



TOURISM
PORT DOUGLAS
DAINTREE

PORT DOUGLAS DAINTREE DESTINATION TOURISM PLAN 2025



DOUGLAS
SHIRE COUNCIL

WELCOME TO COUNTRY

Tourism Port Douglas Daintree respectfully acknowledges the traditional country across our region. We also acknowledge and pay our respects to the traditional owners and their elders past, present and emerging. We acknowledge the important role that Aboriginal and Torres Strait Islander people continue to play within the Douglas Shire community.





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PURPOSE

The purpose of the Tourism Port Douglas Daintree Destination Tourism Plan (DTP) is to provide long-term vision and strategic direction for the Port Douglas Daintree Region, providing a framework through collaboration to maximise the economic benefits of the visitor economy whilst managing the environmental and social impacts.

It will help to guide the sustainable growth and viability of the visitor economy to become more resilient to external threats and a constantly changing and competitive market.

THE VISITOR ECONOMY EXPLAINED

The term 'visitor economy' is referenced throughout the plan to reflect a more contemporary definition of tourism, including people travelling not just for leisure, but for business, work, events, education or visiting friends and relatives. It brings together those industries that directly service visitors, for example accommodation, transport providers, our tours and attractions, as well as indirectly, such as retail, medical and food production.

“

The visitor economy is everyone's business

”

The visitor economy is crucial for Port Douglas Daintree region. It is the largest employing industry in the Douglas Shire, supporting 2,596 jobs and generating more than \$611 million per year¹

¹ Douglas Shire Economic Development Strategy 2021-24

DESTINATION TOURISM PLAN AT A GLANCE

To reduce exposure to travel restrictions and border closures, the need to diversify our visitor mix to include geographically closer markets has been highlighted during the COVID-19 era.



VISITOR ECONOMY

707,000
Visitors¹

2,478,000
Visitor nights¹

6 nights
Average length-of-stay¹

\$611m
Total spend¹

2,596
Jobs¹

85%
Visit for holiday purposes¹

Port Douglas Daintree is a holiday destination reliant on tourism, the largest employing industry in the Douglas Shire.²

KEY TARGET MARKETS

HIGH VALUE TRAVELLERS

FROM

1. Melbourne/Victoria 2. Sydney/NSW 3. Brisbane/SEQld

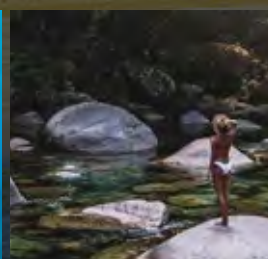
VISITOR ICONS



Daintree Rainforest



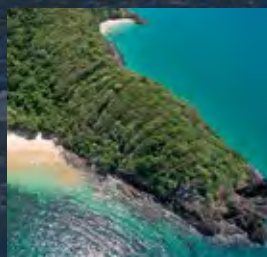
Great Barrier Reef



Mossman Gorge



Beaches



Cape Tribulation



Port Douglas

EXPERIENCE PILLARS



Reef, Islands & Beaches



Natural Encounters



Adventure & Discovery



Lifestyle, Culture
& People



Events

Source 1 Douglas Shire Economic Development Strategy 2021 – 2024, Douglas Shire Council

2 TRA Local Government Area Profiles averaged over 4 years 2016 – 2019, Douglas Shire Queensland

COMPETITIVE ADVANTAGES



THE WORLD'S OLDEST RAINFOREST

We are home to the world's oldest rainforest – the Daintree Rainforest, **80 million years older than the Amazon.**



THE GREAT BARRIER REEF

The world's largest living organism. The story of the reef is one of the most compelling of our time – of collective conservation and protection.



ABORIGINAL CULTURE

We are the land of the Kuku Yalanji and Yirraganydji people, one of the oldest living cultures in the world **dating back more than 40,000 years.**



TROPICAL VILLAGE LIFESTYLE

Tree-lined avenues, welcoming visitors to the tropics. Relaxed coastal atmosphere in the seaside and rainforest villages



ECO-LUXE DESTINATION

Port Douglas is the world's first eco certified, luxury destination.



CREATIVE CULTURE

The location and lifestyle inspire a creative culture within the local community including artists, musicians, writers, performers and creators of all kinds.



WINTER CLIMATE

April to October – **19 – 24°C** average day time temperature.

VISION

World's leading sustainable destination, sharing inspirational experiences.

IN 5-YEARS TIME

The region collectively increases employment from overnight visitation to ensure long-term industry viability through inspirational experiences and year-round visitation and is firmly positioned as the Eco-Luxe destination of Queensland.

GOALS

✓ Economically Sustainable Tourism

✓ Environmentally Sustainable Tourism

✓ Culturally Sustainable Tourism

STRATEGIC OBJECTIVES

1. GROW DOMESTIC MARKET

2. ENSURE ACCESS

3. GENERATE YEAR-ROUND VISITATION

4. RE-FRESH THE REASON

5. WORLD LEADING SUSTAINABLE DESTINATION

6. ROAD TO RECOVERY RESOURCING

OUR UNDERLYING DESTINATION PHILOSOPHY

At our heart, we want to ensure our visitors leave our local community, environment and themselves "greater". Collectively we will strive to achieve sustainable tourism.

An aerial photograph of a coastal landscape. In the foreground, a dark asphalt road curves along a rocky shoreline, with a few small white cars visible. The water is a vibrant turquoise color, transitioning to a deeper blue further out. In the background, there are lush green mountains under a clear sky. The text "STRATEGIC CONTEXT" is overlaid in the center in a large, white, bold, sans-serif font.

STRATEGIC CONTEXT

OUR BRAND STORY

“Where the rainforest meets the reef”

It might be the warmth of the sun gently touching your skin, or that familiar sweet scent of the tropical air. Your shoulders loosen a little, your breathing slows down, and shoes are but a distant memory as you feel the sand between your toes. Welcome to Port Douglas and the Daintree.

Set high in Tropical North Queensland, Australia lies Port Douglas and the Daintree, where two UNESCO World Heritage Sites collide. This is the place where the oldest living rainforest meets the reef where the Daintree Rainforest kisses the coastline of the Great Barrier Reef.

Port Douglas and the Daintree encapsulates an enviable tropical lifestyle. Four Mile Beach and palm fringed roads lead you to Port Douglas, a place that will charm you with its quintessentially Queensland energy and delight you with its culinary treasures. From fresh-off-the-boat seafood, tropical fruits, locally grown coffee, tea and exotic Daintree chocolate spiced with rainforest flavours, the region is a stockpot of brilliant flavours. Experience magnificent sunrises and sunsets from each side of the village and be pampered in a spa sanctuary or relax poolside.

Ancient stories whisper through the leaves of the Daintree Rainforest, just as they have for millions of years.

When you visit this area, the land of the Kuku Yalanji and Yirraganydji people, be inspired by the diversity of the flora and fauna and marvel at the distinct landscapes that have been in existence since Australia was still part of Gondwana. Here you can be dwarfed by king ferns in the world's oldest surviving rainforest with specimens of plants that existed millions of years ago and endemic wildlife including prehistoric crocodiles, elusive tree kangaroos and magnificent cassowaries.

The First Nations people are the custodians of the Daintree Rainforest and Great Barrier Reef and protect these natural assets for future generations. You'll leave with a deep connection to this place and its people that will stay with you forever.

The Great Barrier Reef is an extraordinary example of natural beauty, and a masterpiece of Mother Nature. Snorkellers, divers, anglers and lovers of the sea depart daily to explore uninhabited islands and the sheer wonder of the Great Barrier Reef. With clear skies and clearer turquoise seas, sun-kissed beaches, and active marine life, visiting the secluded islands and sand cays of the region really is a dream come true.

Port Douglas and the Daintree really is one of the world's most remarkable

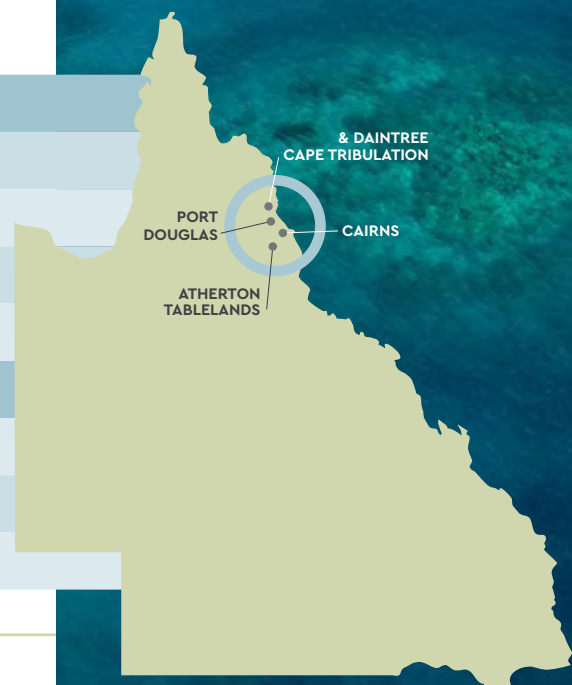
destinations, where you will feel spiritually uplifted, revitalised and rejuvenated, where the natural world and ancient culture remains just as nature intended, where the rainforest meets the reef.

