakers and a group of young chefs who are making waves around the world.

And this gastronomic renaissance now stretches well beyond the renowned 'foodie' hot spots of the south into the north of Queensland and out to the remotest parts of the Great Barrier Reef.

Places such as Mission Beach, Cairns and Port Douglas have become hotspots of gourmet creativity, while the Atherton Tableland - inland from Cairns - is now a major producer of coffee, tea, avocados, macadamia nuts, strawberries, mangoes and many other foods of tropical fruit. Follow the Tablelands Food Trail and you'll discover family-run dairies, artisan cheese factories, microbreweries and artisanal producing jams, vinegars and essences.

The sheer abundance of fresh tropical fruit, locally harvested seafood and organic meats in this part of Queensland comes as a surprise to many visitors - indeed the thrill of hooking your own fish, smelling freshly roasted coffee or buying a newly-squeezed pineapple from a roadside stall, is not diminishing.

Island resorts such as Lizard and Bedarra offer the standard of cuisine once only found in the best restaurants in Sydney and Melbourne.



The love of Queensland's Cairns and Great Barrier Reef with their tropical climate, easy-going lifestyle, flawless beaches and wealth of outdoor pursuits - from scuba diving to crocodile spotting - is undeniable. But surely this destination belongs in that

In association with Cairns Great Barrier Reef

Gallery



From the Great Barrier Reef to the Atherton Tableland, Queensland's natural wonders, beaches, and exciting outdoor activities.

The Cairns & Great Barrier Reef region. With a host of outdoor activities, Queensland's scorching north offers a perfect spot for choice. Take holiday inspiration from this region's video ahead of your next trip.



Home to the Great Barrier Reef as well as the Wet Tropics rainforest, North Queensland is a nature-lover's dream.



Boasting a variety of produce, fine wines and top restaurants, dining in Queensland is a foodie's dream. Fly with Qantas to start your gourmet adventure en route.



Port Douglas is an ideal base for holidaymakers looking for a wildlife encounter, with kangaroos, rodingoos and koalas spotted as well as Beaches with the Birds.

as seen in metropol

Beachside or flipside

With a tropical backdrop of beach, reef and rainforest, it's no wonder that Queensland is such a desirable destination for those travellers. It's an island of relaxation, from the surfing and fishing to the relaxing atmosphere. It's an island of relaxation, from the surfing and fishing to the relaxing atmosphere.

PORT DOUGLAS IS A GREAT PLACE TO VISIT

THE GREAT BARRIER REEF IS A WORLD HERITAGE SITE AND IS ONE OF THE SEVEN WONDERS OF THE WORLD.

Media Familis

TPDD hosted a large number of both domestic and international media in the past year. Please see table below for the breakdown of media:

Famil Title	Media (print, TV, online)	Market	Pax
YTravel Blog	Online	Domestic	4
Queensland Weekender	TV	Domestic	3
Lisa Grainger- The Daily Telegraph	Print	UK	1
Olivia Palamountain – Marie Clare UK	Print	UK	1
Valerie Debras – Biba Women’s Mag	Print	France	1
Adrienne Pitts @helloworld Instagram	Online	UK/NZ	1
TTNQ Instagram	Online	Multi	6
Laura Borrowdale – Kia Ora Magazine	Print	NZ	1
YHA Youth Adventure	Online	Domestic	3
TPDD summer media famil	Print/Online	Domestic/NZ	6
Mike Blewitt- Australian MTB Magazine	Print/Online	Domestic	2
Kath Bicknell – SBS Cycling Central	Online	Domestic	1
Tracey Hordern APTN	Online	Domestic	1
Allessandra Alessio	Online	Italy	1
Ashwin Rajagopalan	Print	India	1
Sharnee Rawson – Courier Mail	Print	Domestic	1
Riaan George – Blogger	Online	India	1
Daniel Scott – Fairfax	Print/Online	Domestic	1
Yoyo	Online	China	1
Paulette Magazine	Print/Online	France	2
Australian Women’s Weekly NZ	Print	New Zealand	1
Elle Magazine	Print	Germany	1
Christine Retschleg – Daily Mail	Print	Domestic	1
Coast FM	Radio/Online	New Zealand	2
Huffington Post	Online	USA /Global	1
Malavika Bhattacharya	Print	India	1
Grazia Magazine	Print	India	1
Total			47

Media Relations

Strategic PR's program of media relations identifies and promotes regional tourism news with designed input into TTNQ and TEQ e-newsletters which reach international and domestic media. TPDD media releases disperse member's media worthy items and generate media enquiries and feedback. Strategic PR also continually responds to assist with media enquiries from international and domestic media by phone and email.

