

5.09. TOURISM PORT DOUGLAS DAINTREE - QUARTERLY REPORT JANURARY - MARCH 2016

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DEPARTMENT: CEO Unit

RECOMMENDATION

That Council notes the January - March 2016 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 January - March 2016 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.

It is important to note that the unique visitation to the website has increased significantly in the last quarter. It was identified in previous reports that the numbers had decreased and a review of the web site was required. The increase in viewing numbers indicates that a positive outcome has been achieved.

PROPOSAL

That Council notes the January - March 2016 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 January - March 2016

Tourism Port Douglas Daintree

Quarterly Report to Douglas Shire Council

January to March 2016



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Primary partnerships and linkages for TPDD operations have been with:

- Douglas Shire Council (DSC)
- Members and industry participants
- Douglas Chamber of Commerce
- 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

Board of Directors

Sheena Walshaw – Chairperson Cape Tribulation zone

Ben Woodward – Vice Chairperson General Director

Cr Julia Leu – DSC Director

Liz Schibig-Edgar – General Director

Natalie Johnson – Port Douglas zone Director

Wendy van der Wolf - Mossman Daintree Village zone

Jane Wilson – TTNQ Director

Steven Molnar – Appointed Director (incoming 18/12/15)

Megan Bell – Appointed Director (incoming 18/12/15)

Ben Pratt – Appointed Director (incoming 18/12/15)

Overview of Market Conditions January – March 2016

The first quarter of the calendar year provided stronger visitation across the three months than in the previous year. This came off the back of a highly improved calendar year of visitation and increased yield for the Douglas Shire tourism industry. 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 continues to perform well. With the Australian dollar continuing to weaken 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. A number of key Daintree operators reported record trading periods during the quarter.

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

CQ University Visitor Survey for January to March

The below data is sourced from the surveying of visitors in region from **January to March 2016**. The proportion of female and male was 3:1. The majority of respondents was on a leisure holiday (84.5%). Other motivations include: honeymooners (4.9%), visiting friends/relatives (3.9%), and cruise ship visitors (2.9%).

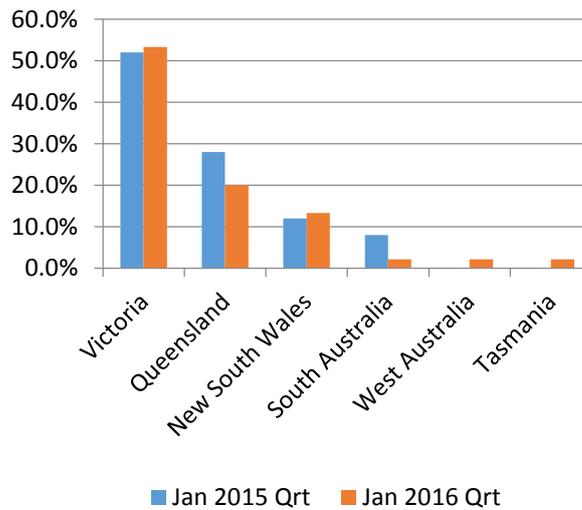


Figure 1: Origin of domestic respondents (%)

Over two-fifths (44.6%) of respondents were from Australia, a slight drop from the same quarter in 2015 (53.1%). This is distinctly different to other quarters when the domestic market makes up at least 60% or more visitors. Similar to the January 2015 Qrt, domestic visitors were mostly from Victoria (53.3%) and Queensland (20%). A further 13.3% were from New South Wales. A small percentage were from each of the remaining regions, such as South Australia, West Australia and Tasmania.