“Port Douglas Daintree named as one of the Top 100 Most Sustainable Destinations in the World”

**Global Green Group,
2018 + 2019 + 2020**



FLY TO CAIRNS	
Ex Brisbane	2hr 15min
Ex Sydney	3 hrs
Ex Melbourne	3 hrs 20 mins
Ex Adelaide	3 hrs
DRIVE	
Ex Cairns	50 mins
Ex Townsville	5 hrs
Ex Whitsundays	8 hrs



STRATEGIC ALIGNMENT

The Port Douglas Daintree Destination Plan is aligned with local, region, state, and national strategies to ensure maximum leverage and full advantage for the Port Douglas Daintree Region.

NATIONAL

Tourism 2030, Austrade
(on hold).

TROPICAL NORTH QUEENSLAND

Tropical North Queensland
Destination Plan 2018, TTNQ.
Tropical North Queensland
Event Prioritisation Strategy
2015 – 2020, TTNQ.

QUEENSLAND

Advancing Tourism 2016–2020,
Queensland Department of Tourism,
Innovation and Sport.

Nature Based Tourism Strategy
2021–2024, TEQ.

Events Strategy 2025, TEQ.

DOUGLAS SHIRE

Douglas Shire Economic Development Strategy
2021–24, DSC.

Jabalbina Tourism Strategic Directions 2020,
Jabalbina Yalanji Aboriginal Corporation.

Port Douglas Daintree Event Strategy 2025, TPDD.

Port Douglas Daintree Brand Review, TPDD.
Strategic Direction 2021, TPDD.

COLLABORATION

Further strengthening the culture of collaboration within the Port Douglas Daintree region will be instrumental in achieving long-term outcomes for the region. This sense of collaboration must transpire across all strategic partners, the industry and community organisations and all levels of government.

TOURISM PORT DOUGLAS DAINTREE (TPDD)

1. **Market Expansion** – Stimulate year-round visitation. Build destination demand through marketing to reduce fluctuations.
2. **Destination Experience** – Support new experiences and enhance visitor experience.
3. **Advocacy** – Stakeholder collaboration, lobbying and leadership to advance the visitor economy.
4. **Sustainable Leadership** – Build awareness and ability for the destination to deliver sustainable tourism experiences.
5. **Digital Leadership** – Maximise innovative digital technology and capability to promote PDD.

INDUSTRY OPERATORS

- Visitor economy businesses.
- Tourism operators.
- Local businesses and community.

STRATEGIC REGIONAL, STATE AND NATIONAL PARTNERS

Tourism Tropical North Queensland (TTNQ)

- Official Regional Tourism Organisation.
- Tourism Leader + Advocacy.
- Destination brand + marketing.
- Digital and social media platforms.

Tourism and Events Queensland (TEQ)

- Statutory body of the Qld Government.
- Marketing, destination and experience development.
- Destination and major events agency.

Tourism Australia (TA) and Tourism Research Australia (TRA)

- Digital + social media platforms.
- Tourism trends.
- Visitor statistics.

Ecotourism Association of Australia (EAA)

- Inspiring environmentally sustainable and culturally responsible tourism.

Environment Agencies/ Departments

- Great Barrier Reef Management Park Authority (GRMPA).
- Wet Tropics Management Authority (WTMA).
- Qld National Parks, Sport & Recreation.

TOURISM PORT DOUGLAS DAINTREE (TPDD)

INDUSTRY OPERATORS

STRATEGIC REGIONAL, STATE AND NATIONAL PARTNERS

LOCAL PARTNERS

LOCAL PARTNERS

Douglas Shire Council (DSC)

- Leadership, lobbying and support.
- Providing public infrastructure and services such as public facilities to enhance the visitor experience.
- Policies pertaining to council land and assets to manage the impact of tourism for the community.

Jabalbina Yalanji Aboriginal Corporation

- Official Prescribed Body Corporate (PBC) who administers land on behalf of the Eastern Kuku Yalanji people of the Daintree.
- Indigenous input and advice.
- Indigenous experience and welcome to country providers.

Douglas Chamber of Commerce

- The voice of business for Douglas Shire
- Business support and capacity building
- Advocating for small business

SITUATION ANALYSIS



EXPERIENCE OFFERINGS

The Port Douglas Daintree Region's key tourism experiences links to the Tourism and Events Queensland's Experience Framework. The Experience Framework identifies five key Experience Pillars, supporting Hero Experiences that reflect the heart and soul of the Queensland story and represents our competitive advantage.

Port Douglas Daintree is the home and gateway to two natural iconic wonders of the world, the Daintree Rainforest and the Great Barrier Reef.

EXPERIENCE PILLARS

				
REEF, ISLANDS & BEACHES	NATURAL ENCOUNTERS	ADVENTURE & DISCOVERY	LIFESTYLE, CULTURE & PEOPLE	EVENTS
<p>Great Barrier Reef.</p> <p>Closest point to the outer GBR.</p> <p>4 Mile Beach.</p> <p>Snorkelling and diving the GBR.</p>	<p>Daintree Rainforest.</p> <p>Mossman Gorge.</p> <p>Cape Tribulation.</p> <p>Swim with Dwarf Minke Whales.</p> <p>Wildlife of the Rainforest from tree kangaroos to cassowaries to saltwater crocodiles.</p>	<p>Jungle tours.</p> <p>Crocodile Adventures.</p> <p>Mountain biking.</p> <p>Kitesurfing & stand-up paddle boarding.</p> <p>4WDrive tours.</p> <p>Great Tropical Drive.</p>	<p>Aboriginal experiences and cultural tours.</p> <p>Fresh seafood.</p> <p>Tropical fruits and bush tucker tasting.</p> <p>Distinctive local produce.</p>	<p>Port Douglas Carnevale.</p> <p>Port Douglas Raceweek.</p> <p>Port Shorts Film Fest</p> <p>Ironman.</p> <p>Mountain Biking.</p> <p>Sustainable arts festivals.</p>

COMPETITIVE ADVANTAGE

We are the home of where the rainforest meets the reef, and in line with the Tourism Tropical North Queensland experience pillars, our unique selling points are:



THE WORLD'S OLDEST RAINFOREST

We are home to the world's oldest rainforest – the Daintree Rainforest, **80 million years older than the Amazon.**



THE GREAT BARRIER REEF

The world's largest living organism. The story of the reef is one of the most compelling of our time – of collective conservation and protection.



ABORIGINAL CULTURE

We are the land of the Kuku Yalanji and Yirraganydji people, one of the oldest living cultures in the world **dating back more than 40,000 years.**



Winter Climate

April to October – **19 – 24°C** average day time temperature.



Tropical Village Lifestyle

Tree-lined avenues, welcoming visitors to the tropics.

Relaxed coastal atmosphere in the seaside and rainforest villages of Port Douglas, Mossman, Daintree and Cape Tribulation (just to name a few!).

Stunning coastal drive.



Creative Culture

The location and lifestyle inspire a creative culture within the local community including artists, musicians, writers, performers and creators of all kinds.



Eco-Luxe Destination

Port Douglas is the world's first eco certified, luxury destination.

One of the few places on earth where two UNESCO World Heritage Sites meet.

ECO-LUXE TOURISM

Eco-Luxe is used to describe ecologically-friendly luxury and re-defines luxury in the modern sustainable world. It is used to distinguish authentically high quality, environmentally sustainable products and experiences from those based on non-sustainable models.

FAST FACTS

- ➡ The Daintree Rainforest is older than the Amazon, described as one of the most extraordinary place on earth.
- ➡ The Great Barrier Reef is the largest coral reef system in the world and the only living structure in the world that can be seen from space.

- ➡ The Great Barrier Reef is made up of 2900 reefs and 900 islands.
- ➡ Six of the world's seven turtle species are found on the Great Barrier Reef.
- ➡ The ribbon reefs off Port Douglas are the only place in Australia where people can swim with Dwarf Minke Whales.

VISITOR ECONOMY SNAPSHOT

The following snapshot provides an overview of the value of tourism for the Port Douglas Daintree Region. *Domestic overnight spend per trip is over ten times the average trip spend of domestic day trippers*, highlighting the need to focus on increasing overnight visitor expenditure (OVE).

**TOURISM GENERATES
\$611m spend²**

**TOURISM SUPPORTS
2,596 jobs¹**

*The tourism and
hospitality sector is
the largest employing
industry in the
Douglas Shire.¹*

VISITORS²

707,000 Total Visitors

108,000 International

335,000 Domestic
Overnight Visitors

264,000 Domestic Day-trippers

VISITOR NIGHTS²

2,478,000 Total Visitor Nights

1,817,000 Domestic Visitor Nights

661,000 International Visitor Nights

SPEND²

\$611M Total Spend

\$834 Average spend per trip

\$1,437 Average domestic overnight
spend per trip

\$99 Average domestic day
spend per trip

\$948 Average international
spend per trip

\$291 Average domestic spend
per night commercial accom.

\$155 Average international spend
per night commercial accom.

\$258 Average domestic spend per
night commercial accom.

LENGTH OF STAY²

Average length-of-stay 5 nights

Domestic 5 nights

International 6 nights

REASON FOR TRAVEL – DOMESTIC OVERNIGHT²

Holiday 85%

VFR 15%

SOURCE

1 Douglas Shire Economic Development Strategy
2021 – 2024, Douglas Shire Council

2 TRA Local Government Area Profiles averaged over
4 years 2016 – 2019, Douglas Shire Queensland



WHERE THEY'RE FROM

52% of visitors to the Port Douglas Daintree Region from 2016–2019 were domestic overnight visitors, with 29% domestic day-trippers and 19% international visitors².

