

## **5.07. TOURISM PORT DOUGLAS DAINTREE - QUARTERLY REPORT JULY - SEPTEMBER 2015**

### **REPORT AUTHOR(S):**

Kerrie Hawkes, Executive Officer  
Linda Cardew, Chief Executive Officer  
CEO Unit

### **DEPARTMENT:**

### **RECOMMENDATION**

**That Council notes the July - September 2015 Quarterly Report received from Tourism Port Douglas Daintree (TPDD) further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council.**

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### **EXECUTIVE SUMMARY**

In July 2014 Council resolved to enter into a Resource and Performance Agreement with TPDD for the provision of destination marketing. This report presents the July - September 2015 Quarterly Report by TPDD in line with the requirements of that Agreement.

### **BACKGROUND**

In accordance with the Resource and Performance Agreement, Council's 2015 / 2016 budget provides \$451,500 (ex GST) in funding to support the delivery of activities by TPDD to support tourism in the Shire.

### **COMMENT**

Council has funded TPDD to achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets.

TPDD continues to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena.

The importance of the role TPDD plays with promoting the Shire as a destination of choice and its management of that marketing is widely acknowledged. TPDD works closely with a number of partners including Douglas Shire Council, Tourism Events Queensland, Tourism Tropical North Queensland and the Douglas Chamber of Commerce to maximise the exposure of the Douglas region to all markets.

### **PROPOSAL**

**That Council notes the July - September 2015 Quarterly Report further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council.**

### **FINANCIAL/RESOURCE IMPLICATIONS**

In accordance with the Resource and Performance Agreement, Council's 2015 / 2016 budget provides \$451,500 (GST ex) in funding to support the delivery of activities by TPDD to support tourism in the Shire. This report presents a quarterly report of progress on funded activities under the Agreement.

## RISK MANAGEMENT IMPLICATIONS

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds. This report provides the most recent position regarding TPDD's activities.

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the Douglas Shire Council Corporate Plan 2014 – 2019:

- Celebrating our Communities
- Building a Sustainable Economic Base
- Planning, Partnering, Engaging

## 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:

<b>Part-Funder</b>	Sharing the cost of a program or activity with other organisations.
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## ATTACHMENTS

Attachment 1 - Tourism Port Douglas Daintree Quarterly Report July - September 2015

# Tourism Port Douglas Daintree

## Quarterly Report to Douglas Shire Council

July - September 2015



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## Introduction

Tourism Port Douglas Daintree (TPDD) is pleased to report to Douglas Shire Council on the activities undertaken from July to September 2015.

The marketing outcomes of TPDD continue to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena.

We have begun implementing our 2015/16 marketing strategy and believe our presence in all our key Western markets are rebounding significantly and we will continue to source new markets, for the benefit of the tourism economy in the Douglas Shire. TPDD has been able to maintain the region's high profile through participation in trade activities, maximising media exposure, the tactical implementation of digital marketing campaigns, and partnering with stakeholders.

We continue to work closely with industry partners, Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ) in maximising the exposure for the Douglas region to all markets.

In accordance with the Resource and Performance agreement with Council please find following a summary of activities undertaken by TPDD from July - September 2015. Also included in the report is a financial statement as at 30<sup>th</sup> September 2015.

There are no current or pending legal proceedings in relation to the Company.  
There is no assignment of any assets in relation to the Company.

We appreciate the opportunity to work closely with the Douglas Shire Council in maximising the tourism industry to support sustained economic development throughout the region.