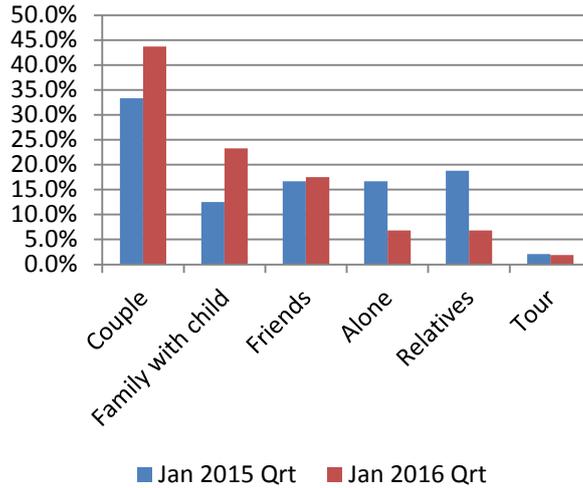


Figure 2: Travel party of respondents (%)

Figure 3 shows the information sources consulted about the Port Douglas and Daintree region. Over two-fifths of respondents (45.2%) gained information from friends and family. The internet (33%), previous experience (19.2%), and tourist guidebooks (16.3%) were also popular sources of information about the destination.

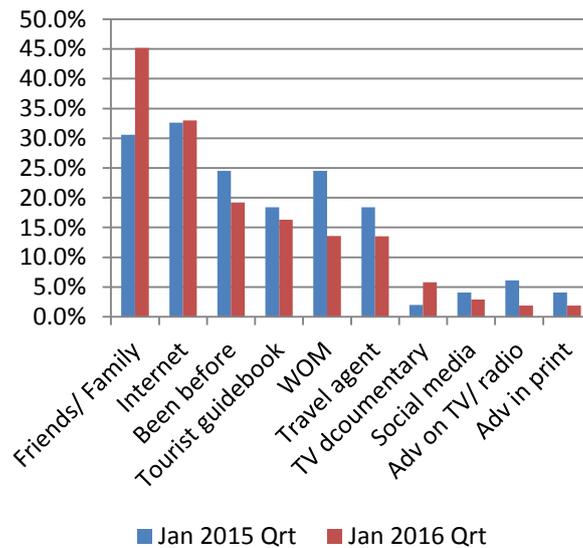


Figure 3: Information sources (%)

Figure 4 summarises how respondents booked their trip to the Port Douglas and Daintree region. The most common method of booking was online travel websites (41.3%);. Around one-fifth booked through a travel agency (21.2%), followed by online direct to the accommodation (20.2%). A smaller proportion of respondents booked on the spot (7.7%), and phone or mail direct to accommodation (5.8%). Similar to the January quarter 2015, online last minute sites (1.9%) were the least popular.

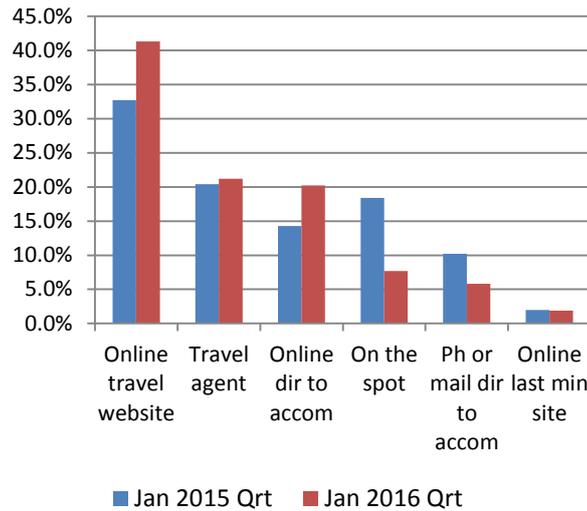


Figure 4: Booking methods utilised by respondents (%)

Figure 5 provides a summary of the length of time respondents stayed in Port Douglas, Mossman, Daintree, Cape Tribulation and the beaches. Port Douglas was a popular destination with 31.1% of respondents staying 5-6 nights, followed by 7 nights or more (27.2%), 3-4 nights (23.3%), and 1-2 nights (4.9%). Daytrips were popular when visiting the Daintree (36.9%), Mossman (31.7%), beaches (26.9%) and Cape Tribulation (22.3%).

