

## 5.14. TOURISM PORT DOUGLAS DAINTREE ANNUAL REPORT 2021-2022

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**DEPARTMENT** People and Community Services

### RECOMMENDATION

**That Council:**

- 1. Receives and notes the Tourism Port Douglas Daintree Annual Report 2021-2022, submitted in accordance with the Resource and Performance Agreement between Tourism Port Douglas Daintree (TPDD) and Douglas Shire Council.**

### EXECUTIVE SUMMARY

TPDD's Annual Report 2021-2022 has been formally received by Council in line with the requirements of the Resource and Performance Funding Agreement with TPDD for the period of July 2021 to June 2022.

### BACKGROUND

In accordance with the Resource and Performance Agreement, Council's 2021-2022 Budget provided \$400,000 (GST Exc) in funding to support the delivery of activities by TPDD to enhance tourism in the Shire.

### COMMENTS

The TPDD Annual Report 2021-22 is presented as an Attachment to this report. The Report provides an overview of activities for the year. Key highlights from the report include:

- Douglas Shire achieved its best year for domestic visitor nights since 2007 with 380,661 visitors staying 2,178,155 nights, reflecting an increase of 14% and 25% respectively on Full Year 2019. This result despite COVID-19 related disruptions and associated uncertainty and volatility.
- January-June saw the region's occupancy average 65.6%, up from 51% over the same period in 2019.
- Three-year funding agreement signed with Douglas Shire Council in August 2021, totalling \$1,400,000 over 3 years.
- 2021-22 saw the highest income recorded for TPDD since 2006 at \$681,925, which representing an increase of 57% on 2020-21. The increase in income is attributed to partnerships with TTNQ, Cairns Airport and grant funding from Business Events Australia.
- The launch of the *Be Douglas* Training Platform – a destination-specific program to empower tourism and hospitality staff to discuss the region with accuracy and authority.
- The launch of the corporate website and brand book to support local businesses showcase and share the Port Douglas and Daintree story.

## PROPOSAL

That Council:

1. Receives and notes the Tourism Port Douglas Daintree Annual Report 2021-2022, submitted in accordance with the Resource and Performance Agreement between Tourism Port Douglas Daintree (TPDD) and Douglas Shire Council.

## FINANCIAL/RESOURCE IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's 2021-2022 Budget provided \$400,000 (GST Exc) in funding to support the delivery of activities by TPDD to enhance tourism in the Shire. This report presents a summary of activities and assessment of meeting KPI's under the Agreement.

## RISK MANAGEMENT IMPLICATIONS

In accordance with the Resource and Performance Funding Agreement, Council's contribution in funding will be acquitted annually, no more than two months after adoption. In addition to quarterly reporting, TPDD prepares a business plan and budget for Council at the commencement of each financial year.

## SUSTAINABILITY IMPLICATIONS

- Economic:** Supports economic growth in the tourism industry
- Environmental:** Promoting and marketing Ecotourism
- Social:** Promoting and supporting tourism, arts and culture industries

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

### Corporate Plan 2019-2024 Initiatives:

#### Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future.

We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

**Goal 4 - We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.**

## Theme 2 - Fostering Sustainable Economic Growth

A robust economy is at the heart of a thriving community and enables investment in environmental protection. While our remoteness is a key attribute, it also presents challenges for attracting new business and investment. We must also meet the challenges of fierce competition in the tourism sector. Council will partner with industry to build, diversify and promote the Douglas economy. Council will design and deliver infrastructure, strategies and services that support the local economy and businesses.

**Goal 2 - We will work with partners to promote the Shire as the World's leading sustainable tropical destination and encourage business investment.**

### Operational Plan 2022-2023 Actions:

**Eco-Destination (implement Audit actions)** - Continue to strengthen the ECO Destination level and address corrective actions from the 2021/22 audit.

**Enhancing Douglas Shire's Adventure tourism destination experience** - Develop mountain biking and walking tours, including the Wangetti Trail, to build the adventure tourism capacity of the Douglas Shire and diversify tourism opportunities.

**Explore strategies to enhance opportunities as a filming location** - Enhance capabilities to accommodate prominent filming projects in the region by advocating for services such as faster internet and streamlining the application process. Liaise with location managers, Screen Queensland, and other industry contacts to ensure the Douglas Shire is promoted as a location of choice.

## 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>Facilitator</b>	Council often brings stakeholders together on important issues, projects or for service delivery. In this role, Council can act as a mediator, connector, collaborator or initiator.
<b>Funder</b>	Council often partly funds services, events or community organisations through grants, donations, subsidies and in-kind support. Council will apply robust governance to ensure that such funding is fair and appropriate.

## CONSULTATION

**Internal:** Discussed with Councilors at a briefing in October 2022  
People and Community Services Team

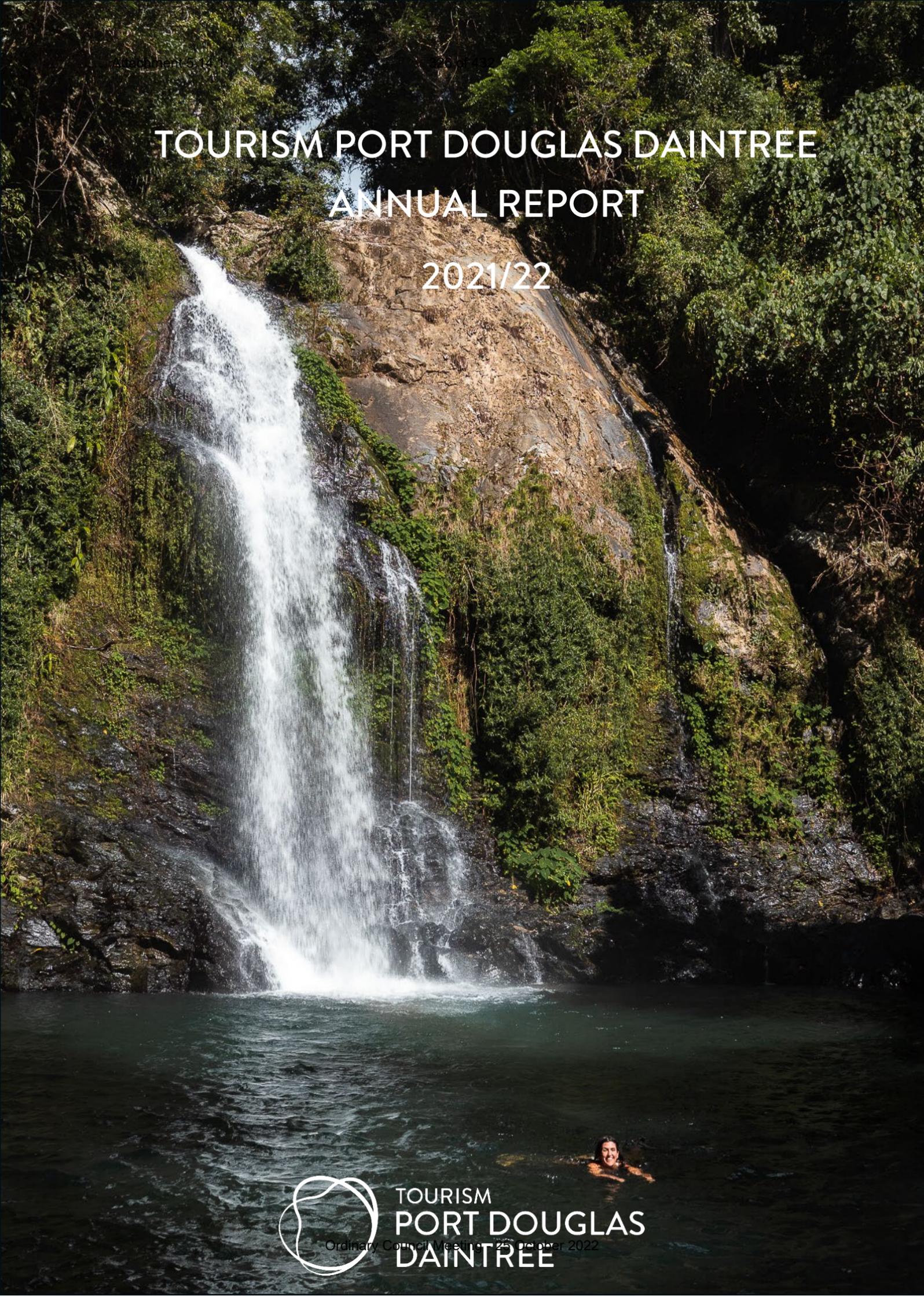
**External:** Tara Bennett, Executive Officer, Tourism Port Douglas Daintree

## **COMMUNITY ENGAGEMENT**

Tourism Port Douglas Daintree will hold its Annual General Meeting on 12 October 2022 to present the 2021-22 annual report.