It is estimated that the TPDD region's operators, businesses and attractions have contribute approximately 10% of the publicity generated by TNQ destination.

** This figure is based on total media exposure for the TNQ region of between \$20 and \$30 million. ** This figure is an average based on previous year's publicity exposure. It doesn't include publicity generated from TPDD media releases and publicity generated internally.

Electronic Media

Strategic PR negotiated coverage with Seven and Win news broadcasting for key promotions including the launch of Port Douglas Carnivale. The distance from Cairns to the Douglas region makes it difficult for news crews to visit the region as it stretches resources within stations, however by creating media opportunities, Strategic PR has found support to be very good with six news broadcast's throughout the year (including Port Douglas Carnivale featuring interviews with Tara Bennett), all of which Strategic PR was present for and managed on the day.

Corporate Communications

TPDD corporate communications is publicity coverage generated from the organisation's activities, member initiatives and forums throughout the year. These included the results of TPDD's online promotions and corporate activities, issued as media releases which generated follow up interviews, stories and quotes on local press, TV and radio. Executive Officer Tara Bennett continued to have a monthly column in the Port Douglas Mossman Gazette within Tourism Talk (a TPDD initiative), as well as regular radio spots on Radio Port Douglas. In the 2014/2015 financial year, Strategic PR has written 27 media releases.

This was additional to monthly strategic planning meetings to identify publicity opportunities and other elements of my position managing publicity. Many of these media releases require a lot of research and contact with operators.



Media Releases

Strategic PR compiled and distributed media releases throughout the year.

Media releases included:

- 1) Happy Couples Say Yes To Moët As Expensive Weddings Top Up Coffers!

- 2) Bloomfield Track Offers Up Fantastic 4wd Adventure
- 3) Strong Start To Season As Visitors Lap Up New Product
- 4) Whales Excite As Minke Come Out To Play
- 5) Funding Support Secures Future Of Tourism In Port Douglas
- 6) Yes, You Can Now Pay The Daintree Ferry Man Using Eftpos!
- 7) International Spotlight On Port As It Shines
- 8) Tripadvisor Reviews Keep Port Douglas At The Top Of The Tourism Charts
- 9) Port Set For Suite Of Sports Classics
- 10) New Look Douglas Card Gets Smarter As Locals Head North
- 11) New Name For Business Events In Port Douglas
- 12) Tony Baker Remains Chair As TPDD Welcomes New Faces
- 13) Douglas Region Dominates Tourism Awards
- 14) Locals Urged To Save And Savour With Their Douglas Card
- 15) International Visitor Arrivals Increase
- 16) Cruising Visitors To Port Douglas Get Smart Phone "Appy"
- 17) Show Me Your Paradise Campaign Kicks Off
- 18) Show Me Your Paradise Campaign Last Call
- 19) Show Me Your Paradise Winners Announced
- 20) Port Leads Way In Us At Australian Marketplace
- 21) Travellers Unpack Luggage In Port Douglas
- 22) TPDD Appoints Ben Brearley to Role
- 23) Business Events on the Rise as US Market Returns
- 24) Shout Out For Locals As Port Douglas Wakes Up With Today
- 25) Australia Wakes Up To Port Douglas On Today
- 26) Wavelength Adds New Vessel To Fleet
- 27) World's Largest Inflatable Waterslide To Hit Port Douglas

Blogging

As a professional journalist, Tanya Snelling also has the capacity to write blogs for TEQ, TTNQ and now TPDD since the new website was launched and as such has contributed stories across the platforms. These include:

- Port Douglas Carnivale (TTNQ Blog)
- RACQ - Drive Story (based on summer media famil)

Stories written and supplied to major national magazines:

- Jetstar

Business Events activities through Business Events Port Douglas

Business Events Port Douglas key strategies:

- 1. To position the Douglas region as the leading tropical destination for business tourism within the Pacific Rim.**
- 2. To promote a wider understanding and appreciation of business tourism and more specifically the meetings, incentive, convention, exhibition and events industry sector as a major economic driver and contributor to the overall social well-being of the Douglas region.**
- 3. To assist and support Business Events Cairns & Great Barrier Reef (BEC GBR) with the collection of data relevant to the business tourism industry as related to the Douglas region.**
- 4. To work co-operatively together as a team to achieve the collective objectives, goals and aspirations of the group for the greater good of business tourism in the Douglas region and the TTNQ region as a whole.**
- 5. To work co-operatively and collectively with established tourism bodies to achieve the goals and objectives of the group including BEC GBR, TEQ, TA, TPDD and other government and non-government bodies nationally and internationally**

Business Events Port Douglas Rebrand

When Port Douglas Incentives was formed in 1996 the target market was very different to what we see today. The majority of business to the Port Douglas and Daintree region at that time was from North America and was pure incentive. Today, the market mix of business events to the destination is very different. The new name of the group reflects the change in this market mix and becomes more inclusive and attractive to both professional conference organisers and incentive houses, and it is believed new opportunities will flow from a greater understanding of what it is the group promotes.

