



Tourism Port Douglas Daintree

Annual Report

2013/2014

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Chairman's Report

Late in 2013 I was very pleased to receive an invitation to join the board of Tourism Port Douglas Daintree. Change within our local government, improving tourism visitation numbers and pending organisational changes would combine to make 2014 an exciting year for TPDD. I would firstly like to acknowledge the contribution of the past Chair Gordon Wellham and past directors, Peter Martin, Todd Parker and Steve Oakley. Becoming a director of TPDD is a commitment to volunteer your valuable time to our industry and community and for that I would like to thank both the past and current group of directors. I would also like to acknowledge our Mayor Julia Leu who despite her many commitments was a very active participant of our board.

2013/14 has been a very busy period for the TPDD board and executive team. From the outset there were two significant items for the board to deal with. The first was the 'reformation' of the Douglas Shire Council and the pending election of the new council. I would like to acknowledge the efforts of all the board members and the Executive in meeting with the council aspirants and subsequently councillors and council officers over the course of the year as a strong relationship with council is critical to the future of our organisation. Council is the single largest financial contributor to our organisation and I would like to acknowledge their three year commitment to TPDD.

The second significant item was the pending departure of the organisations foundation Executive Officer Doug Ryan and recruitment of his replacement. Doug has always been not only a fantastic advocate for TPDD and tourism in the Douglas region he has also been an active member of the community. I was very pleased to be able to acknowledge his contribution at a farewell function in May and I do so now again. The recruitment process for our next Executive Officer started shortly after the 2013 AGM. From an extensive list of applicants the board was very pleased to be able to confirm Tara Bennett's appointment as TPDD next Executive Officer.

With a new board comprising of four new directors our team started with a focus on the strategic direction of the organisation. Working with the executive group our first port of call was to establish a new finance committee. Committees were also established for the recruitment of the Executive Officer, development of a new business plan and development of a new marketing plan. This year has indeed been a busy year for the directors and the executive with all directors undertaking additional committee duties. Other key focus areas throughout the year have included a review of our membership structure and membership engagement, engagement with other key industry organisations such as TTNQ, TEQ, QTIC and the Chamber of Commerce, preparations for ATE and a review of our constitution.

For our industry 2013/14 has been a year where we have achieved growth on the achievements of the previous year. Visitor numbers to the region have continued to improve as has length of stay. While the domestic market has remained strong we have also seen a return from our traditional international markets and the emergence of China as a new market. While Conference and Incentive business and weddings were again key market segments Events have continued to emerge as a key important driver of visitation to the region.

Finally we believe the Douglas region with the assistance of TPDD, industry and industry partners is well positioned to take advantage of a continual growth in tourism numbers. In the year ahead with a new executive team TPDD will look to work more closely with our members, Council, TTNQ and other industry partners to reinforce the Douglas region as the iconic Australian tourism destination where the magnificent Daintree Rainforest meets the Great Barrier Reef.

2013/14 has been a year where we have achieved growth on the achievements of the previous year. Visitor numbers to the region have continued to improve as has length of stay.

Executive Officer's Report

Tourism Port Douglas Daintree assets and infrastructure are significant drawcards for the strong visitation to the broader Tropical North Queensland region, which is now hosting in the vicinity of 2 million visitors per annum. While current growth patterns are improving in the post GFC recovery, the Douglas region tourism industry is actively seeking to continue to grow visitor numbers as well as to extend visitor length of stay, visitor nights and yield, and to increase the volume of repeat and referral visitation.

TPDD has been able to maintain the region's high profile through the advantageous use of online marketing, participation in trade activities, maximising media exposure, and applying influence on decision makers. Support for TPDD activities has continued with the Cairns Regional Council (CRC) funding TPDD until December 2014 and the new Douglas Shire Council funding January to June 2014. Douglas Shire Council (DSC) has signed off an agreement with TPDD to continue funding the organisation via a three year agreement extending to June 2017.

In the 2013/14 year we have undergone significant organisational changes with the departure of Doug Ryan the Executive Officer from 2006–2014. The Board has been instrumental in implementing a reviewed Business Plan and Marketing Strategy which will secure our organisation and activities going forward.

TPDD will continue to work closely with the Douglas Shire community to support growth of the local tourism industry. The implementation of a new membership structure aims to get more businesses in the region involved in TPDD activities and benefiting from the resources available through the organisation.

During the 2013/14 year, there has been a significant range of activities undertaken to align our activities with the state and regional organisations as well as seeking out opportunities for the Douglas region;

- **Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development**
- **Producing Discover Paradise with the largest domestic distribution to date at 125,000 copies through The Weekend Australian**
- **Hosting an unprecedented number of international suppliers in region for the Australian Tourism Exchange 2014 in Cairns**
- **Increased focus on event marketing and working with DSC to develop their Event Strategy to support the long term growth of events, to promote increased visitation, the profile of the region and bolstering visitation in the shoulder season.**
- **Developing and implementing a membership restructure for the Port Douglas Wedding Professionals group**
- **Port Douglas Incentives worked closely with Business Events Cairns and Great Barrier Reef to showcase the region when the annual trade show Sell TNQ was held in Port Douglas with high accolades received from participants.**
- **For the year ending June 2014 a survey of Douglas region tourism operators reported 32% better trading than the previous year with a further 16% being up more than 10% on the previous year**

I would like to acknowledge the conduct and professionalism of the TPDD Board and my staff for their support over the past year and in my transition to Executive Officer. I would also like to acknowledge the unwavering support we receive from the Douglas tourism industry allowing TPDD to undertake a greater range of activities. Finally, I would like to thank Doug Ryan for his commitment, passion and the role he played in championing the tourism industry.

About Tourism Port Douglas Daintree

The Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a company limited by guarantee. In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree. This brought us in line with the other tourism agencies throughout Australia. TPDD is the local tourism organisation for the Douglas Shire region.

In the 8 years of operation TPDD continues to make substantial advances in raising the profile of tourism and the region to the regional, domestic and international arenas.

Operational philosophy is to establish partnerships, linkages and relationships, and to ensure all operational activities are primarily focused towards facilitation and leverage. Emphasis is on exerting influence, and “causing” desired outcomes to be achieved.

Primary partnerships and linkages for 2013/14 have been with:

- Douglas Shire Council
- Cairns Regional Council
- 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) ATEC and QTIC
- Members and industry participants

Key result areas against the Cairns Regional Council and Douglas Shire Council funding agreement:
• Sustained economic development through Destination Marketing
• Undertake research to maximise benefit to the region. Establishing short term performance, preferences, drivers, source markets, trends and yield
• Encourage and facilitate longer term and strategic tourism development and engage in key tourism planning
• Engage with key tourism organisations and business leaders to facilitate short, medium and long term planning of key issues in the region
• To present a single coordinated tourism voice to all levels of government and the industry

TPDD promotes the region to a wide range of both domestic and international markets. The domestic markets of Melbourne, Sydney and Brisbane are dominant, with regional Queensland a major supplier. The international markets are predominantly Western markets with New Zealand, United Kingdom, Germany and North America leading the way.

Financial Summary

TPDD activities are funded through a Douglas Shire Council funding agreement, membership, partnerships with TTNQ and TEQ and any grants which we successfully secure. The income from the wedding and business events groups are independently administered by each group. The groups comprise TPDD members who work together in conjunction with TPDD to market to the niche sector, each member contributes additional group membership funds for group participation.

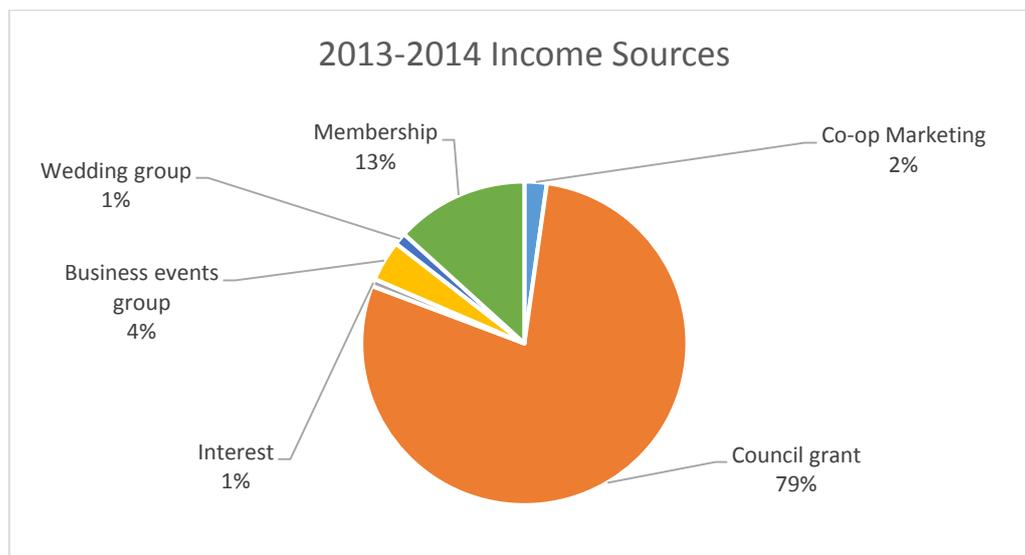


Figure 1 Sources of income for 2013/14

Tourism contributed approximately \$296 million to the Douglas region economy in direct revenue, providing a return of \$503 on council and member funds.

Note – The accuracy of the regional National Visitor Survey figures from Tourism Research Australia for year ending June 2014 are being questioned as changes were made to survey methods which saw a dramatic reduction in domestic visitors reported when the actual numbers were similar to the previous year. Based on this the value of tourism is estimated to be \$437 million compared to \$424 million for the year ending Jun 2013.

Breakdown of TPDD expenditure

In 2013/14 TPDD accessed reserve funds to facilitate organisational change within the executive management group. This primarily involved the recruitment and subsequent engagement of the Executive Office, contractual arrangements for staff and their entitlements.

As a result the year finished with more expenditure in Administration than in previous years. The below chart illustrates the percentage of total expenditure for the year attributed to the organisations cost centres.