## **ATTACHMENTS**

1. Tourism Port Douglas Daintree Annual Report 2021-2022 [**5.14.1** - 30 pages]



TOURISM PORT DOUGLAS DAINTREE  
ANNUAL REPORT

2021/22



TOURISM  
PORT DOUGLAS  
DAINTREE

Ordinary Council Meeting - 25 November 2022

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## CHAIRMAN'S REPORT

Yet another year of volatility, uncertainty and challenge. But against all that, our region and our industry has not only survived but prospered and prospered well beyond expectations (albeit not without some points of pain).

Our industry members can take justifiable pride in these significant achievements which apart from anything else clearly demonstrate considerable resilience and operational versatility, together with both capacity and readiness to change and adapt to dynamic circumstances.

The Board and executive team at Tourism Port Douglas Daintree have continued to play an integral role in both the local and broader regional recovery and have again been actively involved in strong industry advocacy and multiple representations to key stakeholders.

Once again, the power of genuine "partnerships" has been very much demonstrated and I simply cannot understate how much we truly value our contracted partnerships with Douglas Shire Council, Tourism Tropical North Queensland and Cairns Airport. The consolidation of "One United Voice", absolutely shared vision, genuinely shared skills and resource utilisation and leverage, is exceptionally powerful and very much appreciated.

Apart from very much enhancing the reach and effectiveness of the fundamental role of TPDD in destination promotion and marketing, these partnerships have enabled commencement of extensions of organisational focus and influence into industry support and enhancing visitor experience. The joint development with Douglas Shire of the customer service training "BE DOUGLAS" is a terrific example.

In this address last year, I recognised that the future was unquestionably to be a "new" future. That remains very much the case today. TPDD, together our industry leading colleagues, continue to emphasise that the business environment, market appeal and activity levels we have been recently experiencing are not in fact the "new normal", but very much themselves somewhat of a relatively short-term aberration. Unquestionably we will continue to experience dynamic market conditions. That being so, it is imperative we maintain our own dynamism and nowhere more important is that than in our focus to reestablishment of our inbound markets.

The recent surges in domestic visitation, coupled with the skills shortage, have emphasised the need to have increasing focus towards development and implementation of initiatives specifically aimed at sustainable long-term preservation of our visitor experience.

Our "new" future will continue to present us with new challenges but also new opportunities. I have every confidence that our organisation is as well placed as it possibly can be to meet those challenges and productively participate in capitalising on those opportunities.

I take this opportunity to express sincere thanks and appreciation to our CEO Tara Bennet and our extraordinarily committed and passionate executive team. Their contribution has been simply outstanding and is very much valued.

Cam Charlton  
Chairman



## CHIEF EXECUTIVE OFFICERS REPORT

2021/22 was a highly productive year for TPDD balancing an agile marketing plan with industry support and experience development initiatives.

The tourism industry continued its rollercoaster in FY22 with a second year of COVID-19 restrictions heavily impacting market potential, staffing and operations.

The year kicked off to a positive start upon signing a three-year funding agreement with Douglas Shire Council worth \$1.4million through to 2024. The agreement was the precursor for a highly productive collaboration for TPDD with DSC partnering on a range of COVID support programs, industry development and sustainability projects.



TPDD's highlights for the year include;

- Domestic visitation year ending June 22 380,661 up 14% on FY19 and 2,178,155 nights up 25% on FY19. Domestic OVE \$1.9b up 26% on 2019
- Highest recorded income at \$681k, exceeding previous high of \$660k in 2018.
- Income growth achieved with support from Tourism Tropical North Queensland (TTNQ) and the first Cairns Airport marketing partnership.
- Launch of Be Douglas customer service training program.
- COVID-19 projects to stimulate vaccine uptake, reduce concerns of travellers, dining guide
- Launch of Adopt A Worker to address housing crisis and staffing shortages.

### Marketing highlights:

- Domestic Agent Mega Famil and Taste Port Douglas trade famil.
- Douglas Experience Expo.
- Discover Paradise 156,000 copies into VIC, NSW SA and Nth QLD
- Business events content development, brand relaunch and website redesign
- Summer in the Tropics with reach 892k and 21k clicks and Summer Lives On with 3.3m impressions and 36k link clicks

TPDD's advocacy role continued to adapt to the rapidly changing environment with greater emphasis this year on destination experience development and industry support.

### Advocacy wins:

- Re-joined FNQ Regional Community Forum with Tourism Minister and FNQ state members and the QLD Regional Jobs Committee.
- Corporate comms featured in ABC Weekend Breakfast, ABC Radio National, WIN, The Weekend Australian, The Project and numerous regional outlets.
- Elevated regional jobs, housing and COVID impact to federal and state departments

TPDD membership retention of 95% with a broad range of new members joining the organisation. Membership participation continues to be high through support for TPDD led activities TPDD.

The Douglas tourism industries grit and professionalism continues to inspire and it's an honour to represent the industry in marketing and advocacy.

TPDD ended FY22 with a strong industry supported by TPDD led initiatives and marketing activity to set the region up for a solid recovery. I am grateful for the TPDD Board of Directors unwavering support and my team's significant contribution to this year's extensive accomplishments.

Tara Bennett  
Chief Executive Officer

## STRATEGIC PLAN & OBJECTIVES

### THE DREAM

**Destination Vision:** World's leading sustainable destination, sharing inspirational experiences

**TPDD Vision:** Highly valued, innovative, and collaborative local tourism organisation.

### WHAT WE DO

**Destination Mission:** Deliver world class tourism experiences focussed on sustainable interaction with nature and tropical lifestyles.

**TPDD Mission:** To lead and unite our industry to rebuild Douglas tourism to \$550 million by 2022.

**TPDD Purpose:** Our purpose is to drive a thriving visitor economy and long-term sustainable benefits to the region by leading the destination's tourism marketing and by being a unifying and coordinating voice for the industry.

### TPDD STRATEGIC PRIORITIES TO 2025

 <p><b>GROW DOMESTIC MARKET</b> Secure our share of the domestic market through boosting awareness of the destination and drive conversion.</p>
 <p><b>GENERATE YEAR ROUND VISITATION</b> Diversification of the visitor mix to provide for more sustainable year-round growth in the value of tourism.</p>
 <p><b>REFRESH THE REASON</b> Creation of new experiences that drive the regions competitive advantage in nature-based and ecotourism for high value travellers. Ensure access to and within the destination and encourage greater dispersal.</p>
 <p><b>WORLD LEADING SUSTAINABLE DESTINATION</b> A stronger focus on sustainability and direct contributions to environmental conservation and thriving communities.</p>
 <p><b>ADVOCACY</b> Significant collaboration, advocacy, industry representation and long-term resourcing is essential to effectively assist industry in the road to recovery.</p>

## PRIMARY PARTNERSHIPS AND LINKAGES FOR 2021/22

TPDD is a highly integrated organisation with linkages locally within the Douglas Shire and external to the region. Partnerships are key to elevating our destinations tourism offering and securing support for future investment in the region. TPDD enjoys strong alignment with these organisations, far exceeding what would traditionally be attributed to a local tourism organisation.

- Douglas Shire Council.
- Members and tourism industry participants.
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Australian Tourism Export Council (ATEC), Queensland Tourism Industry council (QTIC), Daintree Marketing Co-operative (DMC), Cairns Airport PTY LTD (CAPL), Douglas Chamber of Commerce and other local, state and national tourism organisations.
- Tourism, business support and training institutions including the Department of Tourism, Innovation and Sport, Department of Employment, Small Business and Training (DESBT) and those offered through ATEC and QTIC.