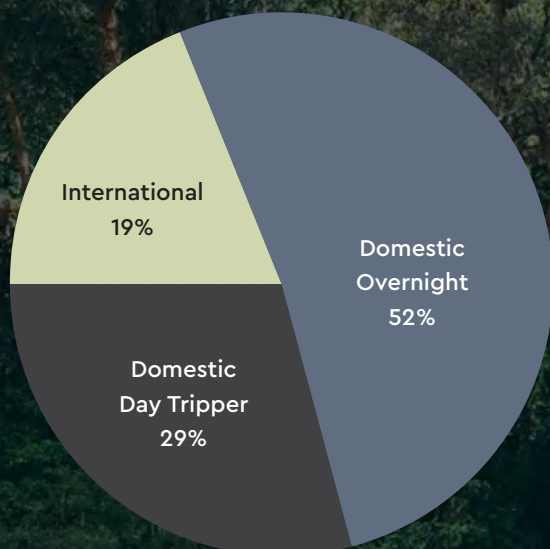
²TRA Local Government Area Profiles averaged over 4 years 2016 – 2019, Douglas Shire Queensland

³Port Douglas Daintree Visitor Brand Survey, 2021

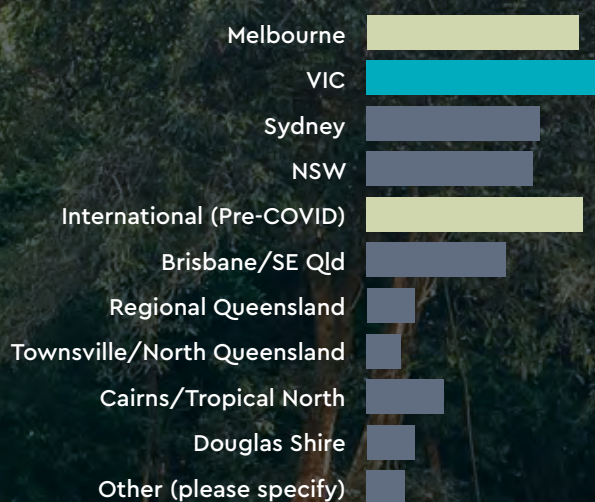
The TRA does not provide an accurate breakdown of Visitor Origin for Douglas Shire, however the online survey undertaken, representing 65% of visitors who had been to Port Douglas Daintree previously provides an indication of the origin of visitors being:

1. Melbourne/Victoria
2. Sydney/NSW
3. Brisbane/SEQld, and
4. International (pre-COVID)

VISITOR BREAKDOWN



VISITOR ORIGIN



SEASONALITY

Visitation seasonality to Port Douglas Daintree is strongly influenced by the weather and school holidays. The peak domestic visitation period is during winter, shoulder seasons are spring, and autumn and the low is summer during the wet season. The high fluctuations in the peaks and troughs have significant impacts on the local economy and the natural environment.

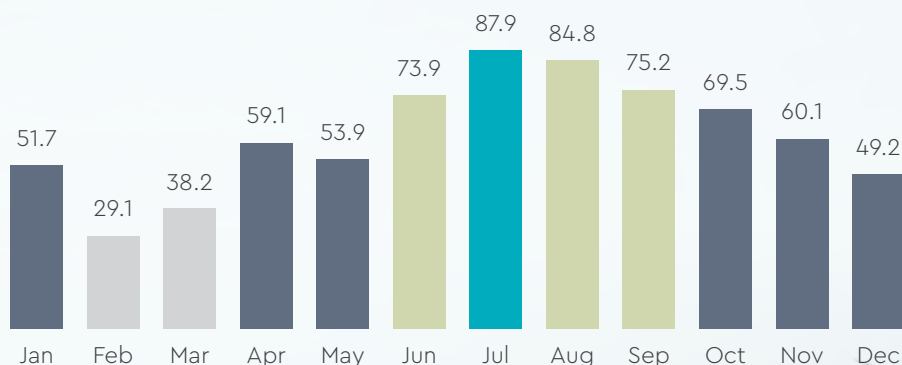
The chart to the right illustrates occupancy levels in the Port Douglas Daintree Region. July traditionally has the highest occupancy followed by August, September, and June. The Shoulder months are October, November, April and May with February recording the lowest occupancy levels.

Events and new visitor experiences need to be developed and strategically scheduled during shoulder and low seasons to reduce the impact of seasonality to ensure viable businesses who can provide full-time, year-round employment.

With the advent of COVID-19 and travel restrictions, particularly in the destination's key target markets of Victoria and NSW, visitation and occupancy during 2020 was severely affected, with peaks in visitation during December and January due to travel restrictions in these key markets being lifted.

(Source: Average Occupancy 2019, Tourism Port Douglas Daintree)

AVERAGE OCCUPANCY 2019



CONSUMER TRENDS

Several emerging consumer and travel trends during the COVID-19 era have escalated, providing opportunities for Port Douglas Daintree to further differentiate its competitive advantage into the future.

<p>THE CONSCIOUS TRAVELLER</p> 	<p>Reflecting a growing concern among today's travellers for ethical and sustainable tourism options, seeking holidays that are meaningful and destinations that are open minded and sustainable. A staggering 86% of global travellers reportedly told booking.com they would be willing to spend some time on activities that offset the environmental impact of their stay.</p>
<p>THE GREEN CONSUMER</p> 	<p>The rise of environmental consciousness, with consumers actively seeking ecologically friendly products and destinations, to reduce their impact on the environment and consumption.</p>
<p>I WANT TO BREAK FREE</p> 	<p>During the COVID-19 era, visitation in Australia has increased to more regional and remote locations, particularly areas of open space, nature and protected areas. At the same time visitation to tourism "hot spots" and urban locations decreased.</p>
<p>HEALTH, SAFETY & WELLBEING</p> 	<p>With an ageing population and increasingly sedentary lifestyle, consumers are seeking healthier lifestyles with a focus on maintaining optimal physical and mental health. During the COVID-19 era, consumers are acutely aware of personal safety for themselves, friends and family.</p> <p>Spending time in nature make us feel better. It contributes to our physical wellbeing by reducing blood pressure, heart rate, muscle tension and the production of stress hormones.</p>
<p>FIERCELY LOCAL</p> 	<p>Another consumer trend that has escalated during the COVID-19 era is the desire to purchase locally, "holiday in your backyard" and "Made in Australia". These further compliment the "Live like a local" trend where visitors from across the globe are seeking a local connection, to eat like a local, hang out where the locals go and not to be viewed as tourists. Participate and promote campaigns e.g. Tourism Australia's <i>Holiday Here This Year</i> and local campaigns, such as <i>Buy Douglas, Build Douglas</i></p>

KEY MOTIVATIONAL DRIVERS

Prime travel motivations, attractions and emotions that Port Douglas Daintree conjures for both previous and potential visitors are:

TRAVEL MOTIVATORS



Rainforest



Reef



Rest & Relaxation



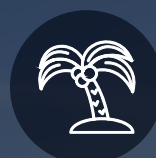
Climate



To have fun



Beaches



Experience
natural
environment

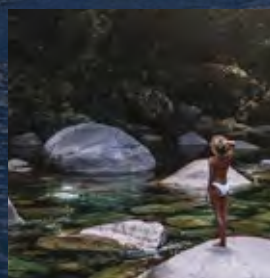
ATTRACTION MOTIVATORS



Daintree Rainforest



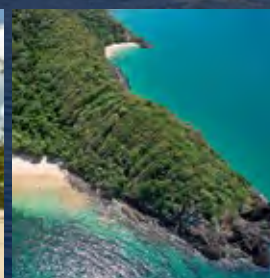
Great Barrier Reef



Mossman Gorge



Beaches



Cape Tribulation

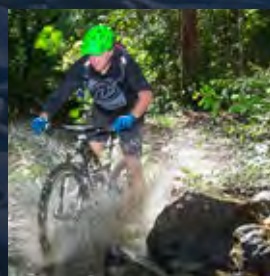
PSYCHOGRAPHIC MOTIVATORS



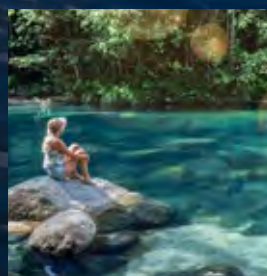
Happy



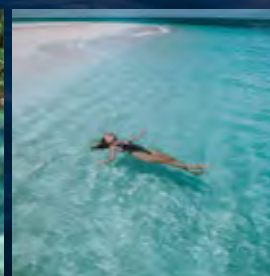
Relaxed



Excited



Calm



Peaceful

Source: Port Douglas Daintree
Visitor Brand Survey, 2021

TARGET MARKETS

VISITOR PROFILE

The average Port Douglas Daintree visitor is aged between 45–54 years or 65+ years, working fulltime with an average household income of \$138k, travelling as an adult couple, staying in a luxury hotel for 4 – 7 nights where they dine in restaurants, go to the beach, sightseeing and visit national parks².