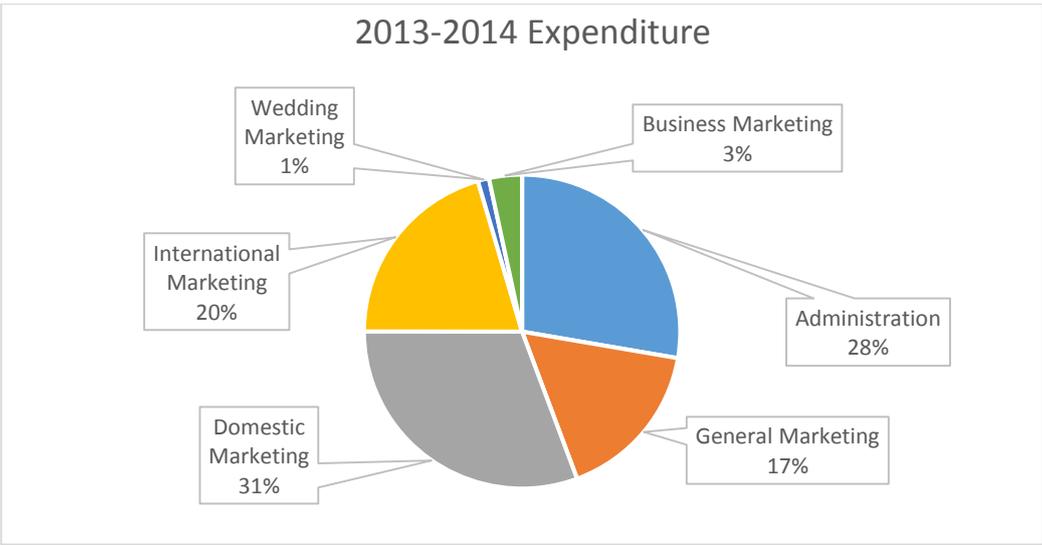


Figure 2 Annual expenditure for cost centres (%)

More detailed financial information is contained in the audited accounts, see Appendix 1

Research

TPDD utilise several channels to ensure information is reliable and accurate including:

- Quarterly surveying through JCU to monitor and analyse visitor socio-demographic information
- Analyse International Visitor Survey (IVS) and Domestic Visitor Survey (DVS) in addition to survey information from Tourism Research Australia and Tourism Queensland to monitor visitor nights and markets visiting the region.
- Queensland Business Events Survey (QBES) provides figures on business events visitation and revenue
- Queensland Birth, Deaths and Marriages is used to source historical data on number of marriages throughout the region.
- 'Survey Monkey' fortnightly surveying of local Douglas region businesses to gauge real-time performance that draws comparisons from the previous year.
- Google Analytics reporting: produce and analyse monthly reports to determine website performance in domestic and international markets, and monitor emerging markets.
- Facebook Insights: monthly reporting on post and engagement statistics to monitor performance and determine areas of focus for future posting.
- Meetings and discussions with local operators

These tools, in addition to market intelligence reports provided by regional, state and national tourism industry organisations allow TPDD to develop marketing strategies based on reliable and accurate information.

Visitors to the Douglas region

Visitor information is extracted from the survey report produced by James Cook University which is commissioned by TPDD unless otherwise indicated.

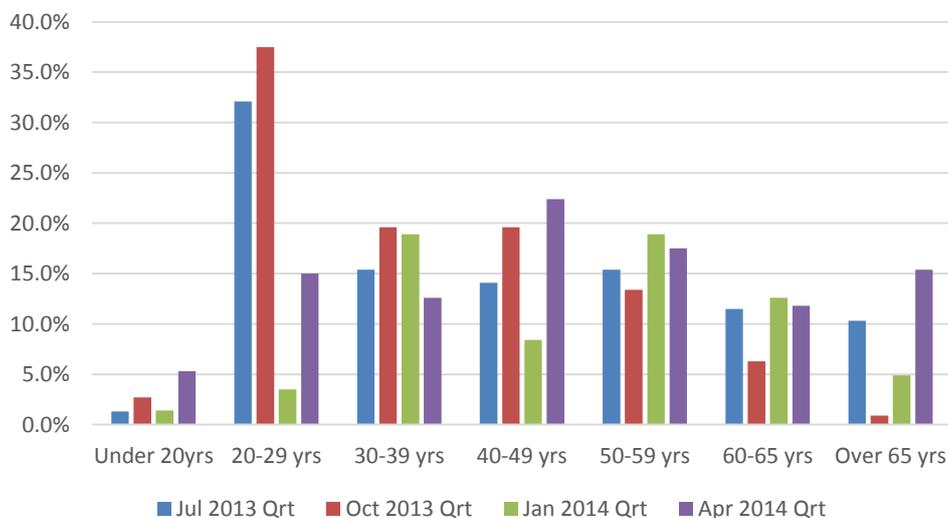


Figure 3 Visitor age groups

Respondents' travel party composition is illustrated in Figure 4. Respondents travelled mainly as couples 44.4%, families with children 21%, followed by travelling with friends 14.9%. On an annual average, 10.6% travelled alone, 7.5% travelled with relatives, and less than 2% travelled in tour groups.

Most respondents were on a leisure holiday 82.1%. Other motivations include attending a wedding 2.7%, honeymooners 2.9%, and visiting friends/relatives 2.9% on an annual average.

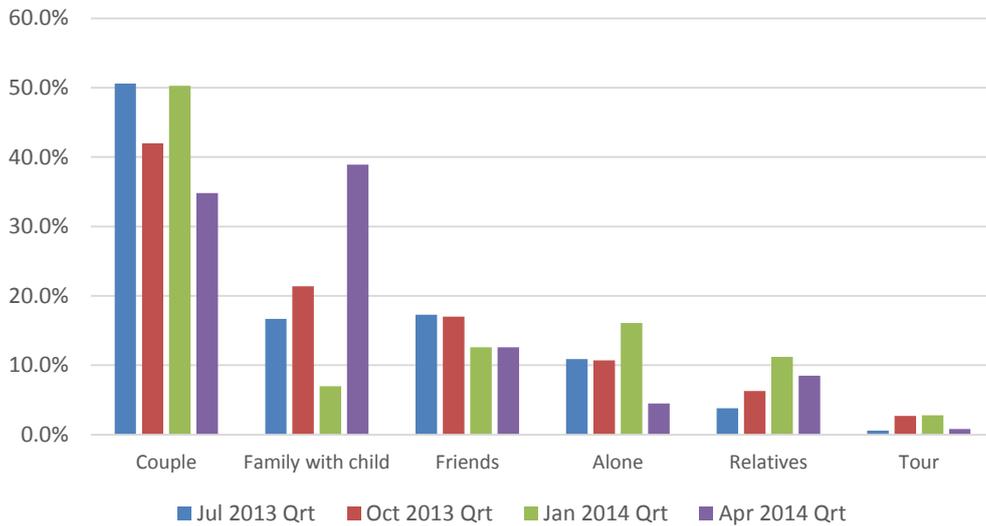


Figure 4 Travel party of respondents

In 2013/14 49.6% of respondents indicated that this was their first visit to the Port Douglas and Daintree region. Repeat respondents had visited an average of 4.5 times.

As shown in Figure 5, the most popular sources of information used by visitors were friends and family 47.4%, the Internet 30%, followed by 'been before' 26.9%, word of mouth 20.9% and tourists guide books 18%.

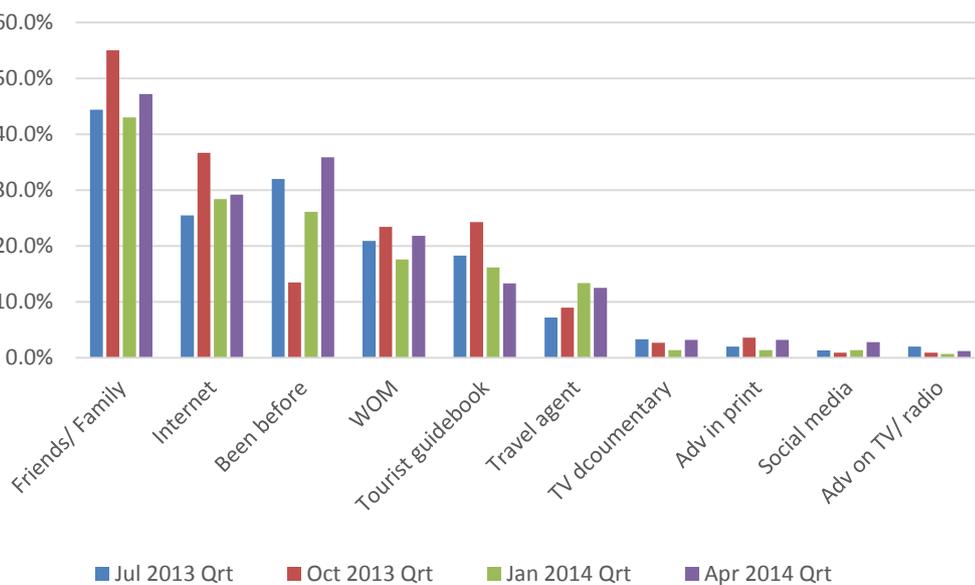


Figure 5 Information sources (%)

Figure 6 summarises how respondents booked their trip to the Port Douglas and Daintree region. The most common methods of booking were online travel websites 34%, online direct booking with the accommodation 24.6%, travel agent 19.4% and phone or mail direct to the accommodation 11.3%.

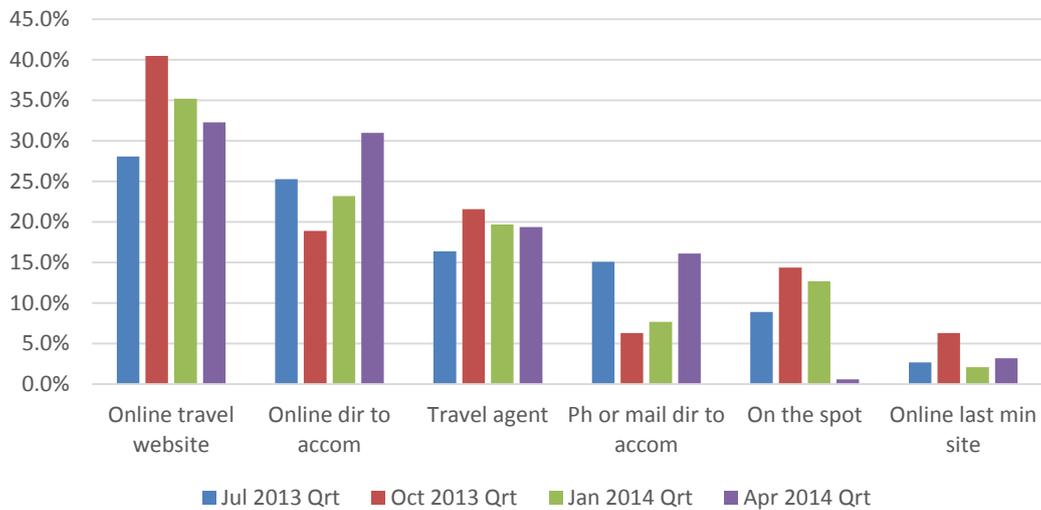


Figure 6 Booking methods utilised by respondents (%)

Figure 7 highlights the high number of weddings held in the Douglas regional annually. The wedding market is a desirable sector as wedding parties stay in the region for an average of 4 days and enjoy a wide range of touring, shopping and dining. The destination wedding market is becoming more competitive as other destinations target the sector however the Douglas region is well positioned with a highly skilled industry and a plethora of picturesque wedding locations.

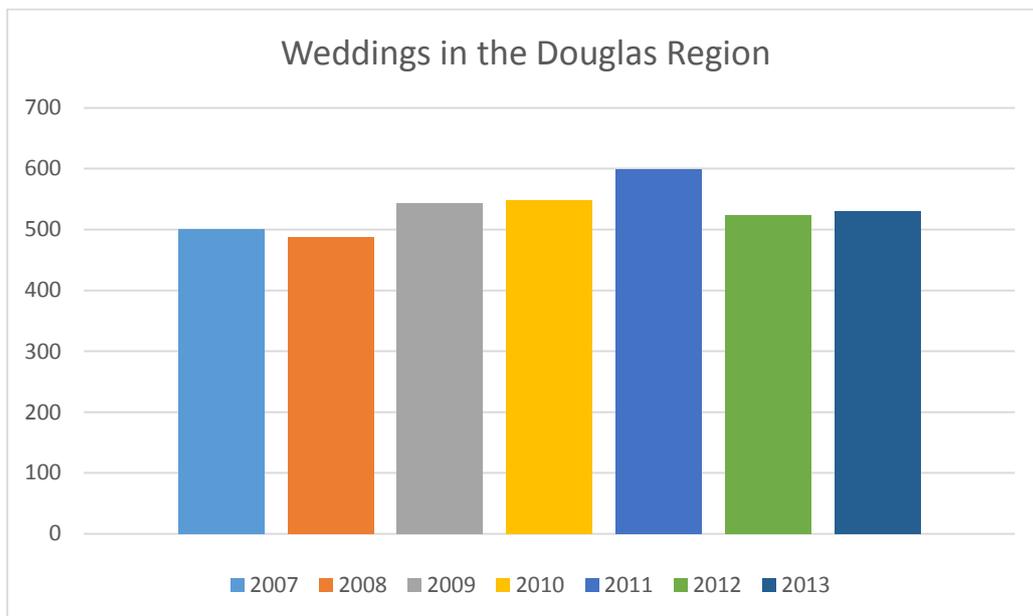


Figure 7 Number of weddings held in the Douglas region annually
Source: QLD Births, Deaths and Marriages

Figure 8 illustrates the origins of respondents which varied across the 4 quarters. The spike in domestic visitation is in line with the traditional tourism season from May to October while the international market provides stronger visitation during the periods when the domestic markets traditionally holiday at home. This backs up TPDD strategy to target both the domestic and international markets to extend the tourist season and achieve growth in the shoulder periods.

