

# Tourism Port Douglas Daintree

Quarterly Report to Douglas Shire Council

July - September 2014



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## Introduction

Tourism Port Douglas Daintree (TPDD) is pleased to report to Douglas Shire Council on the activities we have undertaken from July to September 2014.

The region continues to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena. We are confident the organisation is achieving its stated goals while keeping our administration costs below 26% of income.

We have implemented our 2014/15 marketing strategy and believe our presence in all our key Western markets are rebounding significantly and we will continue to source new markets, for the benefit the tourism economy in this region. 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.

We continue to work closely with Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ) in maximising the exposure for the Douglas region to all markets, providing support and product to enhance the destination.

In accordance with the Resource and Performance agreement with Council please find following a summary of activities undertaken by TPDD from July to September 2014. Also included in the report is a financial statement as at 30<sup>th</sup> September 2014.

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

Following is an outline of our organisation's activities for the July to September quarter. We appreciate the support and the opportunity to work closely with the Douglas Shire Council in maximising the tourism industry in the region.

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

Primary partnerships and linkages for TPDD operations have been with:

- Douglas Shire Council
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-op (DMC) and other local, state and national tourism organizations
- Tourism Training Institutions & programs including James Cook University (JCU), Australian Tourism Export Council (ATEC) and QTIC
- Members and industry participants
- Douglas Chamber of Commerce

### Board of Directors

Tony Baker - Chairman Appointed Director

Sheena Walshaw - Vice Chairman Cape Tribulation zone

Rhys Bawden – Port Douglas zone Director

Greg Erwin – Mossman Daintree Village zone

Brian Hennessy – TTNQ Director

Nathan Hunt – Appointed Director

Natalie Johnson – General Director

Cr Julia Leu – DSC Director

Bec McLean – Appointed Director

## Overview of Market Conditions July – September 2014

July trading in the Douglas region was mixed across different sectors. While accommodation performed very well, tours and attractions were not as strong. Dispersal around the region has improved with many Daintree operators, both south and north of the river, experiencing strong international visitation. The school holiday period was slightly up on last year while July overall was up to 5% improved on 2013. In August 60% of operators reported stringer trading than the previous year. When 2013 was also a strong year we are showing pleasingly consistent growth since 2012. September was not so positive with mixed reporting across different sectors. The overall performance was similar to last year with some accommodation down on 2013 figures. This can be attributed to aggressive sales in competing destinations including Cairns. The conference sector continues to perform well above the past 4 years and the state audited QBES survey results will be available in the coming quarter. .

### James Cook University Visitor Survey for July to September

The data presented in this report summarise the results for the **July to September Quarter 2014**. Overall, a total of **215 surveys** were collected for this quarter. The sample consisted of 59.9% females and 40.13% males. A majority of respondents were on a leisure holiday (90.5%; 78.8% in the July 2013 Qrt). Other visit categories were attending a wedding (1.4%; 5.8% in the July 2013 Qrt), attending conferences or incentives (1%; 1.9% in the July 2013 Qrt), on honeymoon (0.5%; 3.8% in the July 2013 Qrt) and visiting friends/relatives.

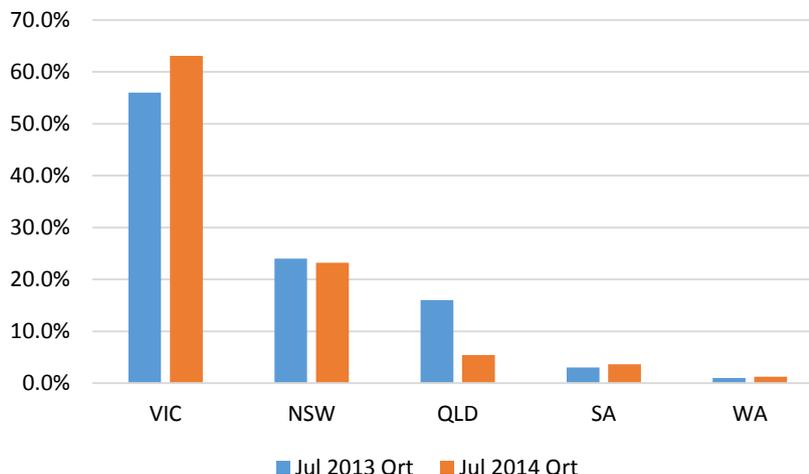


Figure 1: Origin of domestic respondents (%)

21.1% were international visitors. They originated mainly from Europe (48.7%) including the UK (24.4%), Switzerland (6.7%), Sweden (4.4%) and other European countries (37.6%) including Czech Republic, Denmark, Germany, The Netherland, Norway and Poland (2.2% respectively). Two-fifths were from the New Zealand. More Asian visitors (6.6%), including those from Hong Kong, Japan and China, were interviewed comparing with their America counterparts (4.4%).