## 2021/2022 SNAPSHOT

	2020/21	2021/22	YOY % change
<b>Visitation</b>			
Average Occupancy Full Year FY19 61%	51%	<b>52%</b>	↑1%
Average Occupancy Jan-Jun (Borders Open) FY19 AVG OCC 51%	60.8%	<b>65.6%</b>	↑7.6%
Average Daily Rate	\$196	<b>\$251</b>	↑28%
Domestic Visitation to YOY Jun 22 Nights Average Length of Stay Note – Total visitor nights pre COVID 2,352,000	377,915 1,554,440 4.1	<b>380,661</b> <b>2,178,155</b> <b>5.7</b>	↑0.7% (↑14% on FY19) ↑40% (↑25% on FY19) ↑39% (↑9.7% on FY19)
Tourism Sentiment	33	<b>28</b>	↓15%
<b>Digital Activity</b>			
Website Sessions	242,373	<b>328,802</b>	↑35%
Fans of Visit Port Douglas Daintree Facebook	47,011	<b>52,002</b>	↑10%
AVE Website Visits + Referrals to Members	\$158,922	<b>\$151,041</b>	↓7
AVE Organic Facebook + Instagram Reach, Impressions and Engagement	\$469,792	<b>\$472,401</b>	-
Instagram Followers	43,004	<b>49,490</b>	↑15%
<b>Marketing Activity</b>			
Campaign AVE – digital & print	\$1.34m	<b>\$1.48m</b>	↑9%
Media AVE	\$1.44m	<b>\$1.75m</b>	↑23%
<b>Stakeholder Engagement</b>			
Member Satisfaction	78%	<b>82%</b>	↑5%
Networking Events	5	<b>5</b>	-
<b>Financial Performance</b>			
Income	\$543,045	<b>\$681,000</b>	↑25%
Expenditure	\$559,447	<b>\$662,461</b>	↑18%

## DOUGLAS TOURISM INDUSTRY FIGURES 2021/22

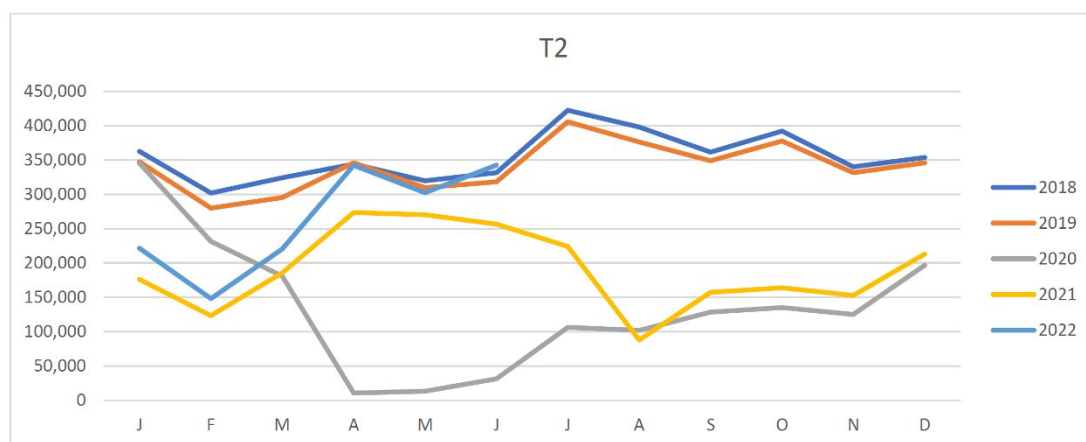
The turbulent times in tourism continued from July 2021 with domestic borders starting to shut (again) and what was set to be a busy winter season dwindling to limited interstate markets by mid-August. With Queensland, Tasmania and South Australia the only markets for some time, activities 'pivoted' as required with some activity paused or shifts in target markets. From December 2021 the recovery kicked back in, and the last half of the fiscal year has seen domestic tourism return to pre COVID-19 levels with some records months.

The region enjoyed a phenomenal recovery from February to June with occupancy exceeding 2019 and average room rates some of the highest on record. This has been offset by drastic staff shortages exacerbated by reduced housing capacity for the region workforce. Sadly, this has resulted in some, labour intensive sectors, such as dining and reef reducing operators to 5 days out of 7, effectively reducing their capacity by almost 30%.

### AVIATION

Domestic aviation capacity commenced the year in July 2021 taking another downturn as borders started to close with our major interstate markets, New South Wales and Victoria. September to December showed slightly better results than the prior year.

International flights into Cairns flatlined till borders opened in December 2021 with Singapore Airlines connections and Port Moresby. The inbound recovery is being hindered by capacity into Australia and this is particularly being seen at Cairns International Terminal where by June 2022 passenger numbers had 'risen' to 10,000 compared with 50,000 in June 2019.



### OCCUPANCY

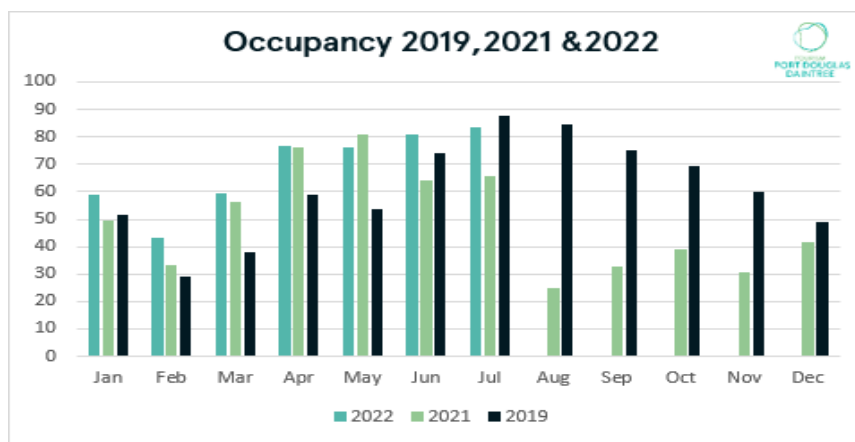
Regional occupancy is a valuable measure of overall demand of the region and identifies seasonality. For FY22 the region was heavily impacted by COVID-19 state border restrictions for NSW and VIC from July to November and international through to January. Frequently changing border rules, travel uncertainty and vaccine mandates stifled visitor numbers from July 2021 to February 2022.

The December 2021 festive season was a shambles. Border opening meant COVID-19 finally reached the Douglas Shire sweeping through the tourism and hospitality community. This caused massive staffing issues with staff in isolation and state contact definitions wiping out a business for close contact tracing in the early days. With businesses shutting down or capacity reduced it was the toughest trading time seen during COVID-19 from December 24 to 10 Jan.

Following this time, classification for close and casual contacts were reviewed and businesses slowly returned to a near normal operating environment by late February. This, understandably, led to a lack of confidence for interstate travel that stifled the recovery potential from January – March.

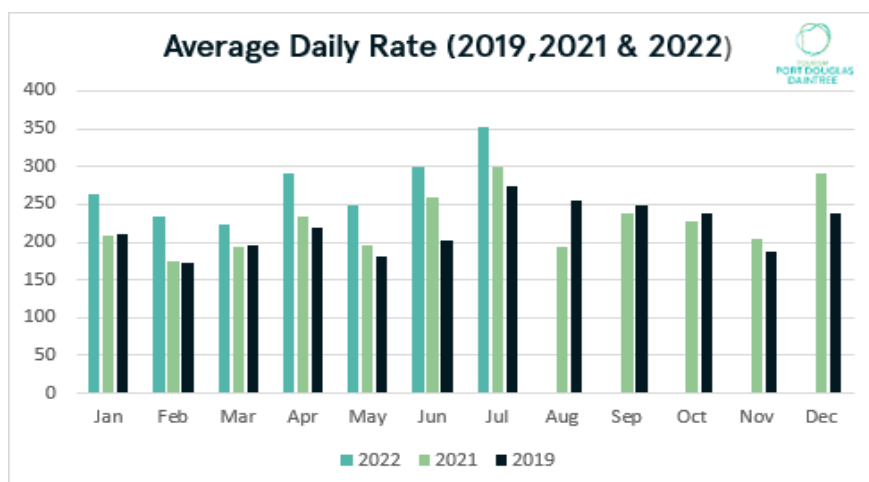
Demand for the Port Douglas and Daintree experience is high due to our enviable natural assets, boutique experience and wide-open spaces. This has seen high demand from March to June with some long-term operators, particularly in accommodation, boutique small group tours and attractions, reporting record months. The inbound focused sector, such as reef experiences, have been the last to enjoy the regional recovery.

There continues to be several barriers to full recovery; reduced aviation capacity, staff limitations preventing businesses locally and including airlines scaling up as well as growing global economic uncertainty. Overall, the outlook is positive, however, the forward growth to pre pandemic levels will be slower than previously forecast.