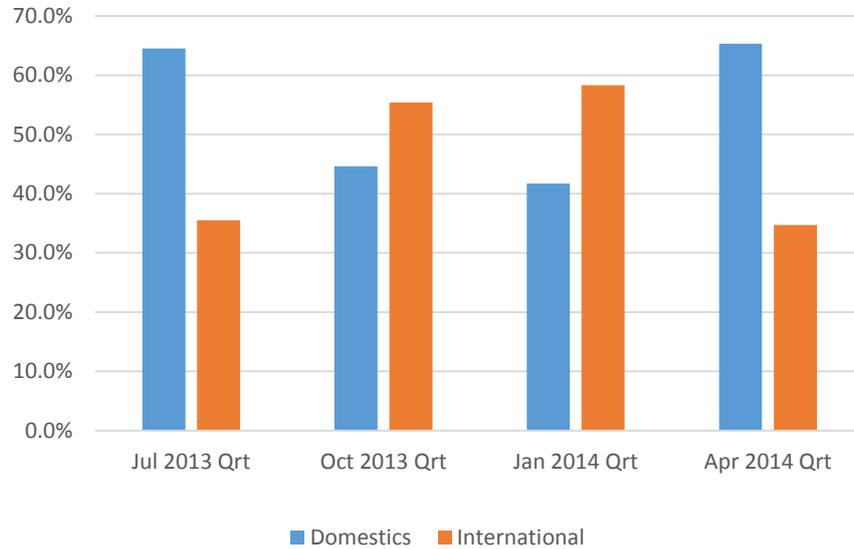


Figure 8 International and domestic respondents (%)

Domestic Market Overview

The three main capital cities, Melbourne, Sydney and Brisbane including South East Queensland, regional Victoria and regional NSW, will continue to produce the largest volume of the domestic market, with Melbourne dominating. Effort will continue in regional Queensland with statistics showing a large proportion of visitation emanates from this region with the drive market.

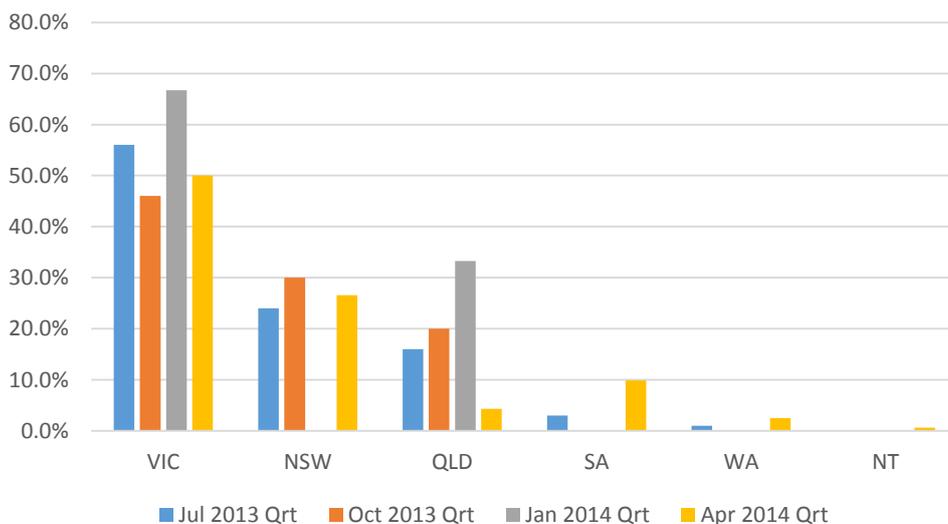


Figure 9 Origin of Domestic respondents (%)

Airline access will be the important driver for this market. The mining sector should still be recognised as an opportunity in this regional market with some moves into Papua New Guinea. The smaller markets of Adelaide and Perth should continue to show growth, but it must be remembered this is off a very low base with limited seats. The day visitor market out of Cairns continues to be an important sector however this cannot be reported on as it is not picked up in the research available.

2013-14 Travel Year Domestic Wholesale Figures

- TNQ stats for Infinity Holidays for room nights was down 7% for 2013-14 to 2012-13. The decrease in stats for room nights compared to stable passenger numbers can tell us two things: 1) clients to TNQ are staying for a shorter time period or 2) more families/larger groups are visiting the region. Unfortunately there is no definitive way to determine which is correct but combination of both is most likely
- HELLO WORLD sales stats for the 2012 and 2013 brochure years along with progress for the 14/15 year are below. Hello World is very bullish on their upcoming sales performance and believes they have turned the corner after 5 years of continued declining sales.
 - TNQ dropped 11% in 12/13 from 11/12 figures
 - TNQ dropped a further 21% in 13/14 from 12/13 figures
 - 13/14 sales are already 48% of total sales on the books of the 13/14 figure (this was as of early June at ATE)
- Sunlover sales stats are as per below for the 2013-14 brochure year compared to 2012/13;
 - Cairns – down 20%
 - Beaches – down 20%
 - Port Douglas – down 6%
 - Daintree – down 9%

New Zealand has been and should continue to be a key International market for the region despite a reduction in aviation access. Key international markets;

- United Kingdom
- New Zealand
- North America
- Germany

International Market Overview

UK has been a strong market for Port Douglas in particular and has held over the last year. New Zealand has been and should continue to be a key International market for the region despite a reduction in aviation access. Of the European countries, Germany continues to be the strongest market while France and Sweden are showing good growth. The North American market has started to recover with a 5% increase into our area helped by cheaper flights and Canada continues to grow. The Japanese market should not be ignored as they make up a large part of the day visit market and are showing interest in the region as an overnight destination.

Direct flights from China commenced in 2012 with small dispersal into Douglas region. This market has huge growth potential, in particular, the FIT market which often have relations in Australia. The market is growing faster than previously predicted and we will continue to keep abreast of this market looking for opportunities.

Jul-13	%	Oct-13	%	Jan-14	%	Apr-14	%
UK	29.1	UK	46.8	UK	43.8	NZ	26
Germany	12.7	USA	11.3	Germany	13.8	UK	22.1
NZ	10.9	Germany	9.7	Canada	8.8	USA	10.4
France	10.9	Canada	8.1	NZ	8.8	Germany	10.4
Canada	9.1	Sweden	6.5	USA	6.3	Sweden	7.8
Austria	5.5	France	4.8	France	2.5	Canada	6.5
Norway	3.6	Ireland	4.8	Argentina	2.5	Switzerland	2.6
USA	1.8	Spain	3.2	Switzerland	1.3	France	2.6
Belgium	1.8	Denmark	1.6	Denmark	1.3	Italy	2.6
Sweden	1.8	Israel	1.6	South Africa	1.3	Ireland	2.6

Figure 10 Origin of International Visitors

The international visitor market is showing good growth following a substantial decline during the GFC. International visitor numbers were stable for the year ending June 2014 however the average length of stay rose from 7 to 8 nights on the previous year providing 13.7% growth in visitor nights on the previous year.



Figure 11 International visitor nights to Douglas region, Tourism Research Australia

Marketing Activity Report

Branding

Key Branding for the Port Douglas Daintree region as a whole continues to be “Adventurous by Nature” as set out by TEQ in line with the branding of all Queensland regions.

Sub Region Branding	Independent Branding
<p>Sub region branding was developed by TTNQ in consultation with local industry working groups.</p> <p>Port Douglas “Naturally Paradise”</p> <p>Cape Tribulation/Daintree “Where the Rainforest meets the Reef”</p>	<p>Port Douglas Incentives (PDI) is a financially independent marketing co-operative who work in conjunction with TPDD to market the region as the top Business Events destination.</p> <p>Port Douglas Incentives “World Heritage, World Class”</p>

Campaign activity within the TPDD Marketing Strategy is executed across multiple platforms including print, tradeshow participation, digital, PR, media and trade famils and trade training. Campaigns target consumers and trade in domestic and international markets.

General Marketing

Print/Collateral

- Welcome to Port Douglas and Daintree magazine distribution of the region wide brochure continues and is available online. 115,000 copies are printed annually distributed to visitor centres for the drive market, retail travel agents, inbound tour operators and for conference packages.
- Consumer publications including Discover Paradise magazine and This is My Paradise
- What’s New and What to Do regional flyer is distributed at trade shows with the DVD and image discs and used as a training device for retail travel agents.
- ‘Secrets’ to Port Douglas and Daintree consumer/trade tips flyers
- Regional DVD

Trade

- Contractor representation in domestic market, to conduct sales calls to approx. 3000 travel agents
- Trade show attendance including ATE, Corroboree, Inbound Up North, Sell TNQ
- Trade famils - TPDD hosts a large number of trade famils (e.g. Dertour) in conjunction with TTNQ, TEQ, TA and wholesalers to appropriately represent the region, as well as via domestic contractor.
- Trade training – webinars, one on one, distribution of flyers
- Roadshow attendance – organized via TTNQ, TEQ, TA
- Co-operative campaigns such as Quickbeds

PR & Media

- PR representation – produce and distribute positive news stories on TPDD, members and region
- Media Famils are both organised and hosted for leisure and niche markets independently as well as in conjunction with TTNQ, TEQ and TA.
- Specific Port Douglas Carnivale famil

Digital

- Regional consumer website with member listings and diverse regional information
- Niche market websites including: Port Douglas Incentives and Port Douglas Wedding Professionals
- Social media channels including Facebook, Instagram, Twitter, YouTube, Pinterest
- Online advertising campaigns
- Electronic direct mailouts to segmented databases including consumer, industry, niche markets, as well as tourism organisations, media and locally

General Consumer Marketing

- Co-operative marketing initiatives including the Port Douglas Wedding Professionals and the Port Douglas Incentives
- Pacific Fair Shopping Centre Gold Coast on a co-operative campaign with a prize for shoppers to visit Port Douglas Daintree.
- Tourism Advisory Groups (TAGs) developed and managed to provide operator feedback on key markets
- Promoting events held in region such as Carnivale, the GBR Marathon, Marlin Challenge, Daintree Blockade Celebrations.