Key result areas against the Douglas Shire Council funding agreement:
<ul style="list-style-type: none"><li>• Sustained economic development through Destination Marketing.</li><li>• Undertake research to maximise benefit to the region. Establishing short term performance, preferences, drivers, source markets, trends and yield.</li><li>• Encourage and facilitate longer term and strategic tourism development and engaged in key tourism planning.</li><li>• Engage with key tourism organisations and business leaders to facilitate short, medium and long term planning of key issues in the region.</li><li>• To present a single coordinated tourism voice to all levels of government and the industry.</li></ul>

Primary partnerships and linkages for TPDD operations have been with:

- Douglas Shire Council (DSC)
- 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 organizations
- Tourism Training Institutions & programs including James Cook University (JCU), Australian Tourism Export Council (ATEC) and QTIC
- Members and industry participants
- Douglas Chamber of Commerce

### Board of Directors

Tony Baker - Chairman Appointed Director

Sheena Walshaw - Vice Chairman Cape Tribulation zone

Rhys Bawden – Port Douglas zone Director

Wendy van der Wolf - Mossman Daintree Village zone

Jane Wilson – TTNQ Director (incoming 20/08/15)

Natalie Johnson – General Director

Cr Julia Leu – DSC Director

Liz Schibig-Edgar – General Director

Ben Woodward – Appointed Director

Steve Oakley – Appointed Director (outgoing 20/08/15)

## Overview of Market Conditions July – September 2015

The quarter provided strong visitation across the three months. Operators from throughout Douglas Shire reported the highest visitation and spend in more than five years. International visitation from our key western markets of UK, USA and Europe continued to perform well with unexpected growth from the French market. With the Australian dollar weakening against the US dollar, Euro and British Pound we expect this trend to continue producing growth in our key international markets.

Dispersal around the region has continued to be above last year due mostly to an increase in international visitors and strong growth in the drive market across international and domestic.

At the time of preparing this report the Tourism Research Australia figures for international and domestic visitation were not released.

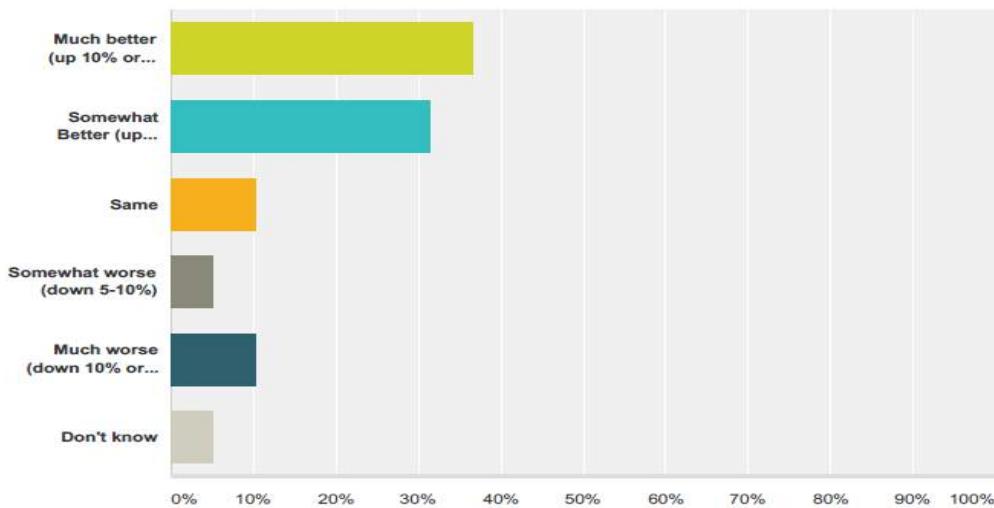
### Operator Feedback

TPDD surveys the Douglas business community fortnightly to understand how the industry is performing. At the conclusion of each month we ask for measures of business performance against the previous year. Overall tourism has seem an improvements on the previous year.