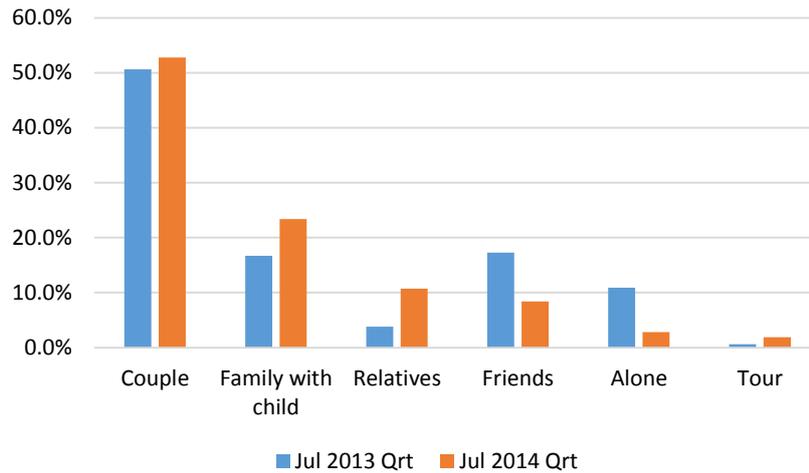


Figure 2: Travel party of respondents (%)

Figure 2 shows the information sources used for planning this trip to the Port Douglas and Daintree region. Over two-fifths of respondents (45.1%; compared with 32% in the July 2013 Qrt) gained information based on their experience during previous visitations.

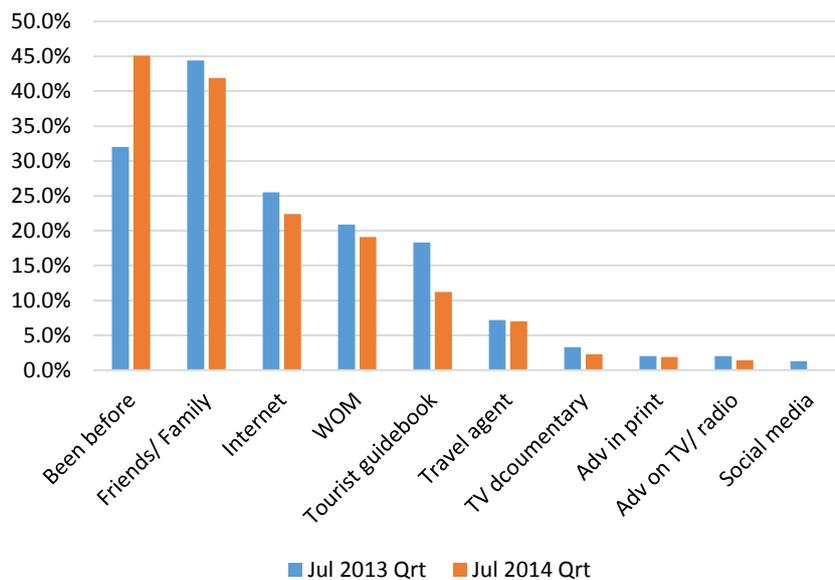


Figure 3: Information sources (%) \* Note: Respondents could respond to as many categories as they wished