115,000 Welcome
to Port Douglas
Daintree magazine

125,000 copies
Discover Paradise

Domestic sales calls
to over 3,000 travel
agents

Hosted 95 domestic
and international
media famils

Hosted 162
domestic and
international trade
famils

As shown above, there are a range of marketing activities that make up the TPDD marketing strategy. The activities form a unique mix which find cut-through in the market and reach the desired audiences. The unreserved goal of TPDD is to implement marketing strategies which contribute to and grow tourism to the region. Port Douglas, the Great Barrier Reef and the Daintree Rainforest are iconic destinations in both domestic and international markets, however the Douglas region faces an extremely competitive environment against large budget destinations such as Bali, Thailand, Hamilton Island and Byron Bay. Through effective tourism marketing strategies, such as those listed below, the destination can gain traction with consumers. Inspiring people to holiday in this destination directly supports the region's tourism industry and indirectly supports both state and national tourism.

Campaign Activity Highlights

The TPDD Marketing Strategy for 2013/2014 saw a continuation of traditional activities with the introduction of innovative programs including partnerships to leverage our marketing reach resulting in a fully integrated marketing strategy. The strategy integrates a variety of platforms to target the diverse markets that make up the visitor group to the Port Douglas and Daintree region. Each of the campaigns detailed have different measures which indicate the value that the campaign generated to achieve TPDD's strategic marketing objectives.

Discover Paradise

Discover Paradise has been a key inclusion in the TPDD marketing strategy for the past seven years, and its success can also be measured by its continued rise in distribution. In 2008, 30,000 copies were distributed to the regional Queensland areas of Townsville, Cairns and Port Douglas. By May 2014, the print run had increased to 125,000 copies distributed in the Weekend Australian across Sydney and regional NSW, Melbourne and regional Victoria and Brisbane, and in selected tourism outlets, resorts and restaurants, capturing the dominant interstate and drive target markets.

125,000 copies distributed in the Weekend Australian across Sydney and regional NSW, Melbourne and regional Victoria and Brisbane.

Discover Paradise 2014

TTNQ assisted in growing distribution of Discover Paradise by contributing \$10,000 of its contestable funding to our campaign to boost distribution from 90,000 to 125,000 providing access to the regional centres of NSW and VIC.

The objective of Discover Paradise is to provide a high quality publication that caters for the region's primary markets with the focus on major drivers into the region of the reef, rainforest, relaxation, weddings, indigenous tourism, spas and events. This year's campaign was highly successful, driving direct bookings into businesses struggling for yield during the shoulder season (May/June) and influencing decision making for the major season.

This tactic alone has contributed significantly to the overall success of Discover Paradise, as many smaller operators with very small marketing budgets are able to participate at a fraction of the usual cost.

Discover Paradise has proven to be an extremely effective marketing tool for the region through exposure of the destination with the aim of increasing visitation and providing direct economic benefits to the region.



Image 1 Discover Paradise cover 2014

Dertour Famil

The German market is one of the top 4 international markets into the Douglas region and highly desirable due to a longer length of stay and regional dispersal.

A key operational philosophy of TPDD is to establish partnerships, linkages and relationships and leverage marketing opportunities, which is demonstrated in our support of the Dertour mega famil to the region, held in June 2014.

The objective of this campaign was to capitalise on the opportunity presented by having 60 key German retail travel agents in region on a heavily supported famil program by TEQ and wholesaler Dertour, to highlight the natural attributes of Port Douglas and the surrounds. TPDD opened the opportunity to local operators to attend to solidify business relationships. This type of famil program would normally be an impossibility with the limited financial resources of TPDD, however leveraging off activity being undertaken by TEQ, Dertour and our supportive member base enabled us to provide a memorable experience.

The Dertour activity supports working with key partners to target markets performing well with the potential to grow. If TPDD could not leverage this type of marketing activity for the region, it would be impossible to highlight our destination to such a large number of front line sellers of travel product.

QUICKBEDS Campaign

TPDD partnered with wholesaler Quickbeds to stimulate shoulder season sales into the region in a 3 week campaign before Easter. The campaign consisted of a major consumer competition, an online sale and a sales incentive program for agents to attend a Port Douglas and Daintree famil later in the year. The comprehensive package featured business to business and business to consumer elements. The competition received over 11,000 entries, which has increased our consumer database to over 37,000. The competition campaign had a media value of \$9450 including an EDM campaign to the Quickbeds database of over 200,000 subscribers, inclusion in Travelzoo, My Adventure Store EDM to a database of 170,000 and Facebook advertising. The campaign generated over \$37,000 in sales to Port Douglas products during the 3 week period, which was an increase of 27% turnover and a 37% increase in bookings on last year. TPDD will host approximately 8 agents later in the year after recording strong sales during the campaign. This campaign demonstrates the effectiveness of partnerships in achieving a number of marketing results.



Image 2 Quickbeds competition entry

Carnivale Media Famil

TPDD invited five high profile journalists to visit the region in February including one from New Zealand for a pre Carnivale famil. This famil not only highlights the annual Port Douglas Carnivale event but is a destination media opportunity. TPDD partnered with TEQ to secure funding for airfares for the journalist from New Zealand achieving our goal of marketing through partnerships. Highlights from this famil included a full page in the NZ Herald and the Australian Financial Review. Publicity value estimate of the 2014 media famil was \$1.1 million, excluding social media coverage.

Domestic Trade Activity

Parker Travel Collection is contracted to perform domestic market trade activity. Below is an Activity Report of tasks undertaken by Parker Travel Collection (PTC) in the Domestic Trade market for the promotion of the region of Port Douglas and the Daintree from July 2013 to June 2014.

Port Douglas Carnivale Media Famil generated an est \$1.1 million in publicity, excluding social media coverage.

Wholesale Activities

Wholesale activities were undertaken on a number of levels; marketing, product liaison and training. The focus of our marketing to keep in contact with the marketing teams of the wholesale brands to ensure that the TPDD region maintains a place within their marketing activities. These marketing activities include possible imagery features in brochures and campaigns and ensuring a TPDD member product always is part of the featured product range. This obviously has significant cross over with product department where contact is maintained to ensure TPDD region are featured in any campaigns or activities.

Training was undertaken at both of the major domestic wholesalers (Sunlover and Infinity) with Helloworld again not offering regions training opportunities (only preferred products are permitted). Training was undertaken at a number of smaller niche wholesalers and travel companies to promote the region of TPDD.

Sunlover Holidays

- Four Brisbane training sessions that included 2 evening workshop presentations and 2 afternoon tea presentations
- Two PSP workshops in Melbourne, primarily this is not domestic but Melbourne staff are being involved in more and more domestic overflow work
- Marketing team met on two occasions
- Constant and ongoing communication with the TNQ product manager Matt Doherty along with 4 meetings

Infinity Holidays

- Four morning tea training sessions of the Domestic Reservations team in Brisbane
- Constant and ongoing communication with the TNQ product manager Leah McCosh including 6 face to face meetings and two additional meetings with Quickbeds Product team that now fall under the same FCGP banner (Flight Centre Global Product)
- Three meetings with Infinity Holidays Domestic Marketing team headed by Maria Marendy (note this team has been disbanded for the new marketing structure that Flight Centre has undertaken from July 1 2014)
- Partner product in Infinity Domestic Reservations BUZZ night in May – this is hosting dinner and drinks for 70 Domestic reservations staff and undertaking novice training (new staff) and a presentation to all staff. 3 TPDD members with other TNQ operators were present at the evening.
- Infinity Aussie Gold Weekend conference held in Hobart
 - Infinity's annual reward weekend for the top 60 agents selling of domestic product. Includes ½ day workshop of table top presentations to all agents and a weekend of networking functions
 - Follow up postage of TPDD info to all agents
- 2015 Infinity Aussie Gold Event was launched to agents at the end of 2013 that it will be held in TNQ: 2 nights in Port Douglas and 1 night in Cairns.

quickbeds.com
cheap and easy

infinity
MAKING HOLIDAYS EASY

AUSSIE GOLD

PARTY ON A PONTOON WITH AUSSIE GOLD 2014

Turn it up in the Tropics as Aussie Gold is taking YOU to TNQ for 2014.

Highest selling stores for Australia & New Zealand product through Infinity Holidays and Quickbeds will WIN a money can't buy TNQ Experience, including:

- Spend your afternoon snorkelling and the evening partying on our private Quickolive Pontoon.
- Kick it up for 2 nights at the hippest 5-star resort in town, QT Port Douglas
- Last night party in Cairns, staying at the 5-star Pullman Cairns International Resort
- Our Top 10 will have an extra night's indulgence at the luxurious Lizard Island Resort

THE DETAILS:
New and existing bookings which are paid in full from 1 Jan-31 Dec 14 will be included. Year round sales with Quickbeds are not included. Travel dates for family will be 18-22 March 2015.

Note: This invitation can only be taken in accordance with High Carter's Educational Terms Policy. Prizes are subject to approval by High Carter and Quickbeds. An educational need is not eligible for cash or transferable in any other way. Any cancellable offer combinations will incur the full cost of participation.

Top 60
Top 60 Nationally PLUS designated agents:

• Victoria	8	• South Australia	5
• Tasmania	2	• Northern Territory	2
• North Star	5	• Escape Travel	6
• Southern Blue	5	• Student Flightz	2
• Queensland	8	• Travel Associates	1
• Western Australia	5	• Corporate Traveller	1

Lizard Island Top 10

Lizard Island

QT

pullman

Port Douglas & Baintree

Tropical North Queensland

quicktraveller

Image 3 Infinity Aussie Gold invitation

Other Wholesaler Activity

- Helloworld – 3 meetings with product Manager
- LeisureCom – Product Manager meeting twice and reservations training
- Pinpoint – Product Manager meeting twice
- Qld Rail – Product Manager meeting twice and one reservations training
- HooRoo – two marketing/product meetings
- Expedia – three marketing/product meetings
- Ignite Travel – three marketing/product meetings
- Booking.com – two marketing/product meeting
- Attended ATE where a large range of domestic/online industry partners were present and met
- Skytrans – attended the Mount Isa Rodeo event meeting with key retails agents and stakeholders launching a special airfare to Cairns for locals with add on information to travel further north to TPDD region

Retail Agents

The focus continues to remain keeping TPDD as a destination in the forefront of the retail agent mind and ensure new staff are trained and aware of all things Port Douglas/Daintree.

- Region has strong natural awareness and branding as is to be expected – much of our education is on the facts of the region and the finer points that are not so well known. Agents know the beach, cafes and reef – but education on the rainforest, distances/location, seasons and explanations on the “local myths” in relation to crocs, cyclones /wet season, stingers etc are still common place.

Key issues when training travel agents:

- Education on rainforest, distances/location, seasons and ‘local myths’ re crocodiles and stingers
- Scale of Queensland

- Scale of QLD is still a fact many agents in Melbourne and Sydney do not appreciate – if weather is terrible on the Gold Coast then Port Douglas has terrible weather. There was even an incident this year where an agent quizzed how is Port Douglas coping with the Bikie Gang problem in relation to the issues on the Gold Coast.

- Agents outside a 5km radius of the city centre continue to have a higher domestic market share of their total business, as such these agents are vital for the traditional wholesale production to the region. On feedback from agents and wholesale account managers, an increase in calls has been undertaken on city and inner city suburbs to target the “Info gatherers” at these agents. The “Info Gatherers” visit agents to collect info and then are more likely to book online direct or via

OTA’s – as such it is vital for TPDD to have a physical presence with collateral for these “Info Gatherers” to collect. Surprisingly many of the inner city agents want the info to give to these people to “get rid of them” as their priority is for International business.