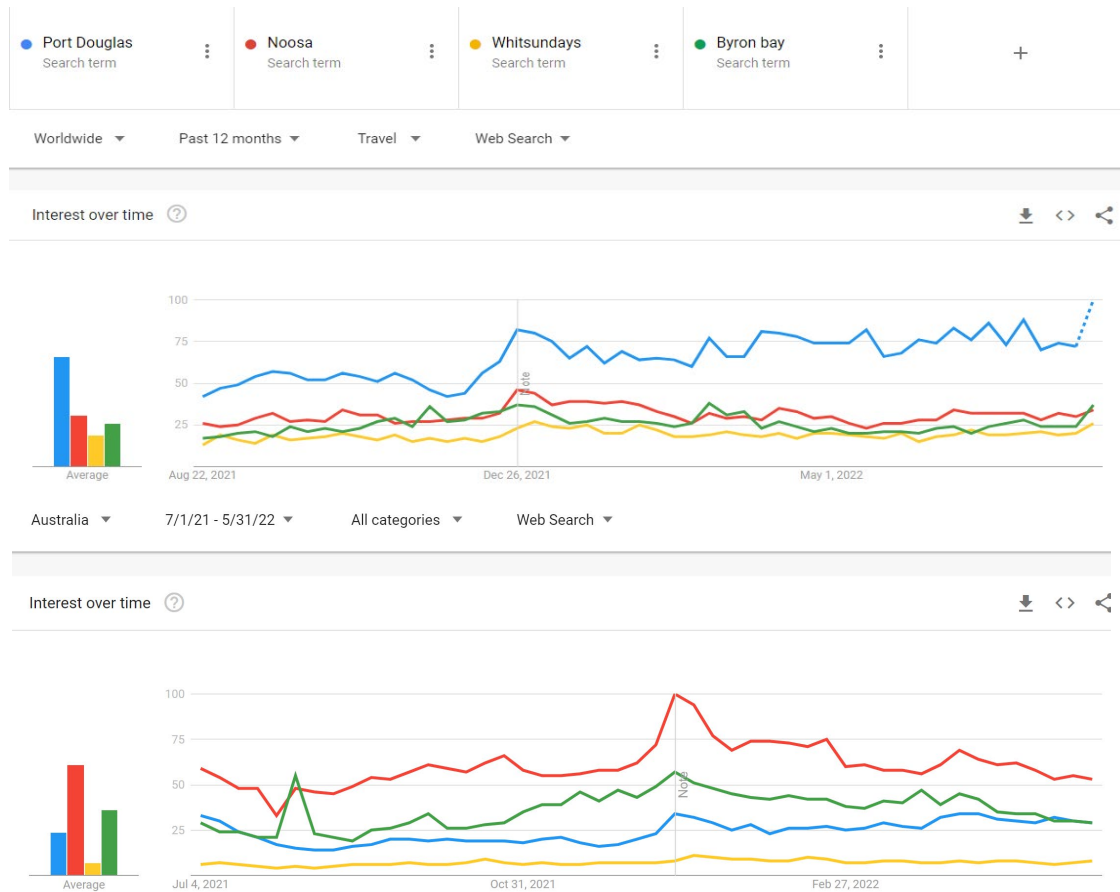
#### AVERAGE DAILY RATE

The winning metric in the past year has been the average daily rate, a measure of the average income per occupies room. With domestic demand high and capacity capped by the number of available rooms, the only room to move has been with room rates which finished the year at all-time highs tracking on average 20% higher than 2019 with June up 50%.



## GOOGLE TRENDS

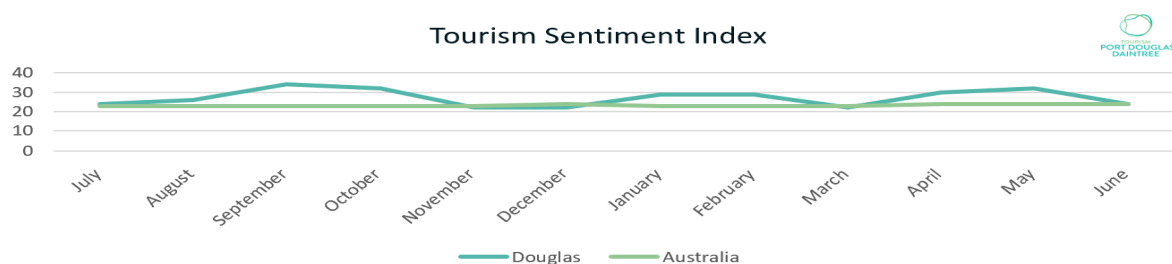
Worldwide interest in Port Douglas remains high compared to like domestic destinations. Interest in the destination coincided with TPDD summer and autumn campaign activations continuing strongly as domestic travel grew. The growth demonstrates the need for destination activity to raise awareness and interest in the region, supported by the efforts of tourism operators and all levels of tourism organisations and travel sellers.



## TOURISM SENTIMENT INDEX

It's been a volatile year for Douglas consumer sentiment enjoying some high months and tumbling to lowest scores to date. For a region that was a global leader in 2018 consumer sentiment, the drop shifted attention to post arrival experience management. TPDD 'pivoted' into a greater role of destination management with projects such as the Be Douglas customer service platform, daily dining guide updates, Douglas Experience Expo and investigating a food van precinct.

The decline in sentiment occurred during high visitation/demand periods demonstrating the challenge faced by our industry in meeting visitor expectations. Many businesses have operated at 80% capacity due to staff shortages impacting accommodation, experiences, and dining capacity.



## TPDD FINANCIAL SUMMARY

The TPDD annual accounts and budget are designed to have the flexibility to adapt to market changes, where successful advocacy to maximise income opportunities are mirrored by increased marketing activity and as took place this year where market limitations, being restricted borders, reduced some activity.

Despite a reduction in base funding from Douglas Shire Council and absence of COVID supports received in FY21, TPDD recorded its highest income since beginning in 2006. This was the result of significant partnerships and industry support.

TPDD finished FY2022 with a surplus of \$15k pending audit adjustments, a far more positive result from the -\$45k budgeted in June 2021. Changes to the original approved budget mid-year and beyond were first endorsed by the Finance and Risk Committee before being adopted by the Board.

### AT A GLANCE

	EOY Result	Budget as at Jun 21	FY21 EOY Result
<b>Income</b>	<b>\$681,925</b>	<b>\$607,600</b>	<b>\$433,886</b>
Douglas Shire Council	400,000	400,000	250,000
Membership	75,291	67,500	43,433
Partnerships & Grants	206,551	137,000	139,712
<b>Operating Expenses</b>	<b>407,789</b>	<b>398,380</b>	<b>315,013</b>
Digital, events, PR, Exp Delivery	215,403	199,320	166,563
Domestic	96,659	94,900	87,903
International	10,050	28,900	4,237
Administration	47,017	48,840	35,931
Payroll, MV & Related	254,672	254,384	244,870
<b>Total Expenses</b>	<b>\$662,461</b>	<b>\$652,764</b>	<b>\$559,882</b>
COVID Support Payments			109,900
<b>Net Profit/Loss</b>	<b>\$15,115*</b>	<b>-\$45,164</b>	<b>-\$15,696</b>

*NB: Unaudited result, income post audit may reduce up to \$35k unearned membership fees.*

### FY2022 WINS

- Signing three-year funding agreement with Douglas Shire Council in August 2022 totalling \$1.4M over 3 years.
- Restructuring membership to May invoicing with high retention and more streamlined process. The Board approved a further freeze on membership in August 2021 when the state borders closed, and tourism took another downturn. In January pro rata invoicing was issued, following the opening of domestic and international borders.
- TTNQ partnership support for Discover Paradise, multi-channel seasonal campaigns, agent famil and brand shoot.
- Cairns Airport partnership targeting Victoria and emerging domestic routes of Adelaide and Newcastle.
- Business Events Australia grant for content development.

### FY2022 CHALLENGES

- COVID-19 required significant changes to planned marketing activity, timing of activities and expenditure.
- Reduced resources in PR and administration support including accounts due to financial constraints.

## MARKETING ACTIVITY

TPDD activities to stimulate year-round visitation are determined by the annual marketing strategy, informed by research and industry consultation. Activities are carried out across direct consumer channels, digital and trade partnerships.

## CAMPAIGN HIGHLIGHTS

### AIRPORT CAMPAIGNS

#### Auckland Airport

A tropical Port Douglas holiday greeted everyone arriving at Auckland Airport during June, as part of a 4-week promotion across Auckland Airport channels and their Strata Club Loyalty Program. The promotion was timed perfectly to promote our destination during New Zealand's winter period and Air New Zealand recommencing Auckland to Cairns service in July.

- Total visits to promotion website as result of EDM's – 20,727 with 625 click throughs
- Paid advertising on AKL airport social media channels with an audience of 93,000
- Digital Billboard promotion on George Bolt Memorial Drive leading into the airport
- Promoted on digital screens through the airport for 4 weeks
- Dedicated Cairns Airport EDM to 23,000

#### Total of 13,117 entries



#### Adelaide Airport

TPDD worked with Cairns Airport to run an activation into Adelaide Airport to support the new flights from ADL- CNS across 3 airlines through November and December.

This promotion targeted South Australian with a competition to win a 3-night stay in Port Douglas. The promotion was run through all of Adelaide Airport assets including;

- EDM to Database of 189K subscribers
- Facebook promotion to 54K followers
- Instagram promotion to 18K followers
- Onsite promotion throughout the Adelaide Airport

#### Mackay Airport

TPDD again joined forces with Cairns Airport and Mackay Airport to run a competition to Win a Trip to Port Douglas & Daintree. Competition entry was tied to customers making a retail purchase at Mackay Airport to encourage spend over festive season. This was promoted through the terminal at Mackay Airport reaching 56K passengers and through their digital channels with a reach of 16.3K.