July 2015

**Q11 Please rate your business performance  
for the month of July compared to the  
previous year**

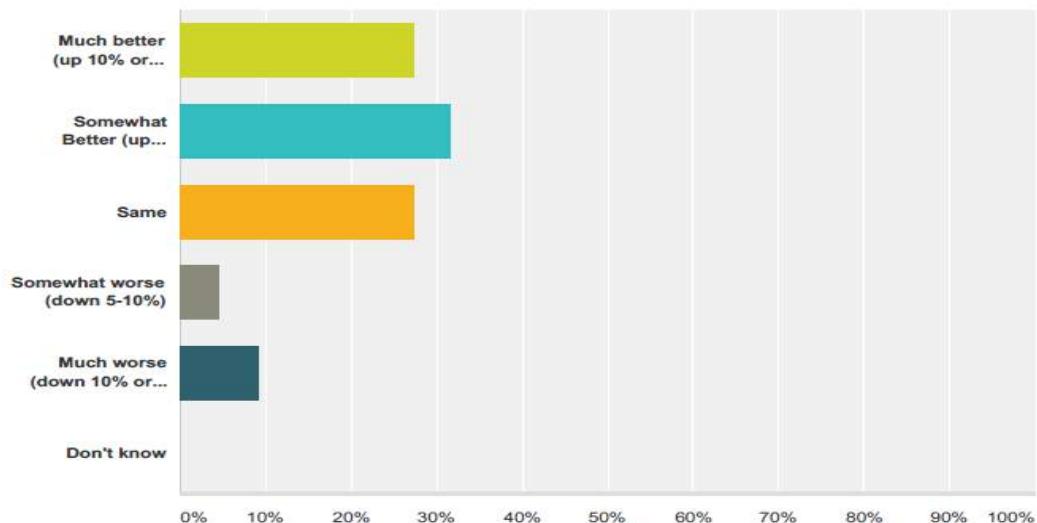
Answered: 19 Skipped: 1



August 2015

**Q11 Please rate your business performance  
for the month of August compared to the  
previous year**

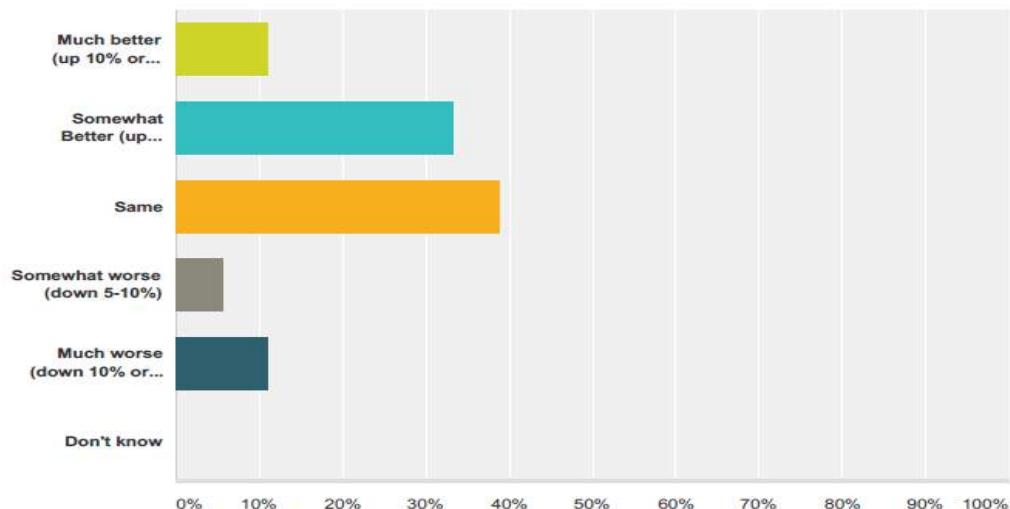
Answered: 22 Skipped: 0



September 2015

**Q11 Please rate your business performance  
for the month of September compared to  
the previous year**

Answered: 18 Skipped: 1



## July - September Marketing Activities:

The third quarter of the year is when TPDD activities focus on administration and reporting however continued marketing activity ensures the ongoing momentum of the marketing message. Year round activities continue such as our digital channels, educational programs and media support. Following are the highlights of some of our major undertakings for the July - September period.