- Victorian sales calls dropped by 15% in 2013/14. This was a planned activity to drop so as to increase the frequency of calls in Sydney and South East Qld. Sydney sales calls increased by 12% and SEQ increased by 25%. The frequency change was strategic. Victoria has always been the strongest domestic market to the TPDD region and wil continue to remain the primary focus. The marketing

goal in changing the sales frequency is to increase the awareness of TPDD in the Sydney and especially Brisbane markets in an effort to increase our market share in these areas.

- Victoria – 1421 retail calls
- NSW – 789 calls
- QLD – 541 calls
- SA – 37 calls
- TOTAL RETAIL AGENT CALLS is 2788 agents
- TTNQ Retail Agent tradeshows (Sunlover and Infinity Holidays evenings)
 - 5 evening table top presentation functions in Melbourne, Sydney and Brisbane
 - Brisbane – Infinity Holidays function only
 - Sydney – two functions, separate Infinity and Sunlover evening functions
 - Melbourne – two functions, separate Infinity and Sunlover functions
 - Follow up postage of TPDD info to all agents

Region	Call Pattern Summary
Melbourne	CBD, Melb North (2 days), Melb East (2 days), Melb Inner East, Melb Beaches, Melb South, Dandenong, Melb West & Geelong
Ctry Vic	West: Ballarat, Hamilton, Portland, Colac, Warrnambool North: Horsham, Albury, Wodonga, Bendigo, Echuca, Shepparton Gippsland (South): Warragul, Moe, Morwell, Traralgon, Sale, Leongatha, Wonthaggi
Sydney	Sydney CBD, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
Ctry NSW	Katoomba, Lithgow, Bathurst, Orange, Dubbo, Tamworth, Armidale, Scone, Singleton, Cessnock, Jesmond, Raymond Terrace, Maitland, Newcastle, Gorokan, Tuggerah, Erina, Gosford
SE Qld	North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich and the Gold Coast
Adelaide	Modbury, Westlakes, Elizabeth, Modbury, Norwood, Glenelg

Other Activities

- Six Flight Centre famils were organised on an adhoc basis direct with retail stores. Official famils to the region by the Infinity Educational Department dropped slightly due them knowing that the region was to be the focus for the 2015 AUSSIE GOLD EVENT.
- Two AOT (Sunlover) famils were assisted with organisation to the region

- OZ Focus; in early 2014 PTC joined a Domestic Holiday marketing group called OzFocus and will be attending a range of events throughout Australia in 2014. This is a group of wholesalers/operators who undertake joint events to promote domestic tourism with retail agents.

International Trade Activity

TPDD undertakes international trade activity marketing through attendance at tradeshows, industry updates to our database of contacts gathered over 8 years, supporting trade familiarisation programs and providing product updates, destination content and images to inbound tour operators, wholesalers and retail agencies.

Trade activity:

New Zealand Tri State Trade Show

This event is an initiative of TEQ, Tourism New South Wales and Tourism Victoria. The event was held in Melbourne preceded by a pre touring program which saw 13 NZ agents touring the Port Douglas and Daintree region. The trade component comprised three days of one on one 8 minute appointments which provided the opportunity to train retail agents and update product managers on the region. A total of 87 appointments were held over the three days.

Queensland on Tour UK and Nordic

The roadshow visited 7 different locations around the UK, Denmark, Sweden and Finland with a product managers workshop held in Paris for the European market. In total we spread the Douglas message to 292 agents and product managers in training workshops and presentations. The resulting famil program visited the region following QOT with the 13 lucky prize winners touring in May.

Queensland on Tour New Zealand

TEQ's Queensland on Tour NZ is held in Auckland timed to precede the NZ Flight Centre expo which attracts around 17,000 consumers through the door. The trade day included 10 media, 25 industry VIP's from airlines, managers of trade partners and 70 retail agents. The day involved appointments training agents and familiarising industry on the region and what's new. TPDD shared a stand with TTNQ at the Flight Centre consumer show and then carried out sales calls to retail travel agents throughout the north island.

Australian Tourism Exchange (ATE)

ATE is Australia's largest annual travel and tourism business-to-business event. The event provides a forum for Australian tourism businesses to showcase their products and establish important business links with the people and organisations that take Australian tourism to the international market place. The event brought 600 travel wholesalers and agents from 38 countries to meet and do business with 1,500 Australian tourism seller delegates from 500 companies. TPDD had a full appointment schedule and met with approximately 120 people from 84 companies during the show. We ran a successful Facebook and Instagram 'Selfie' promotion at the show to raise awareness of our booth, operators from Douglas and the key selling points of the region.

In addition the region benefited from over 300 delegates seeing the region in pre and post event touring. TPDD worked closely with TTNQ and TEQ to support the famil program and ensure maximum exposure for the destination. Many left ATE stating it was the best EVER and the flow on from the regional success will see greater international visitation in the medium term.

International Trade Famil Activity

TPDD compliments trade show and roadshow activities by supporting a trade familiarisation program in region. Familiarisation support is evaluated based on the country of origin and the potential for growth in the market. TPDD works closely with TEQ and TTNQ to facilitate regional exposure and maximise the itinerary content while in the Douglas region.

Famil Title	Company	Market	Pax
UA 15th Anniversary Famil	United Airlines	USA Guam	11
GTA Travel	Emma Dixon	Sourcing	1
Kim Dean	MLT Vacations/Delta	USA	1
Tri State Pre Famil	New Zealand agents	NZ	11
QoT winners	TEQ	UK/Europe	9
TEQ Europe Adriana Fisher	TEQ Europe	Europe	3
UK QOT Prize Winners	TEQ UK	UK	10
TEQ MATAF team Sailing	TEQ	TEQ	8
Sell TNQ	BEC GBR	business events	15
Azamara Cruises	TTNQ	Cruise ships	1
QOT UK Nordic	UK Agents	UK Nordic	10
UK VIP Product Managers	TEQ	UK	5
ATE Western buyers	TEQ	Western hemisphere	10

Sarah Postler Tourism Australia	TA	USA	2
Pamela MLT Vacations	MLT Vacations/Delta	USA	1
PDI Famil	PCO's	Business events	8
Dertour mega famil	TEQ	Germany	58
Total			162

Digital Activity

The 2013-2014 digital marketing strategy incorporated a range of activities including direct industry and consumer campaigns, electronic direct mail (eDM) campaigns, social media marketing, video and website marketing.

Electronic Direct Mailout (eDM) Campaigns

TPDD send a range of email marketing newsletters to several databases totalling over 43,100 people, which fulfil different purposes.

- Consumer database 37,000
- Tourism industry (wholesalers, retail travel agents, etc) 2,600
- Tourism organisations (TTNQ, TQ, TEQ, etc) 100
- Wedding market database 900
- Business events database 1,800
- TPDD Members 200
- Douglas region 500

The examples on the right demonstrate the differences in how we communicate with each market. For example, Image 5 is a consumer campaign that highlights things to do in the region, special deals and updates on events, while Image 4 is a business events campaign that highlights conference and incentive updates from different operators.



Image 4 eDM Business events

These campaigns are sent regularly throughout the year and differ in frequency between databases.

TPDD Website Analytics Report

Visitor numbers. Overall visitor growth of 9.8% was achieved, with the website reaching over 204,300 total visitors for the year. This resulted in an average of 17,000 visitors to the site per month, around 2,000 more than last year. Unique visitors increased 11% to 164,400.

How do they find the site? Traffic sources to the TPDD website occur primarily from organic search traffic, accounting for 70% of total visitation, which equates to over 143,000 visitors. TPDD has implemented a comprehensive SEO strategy to ensure highly targeted traffic finds the site. This strategy has resulted in the TPDD website being at the top of search results for a number of high traffic keywords.

What pages do they look at? The most visited pages after the home page included Things to Do, Accommodation, Daintree and diving and snorkelling.

What devices do they use to view the site? Growth in access by portable devices usage grew significantly, with tablets sending 38,700 visitors (+29%) and mobile sending 29,000 visitors (+28%). Desktops are still most highly used, with over 136,400 visitors (+2%).



Image 5 eDM consumer market

Visitor Demographics: Over 152,000 Australians visited the site this year, an increase of over 11% on last year. Figure 12 illustrates domestic website visitation by Australian states and the dominance of the primary target markets of VIC, NSW and QLD.

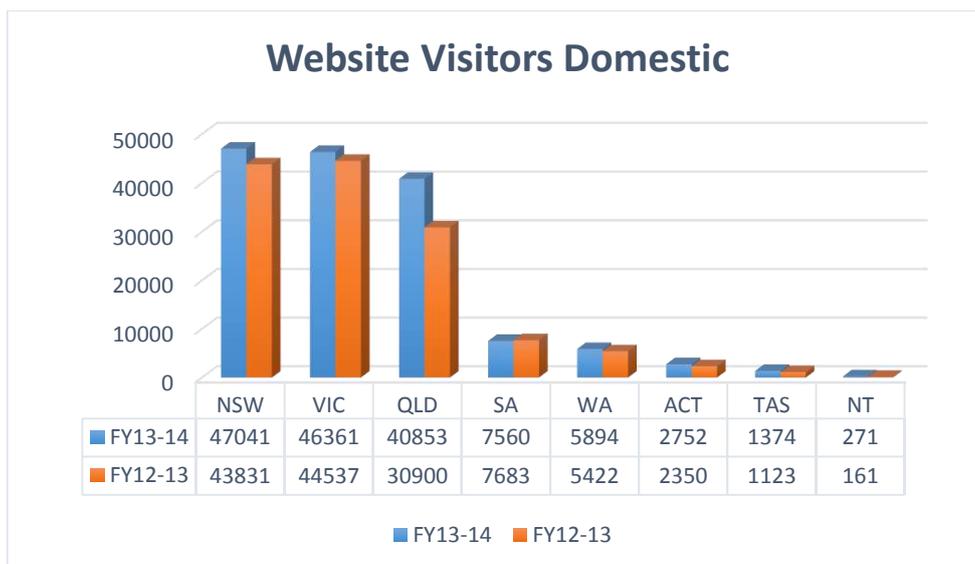


Figure 12 Domestic Website Visitors by State and Territory

In international visitors (Figure 13), the US grew 10% to overtake the UK in visitation to the website, which dropped 8%. Significant growth occurred from New Zealand and Germany, with 47% and 28% respectively, while Canada dropped 10%.



Figure 13 International Website Visitation

Social Media Marketing

TPDD continued to focus on developing and maintaining a number of relevant social media channels including Facebook, Twitter, Pinterest and You Tube channels, in addition to adding a new channel, Instagram.

Facebook: This is the main social media channel utilised by TPDD, due to the number of users and the ability to reach users in a cost effective way. This year TPDD changed the name of the channel to ‘Visit Port Douglas & Daintree’, which is more consumer focused and has a call to action for fans.

The channel achieved 13% organic growth in fans to 5,942, created 210 posts that reached an audience of over 220,000. Posts are image focused and are written to create a desire in fans to ultimately book a holiday to the region. Sample posts are shown below:



Image 6 Facebook post

The below post gained momentum due to the humorous and unique nature of the situation and was seen by around 10,000 people through the viral nature of the post.



Image 7 Facebook post with 114 shares

Facebook demographics continue to show fans are predominantly female, aged 25-54 and located in Australia (Melbourne, Sydney and Brisbane), which is a significant market segment for the region.

Twitter: TPDD continued to use Twitter as a platform to promote the destination, increase awareness and assist visitors and potential visitors with destination activities and information. Followers increased 27% to 3,837 via 424 tweets.