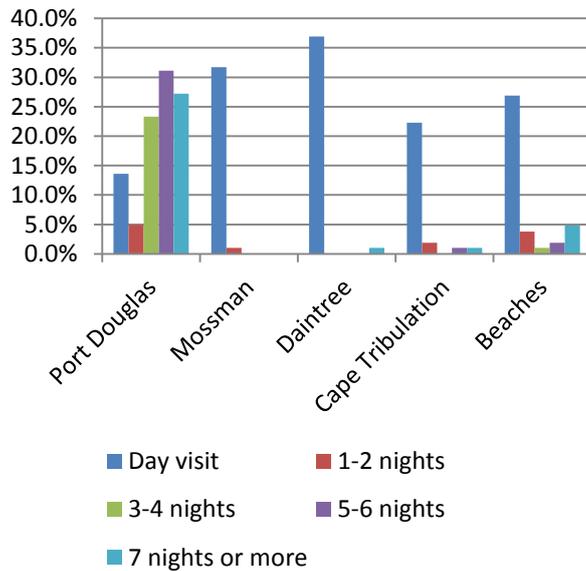


Figure 5: Length of time spent in locations throughout the Port Douglas and Daintree region (%)

Figure 6 shows the most important motivations (measured on a scale of 1 = not at all important, to 5 = very important) for visiting the region are listed in Table 1. Results are given as a mean (m).

Overall, the top five motives for the quarter were:

- Rest and relax (m=4.62)
- Climate (m=4.43)
- Visit the Great Barrier Reef (m=4.26)
- Beaches (m=4.24)
- Experience the natural environment (m=3.90)

Motivation	Overall	Int'	Dom'
Rest and relax	4.62	4.48	4.77
Climate	4.43	4.32	4.52
Visit the Great Barrier Reef	4.26	4.69	3.74
Visit the beaches	4.24	4.21	4.26
Experience the natural environment	3.90	3.94	3.83
Restaurants and dining	3.76	3.52	4.00
Visit the Daintree rainforest	3.59	3.71	3.46
Spend time with family	3.57	3.43	3.67
See Australian wildlife	3.55	3.98	3.00
Adventure activities	3.26	3.47	3.02
Cheap accommodation	3.18	3.17	3.19
Try local food	3.18	3.04	3.30
Snorkelling and diving	3.13	3.14	3.29
Experience Aboriginal culture	2.97	3.43	2.41
Cheap airfares	2.80	2.38	3.28
Socialising and meet new people	2.73	3.00	2.42
Nightlife and entertainment	2.71	2.70	2.67
Go shopping	2.17	2.02	2.53
Eco-accredited products	2.04	1.96	2.16
Visit friends and relatives	2.02	2.02	1.95
Carbon offsetting programs	1.99	1.84	2.14
Fishing	1.15	0.95	1.47
Business/ conference/ meeting	0.95	0.82	1.20
Weddings	0.87	0.82	1.04

Visitor satisfaction

97.1% of respondents would recommend the Port Douglas and Daintree region to prospective visitors. The region received a rating of 8.8 (on a scale from 1 to 10) for the overall quality of the visit, indicating a high degree of satisfaction. Positive word of mouth is vital to increased visitation as seen in Figure 3 where family and friends is the largest information source for visitors before they travel.

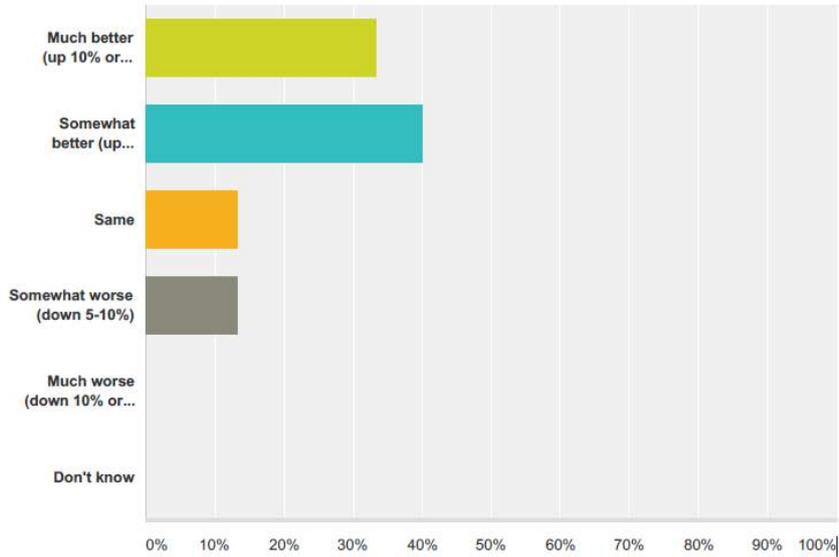
Operator Feedback

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 improvements on the previous year.