### Campaign Highlights

#### Daintree Digital Detox

During the month of August TPDD ran a national competition to highlight the diversity of the Daintree. Part of an ongoing marketing focus to remind people of the 25 unique accommodation options and 45 activities available in the Daintree.

Goals associated with this campaign were;

- Increase awareness of the Daintree Diversity
- 25% growth in TPDD website visitors for February
- 10% growth in Facebook fans

#### Campaign Results:

##### Entries

	Views	Conversions	Conv Rate
Sweepstakes	9,336	2,495	26.72%

#### Email Marketing

Email	Sent to	Open rate	CTR
1 – Digital Detox Consumer	35,674	18.78% (6700)	4.38% (1563)
2 – Digital Detox Trade	2,839	19.67% (565)	1.46% (42)

#### Website

- Total visitors during campaign period – 27,275, +45% vs. Aug 2014
- Page views – 54,873, +30% vs. Aug 2014
- Demographics: Brisbane (6,771), Melbourne (6,145) & Sydney (5,366)
- Competition page had 9,798 visitors

#### Facebook

- Visit Port Douglas Daintree page increased to 18,015 from 15,716 – an increase of 15%
- Advertising reach – 176,844
- Traffic referred to website – 5,520

## TEQ European Mega Media Famil

TPDD worked alongside TTNQ and TEQ to bring 40 of Europe's most influential journalists to the region. This Queensland on Stage Mega Media Event was the biggest press educational activity undertaken by TEQ Europe, in conjunction with TTNQ, to date.

The aim was to generate extensive positive media coverage for Queensland, across the pan-European countries, focussing on the core markets of Germany/Austria and Switzerland, as well as France, Italy and Spain, soon after and over the 12 month following the visit.

The Douglas region was also lucky enough to secure the lion's share of the itinerary which included the journalists visiting the Great Barrier Reef with Silver sonic and experiencing both the Mossman Gorge Dreamtime walk and Kuku Yalanji Cultural Habitat tours before they attended the farewell function at the Port Douglas sugar wharf!

## BEC/GBR Regional Showcase

TPDD represented Business Events Port Douglas alongside 17 operators from Tropical North Queensland on the Business Events Cairns Regional Showcase. The format consisted of a hosted event in Brisbane, Melbourne and Sydney where exhibitors meet with representatives from key conference, incentive and meeting companies to update, educate and discuss business event opportunities for the region. For the first time this year, a VIP lunch was held in Sydney which invited leaders of the industry to join us for lunch to provide feedback on three areas of focus; perceptions of the region, the competitive forces the region is facing and improvements the region should focus on.

Interest in Port Douglas was high with a good level of understanding of what the region has to offer. Attendance at this style of event is essential to draw specific attention to Port Douglas and the wide array of services and facilities available.

## Inbound Tour Operator Sales Calls

While travelling on the above showcase TPDD joined forces with a number of local operators for joint sales calls with key inbound tour operators in Sydney and Melbourne. Training was undertaken at Goway, ATS Pacific, APTC, Southern World Travel, Tour East and AOT. This was the first time we have visited many of these offices and the regional messaging was of particular interest. We received excellent engagement, and had the opportunity to train over 70 reservations and sales specialists.

## Better Homes and Gardens

The Douglas region was featured on the popular lifestyle program Better, Homes and Gardens in August. The story featured stars Karen Martini and Fast Ed on a Tropical North Queensland recipe road trip and showed an array of local faces and stunning Douglas Shire scenery as they visited a cane farm, produce growers, chatted to famed coconut specialist and explored the waters off Low Isles. TPDD worked with TTNQ to provide content and local contact suggestions.