GEOGRAPHIC TARGETS

1. Melbourne/Victoria
2. Sydney/NSW
3. Brisbane/SEQld, and
4. International (pre-COVID)

MARKET SEGMENTATION

Fly/Drive – Melbourne, Sydney Brisbane.

Self-Drive/Short-Break – Regional and SE Qld.

Special Interest – food and wine, eco/nature, arts, cultural, health and well-being.

Recreational –snorkelling, diving, hiking, mountain biking, golf, fishing, boating, sailing.

HIGH VALUE TRAVELLERS (HVT)³

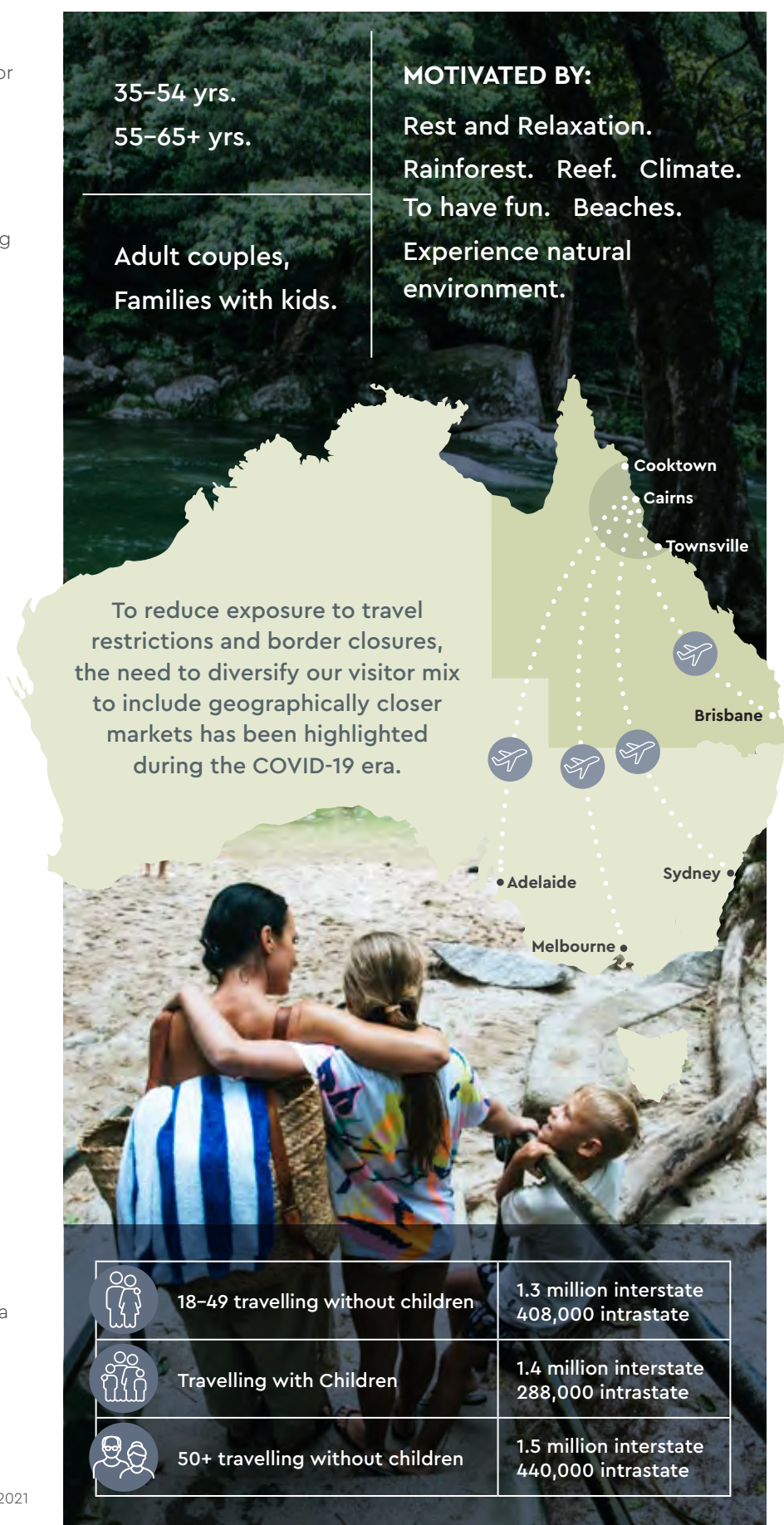
Tourism and Events Queensland (TEQ) identified High Value Travellers (HVT's) who engage in domestic leisure travel, spend more than the average traveller on leisure trips, and are aligned to experiences offered in Queensland.

Port Douglas Daintree provides the experiences domestic HVTs are looking for.

Internationally, TEQ and Tourism Australia target High Value Travellers who seek authentic experiences and food, wine, aquatic and coastal experiences – all which Port Douglas Daintree can offer in abundance.

²Port Douglas Daintree Visitor Brand Survey, March 2021

³Domestic High Value Traveller Profiles, Tourism and Events Queensland



CONSTRAINTS AND OPPORTUNITIES FOR GROWTH

The following opportunities and challenges for growth were identified during the consultation process and to capitalise on consumer trends.

The challenges represent destination weaknesses and external threats, while opportunities represent internal destination strengths and external opportunities.



CONSTRAINTS FOR GROWTH

ACCESS & TRANSPORT

Distance to major populations for domestic drive market.

Aviation access and travel time from airport in Cairns.

Potential travellers nervous of flying.

Connectivity within shire for visitors to rainforest and northern experiences.

Connectivity for labour to work in Port Douglas.

SEASONALITY

Need to grow visitation throughout the year, particularly summer to ensure sustainable industry operators and year-round employment.

COVID-19

Region's reliance on inbound and interstate markets.

Unknown length to inbound restrictions limits ability to build demand.

Future outbound travel pent up demand in 2022 -23.

Restaurant closures resulting in reduced dining options.

Differing environmental practices of operators.

Limited markets due to COVID.

Reduced business viability.

COVID safe compliance limits carrying capacity for suppliers.

Higher staff costs to deliver COVID safe compliance.

HUMAN RESOURCING & DELIVERY STANDARDS

Labour shortage with WHMs reduced.

Retaining skilled labour force and limited staffing resources.

Variation in operator's performance and customer service.

Standard of restaurants for discerning domestic market.

INFRASTRUCTURE

Limited safe swimming and leisure areas with close proximity to beach.

Reduced destination representation from private ownership consolidation and corporatisation.

Lack of hotels rooms, particularly 4 to 5 star.

Strata title external ownership limits reinvestment in refurbishments and renovations.

Lack of wet weather infrastructure to develop more all-weather visitor experiences and alternative wet-weather alternative events.

Aged signage.

Marina precinct development not completed.

Staff housing and transport for workers.

MARKETING

Negative Great Barrier Reef messaging.

Negative and sensationalised weather message in mainstream and social media.

Competition from domestic destinations closer to our target markets.

Getting the message of Eco Luxe to the domestic market.

TELECOMMUNICATIONS

Connectivity issues, particularly limiting ability to promote extending visit and work from Port Douglas Daintree.

TPDD

Reduced ability for industry buy-in due to COVID challenges.

TPDD under resourced for the size of the industry it represents.

Community resistance (complacency) and support of tourism.

Annual funding agreements limit long-term strategic planning.



OPPORTUNITIES FOR GROWTH

ACCESS & TRANSPORT

Aviation – lobby for new routes.

Self-Drive – for long-haul and intrastate.

Promote the Great Barrier Reef Scenic Drive.

DESTINATION MARKETING

Be the leader in Eco-Luxury tourism, positioning Port Douglas Daintree as the Eco Luxe destination for high yield visitors.

Continue Where the rainforest meets the reef branding, further elevating its environmental significance.

Access to extraordinary wildlife, including crocodiles.

Communicate with emotions, how the destination makes you feel.

Year-round marketing aligned to the seasons, with great reasons for summer.

Development of a mobile first website with QR code to assist visitors in planning what they will see and do in the region. Immerse in virtual reality hiking trails. Invest in immersive technology to elevate hiking and biking trails.

Promote 2021 year of indigenous tourism and accessible tourism.

COLLABORATION

Collaboration between businesses to leverage strengths.

Work with experts in the fishing and golf industries to drive new markets and experiences.

INFRASTRUCTURE

Development of all-weather events venue and convention centre to enable a year-round events calendar and eliminate the risk of cancellation.

Development of safe swimming area such as a lagoon, splash park for community and visitor use, close to the beach and picnic spots.

Development of the State-delivered Wangetti Trail to exemplify region's mountain biking, hiking and cycling opportunities.

Interpretive signage to provide information and a story about the region. Incorporate indigenous name and symbol on the signage.

EXPERIENCES

Creation of new nature-based and ecotourism experiences for high value conscious travellers, with opportunities to "give back" and "leave greater".

Develop visitor experiences that capitalise on consumer trends for open space, "live like a local" and health and wellbeing.

Development of 3-4-day packages with indigenous, eco and exotic tropical fresh produce experiences.

Link websites with experiences.

HUMAN RESOURCING

Encourage students during gap year to work in Port Douglas instead of travelling internationally.

EVENTS

Major events to change destination perception of the region.

Stage events during the shoulder and off-peak season.

TPDD

Community support of tourism and TPDD.