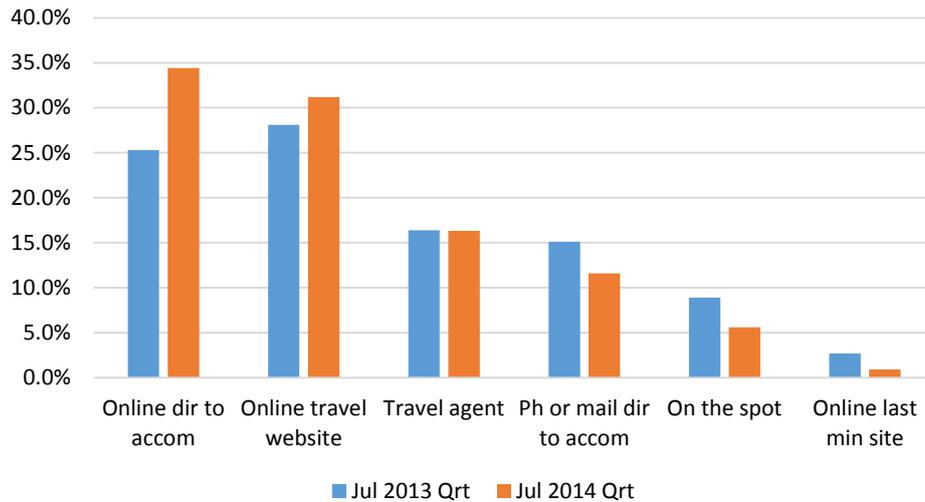


Figure 4: Booking methods utilised by respondents (%)

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

Overall, the top five motives for Qrt1 in 2014 were:

- Climate (m=4.72);
- Rest and relax (m=4.7);
- Beaches (m=4.56);
- Experience the natural environment (m=3.89);
- Spend time with family (m=3.69).

Table 1: Motivations for travelling to the region

| Motivation                     | Overall | Int' | Dom' |
|--------------------------------|---------|------|------|
| Climate                        | 4.72    | 4.57 | 4.76 |
| Rest & relax                   | 4.7     | 4.75 | 4.69 |
| Beaches                        | 4.56    | 4.56 | 4.55 |
| Experience natural environment | 3.89    | 4.05 | 3.84 |
| Spend time with family         | 3.69    | 3.49 | 3.75 |
| Visit the GBR                  | 3.64    | 4    | 3.04 |
| Restaurants and dining         | 3.57    | 3.07 | 3.73 |
| Visit the Daintree             | 3.52    | 3.8  | 3.43 |
| Experience Australian wildlife | 3.06    | 3.64 | 2.89 |
| Try local food                 | 2.98    | 2.71 | 3.05 |
| Cheap accommodation            | 2.83    | 2.88 | 2.82 |
| Cheap airfares                 | 2.72    | 2.83 | 2.7  |
| Socialising & meet new people  | 2.66    | 2.68 | 2.65 |
| Adventure activities           | 2.64    | 3    | 2.53 |
| Snorkelling and diving         | 2.63    | 3.87 | 2.31 |
| Experience Aboriginal culture  | 2.54    | 2.64 | 2.51 |
| Nightlife & entertainment      | 2.36    | 2.29 | 2.39 |
| Eco-accredited products        | 2.32    | 2.43 | 2.28 |
| Carbon offsetting programs     | 2.15    | 2.33 | 2.08 |
| Shopping                       | 2.09    | 2.24 | 2.07 |
| Visit friends & relatives      | 2.06    | 1.95 | 2.1  |
| Fishing                        | 1.48    | 1.69 | 1.45 |
| Attending weddings             | 0.93    | 0.93 | 0.93 |
| Attending business conferences | 0.87    | 0.87 | 0.88 |

The mean scores were ranked according to the overall average.

## Domestic trade sales trends

Sunlover Domestic figures as at the end of the 2nd Quarter (Apr-Sept)

|               |                                    |
|---------------|------------------------------------|
| Cairns        | 17%                                |
| Trinity Beach | 7%                                 |
| Palm Cove     | 1% (base is far smaller than Port) |
| Port Douglas  | 14%                                |
| Noosa         | 2%                                 |
| Gold Coast    | 8%                                 |

Hello World

|              |     |
|--------------|-----|
| Cairns       | 13% |
| Palm Cove    | 3%  |
| Port Douglas | 4%  |
| TNQ Overall  | 7%  |
| Gold Coast   | 7%  |
| QLD Islands  | 4%  |

Based on sales figures from April – Sept, the first two quarters of the trade industry contract year.