Market	Activity
Domestic	<p>Domestic sales calls with Parker Travel Collection</p> <p>Worked alongside TTNQ to provide content for Better Homes and Gardens</p> <p>Distributed WTPDD to regional visitor centres</p> <p>Jetstar DMC advertisement and editorial in flight</p> <p>Planning discussion with News LTD for Discover Paradise 2016</p> <p>Finalised numbers with News LTD for Discover Paradise 2016</p> <p>PTC Port Douglas event EDM to AOT and Infinity agents, open rate ave 66%</p>
International	<p>Sent out ATE followup for all appointments.</p> <p>ITO appointments and training 50 pax held over 5 sessions</p> <p>Hosted site inspections Springboard Vacations</p> <p>Liaised with TTNQ to secure European mega media famil</p> <p>Sent followup for ITO appointments with member details provided for enquiries</p> <p>Hosted TEQ Americas PR for Low Isles and dinner</p> <p>Planning discussions with TTNQ to secure European mega media famil</p> <p>Hosted TEQ Sth East Asia Stella Pok for region positioning discussions</p> <p>Hosted US Travel 2 famil 10 pax</p> <p>Hosted US Travel Leaders famil 7 pax</p> <p>Hosted US agent Horvarth Travel</p> <p>Trade EDM to TPDD industry database</p> <p>TPDD flyer to 1500 Nth American Aussie specialists via TA</p> <p>Lunch with Kylie Smith TEQ Americas</p> <p>Silk Air Swiss famil x 12</p> <p>French and German bloggers – x 3</p> <p>Brazil media x 1</p> <p>QOS Europe mega famil x 40 farewell dinner</p> <p>QOS hosted dinner Indigenous group x 6</p> <p>Hosted two dinners for TA Aussie Specialist trainers x 4 pax</p> <p>Air New Zealand hosted dinner</p>

Consumer	Met 11 cruise ships  Consumer Daintree Diversity collateral produced for Cairns Show and website
Business Tourism	Attended BEC GBR Regional Showcase in Bris, Syd and Mel  Hosted table for BEC GBR industry VIP lunch for market intel and future focus  Showcase follow-up sent  Follow up for BEC GBR Regional Showcase sent and report produced for group Application for Sell TNQ  Updated Karen Matheson ID Events  Sell TNQ selection panel for Palm Cove in November
Weddings	Townsville expo planning  Website – real wedding page
Events	Held Taste Port Douglas media famil, issuing invitations, creating itinerary and escorting group 2 media  Renew Port Douglas Carnivale's listing on the ATDW with fresh images and proposed dates  Article in Courier Mail and The Age for Taste Port Douglas from July famil

## Marketing Activity Examples



### *Image 1 Mega Media Famil*



## *Image 2 BEC/GBR Showcase*



### *Image 6 Consumer EDM*



### *Image 3 Springboard vacations*



**World's Oldest Living Rainforest.**  
The Lamington National Park is over 130 million years old, which makes it one of the oldest rainforests in the world. With over 1,285 native species species, 50% of Australian birds, 100 species of butterflies, 100 Australian frog, marsupial and reptile species, the Lamington National Park is one of the most unique places you can visit in the world where we live.

Experience the bushwalks /  
through guided tours, walks, working bee's and more.