YouTube: Visitors to the TPDD channel 'Visit Port Douglas & Daintree' have watched over 35,500 minutes of video on 16,200 videos. Over 10,000 views of the promotional video have been recorded this year.

Pinterest: At the end of June, the platform had 153 followers, 9 pin boards and images created 8,500 impressions, reaching 2,700 users.

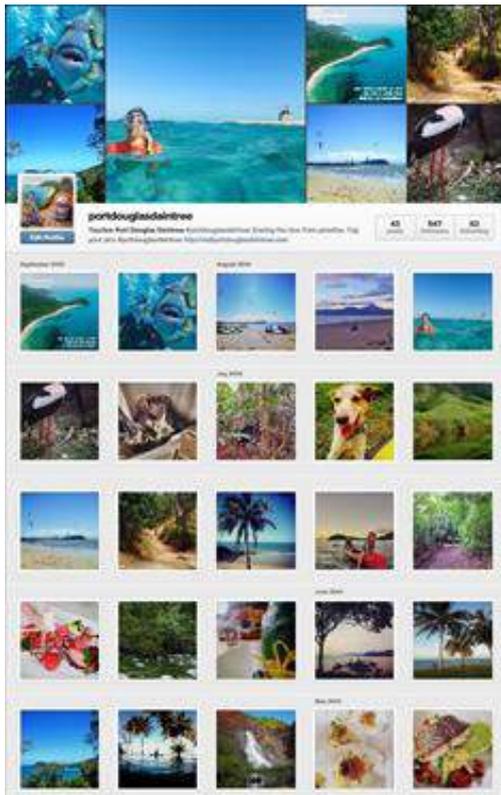


Image 8 Instagram account and post example

Instagram: Instagram is currently one of the fastest growing and highly used social networks, with over 200 million active monthly users. It is a photo and video sharing network that allows users to share their content on the platform as well as to other networks. In tourism it is predominantly used during the ‘dream’ phase of holiday planning, to inspire and create a desire to travel. The channel was created in March and by the end of June the profile had over 200 followers and posted around 25 images. The hashtag #portdouglasdaintree was created, which is now linked across the consumer website and is used across all social media platforms.

Media and Publicity

The last 12 months have been successful in terms of publicity for Tourism Port Douglas and Daintree (TPDD). Highlights included Port Douglas Carnivale, Yabusame event and the Cairns Airport Adventure Festival.

Strategic PR has been contracted to manage all elements of public relations for TPDD and was engaged to work from August 2013 to June 2014.

Primary Objective: Tanya Snelling worked in conjunction with Tourism Port Douglas and Daintree and members/event partners to coordinate all media related activities with a view to generating positive media coverage not only in Tropical North Queensland but also in the national press and glossy magazines, as well as international media generated through tourism networks - Tourism Events Queensland, Tourism Australia and Tourism Tropical North Queensland. Tanya's work during this time has been ongoing - sourcing and fielding media enquiries with information, media releases, advertorial and photographs. Strategic PR was also responsible for the creation of media releases.

Media Visits and Publicity Values

Domestic Publicity

In the year ending June 2014, Strategic PR media relations helped generate approximately \$3.6 million worth of domestic publicity for our Douglas region. During the past year, Strategic PR initiated and hosted two major famils (timed for pre-publicity for the region's major festival Port Douglas Carnivale and the Summer Season/Xmas) plus initiated and facilitated individual journalist's visits and assisted in regional itineraries with Tourism Events Queensland and Tourism Tropical North Queensland.

Estimated publicity value generated from the Carnivale media famil was \$1.1m. Highlights from this famil included the Financial Review, as well as stories with news.com.au, Townsville Eye and New Zealand Herald, New Zealand's national daily newspaper. There were in total over 135 online and print stories, mentions/blogs generated for the duration of the Port Douglas Carnivale campaign, with an estimated value of \$1.8m (totally \$3.4m for the entire campaign).

\$3.6 million generated in domestic publicity for region

\$1.1 million generated from Port Douglas Carnivale media famil

\$225,000 generated from Summer Season media famil

The Summer Season famil PR estimated value was \$225,000. Coverage was received in Feast Magazine (two stories), Sunshine Coast Daily, Get It Magazine (Gold Coast), Concrete Playground (digital) and Channel Seven. In line with TEQ guidelines, the Seven News coverage has been estimated at a combined value of \$75,000 (\$25,000 per news segment). Note: As more travel stories are migrating online, inprint PVE values are declining and the Tourism Events Queensland directive on quantifying online publicity is to list quantity of postings.

A number of TEQ driven publicity initiatives also helped to bolster the value of the publicity campaign, particularly in the international markets through the use of global media agency - Reuters. The advertising equivalent spent for the Hamster Wheel was \$90,000, with stories going to air in Kosovo and Spain. In Australia, a Seven news story was syndicated across Queensland, with an estimated value of around \$200,000 (eight stories).

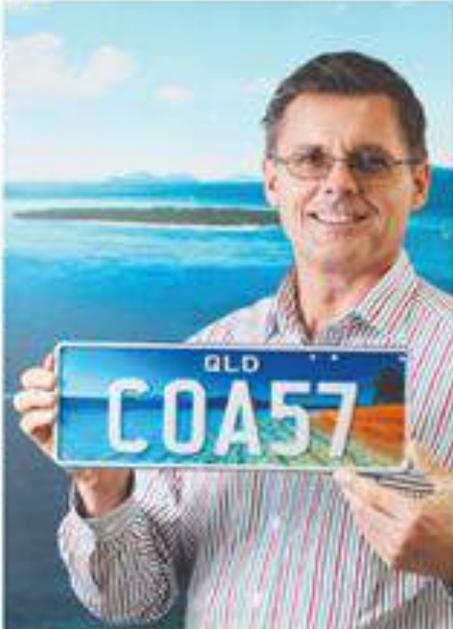
The Yabusame event during Carnivale also attracted a lot of media attention generating an estimated \$885,000 in PR value through the Reuters relationship. This does not include domestic value of publicity. Interestingly, the majority of the media exposure was in Israel (26 minutes), followed by Malaysia and then India.

A coral spawning story on the Great Barrier Reef (Far North Queensland - not Douglas region specific) also generated just under \$7 million worth of publicity exposure across Australia and internationally with 303 individual broadcasts.

A publicity highlight in the domestic market was a story by journalist Sue Williams - Might of the Magic Rainforest, which was published more than 100 times in Australia including key publications such as the Sydney Morning Herald, Canberra Times, and Melbourne Age. The value of this story alone would be in excess of \$1m.

Low Isles plate drives tourism

SHANE NICHOLS
 Queenslanders have been jetting to the coast destinations in a wide range of personal and professional motivations.
 Queensland (P/Q) has been fortunate to have a number of plates representing the spirit of Queensland and capturing the natural beauty and interest of the state's tropical north, midland and coastal regions.
 Queensland designs these plates to represent the beauty of the region and with an emphasis on the popular locations. East and West coast plates already available from P/Q.
 Tourism Queensland (TQ) has been looking forward to seeing local and international tourists enjoying the region.
 "We have a lot of interest in the Coral Barrier East and when better way to promote the beauty of Tropical North Queensland than with these vibrant plates," he said.
 To coincide with the launch of the new range, Queenslanders will have the chance to get their own set of personalized plates (cost \$195).
 Throughout the year, visitors will be encouraged to visit each beach from an online competition which will be held on the P/Q website.
 For more information, visit www.tourism.qld.gov.au.



Tourism bonanza

SHANE NICHOLS

Port Douglas is in the midst of a cracker festive season on the back of one of the best tourism spells in years.
 Tourism Port Douglas and Distree executive officer Doug Ryan said the town had enjoyed one of its better years and forward bookings promised a positive start to 2014.
 He said the organisation had been able to punch well above its weight.
 It was likely to be a bumper Christmas period with accommodation inquiries at record levels.
 "The region is beginning to fill up and we should see the traditional steady influx of visitors from Boxing Day onwards," he said.
 Mr Ryan said overseas visitors were increasing, which was backed by the International Visitors Survey.
 The survey, released by Tourism Research Australia in September, found domestic nights increased by 15 per cent from 1,485,000 last year to 1,702,000 this year.
 International visitor nights had

risen by 49 per cent from 286,000 to 260,000.
 Mr Ryan said there was still accommodation available for those looking to holiday in Port Douglas and last-minute deals could be found online.
 Hibiscus Resort and Spa director Shane Branch said occupancy at the boutique resort was sitting at 90 per cent next month, which was a strong start to the year.
 "We are holding over 2000 bookings already and Europe and North America are surging back into the market," he said.
 He said there had been more than 12 site inspections from wholesalers (who design packages for travel agents), which was also a strong sign of confidence in the market.
 "We have seen wholesalers in Port for five years," he said.
 "Domestic visitors are up, but it is the return of our international markets that is key."
 Peninsula Boutique Hotel owner



Continued on page 1

Der Tour see sights

SHANE NICHOLS

It is especially nice to attract strong German responses.
 They are likely to be some of the influential German travel agents who are in Port Douglas and surround us a familiarisation trip with the potential to give a boost to the tourism industry in this area.
 Tourism Port Douglas and Distree hosted the large group at a dinner on Tuesday night at the Regent Hotel.
 "We welcomed 40 German travel agents who have been touring Queensland for the past week as well as 150 from Tourism and Travel International Germany and Tourism Tropical North Queensland," said Shane Nichols, TPO's executive officer.
 "As one of our top key international markets, Germany is valued highly because these travellers are the largest staying visitors to Tropical North Queensland where they spend an average 12 nights enjoying nature based activities," he said.
 "The fact is the largest German mainstream market is still relatively low compared to other markets but it is still a significant market for us here in Queensland. We are fortunate to have this group visit the region and experience what we have to offer," he said.
 "A German travel group of this size has not come into us

Port Douglas and Distree see with the hole at the 10th hole tonight. The east regional contractors from the German side. "Great destination, very diverse, friendly people, a lot of nature, fantastic tropical view, great, interesting destination."



Travel agents from Germany's largest tour company visit the tourism expo.

Port bursting at the seams with tourists

Nick Dalton
nick.dalton@news.com.au

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 Peninsula Boutique Hotel owner

Sherry Hildstone said she also had strong forward bookings for 2014.
 "The accommodation bookings from Christmas Eve leading up to New Year is a lot stronger this year than previous years," she said. "Traditionally we would have had more bookings arriving from December 28 to 29, but it does appear this year that there is a lot more demand for the week before Christmas."
 "The bookings are remaining very strong to the middle of January, but there also seems to be an increase in demand for the end of January, which is reflective of the people coming away for the Australia Day weekend."
 She said February and March would also be better than this year, with an increase in international bookings. "Typically the international market takes over from the domestic as we move into the low season, and we are definitely seeing an increase in inquiries for this period," she said.