## DISCOVER PARADISE

Over 140,000 Discover Paradise magazines were distributed in the Weekend Australia throughout Victoria, New South Wales, North Queensland and South Australia and over the weekend it was distributed TPDD saw a 99% increase in website visitation and 78% increase in page views.

As part of the publication a competition was run to win a holiday in Port Douglas which received 3,729 entries with 1227 from Queensland (32%), 738 from Victoria (19%), 646 from NSW (17%), 194 for South Australia (5%) and the rest made up of a mixture of the other states.

Total spend by TPDD (including partnership co-funding \$30,000) \$51,786 plus GST  
\$38k member buy in plus \$5,000 in kind for holiday competition.

AVE \$1,169,856

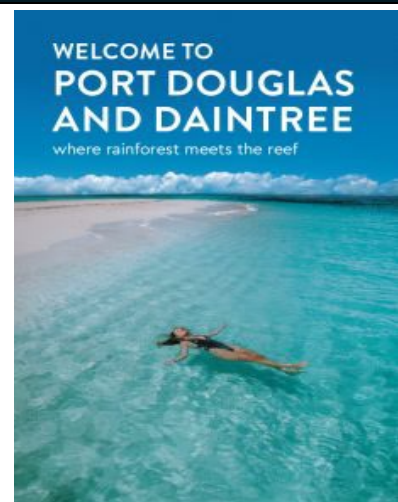


## WELCOME TO PORT DOUGLAS AND DAINTREE

TPDD worked with Australian Tourist Publications to produce the content for the 2021 Welcome to Port Douglas and Daintree visitor guide. The 68-page A5 publication features regional experience themed editorial, operator advertising and maps.

There are 100,000 copies printed and the guide is distributed to accommodation houses, tour desks locally and visitor information centres south to Mackay. Additionally, the magazine is distributed at Camping and Caravan Expos in Sydney, Melbourne, Brisbane and Adelaide, reaching an audience of over 180,00 potential visitors to our destination.

TPDD posts bundles to visitor centres, inbound tour operators and travel seller enquiries. It is also used as part of the visitor information collateral offered to cruise ship passengers arriving into Port Douglas and handed out as part of the TPDD welcome process.



## TODAY SHOW

The Douglas Shire took centre stage across the Mother's Day weekend with the Channel 9 TODAY show weather being shared across the weekend from Mossman Gorge, Four Mile Beach, Low Isles and the Port Douglas Sunday Markets. AVE \$1.3m



## FRESHLY PICKED

During February, TPDD worked with TTNQ to bring cooking show "Freshly Picked" to Douglas. Over a week the crew filmed 6 episodes showcasing local farmers, food producers and our spectacular destination. Simon Toohey (MasterChef grand finalist) cooked up a plant-based storm in paradise with our local food legends.

The coverage results for this broadcast partnership AVE \$420,000, which aired in March, were as follows:

Date	Media Type	Topic	AVE	Circulation
7 <sup>th</sup> March 22	Broadcast	Cape Trib Fruit Farm	\$84,000	140,755
9 <sup>th</sup> March 22	Broadcast	Walkabout Cultural Adventures	\$84,000	139,637
15 <sup>th</sup> March 22	Broadcast	Thala Beach Lodge	\$84,000	135,697
16 <sup>th</sup> March 22	Broadcast	Kefir Queen	\$84,000	139,637
18 <sup>th</sup> March 22	Broadcast	Cape Trib Fruit Farm	\$84,000	139,167



## COURIER MAIL FEATURE

Tourism and Events Queensland had a paid newspaper wrap across the Courier Mail and all Newscorp mast heads on Friday 10<sup>th</sup> September. Port Douglas was selected as the hero destination to feature on the front and inside covers due to the region seeing high levels of interest in the lead up to Christmas. TPDD set the themes and sourced the talent for the photoshoot as well as overseeing the entire process.

Media Value - \$68,000



## TRADE ACTIVITY

### AUSTRALIAN INCENTIVES MEETINGS AND EXHIBITIONS

In March TPDD attended AIME in Melbourne on behalf of the Business Events Port Douglas group. AIME comprised of 2 full days of meetings with business event's organisers as well as a welcome function and on floor networking opportunities. Following on from this AIME online ran for four days.

The program consisted of 33 appointments over the 2 days of face-to-face meeting and 10 online appointments with buyers who were unable to travel for the event. There were 6 solid leads secured for the region.



### TASTE PORT DOUGLAS TRADE FAMIL



TPDD with support from Tourism and Events Queensland (TEQ), welcomed 5 trade sellers to the region for Taste Port Douglas in October.

The group had three days in region where they experienced elements of Taste Port Douglas, sailing, river drift snorkelling, swimming with a croc, mountain biking, a rainforest cultural experience and a bounty of local dining delights.

Participants from Ignite Travel, Flight Centre, Fusion Holidays, Yonda Holiday Group and The Tailor all commended the itinerary and indicated they left 'Very Likely' to recommend the destination and experiences. This activity was undertaken ahead of the extensive campaign activity that took place in early 2022 to elevate the adventurous side of the destination by Tourism Events Queensland.

### AUSTRALIAN TOURISM EXCHANGE

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business to business event, allowing the tourism industry to meet, exchange knowledge and make business connections.

This year's face to face event was held in Sydney and TPDD conducted 85 appointments over 2.5 days conducting 85 appointments and was followed by an online event for those who were unable to travel.



## DOMESTIC MEGA FAMIL

In May TPDD ran a Domestic Mega Famil Educational in region bringing 19 domestic travel agents to Douglas to experience the region.

The program consisted of a training night featuring 14 TPDD members and was followed by 3 days of exploring the region on three different famil streams.

A post event survey showed that 100% of participants felt that the famil was worthwhile to their company and they now felt more comfortable selling the region. The feedback from TPDD members who participated in the program was also extremally positive will all members supporting TPDD undertaking this activity every second year.



## GET LOCAL

In February TPDD represented Business Events Port Douglas at the Get Local Trade Event in Sydney. It was a 1.5-day event with free roaming buyers and sellers in their geographical area, BEPD sat in the Cairns and Great Barrier Reef Stand. Productive meetings were held discussing incentive and conference programs for the region and updating buyers on Douglas USPs.

5 strong destination leads came out of attendance at the event.



## ATEC MEETING PLACE

TPDD joined operators from around Australia at the virtual Australian Tourism Export Council annual Meeting Place from the 29th of November – 1st December. This virtual trade event allowed TPDD to carry out B2B appointments with 65 key sellers to re-connect ahead of the anticipated restart of domestic and international travel.

## TRADE ITINERARIES



Throughout March, TPDD created a new series of trade itineraries, specifically created to assist in the selling of our destination to industry for their clients and guests. This initiative recognises the high level of new reservations and travel sellers entering the industry and the tools they will need to sell Douglas.






They include "The Highlights", "The Ultimate 7 Day Escape", "Tread Lightly" itineraries and will be launched throughout the year via TPDD's Industry EDMs, trade vents follow-up and have been shared with key inbound tour operators

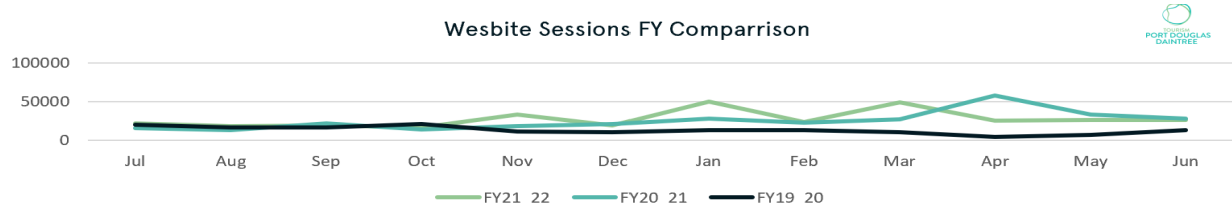
## DIGITAL ACTIVITY

The 2021/22 digital marketing strategy remained fluid in the face of COVID-19 allowing us to align campaigns to markets as they opened (and closed) leveraging as much as possible of our digital assets. Activities incorporated a range of activities including, direct to consumer multi-channel campaigns, electronic direct mail (EDM) campaigns (consumer, industry and niche) social media marketing, video and website marketing.