Collaborate with active operators and "hunt in packs".

Build relationship with DSC and Douglas Chamber.

Promote experiences beyond traditional reef and rainforest.

Build TPDD Sustainability credentials – Climate action.

TTNQ partnership funding and leveraging off \$12 million spend FY22.

Advocacy for industry support measures and infrastructure.

Lobby and identify increased grant opportunities, including State and Federal infrastructure grants.



DESTINATION VISION

One of the few places on earth where two UNESCO World Heritage Sites meet.
Where the rainforest meets the reef.

DESTINATION PRIORITIES

- 1. Secure our share of the domestic market** through boosting awareness of the destination and drive conversion
- 2. Ensure access** to and within the destination and encourage greater dispersal
- 3. Diversification of the visitor mix** to provide for more sustainable year-round growth in the value of tourism
- 4. Creation of new experiences** that drive the regions competitive advantage in nature-based and ecotourism for high value travellers
- 5. A stronger focus on sustainability** and direct contributions to environmental conservation and thriving communities

*World's leading sustainable destination,
sharing inspirational experiences.*

INTO THE FUTURE

OUR 5 YEAR VISION

Port Douglas Daintree is firmly positioned as the Eco-Luxe destination of Queensland, known as one of the most sustainable destinations in the world.

Increasingly recognised for its inspirational nature based and ecotourism experiences, Port Douglas Daintree attracts high-value, conscious travellers.

The destination showcases hard and soft infrastructure that respects the significant world heritage areas and embraces our ancient culture and landscape, extraordinary wildlife, exotic tastes and creativity.

The region works collaboratively across private enterprise, all levels of government and community to welcome visitors to ensure their happiness, feeling revitalised with a deep connection to this place. They leave the destination, the local community and themselves, "greater".

As a result, the region collectively improves the environmental and cultural sustainability of the industry, access, all weather experiences and year-round visitation creating increased employment from overnight visitation and economic return to the community.

INTO THE FUTURE

GOALS

ECONOMICALLY SUSTAINABLE TOURISM

Creating a sustainable visitor economy that attracts responsible investment and sustains year-round visitation to ensure viable enterprises and reliable employment.

ENVIRONMENTALLY SUSTAINABLE TOURISM

To positively influence and minimise negative impacts on our natural environment, both flora and fauna, to protect what motivates visitors to our destination.

CULTURALLY SUSTAINABLE TOURISM

To maintain, respect and promote the cultural beliefs, values and creativity of our local community of diverse origins, including our first nations Kuku Yalanji and Yirraganydji people.

STRATEGIC PRIORITIES

1

Grow Domestic Market

2

Ensure Access

3

Generate Year-Round
Visitation

4

Re-fresh The Reason

5

World Leading
Sustainable Destination

6

Road to Recovery
Resourcing

OUR UNDERLYING DESTINATION PHILOSOPHY

At our heart, we want to ensure our visitors leave our local community, environment and themselves "greater". Collectively we will strive to achieve sustainable tourism.

1. GROW DOMESTIC MARKET

The need to grow the domestic market, and foster geographically closer markets, has been further highlighted during the COVID-19 era.

DESTINATION MARKETING

In a highly competitive market, with Australian destinations currently targeting the domestic traveller, securing an increased share of voice in the media is essential.

Following the Port Douglas Daintree Brand Review, involving consumer insights and perceptions gained from 4,697 past and potential visitors in the key target markets of Melbourne/Victoria, Sydney/New South Wales and Brisbane/Queensland, a heightened focus on incorporating psychographic motivators is required.

This will include inspiring emotional drivers to encourage visitors to the region based on emotions, including happiness, relaxation, excitement, peacefulness. Where a holiday in Port Douglas Daintree will transform them, making them feel spiritually uplifted, revitalised, and rejuvenated.

TPDD will continue to market the region and in partnership with industry, TTNQ and TEQ.

OWNING THE ECO LUXE BRAND

Named as one of the Top 100 Most Sustainable Destinations in the World, straddling two UNESCO World Heritage areas, combined with the oldest living culture in the world, boutique experiences, eco-resorts and tropical culinary dining, Port Douglas Daintree has an opportunity to own the Eco Luxe destination brand space for Queensland.

This will involve creating content, images, and footage to reflect such experiences and eco-luxe media editorial, including social media influencers, visiting journalists and trade in this space.

SELF-DRIVE

During the COVID-19 era, self-drive travel has increased and combined with the need to target geographic markets closer to home, the promotion of self-drive experiences and packages is essential.

The annual marketing strategy will need to include additional resourcing to allow for increased marketing in this sector, while not jeopardising resourcing allocated to key interstate markets, particularly in Melbourne/VIC and Sydney/NSW.

An iconic Australian drive, the Great Barrier Reef Drive, is an obvious choice to further promote and package with PDD experiences and accommodation.

The development of multi-day (e.g. 3-day, 5-day and 14-day) self-drive itineraries, including maps, hidden secrets, experiences, tours and accommodation, would be ideal for printed and digital media to be shared across destination and individual business websites and marketing.

These drive itineraries can be further packaged as fly-drive packages.

EVENTS

As identified in the Port Douglas Daintree Event Strategy 2025, promotion of major and hallmark events will help to amplify the destination's profile, can attract new special interest markets and be a catalyst for repeat visitation.

Most importantly, events can encourage visitors to "book now", converting desire for the destination into bookings.

The packaging of events with PDD experiences, tours and bookings is highly desired. This action could be incorporated (subject to funding availability) with a dedicated packaging expert.

CONVERSION

There is a high desire among domestic visitors for Port Douglas Daintree, and high awareness of reef and rainforest. The challenge is conversion and encouraging visitors to "book now".

Further increasing and dominating multiple distribution channels is essential to ensure the PDD is easy to purchase.

Ideally with appropriate resourcing, this could involve a dedicated packaging and sales specialist to work with industry in ensuring multiple distribution channels and trade promotion.

At the same time, continued major multi-media coverage of the destination with year-round package offers that can be purchased with the push of a button.

INTERNATIONAL MARKETING

During border closures, it remains important to still engage with international markets, sharing digital and social media content to ensure PDD is on potential travel. During this period could present a real opportunity for the destination to be targeting high yield visitors for potential future travel. Particularly engaging them in their homes during lock-down periods. As travel bubbles emerge and vaccine rates increase, there is an opportunity to target new markets, as well as targeting our traditional high yield western markets.

"Where a holiday to Port Douglas Daintree will transform you, making you feel spiritually uplifted, revitalised and rejuvenated."

2. ENSURE ACCESS

Ensuring access to the region and connectivity within the region is vital for a viable visitor economy. This will include ensuring ongoing air, land and marine access.

AIR ACCESS

Ensuring pre-COVID-19 aviation routes and growing and diversifying into new domestic routes will be integral to help sustain a viable visitor economy for the Port Douglas Daintree region. Growing direct international capacity to Cairns Airport will also be essential for long-term sustainability.

Significant government funds will be required to achieve this. The role of Tourism Port Douglas Daintree is to work in partnership with Douglas Shire Council, Tourism Tropical North Queensland and its industry partners to ensure the viability of past and existing services and to support the attraction of new routes.

INTRAREGIONAL CONNECTIVITY

Improved connectivity between towns and village business centres, with key attraction motivators and

recreational areas will help to link key visitor attractions. As identified in the Douglas Shire's Economic Development Strategy, this includes new cycling routes, particularly to link the region's economic hubs of Mossman and Port Douglas.

Environmentally friendly transport, such as eco buses and e-scooters, would help to contribute to the goal to be an environmentally sustainable destination.

INTEGRATED PATHWAYS

Encourage and support the integration of cycling and walking trails to link and encourage dispersal within and between visitor attractions and experiences, and towns and villages and help to attract high-value travellers interested in active pursuits, health and wellness.

SIGNAGE

Encourage and support directional and interpretive signage throughout the region to enhance visitors travel.

MARINE ACCESS

Being the closest point to the outer Great Barrier Reef the Port Douglas superyacht marina is a pivotal visitor node and iconic location for the region. Tourism Port Douglas Daintree with its strategic partners will continue to promote access and advocate for the ongoing upgrading of the marina and vicinity.

ROAD

Continued support for the ongoing promotion and road safety improvements of the road from Cairns to Cape Tribulation, known as the Great Barrier Reef Drive and ensuring the preservation and presentation of the route's natural and cultural values.



INTEGRATED PATHWAYS CASE STUDY

Ballina to Lennox Heads 12km.

An integrated walking and cycling trail has been completed between the iconic headlands of Lennox Heads of Northern NSW and Ballina. The walkway linked smaller existing trails, showcasing major lookouts and coastal areas.

This coastal walk links the coastal villages, iconic surfing locations and scenic lookouts. With the Ballina CBD to encourage visitor spend.

The trail only recently completed has attracted private enterprise with the opening of Byron Coast Walks developing half, four and six-day guided walking itineraries and event packages, e.g. Writers Festival walking tours.

Long-term, the plan is to link Ballina to Byron Bay and promote active events along the trail.

3. GENERATE YEAR-ROUND VISITATION

Seasonality in Port Douglas Daintree particularly during the low seasons from November through to March has significant negative impacts on the local economy and viability of the visitor economy.