Activities for 2014/15

Major advertising campaigns

- Half page advertisement in the BECGBR Meeting Planners Guide
- Placed a 1/3 page ad in the Meeting News 'Meet in Australia' edition together with a web based call to action.

Trade Shows

- TPDD represented Business Events Port Douglas at the Business Events Cairns and Great Barrier Reef (the convention side of TTNQ) Sell TNQ tradeshow which was held in Cairns. The show comprised a series of 8 minutes appointments with 28 presentations to 3 media, 24 domestic buyers and 1 New Zealand buyer.
- Business Events Cairns Great Barrier Reef Showcase to Brisbane, Sydney and Melbourne

Hosted destination educational/famils

- Fully hosted destination famils for 7 x PCO/DMC's in May.

Newsletter

Branded, formatted, newsletters are sent out quarterly to the group's database of over 1500 industry contacts. This features member's product news and updates with images and direct contact information.

Media

- Business Tourism and activities of Business Events Port Douglas communicated to region via TPDD Radio Port Douglas segment & Mossman & Port Douglas Gazette Tourism Talk
- Media coverage for the name change to Business Events Port Douglas cumulated in the top story in CIM and the front page of BEN whilst also appearing in 4 other online publications with the Cairns Post and the Gazette.
- Front page article in BEN regarding the year on year growth for business events in Port Douglas.

business events news
11th May 2015
Editor: Jill Varley
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Timing...
TIMING is everything in the Kimberley and for those planning an event in Broome, 'the dry', April to October is the best. Come November to March and you're liable to get your feet wet as roads and highways get flooded, especially if the idea is to head out to Fitzroy Crossing or to drive the Gibb River Road. June and July is the peak tourism season and if it's waterfalls you want to see, then June is the best month. It was good timing that led the Perth Convention Bureau to choose their Broome fair to coincide with a 'bucket list' viewing of the famed Starline to the Moon last week, a phenomenon that occurs when a full moon rises over the exposed tidal flats of Roebuck Bay. It happens once a month - March to October - three nights a week and is best viewed from Town Beach and from the lavas of the new Mangrove Hotel, which overlooks Roebuck Bay. Being guests of the hotel for the evening, the fami group witnessed the event in fine style, slurping on fat, creamy oysters and quaffing champagne from the hotel's upstairs verandah as it puts the finishing touches to an impressive \$8 million makeover. Sunset over Cable Beach, on the other side of the Broome Peninsula, sets up another spectacle that draws crowds nightly to the beach and to Cable Beach Resort's Sunset Bar & Grill.

Port Douglas business up
BUSINESS events in Port Douglas saw year on year growth in the last financial year, with incentive business from the United States strong. Business Events Port Douglas chair Natalie Johnson said internal figures released for the 2013-14 financial year by Business Events Cairns showed meetings increased by 7.53% year on year to 100 while delegate numbers were up more than 1,300 to 7,664. Incentive business bookings for 2016 were looking "very solid", Johnson said. "We are still continuing to see small domestic incentives through the destination also." The number of room nights also increased about 48% to 34,761. "The falling Australian dollar certainly helps in attracting the high yield incentive market." "Australia has always been seen as an aspirational destination for North American delegates and we are still highly regarded for our natural beauty, wildlife and unique experiences together with the knowledge Australia is a safe destination." Business Events Port Douglas had been working consistently over the past few years in the sector to make sure the destination was always under consideration, including attending up to four trade events a year and hosting an annual familiarisation program to Port Douglas, Johnson said. The long haul incentive market should continue to grow based on these figures, Johnson said, and with greater international air access to Australia and particularly Cairns. This, combined with the falling dollar and consistent marketing had come together recently with a "cracking" 2016 expected, she said.

Hotel Highlight Banyan Tree properties
WHAT began with the purchase of a vast expanse of coastal land in Phuket in 1996 and went on to become Laguna Phuket marked Banyan Tree Holdings foray into the hospitality market. Today there are now 30 resorts and hotels in all countries and three brands, Banyan Tree, its all villa concept, Angsana, especially suited to the conference/incentive market and its newest, Casa, a holiday apartment concept. On the Indonesian island of Bintan, a one-hour ferry ride from Singapore lies Banyan Tree Bintan (pictured), a stylish sprawl of luxury cliff side villas favoured by top and incentives and corporate retreats, while near door at Angsana Bintan, with its capacity to take larger groups, there is theatre style seating for spa and incentive gardens to hold events. It's a similar integrated Laguna resort concept in Vietnam's Lăng Cô, where the 200-room Banyan Tree Lăng Cô with its luxurious pool villas sits