*Image 4 Taste Port Douglas Famil*



### *Image 5 Daintree Digital Detox Facebook*



## Stakeholder Engagement

Method	Stakeholder/Activity
Media Communication	<p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk for the Gazette x 6</p> <p>Distributed media release on JCU stats, pickup with Newsport, ABC and SEA FM radio interviews.</p> <p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk for the Gazette x 2</p> <p>Member/ Compiled and distributed monthly newsletter</p> <p>Industry/compiled and distributed industry update</p>
Meetings	<p>BEPD meeting held at the Beach Shack</p> <p>Jenny Gill of Micanet</p> <p>DSC and Chamber for Douglas Business Forum</p> <p>GBRM for 2015 and 2016 campaigns</p> <p>BEPD meeting held at QT Port Douglas</p> <p>PDWP Townsville Expo meeting</p> <p>Bloomfield Track planning meeting</p> <p>Daintree Joint Management Group meeting</p> <p>CQU new tourism department for research needs for Douglas</p> <p>Peter Douglas Mirage Country Club , upgrade plans</p> <p>Fraser Tong, PTC for EDM and collateral development</p> <p>GBRM organisers</p> <p>Port Douglas to Palm Cove walking trail developer</p>
Members and local industry	<p>Held meeting with Reina regarding Taste Port Douglas.</p> <p>Attended DMC Daintree Treasure hunt</p> <p>Held meeting with QT new GM</p> <p>Met with PR for QT Port Douglas</p> <p>Attended SKAL lunch in Port Douglas</p> <p>Held meeting with GBR Marathon team</p> <p>Attended The Reef Marina opening</p> <p>GBRMPA local marine advisory group</p> <p>Welcome functions for QT General manager</p>

	Attended Chamber breakfast and Douglas Chamber Economic Update evening Attended Skyrail 20 <sup>th</sup> birthday Attended opening of Douglas Space Hub
Tourism Organisations	Amy Mail TTNQ Digital Accepted for Destination Q Hosted Jane Wilson TTNQ QLD Tourism Award submission completed Attended TTNQ networking Met with TEQ regional directors Addie Brooks and Sharyn Brydon
Industry Development	Provided statistics for members QLD Tourism Award submissions Met with students from Mossman Gorge to discuss tourism career pathways Aust Industry Business Services regarding new government training funding

## Membership

The period started with 163 member products from 150 memberships (6 platinum memberships account for 15 products) and finished with 168 member products from 151 memberships (8 Platinum).

July saw The Beach Shack re-join under an upgraded Flames of the Forest platinum membership, Star Resorts joined at the platinum level with 4 properties to be included and Hook a Barra took out Silver level. Two members, Port Douglas Motel and Peppers Beach Club, elected not to renew.

September saw Hemingway's Brewery join with a gold membership. Ultra Port Douglas elected not to renew their membership as they are phasing out the business

Membership Level	Numbers as at June 2015	As at 30 September 2015	Target for June 2016
Ordinary	0	0	
Supporter	6	5	6
Silver	113	111	116
Gold	25	27	29
Platinum	6	8	7
Total	<b>150</b>	<b>151</b>	<b>158</b>
Total Products	163	168	171

## Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 30 September
- Profit and Loss for July – September 2015
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.

## Statement of Financial Position

### **Balance Sheet**

As at 30 September 2015

#### 1-0000 Assets

1-1100 Cheque Account 4934-88154	\$23,709.59
1-1130 Petty Cash	\$100.00
1-1150 Business Premium Saver A/c	\$282,800.25
1-2000 Trade Debtors	\$20,857.00
1-4000 Capital expenditure	\$10,413.71
1-5000 Accumulated depreciation – com	-\$5,273.55
<b>Total Assets</b>	<b>\$332,607.00</b>

#### 2-0000 Liabilities

2-2100 ANZ Visa	\$7,761.59
2-2000 Trade Creditors	\$16,597.98
2-2200 Provision for annual leave	\$11,754.85
2-3000 GST Liabilities	
2-3010 GST Collected	\$29,895.65
2-3030 GST Paid	-\$3,262.25
Total GST Liabilities	\$26,633.40
2-5000 Payroll Liabilities	\$10,888.72
<b>Total Liabilities</b>	<b>\$73,636.54</b>
<b>Net Assets</b>	<b>\$258,970.46</b>

#### 3-0000 Equity

3-8000 Retained Earnings	\$85,923.58
3-9000 Current Earnings	\$173,046.88
<b>Total Equity</b>	<b>\$258,970.46</b>