Port Douglas operators lap up tourism expo

SHANE NICHOLS

Port Douglas-based Exemplar Coach and Linenettes chief Gordon Wellham has been handling an enormous logistics challenge as his transport company prepares for one of its biggest operations - ferrying ATE delegates to and from Cairns airport.
 Exemplar, in collaboration with Down Under Tours, was the tender from Tourism Australia for the ATE contract, against Cairns competition.
 "We're very busy at the front end," Mr Wellham said, "that's already started with people coming in."
 "As a region, we, the collective, are putting a lot of effort into ensuring the greeting is welcoming and friendly and smooth."
 At the airport are volunteers as "airport ambassadors", and there are more volunteers from organisations such as TPDO and Palm Cove Tourism, and in-kind companies such as QuickShaver and Sky rail are helping too.
 Four Mile Roaders' Glen Thorpy will station five staff from Cairns to provide Tourism Australia's coffee service.
 "It will be a very, very busy event," Mr

Thorpy said. "It's been a month in the planning so far." He said it will be definitely the biggest thing Four Mile Roaders will do this year.
 "We won't be going there to promote our own brand but to help show what the region has to offer in terms of product. We will be flying the flag for Port Douglas and north Queensland to provide a quality product, and showcasing what the region has to offer."
 Mr Thorpy said that its existing facility in Port Douglas, which opened in September, had been increasingly busy, and that after the ATE event part of the company's installation will be brought up to Port Douglas to be installed as part of the company's new facility.
 From June the training facility will be used for coffee classes, training baristas and educating wholesale clients.
 Event specialist Ward Bennett Productions of Port Douglas are building the hipster coffee shop for Tourism Australia as well as the welcome centre outside the convention halls.
 "But more excitedly we are also the

contracted production manager for the welcome event on Monday, May 12," said business development manager Tazza Jenkins. "And we are also involved in the Farwell Functions, needless to say we are busy!"

Media Famils

TPDD hosted a large number of both domestic and international media in 2014. Please see table below for the breakdown of media:

Famil Title	Media (print, TV, online)	Market	Pax
Postcards	TV	Domestic	3
Tiger Tales	Print	Domestic	1
Today Show Weather Crosses	TV	Domestic	6
Channel 10 Documentary crew	TV	Domestic	4
Moonbooks USA Travel Guide	Print	USA	1
Linda Day	Print	Domestic	1
Fishing World / Fishing Australia	Print, Digital	Domestic	1
Gillian Sheilds Miss Rodeo Canada	PR online	Canada	2
AAP Journo - Jenny Hailstone	Digital	Domestic	1
Oh The People you meet - Michael Gouzy	TV	USA	3
Financial Review - Katarina Kros	Print	Domestic	1
Best Job Park Ranger	Online	Global	3
TPDD Summer Carnivale	Print, TV and Blog	Domestic	6
Mountain bike famil	print, blog	Global	1
Blogacademy Famil	bloggers	USA	5
US Travel Blogger	bloggers	USA	1
ABC documentary	TV	Domestic	3
TPDD Carnivale famil	print and online	Domestic & NZ	5
UK Journalist Marie Barbieri	print freelancer	UK	3
Daintree Famil	Brian Kelly Coast FM	NZ	1
NZ Herald	Kurt Bayer	NZ	1
A model adventure	TV	Domestic	4
Instagram famil #thisismyparadise	Digital	Domestic	5
Mountain bike famil	Digital, Print	Domestic, NZ	4
Far North Sports Fishing	Print & Digital	Domestic, US	4
GBR Marathon Famil	Print & digital	Domestic	4
IMM Global Media Famil	Print & digital	Global	8
Queensland Weekender	TV	Domestic	3
Migual US Videographer	Digital	Global	1
Harrods Magazine	Print	UK	1
Eleanore - France	bloggers	France	2
Instagram famil - Pre CIAF	Photographers	Sweden, Germany, Spain, USA, Japan, Brisbane	6
Total			95

Media Relations

Strategic PR's program of media relations identifies and promotes regional tourism news with designed input into TTNQ and TEQ e-newsletters, which reach international and domestic media. TPDD media releases disperse member's media worthy items and generate media enquiries and feedback.

Strategic PR also continually respond to telephone and email requests for assistance from both the international and domestic media. It is estimated that the TPDD region's operators, businesses and attractions have contributed approximately 10% of the publicity generated by the TNQ destination. ** This figure is based on total media exposure for the TNQ region of between \$20 and \$30 million. ** This figure is an average based on previous year's publicity exposure. It doesn't include publicity generated from TPDD media releases and publicity generated internally.

Electronic Media

Strategic PR negotiated coverage with Seven and WIN news broadcasting for key promotions including the launch of Port Douglas Carnivale. The distance from Cairns to Port Douglas/Mossman/Daintree and stretched resources within stations, makes it very difficult for news to visit region. By creating media opportunities, Strategic PR found support to still be very good with more than eight news broadcasts throughout the year (including Port Douglas Carnivale interviews featuring Doug Ryan) of which Strategic PR was present for and managed on the day.

Corporate Communications

TPDD corporate communications is publicity coverage generated from the organisation's activities, member initiatives and forums throughout the year. These included the results of TPDD's online promotions and corporate activities, issued as media releases which generated follow up interviews, stories and quotes on local press, TV and radio. Executive Officer Tara Bennett continues to have a monthly column in the Gazette within Tourism Talk (a TPDD initiative), as well as regular radio spots on Radio Port Douglas.

In 2013/2014 Financial year, Strategic PR produced and distributed 24 media releases. This is in addition to monthly strategic planning meetings to identify publicity opportunities and other elements of publicity management. Many of these media releases require a substantial amount of research and direct contact with operators.

Media Releases

Strategic PR compile and distribute media releases throughout the year.

Media releases include:

- 1) Early Birds Rewarded As Daintree's Cassowaries Come Out To Play
- 2) The "Ultra" Indulgence At Port Douglas With Luxury Escape Packages
- 3) Importance Of Tourism

- 4) Experience The Thrill Of The Rainforest
- 5) Port Douglas Markets Prove A Hit With Locals And Visitors Alike
- 6) Steve Moneghetti Headlines Festival Fun
- 7) Bubbles Arrives in Port Douglas
- 8) Tony Baker Appointed Chair As TPDD Welcomes New Faces
- 9) Port Douglas Marks Record Year As Traditional Markets Recover
- 10) Port Douglas Season Underway As Operators Report Strong Bookings
- 11) Spring Into Sport As The Port Douglas Region Prepares For Triple Action
- 12) Daintree Marketing Co-Operative Mark 30 Years Since Daintree Blockade
- 13) Port Douglas Looks To 2014 After Record Year
- 14) Doug Ryan Steps Down After Eight Years At The Helm
- 15) Port Douglas Incentives Prepares For Stellar Year With Website Launch
- 16) Experience Port Douglas As A Delegate And Win A Luxury Stay
- 17) Easter Season Kicks Off With Positive Trade
- 18) Port Douglas Open For Business As Cyclone Ita Passes
- 19) Tourism Port Douglas And Daintree Appoints New Executive Officer
- 20) Escape To The Daintree Rainforest This Easter
- 21) Take A Selfie And Win The Ultimate Travel Companion!
- 22) Local Restaurants To Shine At Port Douglas Carnivale
- 23) TPDD Farewells Tourism Identity Doug Ryan With Celebratory Night
- 24) Happy Couples Say Yes To Moet As Expensive Weddings Top Up Coffers!

Bloggging

As a professional journalist, Tanya Snelling also has the capacity to write blogs for TEQ, TTNQ and now TPDD since the new website was launched and as such has contributed a number of stories across the platforms. These include:

- Sailaway V - Romance on the Reef
- Argo 8x8
- Grub's Trike Tours
- Tropical Journeys - Opal Reef
- Thala Beach

Stories written and supplied to major national magazines:

- Vacation and Travel Magazine
- Business Review

Business Events activities through Port Douglas Incentives

Port Douglas Incentives key strategies

1. To position the Douglas region as the leading tropical destination for business tourism within the Pacific Rim.

2. To promote a wider understanding and appreciation of business tourism and more specifically the meetings, incentive, convention, exhibition and events industry sector as a major economic driver and contributor to the overall social well-being of the Douglas region.

3. To assist and support Business Events Cairns & Great Barrier Reef (BEC GBR) with the collection of data relevant to the business tourism industry as related to the Douglas region.

4. To work co-operatively together as a team to achieve the collective objectives, goals and aspirations of the group for the greater good of business tourism in the Douglas region and the TTNQ region as a whole.

5. To work co-operatively and collectively with established tourism bodies to achieve the goals and objectives of the group including BEC GBR, TEQ, TA, TPDD and other government and non-government bodies nationally and internationally

Activities for 2013/14

Major advertising campaigns

- Half page ad in BEC GBR Meeting Planners Guide 2013/14
- TPDD takes out a full page advertisement in the Welcome to Port Douglas Daintree magazine

Trade Shows

- Sell TNQ with PDI represented by Tara Bennett from TPDD and handed out USB and promotional tool. The event was held in Port Douglas with a set appointment schedule providing excellent training and the opportunity to distribute the group collateral. The overall program in Port Douglas received very positive feedback
- AIME attendance with shared booth and appointment schedule

Hosted destination educational/famils

- Fully hosted destination famils for 8 x PCO/DMC's plus media from the east coast in May

Newsletter

Branded, formatted, newsletters are sent out quarterly to the group's database of over 2200 industry contacts. This features member's product news and updates with images and direct contact information.

Website and Branding

Expenditure was approved for the development of a new website, to better reflect the capabilities and range of the region's business events suppliers (Image 9). The new site launched in January, prior to an online competition following AIME (Image 9, right). The online competition ran during March and resulted in an increase in visitation of 329% and generated 38 targeted entries, adding to the PDI database. Overall the site grew 19% to around 1,900 total visitors, with page views increasing 44% and average time on the site increased 14%. Visitors were predominantly from Queensland (+45%), New South Wales (-1%) and Victoria (-3%). A competition was conducted in conjunction with the website launch to increase visitation and provide more media coverage of the new website design.



Image 9 PDI website and competition examples

Media

- Business Tourism and activities of Port Douglas Incentives communicated to region via TPDD Radio Port Douglas segment & Mossman & Port Douglas Gazette Tourism Talk
- Media resulting from the May faml consisted of 3 pieces in the Business Events News EDM and micenet publication.
- Port Douglas Incentives provided a media release at AIME and TPDD sponsored a Trav Media release which was picked up by a number of publications.

Weddings market activities through Port Douglas Wedding Professionals



Image 10 PDWP website

Discover Paradise and a double page spread in Tropical North Queensland, This is my Paradise. The group has also liaised with the Douglas Shire Council to address issues directly relating to weddings.

Expenditure was approved for the purchase of a new website template and TPDD undertook significant work to refresh the look and feel of the site (Image X). The new site was launched at the beginning of June, which should show results in the next financial year.

Overall the site remained steady, with 0.33% growth, sending over 7,200 visitors to the site. Visitors predominantly came from Brisbane (+1%), Melbourne (-10%), Sydney (-31%), Adelaide (+20%) and Perth (+42%).

The Port Douglas Wedding Professional Facebook page increased by 1260% to 1,156 fans this year, through a focused effort to create content for the page. Highly desirable wedding images are used to promote the range of wedding locations to entice couples to book the region for a destination wedding (Image 11)



Image 11 PDWP Facebook advertising example

The destination wedding space is very competitive, with venues in Australia and internationally aggressively marketing their product. If we fail to work together to promote Port Douglas as Australia's greatest wedding destination, we cannot expect our success to continue into the future. The Port Douglas Wedding Professionals Group has been promoting the Douglas Shire as a premium location for destination weddings for 5 years now. The success in the wedding market is due in no small part to the dedication and support of the Tourism Port Douglas Daintree team.