EVENTS

As identified in both the Douglas Shire Economic Development Strategy 2021–2024 and the Port Douglas Daintree Events Strategy 2025, the attraction and staging of major events during the low season will encourage off-peak visitation and contribute to the visitor economy.

Including growing the region's profile for hosting sporting events, as identified in the Douglas Shire's Sport and Recreation Strategy, should be encouraged during low seasons.

BUSINESS TOURISM

Attracting business tourism during low season would contribute the development of a high yield market. As identified in the Economic and Event Strategies, a pre-feasibility study to consider options for a dedicated convention centre would contribute to the development of high yielding business tourism market. It would also enable the bidding for larger and mid-size events possible.

ALL WEATHER INFRASTRUCTURE

Investigation of an all-weather back up venue, such as an outdoor undercover venue would also reduce risk and encourage event organisers to stage events during the low season.

Upgrading of attractions, venues and facilities with all-weather awnings/sails and air-conditioning during summer would contribute to the destination's ability to provide year-round visitor activities.

YEAR-ROUND BEACH & WATER FACILITY

Beaches are one of the top five key motivational drivers for visitation to Port Douglas Daintree. Low season for the region also coincides with stinger season and visitor perceptions of safety.

A pre-feasibility study and concept development of a year-round water facility close to the beach was identified by many stakeholders during consultation as a key opportunity to address seasonality. Such a project would require the collaboration of Douglas Shire Council, the local community, industry and TPDD.

WET WEATHER EXPERIENCES

Development of "green weather" experiences and tours by private operators, particularly highlighting the beauty of the rainforest and waterfalls during this time is highly recommended.

YEAR-ROUND MARKETING

The promotion of the green and waterfall season in conjunction with events, wet weather infrastructure, experience development and packaging will collectively contribute to changing perceptions of summer in the minds of visitors.

Continued work with mainstream media and weather channels during summer will also contribute to changing the perception of the region during summer.

As travel bubbles continue to develop, international markets, particularly the region's traditional western market, presents an opportunity for high yield visitors through the shoulder and summer months. Such markets will balance the regional market who generally spend less on travel experiences when in region.



4. RE-FRESH THE REASON - CREATING NEW EXPERIENCES

With increasing competition, particularly in the domestic market, Port Douglas Daintree needs to “re-fresh the reason” to encourage visitors to view the region as a “new” and exotic destination as a genuine alternative to overseas destinations. The need to do this will be even further compounded in the future when overseas borders re-open.

Where possible the following experiences should be developed as year-round opportunities and as “all weather” experiences.

FIRST NATION EXPERIENCES

As identified in the Jabalbina Tourism Strategic Directions, 2020, to further develop first nation visitor experiences, a scoping study of new Bama Business opportunities¹ could be undertaken in partnership with Jabalbina Yalanji Aboriginal Corporation. This could include:

- Sea country cultural interpretation for reef operators,
- Welcome to Country daily performances in key visitor nodes, e.g., Port Douglas,
- On country cultural heritage education for small groups and conferences,
- Supply of arts, artifacts and native food to accommodation, attractions and restaurants, and
- Bush Food harvesting and tasting experiences.

Where appropriate and subject to resourcing, encourage traditional conservation messaging and experiences with the Jabalbina Yalanji Rangers.

TROPICAL, TRADITIONAL & EXOTIC FOOD TOURISM EXPERIENCES

Increase the profile, demand and access to the region's exotic and tropical fresh produce, food and drinks. Support the establishment of a Food Tourism Working Group¹

Incorporate the food tourism experience within existing tours, events, attractions and accommodation. Promote the development of new food tourism experiences, such as on-farm experiences, brunch with the producers and traditional plants for health and medicinal purposes.

ECO LUXE EXPERIENCES

To ensure the delivery of an eco-luxe experience, further development of experiences across the region will be required, building on experiences similar to the Daintree Wellness Spa, intimate and small group Yalanji experiences in exclusive locations. Encouragement of existing tour and accommodation providers to develop eco-luxe style experiences that are distinctive to their particular town or village geographic location and culture. This could include an eco-luxe experiences development program within a larger sustainable tourism industry capacity building program.

PUBLIC ART + VISITOR NODE BEAUTIFICATION

Advocate for investment in visual amenities to improve the visitor experience across the region is encouraged. This includes public and street art, showcasing indigenous and local artists, encouraging the use of sustainable and recycled arts.

Beautification of visitor nodes and public amenities, including transport nodes, such as the Daintree River Crossing, CBDs, walking tracks, lookouts, parks, aged buildings and waterfront areas would lift first impressions and help to showcase and reflect the local creative community.

These initiatives support DSC desire to increase the amount of public art across the region.

MOSSMAN BOTANIC GARDEN DEVELOPMENT

To support the establishment of an iconic world-class botanic garden in Mossman showcasing the unique botanical collections of the UNESCO world heritage listed rainforests in Tropical North Queensland. The concept plan features state-of-the-art bio-security facility, restaurant and functions areas, art gallery, amphitheatre and wetlands.

5. EXPLORE SUSTAINABLE INITIATIVES

In tandem with encouraging industry to achieving sustainable best practice, initiatives such as carbon neutrality, sustainable energy solutions and eco transport need to be explored and encouraged for the destination as a whole. Where possible, incentives and clear pathways and actions for implementation for sustainable energy solutions and carbon offsetting would help to facilitate and encourage visitors and businesses of the visitor economy to implement.

WANGETTI TRAIL

The development of the State-delivered Wangetti Trail and exploring opportunities to expand the region's offering in adventure tourism, including mountain-biking, hiking and cycling experiences, will contribute to solidifying the destination's sustainable status.¹

World class trails, such as the Wangetti Trail, will help the destination attract non-powered sporting events and meet the needs of health and environmentally conscious visitors.

SUSTAINABLE BEST PRACTICE PROGRAM

To enable industry and organisations within the destination to contribute

to achieving sustainable best practice and meeting the growing demand from conscious and green travellers, facilitating a long-term industry capacity building program is recommended. This could be facilitated through TPDD and DSC in partnership with bodies such as Ecotourism Australia, Queensland Tourism Industry Council (QTIC), EcoBiz TTNQ and training providers.

EXPLORE SUSTAINABLE SOLUTIONS

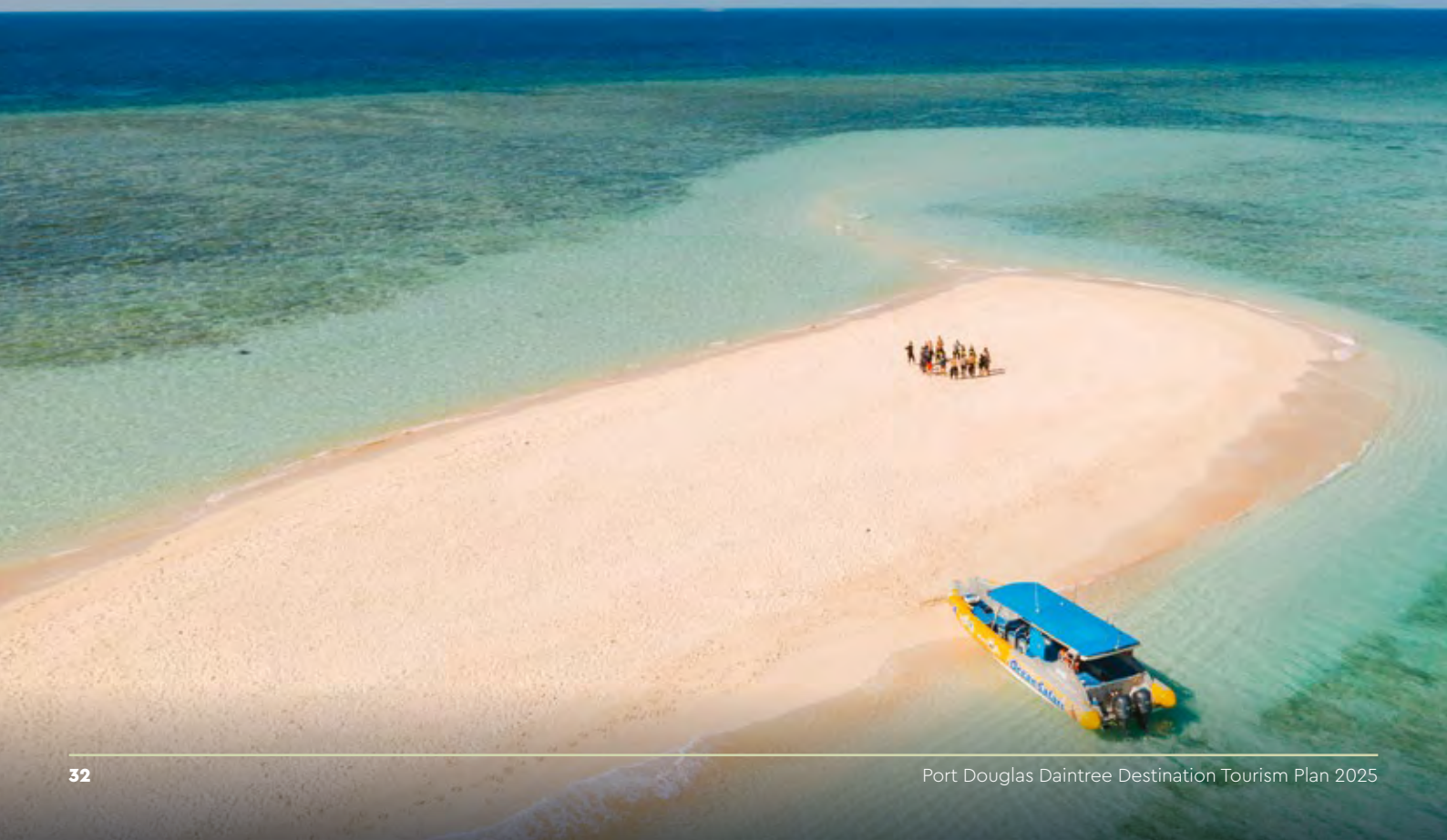
Explore carbon neutrality and sustainable energy solutions. Investigate actions and pathways which visitors and industry operators can implement for the destination's long-term environmental sustainability.