### WEBSITE ANALYTICS REPORT

The website performed well throughout the year seeing an increase in both sessions and page views, however we did see a drop off in member referrals and AVE and we believe this is due to digital campaigns targeting destination and brand awareness with less emphasis on member deals. This was due to a high level of tactical activity being undertaken by Tourism and Events Queensland, Tourism Tropical North Queensland and retail partners.



				
328,802 Total Sessions	238,343 New Users	868,079 Page Views	46,933 Member referrals	\$151,041 AVE
+ 35%	- 1%	+ 2%	- 7%	- 4%






### SOCIAL MEDIA MARKETING

#### VISIT PORT DOUGLAS DAINTREE

##### FACEBOOK

		
4,623,409 Reach	230,198 Engagement	52,002 Followers
+ 6%	- 26%	+ 10%

##### INSTAGRAM




		
4,083,292 Reach	213,182 Likes	49,490 Followers
- 6%	+ 2%	+ 15%

The organic performance of the TPDD social channels was overall positive with the decline in engagement result of high growth the previous year with most markets in lockdown turning to online dreaming. Social media strategy for FY22 continued to be fluid with our social media messaging through the swings and roundabouts of the COVID-19 pandemic, during interstate lockdowns in key markets we focused on a dreaming form of messaging and talked to specific

markets that could travel to Douglas with more of a focus on driving demand. We saw a great increase in followers on both channels.

### TPDD INDUSTRY

#### FACEBOOK

		
150,143 Reach	14,840 Engagement	2,841 Followers
+ 11%	- 5%	+ 29%

The industry Facebook page continued to be the most effective way to communicate to the wider Douglas tourism community in a timely manner. We saw fabulous growth in reach and followers on this page.

### TOP PERFORMING POSTS



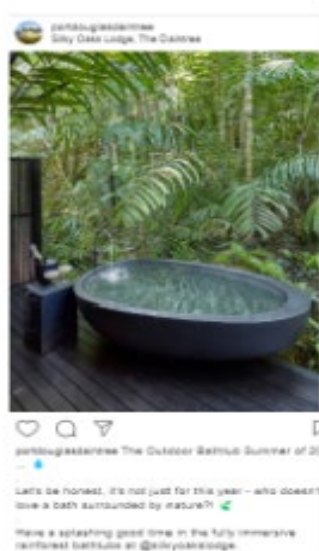
REACH 114,549



REACH 102,895



REACH 98,767



REACH 207,324



REACH 115,139



REACH 107,175

## DIGITAL CAMPAIGNS

### SPRING INTO THE TROPICS CAMPAIGN

TPDD undertook a 7-day campaign during September targeted to South Australia, Tasmania, Darwin and Brisbane to encourage springtime visitation to the region while key interstate markets remained locked out.

Viewers were invited to the 'Spring Into The Tropics' landing page on the website to plan their trip.

The campaign achieved 318k impressions and CPC .46c. AVE \$16,094



### SUMMER IN THE TROPICS CAMPAIGN

TPDD undertook a multi-channel summer season campaign through IMATE to bolster bookings from November to March. The campaign directed people to a summer themed landing page to raise awareness of the highlights of summer on the tropics.

The campaign was very successful with a reach of 891,797 and 20,766 links clicked with a cost per click of 0.64cents and 79% CTR. The campaign received 2,518,979 impressions. The highest performing post was an image of Sheraton Grand Mirage Lagoon Pool receiving 17,786 link clicks.

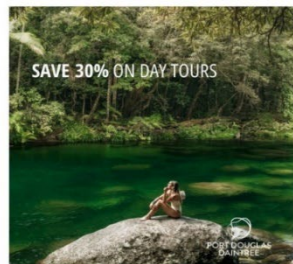
Burst 3 of Summer in the Tropics interstate campaign went live on the 20<sup>th</sup> of January onwards. The campaign had geo-split targeting across Victoria, Newcastle and Adelaide. Due to a larger allocated budget, much of the performance results came from Victoria campaign. AVE \$99,668



### LOVE WHERE YOU LIVE CAMPAIGN

For 7 days in January, TPDD ran a paid social media promotion called "Love Where You Live" targeted to Townsville, Cairns and surrounds, aimed to boost visitation from the drive market. The 7-day burst achieved 215,757 impressions with a reach of 122,013.

The average cost per click was an impressive 33 cents ranging from 21 cents to 50 cents. The top three performing creatives were then used for the second burst in February. AVE \$5,368



### EVERYBODY NEEDS GOOD NEIGHBOURS CAMPAIGN

Everybody needs Good Neighbours (Sept21) was a digital campaign targeting the local drive market (from Townsville, Cairns and the Atherton Tablelands) focusing on locals deals from our members. This was activated in response to the border closures with NSW and Victoria achieving 3,460 link clicks, CPC .39c and a reach of 81,918. The local traffic to the TPDD site during the campaign increased 237% from 2152 to 7262. AVE\$13,672

We also ran an extension through Cairns Post and Townsville Bulletin which provided 7,000 impressions on each.

Messaging was extended through DSC to the engaged Douglas Card database of to 2,631.



### SUMMER LIVES ON – AUTUMN SHOULDER SEASON CAMPAIGN

In March a "Summer Lives On" campaign was run to drive awareness of the region and influence people looking to book an autumn getaway. The campaign targeted VIC, NSW, Adelaide and Newcastle.

The campaign resulted in a reach of 900,866 and surpassed the estimated impressions by 1.4m with 2,976,663 as well as delivering 21K links clicked. Simultaneously a partner activation was run with 360 on Webjet which resulted in an additional 713,718 impressions, 15k clicks and 2.05% click through rate.

The top performing creative was the Sheraton Lagoon couple with an impressive reach of 720,002 and 14,037 link clicks. AVE\$101,306

<u>Name</u>	<u>Reach</u>	<u>Impressions</u>	<u>CTR</u>	<u>Clicks</u>	<u>CPC</u>
Overall results	900,866	2,976,663	.71%	21,192	\$0.79
Mosman River	291,393	690,054	.61%	4,207	\$0.79
Reef	114,913	242,603	.50%	1,207	\$0.78
Rex Sunset	119,135	268,631	.65%	1,741	\$0.85
Lagoon Couple	720,002	1,775,375	.79%	14,037	\$0.79

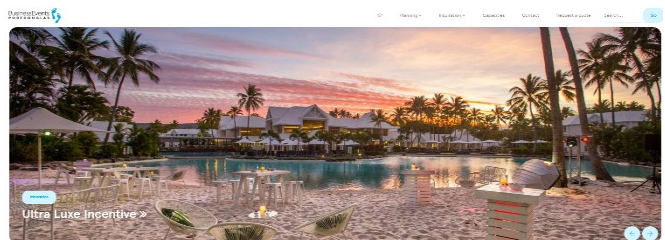
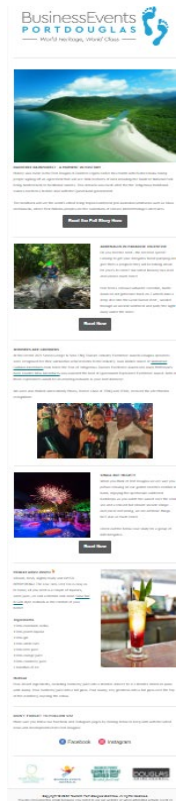


## BUSINESS EVENTS ACTIVITY

Business Events Port Douglas (BEPD) is a collective of 17 locally based businesses working together to raise the regions profile to business events planners. TPDD administers the group providing secretarial support, trade show attendance, marketing activity execution, digital marketing, website and content development and compiling proposals.