## July to September Marketing Activities:

### Campaign Highlights

#### Jetstar double page spread

In conjunction with Jetstar a regional double page spread (dps) featured nine product from the Douglas region as part of a buy in campaign. The advertisers were a mix of accommodation and touring with strong participation from Daintree operators which lead to the use of Cape Tribulation imagery. The advertisement followed a six page editorial on shopping in Port Douglas. This presented great value to members who were able to advertise for less than if they took out space individually while the region benefitted with a destination focus at minimal cost to TPDD.

#### BEC GBR Showcase and sales calls

TPDD represented Port Douglas Incentives at the Business Events Cairns and Great Barrier Reef (the convention side of TTNQ) Regional Showcase which travelled to Brisbane, Sydney and Melbourne in July. The show comprised roaming networking and updating opportunities to professional conference organisers, incentive houses as well as corporate representatives. The trip also provided the opportunity to meet with TEQ, QTIC, TA, Bob Wood who organise cruise ship shore excursions and Abercrombie and Kent sales team in Melbourne.

| Market           | Activity   |
|------------------|--|
| Domestic         | <p>Co-ordinated the artwork for a DPS advertisement for Aug Jetstar magazine</p> <p>Blogger famil itinerary and communications</p> <p>Secured back page of Infinity brochure for 15/16</p> <p>Worked on domestic representation tender</p> <p>761 retail sales calls to agents in VIC, Sydney, South Australia and Sth East QLD.</p>   |
| International    | <p>Continued to push the Restaurant Australia campaign to local product</p> <p>Hosted TEQ managers from India, Malaysia and Singapore</p> <p>Sales call to Abercrombie and Kent team, 7 staff updated</p> <p>Planning for Inbound Up North Port Douglas touring day</p> <p>Hosted French journalist; secured family article in addition to commissioned work</p> <p>Hosted two UK media for luxury market</p> <p>Compiled and distributed industry EDM</p>   |
| Consumer         | <p>Greet six cruise liners</p> <p>Sales call to Bob Woods (cruise shore excursions) in Gold Coast</p> <p>Distributed 2 Consumer EDMs to 36,980 contacts; averaged 1% CTR 17% open rate</p> <p>Proofed Princess Cruises port information for Bob Woods</p> <p>Facebook campaign consumer and weddings to boost posts and Likes</p>  |
| Business Tourism | <p>Designed new pull up banner</p> <p>Finalised presentation and collateral (USB) for Showcase</p> <p>Attended the BEC GBR Showcase in Brisbane, Sydney and Melbourne.</p> <p>Distributed PDI EDM Newsletter to 1765 contacts</p> <p>Rename of TAG group to Business Events Port Douglas confirmed</p> <p>Meetings NZ advertisement published and website promotion live</p> <p>Website competition winner in region (competition held in March)</p> <p>Followup for BEC Showcase to 205 contacts and added to database.</p> <p>1/3 page ad in NZ Meeting Newz magazine, with web based call to action.</p> <p>Developed itinerary for the winner of the PDI website competition (run in March).</p> |
| Weddings         | <p>Facebook campaign to highlight destination weddings to key markets</p>  |
| Events           | <p>TPDD attended Gold Coast Marathon Expo to promote region; visited the Run to Melbourne expo</p> <p>Met GBRM for marketing agreement and planning for 2015.</p>  |

# Marketing Activity Examples



## Port Douglas & Daintree the Perfect Family Destination These School Holidays

Escape with the family to Port Douglas & the Daintree for a relaxed tropical holiday of stunning natural beauty and experiences to create a memorable trip for all.



Experience two World Heritage listed jewels side by side; the Great Barrier Reef and the rainforest of the Daintree and Cape Tribulation. This is just the beginning, there is so much more to fall a family vacation; visit a wildlife park, ride a bike along Four Mile Beach, swim and explore the crystal creeks of Mossman Gorge or take a journey on the Ballybooley steam train every Sunday around the village - this is but a snapshot of the highlights a family can enjoy in nature's playground.