NATURALLY OCCURRING EVENTS

The promotion of naturally occurring events (e.g. coral spawning, tropical fruit/mango/mud crab season, turtle season, full moon rise, sunrise, sunset, king tide/low tide) and creating sustainable visitor experiences, multi-media and packaging of them will help the destination deliver and amplify its profile and position as a world leading sustainable destination.²

¹ Douglas Shire Economic Development Plan 2021-2024

² Port Douglas Daintree Event Strategy 2025



6. ROAD TO RECOVERY

RESOURCING

Significant collaboration, resourcing and identification of potential funding sources will be essential to effectively implement the Destination Tourism Plan (DTP) and assist industry, quite urgently, in its road to recovery.

ADVOCACY

Tourism Port Douglas Daintree (TPDD) will be focussed on destination marketing driving visitation to the region.

TPDD will have a strong industry leadership and advocacy role as a conduit to enhance partnerships so the region's influence is collectively stronger.

It is only through the collective influence and positive partnerships across all levels of government, industry and community will the region be able to effectively achieve positive outcomes to realise the five-year destination vision.

MULTI-YEAR PARTNERSHIPS

To effectively ensure a strategic approach and long-term outcomes, TPDD needs to secure multi-year funding agreements with Douglas Shire Council (DSC) and strategic partners. Four-year partnership agreements with annual outcome reporting would allow for stronger outcomes to ensure industry leadership.

HUMAN RESOURCING

Increased human resourcing and specialist expertise is recommended to ensure the implementation of actions within the five-year period of

the DTP. This is required with a sense of urgency to ensure viable businesses and employment continues.

FUNDING

In collaboration and consultation with strategic partners, TPDD and DSC will need to identify and apply for grant funding to enable the delivery of expanded visitor experiences, increased destination marketing and visitor infrastructure.

Where possible, facilitate support for local tourism businesses, visitor attractions and events to ensure they are maximising funding opportunities available for their road to recovery.

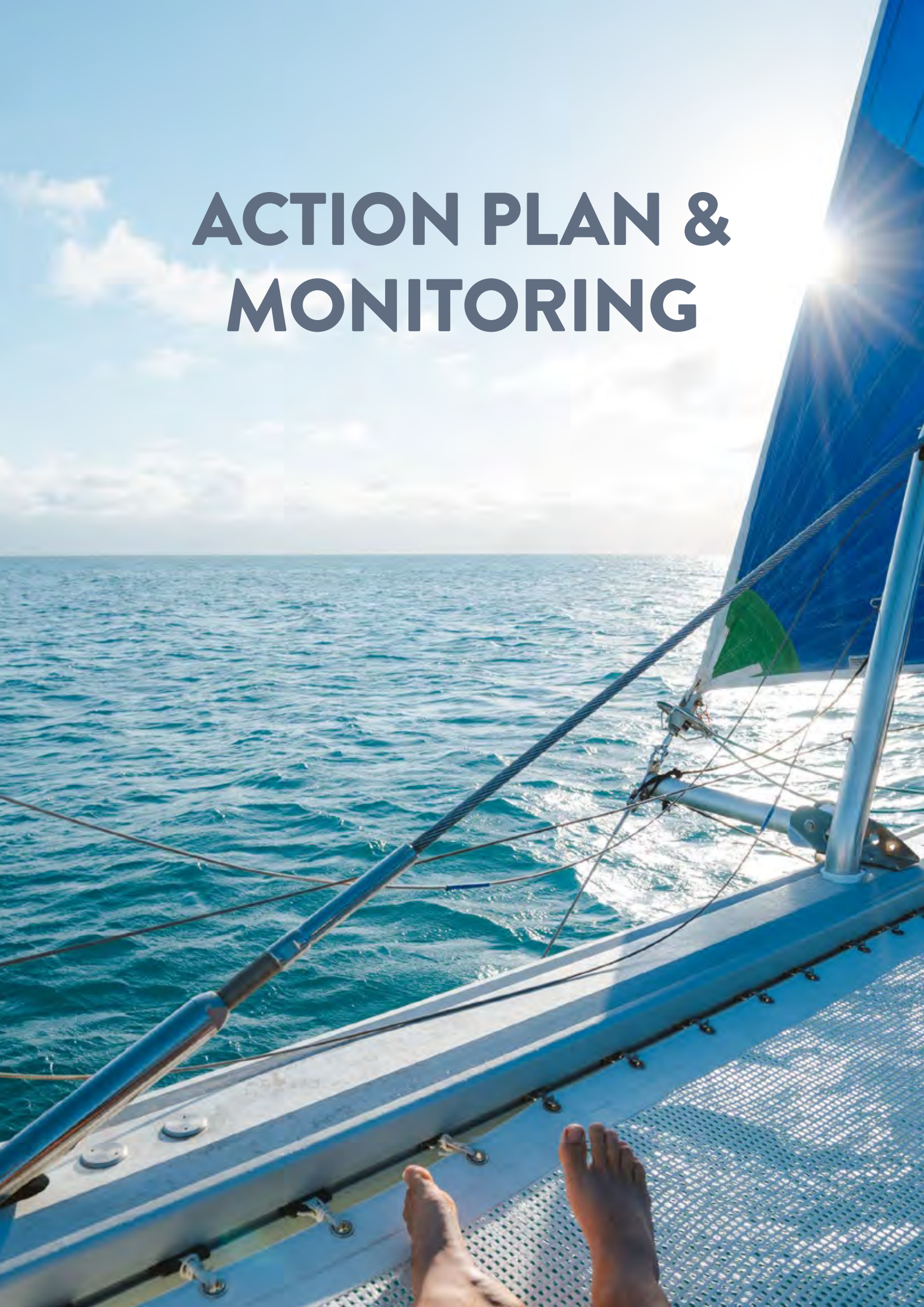
The region's influence is collectively stronger.

"It is not what we do, it is what we cause to happen".

GEOFF DONAGHY



ACTION PLAN & MONITORING



ACTION PLAN AT A GLANCE

STRATEGIC PRIORITIES	2022	2023	2024	2025
1. GROW DOMESTIC MARKET				
DESTINATION MARKETING <ul style="list-style-type: none"> Incorporate inspiring emotional messaging in marketing "where you leave greater, feeling spiritually lifted, revitalised and rejuvenated". Increase share of voice in competitive domestic market. 				
OWNING THE ECO LUXE BRAND <ul style="list-style-type: none"> Content creation to reflect eco-luxe experiences. Target eco-luxe media and influencers. 				
SELF-DRIVE <ul style="list-style-type: none"> Target closer to home. Develop self-drive and fly-drive itinerary packages for 3, 5 and 7 days. Link with Great Barrier Reef Drive. 				
EVENTS <ul style="list-style-type: none"> Promote events to encourage "book now". Package events with experiences, tours, and accommodation. 				
CONVERSION <ul style="list-style-type: none"> Increase ease of conversion by encouraging operators to maximise their online presence through direct online bookings and digital trade. Subject to funding, engage packaging expert. 				
INTERNATIONAL MARKETING <ul style="list-style-type: none"> Continue to engage with key international target markets, particularly through digital and social networks to ensure PDD is on the radar as travel bubbles and vaccinations increase. 				
2. ENSURE ACCESS				
AIR ACCESS <ul style="list-style-type: none"> Continue to work with strategic partners to lobby for growing and diversifying domestic and international routes 				
INTRAREGIONAL CONNECTIVITY <ul style="list-style-type: none"> Work with strategic partners to encourage improved connectivity between towns and village business centres with key visitor attractions and experiences. 				
INTEGRATED PATHWAYS <ul style="list-style-type: none"> Encourage integration of cycling and walking tracks to link with and between visitor experiences, attractions, towns, and villages. 				
MARINE ACCESS <ul style="list-style-type: none"> Continue to promote region as closest point to the outer Great Barrier Reef. Continue to promote access and advocate for ongoing upgrading of marina and vicinity. 				
ROAD <ul style="list-style-type: none"> Support road safety improvements from Cairns to Cape Tribulation, the Great Barrier Reef Drive. 				
3. GENERATE YEAR-ROUND VISITATION				
EVENTS <ul style="list-style-type: none"> Encourage and promote major events in low and shoulder seasons. 				
BUSINESS TOURISM <ul style="list-style-type: none"> Attract business tourism, particularly in low and shoulder seasons. Support proposal for a pre-feasibility study for a dedicated convention centre. 				
ALL WEATHER INFRASTRUCTURE <ul style="list-style-type: none"> Investigate an all-weather back-up venue to encourage outdoor events during low and shoulder seasons by reducing risk for event organisers. 				
YEAR-ROUND BEACH & WATER FACILITY <ul style="list-style-type: none"> Support and encourage strategic partners for a pre-feasibility study and concept development of a year-round water facility close to the beach. 				

STRATEGIC PRIORITIES	2022	2023	2024	2025
3. GENERATE YEAR-ROUND VISITATION				
WET WEATHER EXPERIENCES <ul style="list-style-type: none"> Encourage operators to develop summer/rainforest/waterfall experiences. 				
YEAR-ROUND MARKETING <ul style="list-style-type: none"> Continue promotion of green/waterfall season and events. Continue to work with media and weather channels during summer to change perceptions. 				
4. RE-FRESH THE REASON				
FIRST NATION EXPERIENCES <ul style="list-style-type: none"> Encourage the development of first nation tourism businesses and experiences and promote as an integral part of the PDD visitor experience. Support the JYAC concepts such as sea country cultural experiences, welcome to country daily performances and on-country cultural education for small groups and conferences. 				
TROPICAL, TRADITIONAL & EXOTIC FOOD EXPERIENCES <ul style="list-style-type: none"> Support the establishment of a Food Tourism Working group to increase profile, demand and access to region's exotic and tropical food. Encourage Bush Food harvesting and tasting experiences. Promote to industry to incorporate food tourism experiences within existing tours, events, attractions, and accommodation. 				
ECO LUXE EXPERIENCES <ul style="list-style-type: none"> Encourage existing and new tourism businesses to develop eco-luxe style experiences. Incorporate eco-luxe experience development within sustainable tourism industry capacity building programs. 				
PUBLIC ART + VISITOR NODE BEAUTIFICATION <ul style="list-style-type: none"> Advocate the investment in visual amenities (e.g., public and street arts) and transport nodes. 				
MOSSMAN BOTANIC GARDEN DEVELOPMENT <ul style="list-style-type: none"> Support the establishment of an iconic world-class botanic gardens. 				
5. WORLD LEADING SUSTAINABLE DESTINATION				
WANGETTI TRAIL <ul style="list-style-type: none"> Continue to support the development of the State-delivered Wangetti Trail. 				
SUSTAINABLE BEST PRACTICE <ul style="list-style-type: none"> Partner with strategic partners to facilitate a long-term sustainable tourism industry capacity building program to encourage industry operators achieve sustainable best practice. 				
EXPLORE SUSTAINABLE SOLUTIONS <ul style="list-style-type: none"> Explore carbon neutrality and sustainable energy solutions with actions and pathways for visitors and industry operators can implement. 				
NATURALLY OCCURRING EVENTS <ul style="list-style-type: none"> Promote naturally occurring events (e.g., coral spawning, mud crab and turtle season, king tide/low tide, full moon rise, sunrise/sunset). 				
6. ROAD TO RECOVERY RESOURCING				
ADVOCACY <ul style="list-style-type: none"> Continue industry leadership role as a conduit to collectively grow the collective voice of tourism through positive partnerships working across all levels of government, industry, and community. 				
MULTI-YEAR PARTNERSHIPS <ul style="list-style-type: none"> Seek multi-year partnership agreements to enable a more strategic and long-term approach. 				
HUMAN RESOURCING <ul style="list-style-type: none"> Seek funding to increase human resourcing to implement DTP initiatives, with a sense of urgency to ensure viable businesses and employment continues. 				
FUNDING <ul style="list-style-type: none"> Work collaboratively with strategic partners and DSC to identify and apply for grant funding to enable delivery of expanded visitor experiences, increased marketing, and visitor infrastructure, including local tourism businesses maximise funding opportunities. 				

MONITORING AND MEASURING OUTCOMES

To implement the Destination Tourism Plan (DTP) to achieve the five year vision and grow the visitor economy in the Port Douglas Daintree region will require significant collaboration with Tourism Port Douglas (TPDD), Douglas Shire Council (DSC) TTNQ and across all levels of government, private enterprise, the local community and traditional owners including the local Kuku Yalanji and Yirraganydji people.

The monitoring of outcomes of the DTP will involve going beyond just visitor numbers, and will include key indicators of:

- Visitor Expenditure
- Visitor numbers
- Satisfaction (both visitor and community)
- Diversification of visitor market
- Repeat visitation

The first three indicators can be monitored through Tourism Research Australia's Local Government Area Profiles issued annually.

Visitor and community satisfaction levels could be measured through ongoing visitor and community surveys conducted through TPDD and DSC, such as those conducted by TPDD for the 2021 Brand Review. Such surveys would help to gain

ongoing understanding and trends over time of visitor perceptions, satisfaction levels, purchasing habits and intentions to return.

Monitoring of the plan should be reviewed annually through the implementation of the actions outlined in the 6 Key Strategic Priorities of the plan.

“

Monitoring of the plan should be reviewed annually

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through the implementation of the actions outlined in the **6 Key Strategic Priorities** of the plan.

THE CONSULTATION PROCESS

The development of this Destination Tourism Plan has been undertaken through engagement with Port Douglas Daintree industry stakeholders, community and strategic partners.

The process included an online branding survey of previous and potential visitors to the Port Douglas Daintree Region. The survey was sent out via EDM to Tourism Port Douglas Daintree's consumer database and shared via the official Facebook page for Tourism Port Douglas Daintree. There were 4,697 respondents who participated in the survey, 65% representing visitors who had previously been to Port Douglas Daintree and 35% representing people with a desire to travel to Port Douglas Daintree.

At the same time, an online Destination Tourism Plan survey including local residents, tourism business owners and rate payers living outside Douglas Shire was undertaken with a sample size of 170 people.

In person consultation was undertaken in region, including facilitated workshops with industry and strategic partners, and face-to-face meetings with key stakeholders.

The process also included a desktop audit of reference materials.

PORT DOUGLAS DESTINATION TOURISM PLAN 2025



A SPECIAL THANK YOU

We extend a special thank you to the many people who gave their time, input and advice into the making of this Destination Tourism Plan, including 4,867 online survey participants and the following people who contributed their time and advice during consultation.

Abi Ralph	Tourism Port Douglas Daintree	Board Member
Al Spence	Garrick House Holiday Apartments	Manager
Alex Whyte	The Boutique Collection	Business Owner
Amy Mail	Douglas Shire Council	Tourism Economic Development Officer
Andrea Cameron	Brett's Outback Tasting Tours	Owner
Brett Cameron	Brett's Kuranda Day Tour	Owner
Bruno Bennet	Coral Sea Villa	Manager
Byron Kurth	Managing Australian Destinations	Owner
Cam Charlton	Kleinhardt Business Consultants Tourism Port Douglas Daintree	Director Board Member
Christian Jones	Calypso Reef Charters	Ops Manager
Christopher Northam	ACCOR Tourism Port Douglas Daintree	General and Area Manager Board Member
Dan Gabbert	Calypso Reef Charters	Sales
Dean Clapp	Crocodile Express & Crocexpresso Cafe Tourism Port Douglas Daintree	Owner Board Member
Edward Moyle	Lychee Tree Apartments	Business Owner
Elizabeth Ross	Far North Training Douglas Chamber of Commerce	CEO President
Garry Porter	Cairns Airport Tourism Port Douglas Daintree	Head of Aviation Board Member
Gerry Ireland	Community representative	Retiree
Juan Walker	Walkabout Dreamtime Adventures Tourism Port Douglas Daintree	Owner Board Member
Karen Smith-Marron	Sanctuary Stays/DC Commerce	Owner/Secretary
Kim Marshall	The Port Douglas Beach House	Owner
Kira Calligaris	Tourism Port Douglas Daintree	Admin Assistant
Kupa Teao	Jabalbina Yalanji Aboriginal Corporation RNTBC	CEO
Lani Strathearn	Tourism Tropical North Queensland Tourism Port Douglas Daintree	Marketing Manager Board Member
Lawrence Mason	Mason's Store/Café/Daintree Marketing Co-Operative	Owner Chair
Lisa Golding	Douglas Shire Council	Team Leader of Community & Economic Development
	Tourism Port Douglas Daintree	Board Member
Liz Schibig-Edgar	Paradise Links Resort ARAMA	Manager President
Liza Dowling	Douglas Shire Council	Technical Support Officer
Mary Martin	Douglas Shire Council	Tourism Economic Development Officer
Mayor Michael Kerr	Douglas Shire Council	Mayor
Megan Bell	Tourism Port Douglas Daintree	Board Member
Michael Nelson	Pinnacle Tourism Marketing	Owner/Director
Mikala McDowall	Tourism Port Douglas Daintree	Business Development Executive
Paul Smyth	Douglas Shire Council	Events Officer
Peter Chegwiddden	Outrigger Holiday Apts	Manager
Robin McAdam	Port Douglas Apartments	Manager
Rosie Douglas	Tourism Tropical North Queensland	GM Partnerships & Events
Shirl Lyons	Mossman Port Douglas Pest Control Douglas Chamber of Commerce	Owner Committee Member
Steve Molnar	Sheraton Mirage Port Douglas	GM
Tara Bennet	Tourism Port Douglas Daintree	CEO