## 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 Annual Outcome	Quarterly Update
Engage with both domestic and international trade with the assistance of partners to achieve increased sales through traditional distribution channels	• Quarterly industry newsletter	Compiled and sent in August
	• Develop a trade portal on the TPDD website	Ongoing content addition to the trade portal
	• Answer incoming enquiries from trade	Ongoing
	• Provide information packs and access to images to increase regional content for media and trade	Developing streamlined trade image library access 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	• Conduct 2 media full hosted media familis annually	Hosted Taste Port Douglas media famil
	• Achieve 5 destination focused editorials annually	Articles featured in courier Mail, The Age and Good Food Guide
	• Produce and distribute 10 media releases annually	3 produced and distributed - Win a Digital Detox in the Daintree Rainforest - Four Mile Beach Star of Douglas Sporting Action - Visitor Nights Top Two Million in Douglas Region
Support cruise ship visits	• TPDD to actively meet all cruise ship arrivals	11 cruise liners greeted
Increase website visitation through unique visits	• 5% Growth in Unique visitors	<ul style="list-style-type: none"> <li>Unique visitors increased 23% to 53,011 vs 43,139 in Q3 2014. Overall sessions also increases +23% to 61,879 vs 50,146</li> <li>Overall domestic visitors increased +25% to 48,398, primarily based in Brisbane +57%, Melbourne +14%, Sydney +11% and Adelaide +43%.</li> <li>Top international visitors were from UK (-9%) US +10%, Russia +8,713%, New Zealand 0% and Canada (-8%).</li> <li>69% find the site via organic search through targeted keyword strategy, with direct contributing 12% and Referral 12%.</li> <li>Referring traffic from social networks increased 2,469% to 4,240m primarily from Facebook (+3,137%), TripAdvisor +10% and Twitter +900%,</li> </ul>

		<ul style="list-style-type: none"> <li>92% of all social network traffic landed on a 'Daintree Diversity' related page.</li> </ul>
Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram	<ul style="list-style-type: none"> <li>5 % Growth in followers and engagement</li> </ul>	<p><b>Facebook</b></p> <p>Consumer</p> <ul style="list-style-type: none"> <li>Gained 2,827 likes to the page for the quarter to 18,267 an increase of 152% from Q3/14</li> <li>152 posts conducted during the quarter reached 536,860 people, compared with 40 posts and 124,162 for the Q32014</li> </ul> <p>Weddings</p> <ul style="list-style-type: none"> <li>Gained 15 likes to the page for the quarter to 3,009 an increase of 160% from Q3/14</li> <li>29 posts conducted during the quarter reached 9,332 people, compared with 11 posts and 1,254 for Q32014</li> </ul> <p>Industry</p> <ul style="list-style-type: none"> <li>Gained 38 likes to the page for the quarter to 254 an increase of 100% from Q3/14</li> <li>30 posts conducted during the quarter reached 7,774 people, compared with 28 posts and 12,921 for Q32014</li> </ul> <p><b>Instagram</b></p> <ul style="list-style-type: none"> <li>2653 followers, increased by 2184 or +465% from Q3/14.</li> </ul> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>4,919 followers, up 21% on Q3 2014; 58 posts created this quarter; 27,942 impressions.</li> </ul> <p><b>Pinterest</b></p> <ul style="list-style-type: none"> <li>Followers increased 11% to 217 from Q3/14</li> </ul>
Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
Key Performance Indicator	Required Annual Outcome	Quarterly Update YTD
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan	<ul style="list-style-type: none"> <li>Marketing plan</li> </ul>	Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ, wedding and business events sectors.

