

### 5.3 TOURISM PORT DOUGLAS DAINTREE - ANNUAL REPORT 2015/2016

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**GENERAL MANAGER:** Darryl Crees, Acting Chief Executive Officer  
**DEPARTMENT:** CEO Unit

#### RECOMMENDATION

**That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2015-2016 financial year, provided in accordance with TPDD's Resource and Performance Agreement.**

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#### EXECUTIVE SUMMARY

TPDD's Annual Report for 2015-2016 has been provided to Council following the 2016 TPDD Annual General Meeting (AGM) held on Tuesday 11 October 2016.

#### BACKGROUND

Following de-amalgamation, Douglas Shire Council entered into a three (3) year Agreement with TPDD in July 2014. The Agreement includes a requirement for TPDD to provide Council with a copy of its annual report once adopted by its Board.

#### COMMENT

In most cases, TPDD have met and exceeded the identified outcomes and rectified areas that had decreased in the 2014 / 2015 Annual Report.

There has been an increase in visitation to the website [www.visitportdouglasdaintree.com.au](http://www.visitportdouglasdaintree.com.au) as a result of structural changes to the site. This has improved load time and user experience.

Interestingly, while the visitation to the above site has increased there has been a decline to [www.portdouglasincentives.com.au](http://www.portdouglasincentives.com.au) and the [www.weddingsportdouglas.com.au](http://www.weddingsportdouglas.com.au) websites. However, while there has been a decline, each visitor is engaged and spends more time on the site. A review will be undertaken to identify why users are not going to the site as frequently.

The focus on social media has increased steadily over the past 12 months. The change in the way people search for information and communicate using social media could explain the decrease in the website activity.

TPDD continued to support a number of events in the Shire and promoted Douglas events to Tourism & Events Queensland.

TPDD have also strengthened the relationship with Tropical Tourism North Queensland (TTNQ) and the Cairns Airport to secure some very positive partnership opportunities, including;

- Filming of Real Housewives of Auckland
- Weekend Sunrise weather cross in May 2016, and
- Discover Paradise

## PROPOSAL

That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2015-2016 financial year.

## FINANCIAL/RESOURCE IMPLICATIONS

Council allocates sufficient funds in its budget to fund TPDD as per the Resource and Performance Agreement and the annual report provided by TPDD demonstrates key performance indicators are being met.

## RISK MANAGEMENT IMPLICATIONS

Clear terms, condition and reporting requirements will mitigate the inappropriate use of public funds.

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

### Corporate Plan 2014-2019 Initiatives:

#### Theme 1 - Celebrating Our Communities

*1.2.4 - Network, advocate and partner with stakeholders to achieve positive outcomes.*

#### Theme 2 - Building a Sustainable Economic Base

*2.2.5 - Expand tourism and agricultural business opportunities and benefits through collaborative planning and promotion.*

## COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

<b>Advocate</b>	Supporting communities and groups by advocating for certain actions from other organisations (usually other levels of government)
<b>Part-Funder</b>	Sharing the cost of a program or activity with other organisations.

## ATTACHMENTS

Attachment 1 - Tourism Port Douglas Daintree – Annual Report 2015-2016



# Tourism Port Douglas Daintree

## Annual Report

2015/2016

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## Chairman's Report

**A** year ago I was honoured to be asked by my peers on the Board of Tourism Port Douglas Daintree to take on the role of Chair, following the inspiring leadership of Tony Baker. I am proud to have worked with such a passionate, professional and committed group of Directors and I thank them for their time and considered input over the last year.

I also wish to acknowledge Douglas Shire Council for their renewed ongoing commitment to tourism in the region with a 5% increase bringing annual funding to over \$450,000 and I personally thank Mayor Julia Leu who continues to be an active and esteemed Board member.

Not only do we have a cohesive, committed Board, a supportive and engaged Council and a productive relationship with Tourism Tropical North Queensland and Tourism & Events Queensland but I'm also fortunate to have come to the Chair at a time of great positivity, investment and growth in the region.

The latest National and International Visitor Statistics from Tourism Australia for Port Douglas Daintree to the end of the financial year report a rise of 11.8% in domestic visitors which coupled with an extended average length of stay resulted in a 28% rise in domestic visitor nights against an average annual growth rate of 6.3% and against a state wide rise of only 1%.

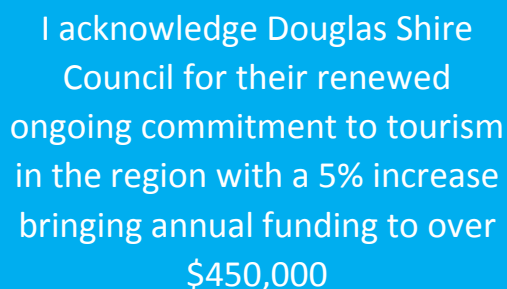
Internationally, despite an increase in visitors of 5.4%, a drop in length of stay resulted in an overall fall in international visitor nights of 3.6% against a statewide rise of 4%. Visitor nights for the year finished at just over 2.4 million, an 8% increase on the previous year.

It has been exciting to see completion of the Sheraton Mirage's major refurbishment, the development of Hemingway's Brewery at the Marina and significant investment in the reef fleet with new vessels and major refurbishments. I am confident the whole region will benefit from this significant investment.

Increased aviation access via Silk Air, Philippine Airlines and increased domestic capacity, has also delivered wins for the Douglas region and we are delighted to have welcomed Cairns Airport Pty Ltd as a new member.

Unfortunately, no destination is immune from challenges and we have certainly experienced and will continue to experience threats that go to the core of the destination's brand. The widely publicised coral bleaching event earlier this year presented our tourism industry with a complex and multi-faceted challenge. I commend the marine tourism operators of our region not only for their ongoing stewardship of the reef but also for their delicate handling of the issue and for working so hard to present a balanced and measured view to the millions of potential visitors around the world. But the issue doesn't end here. I implore our industry, our community and our decision makers at every level of government to make long-term intelligent decisions to tackle climate change and save our precious environment.

The second significant threat is posed by increasing crocodile activity in our region and a shifting perception of the safety of our coastal environment. We will work together with Council and the Department of Environment and Heritage Protection not only to ensure the safety of our visitors through better communication and education, but we also need to advocate for a sustainable management strategy that



I acknowledge Douglas Shire Council for their renewed ongoing commitment to tourism in the region with a 5% increase bringing annual funding to over \$450,000

recognises the economic significance of the tourism industry and the devastating impact of loss of tourism products and opportunities.

As I look back on the year, primarily I believe the greatest fortune of the Board and the region's tourism industry is to have Tara and her exceptional team at Tourism Port Douglas Daintree working so hard and so effectively for us all. I have been fortunate to travel in market with Tara on many occasions and she is the consummate ambassador for our region. It has been a pleasure to observe the growing respect that she commands throughout the industry both nationally and internationally for her insight, clarity, passion and strategic vision.

I'm delighted that not only has TPDD welcomed back Chelsea Mee after maternity leave, but we've also managed to keep Ben Brearley, splitting the Market Development role between the two to maximum effect, and I wish to personally thank Mikala McDowall for providing such outstanding support to the team and to myself as Chair.

On behalf of the tourism industry in Port Douglas and the Daintree, I congratulate and thank the team for their exceptional work.

Sheena Walshaw

TPDD Chairperson

## Executive Officer's Report

**T**ourism Port Douglas Daintree finished 2015/16 having successfully exceeded the targets set internally and in agreement with the Douglas Shire Council. The year has produced excellent results in marketing the significant drawcards of the Douglas region, as well as strengthening the organisation's engagement with key stakeholders. Visitor numbers have continued to grow, now exceeding the height of growth in the early 2000's across domestic and international markets. TPDD and 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 digital marketing, participation in trade activities and maximising media exposure. Support for TPDD activities has continued with the Douglas Shire Council funding, with an agreement in place through to June 2017. In 2015/16 TPDD received a 5% funding increase from DSC which directly contributed to growth in marketing activity. This is a significant investment by Douglas Shire Council towards strengthening the tourism industry and long term sustainable growth of the region's economy.

In 2015/16 we built on the significant organisational changes of the previous year, which included the implementation of a new membership structure successfully securing more businesses in the region involved in TPDD activities and benefiting from the resources available through the organisation. The application of the TPDD Engagement Strategy to achieve stronger ties and communication with key stakeholders and the Douglas community has been another area of achievement for TPDD. The Board has been instrumental in implementing a reviewed business plan and focus on our core activity of promoting the Douglas region in domestic and select international markets.

During the 2015/16 year, TPDD has undertaken a significant range of activities to leverage off campaigns by our State and Regional organisations as well as independently seeking out opportunities for the Douglas region.

- **Producing Discover Paradise with the largest distribution to date at 133,000 copies in Australia plus 50,000 into New Zealand.**
- **Continued growth in membership with a 5% increase totalling 158 members including 170 products.**
- **Innovative "Show Me Your Paradise" campaign to leverage off TTNQ and to build TPDD content assets.**
- **Continued focus on event marketing and working with DSC and TTNQ to strengthen regional events.**
- **Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development**
- **Standalone Daintree campaign activity to highlight the unique opportunity the region provides for visitors.**
- **For the year ending June 2016 visitor nights reached 2.4 million generating over \$485 million in revenue, an increase of 8.4% on the previous year.**

The annual report details key activities undertaken by the organisation to achieve sustained visitor growth and economic impact on the Douglas Shire. The report details the outcomes of the TPDD Marketing Strategy for 2015/16 in conjunction with the Business Plan 2015-18. The two documents guide organisational activity

and outline specific target markets and areas of focus. The key performance indicators in the appendix measure the outcomes of the activities undertaken.

TPDD has completed a very successful year in regard to the marketing output of the organisation and the ability to leverage opportunities provided by our industry partners. The support provided to TPDD from Douglas Shire Council as well as media partners the Port Douglas and Mossman Gazette and Radio Port Douglas far exceeds industry standards for local tourism organisations across Australia, I thank these partners for their contribution to this year's achievements. I would like to acknowledge the professionalism and strategic direction of the TPDD Board and my staff for their unwavering dedication to TPDD and the Douglas region. I would also like to acknowledge the significant support we receive from the Douglas tourism industry allowing TPDD to undertake a greater range of activities.

Tara Bennett

TPDD Executive Officer



## About Tourism Port Douglas Daintree

**P**ort Douglas Daintree Tourism Limited (PDDTL) commenced on the 31<sup>st</sup> August 2006, as a company limited by guarantee. In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree. TPDD is the local tourism organisation for the Douglas Shire region.

In the 10 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 toward facilitation and leverage. Primary partnerships and linkages for 2015/16 have been with:

- Douglas Shire Council
- Members and industry participants
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-op (DMC), Cairns Airport PTY LTD (CAPL) and other local, state and national tourism organisations
- Tourism Training Institutions & programs including Central Queensland University (CQU), ATEC and QTIC

Key result areas of 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 engage 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 co-ordinated tourism voice to all levels of government and the industry</li> </ul>

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 three year Douglas Shire Council funding agreement, membership, co-operative campaign activity with TTNQ, TEQ and members and any grants which the organisation successfully secure. Income from the wedding and business events groups are independently administered by each group comprised of TPDD members who work together in conjunction with TPDD to market to the niche sector.

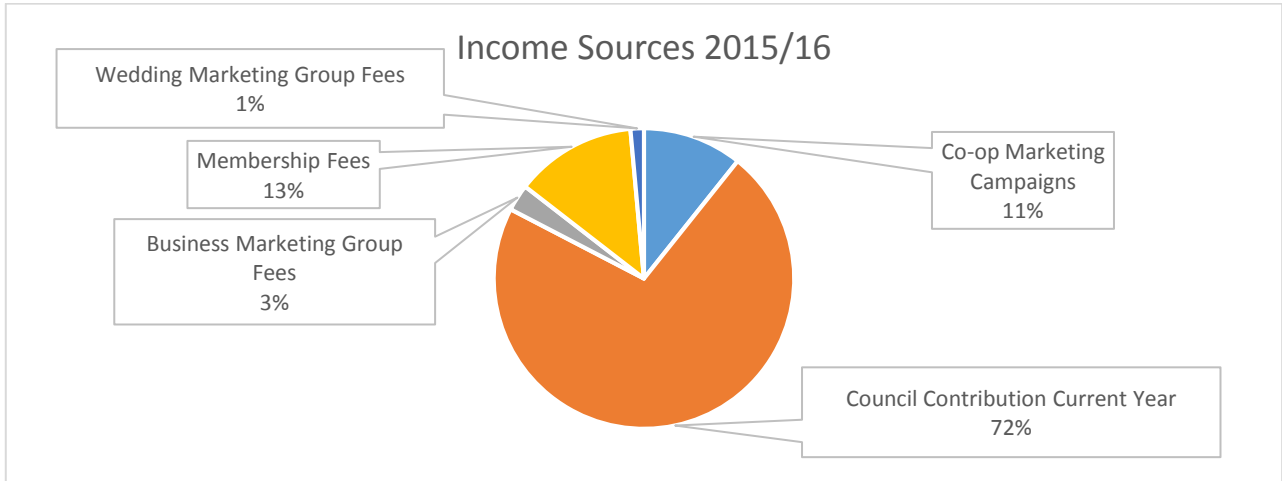


Figure 1: Sources of income for 2015/16

In 2015/16 TPDD increased income to \$630,000 up from \$589,000 the previous year. DSC provided a 5% increase in funding support which went directly on marketing opportunities. TPDD secured \$67,000 in grants and co-operative campaign activity, up from \$50,000 the previous year. Tourism contributed approximately \$485 million to the Douglas economy in direct revenue for the year ending June 2016, an increase of 8.4%. This figure does not include the substantial day visitors to the region including cruise ship passengers.