An incentive like Alice
Alice Springs, Australia's most famous outback town, is nestled at the foot of the spectacular MacDonnell Ranges. The compact and cost effective destination has hotels, resorts and offsite venues, while the surrounding desert country provides a diverse array of quality and memorable experiences into which delegates can immerse themselves. Alice Springs has Australia's only desert golf course and also offers the only 'sailing regatta' conducted in a dry river bed. Hot air ballooning and camel rides are easily accessible options, while a number of Northern Territory 'experiences' such as star gazing, dot painting workshops, quail like rides and shopping in local markets are all available as well. Outback Cycling now offers two hour guided bike tours in Alice Springs. Four new mountain bike trails were opened in the area this year (early 2014) and they offer great opportunities for riders to test their skills in amazing landscapes. However, when it comes to getting down to the business sessions, Alice Springs also has the infrastructure required - including the purpose built Alice Springs Convention Centre that caters for up to 1,200 delegates.

Sell TNQ invites Kiwis
Known as one of the best familiarisation tours and regional trade shows in Australia, Sell TNQ gives event planners the opportunity to experience first hand the diverse business events products in the Cairns & Great Barrier Reef region. Sell TNQ will be held from November 7 to 10 in Cairns, with an optional touring programme to Palm Cove and Port Douglas November 10 - 12. New Zealanders are welcome to apply to be hosted buyers at the event. Accommodation providers and venues exhibiting at Sell TNQ include Salt House, Sheraton Mirage Port Douglas, Silky Oaks Lodge, Tahla Beach Lodge, Pullman Cairns International, Pacific Hotel Cairns, and many others. Other diverse exhibitors include Port Douglas Incentives, Flames of the Forest, Quiksilver Group Reef Magic Cruises, Topical Aboriginal Cultural Park and Skyrail Rainforest Cableway.

DIRECTOR OF SALES - MICE
FOUR POINTS Four Points by Sheraton Sydney, Darling Harbour is only 12 months away from launching Sydney's most exciting hotel and convention venue. The hotel

portdouglasincentives.com
World heritage, world class. Port Douglas business events specialists.
For Meeting Newz exclusive business event offers visit www.portdouglasincentives.com/meetingnewz

Image 12 PDI Meeting Newz AD and BEN media coverage

Weddings market activities through Port Douglas Wedding Professionals



Image 13 PDWP Competition

The destination wedding space is very competitive, with venues in Australia and internationally aggressively marketing their product. If PDWP fail to work together to promote Port Douglas as Australia's greatest wedding destination, we cannot expect our success to continue into the future. The Port Douglas Wedding Professionals Group has been promoting the Douglas Shire as a premium location for destination weddings for 6 years now. The success of the wedding market is due in no small part to the dedication and support of the Tourism Port Douglas Daintree team.

Bec McLean from Dragon Fly Weddings and Rob Cooke from Port Douglas Weddings are the co-chairs. Membership for the PDWP increased by 12% in 14/15 as a direct result from the membership restructure last financial year making membership more obtainable for every business. Destination weddings are also incorporated in the

overall marketing strategy of the region, so the growing and lucrative industry is represented in a broad cross section of tourism promotions. The group's primary focus is to raise the profile of the Douglas region as a must do tropical location for destination weddings.

Wedding specific activities the group has undertaken for 2014/15 include;

- A targeted digital marketing campaign through the PDWP Facebook page and website culminating in 1933 entries (image 13)
- Print advertising campaign in Discover Paradise
- Double page spread in Tropical North Queensland, 'This is my Paradise'
- A double page spread in Welcome to Port Douglas and Daintree.
- Cairns wedding expo and competition was run during the day for one lucky person to experience a romantic weekend in the region. The aim of the competition was to increase exposure of PDWP members who were attending the wedding expo.
- The group also liaised with the Douglas Shire Council to address issues directly relating to weddings.

The fresh new website saw a 115.33% growth from the previous year, sending over 15,500 visitors to the site. Visitors predominantly came from Melbourne +136%, Brisbane +68%, Sydney +180%, Adelaide +172% and Perth +190%

The Port Douglas Wedding Professionals Facebook page increased by 158% to 2,994 fans this year, through a focused effort to create content for the page. Highly desirable wedding images were used to promote the range of wedding locations to entice couples to book the region for a destination wedding. (Image 14)



Image 14 PDWP Facebook advertising example

Industry Development

To complement the destination marketing performed, TPDD undertakes activities to strengthen and support the tourism industry and our regions operators. These activities seek to maximise communication and engagement between Tourism Port Douglas Daintree (TPDD) and stakeholders to further strengthen the relationship, understanding and effectiveness of each organisation for the positive economic benefit of tourism in the Douglas Shire. The TPDD Engagement Strategy was developed and put in place in October 2014 and sets out a framework to ensure TPDD is maximising communication.