that identifies source markets and opportunities to increase yield		
Undertake Douglas region research to identify source markets, preferences and travel trends.		JCU quarterly barometer completed and Survey Monkey to regional operators used.
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		Secured financial support from TTNQ for Discover Paradise distribution in 2016.
Support and administer the Business Events Port Douglas and Port Douglas Wedding Professionals Advisory Groups	<ul style="list-style-type: none"> <li>Foster development of group marketing activities</li> </ul>	Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.
	<ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.businesseventsportdouglas.com.au">www.businesseventsportdouglas.com.au</a> by 5%</li> </ul>	<ul style="list-style-type: none"> <li>Unique visitors increased +215% to 679 from 216. Return visitors increased by +214% to 679 from 216 and overall bounce rate also declined (-5%). Pageviews also increased from 441 to 1,205 or +173%</li> <li>Located primarily in Melbourne +716%, Sydney +188%, Brisbane +150%, and Belo Horizonte +400%</li> <li>Most visited pages include accommodation, venues-events, and capacities.</li> </ul>
	<ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.weddingsportdouglas.com.au">www.weddingsportdouglas.com.au</a> by 5%</li> </ul>	<ul style="list-style-type: none"> <li>Unique visitors decreased (-18%) from 1,029 to 1,257. Overall sessions also decreased from 1,800 to 1,253 or (-30%)</li> <li>Bounce rate decrease (-4.33%) demonstrating a higher level of engagement with users. In addition, total number of pages viewed and average session duration increased +6% and +10% respectively.</li> <li>Located primarily in Brisbane, Melbourne, Sydney, Adelaide, Perth.</li> <li>Most visited pages include beach wedding, wedding locations, sugar wharf and accommodation.</li> <li>A website review is being undertaken to assess the falling visitation</li> <li></li> </ul>

Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
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"> <li>Respond to enquiries within one week</li> </ul>	Ongoing. Attended Chamber breakfast and Douglas Chamber Economic Update evening Formulated a priority project list for discussion with Douglas Chamber and Council Met with trail company for Palm Cove to Port Douglas walking track
Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.	<ul style="list-style-type: none"> <li>TPDD to attend all RTO meetings and STO meetings held in region</li> </ul>	3/3 TTNQ meetings attended
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Ongoing discussion with DMC for support for Daintree Digital Detox campaign. Held DMC educational in Port Douglas
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Attended LTO meetings including Drive Strategy discussions. Ongoing development of Great Barrier Reef branding push
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> <li>Meet as required</li> </ul>	Promoted the Space Hub Provided JCU annual survey barometer
Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.	<ul style="list-style-type: none"> <li>Work with key events to promote the region and attract increased visitation.</li> </ul>	Hosted Taste Port Douglas media famil Met with TEQ to push the range of Douglas events Encouraged events to apply for grants and list with ATDW

	<ul style="list-style-type: none"> <li>Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region.</li> </ul>	Ongoing support for regional events such as Taste Port Douglas. Working with Port Shorts, GBRM marathon for shoulder season push.
Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
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"> <li>Meet as required</li> </ul>	Ongoing
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> <li>Quarterly meeting with the Chamber executive</li> <li>Present Business Plan and Marketing Plan to Chamber board – July</li> </ul>	Met with president Phoebe Kitto x 1 Documents sent and a meeting requested.
Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry	<ul style="list-style-type: none"> <li>Meet with QTIC to discuss training needs and opportunities for the Douglas region</li> <li>Work with the Chamber to communicate training opportunities to TPDD members</li> </ul>	Continued discussions regarding customer service training Training opportunities communicated through member newsletter and Tourism Talk in the Gazette.
Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		DMC treasure hunt in Port Douglas Met with BEPD
Representation at state and federal government meetings affecting the tourism industry.		Planned attendance at Destination Q and the Australian Tourism Network Convention for the coming quarter
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Approached QTIC, ATEC and TEQ for support to assist local operators with distribution and the changing commission structure, diminishing returns.

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	Quarterly Update YTD
Membership - Increase in member mix and representation with introduction of new membership structure	<ul style="list-style-type: none"> <li>Implement a revised membership structure capable of increasing membership and revenue to support year on year growth.</li> </ul>	Ongoing membership growth with the supporter level bringing in members not directly involved in tourism.
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"> <li>TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD</li> </ul>	EO has been quoted representing the industry in the media and to tourism organisations. Frequently contacted by 4CA, the Cairns Post and SEA FM to speak on tourism in the Douglas region.