### 2021/22 HIGHLIGHTS

- Redesign and launch of the BEPD website with fresh new look achieving growth of 98% in both sessions and users YOY.
- Applied for a received a grant from Business Events Australia which led to.
  - The creation and launch of BE destination video
  - Advertising campaigns with CIM magazine and SPICE magazine – results below; CIM – E-news 11,000 opens and 455 clicks, Editorial 2,851 pageviews, 9,697 homepage website views and 6,579 unique visitors  
SPICE- Dedicated EDM sent to 11,399 recipients with a 20.09% open rate and 13.28% click through rate.
  - 12 gift boxes to key industry representatives with locally created gifts and a sneak peak of the BEPD video
- Attended both AIME and Get Local securing 11 strong leads for the destination and providing additional information for several more.
- Advertisement in Executive PA and Spice Magazine in conjunction with BECGBR
- Attended Executive PA lunch in Brisbane with BECGBR.
- Continued presence of social media channels and the launch of the BEPD LinkedIn page.
- 4 x EDMS sent to a database of 1,274
- 8 regional proposals plus email enquires received. \*\*not including follow up from trade events\*\*
- Assisted with 5 site inspections while in region



## DIGITAL WRAP-UP

### WEBSITE

Sessions 3,858 (↑96%)

New Users 3,145 (↑105%)

Page Views 8,072 (↑115%)

### FACEBOOK

Total reach: 10,787 (↑149%)

Total engagement: 992 (↑37%)

Total followers: 346 (↑22%)

### INSTAGRAM

Total comments: 61 (↑125%)

Total Likes: 839 (↑184%)

Total Fans: 264 (↑184%)

### LINKEDIN

Total Impressions: 1,815

Engagement Rate: 8.5%

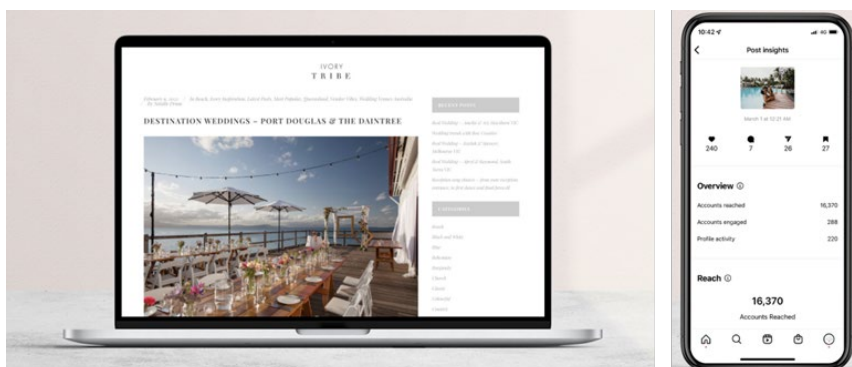
Total Followers: 81

## WEDDING MARKETING ACTIVITIES

Tropical Weddings Port Douglas is an arm of Tourism Port Douglas Daintree that specifically caters to the destination wedding market. Traditionally the Port Douglas Daintree region averages over 500 weddings however it has been an extremely turbulent 2 years for this industry and with that in mind the TPDD board placed a freeze on listing fees for the Tropical Weddings Port Douglas website limiting the amount of activity that was able to be carried out. We are thrilled to see the triumphant return of weddings into the region and the outlook for 22 and beyond is looking fabulous.

## IVORY TRIBE CAMPAIGN

TPDD partnered with Ivory Tribe to run an 8-week digital wedding campaign from February to April. The campaign included: Sponsored blog posts (an in depth exploration of our region and why it's the perfect place for a destination wedding) – achieved 352 page views, Instagram feed posts, Instagram stories, EDM's (shared with Ivory Tribe's audience highlighting the benefits of a destination wedding/honeymoon in Port Douglas and the Daintree, that also guided audiences to the blog post) – achieved 615 page views, real wedding feature of a celebration that took place in region – achieved 320 page views, multiple social media mentions and a newly created section on Ivory Tribe's website to house destination weddings.



## DISCOVER PARADISE

TPDD commissioned a full-page ad for TWPD in the Discover Paradise Magazine distributed into key markets through the weekend Australian



## DIGITAL WRAP-UP

### WEBSITE

Sessions 12,822 (↓ 7%)

New Users 9,899 (↓ 17%)

Page Views 28,159 (↑ 4%)

### FACEBOOK

Total reach: 150,143 (↑ 280%)

Total engagement: 14,840 (↑ 156%)

Total followers: 3,641 (↑ 1%)

### INSTAGRAM

Total comments: 102 (–)

Total Likes: 2,189 (↓ 31%)

Total Fans: 1,315 (↑ 9%)

## INDUSTRY DEVELOPMENT

Objectives and actions for FY22:

- Enhance visitor experience through 'how to' content and storytelling
- Support and identify new experiences to diversify the industry
- Identify key projects necessary for Douglas tourism to prosper
- Communicate brand and destination story in region
- Ensure quality service delivery

### "BE DOUGLAS" TRAINING PLATFORM LAUNCH

In February TPDD launched the BE DOUGLAS training program, an online, destination specific program to empower our destination's tourism and hospitality staff to discuss the region with authority and, where relevant, maximise each transaction with service professionalism and a sales focus.

The project was developed in collaboration with tourism operators, Douglas Shire Council and Douglas Chamber of Commerce and supported by the Queensland Reconstruction Authority through the Queensland Small Business Recovery Centre.

The self-paced program, drawn from decades of visitor interaction in Douglas, and is designed to take an hour to complete six modules packed with destination insights, safety and service tips.

There are a number of ways that businesses can get involved including:

- Encourage new staff to complete the course (soft)
- Make BE DOUGLAS completion a requirement for employment (medium)
- Include BE Douglas as part of your paid company induction training (full commitment)
- Provide an incentive for successful participants to experience your product.



### LAUNCH CORPORATE WEBSITE AND BRAND BOOK

TPDD launched a new brand book and corporate website aimed to help the Douglas tourism industry tell the Port Douglas and Daintree story to travellers. The new assets were created by working with local industry and using consumer research to ensure the destination emerges from COVID with a competitive edge in crowded travel markets.

The brand book explains brand elements to the tourism industry such as what drives visitors and sets the tone for messaging for the region.

The corporate website is for Douglas Shire businesses and the community to learn about the initiatives Tourism Port Douglas Daintree undertakes to stimulate the visitor economy. It features key resources such as the destination tourism plan, event strategy, brand review, key TPDD initiatives and business support tools such as the crisis resilience assets.

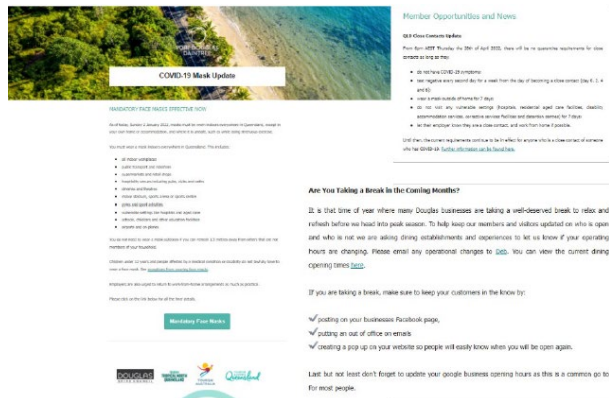


## COVID-19 MANAGEMENT

TPDD, Douglas Shire Council and Douglas Chamber of Commerce partnered throughout the year to manage the impact of COVID-19 mandates on businesses and provided support in the lead up to borders opening.

Activities included:

- Member updates to support operators with compliance pertaining to mandatory requirements (return of masks on 2<sup>nd</sup> of January, domestic border restrictions removed 15<sup>th</sup> January, opening of international borders on 21<sup>st</sup> February, vaccination requirements).
- Distribution of RAT tests to members to assist them trading through, where requested and required.
- During January, to combat the unplanned dining closures due to staff having to isolate and to alleviate the issue of not knowing who was open, TPDD created a dining guide. It was regularly updated throughout the quarter and shared via socials and a page created on the VPDD website.
- Creation of assets for businesses with badges for vaccinated employees and posters to promote a vaccinated workplace. These were designed to provide confidence to interstate travellers prior to the vaccine mandate being introduced in QLD.
- Regular updates and forecasting of visitor numbers to assist QLD Health manage testing requirements in accordance with state requirements and interstate travel.
- Advocacy for business support throughout the year resulting in several grants to assist tourism operators that had come under immense strain. The Federal and Queensland Governments partnered on a \$620 million of funds which was used for business grants between \$10,000 and \$30,000 depending on business size. Further advocating supported the Tourism and Hospitality Hardships grant in September with tiered support for small, medium and large businesses.



## ECO THINK DESTINATION CONFERENCE

During March, TPDD shared our region's sustainable message at the inaugural Eco Think Destination Conference held on Gumbaynggirr Country from the 22<sup>nd</sup> to the 25<sup>th</sup>. Co-hosted by Coffs Harbour City Council and Bellingen Shire Council, the event was proudly supported by WWF-Australia, Destination North Coast and the Australian Government as part of the Recovery for Regional Tourism Fund. The Eco Think Destination Forum was Ecotourism Australia's first major event focused solely on destinations, building on the organisation's growing work with councils and regions across Australia through its ECO Destination Certification program. As the first destination to achieve Eco Certification, Douglas Shire is regarded as a leader in this field and TPDD CEO Tara was given the opportunity to share our learnings with likeminded destinations.