### Breakdown of TPDD expenditure

The year finished with a surplus of \$10,000 which was budgeted to increase reserve funds following a strong recovery from the deficit in 2013/14. Expenditure is allocated in accordance with the TPDD Marketing Strategy. General Marketing includes event support and digital activities. The below chart illustrates the percentage of total expenditure for the year attributed to the organisations cost centres.

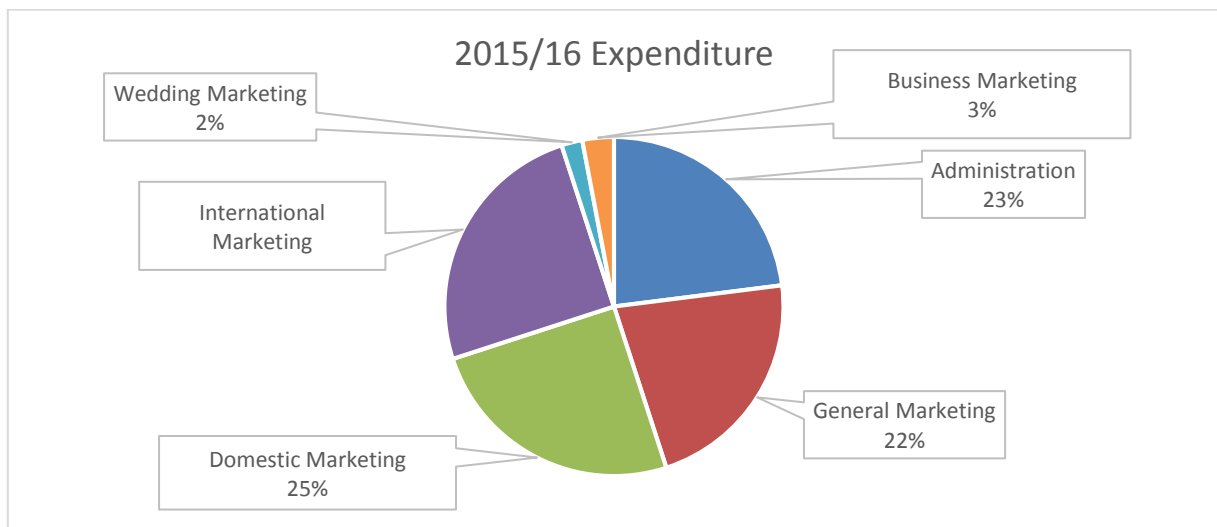


Figure 2: Annual expenditure for cost centres (%)

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:

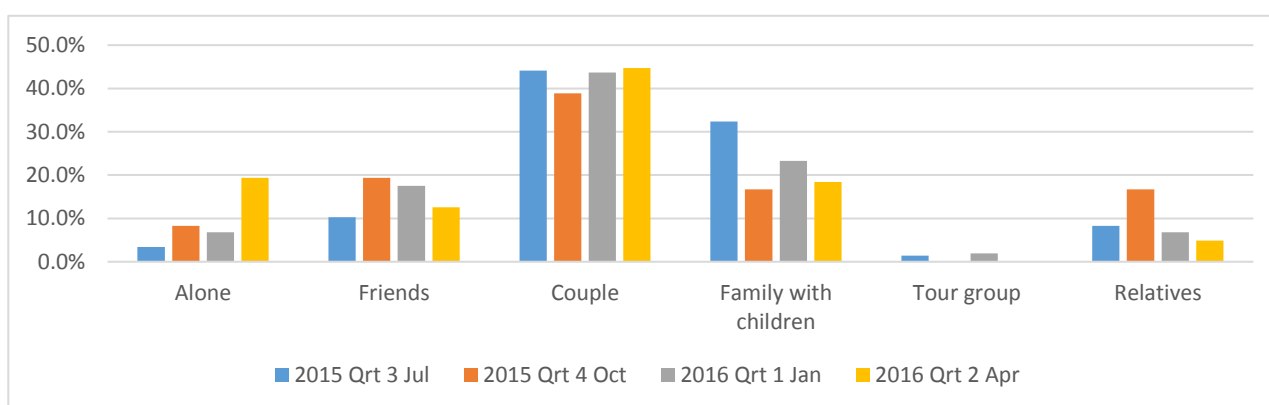
- Year round surveying through Central Queensland University.
- International Visitor Survey (IVS) and Domestic Visitor Survey (DVS) from Tourism Research Australia to monitor visitor nights and markets visiting the region.
- Queensland Business Events Survey (QBES) figures on business events visitation and revenue.
- Queensland Births, Deaths and Marriages for historical data on the number of marriages in the region.
- Fortnightly online surveying of local Douglas region businesses to gauge real-time performance that draws comparisons from the previous year.
- Meetings and discussions with local operators.
- Google Analytics and Facebook Insights.

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

Respondents travelled mainly as couples (43.7% on an annual average, quarterly data ranging from 38.9% to 44.7%). Travelling as a family with children was the second most popular travel party, representing a 24.8% on an annual average. 13.7% travelled with friends, 9% travelled alone, 7.8% with relatives and the remaining 1% were in a tour group. Categories are in a similar hierarchy to last year's annual report.

Most respondents were on a leisure holiday (84%), followed by 7.2% who visited for 'other' (work is most popular comment), 4.4% visiting friends/relatives, 2.6% were on their honeymoon, 1.3% were day visiting from a cruise ship and 0.5% were attending a wedding in Port Douglas.



**Figure 3: Travel party of respondents**

In 2015/16 43.1% of respondents indicated that this was their first visit to the Port Douglas and Daintree region, which is consistent with last year (43.4%). Repeat respondents had visited an average of 5.2 times in the annual quarter while the figure was lower than 6.9 times the previous year.

As shown in Figure 4, the most popular sources of information used by visitors were friends and family (46.7% on an annual average), followed by 'been before' (34.9% on an annual average), the Internet (22.6% on an annual average), word of mouth (19.5% on an annual average) and tourist guide books (10.5% on an annual average). The findings were consistent with last year's figures.

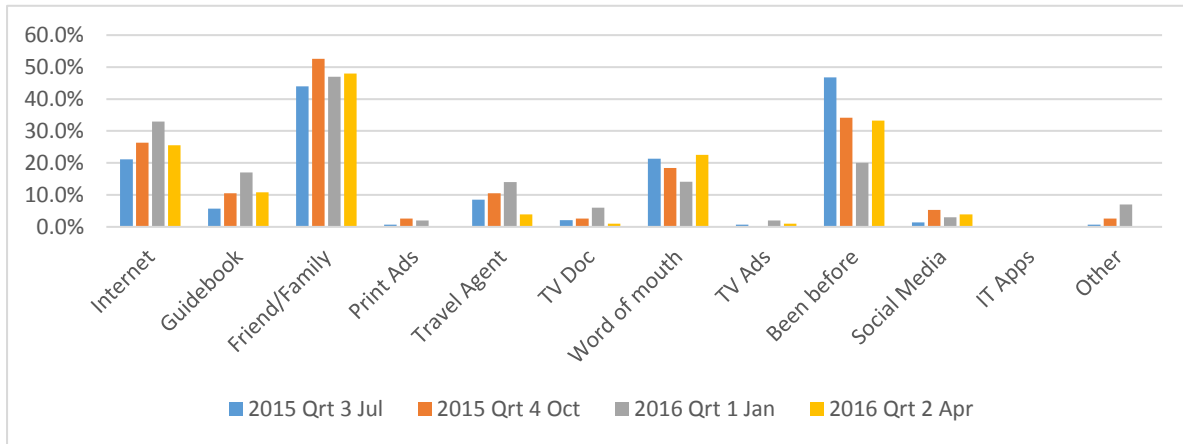


Figure 4: Information sources (%)

Figure 5 summarises how respondents booked their trip to the Port Douglas and Daintree region. The most common methods of booking were online travel websites (39.7% on an annual average), online direct booking with the accommodation (28.1% on an annual average), travel agent (18.4% on an annual average) and phone or mail direct to the accommodation (11.1% on an annual average). The results were similar to last year's composition.

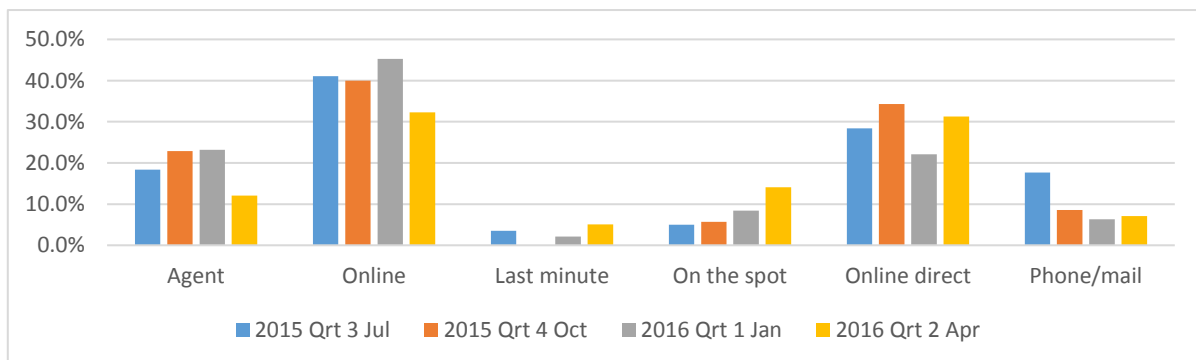


Figure 5: Booking methods utilised by respondents (%)

Figure 6 highlights the high number of weddings held in the Douglas region 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.

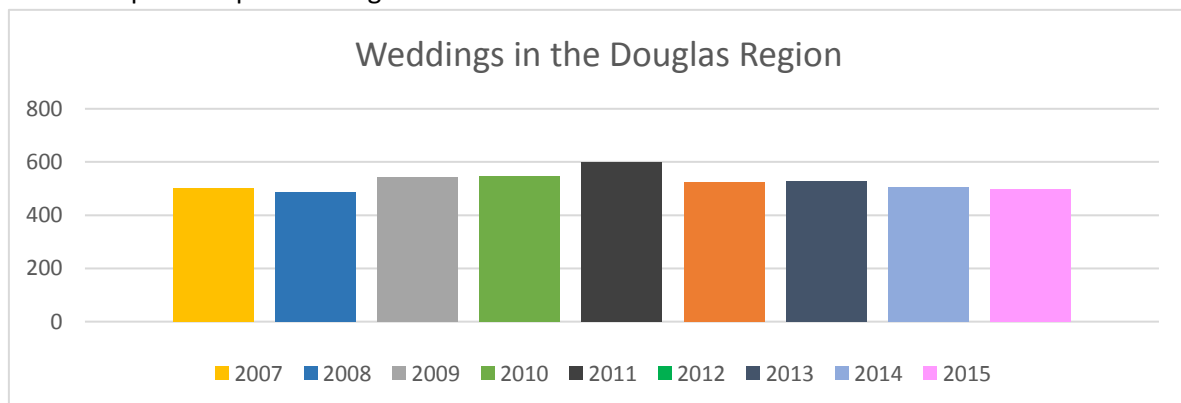


Figure 6: Number of weddings held in the Douglas region annually Source: QLD Births, Deaths and Marriages

## Visitor Motivations

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).

On an annual average, the top five motives were:

- Rest & relax (m=4.74);
- Climate (m=4.65);
- Visit the beaches (m=4.42);
- Experience the natural environment (m=3.88); and
- Visit the Great Barrier Reef (m=3.50).