Image 1 August EDM to Infinity agents (Parker Travel Collection)



Image 6 Consumer Winter edm



Image 5 Flight centre famil September

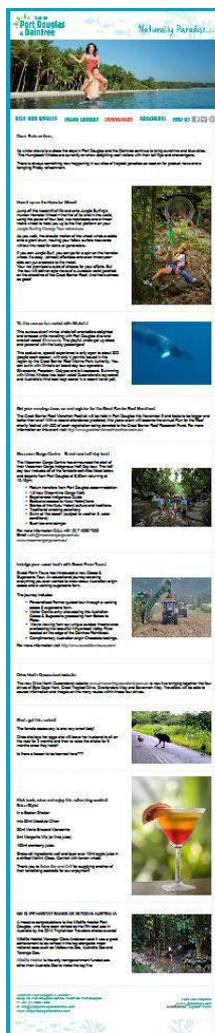


Image 4 Industry edm



Image 3 Consumer Spring edm



Image 2 Jetstar dps

## Stakeholder Engagement

| Method                     | Stakeholder/Activity  |
|----------------------------|---|
| Media Communication        | <p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk in the Gazette</p> <p>Member/ Compiled and distributed monthly member newsletter</p>   |
| Meetings                   | <p>DSC Kerrie Hawkes/ finalise funding agreement</p> <p>DSC to finalise Reel Scout implementation</p> <p>Presented Business plan &amp; marketing strategy to DCC</p> <p>Andrea Sherman/ Research opportunities for TPDD</p> <p>Attended the NERP research presentation for GBR and Wet Tropics projects</p>   |
| Members and local industry | <p>Meeting to discuss membership options with TAG with SMPD, Lady Douglas, Crystalbrook Collection, M.A.D, Saltwater Apartments, Wildlife Habitat, Peninsula Boutique Hotel</p> <p>Visited Daintree members Mason's Tours, Jungle Surfing and non-members Daintree Riverviews and Argo Tours, Thornton Beach Bungalows, Heritage Lodge, Daintree Wilderness Lodge, The Beach House, PK's and Cape Trib Horse Rides on an overnight famil.</p> <p>Visited Mossman members Sweet Farms Tours and non-members Daintree Station and Mossman Motel and Apartments.</p> <p>Attended Daintree Marketing Co-operative meeting at Daintree Village</p> |
| Tourism Organisations      | <p>TTNQ Brian Hennessy/ met to align marketing activities; marketing team meeting</p> <p>TTNQ Barbara Thomas, Andrea Fogarty/ TPDD agreement</p> <p>Completed TNQ tourism awards submission</p> <p>QTIC Kim Harrington, Daniel Gwschwind/ opportunities for region and industry</p> <p>TEQ Brisbane 5 pax/ regional update</p> <p>TA Glen Davis/ regional update and industry opportunities</p> <p>TTNQ/ Attended Cairns member function</p> <p>TTNQ/GBR Marathon Organised meeting with Rosie Douglas TTNQ to discuss support.</p>   |
| Industry Development       | <p>Members and community/ Co-ordinated 2 x Instagram workshop Port Douglas (34pax) and Daintree village (12pax)</p> <p>Hosted first Douglas Fusion networking event (50pax)</p> <p>Community/ Attended Dive into Digital, provided information on working with TPDD</p> <p>Members and community/A TEC Grassroots Roadshow</p>  |

## Membership

During the July to September quarter, substantial changes to the membership structure were implemented. The introduction of a tiered structure aims to make membership more equitable and relevant for different sized operators as well as raising more revenue. The new structure has been well received by the TPDD membership, exceeding our forecasted take up of higher levels.

The following operators signed up as new Silver level members;

Daintree Wonder Tours, Riverside Daintree, Best Western Lazy Lizard Motor Inn and Sweet Farm

Closehaven Marina increased membership to the Platinum level adding Crystal Brook Lodge, Monsoon and Bahama private charter boats tours.

One member discontinued while they restructure their organisation

The period started with 145 members from 135 memberships (4 platinum memberships account for 14 products) and finished with 150 member products from 140 memberships (5 Platinum), an increase of 3%.

| Membership Level      | Target for end of FY June 2015 | As at 30 June 2014      | As at 30 Sept 2014 |
|-----------------------|--------------------------------|-------------------------|--------------------|
| Ordinary              | 0                              | 134 Ordinary            | 35                 |
| Supporter             | 8                              |                         | 2                  |
| Silver                | 118                            |                         | 81                 |
| Gold                  | 15                             |                         | 17                 |
| Platinum              | 4                              |                         | 5                  |
|                       |                                | 1 Corporate (5 product) |                    |
| <b>Total</b>          | <b>145</b>                     | <b>135</b>              | <b>140</b>         |
| <b>Total Products</b> | <b>155</b>                     | <b>139</b>              | <b>150</b>         |

## Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 30 September
- Profit and Loss for July – September 2014
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.