Bec McLean from Port Douglas Catering and Events and Rob Cooke from Port Douglas Weddings are the co-chairs. Recognising the financial demands on small sole traders a new membership structure has been implemented to make it more affordable for members of any size. Destination weddings are now incorporated in the overall marketing strategy of the region, so the growing and lucrative industry is represented in a broad cross section of tourism promotions. The groups primary focus is to raise the profile of the Douglas region as a must do tropical location for destination weddings.

Wedding specific activities the group has undertaken for 2013/14 include a targeted digital marketing campaign through the PDWP Facebook page, a major feature in the Great Destination Wedding Magazine (print and on-line), a print advertising campaign in

Industry Development

To complement the destination marketing performed, TPDD undertakes activities to strengthen and support the tourism industry and our regions operators. These activities seek to maximise communication and engagement between Tourism Port Douglas Daintree (TPDD) and stakeholders to further strengthen the relationship, understanding and effectiveness of each organisation for the positive economic benefit of tourism in the Douglas Shire.

The tourism industry comprises a complex network of stakeholders and groups that have an interest in the development, management and marketing of tourism for a particular destination. The support, commitment and cooperation of these stakeholders to tourism in the Douglas region is essential for the long-term sustainability of the industry and success of Tourism Port Douglas Daintree in undertaking its activities. TPDD engagement activities include; meetings, media communication, digital communication, industry representation, and industry development opportunities.

Some examples of community engagement activities:

Membership

- Presentation to members on TPDD activities
- Held a Daintree Strategic group meeting at the Daintree Discovery Centre
- TEQ presentation on German travel market insights

Local

- TPDD was represented by Executive Officer Doug Ryan on the Douglas Shire Council transition committee meeting monthly to ensure a smooth transition and updating of key stakeholders
- TPDD represented the Douglas region on the TTNQ local tourism organisation panel where regions come together to discuss challenges the regions are facing and the industry
- Attended Chamber of Commerce meetings regarding Carnivale
- Met with Douglas Economic Development Group providing statistics and market intelligence

State

- Met with Virginia Berry from the State Development and Virginia Evans regarding service and training as well as training and grant opportunities for the region
- Destination Q forum with Douglas operators to identify industry challenges for statewide forum

In addition TPDD assist with the provision of skill building workshops, research presentations and industry updates for the Douglas community.

Key Industry development and training opportunities:

Presentation of JCU survey results to members and the community

Administering the cruise ship tourism ambassador program training volunteers, providing collateral and setting up to meet every cruise ship to Port Douglas.

First Young Australian Tourism Export Council networking event held in region

Business round table Disaster Recovery planning

Exhibited at the Douglas Chamber Expo to increase awareness of TPDD activities and ways in which we can assist the business community

Staff attendance at Social Media Tourism Symposium to upskill and provide training to operators in social media

Board member Cr Julia Leu represented TPDD at the Weipa conference organised by David Kempton focusing on the Queensland plan

Membership

Membership for 2013/14 saw stable membership numbers finishing with 141 members (140 at June 2013) see Appendix 2.

The main aspiration is for success of endeavour; it is not about accumulating large numbers of members. Volume numbers of low contributing members will be counterproductive as members will require servicing and servicing costs money. Emphasis will be given to meaningful members in terms of capacity to participate and contribute and the benefits that TPDD can provide.

The PDDTL Constitution also specifies that the Board may specify categories of membership and associated membership fees from time to time. In June 2014 TPDD began the implementation of a new membership structure which will be rolled out and completed in 2014/15, details follow.

Membership levels for 2013/14:

Level 1 No Cost if contributing to CRC or DSC Douglas Region Rates

- No AGM voting rights.
- Receipt of general communications, electronically transmitted, upon request.

Level 2 (Ordinary Membership) annual membership \$572 (incl. GST)

Benefits in addition to Level 1 include:

- AGM voting rights – 1 vote.
- Eligibility for Board and Marketing Group Representation.
- Opportunity to participate in Leisure Marketing activity.
- Opportunity to participate in Port Douglas Business TAG.
- Opportunity to participate in Port Douglas Wedding Professionals.
- Invitation to corporate functions, seminars and research briefings as required.
- List of TPDD Members with limited contact details, electronically transmitted.
- TPDD website listing with business description, images and website link.
- “Hot Deals” for industry specials.
- Free Supporter of Tourism level membership with TTNQ (worth \$460 per annum).

Level 3 (Corporate Membership) (5 or more products-max number at discretion of board) annual membership \$2860 (incl. GST)

- All Level 2 benefits.
- Website representation (all products listed).
- AGM voting rights – 5 votes only.

A new membership structure has been adopted from 1 July 2014. The new structure aims to provide current members greater flexibility and choice to align with their business needs, whilst being more inclusive for smaller operators and businesses. The structure also aims to grow membership numbers so that TPDD is

able to assist more tourism operators in growing their business and representation in the industry. The new membership structure also brings TPDD membership options in line with our regional bodies by offering a greater choice of benefit levels for the diverse range of business in the Douglas region.

Membership Levels

Silver Membership \$572

Membership benefits include:

Marketing

- Opportunity to participate in leisure marketing activities
- Opportunity to participate in niche marketing groups including Port Douglas Incentives and Port Douglas Wedding Professionals (subject to approval)
- Opportunity to participate in cooperative marketing campaigns

Media and communications

- Access to media opportunities including hosting familiarisations
- Receipt of communications such as newsletters and industry information, electronically transmitted

Digital Marketing

- TPDD website listing with business description, gallery, video and brochure displays, social media and website link.
- Access to "Hot Deals" for monthly listed specials
- Entry into all applicable categories

Industry and Trade Development

- Invitations to corporate seminars, training and functions
- Access to James Cook University tourism research briefings undertaken quarterly
- Access to TPDD survey results
- Access to market intelligence and business support through one on one contact with TPDD staff.

General

- AGM voting rights – 1 vote
- Eligibility for Supporter of Tourism membership with Tourism Tropical North Queensland.

Please note—All costs are inclusive of GST

Gold Membership \$770

Membership includes all Silver benefits, PLUS:

- Prioritised participation in subsidised leisure marketing activities
- Featured member on home page of website
- Access to TPDD Members List with limited contact details, electronically transmitted
- Eligibility for position on Board of Directors

Port Douglas Incentives

- Eligibility to join the Port Douglas Incentives group

Platinum Membership \$1540

Membership includes all Silver and Gold benefits for up to 4 products PLUS a position on the Platinum Members Panel and the Marketing Strategic Advisory panel

- AGM voting rights 4 votes

Supporter Membership \$375

Membership includes the monthly member updates and e-newsletter, eligibility to join the Port Douglas Wedding Professionals, invitations to attend corporate seminars and functions and access to research briefings as well as a listing on the Supporter website page.

To become a member and for more information go to visitportdouglasdaintree.com/members
E: info@visitportdouglasdaintree.com or call on 07 4099 4588

Appendices

Annual Audited Financial Report 2013-2014

Members List as at 30 June 2014

2 Fish Seafood Restaurant	Demi View Motel	Net Know How	Rattle N Hum Bar & Grill
99.5 Sea FM 103.5 HOT FM	Dougies Backpacker Resort	Ngarru Gallery Indigenous Fine Art	Reef Adventure Centre
Adlink Media	Dreamcatcher Apartments	Niramaya Villas and Spa	Reef Sprinter
Aquarius Sail & Snorkel	Enterprise Charters	Oaks Lagoons Port Douglas	Reflections of Port Douglas
At The Mango Tree	Events NQ	Ocean Safari	Regal Port Douglas
Australian Tourist Publications	Executive Accommodation Retreats	On the Inlet Seafood Restaurant	Rendevous Reef Resort
Avis Australia	Exemplar Coaches & Limousines	Outrageous Sport Fishing	Riverside Daintree
Bahama Port Douglas	Far North Sports Fishing	Oz About Oz	Salsa Bar & Grill
Balboa Holiday Apartments	Flames of the Forest	Paddletrek kayak Adventures	Saltwater Luxury Apartments
Bally Hooley Port Douglas	Floral Edge	Paddy's Irish Pub & Grill	Sanctuary TNQ
Bay Villas Resort	Freestyle Resort Port Douglas	Palmer Sea Reef	Sarah Woods - Civil Celebrant
Big 4 Port Douglas Glengarry Holiday Park	Gateway Media Group	Paradise Links Resort	Sassi Cantina
Blue Dive	GBR/ Quicksilver Helicopters	Parker Travel Collection	Shantara Resort & Spa Port Douglas
Brett's Kuranda Half Day Tour	Ginni Boutique	Peppers Beach Club	Sheraton Mirage Port Douglas
Bruce Belcher's Daintree River Cruises	Harrisons Restaurant	Pink Flamingo	Silky Oaks Resort
BTS Tours	Hartley's Crocodile Adventures	Pinnacle Tourism Marketing.	Skyrail Rainforest Cableway
Busy Bees Babysitting Services	Hibiscus Gardens Spa Resort	Port Douglas & Mossman Gazette	Solar Whisper Wildlife Cruises
Calypso Reef Charters	Hoglund Glassblowing Studio	Port Douglas Apartments	Sun Palm Transport Group Pty Ltd
Cape Tribulation Exotic Fruit Farm	Janbal Gallery	Port Douglas Catering & Events	Synergy
Cayman Villas	Jungle Surfing Canopy Tours	Port Douglas Chamber of Commerce	Thala Beach Lodge
Central Hotel	Kstar walking tours and Electric Bike Hire	Port Douglas Combined Club	The Boutique Collection
Central Plaza Port Douglas	Lady Douglas	Port Douglas Event Management	The Meridian at Port Douglas
Closehaven Marina	Latitude 16	Port Douglas Getaways	The Reef Marina
Club Tropical Resort	LJ Hooker Port Douglas	Port Douglas Motel	The Whitehouse
Coconut Grove Resort	Lotsa Printing	Port Douglas Outrigger	Tony's Tropical Tours
Coral Sea Villas	Low Isles Sailaway	Port Douglas Peninsula Boutique Hotel	Tortillas Cocina Mexicana
Court House Hotel Port Douglas	Mandalay Luxury Beachfront Apartments	Port Douglas Sands Resort	Tropical Nites Holiday Townhouses
Crocodile Express	Managing Australian Destinations	Port Douglas Local Tourism Network	Tropical Treks
Crystalbrook Lodge	Marino Moller Lawyers	Port Douglas Weddings	tshint
Daintree Discovery Centre	Martinique on Macrossan	Port Douglas Yacht Club	Ultra Port Douglas
Daintree Discovery Tours	Masons Tours Cape Tribulation	Port Village Shopping Centre	Ulysses Getaways
Daintree Eco lodge & Spa	Mediterranean Port Douglas	Poseidon Outer Reef Cruises	Verandahs Boutique Hotel
Daintree Marketing Co-operative	Mermaids Wave Wedding Hair and makeup	Pullman Port Douglas Sea Temple Resort and Spa	Villa San Michele
Daintree River & Reef Cruise Centre	Mind & Motion	QT Port Douglas	Wavelength Marine Charters
Daintree River Fishing & Photography Tours	Monsoon Port Douglas	Quicksilver Connections	Wicked Willie's Jewellery
Daintree Safaris	Moonlight Cinema	Radio Port Douglas 107.1 FM	Wildlife Habitat
Daintree Tours	Mossman Gorge Centre	Rainforest Estate	Windswell Kite Surfing
Daintree Wonder Tours	Natasha Kolloosche - Civil Celebrant	Ramada Resorts Port Douglas	Zinc

Marketing Activity Calendar 2013/14

Marketing Activity Calendar 2014/15