January 2016

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

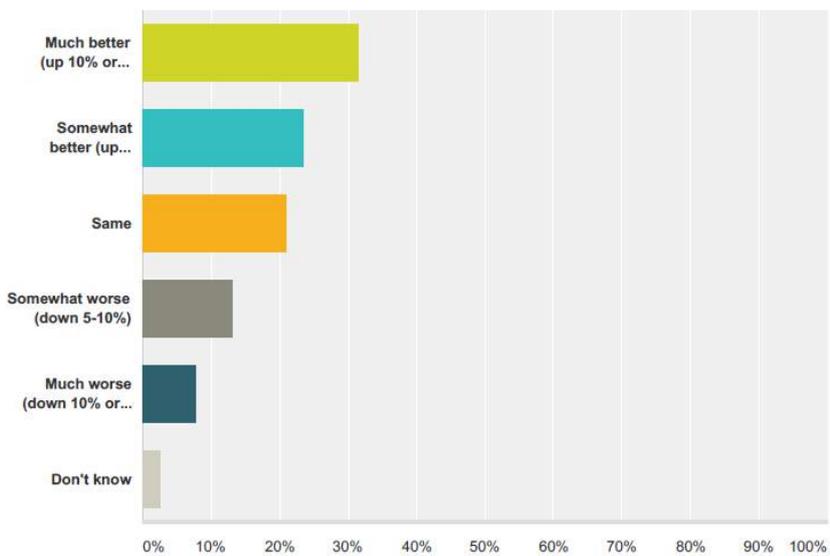
Answered: 15 Skipped: 1



February 2016

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

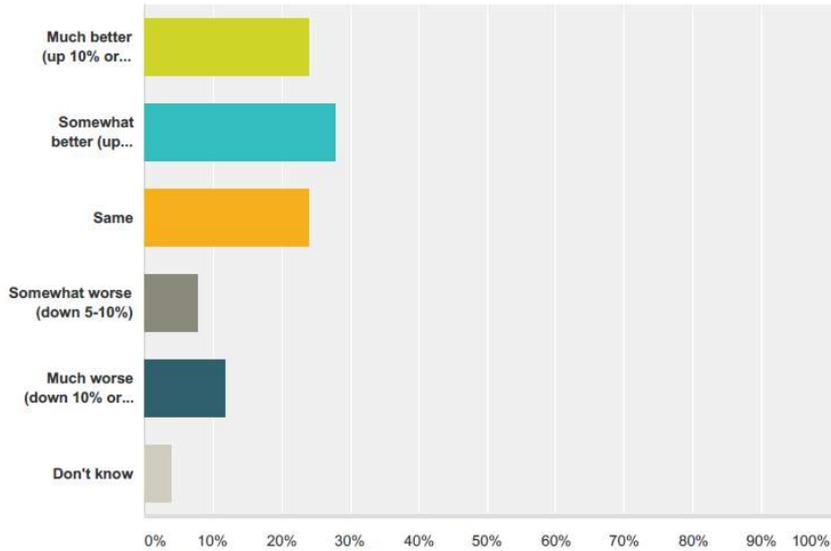
Answered: 38 Skipped: 4



March 2016

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

Answered: 25 Skipped: 1



January – March Marketing Activities:

The first quarter of 2016 is a key planning and campaign development period for TPDD. Activity during this period is undertaken to boost visitation during the shoulder period of March through to May as well as raising awareness for winter travel. Following are the highlights of some of our major undertakings for the January to March period.