## Statement of Financial Position

### Balance Sheet

As at 30 September 2014

#### 1-0000 Assets

|                                       |              |
|---------------------------------------|--------------|
| 1-1100 Cheque Account 4934-88154      | \$28,956.28  |
| 1-1130 Petty Cash                     | \$100.00     |
| 1-1150 Business Premium Saver A/c     | \$262,578.42 |
| 1-2000 Trade Debtors                  | \$10,101.40  |
| 1-3000 Prepayment                     | \$341.39     |
| 1-4000 Capital expenditure            | \$4,008.27   |
| 1-5000 Accumulated depreciation – com | \$3,099.92   |
| Total Assets                          | \$302,303.06 |

#### 2-0000 Liabilities

|                                   |              |
|-----------------------------------|--------------|
| 2-1000 ANZ Visa                   | \$124.23     |
| 2-2000 Trade Creditors            | \$8,783.50   |
| 2-2200 Provision for annual leave | \$3,000.77   |
| 2-3000 GST Liabilities            |              |
| 2-3010 GST Collected              | \$28,865.20  |
| 2-3030 GST Paid                   | -\$2,154.53  |
| Total GST Liabilities             | \$26,710.67  |
| 2-5000 Payroll Liabilities        | \$17,239.36  |
| 2-6000 Membership fees in advance | \$295.45     |
| Total Liabilities                 | \$55,563.08  |
| Net Assets                        | \$246,739.98 |

#### 3-0000 Equity

|                          |              |
|--------------------------|--------------|
| 3-8000 Retained Earnings | \$72,571.37  |
| 3-9000 Current Earnings  | \$174,168.61 |
| Total Equity             | \$246,739.98 |

## Cash Flow July – September 2014

|   | <u>July</u>      | August        | September      |
|---|------------------|---------------|----------------|
| Opening Balance                             | 72,570           | 58,447        | 48,239         |
| Net Profit From Trading                     | 246,056          | - 26,127      | - 49,369       |
| Non Cash Expenses                           | -                | -             | -              |
| <b>Cash Available</b>                       | <b>318,626</b>   | <b>32,321</b> | <b>- 1,130</b> |
| <b>Cash Movement (+ Cash in - Cash Out)</b> |                  |               |                |
| Petty Cash                                  | -                | -             | -              |
| Business Premium Account                    | - 203            | - 122         | - 180,123      |
| Prepayments                                 | -                | -             | -              |
| Trade Debtors                               | - 227,918        | 16,729        | 249,267        |
| Capital Expenditure                         | -                | -             | -              |
| Trade Creditors                             | - 1,747          | 3,452         | - 6,937        |
| GST Collected                               | 23,877           | - 3,293       | 98             |
| GST Paid                                    | - 1,745          | 10,762        | - 2,841        |
| Membership Fees Paid in Advance             | - 51,047         | -             | -              |
| Payroll Liabilities                         | - 1,395          | - 11,609      | 6,385          |
| <b>Total Outgoings</b>                      | <b>- 260,179</b> | <b>15,918</b> | <b>65,849</b>  |
| <b>Closing Balance</b>                      | <b>58,447</b>    | <b>48,239</b> | <b>64,719</b>  |