The tourism industry comprises a complex network of stakeholders and groups that have an interest in the development, management and marketing of tourism for a particular destination. The support, commitment and cooperation of these stakeholders to tourism in the Douglas region is essential for the long-term sustainability of the industry and success of Tourism Port Douglas Daintree in undertaking its activities. TPDD engagement activities include; meetings, media communication, digital communication, industry representation, and industry development opportunities.

Some examples of community engagement activities:



In addition TPDD assist with the provision of skill building workshops, research presentations and industry updates for the Douglas community.

Key Industry development and training opportunities:

Presentation of JCU survey results to members and the community
Administering the cruise ship tourism ambassador program training volunteers, providing collateral and setting up to meet every cruise ship to Port Douglas
Supported Douglas Shire Council's economic development event, Creating Start-up Ecosystems and Start-up Business Planning Workshop
Business round table Disaster Resilience community forum
Instagram workshops held in Port Douglas and Daintree Village
Member workshop sponsored by Tourism Australia with speakers from TA, TTNQ and James Cook University
Dive into Digital included TPDD presentation on destination marketing

Membership

Membership for 2014/15 saw membership numbers increase finishing with 163 member products from 150 members (141 at June 2014) see Appendix 2.

A new membership structure has been adopted from 1 July 2014. The new structure aims to provide current members greater flexibility and choice to align with their business needs, whilst being more inclusive for smaller operators and businesses. The structure also aims to grow membership numbers so that TPDD is able to assist more tourism operators in growing their business and representation in the industry. The new membership structure also brings TPDD membership options in line with our regional bodies by offering a greater choice of benefit levels for the diverse range of business in the Douglas region.

Membership Level	Target for end of FY June 2015	As at 1 July 2014	As a 30 June 2015
Ordinary	0	140	0
Supporter	8		6
Silver	118		113
Gold	15		25
Platinum	4	1	6
Total	145	141	150
Total Products	155	145	163

Membership Levels

Silver Membership \$572

Membership benefits include:

Marketing

- Opportunity to participate in leisure marketing activities
- Opportunity to participate in niche marketing groups including Port Douglas Incentives and Port Douglas Wedding Professionals (subject to approval)
- Opportunity to participate in cooperative marketing campaigns

Media and communications

- Access to media opportunities including hosting familiarisations
- Receipt of communications such as newsletters and industry information, electronically transmitted

Digital Marketing

- TPDD website listing with business description, gallery, video and brochure displays, social media and website link.
- Access to "Hot Deals" for monthly listed specials
- Entry into all applicable categories

Industry and Trade Development

- Invitations to corporate seminars, training and functions
- Access to James Cook University tourism research briefings undertaken quarterly
- Access to TPDD survey results
- Access to market intelligence and business support through one on one contact with TPDD staff.

General

- AGM voting rights – 1 vote
- Eligibility for Supporter of Tourism membership with Tourism Tropical North Queensland.

Please note—All costs are inclusive of GST

Gold Membership \$770

Membership includes all Silver benefits, PLUS:

- Prioritised participation in subsidised leisure marketing activities
- Featured member on home page of website
- Access to TPDD Members List with limited contact details, electronically transmitted
- Eligibility for position on Board of Directors

Port Douglas Incentives

- Eligibility to join the Port Douglas Incentives group

Platinum Membership \$1540

Membership includes all Silver and Gold benefits for up to 4 products PLUS a position on the Platinum Members Panel and the Marketing Strategic Advisory panel

- AGM voting rights 4 votes

Supporter Membership \$375

Membership includes the monthly member updates and e-newsletter, eligibility to join the Port Douglas Wedding Professionals, invitations to attend corporate seminars and functions and access to research briefings as well as a listing on the Supporter website page.

To become a member and for more information go to visitportdouglasdaintree.com/members
E: info@visitportdouglasdaintree.com or call on 07 4099 4588