Campaign Highlights

Show Me Your Paradise Campaign

This campaign targeted locals (including industry) and holidaymakers to submit high quality video and photo content that featured the Port Douglas and Daintree region, in a competition to win a cash prize. The photo contest focused on three categories. Adventure, Family and Romance. The video contest was limited to 30sec to maximise the content for social media use.

Goals associated with this campaign were;

- 6 x 30sec video clips that can be promoted in consumer and trade markets
- 6 new images that can be used in consumer and trade markets
- 1 hero image for use in collateral including cover of Discover Paradise
- 20% growth in TPDD website visitors for February
- 5% growth in Facebook fans

Campaign Results:

Entries

	Entries	Votes	Views	Conversions	Conv Rate
Video	17	294	2,553	481	18.8%
Photo	278	1643	6,438	1,971	30.6%

Website

- Total visitors during campaign period – 36,953 +163% vs. Feb/Mar 2015
- Page views – 119,227 +261 vs. Feb/Mar 2015
- Demographics: Brisbane (9,703), Sydney (5,991), Melbourne (5,946)

Quickbeds Campaign

TPDD partnered with Quickbeds on a destination marketing campaign. The campaign was both consumer and trade driven to have the destination front of mind for agents and consumers when booking their travel for April – May 2016.

The campaign included a consumer competition featured in two eDMs to the Quickbeds database of more than 220,000 subscribers, on their Facebook page (more than 44,000 fans), via Facebook advertising and communicated to over 6,000 flight centre agents.

Goals associated with this campaign were;

- To increasing sales, awareness and exposure for Port Douglas and Daintree by providing accommodation packages delivered for sale through Quickbeds consumer website and Quickbeds Wholesale
- Boost bookings for May and early June

Campaign Outline

- Major competition which ran from Tuesday 1st March 2016 until Friday 25th March 2016
- Tropical Adventure Sale which ran from Tuesday 1st March 2016 until Friday 25th March 2016

Campaign Results:

Reach

	Reach	Entries	Conversion
Competition Page	8,623	6,746	78%

	Reach	Gross sales	Bookings	Nights
Promotion Page	1,527	\$20,347	24	101

Email Marketing

Email	Sent to	Unique Opens	Unique Clicks	Open Rate
26 February – Teaser	192,785	24,950		12.9%
1 March	192,144	23,314	2,352	12.1%
11 March	191,925	21,671	1,026	11.3%
22 March	191,419	22,169	3,325	11.6%

Website

- Total visitors during campaign period – 17,404, +24% vs. March 2015
- Page views – 57,323, +74% vs. March 2015
- Demographics: Brisbane (4,161), Melbourne (3,036) & Sydney (2,927)

Media

The campaign had a total media value of \$19,000 comprised of:

- 1. Major competition
- 2. Tropical Adventure Sales Promotion
- 3. eDM promotion to the Quickbeds database of more than 200,000 subscribers
- 4. Facebook

TTNQ Domestic Roadshow

TPDD joined 23 operators from Tropical North Queensland on the TTNQ Domestic Roadshow heading to Melbourne, Brisbane and Sydney. The Brisbane and Melbourne events were well attended with high quality agents and call centre staff. There was strong interest in Port Douglas and the Daintree with agents reporting a resurgence in domestic travel for Australians. Sydney had lower attendance however the engagement was generally very high. This year’s roadshow improved significantly from last year due to better locations and a mix of different companies being invited.

A training appointment with Tourism Events Queensland was held updating the media and marketing teams on the region. In Melbourne we were fortunate to secure a ‘walk through’ of the QANTAS call centre and in Sydney a meeting was held with key Ci Events staff to update on the regions Business Events offering.

Market	Activity
Domestic	Domestic sales calls with Parker Travel Collection Attended the Sydney Travel Expo QLD stand Planning and implementation for Quickbeds campaign Planning and implementation for Trip Advisor campaign Created destination ad to be published in April edition of Australian Geographic

	<p>Created co-operative ad to be published in Autumn edition Qantas link magazine</p> <p>Hosted 19 flight Centre ATL in region</p> <p>Hosted Married at First Sight, TV Show in region for filming</p> <p>Hosted Jetstar magazine writer</p> <p>Domestic roadshow to Brisbane, Sydney and Melbourne</p> <p>Development and distribution of 'Whats new 2016'</p> <p>QANATS Holidays training</p>
International	<p>Secured Cairns Airport support for NZ Discover Paradise distribution</p> <p>Compiled and sent 2 x industry EDM</p> <p>Hosted Rishad Mehta Indian travel writer</p> <p>Hosted Parineeti Chopra's Bollywood Star</p> <p>Hosted Italian Aussie specialist trainer</p> <p>Sales calls arranged for New Zealand</p> <p>New Zealand Herald family famil in region</p> <p>Hosted site inspections and dinner for Wildland Adventures</p> <p>ATE preferencing complete</p> <p>UK trade famil for 30 agents</p>
Consumer	<p>Met 9 cruise ships</p> <p>Douglas ferry card advertising regional</p> <p>Development and implementation of Show Me Your Paradise(SMYP) campaign</p> <p>Compiled and sent consumer edm</p> <p>Consumer website review and repair</p> <p>Show Me Your Paradise(SMYP) campaign live</p> <p>Booking.com image update</p>
Business Tourism	<p>Supplied collateral to group in region</p> <p>Planning for famil to be held in May</p> <p>CiEvents meeting</p> <p>Assisted QANTAS conference for Port Douglas</p> <p>Held BEPD meeting at Silky Oaks</p>
Weddings	<p>Attendance at Melbourne expo and competition development</p> <p>PDWP online campaign live, 112 entries and 16% growth in facebook following.</p>
Events	<p>Media release for Australia Day celebrations</p> <p>TPDD Carnivale media famil x 6</p>

Marketing Activity Examples



Image 6 – Industry Newsletter



Image 1 – Sydney Travel Expo



Image 3 – TTNQ Domestic Roadshow



Image 4 – Carnivale Media Famil



Image 2 – Qantas Spirit Magazine



Image 5 – What's New



Image 7 – Trip Advisor Campaign

Media Activity Examples



Parineeti Chopra's fun-filled Australia trip comes to an end

Recently, Parineeti Chopra shared a picture on social media with the caption, 'Can't believe that my trip is over!' The Kill Dil actor had her last dinner in Port Douglas in Australia. In the work front, the actor will be next seen in Meri Pyaari Bindu. The actor will be playing lead role opposite Ayushmann Khurrana in the upcoming film.



Parineeti Chopra has finally decided to head back home from her fun-filled Australia trip. The actor shared a lot of pictures of her trip on Twitter.

ALSO READ: [Renewer kisses Parineeti, Arjun wears red boots at Zee Gaps Awards 2016](#)

She recently posted a picture on social media with the caption, 'Can't believe that my trip is over.'

Room Check: QT Hotel, Port Douglas

Wednesday, 18 March 2016



Elle Caberli. Be other check in the QT hotel, Port Douglas, tropical North Queensland. By Elizabeth Gaspar

On the way: A taxi from the airport costs AU \$150 (US\$ 100), a shuttle costs a flat fee each way or you can rent a car and self-drive for the fun thing to do around Port Douglas - unless of course you just want to relax by the lagoon pool later.

Check-in experience: Everyone at QT is so calm and friendly. It's like walking into a male's uber-chic beach house. I have no idea how the staff is getting all this smiling young women at the front desk managed to look so elegant and serene in that extreme heat.

The resort: Expressions of white lilies and lagoon (black and white striped blinds, there's an on-site bar down one side with table tennis and pool, and a dining area on the other where eating and talking is a daily occurrence. Pretty water, ponds, home to turtles, cats and four plant barnyard, complete the glamorous picture.

Connectivity: Outs is an enjoyable mix of on many devices as they come to rest with.

The room: With a separate living and bedroom, we also had a kitchen where we could easily have produced a complete meal if we felt so inclined. Plus, you can buy everything you see in the apartment, from cushions to lampshades, the brightly coloured round mirror, and black and white ornamental wall paddles.

The bed: Comfortable as clouds with snowy white linen and about three pillow wide. The ornamental pineapple candle beside the bed was also available for purchase.

The lagoon pool: This beautiful water feature features its own pool house, which means there's plenty of shade so towels and coolers need not collide. A small handful of massive round sun loungers with canopies, known as cabanas, are available for the early dinner and during peak times you can relax yourself on the swim-up bar.

On dry land: Facilities also include a designer day spa, massage treatments, a fully equipped gym with a 25m lap pool, as well as seasonal and group dining sessions. They even teach you the body weight training method used by millie and the white is, classed as led by Robert Sakara, the resort's starting general manager.



On a cabana by the pool.

Weekend Getaway to Tropical 'Carnivale Festival'



Totally escape your world-class city Port Douglas. Get away from it all for a weekend. Local road artist Fiona Taylor joins you on a tropical getaway through their senses. The weekend: 23 hours away from the city, you'll find a beautiful beach. The road is a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern.

It's a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern.



Image: Stephen - The Beaches

The entire region is a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern. The weekend is a beautiful mix of tropical and modern.

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Australia's best seachange towns No.6: Port Douglas



A Queensland tropical oasis full of locals torn elsewhere who were drawn to its charm.



TRADING PLACES THE BEST AUSTRALIAN SEACHANGE TOWNS OF 2016

Imagine living in a beachside town, with all the best of the best in a vibrant town.

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Cairns Post

Port Douglas

Mossman actress's artworks to go on display for Port Douglas Carnivale

March 4, 2016 5:04pm

By Graham Rowley - The Cairns Post



A performer in a red and white costume performs on stage during the Port Douglas Carnivale.

The little-known artistic skills of former Mossman theatre and film star Diane Glenns will go on display for the first time during Port Douglas Carnivale.

Glenns, the ex-wife of Hollywood legend Sean Connery, died in 2011 at Cairns Hospital after a headlining career on the stage and cinema, but little was ever spoken of her skills as an artist.

New Carnivale event director Malissa Head said that it was an honour to visit the star's former home at Kinnak's Hotel where she had stipulated the paintings.

Her children Giovanna Volpe and Jason Koinney gave permission for them to go on display at the May 28-30 festival.

"I find it really interesting, it's certainly going to be everybody's attention," Mal Head said.

Her cabaret show Lingo has also been confirmed for the new look Carnivale after sell-out performances around the world, and will take centre stage at the Wonderland Spiegeltent.

For information go to www.carnivale.com.au

Stakeholder Engagement

Method	Stakeholder/Activity
<p>Media Communication</p>	<p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk for the Gazette x 1</p> <p>Images to freelance writer Gail Palethorpe</p> <p>Interviews with 4CA and SEA FM</p> <p>Developed and distributed SMYP release</p> <p>Write and distribute final call for Paradise, Douglas card, GBR Drive and Easter trading media release</p>
<p>Meetings</p>	<p>BEPD meeting</p> <p>SMYP meeting with judge</p> <p>Met with Port Douglas Direct regarding online proposal</p> <p>Met with Taste Port Douglas, GBR Marathon and Port Douglas Carnivale organisers</p> <p>Met with Carnivale PR Team</p> <p>BEPD Famil meeting</p> <p>PDWP Meeting</p> <p>Attending Flag Staff Hill meeting</p> <p>Met with James from Narnoo to discuss website issues</p> <p>Met with Discover Paradise team</p> <p>Attending LDMG meeting</p> <p>Met with council candidate Donna Graham</p> <p>Met with organisers of Beach Horse Races</p> <p>Held Daintree strategy group meeting</p> <p>Met with JCM Destination Australia</p> <p>Met with new owner of Grubs Trike Tours</p> <p>Met with Emma from GTA</p> <p>Discussion for partnership opportunities with Excite Holidays</p> <p>Business Events Cairns GBR team for Event Prioritisation Strategy</p> <p>David Inches and fishing operator</p> <p>Attended Daintree and Port Douglas council forums</p>

	<p>Finance committee meeting – budget planning</p> <p>Met with Claudia McFadden, TTNQ, marketing plan</p>
Members and local industry	<p>Member/ Compiled and distributed January, February and March newsletter</p> <p>Updates with Port Douglas Meridian</p> <p>Met with new owners of Pavilions and Cairns Treasure Hunt to discuss membership</p> <p>Site inspections with Paradise Links Resort, Rendezvous, Bay Villa’s, Freestyle, Hibiscus Gardens, Beaches and The Whitehouse</p> <p>Site inspection and meeting with Thala Beach Nature Reserve, United Backpackers and The Pavilions</p> <p>Attended breakfast/brunch menu launch at Harrisons</p> <p>Held member networking on Sailaway</p> <p>Compiled local council election tourism information for members and industry</p> <p>Held Marketing Strategic Panel</p> <p>Meeting with Tropical Journeys for marketing planning</p> <p>Member/Compiled and distributed March member update</p>
Tourism Organisations	<p>Provided summary to Cassowary Coast LTO on development of an LTO</p> <p>Met with TA industry relations</p> <p>Attended 2 x meetings at TTNQ</p> <p>Attended Tourism Australia briefings</p> <p>Meeting with TA International Operations Manager</p> <p>Regional update with TEQ team – educationals and marketing</p>
Industry Development	<p>Daintree community cabinet drive around with stakeholders</p> <p>Attended CQU launch</p>

Membership

The period started with 167 member products from 155 memberships (8 Platinum).

January saw The Pavilions join as silver members and Cairns Airport as platinum members. January finished with the total number of member products to 169 from 157 memberships (8 platinum).

February saw 3 members, Dreamcatcher Apartments, Tropical Nites and Outrageous Fishing charters, discontinue their memberships due to the businesses being up for sale or leaving the region. February finished with the total number of member products to 166 from 154 memberships (8 platinum)

March saw 2 members, Far North Sports Fishing and LJ Hooker discontinue their memberships. March finished with the total number of member products to 164 from 152 memberships (8 platinum)

Membership Level	Numbers as at June 2015	As at 30 September 2015	As at 31 December 2015	As at 31 st March 2016	Target for June 2016
Ordinary	0	0	0		
Supporter	6	5	6	6	6
Silver	113	111	115	111	116
Gold	25	27	27	27	29
Platinum	6	8	7	8	7
Total	150	151	155	152	158
Total Products	163	168	167	164	171

Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 31 March
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.
- Profit and Loss for January - March 2016

		<ul style="list-style-type: none"> 64% find the site via organic search compared to 67% in Q3 14/15, with direct contributing 16% and Referral 15%. Pageviews increased 65% to 172,379 from 104,244. Most visited pages include: Home; Show Me Your Paradise Competition; Shopping Markets; Cape Tribulation; Explore The Daintree and Great Barrier Reef Snorkelling Diving. Referring traffic from social networks increased 94% to 2,155 primarily from Facebook +96%, TripAdvisor +33%, Pinterest (-20%) and Twitter (-70%). 83% of all social network traffic landed on a Show Me Your Paradise page.
<p>Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram</p>	<ul style="list-style-type: none"> 5 % Growth in followers and engagement 	<p>Facebook</p> <p>Consumer</p> <ul style="list-style-type: none"> Gained 956 likes to the page for the quarter to 20,513 an increase of 6.7% from Q2 15/16 96 posts conducted during the quarter reached 457,887 people, with 48,678 engaged including 1,030 comments, 17,572 likes and 785 shares. Compared with 65 posts and 200,408 reached with 23,587 engaged including 755 comments, 9,888 likes and 783 shares for Q1/15. <p>Weddings</p> <ul style="list-style-type: none"> Loss of 13 likes to the page for the quarter to 2,996 a decrease of (-.4%) from Q3/15 34 posts conducted during the quarter reached 18,063 people with 732 engaged including 47 comments, 259 likes and 19 shares. Compared with 27 posts and 9,350 people reached with 938 engaged including 39 comments, 313 likes and 35 shares for Q1/15 <p>Industry</p> <ul style="list-style-type: none"> Gained 58 likes to the page for the quarter to 344 an increase of 20% from Q2 15/16 31 posts conducted during the quarter reached 13,275 people with 959 engaged including, 28 comments, 401 likes and 47