## KPI Breakdown

| Achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets;   |   |  |
|--|---|--|
| Key Performance Indicator  | Required Outcome  | Quarterly Update YTD   |
| Engage with both domestic and international trade with the assistance of partners to achieve increased sales through traditional distribution channels | <ul style="list-style-type: none"> <li>Quarterly industry newsletter</li> </ul>   | Compiled and sent in August  |
|  | <ul style="list-style-type: none"> <li>Develop a trade portal on the TPDD website</li> </ul>  | Developing with Narnoo, release planned for October  |
|  | <ul style="list-style-type: none"> <li>Answer incoming enquiries from trade</li> </ul>  | Ongoing  |
|  | <ul style="list-style-type: none"> <li>Provide information packs and access to images to increase regional content for media and trade</li> </ul> | Developing trade image library. Image provided on request.   |
| Engage with both domestic and international media with the assistance of partners to achieve increased media exposure                                  | <ul style="list-style-type: none"> <li>Conduct 2 media full hosted media famils annually</li> </ul>   | Planning for fully hosted media famil in October.  |
|  | <ul style="list-style-type: none"> <li>Achieve 5 destination focused editorials annually</li> </ul>   | 1 x 5 page Jetstar Magazine retail piece   |
|  | <ul style="list-style-type: none"> <li>Produce and distribute 10 media releases annually</li> </ul>   | 5 produced and distributed   |
| Support cruise ship visits   | <ul style="list-style-type: none"> <li>TPDD to actively meet all cruise ship arrivals</li> </ul>  | 6 cruise liners greeted  |
| Increase website visitation through unique visits  | <ul style="list-style-type: none"> <li>5% Growth in Unique visitors</li> </ul>  | <ul style="list-style-type: none"> <li>Unique visitors dropped 13% to 42,962 from 49,474</li> <li>Domestic visitors dropped 20% to 38,401, primarily based in Melbourne (-28%), Brisbane (-5%) and Sydney (-29%).</li> <li>Top international visitors were from UK (-6%), US (-25%), New Zealand (-13%) and Canada (-29%)</li> <li>Most visited pages include: Home; Cape Tribulation; Shopping; Port Douglas; Diving and Snorkelling.</li> <li>Referring traffic from social networks increased 7% and included Facebook (+25%), TripAdvisor (-4%) and Pinterest (+150%)</li> </ul> |
| Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram   | <ul style="list-style-type: none"> <li>5 % Growth in followers and engagement</li> </ul>  | <p><b>Facebook:</b> Gained 1,293 likes to the page for the quarter to 7235, an increase of 21%; 38 posts conducted over the quarter reached over 120,200 people</p> <p><b>Twitter:</b> 4055 followers, up 23% on 2013; created 67 tweets</p>   |

|  |  | <p><b>Pinterest:</b> Followers up 62% to 171 from last year; images created 4,100 impression</p> <p><b>Instagram:</b> New platform with 992 followers; 49 posts created this quarter.</p>  |
|--|--|--|
| Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;  |  |  |
| Key Performance Indicator  | Required Outcome   | Quarterly Update YTD   |
| Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield | <ul style="list-style-type: none"> <li>Marketing plan</li> </ul>   | Not applicable   |
| Undertake Douglas region research to identify source markets, preferences and travel trends.   |  | JCU quarterly barometer completed and Survey Monkey to regional operators used.  |
| Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region  |  | Contacted operators for Restaurant Australia opportunity x 3.<br>Contacted operators for Japan trade opportunity 14/7  |
| Support and administer the Port Douglas Incentives and Port Douglas Wedding Professionals Advisory Groups  | <ul style="list-style-type: none"> <li>Foster development of group marketing activities</li> </ul>   | Administered the PDWP and PDI groups co-ordinating meetings, accounts and marketing activities.  |
|  | <ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.portdouglasincentives.com.au">www.portdouglasincentives.com.au</a> by 5%</li> </ul> | <ul style="list-style-type: none"> <li>Unique visitors up 68% to 568 from 338, viewing 82% more pages.</li> </ul>  |
|  | <ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.weddingsportdouglas.com.au">www.weddingsportdouglas.com.au</a> by 5%</li> </ul>     | <ul style="list-style-type: none"> <li>The site's statistics were significantly affected by a Google Analytics issue during this quarter, which have resulted in missing data for approximately 3 weeks.</li> <li>Unique visitors decreased 17% to 1,136 from 1,373</li> </ul> |

Encourage and facilitate longer term and strategic tourism development planning for the region;

| <b>Key Performance Indicator</b>   | <b>Required Outcome</b>  | <b>Quarterly Update YTD</b>   |
|--|--|---|
| Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism development planning for the Douglas region.     | <ul style="list-style-type: none"> <li>Respond to enquiries within one week</li> </ul>   | Ongoing.<br>Met with Gary Hunt regarding remote accommodation case studies 23/9<br>Cruise ship media enquiry from DCC responded to and reported in Cairns Post 25/8.            |
| Promote key tourism development initiatives for the Douglas region   |  |   |
| <b>Key Performance Indicator</b>   | <b>Required Outcome</b>  | <b>Quarterly Update YTD</b>   |
| Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.                       | <ul style="list-style-type: none"> <li>TPDD to attend all RTO meetings and STO meetings held in region</li> </ul>              | 5/5 TTNQ meetings attended<br>1/1 TEQ meeting   |
| Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region. |  | Discussed marketing opportunities at DMC meeting 15/7<br>Attended Daintree Matters meeting.<br>Staff Daintree famil to discuss issues with operators 29/7                       |
| In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.                                      |  | Attended LTO meetings including Drive Strategy discussions. Committed TPDD fund to support contestable funding application by TTNQ.   |
| Support DSC regional development projects through consultation and the provision of tourism information.                               | <ul style="list-style-type: none"> <li>Meet as required</li> </ul>   | Assisted with images and content for the Reel Scout database,   |
| Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.  | <ul style="list-style-type: none"> <li>Work with key events to promote the region and attract increased visitation.</li> </ul> | Met Croc Trophy organisers for marketing agreement for 2015.<br>Met GBRM organisers for marketing agreement and planning for 2015<br>Met with Carnivale manager to discuss 2015 |

|   |  |  |
|---|--|--|
|   | <ul style="list-style-type: none"> <li>Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region.</li> </ul> | <p>Attended Ironman Cairns meeting with DSC.<br/>Formalised 3 year agreement with Croc Trophy organisers inline with the DSC agreement.</p>  |
| Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;                       |  |  |
| <b>Key Performance Indicator</b>  | <b>Required Outcome</b>  | <b>Quarterly Update YTD</b>  |
| Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism planning for the Douglas region.          | <ul style="list-style-type: none"> <li>Meet as required</li> </ul>   |  |
| Foster a positive relationship with the Chamber of Commerce.  | <ul style="list-style-type: none"> <li>Quarterly meeting with the Chamber executive</li> </ul>   | Met 19/8 and attended networking breakfast   |
|   | <ul style="list-style-type: none"> <li>Present Business Plan and Marketing Plan to Chamber board – July</li> </ul>   | Presented Business plan & marketing strategy to DCC 19/8   |
| Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry                     | <ul style="list-style-type: none"> <li>Meet with QTIC to discuss training needs and opportunities for the Douglas region</li> </ul>  | QTIC Kim Harrington / new customer service online training platform possible for region and industry   |
|   | <ul style="list-style-type: none"> <li>Work with the Chamber to communicate training opportunities to TPDD members</li> </ul>  | Joint invitations to Instagram workshop and Dive into Digital made available to community.   |
| Manage the key issues and opportunities facing the tourism industry in the region;  |  |  |
| <b>Key Performance Indicator</b>  | <b>Required Outcome</b>  | <b>Quarterly Update YTD</b>  |
| Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry. |  | Visited Daintree members Mason’s Tours, Jungle Surfing and non members Daintree Riverviews and Argo tours, Thornton Beach Bungalows, Heritage Lodge, Daintree Wilderness Lodge, The Beach House, PK’s and Cape Trib Horse Rides on an overnight famil program. |
| Representation at state and federal government meetings affecting the tourism industry.   |  | QTIC Kim Harrington & Daniel Gwschwind/ opportunities for region and industry  |
| Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.                         |  | TA Glen Davis/ regional update and industry opportunities  |

Present a single, co-ordinated voice to all levels of government and relevant members of the tourism industry in relation to tourism in the Douglas region.

| Key Performance Indicator  | Required Outcome  | Quarterly Update YTD  |
|--|---|---|
| Membership - Increase in member mix and representation with introduction of new membership structure                             | <ul style="list-style-type: none"> <li>Implement a revised membership structure capable of increasing membership and revenue to support year on year growth.</li> </ul> | Membership up 5 to 150 products from 140 memberships (5 Platinum) at July 1.  |
| Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ. | <ul style="list-style-type: none"> <li>TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD</li> </ul>   | EO has been quoted representing the industry in the media and to tourism organisations. Representation at TTNQ Local Tourism Organisation meetings including TEQ to address regional issues in the industry 16/7. |