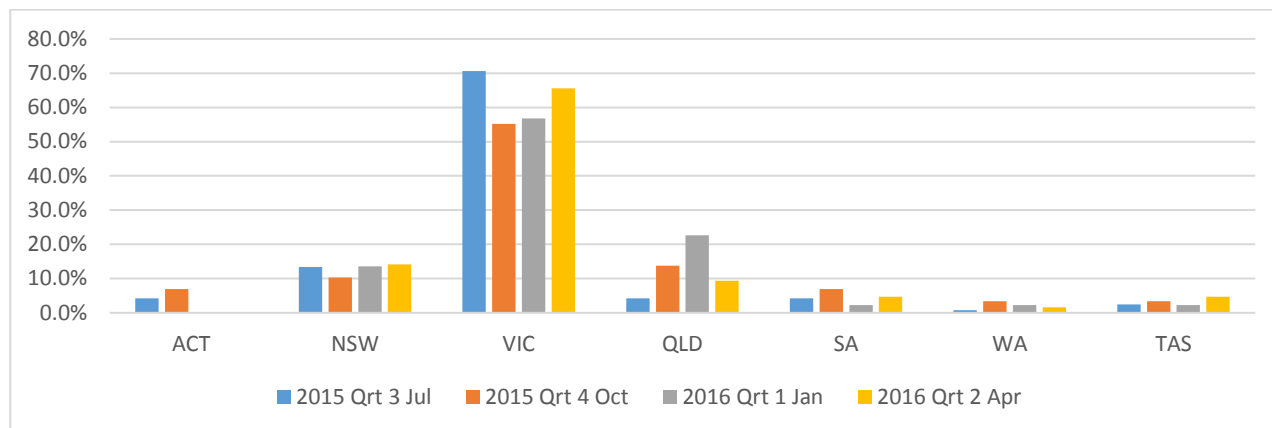
The top five motives differed between international and domestic tourists. International visitors were motivated by visiting the Great Barrier Reef (m=4.53), resting and relaxing (m=4.46), the climate and beaches (m=4.30 each respectively) and experiencing the natural environment (m=4.05). Their domestic counterparts travelled to the region for rest and relaxation (m=4.74), the climate (m=4.65), the beaches (m=4.42), and experiencing the natural environment and restaurants and dining (m=3.88 each respectively). The difference in motivations directs the marketing message for different markets.

**Table 1: Motivations for travelling to the region**

Rank	Motivation	Overall	Int'	Dom'
1	Rest & relax	4.66	4.46	4.74
2	Climate	4.54	4.30	4.65
3	Beaches	4.38	4.30	4.42
4	Experience natural environment	3.93	4.05	3.88
5	Visit the GBR	3.84	4.53	3.50
6	Restaurants and dining	3.70	3.32	3.88
7	Spend time with family	3.53	3.16	3.70
8	Visit the Daintree	3.47	3.84	3.30
9	Snorkelling and diving	3.40	3.87	3.19
10	Experience Australian wildlife	3.24	3.96	2.91
11	Try local food	3.18	2.91	3.29
12	Adventure activities	3.03	3.36	2.88
13	Cheap accommodation	3.01	3.13	2.95
14	Cheap airfares	2.81	2.38	3.00
15	Experience Aboriginal culture	2.70	3.21	2.45
16	Socialising & meet new people	2.70	3.05	2.53
17	Shopping	2.65	2.52	2.73
18	Nightlife & entertainment	2.64	2.67	2.61
19	Eco-accredited products	2.25	2.23	2.27
20	Visit friends & relatives	2.15	2.22	2.10
21	Carbon offsetting programs	2.14	2.03	2.20
22	Fishing	1.80	1.57	1.90
23	Attending weddings	1.43	1.33	1.48
24	Attending business conferences	1.36	1.27	1.41

## Domestic Market Overview

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



**Figure 7: Origin of Domestic respondents (%)**

Airline access will be the important driver for this market. 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.

## International Market Overview

Key international markets for the Port Douglas Daintree region performed well with figures into Tropical North Queensland for year ending June 16. The data for Douglas is from a very small base making the figures inaccurate.

Country	Visitors to TNQ	% change
USA	109,000	18%
UK	97,000	5%
Germany	52,000	6%
New Zealand	43,000	17%
Canada	23,000	10%

**Figure 8: Origin of International Visitors**

## Visitor numbers

For the first time in ten years, the Douglas region has reached more than 2.4 million visitor room nights, an 8% increase on last year's growth.

Driving this growth is the domestic market with 359,000 visitors and 1.9 million room nights. This compares to the previous year's figures of 329,000 visitors and 1.7 million room nights.

International visitors totalled 97,000 compared to 92,000 the previous year while total room nights reached 533,000.

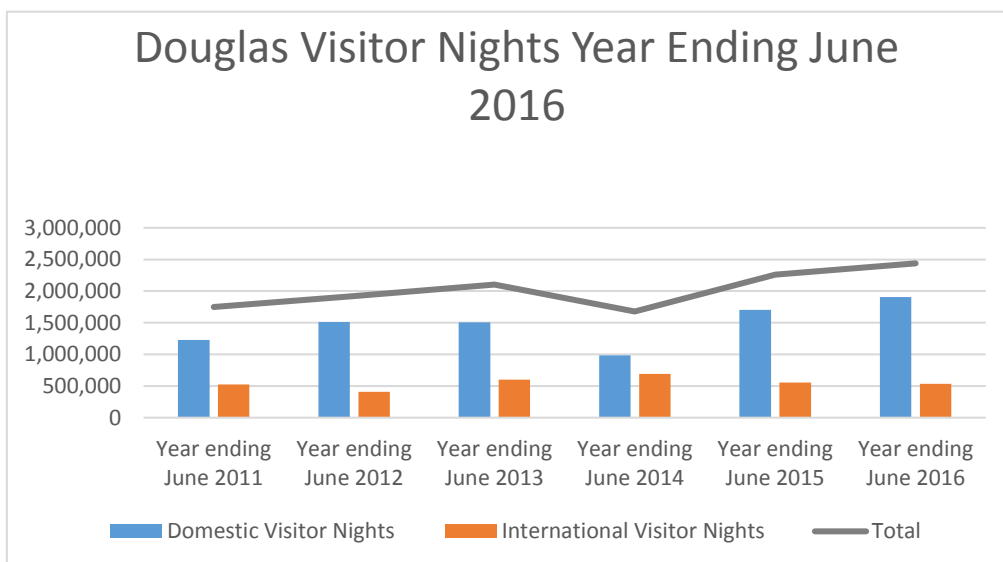


Figure 9: Visitor nights to Douglas region, Tourism Research Australia

Surveying of local operators indicates the increase in visitor numbers has translated into improved business performance for more than 65% of operators.

**Q24 Please rate your overall performance for the 2015/2016 financial year compared to the previous year?**

Answered: 18 Skipped: 12

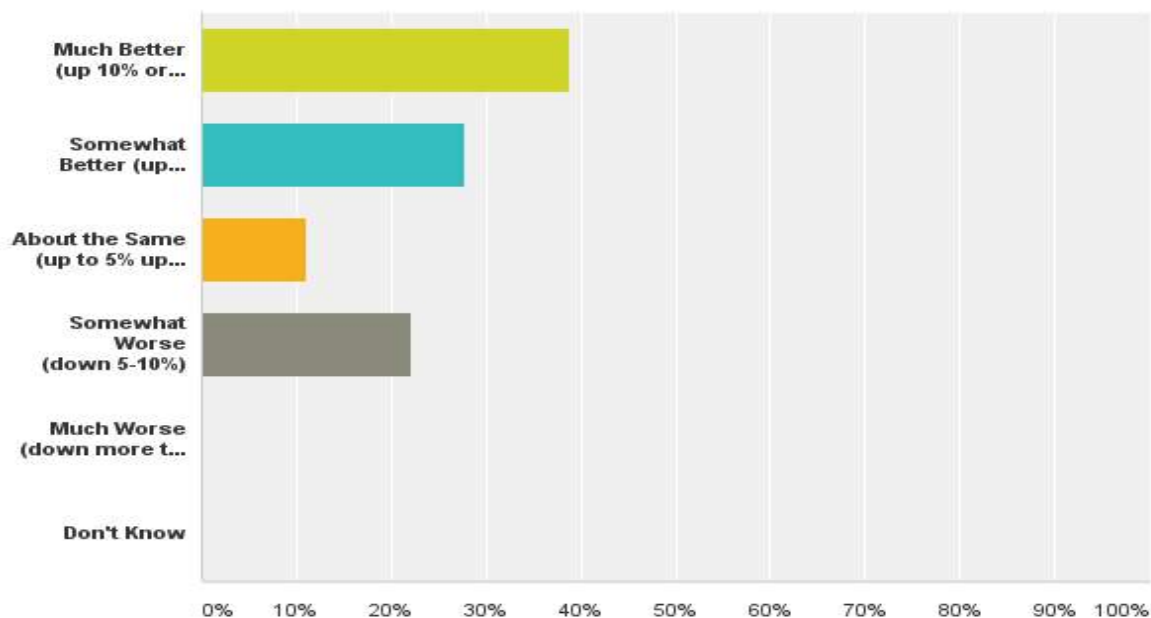


Figure 10: Business performance of the tourism sector in Douglas.

## Marketing Activity Report

### Branding

Key Branding for the Port Douglas Daintree region is 'Where rainforest meets the reef' in line with TTNQ's adoption of the branding in 2014.

Sub Region Branding	Independent Branding
<p>Sub region branding was developed by TTNQ in consultation with local industry working groups.</p> <p style="text-align: center;"><b>Port Douglas/ Cape Tribulation/Daintree "Where Rainforest meets the Reef"</b></p>	<p>Business Events Port Douglas (BEPD) is a marketing co-operative who work in conjunction with TPDD to market the region as the top Business Events destination in Australia.</p> <p style="text-align: center;"><b>Business Events Port Douglas "World Heritage, World Class"</b></p>

### Marketing

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

#### Print/Collateral

- The region wide magazine 'Welcome to Port Douglas and Daintree' continues to be distributed and is available online. 115,000 copies are distributed annually to visitor centres for the drive market, retail travel agents, inbound tour operators and for business events organisers.
- Consumer publications including the 'Discover Paradise magazine' and 'TNQ Magazine'.
- The 'What's New and What to do' regional flyer is distributed at trade shows with the DVD and image USB and is used as a training tool for retail travel agents.
- 'Secrets to Port Douglas and Daintree' consumer/trade tips flyers.
- Regional clips with 2 minutes for training, and 30 and 15 seconds for digital channels.

#### Trade

- Contractor representation in the domestic market to conduct sales calls to approx. 3000 travel agents
- Trade show attendance including ATE, Queensland on Tour New Zealand, Queensland on Tour UK, Inbound Up North, Sell TNQ.
- Trade famils - TPDD hosts a large number of trade famils in conjunction with TTNQ, TEQ, TA and wholesalers to appropriately represent the region as well as via the domestic contractor.
- Trade training – webinars, one on one, distribution of flyers, sales calls in the UK and France.
- Roadshow attendance – organised via TTNQ, TEQ, TA.



- Co-operative partnerships including the Infinity Holiday's brochure

#### *PR & Media*

- PR representation – produce and distribute positive news stories for TPDD, the members and the 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, Taste Port Douglas and pre summer famil.

#### *Digital*

- Innovative campaign 'Show Me Your Paradise' to build user generated content.
- Regional consumer website with member listings and diverse regional information.
- Niche market websites including: Business Events Port Douglas and Port Douglas Wedding Professionals.
- Social media channels including Facebook, Instagram, Twitter, YouTube, Pinterest.
- Online advertising campaigns and competitions.
- Electronic direct mailouts to segmented databases including consumer, industry, niche markets, tourism organisations, media and local.

#### *General Consumer Marketing*

- Co-operative marketing initiatives including the Port Douglas Wedding Professionals and Business Events Port Douglas.
- Tourism Advisory Groups (TAGs) developed and managed to provide operator feedback on key markets.
- Promotion of events held in region including Carnivale, the GBR Marathon, Port Shorts, the Croc Trophy and Taste Port Douglas.

115,000 Welcome  
to Port Douglas  
Daintree magazine

183,000 copies  
Discover Paradise

Domestic sales  
calls to over 3000  
travel agents

Hosted 22  
domestic and  
international  
media famils

Hosted 31  
domestic and  
international trade  
famils

As illustrated, 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 and yield to the Douglas 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 from destinations including Bali, Thailand, Hawaii, Fiji, Hamilton Island and Byron Bay. Through effective tourism marketing strategies, such as those listed below, TPDD attracts travellers to holiday in the destination supporting the region's tourism industry and ultimately supporting both state and national tourism.

### Campaign Activity Highlights

The TPDD Marketing Strategy for 2015/16 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 below have different measures that were generated to achieve TPDD's strategic marketing objectives.



#### Discover Paradise

Discover Paradise works to meet two simultaneous objectives: Inspire people to visit the destination; and capture business for tourism operators. In 2008, 30,000 copies were distributed to North Queensland. By May 2016, the print run had increased to 132,000 copies distributed in the Weekend Australian across Victoria, NSW, targeted areas of Brisbane, Adelaide and North Queensland. Plus, in a partnership with Cairns Airport a further 50,000 copies were distributed in New Zealand.

Discover Paradise is a high quality supplement highlighting the destination. Sections within the magazine are

themed around the major drivers to the region including tropical lifestyle, the Great Barrier Reef, Daintree Rainforest, indigenous tourism, weddings, spas, indulgence, adventure and events. The supplement covers markets from families to couples, for a broad range of travellers whether they are honeymooners, grey nomads or young adventurers.

TPDD received \$10,000 in funding from Tourism Tropical North Queensland as part of the Queensland government contestable funding program to boost Australian distribution. This year's campaign was highly successful, driving direct bookings into businesses and influencing decision making for visitation in the lead up to winter.



Image 1: Discover Paradise Cover 2016

Australian Geographic TNQ Special

TPDD secured a double page spread in the TTNQ led Australian Geographic Special Edition exclusive TNQ magazine. On sale for the month of April 2016 all content was dedicated to TNQ, with 130 pages showcasing the breadth of experiences the region has to offer, capturing the natural history, landscapes, culture, journeys and more. Douglas region content included reef experiences, Daintree rainforest, the Great Barrier Reef Drive plus a wide range of wildlife and adventure content. TPDD joined forces with members to create a co-operative Port Douglas Daintree themed double page spread.

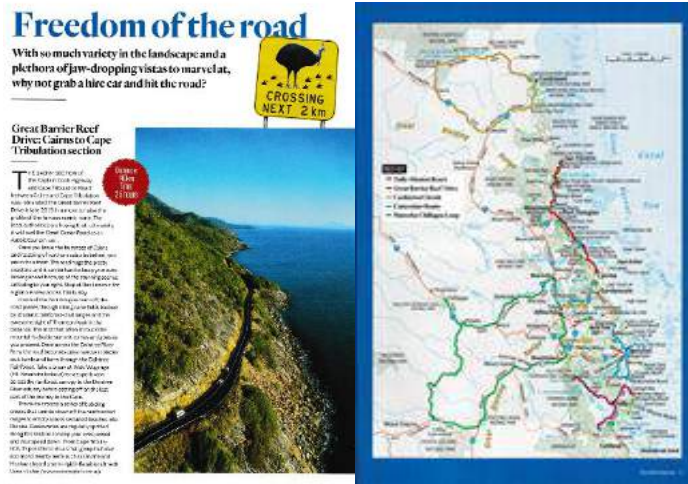


Image 2: GBR Drive Article in Australian Geographic



Image 3: Double page co-operative ad in Australian Geographic

Show Me Your Paradise (SMYP)

Following the success of last year’s campaign, SMYP again asked locals (including industry) and holidaymakers to submit high quality video and photo content that featured what they loved about the Port Douglas and Daintree region, in a competition to win a cash prize. The campaign aimed to tap into the passion and pride that, particularly locals, hold for the region in an effort to increase TPDD’s useable consumer content, whilst generating awareness and brand exposure for the region overall. This year the campaign was refined to include three categories: Adventure, Family and Romance. The video contest was limited to a 30 second maximum, which is more suitable for social media.

Goals associated with the campaign were:

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



**Image 4: Show Me Your Paradise, Photo finalists**

**Campaign Results:**

**Entries**

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

**Website**

- Total visitors during campaign period – 30,501, 20% increase
- Page views – 119,227, 76% increase
- Demographics: Brisbane (9,703), Sydney (5,991) & Melbourne (5,946)
- Competition page had 9,138 visitors

**Marketing activity undertaken:**

- Campaign page on website
- PR exposure via Media releases x 2
- Print advertising Gazette x 2
- Radio Port Douglas support
- Facebook advertising on consumer site
- Facebook, Twitter and Instagram support on TTNQ and other partner FB pages
- Promotion on consumer eDM – Feb & March
- Reach out to previous content creators in region
- A2 Posters in prime local areas

**Facebook advertising:**

- Website clicks: \$177 spend reached 5,355 with 25 clicks to site CPC \$7.10

Overall, the main goals of the campaign were achieved with resounding success. There were 17 videos submitted, with 8 at high enough quality to feature on social media channels. Additionally, 278 images were submitted and of those all 3 categories found a winner, with one overall winner (see Image 4). Approximately 15 images were considered of excellent quality for consumer marketing and a further 30-40 of a satisfactory level for consumer marketing. The campaign achieved 22% growth in total sessions to the site on last year and increased Facebook fans by 5% on January 2016.

Daintree Digital Detox

This campaign targeted all Australian residents to enter a sweepstakes competition for a chance to win a Digital Detox in the Daintree. Entrants were required to nominate a friend who was in need of a digital detox, highlighting the encroachment of technology into our life and the value of visiting two World Heritage Listed locations to reconnect with nature. The prize included \$1,000 toward flights and transfers, 3 nights accommodation at Daintree Eco Lodge and a range of tours and activities for both the nominee and entrant. The marketing campaign was designed to bring awareness of the diversity in activities, accommodation, flora and fauna that can be experienced in the Daintree region (see image 5).

Goals associated with this campaign were:

- Increase awareness of the diversity of Daintree product and experience offer
- 25% growth in TPDD website visitors for February
- 10% growth in Facebook fans



Image 5: Daintree Detox competition page

Campaign Results

Entries

	Views	Conversions	Conv Rate
Sweepstakes	9,336	2,495	26.72%

Email Marketing

Email	Sent to	Open rate	CTR
1 – Digital Detox Consumer	35,674	18.78% (6700)	4.38% (1563)
2 – Digital Detox Trade	2,839	19.67% (565)	1.46% (42)

Website

- Total visitors during campaign period – 27,275, +45% vs. Aug 2014
- Page views – 54,873, +30% vs. Aug 2014
- Demographics: Brisbane (6,771), Melbourne (6,145) & Sydney (5,366)
- Competition page had 9,798 visitors

Facebook

- Visit Port Douglas Daintree page increased to 18,015 from 15,716 – an increase of 15%
- Advertising reach – 176,844
- Traffic referred to website – 5,520

Overall the campaign out performed targets, achieving a 45% increase in website visitors and a 30% increase in page views during the campaign period from key demographic markets. Additionally, Facebook fans increased 15% and referred over 5,500 visitors to the site.

### The Great Barrier Reef Drive

The Great Barrier Reef Drive is an initiative to raise awareness of the spectacular coastal drive between Cairns and Cape Tribulation. Through branding the route TPDD aims to increase the drive market and regional dispersal. In 2015/16 TPDD undertook a range of activities to develop awareness of the drive including; developing itineraries for trade and consumers, media famil activity around the drive, website content, trade industry training and communications with TEQ and TTNQ.

### Channel 7, Weekend Sunrise

TPDD hosted Channel 7 Weekend Sunrise in May for live weather crosses from Four Mile Beach on the day of the Coral Coast Triathlon. TPDD took advantage of the unique opportunity after being contacted to do the weather crosses from the Port Douglas region. With financial support from Tourism Tropical North Queensland and TPDD the opportunity was secured.

The coverage received on the Sunday was sensational, the weather Gods smiled down on us with ideal conditions at the beach while a cold front hit the southern states. The value to the Port Douglas Daintree region in terms of media value was an ASR of \$756,438 from the six crosses on the day.



Image 6: Live weather crosses Weekend Sunrise

### Port Douglas Carnivale Media Famil

Strategic PR in consultation with Tourism Port Douglas and Daintree was responsible for designing the famil, sourcing journalists, managing the famil and follow up. The publicity value estimate of the 2016 media famil was **\$1 million**, excluding social media coverage from our journalists.



Image 7: Delightful Daintree Media from Carnivale Famil

## *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 Port Douglas and Daintree region from July 2015 to June 2016.

### *Wholesale Activities*

Wholesale activities were undertaken on a number of levels; marketing, product liaison and training. The focus of the marketing was to keep in contact with the marketing teams of the wholesale brands and ensure the TPDD region maintained a place within their marketing activities. These marketing activities included imagery features in brochures and campaigns and ensured a TPDD member product was always part of the featured product range.

Maintaining and building relationships with the three major wholesalers is still the major training focus within each of their marketing, product and reservations teams, as well as extending into their preferred retail partners. The focus remained with Flight Centre's Infinity Holidays and AOT's Sunlover Holidays and to a lesser extent, Helloworld's QANTAS Holidays. TPDD initiated and conducted two training sessions at Helloworld in Melbourne with member involvement.

### *Sunlover Holidays/Helloworld (HLO)*

- Three training sessions of the Sunlover Holidays reservations staff in Brisbane and one session with the domestic reservations team in Melbourne.
- Attended three AOT PSP workshops during the period at AOT's head office in Melbourne. The PSP sessions now include the Melbourne based domestic staff and domestic marketing staff.
- PTC is in constant communication with SLV Account Managers based in Brisbane, Sydney and Melbourne: there was face to face training of TPDD Member product with the Brisbane and Sydney Account Managers on one occasion and Melbourne on three occasions with joint retail sales calls on four occasions with the Melbourne Account Managers Kate Dancaster & Mick Boylan.
- Three separate Helloworld store trainings were undertaken as a result of the luncheon.
- Nine pre & post work training sessions were undertaken at Sunlover preferred retail agents throughout the year that featured TPDD training.
- Helloworld/QANTAS Holidays Product Manager Tracey Pearce met on two occasions to gauge TPDD performance in 2015. With the restructure, Chris Forde (AOT) now looks after all products north of Bundaberg for Helloworld and as such is the TPDD point of contact. Chris is based in Melbourne.

### *Infinity Holidays*

- Four training sessions of Infinity "Eureka" reservations team – Eureka is made up of 10 teams that sell domestic product exclusively.
- Aussie Gold 14th April – 17th April Conference held in Darwin. PTC attended the annual Infinity Holidays Aussie Gold Mega Famil event – the program is aimed at rewarding the top Flight Centre Travel Group retails stores nationally. The event is a fantastic opportunity to liaise, network and train the 70 top selling domestic agents in an informal and fun environment.
- Hosted five Brisbane Infinity Reservations staff on a famil in Port Douglas over a three day period staying at the QT Port Douglas with visits to the Marina, Markets and Four Mile Beach.
- PTC hosted a Buzz Night of Infinity "Eureka" team (approx. 70 staff), their monthly awards night event where they are supplied dinner and drinks with operator presentations and then their own monthly

staff awards. PTC covered TPDD product with other TPDD members present being Quicksilver and Hartley's.

- Secured and finalised the back page advert of the Infinity TNQ brochure for 2016/17 – second year we have done the Infinity brochure back cover.
- PTC travelled to Brisbane and hosted 15 Infinity staff including product manager Hayley Giles and the top three domestic sellers at Infinity.
- Direct co-ordination of 4 Flight Centre office team getaways families to the TPDD region throughout the year and one official Infinity Holidays famil via their educational team facilitated. The office famil requests have dropped off but the individual staff requests have increased over the year.



**Image 8: Infinity TNQ Magazine Back cover**

### *Other Wholesaler Activity*

- Matt Doherty of Virgin Australia Holidays met once to ensure TPDD product representation and campaign features
- Two meetings with Ignite Travel group – focus on TPDD region has dropped due to the refurb works at Mirage and their future new rate structure.
- Other operators met with during the year were LeisureCom, Pinpoint, Luxury Escapes, Scoopon and Exchange Travel.

### Domestic Trade, Social Media and Electronic Marketing

In 2015 PTC instigated the Port Douglas & Daintree Agents Paradise Facebook page aimed at providing specific TPDD content including: product updates, agent rates, regional events, prizes and famil information direct to a closed user group of retail and wholesale agents on a weekly basis. <https://www.facebook.com/groups/agentparadise/>. After year one the group had 319 members, due to the above mentioned activities the closed agent group has now grown to 452 members, not quite as high as the 500 members targeted, but there is now a great spread of retail agents viewing the posted material across VIC, NSW and SE-QLD.

- During the calendar year PTC shared and promoted a range of TPDD member products that were included as part of prizes:
  - Thala Beach Nature Reserve
  - Grubs Trike Tours
  - Brett's Outback Tasting Adventures
  - Paradise Links Resort
  - Bruce Belchers Daintree River Cruises
  - Sheraton Mirage Port Douglas Resort
  - Peninsula Boutique Hotel



- Calypso Reef Cruises
- In addition to the TPDD members there were 21 Visit Port Douglas and Daintree posts shared on the page, including but not limited to:
  - Beach Picnic Races
  - Sir David Attenborough
  - Show me your paradise photo and video competition
- Five EDM's that were specifically TPDD related or had TPDD members included were sent to our ever increasing 900+ strong retail agents on our database, each EDM was tailored and sent to two separate lists, one specifically for Infinity agents and one for Helloworld agents.
- The EDM's have continued to see a high level of engagement from the agents with high open rates and click throughs with very few unsubscribes after each EDM.



Image 9: Parker Travel EDM

## Retail Agents

Retail agent calls remain the primary function of the PTC role for TPDD – training, educating and promoting the destination of TPDD and keeping it at the forefront of the agents mind when sourcing a tropical beach destination holiday option.

- The focus of retail calls remains on those suburban regions outside a 5km radius of the city centre where wholesale statistics show are more likely to book a domestic holiday – the further out in the suburbs the more likely an agent will have a greater domestic market share of their total sales. Adversely, the closer to the city centre the higher the agents international market share usually is.
- Inner suburban agents are not neglected though, the focus on these agents is ensuring they have collateral to disperse as they have a greater market that is likely to collect information from their local agent on a domestic destination and then tend to book online direct with operators or via 3rd party OTA's.

Region	Call Pattern Summary
<b>Melbourne</b>	141 days of sales calls visiting 2,226 store visits CBD, Melb North (2 days), Melb East (2 days), Melb Inner East, Melb Beaches, Melb South, Melb Inner North, Melb Inner South, Dandenong, Melb West & Geelong
<b>Ctry Vic</b>	11 days of sales calls seeing 117 retail stores Ballarat, Horsham, Mt Gambier, Colac, Warrnambool, Albury, Bendigo, Cobram, Ballarat, Echuca, Kyneton, Shepparton, Wodonga, Warragul, Moe, Morwell, Traralgon, Sale, Bairnsdale, Lakes Entrance, Yarram, Leongatha, Wonthaggi, Cowes
<b>Sydney</b>	22 days of sales calls visiting 402 retail stores visits Sydney CBD, Sydney East, Sydney South, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
<b>SE Qld</b>	13 days of sales calls seeing 222 retail stores North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich, Sunshine Coast and the Gold Coast
<b>Adelaide</b>	1.5 days of sales calls seeing 29 retail stores Adelaide CBD, Fulham Gardens, Modbury, West Lakes, Salisbury, Elizabeth, Golden Grove, Norwood, Blackwood, Oaklands, Glenelg

### 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 training, product updates, destination content and images to inbound tour operators, wholesalers and retail agencies. TPDD trade activity was up 60% in 2015/16 with an additional 3 events attended as well as TPDD initiated sales calls and training conducted.

Trade activity:

#### UK and Europe Sales Tour

In November 2015 TPDD Executive Officer Tara Bennett undertook a two week sales trip visiting wholesale partners, retail agents and tourism organisations in Germany, France and the United Kingdom. The key objective was to meet with the industry in market and to conduct training leading into the key sales period of Dec - Feb and reinforce campaign activity being undertaken for Tropical North Queensland.

The TEQ program in London provided access to 120 agents for a Queensland wide presentation. The format was well run with a broad range of QLD regions and products. The Product Manager afternoon involved 19 appointments with key UK wholesalers.

### TEQ European Mega Media Famil

TPDD worked alongside TTNQ and TEQ to bring 40 of Europe's most influential journalists to the region. This Queensland on Stage Mega Media Event was the biggest press educational activity undertaken by TEQ Europe, in conjunction with TTNQ, to date.

The aim was to generate extensive positive media coverage for Queensland, focussing on the core markets of Germany/Austria and Switzerland, as well as France, Italy and Spain.

The Douglas region was also lucky enough to secure the lion's share of the itinerary which included the journalists visiting the Great Barrier Reef and experiencing both the Mossman Gorge and Daintree rainforest before they attended the farewell function at the Port Douglas Sugar Wharf!

### Queensland on Tour New Zealand & Sales Training

TPDD joined 50 other operators from throughout Queensland on the TEQ Queensland on Tour New Zealand Roadshow which was held in Queenstown. The roadshow gave operators the chance to meet approximately 90 people from the New Zealand tourism industry, targeting travel agents, product managers and reservation staff as well as selected travel trade journalists and consumer media journalists. TPDD Executive Officer Tara Bennett visited Auckland to undertake training and sales calls for both the leisure and business events sectors. Feedback from the New Zealand industry was very positive with growth into our region being seen from the family and repeat visitor markets. The year round access with Phillipine Airlines from Auckland to Cairns presents an important opportunity for our destination.

### Inbound Up North

IUN 2015 was an intensive 3 day program in the Atherton tablelands. TPDD met with 50 inbound operators across the three days before escorting a select group of 10 guests on a 2 day post famil in the Port Douglas and Daintree region. The famil was an astounding success and provided a true sense of the local community through a morning at the Port Douglas Markets and an evening at Port Shorts amongst other experiences.

### 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 130 people from 94 companies during the show. TPDD also attended the ATE Media Marketplace program pitching story ideas to media from Australia and around the world. This will result in media content in the coming year.

#### International Trade Educational Activity

TPDD compliments trade show and roadshow activities by supporting a trade educational program in region. Educational 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 for the Douglas region.

Famil Title	Company	Market	Pax
US Trade	Springboard Vacations	USA	2
Stella Ward	Travel 2	USA	11
Jane Wilson	TTNQ	All	1
Stella Pok	TEQ Sth Asia	SE Asia	1
USA Travel Leaders	Travel Leaders	USA	7
Cathy Holler	Mason Horvath Travel	Canada	1
Felipe Mortara	O Estado de Sao Paulo	Brazil	1
Silk Air Swiss Trade	Swiss Agents	Switzerland	11
TA Aussie Specialists	Tourism Australia	UK & USA	2
Air New Zealand Famil	Air New Zealand	NZ	9
TA Aussie Specialists	Tourism Australia	USA & Brazil	2
Inbound Up North	ATEC	Domestic	10
UK Aussie Specialists	Tourism Australia	UK	13
Travel Agent Famil	Parker Travel	Domestic	19
Flight Centre UK	Tourism Australia	UK	14
Flight Centre Australia	Parker Travel	Domestic	19
Gold Medal UK	Gold Medal	UK	9
Aussie Specialist Italy	Tourism Australia	Italy	1
QOT UK agents	TEQ	UK	30
Wildland Adventures	TEQ	USA	2
AOT Famil	TPDD	Inbound	8
Post ATE Western Famil	TTNQ	Western	8
Post ATE Famil	TPDD	Western	4
Post ATE	TPDD	UK	4
Post ATE Brazil	TEQ	Brazil	3
Indian Silk Air	TTNQ	India	10
Brazil Trade Famil	TEQ	Brazil	6
Nordic Agents	TEQ	Nordic	8
Qantas Holidays	TPDD	Domestic	8
<b>Total</b>			<b>224</b>

### Digital Activity

The 2015/2016 digital marketing strategy incorporated a range of activities including direct to consumer multi-channel campaigns (including Show Me Your Paradise, Daintree Diversity reported on above), electronic direct mail (eDM) campaigns (consumer, industry and niche), social media marketing, video and website marketing.

#### Electronic Direct Mail-out (eDM) Campaigns

TPDD sent a range of email marketing newsletters to several databases totalling around 40,700 people, segmented for different markets and purposes.

- Consumer database – 33,879
- Tourism industry (e.g. wholesalers, retail travel agents) – 3,111
- Tourism organisations (e.g. TTNQ, TA, TEQ) – 86
- Wedding market database – 1,178
- Business events database – 1,661
- Media – 87
- TPDD Members – 214
- Douglas region – 511

Each market requires a different message and timing of that message in order to achieve cut through, both which have been refined over several years. For example, Image 11 is a Business Events campaign highlighting conference and incentive updates from different operators. This only needs to be sent on a quarterly basis and is specifically about business events market information, including product updates and new offers. Whilst Image 10 is a consumer campaign highlighting consumer driven tours and activities in the region, special deals competitions and events. This type of campaign is sent every second month. These messages differ to membership communications, which include both member and TPDD updates, including marketing opportunities, digital tips and new member promotion.



Image 10: Consumer eDM



Image 11: Business Events eDM

#### TPDD Website Analytics Report

##### Visitor numbers

Unique visitors increased +4.41%, with the website reaching over 202,551 total visitors for the year (+4.43%). Page views per session improved +25% to 2.84 and bounce rate also improved with a decrease of (-25.54%) after site performance improvement projects were undertaken.

Throughout January and February of 2016 a deep analysis of the main consumer website with the intention to provide a clear understanding of the websites performance, identify areas for improvement and assist in the decision of rebuilding a new websites or simply improving on our current platform.

Although the site had performed very well from 2009 to 2013, most measurements reported a steady decline from 2013 onwards. Notably, our Total Page views decreased -40%, Pages per Session -42%, Average Session Duration -33%. There was a marginal improvement in Total Sessions of 4.2%

Although we were achieving adequate growth in visitation to the site, the user experience was not meeting the expectation of consumers. A decision was undertaken to improve the site in 2 phases. Phase 1 was an immediate repair of the sites usability, removing errors, minimising load times and improving overall performance. Phase 2 will be a completely new website to be built in the coming financial year.

On completion of Phase 1, immediate improvement was recorded in all areas. Total Sessions +45%, Page Views +67%, Pages per Session +16%, Average Session Duration +3.81%, Bounce Rate improved by 20%.

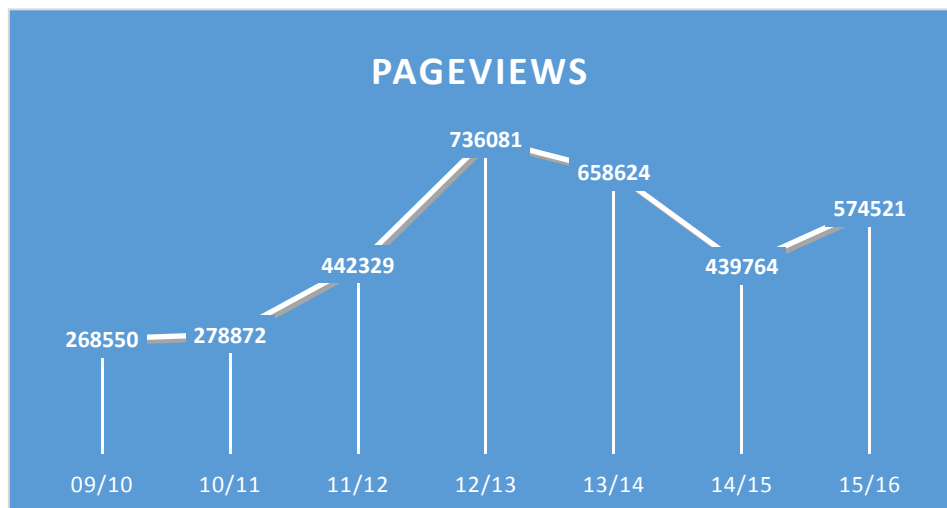


Figure 10: Page views

#### *How do they find the site?*

Traffic sources to the TPDD website occur primarily from organic search traffic, accounting for 69.2% of total visitation, which equates to over 140,00 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. Direct traffic accounts for 12.8% and referral traffic attracts 14.1%. Referral traffic from social networks increased +447.95% to 13,918 primarily from Facebook.

#### *What pages do they look at?*

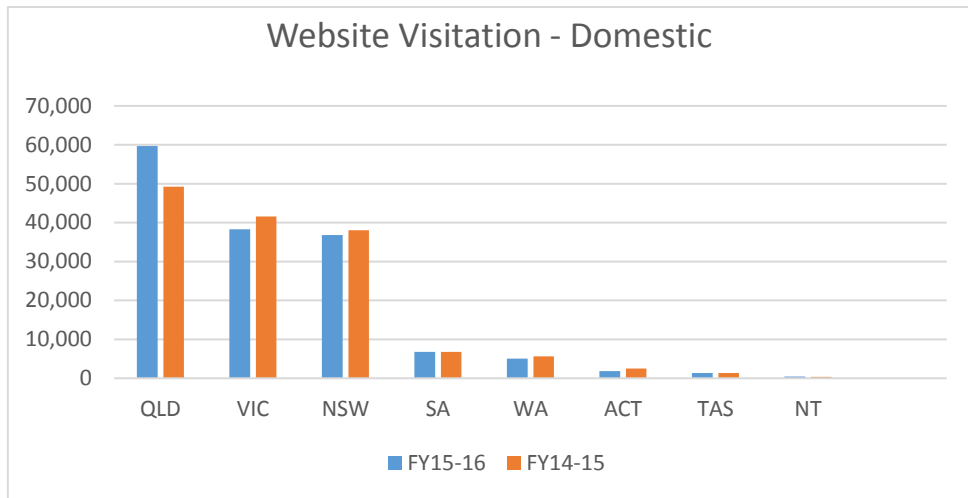
The most visited pages after the home page included Cape Tribulation, shopping Markets, Explore the Daintree and Adventure.

#### *What devices do they use to view the site?*

Growth in access by portable devices grew significantly, with mobile use growing by 35.54% sending over 71,741 visitors, while visitors browsing on their tablets sent 34,394 visitors (-8.13%). Desktops are still the most highly used, with over 96,400 visitors (-7%).

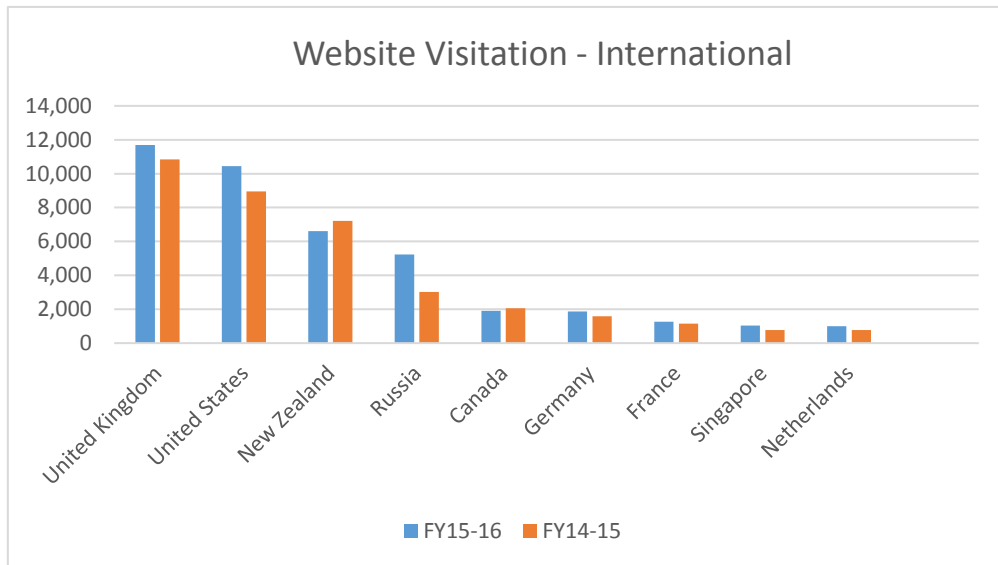
**Visitor Demographics:**

Over 150,000 Australians visited the site this year, an increase of over 3% on last year. Figure 10 illustrates domestic website visitation by Australian states and the dominance of the primary target markets of QLD, VIC and NSW.



**Figure 11: Domestic Website Visitors by State and Territory**

In international visitors (Figure 12), the UK grew 7.83% followed by the US (+16.54%) and New Zealand (-8.3%). Significant growth occurred from Russia (+73.48%) and Germany (18.9%), while Canada dropped (-7.09%).



**Figure 12: International Website Visitation**

Social Media Marketing

TPDD continued to focus on key social media channels including Facebook and Instagram, while maintaining a presence in Pinterest, Twitter and You Tube.

**Facebook:** This is the main social media channel utilised by TPDD, due to the number of users and the ability to reach targeted users in a cost effective way. The channel achieved 40% growth in fans to 21,679. 433 posts (+75%), reached an audience of over 2,449,512 (99% organic reach), with over 153,370 engaged users. The reach increased 163% from 930,800. 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:

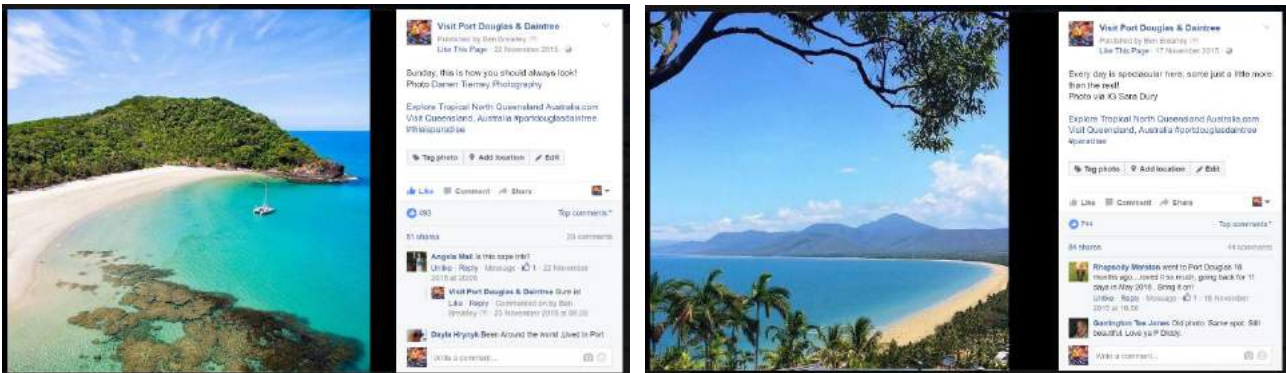


Image 12: Sample Facebook posts

Video posts continue to improve reach and engagement given their dominance in content feeds, as well as the auto play feature. The top 2 posts for the year were videos, reaching over 470, 300 people. A video post on the TPDD page reaches an average of 82,855 people, while a photo will reach 4,724 on average – over 1650% more.

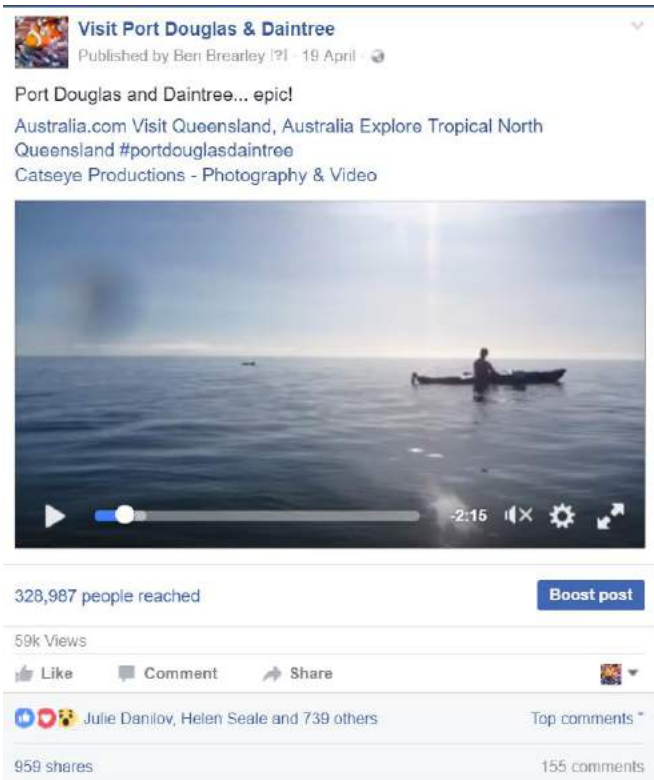


Image 13: Facebook video post reaching 328,987 people

Facebook demographics continue to show fans are predominantly female, aged 25-54 and located in Australia (Melbourne, Cairns, Brisbane and Sydney), which is a significant market segment for the region. UK, US and NZ are the top international fans, in line with target markets.

**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 12% to 5,202 via 257 tweets, creating 161,820 impressions.

**YouTube:** Visitors to the TPDD channel 'Visit Port Douglas & Daintree' have watched over 35,500 minutes of video (+2%). Over 21,600 views of TPDD video content were recorded, an increase of 16%.

**Pinterest:** At the end of June, the platform had 258 followers (+23%) with 2,115 average monthly viewers (-36%) and an average of 54 engaged monthly viewers (+7%).

**Instagram:** Followers increased 196% from 2654 to 7870.



## Media and Publicity

The last 12 months have been incredibly successful in terms of publicity for Tourism Port Douglas Daintree. Highlights include the Summer Media Famil, Port Douglas Carnivale famil and strong television support from leading national programs including Better Homes and Gardens, Getaway, Sunrise and Queensland Weekender.

Strategic PR was contracted to manage all elements of public relations for TPDD and was engaged to work from August 2015 to June 2016.

*Primary Objective:* Tanya Snelling worked together with Tourism Port Douglas and Daintree and members/event partners to coordinate all media relations activities with a view to generating positive media coverage in not only Tropical North Queensland but to also generate media coverage 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. Her 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 Activity

### Domestic Publicity

In the year ending June 2016, Strategic PR media relations helped generate approximately \$2 million worth of domestic publicity for our Douglas region. During the past year, Strategic PR initiated three major media famils and hosted one (timed for pre-publicity for the region's major festival Port Douglas Carnivale and the Summer Season/Christmas) plus assisted in regional itineraries with Tourism Events Queensland and Tourism Tropical North Queensland.

\$10 million generated in publicity for region

\$1 million generated from Port Douglas Carnivale media famil

\$600K generated from Summer Season media famil

Estimated publicity value generated from the Carnivale media famil was \$1m. Highlights from this famil included Australian Gourmet Traveller, The Sunday Mail, Gold Coast Bulletin, Trans-Tasman Media, Cairns Post and Foxtel.

The Summer Season famil PR estimated value was \$600,000. Coverage was received in Kia Ora, Air New Zealand Inflight Magazine with two stories published included a six page lead story, and a three page editorial in Holidays With Kids. A Taste Port Douglas media famil was also held in July, with an estimated \$300,000 generated in publicity with stories in Good Food Guide, Melbourne and Sydney as well as a lead story in the Courier Mail.

Another publicity highlight was a story written by Daniel Scott - Tropical North Queensland Adventure With Kids, which was syndicated over 130 times, with a value of more than \$1 million. Highlights in this story include a stay at Thala Beach Nature Reserve and Jungle Surfing in Cape Tribulation.

Visits by Better Homes and Gardens, Sunrise, Getaway and Queensland Weekender also generated millions of dollars worth of publicity. Publicity values overall for the destination including Carnivale, Strategic PR, and TEQ recorded stories comes in at around **\$10 million**. Note: \*this does not include local publicity content in the Cairns Port or Port Douglas and Mossman Gazette relating to events such as Port Douglas Carnivale and Taste Port Douglas.

Douglas region coverage accounted for 50% of the total coverage for Tropical North Queensland.

Local Publicity Highlights

**Cairns Post** f t+ g+ e+

**Port Douglas**

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

By Scott Mackay, The Cairns Post



A performer in a red and black outfit with a fire torch, performing at the Port Douglas Carnivale.

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

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

Local Carnivale event director Melissa Head said that it was a chance visit to the star's former home at Karaki's Playhouse that she spotted the paintings.

Her children Giovanni Volpe and Jason Connery gave permission for them to go on display at the May 23-25 festival.

"I find it really interesting, it certainly grabs everybody's attention," Ms Head said.

Her cabaret show Limbo has also been confirmed for the new look Carnivale after sold-out performances around the world, and will take centre stage in the Wonderland Solagefest. For information go to [www.carnivale.com.au](http://www.carnivale.com.au)

08 THURSDAY MARCH 24 2016 PORT DOUGLAS & MOSSMAN GAZETTE

# No lull, visitors keeping us busy

HOLIDAYMAKERS are flocking to the Port Douglas and Daintree region for Easter and the school holidays with some operators experiencing no lull between Chinese New Year and Easter.

Tourism Port Douglas and Daintree (TPDD) executive officer Tara Bennett said visitor numbers to the Douglas region had cracked 2.3 million room nights in 2015, a 26 per cent increase on the previous year.

"We enjoyed a great 2015 and this good news looks set to continue in 2016 as the first quarter has provided consistently higher visitation and forward bookings for winter are strong."

"This coupled with investment in tourism infrastructure such as the refurbishment of the Sheraton Mirage Port Douglas and Daintree Eco Lodge, construction of the Hemingway's Brewery and new products coming on line at Wildlife Habitat should see the region break records for 2016."



Tara Bennett of TPDD

Quicksilver group director of sales and marketing Michael Hesley said forward bookings across Quicksilver's Great Barrier Reef products were very strong and up on last year. "We are seeing an increase in domestic visitors as well as those from the United Kingdom and Europe where we are getting very good German numbers, and even the Japanese market has been terrific," he said. "Quicksilver's bookings have been consistent this quarter and we have not experienced the shoulder period which is traditionally associated with the completion of Chinese New Year."

QT Resort Port Douglas PR and events co-ordinator Sharon Timms said the resort was bursting at the seams until the end of the school holidays. "Like many of the local operators we are finding the lull is so much shorter between Chinese New Year and the Easter period," she said. "QT has a strong Easter focus on families with an Easter egg hunt on Easter Sunday and we are bringing back the popular QT Kids Club hosted by children's entertainer Kel Whacky Wonders for guests and locals."

Brett's Half Day Kuranda tour owner Andreea Gibson said forward bookings were strong ahead of people arriving in Port Douglas. "We are one of the small tour companies so that is a good sign of how busy the holidays will be," she said.

## Port Douglas makes Top 10 list

CAIRNS and Port Douglas are in the top 10 holiday destinations, according to the world's largest travel review site.

TripAdvisor placed Cairns fifth and Port Douglas sixth in the top 10 in its 2016 TripAdvisor's Travellers' Choice Destinations Awards.

The awards are ranked based on feedback and booking interest across 12 months.

Tourism Tropical North Queensland chief executive Alex de Waal said the awards provided some insight into "the significant weight of global competition for tourism".

"It is fabulous to see Tropical North Queensland receive such strong recognition."

The awards are ranked based on feedback and booking interest across 12 months.

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"It is fabulous to see Tropical North Queensland receive such strong recognition."

THURSDAY MARCH 23 2016 PORT DOUGLAS & MOSSMAN GAZETTE

## Easter sets record for Port Douglas

By Scott Mackay, The Cairns Post



Jack, Charlotte, Scott and Carina Torpeary enjoyed the weather at Melbourne at Four Mile Beach.

THE Easter long weekend was a boom for businesses as the thick, despite Easter, bringing outdoor in the sun, a lull that traditionally leads to much business.

In fact Tourism Port Douglas Daintree executive officer Tara Bennett said business operators reported a record-breaking Easter.

"Easter weekend was a boom - it's broken a lot of records for one of the earlier Easter's," she said.

"Traditionally we don't get the influx that we've experienced over the past few weeks with the public zones."

"A lot of operators are reporting a similar increase in bookings."

The great news is that visitors are getting out and enjoying the area, doing tours and dining out."

QT Port Douglas agreed, saying they saw a dip in their occupancy last 24-year despite Easter arriving almost 30 days early.

"Occupancy levels were up 10 per cent on last year. The Easter egg hunt on Sunday had around 60 kids and our saw Kids Club start up over the four days attracted great interest that not only our house guests but local kids," said QT sales executive Pat Hill.

Lake Hamilton manager of the Lake Loder, said the record Easter bank was consistent with the one he's seen over the past four years.

"This is my fourth year and it just seems every year it's taking a step up," Mr Horstland said.

"The markets have definitely picked up. Good Friday was the big start as usual, but then you know the Sunday and Monday are going to be the biggest."

"I had a lot of bookings for last year, and we did 110 breakfasts on the Good Friday - this year we did 200. Our Easter breakfasts are sold out since 2010."

"We've just opened a new shop, the Lamingtons, and it's been very busy. The afternoon have been more than expected there and they went through more than 10kkg of it in total."

Mr Horstland said this year even during the normally dry period from February to August.

"I don't think the Wet Season was as bad as we expected. We're very, kind of, pleased through the Wet Season."

His hotel is going to be a good year for the town business. "I just think there's a lot of good things in the new tourism, new hotels and restaurants, and as well the low Aussie dollar. It's definitely going to be a good year."

TPDD said it was pleased to see the region's tourism infrastructure and new products coming on line at Wildlife Habitat should see the region break records for 2016.

Quicksilver

## Port Douglas and Daintree dominate entries in tourism awards

By Scott Mackay, The Cairns Post



PORT Douglas and the Daintree are in the running for gold at the 2015 Queensland Tourism Awards.

The reef and rainforest drew attention to the region's entries with nine of 30 from the tropical north which is second behind Brisbane with the most.

The executive director of the Queensland Tourism Awards said the region's entries were strong in the award categories of tourism infrastructure and catering, cultural experiences, and accommodation.

The awards are presented by Queensland Tourism Awards and are open to businesses in the region's tourism industry.

Tourism Port Douglas and Daintree executive officer Tara Bennett said the high number of entries from the Port Douglas Daintree area was indicative of the high standard of tourism products.

"This industry consistently attracts world-class visitor experiences and I hope this awards to Queensland," Mr Bennett said.

# Tourism on a high

PORT Douglas has been popular these school holidays with operators of full resorts, booked out restaurants, busy tours to the reef and lots of smiling faces around the region.

It appears the Great Barrier Reef has worn out over the Easter this year, with some Daintree tour operators reporting busy seasons but not "blatant" like this time last year.

"We are getting associate but the response are what they should be compared to last year and all the other local and the same here," said Jane Bucker of Bruce Bucker's Daintree River Cruises.

"I don't like the way they have changed the school holidays to start late, when it was supposed to see more for a month but now we are only busy for two weeks."

Eleonore James, at Tropical Journeys said these Daintree Tours has been usually busy but the most popular tours have been to the Reef.

"The dedicated snorkelling vessels have been really popular, we have got these vessels dedicated to snorkelling and are in a market now they're out there."

"The weather is helping in big time, we are really busy and at the moment we are doing better than last year. Having an extra local operators help."

"We are seeing a lot of families with the school holidays, but we are also getting the mainstream tourists, which is great because we want them to experience the best of the rainforest and get local knowledge when they see up there."

The demographics of tourists appears to be predominantly domestic and families,



Enjoying issues these school holidays in Port Douglas



according to Steven Chakley of QT. "We do get younger couples of 25-plus up here but we are seeing a lot of the school holidays, it's very much a family affair and we are lucky the resort can adapt," he said.

"It's a cracking season. Last year was brilliant and we are climbing up year on year to what seems to be the best school period. The resort has been playing full occupancy for a number of days on these holidays."

And when they come to stay they love to dine out, with record numbers accord-

ing to Co the Inter's Michaela Dowling. "We are booked out for a couple days it's a busy busy busy and it's a great season all around," she said.

"This year there has been a general upsurge in the domestic travel and we get a lot of families who travel up every year. It's good to see our regular book. There has been lots of bang."

"We are getting a splashing of Euro points but they tend to come after school holidays later October, at the moment it's all Aussie, Aussie, Aussie."



International Publicity Highlights



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



Discover the world's largest coral reef in the Port Douglas Queensland Coast...

The thought of a holiday in Port Douglas is often associated with a relaxing...

Port Douglas is the only town on the coast of Queensland that is a...

During the time you are in Port Douglas, you will have the opportunity to...

The trip is made more special by the fact that you will be able to see...



How to enjoy the best of Port Douglas is the one that makes for an ideal...

From the time you arrive in Port Douglas, you will be able to see...

It is a great experience to see the world's largest coral reef in the...

So the next time you are in Port Douglas, make sure you see the...

It is a great experience to see the world's largest coral reef in the...

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So the next time you are in Port Douglas, make sure you see the...

Air New Zealand Holidays travel tips. Ancient forest or white-sand beaches - the choice is yours in Port Douglas. Includes photos of Port Douglas and text about travel tips.

indiatoday NEWS TV MA. JOBS IFL 2016 ASSEMBLY ELECTIONS INDIA WORLD PHOTOS VIDEOS

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

Recently, Parineeti Chopra shared a picture on social media with the caption, 'Can't believe that my trip is over'...

India Today | Posted by Ritu Bahar Purasthoman, New Delhi, February 22, 2015 | UPDATED 05:03 IST



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

ALSO READ: Sarveer kisses Parineeti, Arjun wears red heels at Zee Cine Awards 2016

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

TRAVELLER JOIN OUR TRAVEL GEEKS TALK ON FOOD TOURS. Includes navigation tabs like DESTINATIONS, SMART TRAVEL, etc.

Queensland: Rain supreme

It has rained in Queensland for 10 days straight. The rain has caused...



As a total freak out, the Queensland rain has caused the government...

There is a lot of rain in Queensland, though it has been 10 days...

There is a lot of rain in Queensland, though it has been 10 days...

## Media Familis

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

Famil Title	Media (print, TV, online)	Market	Pax
Taste Port Douglas	Print	Domestic	2
Better Homes and Gardens	TV	Domestic	4
Australian Traveller	Print	Domestic	2
TEQ Americas PR Katie Barr – Cornish	PR Company	North America	1
French and German Bloggers	Online	France/Germany	3
European Mega Media Famil	Mixed	Continental Europe	40
Qantas Magazine	Print & Online	Domestic	1
Indian Blogger – Rashid Mehra	Online	India	1
Silk Air Singapore Famil	Print	Singapore	4
Real Housewives of Auckland	TV	New Zealand	3
Post ATE Belgium Famil	Print	Belgium	2
Indian Bollywood	TV/Digital	India	8
TPDD Carnivale Famil	Print	Domestic	6
Jetstar Magazine	Print	Domestic	1
QLD Weekend GBR Special	TV	Domestic	4
Hong Kong Media	Print/Digital	Hong Kong	6
Nordic Silk Air	Print	Nordic	6
Jo Stewart	Print		1
Air Canada Media Famil	Print	Canada	6
National Geographic	Print	Domestic	1
GBR Media Famil	Print	Domestic and NZ	4
<b>Total</b>			<b>109</b>

## 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 responds with assistance to media enquiries from international and domestic media by phone and email. It is estimated that TPDD operators, businesses and attractions have contributed around 50% of the publicity generated by TNQ destination. \*\* This figure is based on total media exposure for the TNQ region of between \$12 million in ASR equivalency for the Tropical North. It doesn't include publicity generated from TPDD media releases and publicity generated internally and is an increase on the average of 20/30%.

## 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 in 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.



## Media Releases

In the 2015/2016 Financial year, Strategic PR has written 19 media releases. This is additional to monthly strategic planning meetings to identify publicity opportunities and other elements of my position managing publicity. Many of these media releases require a lot of research and contact with their operators.

Media releases included:

- 1) Win a Digital Detox in the Daintree Rainforest
- 2) Four Mile Beach Star of Douglas Sporting Action
- 3) Digital Detox Winner
- 4) Tourism Research Australia Visitation Figures
- 5) New Chair Appointed at AGM as Tourism Industry Continues To Rebound
- 6) Douglas Card.
- 7) Daintree Dominates at Queensland Tourism Awards
- 8) Show Me Your Paradise Winner
- 9) Great Barrier Reef Drive Ready to be Traversed
- 10) Luxury Superyachts Lure High Net Worth Holidaymakers
- 11) New Product Meets Tourism Growth
- 12) Demand for Sports Fishing Drives Growth
- 13) Douglas Region Dominates Tourism Awards
- 14) Port Douglas Carnivale Set To Thrill Crowds
- 15) A Whale of A Time
- 16) Show Me Your Paradise Launch
- 17) Show Me Your Paradise Final Call
- 18) Great Barrier Reef Drive
- 19) Australia Day in Douglas

## Blogging

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 stories across the platforms.

- Great Barrier Reef Drive (TTNQ & TPDD Blog)

Stories written and supplied to major national magazines:

- Jetstar RACQ (Summer Media Famil Commission)
- Kia Ora February 2016 Edition

## Business Events activities through Business Events Port Douglas

Business Events Port Douglas 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 2015/16

### *Major advertising campaigns*

- Half page advertisement in the BECGBR Meeting Planners Guide
- Half page advertisement in the Discover Paradise Magazine

### *Trade Shows*

- TPDD represented Business Events Port Douglas at the Business Events Cairns and Great Barrier Reef (the convention arm of TTNQ) Sell TNQ tradeshow which was held in Palm Cove. The show comprised a series of 9 minute appointments with 28 presentations to 3 media, 20 domestic buyers, 4 New Zealand buyers and 2 Singapore buyers along with 1 representative from Business Events Australia.
- Attended Business Events Cairns Great Barrier Reef Showcase to Brisbane, Sydney and Melbourne
- Attended Tourism Australia's Dreamtime tradeshow in Adelaide

### *Hosted destination educational/familis*

- Fully hosted destination famil for 9 x PCO's/DMC's in May.

### *Newsletter*

Branded, formatted newsletters are sent out quarterly to the group's database of over 1600 industry contacts. This features member product news and updates with images and direct contact information.



### Media

- Business Tourism and activities of Business Events Port Douglas communicated to region via TPDD Radio Port Douglas segment & Mossman & Port Douglas Gazette Tourism Talk

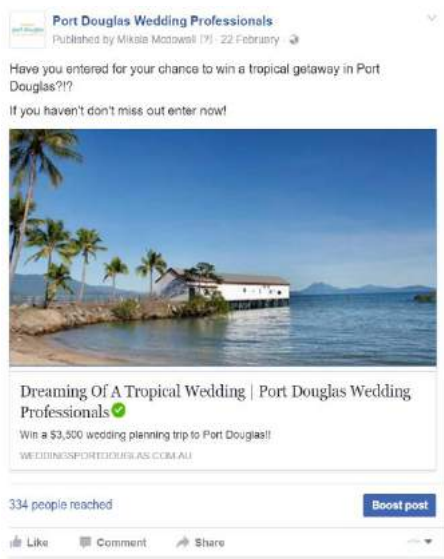


Image 14: BEPD Discover Paradise AD

### Website – [businessesportdouglas.com](http://businessesportdouglas.com)

The website achieved mixed results overall for the 2015/16 year, with a 40% drop in unique visitors to the site to 2,042, down from 3,495. However, engagement on the site improved with an increase of 20% in pages per session and 38% increase of average session duration. Domestic visitors account for 42%, primarily from Melbourne 26%, Brisbane 26% and Sydney 25%. International visitation was predominately from US 16%, Brazil 6% and the UK 4%. Projects to identify and implement site improvements will be undertaken as a matter of focus for the group in 16/17.

## Wedding market activities through Port Douglas Wedding Professionals



**Image 15: Tropical Wedding competition Facebook post**



**Image 16: Facebook post example**

The destination wedding space is very competitive, with venues in Australia and internationally aggressively marketing their product. The Port Douglas Wedding Professionals Group has been promoting the Douglas Shire as a premium location for destination weddings for 7 years now. The success of the wedding market is due in no small part to the dedication and support of the Tourism Port Douglas Daintree team.

Bec McLean from Dragonfly Weddings and Rob Cooke from Port Douglas Weddings are the co-chairs. Weddings are also 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 group's 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 2015/16 include:

- A targeted digital marketing campaign through the PDWP Facebook page and website culminating in 1933 entries (image 15)
- ½ page print advertising campaign in 'Discover Paradise'
- Double page spread in Tropical North Queensland, 'This is my Paradise'
- Full page ad in 'Welcome to Port Douglas and Daintree'.
- Full page ad in 'Your Queensland Wedding' magazine accompanied by a full page "Real Wedding" feature.
- Attended the Melbourne wedding expo and launched the 'Tropical Wedding Getaway' competition
- Attended the Townsville wedding expo
- The group also liaised with the Douglas Shire Council to address issues directly relating to weddings.

Portdouglasweddingprofessionals.com received 4,414 unique visitors. Engagement on the site improved with an increase of 49% in pages per session and 76% increase in average session duration. Bounce rate also improved by 25%. Domestic visitors account for 79%, primarily from Brisbane 34%, Melbourne 27%, Sydney 18% and Adelaide 5%.

The Port Douglas Wedding Professionals Facebook page gained 643 fans for year to 3,641, an increase of 21% from 14/15. Highly desirable wedding images are used to promote the range of wedding locations and options to entice couples to book the region for a destination wedding. This year, 112 posts reached 52,823 people with 2,706 engaged. (Image 16)

### Win a Tropical Wedding Planning Trip

PDWP ran a Tropical Wedding Getaway competition during February. The competition was advertised through Facebook with a reach of 39,003 and resulted in 635 page likes. The competition was also supported with an e-DM sent to 555 recipients from the Townsville Wedding Expo and included in our monthly consumer e-DM.

Goals associated with this campaign were:

- Increase awareness of Port Douglas Daintree as a destination wedding choice.
- 25% growth in TPDD website visitors for February
- 10% growth in Facebook fans

Campaign Results:

Entries

	Views	Conversions	Conv Rate
Sweepstakes	369	112	30.4%

Email Marketing

Email	Sent to	Open rate	CTR
1 – Ultimate Wedding Planning Trip	555	29.19%	2.34%
2 – February Consumer	34,517	15.31%	.71% (247)

Website

- Total visitors during campaign period – 921, 45% increase
- Page views – 2,360, 30% increase
- Demographics: Brisbane (243), Melbourne (206) & Sydney (141)

Facebook

- Weddings Port Douglas page increased to 3,644 from 3,009 – an increase of 21%
- Advertising reach – 39,003
- Traffic referred to website – 578

Overall, the campaign achieved mixed results. An increase in website visitation was exceedingly achieved with 45% growth, while Facebook fan growth of 21% outperformed targets. Although the conversion rate was high at 30%, the total entries were lower than hoped, which resulted in a lower number of new database entries.

## 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 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 TPDD Engagement Strategy sets out a framework to ensure TPDD is maximising communication.

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
- Conducted member educational with Tourism Australia, CQ University and social media insights
- Conducted an accomodation forum for members to assist with working with OTA's and wholesalers.

### Local

- Met with students from Mossman Gorge to discuss tourism career pathways
- Attended Douglas Chamber of Commerce tourism committee meeting
- Attended a number of Daintree Marketing Co-Operative meetings
- Attended TTNQ Tourism Innovation Conference
- Daintree community cabinet drive around with stakeholders
- Met with Aus Industry for training funding opportunities

### State

- Attended DestinationQ
- Met with Brett Kapernick, CEO of QTIC.
- Updates from Virginia Berry from State Development regarding training and grant opportunities for the region
- Partnered with TTNQ to secure funding for North Australian training initiative.
- Attended the Australian Regionn Tourism Network conference covering industry bench marks and regional case studies.

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**

**Supported Douglas Shire Council's economic development event, Creating Start-up Ecosystems and Start-up Business Planning Workshop**

**Channel management forum for accommodation operators**

**Member workshop sponsored by Tourism Australia with speakers from TA, TPDD and CQ University**

**Dive into Digital included TPDD presentation on destination marketing**

## Membership

**M**embership for 2015/16 saw membership numbers increase finishing with 170 member products from 158 members (150 at June 2015) see Appendix 2.

The current TPDD membership 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 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 businesses in the Douglas region.

Membership Level	Target for end of FY June 2016	As at 1 July 2015	As a 30 June 2016
Ordinary	0	0	0
Supporter	6	6	7
Silver	116	113	116
Gold	29	25	27
Platinum	7	6	8
<b>Total</b>	<b>158</b>	<b>150</b>	<b>158</b>
<b>Total Products</b>	171	163	170

## 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](http://visitportdouglasdaintree.com/members)  
E: [info@visitportdouglasdaintree.com](mailto:info@visitportdouglasdaintree.com) or call on 07 4099 4588

## **Appendices**

Annual Audited Financial Report 2015-16



# FINANCIAL REPORT

Port Douglas Daintree Tourism Limited  
ABN 35 121 516 916  
For the year ended 30 June 2016

Prepared by GKSCA PTY LTD

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# Directors' Report

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

Your directors submit the financial accounts of the Port Douglas Daintree Tourism Limited, for the financial year ended 30 June 2016.

### Committee Members

The names of the directors in office at any time during or since the end of the year are:

Sheena Walshaw	Ben Woodward
Megan Bell	Natalie Johnson
Cr Julia Leu	Steve Molnar
Benjamin Pratt	Liz Schibig-Edgar
Wendy Van Der Wolf	Jane Wilson
Tony Baker	Rhys Bawden
Steven Oakley	

### Principal Activities

The principal activities of the company during the course of the year were to promote tourism and member services in Port Douglas and Daintree region.

### Significant Changes

No significant change in the nature of these activities occurred during the year.

### After Balance Date Events

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in subsequent financial years.

### Future Developments

The company expects to maintain the present status and level of operations and hence there are no likely developments in the operations in future financial year.s

### Environmental Issues

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

**Information on Directors**

<b>Sheena Walshaw</b>	<b>Chairman</b>
<p>Experience</p>	<p><b>Managing Director Jungle Surfing</b></p> <p>Sheena has over twenty years marketing experience spanning several disciplines on both sides of the globe. She started her career in publishing in London, promoting some of the biggest selling books of the 1990s before setting up her own Public Relations &amp; Marketing consultancy. But the Australian jungle she'd visited as a backpacker beckoned, and in 1998 she returned to Cape Tribulation and has worked in the tourism industry ever since, running resorts, a dive boat, transfers and land tours.</p> <p>In 2006 she joined Jungle Surfing Canopy Tours as General Manager, combining the operational role with responsibility for Sales &amp; Marketing. Since then she has proudly overseen the company's development to become one of the cornerstones of the Daintree tourism industry, and recipient of nineteen regional, state and national tourism awards. Sheena became Managing Director in 2010 following the untimely death of owner Stephen Walsh, and continues to travel widely in market both domestically and internationally.</p> <p>Sheena is a founding Director and recent Chair of the Daintree Marketing Cooperative, a General Director of Tourism Tropical North Queensland, Chair of TTNQ's Domestic Strategic Panel, Chair of TPDD's Daintree Strategic Panel and a member of the judging panel for the 2015 Queensland Tourism Awards.</p>

<b>Ben Woodward</b>	<b>Vice Chairman</b>
Experience	<p>Director of Sales and Marketing CaPTA Group</p> <p>Ben Woodward has grown up in the tourism industry, with his parents pioneering one of Tropical North Queensland's premier attractions, Rainforestation Nature Park Kuranda, in the late 70s.</p> <p>He attended Queensland University of Technology in Brisbane where he completed a Degree in Bachelor-Business (Journalism), and after university worked as a radio journalist and Producer for 4CA &amp; Hot FM in Cairns.</p> <p>In the early 2000s Ben lived in the UK, then returned to Cairns in 2006 to work for the family business, The CaPTA Group, which had expanded significantly to become the region's largest privately owned group of attractions and touring companies (consisting of Wildlife Habitat Port Douglas, Jungle Tours, Tropic Wings, Rainforestation, Cairns ZOOM &amp; Wildlife Dome, and Australian Butterfly Sanctuary). He then based himself between London and Cairns for several years whilst managing Western Markets for the group.</p> <p>He now has the role of Director of Sales &amp; Marketing, managing a team of 10 across local, domestic, international and digital markets.</p> <p>He has been on the NQ ATEC Committee since 2009, became Chair of the NQ YATEC Committee in 2012 and soon after became the National YATEC Chair and a Director on ATEC's National Board. In 2013 he was honoured as the recipient of the Len Taylor YATEC Award for Excellence. He is currently Secretary for SKAL International Cairns.</p> <p>Ben is passionate about the region and its diverse communities, in his own time engaging with community voluntary work with Cairns Tropical Pride and its Tropical Mardi Gras festival. He shows his keen interest in music through DJing at regular events.</p>
<b>Megan Bell</b>	<b>General Director</b>
Experience	<p>Quicksilver Group Manager Business Events &amp; Media</p> <p>Megan has extensive tourism experience and has been with Quicksilver since 1998, focused in sales and marketing activities and also specialising in business events, cruise ships and media. Previous to the Quicksilver Group, Megan was employed by the Far North Qld Promotion Bureau (now TTNQ) and started her career with Tourism Queensland with 10 of those years based in the Los Angeles office.</p> <p>Megan is a committee member of ATEC, having been Chair for several years, and is also currently part of the Port Douglas Business Events Group.</p> <p>A committed and passionate advocate for tourism in the region she has seen the highs and lows and is committed to ensuring TPDD is a strong and progressive organisation.</p>

<b>Natalie Johnson</b>	<b>General Director</b>
Experience	<p>General Manager - Flames of the Forest and The Beach Shack Restaurant &amp; Bar</p> <p>Natalie took up a Sales &amp; Marketing position with Flames of the Forest ten years ago before taking on the additional operational role of General Manager of both Flames and The Beach Shack in 2013. Her career in the tourism/hospitality industry spans over 20 years, across Front Office, Food and Beverage and Sales and Marketing with international hoteliers Hyatt, P&amp;O Australia and Radisson. Natalie manages both the FIT and business events sales for Flames of the Forest and The Beach Shack, whilst also working in a strategic capacity as Chairperson of Business Events Port Douglas – a position she has held for five years – to position the Douglas region as Australia’s premier business events destination. Natalie also takes an active role in the local community as an Under 10’s netball coach within the Douglas Netball Association and as a Director on the Board of St. Augustine’s School Mossman.</p> <p>Natalie has over 20 years experience across tourism and hospitality and in 2006 returned to Flames of the Forest as Sales &amp; Marketing Manager before taking on the additional role of General Manager of both Flames and The Beach Shack Restaurant in 2012. Natalie manages both FIT and Business Events sales and has Chaired Business Events Port Douglas for five years, holds a position on the Board of St Augustine’s School and has previously held committee positions with The Clink Theatre and The Douglas Chamber of Commerce.</p>
<b>Cr Julia Leu</b>	<b>Douglas Shire Director</b>
Experience	<p>Mayor Douglas Shire Council</p> <p>Cr Julia Leu was elected as Mayor of the new Douglas Shire Council in November 2013, following almost 6 years as an independent Councilor with Cairns Regional Council and was recently re-elected as Mayor of Douglas in March 2016. Julia holds a Masters in Business Administration, Bachelor of Arts and Graduate Diplomas in Education and Communication. Julia is a Queensland Executive member of the Australian Coastal Councils Association, Director of Terrain Natural Resource Management and Regional Development Australia Far North Queensland &amp; Torres Strait Inc. Julia has a wide range of experiences, including running her own business and has been a secondary teacher, lecturer and senior commonwealth employee in Indigenous, health, housing and community services. