

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

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DEPARTMENT: CEO Unit

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.

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:

Part-Funder	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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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.

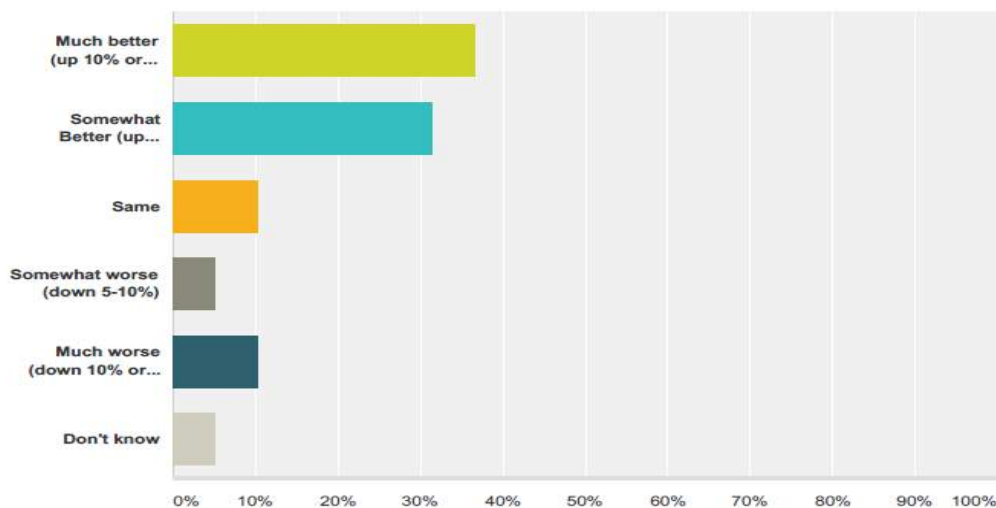
Operator Feedback

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 seen an improvement on the previous year.

July 2015

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

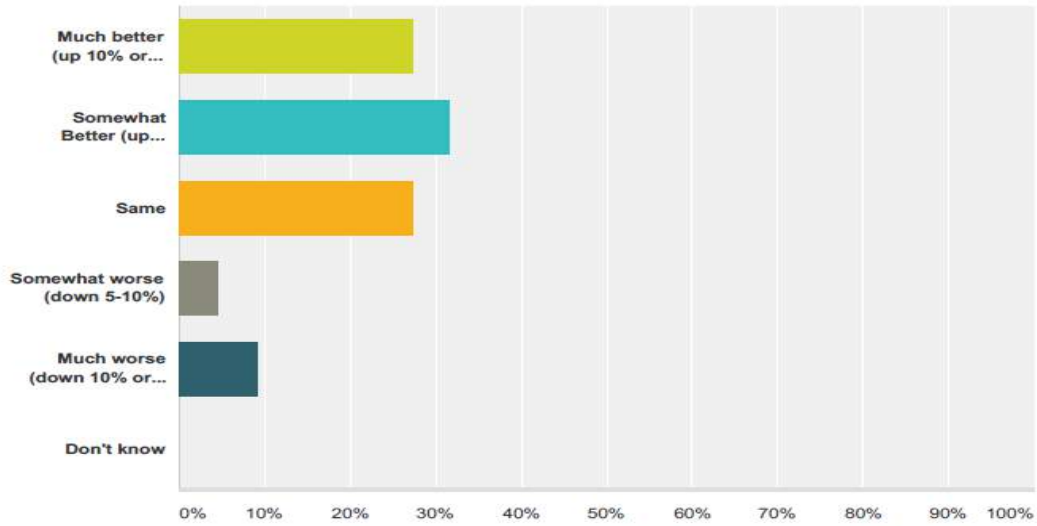
Answered: 19 Skipped: 1



August 2015

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

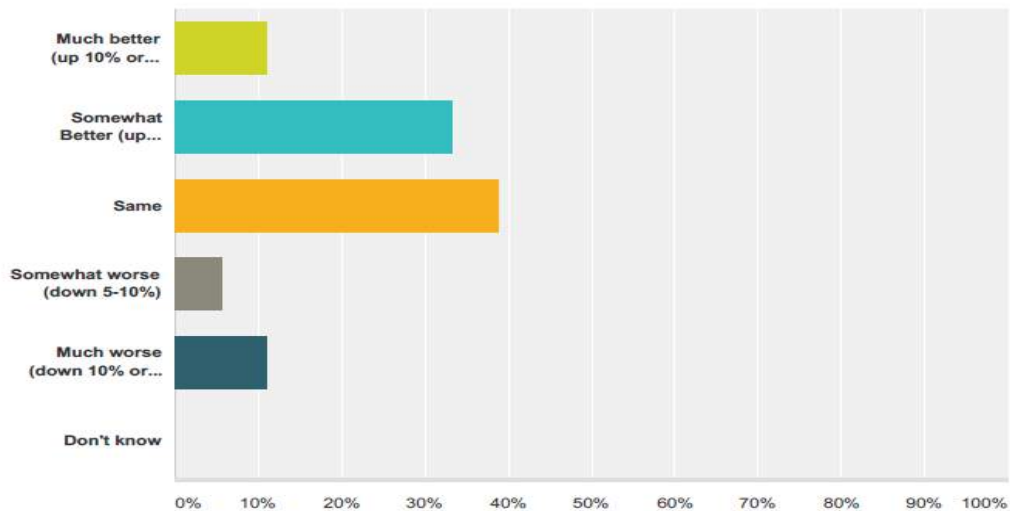
Answered: 22 Skipped: 0



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.

Marketing Activity Examples



Image 1 Mega Media Famil



Image 2 BEC/GBR Showcase



Image 6 Consumer EDM



Image 3 Sprngboard vacations



Image 4 Taste Port Douglas Famil



Image 5 Daintree Digital Detox Facebook

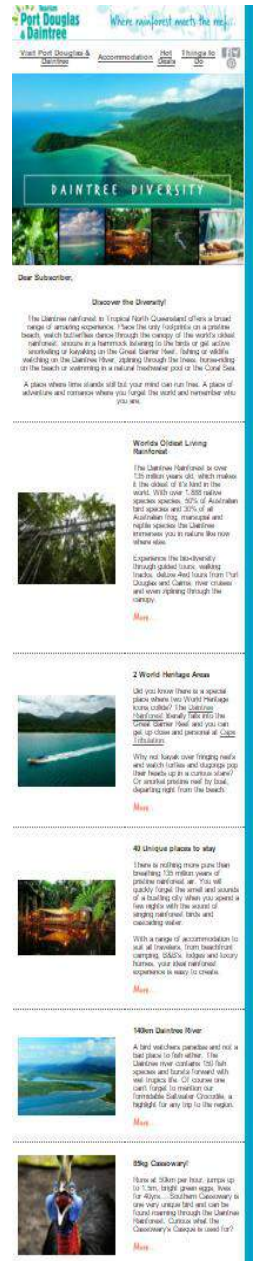


Image 7 Trade EDM
10

Media Activity Examples

THE AUSTRALIAN | **Life** | **New Boxster Black Edition.**

Far north Queensland: luxury lodges in Daintree and the outback

New Boxster Black Edition.

Latest Columnists: David Green, Urban buyer plus bold expansion, The value of things.

Latest Travel: City of light seas of colour, French through time, All aboard for the Andes, Paradise for foodies just in case.

Far north Queensland: luxury lodges in Daintree and the outback

It's a 200km journey that takes about three hours (or less than an hour should you have a light plane or helicopter handy). In that time the glittering Queensland coastline has given way to verdant greenery and, sometimes, the strict beauty of isolated Australia.

Crystalbrook is in tropical north Queensland. We've driven here, past the sugarcane fields north of Cairns, following the road that skirts mountains and Kiamudji and then west, west, west through Daintree, which used to be a bay in the goldmines era, through the very heart of Daintree and then to Atholton, which seems to consist of a few houses and an old station where only the cattle expect there might be a train any time soon. Here, 50km from Crystalbrook, is where the landscape gives way to dirt. All up, it's a 200km journey that takes about three hours (or less than an hour should you have a light plane or helicopter handy). In that time the glittering Queensland coastline has given way to verdant greenery and, sometimes, the strict beauty of isolated Australia.

As we drive further into the 3400ha property, which occupies about 2000 head of prime beef cattle, we watch for kangaroos and bunnies. Ironbark and blackwood trees reach the woods, and the colour of the land alternates between grey and orange-red, changes indicative of the tin, gold and other minerals once mined here. Our final destination is not the station's handsome but Crystalbrook Lodge, a luxury residence overlooking an infinity pool and lake, purpose-built for those wanting to get away from it all, but without relinquishing a simple creature comfort. Well, except one — mobile phone reception. It's a listed spot for aerial signal detection.

As I head to my room, the lodge is at once part of, and in, a different world. Cream, chocolate and charcoal tones predominate in the decor. Crystalbrook comes to only 10 guests, accommodated in five courtyard suites. On arrival, we meet Kylie "Toots" — Gina and Madeline who live on-site and Andy, our chef. The fourth member of the crew is general manager Andrew, who has our car driver and source of all knowledge on the property: David Calton.

Inside the lodge, there's plenty of space to lounge around, borrow from the library and if you must, catch up on the news or watch movies on a large screen (TV-FI is available, but domestic situation as outside). With delicious drink in hand, settle into the shaded viewing platform overlooking the great white sea of the lake and gaze out on to a horizon that is the sky. It's very soothing for the soul.

The landscapes may look empty, but of course it's not. Eucalyptus and blackwood trees are available for spotting and identifying the finer of waiting time and the outback, these are beautiful, pinkish and black-brown are caught in the lake. With mountains finished for the day, set amongst old trees, separated from their

style magazine

TRAVEL

AUG 18 2015

YOUR GUIDE TO PORT DOUGLAS

Where rainforest meets pool, Port Douglas provides a stylish tropical getaway writes Allison Hunter and luxury travel specialist, Sally Scott.

Port Douglas offers chic dining, vibrant coastal boules plus year-round activities, making it the perfect holiday season for those seeking a lifestyle.

From Brisbane, take the Cairns and then it's just an hour's scenic drive north to discover the picturesque coastal town of Port Douglas. We've searched the web, and Port Douglas is a great choice to explore some of tropical North Queensland's most spectacular natural assets.

Where to SHOP

Home & Style

With Sugar Port Douglas

Port Douglas Markets

What to see and do

Port Douglas is a beautiful coastal town in Queensland, Australia. It's a great place to visit if you're looking for a tropical getaway. The town is known for its beautiful beaches, rainforest, and coastal boules. There are many things to see and do in Port Douglas, including visiting the markets, shopping, and enjoying the view. The town is also known for its vibrant dining scene and its proximity to the Great Barrier Reef. If you're looking for a relaxing and scenic holiday, Port Douglas is a great choice.

Daily Telegraph

Wavelength from Port Douglas offers small group, snorkellers-only tours to Opal Reef and other Great Barrier dive spots

Opal Reef

Port Douglas offers small group, snorkellers-only tours to Opal Reef and other Great Barrier dive spots. The tours are led by experienced guides and offer a unique experience for snorkellers. The Great Barrier Reef is a world-renowned natural wonder and offers a variety of diving and snorkelling opportunities. Port Douglas is a great base for exploring the reef and its surrounding areas. The tours are suitable for all levels of snorkellers and offer a chance to see some of the most beautiful marine life in the world.

TASTE OF TRAVEL | ANOCHKA TUCKER-EVANS

SECRET BEER BUSINESS

HUNGRY FOR PORT DOUGLAS

Where rainforest meets pool, Port Douglas provides a stylish tropical getaway writes Allison Hunter and luxury travel specialist, Sally Scott.

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Secret Beer Business

Where to Stay

Where to Eat

Where to Shop

What to see and do

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Opal Reef

Port Douglas

Great Barrier Reef

Snorkelling

Diving

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Play your part in BRIDGE TO BRISBANE

BRIDGE TO BRISBANE DAY

Standay Mall | **SUNCOAST BANK** | **TRAVEL** | **DRUMS**

Whether you're planning a romantic getaway, group getaway or just family fun, Brisbane is the perfect destination for your next holiday. Join us for Bridge to Brisbane Day and enjoy all the sights, sounds and tastes of Brisbane.

Where to Stay

Where to Eat

Where to Shop

What to see and do

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Opal Reef

Port Douglas

Great Barrier Reef

Snorkelling

Diving

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Stakeholder Engagement

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

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

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	150	151	158
Total Products	163	168	171

	<ul style="list-style-type: none"> Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region. 	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"> Meet as required 	Ongoing
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> Quarterly meeting with the Chamber executive 	Met with president Phoebe Kitto x 1
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board – July 	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"> Meet with QTIC to discuss training needs and opportunities for the Douglas region 	Continued discussions regarding customer service training
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	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.