Appendices

Annual Audited Financial Report 2014-2015

Members List as at 30 June 2015

2 Fish Seafood Restaurant Port Douglas	Dragonfly weddings & Events	Ngarru Gallery Indigenous Fine Art	Reef Sprinter
99.5 Sea FM 103.5 HOT FM	Dreamcatcher Apartments	Niramaya Villas and Spa	Reflections of Port Douglas
Adlink Media	Enterprise Charters	NQ Exhibitions	Regal Port Douglas
Aquarius Sail & Snorkel	Events NQ	Oaks Lagoons Port Douglas	Rendezvous Reef Resort
At The Mango Tree	Executive Accommodation Retreats	Ocean Safari	Ride the Beach Adventures/Daintree Station
Australian Tourist Publications	Exemplar Coaches & Limousines	On the Inlet Seafood Restaurant	Roux Blond
Avis Australia	Far North Sports Fishing	Outrageous Sport Fishing	Salsa Bar & Grill
Bahama Port Douglas	Flames of the Forest	Oz About Oz	Saltwater Luxury Apartments
Balboa Holiday Apartments	Floral Edge	Paddletrek kayak Adventures	Sanctuary Stays
Bally Hooley Port Douglas	Freestyle Resort Port Douglas	Paddy's Irish Pub & Grill	Sanctuary Villas
Bay Villas Resort Big 4 Port Douglas Glengarry Holiday Park	Gateway Media Group	Palmer Sea Reef	Sarah Woods - Civil Celebrant
Blue Dive	GBR/ Quicksilver Helicopters	Paradise Links Resort	Sassi Cantina Shantara Resort & Spa Port Douglas
Brett's Kuranda Half Day Tour Bruce Belcher's Daintree River Cruises	Ginni Boutique	Parker Travel Collection	Sheraton Mirage Port Douglas
BTS Tours	Grubs Trike Tours	Peppers Beach Club	Silky Oaks Resort
Busy Bees Babysitting Services	Harrisons Restaurant	Pink Flamingo	Skyrail Rainforest Cableway
Calypso Reef Charters	Hartley's Crocodile Adventures	Pinnacle Tourism Marketing.	Solar Whisper Wildlife Cruises Sun Palm Transport Group Pty Ltd
Cayman Villas	Hibiscus Gardens Spa Resort	Port Douglas & Mossman Gazette	Sweet Farm Tours
Central Hotel	Hoglund Glassblowing Studio	Port Douglas Apartments	Thala Beach Nature Reserve
Central Plaza Port Douglas	Hummers & Harleys	Port Douglas Catering & Events	The Boutique Collection
Closehaven Marina	Indigo Port Douglas	Port Douglas Chamber of Commerce	The Meridian at Port Douglas
Club Tropical Resort	Janbal Gallery	Port Douglas Combined Club	The Reef Marina
Coconut Grove Resort	Jungle Surfing Canopy Tours	Port Douglas Event Management	The Whitehouse
Coral Sea Villas	K-Star Walking Tours Port Douglas	Port Douglas Getaways	Tony's Tropical Tours
Court House Hotel Port Douglas	Lady Douglas LJ Hooker Port Douglas	Port Douglas Local Tourism Network	Tropic Breeze Van Village Tropical Nites Holiday Townhouses
Crocodile Express	Lotsa Printing	Port Douglas Outrigger Port Douglas Peninsula Boutique Hotel	Tropical Treks
Crystalbrook Lodge	Low Isles Sailaway Mandalay Luxury Beachfront Apartments	Port Douglas Sands Resort	tshint
Daintree Discovery Centre	Marino Moller Lawyers	Port Douglas Weddings	Ultra Port Douglas
Daintree Discovery Tours	Masons Tours Cape Tribulation	Port Douglas Yacht Club	Ulysses Getaways United Backpackers Port Douglas
Daintree Eco Lodge & Spa	Mediterranean Port Douglas Mermaids Wave Wedding Hair and makeup	Port Village Shopping Centre	Verandahs Boutique Hotel
Daintree Marketing Co-operative Daintree River & Reef Cruise Centre	Monsoon Port Douglas	Poseidon Outer Reef Cruises Pullman Port Douglas Sea Temple Resort and Spa	Villa San Michele
Daintree River Fishing & Photography Tours	Moonlight Cinema	QT Port Douglas	Wavelength Marine Charters Wicked Willie's Jewellery Pty Ltd
Daintree Safaris	Mossman Gorge Centre	Quicksilver Connections	Wildlife Habitat
Daintree Tours	Natasha Kollosche - Civil Celebrant	Radio Port Douglas 107.1 FM	Windswell Kite Surfing
Daintree Wonder Tours	Nautilus Aviation	Ramada Resorts Port Douglas	Zinc
Dougies Backpacker Resort	Net Know How	Rattle N Hum Bar & Grill	

KPI Breakdown

Achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets;		
Key Performance Indicator	Required Outcome	Annual Activity
Engage with both domestic and international trade with the assistance of partners to achieve increased sales through traditional distribution channels	<ul style="list-style-type: none"> Quarterly industry newsletter 	Compiled and sent in January and March, August, November, June
	<ul style="list-style-type: none"> Develop a trade portal on the TPDD website 	Corporate website live in October with continued development to enhance features for members
	<ul style="list-style-type: none"> Answer incoming enquiries from trade 	Ongoing
	<ul style="list-style-type: none"> Provide information packs and access to images to increase regional content for media and trade 	Developing streamlined trade image library access Images provided on request. Welcome to PDD provided to distribution centre for VICs
Engage with both domestic and international media with the assistance of partners to achieve increased media exposure	<ul style="list-style-type: none"> Conduct 2 media full hosted media famils annually 	1 conducted in January with 6 media, Port Douglas Carnivale theme 1 conducted in October with 6 media
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	Articles featured in New Idea, APN syndicated publications, 1 x 5 page retail piece in Jetstar Magazine 2 x New Zealand editorial pieces 3 x regional Australia featuring Sailaway, Janbal Gallery and Thala Beach Lodge as well as an all of region piece
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	27 produced and distributed
Support cruise ship visits	<ul style="list-style-type: none"> TPDD to actively meet all cruise ship arrivals 	All cruise liners greeted by volunteers and TPDD staff
Increase website visitation through unique visits	<ul style="list-style-type: none"> 5% Growth in Unique visitors 	<ul style="list-style-type: none"> Unique visitors decreased (-0.3%) to 163,951 from 164,484 compared with 2013/14. Overall domestic visitors decreased (-4.07%) to 145,920, primarily based in Brisbane +19%, Melbourne (-10%) and Sydney (-19%). Top international visitors were from UK (-12%), US (-30%), New Zealand (-11%) and Russia +1,357% 67% find the site via organic search through targeted keyword strategy, with direct contributing 15% and Referral 17% an increase of 13% or 25,431 additional visitors. Most visited pages include: Home; Cape Tribulation; Shopping; Port Douglas.

		<ul style="list-style-type: none"> Referring traffic from social networks increased 282% to 1,820 and included Facebook (+479%), TripAdvisor (+8%), Twitter (+269%) and Pinterest (+94%)
Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram	<ul style="list-style-type: none"> 5 % Growth in followers and engagement 	<p>Facebook: TPDD continue to focus on this social media channel and grow fan base from interesting and relevant content.</p> <ul style="list-style-type: none"> Gained 9,497 likes on the page to 15,440 an increase of 160% from the previous year. 246 posts conducted over the year reached over 930,810 people <p>Instagram: 2640 followers, increased by 2400 +1,220%; 113 posts created.</p> <p>Twitter: 4607 followers, up +24% on 2013/14; 2083 posts created</p> <p>Pinterest: Followers increased 62% to 209 and average engagement increased +17% to 1,673.</p>
Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield	<ul style="list-style-type: none"> Marketing plan 	The TPDD 2014/15 Marketing Strategy was implemented throughout the year. Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ, wedding and business events sectors. Marketing Strategic group meeting held to formulate the Marketing strategy for 2015/16 and the Marketing Strategy 201516 was finalised and presented to DSC in June.
Undertake Douglas region research to identify source markets, preferences and travel trends.		JCU quarterly barometers completed and Survey Monkey to regional operators used. Research presentation conducted by JCU to members and business community in August.
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		<p>Contacted operators for Japan trade opportunity 14/7</p> <p>Gained financial support from TEQ and TTNQ for Weekend Sunrise weather crosses to take place in April.</p> <p>Participation at NZ Flight Centre Travel Expo via TTNQ stall.</p> <p>TTNQ support for Discover Paradise garnered through the TEQ contestable funding.</p> <p>Gained financial support from TEQ and TTNQ for media famil linking into Drive North Queensland funding and TEQ New Zealand.</p> <p>TTNQ support for Discover Paradise garnered through the TEQ contestable funding.</p>

Support and administer the Port Douglas Incentives and Port Douglas Wedding Professionals Advisory Groups	<ul style="list-style-type: none"> Foster development of group marketing activities 	<p>Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.</p> <p>Established the Daintree Strategic Marketing group to develop the Daintree marketing message.</p>
	<ul style="list-style-type: none"> Increase website visitation for www.portdouglasincentives.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors up 117% to 3,495 from 1,607. Return visitors increased by +96% to 3,847 from 1,962 and overall bounce rate increased +31%. Located primarily in Sydney +14%, Brisbane (-25%), Melbourne (-5%) Toowoomba +284% and Cairns (-9%) Most visited pages include home, accommodation, activities, venues-events and contact.
	<ul style="list-style-type: none"> Increase website visitation for www.weddingsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors up 120% to 11,811 from 5,374. Return visitors increased by 115% to 15,519 from 7,207 and overall bounce rate also increased +62%. Located primarily in Melbourne +136%, Brisbane +68%, Sydney +180%, and Adelaide +172%

Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism development planning for the Douglas region.	<ul style="list-style-type: none"> Respond to enquiries within one week 	Ongoing. Met with Tony Fyfe who is developing new brewery in Port Douglas. Reviewed TNQ Destination Management Plan alongside regional LTO's. Bikelink meeting for cycling strategy Met with Gary Hunt regarding remote accommodation case studies 23/9 Cruise ship media enquiry from DCC responded to and reported in Cairns Post 25/8.
Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Annual Outcome
Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.	<ul style="list-style-type: none"> TPDD to attend all RTO meetings and STO meetings held in region 	For the first time TPDD has been included in monthly team meetings at TTNQ as well as Western and Domestic Strategic panels. Visited TEQ Brisbane office to update regional representatives and famil department.
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Discussed marketing oportuneities at DMC meeting 15/7 Attended Daintree Matters meeting. Staff Daintree famil to discuss issues with operators 29/7 Ongoing discussion for DMC educational in Port Douglas Attended DMC meeting at Hook a Barra Developed the Daintree ferry card promotional brochure available to all Daintree operators. Conducted Instameet at Cape Tribulation.
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Attended LTO meetings including Drive Strategy discussions. Submitted events for consideration in the RACQ online calendar and future EDMs. Daintree ferry promotion ongoing January to February Attended LTO meetings including Drive Strategy discussions. Committed TPDD fund to support contestable funding application by TTNQ.
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	Feedback on signage for Daintree Gateway Assisted with images and content for the Reel Scout database, Provided feedback and maps following meeting with DSC and DCC. Supplied the Destination Daintree and Welcome to Port Douglas Daintree collateral for council office.

Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.	<ul style="list-style-type: none"> Work with key events to promote the region and attract increased visitation. 	<p>Met with Carnivale committee x 2 Discussed plans with Taste Port Douglas and future support. Met Croc Trophy organisers for marketing agreement for 2015. Met GBRM organisers for marketing agreement and planning for 2015 Met with Carnivale manager to discuss 2015</p>
	<ul style="list-style-type: none"> Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region. 	<p>Ongoing support for regional events such as Port Douglas Carnivale. Supported the launch of Taste Port Douglas in Brisbane and engaged key tourism organisations to raise industry awareness of event. Attended Ironman Cairns meeting with DSC. Formalised 3 year agreement with Croc Trophy organisers inline with the DSC agreement. Promoted GBR Marathon Supported Croc Trophy event marketing while in region</p>
Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism planning for the Douglas region.	<ul style="list-style-type: none"> Meet as required 	Ongoing
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> Quarterly meeting with the Chamber executive 	<p>Met with president Phoebe Kitto x 2 Met 19/8 and attended networking breakfast Attended networking breakfast and Christmas networking</p>
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board – July 	Presented Business plan & marketing strategy to DCC 19/8/14
Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry	<ul style="list-style-type: none"> Meet with QTIC to discuss training needs and opportunities for the Douglas region 	<p>Continued discussions regarding customer service training QTIC Kim Harrington / new customer service online training platform possible for region and industry</p>
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	<p>Training opportunities communicated through member newsletter and Tourism Talk in the Gazette. TPDD delivered a workshop with 4 guest speakers and sponsorship by Tourism Australia. Joint invitations to Instagram workshop and Dive into Digital made available to community.</p>

Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		DMC meeting Visited Port Douglas Outrigger and Port of Call Met with Niramaya Spa owners TTNQ hosted LTO meetings to share regional issues. Visited Daintree members Mason's Tours, Jungle Surfing and non-members Daintree Riverviews and Argo tours, Thornton Beach Bungalows, Heritage Lodge, Daintree Wilderness Lodge, The Beach House, PK's and Cape Trib Horse Rides on an overnight famil program.
Representation at state and federal government meetings affecting the tourism industry.		QTIC Kim Harrington & Daniel Gschwind/ opportunities for region and industry David Kempton attended the October Board meeting.
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Addressed statistical issues from Tourism Research Australia with QTIC and TEQ. TA Glen Davis/ regional update and industry opportunities
Present a single, co-ordinated voice to all levels of government and relevant members of the tourism industry in relation to tourism in the Douglas region.		
Key Performance Indicator	Required Outcome	Annual Outcome
Membership - Increase in member mix and representation with introduction of new membership structure	<ul style="list-style-type: none"> Implement a revised membership structure capable of increasing membership and revenue to support year on year growth. 	Membership up 9% to 163 members products from 150 memberships (5 Platinum)
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	<ul style="list-style-type: none"> TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD 	EO has been quoted representing the industry in the media and to tourism organisations. Representation at TTNQ Local Tourism Organisation meetings including TEQ to address regional issues in the industry 25/2 Media comment provided to regional and national requests.