## "ADOPT A WORKER" INITIATIVE



At the beginning of June, TPDD in conjunction with Douglas Chamber of Commerce and Douglas Shire Council, launched the "Adopt A Worker" campaign. The campaign has been designed to help combat the growing issues around meeting the need of visitors due to staff shortages, exacerbated by the critical lack of housing for long-time residents and those looking for short terms space over the winter months. Based on a campaign of the same name from Lorne, Victoria, Adopt A Worker encourages the Douglas Shire community to open their homes for the busy season to house anyone from baristas, kitchen hands and chefs, hotel workers, cleaning staff and tour guides struggling to find accommodation while working in our region. The process is as follows:

- Dedicated pages created on TPDD's corporate website to accept registrations ([visitportdouglasdaintree.com/corporate/adopt-a-worker](http://visitportdouglasdaintree.com/corporate/adopt-a-worker)).
- Community members with space register via same pages, under the category "Have a Spare Room?" ([visitportdouglasdaintree.com/corporate/accommodation](http://visitportdouglasdaintree.com/corporate/accommodation)).
- Business owners, members of TPDD or DCC register under the category "For Businesses" ([visitportdouglasdaintree.com/corporate/for-businesses](http://visitportdouglasdaintree.com/corporate/for-businesses)).
- TPDD connects business needs with the community owner.
- The details and transaction are a private agreement between the community member and business or worker.

The campaign attracted broad coverage including:

- Press release, which was picked up by the Cairns Post, ABC News (print and radio).
- Panel interview on ABC radio national
- National ABC online article
- Reachout from AusIndustry, Department of Tourism, Innovation and Sport, Noosa Council, Bowen Council
- Paid promotion/tiles on Newsport funded by TPDD for May and June.
- Cross promotion with "Do It In Douglas" and DCC.

## DOUGLAS EXPERIENCES EXPO

In November TPDD held the inaugural Douglas Experiences Expo for Douglas tour operators to promote their attractions/tours to tour desk and front-line staff from Cairns, Northern Beaches and Port Douglas. This activity was timed to coincide with borders opening to make sure key selling staff were well versed on experiences that are available throughout the region.

19 experiences from Douglas showcased their products to over 70 local sales staff from Douglas and Cairns and feedback from the night was very positive receiving 8.4/10 satisfaction rate. Many operators requested that this becomes a regular event on the calendar.

The expo was held with support from Douglas Shire Council, Hemingways Brewery and Mocka's Pies.



## MEMBERSHIP

Over the course of FY22 there were 2 separate membership freezes placed on membership fees due to the ongoing impact of the COVID-19 pandemic.

During this time the CEO and board undertook an evaluation of the membership process and in order to streamline our accounting systems, moved to yearly invoicing running from May through to April.

Yearly memberships were sent out in May and saw a fabulous retention rate and while we did lose a number of members due to financial struggles, we did see enough new member come on board to negate this.

Membership Level	As 30 June 2021	As 30 June 2022	% Change
Platinum	9	6	- 33%
Gold	32	33	+3%
Silver	113	115	+1%
Supporter	16	16	-
Tourism Tribe	7	8	+14%
<b>Total</b>	<b>177</b>	<b>178</b>	<b>-</b>
<b>Total Products</b>	<b>184</b>	<b>193</b>	<b>+ 4%</b>

## DSC TPDD KPI

The Key Performance Indicators (KPIs), laid in in the Douglas Shire Council Resource and Performance Agreement, provide a range of performance targets for the duration of the agreement. The KPIs support the execution of the Destination Tourism Plan action points, annual marketing strategies and the 2021 Events Strategy.

Task	Key Performance Indicator	Outcome
Increase Visitation and yield YOY	TPDD to compile quarterly reports identifying trends in Length of Stay, Peak and Off-Peak visitation, spend per stay and activity yields.	<p>Page 7 - 9</p> <p>National Visitor Survey to June 2022 Domestic visitors 380k up from 307k in 2021 and 334k in 2019. International figures not available, down 113k in 2019 Domestic visitor nights 2,178,155 up from 1,554,440 in FY21 and 1,742,909 in FY19 International figures not available, down 807,000 nights in 2019 Average length of stay 5.7 nights</p> <p>Peak Off Peak visitation – occupancy Average Occupancy Jan-Jun (Borders Open) 65.6% up from 60.8% in FY21 and 52% in FY19</p> <p>High yield marketing activity for business events, high value travellers and destination weddings. Ongoing</p>

Drive destination awareness through marketing activities and strategic alliances.	<p>Develop annual marketing strategy drawing on research and current market trends.</p> <p>Develop and execute destination marketing calendar targeting the domestic market. 19Increase SOV, track Google Trends.</p> <p>Produce evaluation report at completion of marketing activity linked to Marketing Strategy</p>	<p>Plan adopted by TPDD Board June 2021 and delivered to Douglas Shire Council with execution of funding agreement</p> <p>Google Search Trends. Page 9</p> <p>Marketing activity and outcomes. Page 7 and 12-16 18 - 20</p>
Develop and deliver innovative marketing and advertising solutions that focus on moving reliance from traditional and expensive print media to a digital first approach.	<p>Implement and monitor results of digital strategy, demonstrate value of results.</p> <p>5% YOY growth of Facebook, Instagram and consumer website, value of assets</p>	<p>Summer in the Tropics p19 Summer Lives On p20 with greatest spend to date. Regional Love Where You Live p19 Everybody needs good neighbours p 20</p> <p>Digital Metrics. Page 7</p>
Build brand awareness through content and experience development.	<p>Develop brand resources to align and communicate brand.</p> <p>Develop brand toolkit and deliver to Douglas industry.</p> <p>Continue promotion of summer season and events</p> <p>Continue to work with media and weather channels during summer to change perceptions</p>	<p>Photo shoot Feb-Mar with new images for dining, fishing, hiking, summer, tropical lifestyle</p> <p>Launched trade itineraries p16 Delivered in August 2021</p> <p>Celebration of summer experiences in campaign activity, sharing of members summer content via social channels Dedicated Summer in the Tropics campaign Promotional support to Hot &amp; Steamy, PD Carnivale, Taste Port Douglas</p> <p>Supported TTNQ summer media activity celebrating tropical summer. No cyclone</p>

	<p>Increase occupancy year on year over shoulder and summer months (Nov-May) compared to 2019</p>	<p>warnings or monsoon prevented the need to action disaster mitigation messaging.</p> <table><tr><td>OCC</td><td>2022</td><td>2021</td><td>2019</td></tr><tr><td>Jan</td><td>58.7</td><td>49.7</td><td>51.7</td></tr><tr><td>Feb</td><td>43</td><td>33.4</td><td>29.1</td></tr><tr><td>Mar</td><td>59.4</td><td>56.5</td><td>38.2</td></tr><tr><td>Apr</td><td>76.6</td><td>76.1</td><td>59.1</td></tr><tr><td>May</td><td>76.2</td><td>80.7</td><td>53.9</td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td>Nov</td><td></td><td>30.8</td><td>60.1</td></tr><tr><td>Dec</td><td></td><td>41.4</td><td>49.2</td></tr></table> <p>The Douglas region has achieved occupancy ahead of 2019 since Jan when all interstate borders were open.</p>	OCC	2022	2021	2019	Jan	58.7	49.7	51.7	Feb	43	33.4	29.1	Mar	59.4	56.5	38.2	Apr	76.6	76.1	59.1	May	76.2	80.7	53.9					Nov		30.8	60.1	Dec		41.4	49.2
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May	76.2	80.7	53.9																																			
Nov		30.8	60.1																																			
Dec		41.4	49.2																																			
<p>Develop key messaging and align marketing activity to renew and refresh brand proposition.</p>	<p>Develop messaging and content to include trails, food tourism, fishing and drive markets.</p> <p>Produce new content to refresh brand proposition.</p> <p>Execution of marketing activity aligned to brand refresh.</p>	<p>New hiking content in Discover Paradise and Welcome to PDD. Working with DSC on fishing working group. Fishing page in Discover Paradise</p> <p>Photoshoot to fill gaps March - Jun 22</p> <p>New brand look integrated into all activity from August 2021 Business Events Port Douglas brand refresh in March 2022 launched with website refresh, video and static content.</p>																																				

<p>Reduce seasonality through events strategies and actively attract new events to Shire.</p>	<p>Completion of event toolkit for use by event coordinators.</p> <p>Secure a minimum of one new large event with at least 500 people per annum by FY23.</p> <p>Secure two smaller events of between 50-200 (excluding weddings) annually.</p> <p>Increase destination presence and content in event programs.</p>	<p>Regional Events tool kit ongoing Business Events Port Douglas toolkit launched Aug 2021 via business planner guide</p> <p>Support for Gran Fondo confirmed by TTNQ to support TEQ proposal, inaugural event Sept 22 with over 800 competitors.</p> <p>Cornetts IGA 5 days conference 150 delegates July 2022 6 business events proposals developed for organisers.</p> <p>Choice conference – Oct 22 started at 180 pax, now 220</p> <p>Developed new business events video for event pitches. Provision of destination images to Gran Fondo, Hot &amp; Steamy.</p>
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KPIs are subject to review annually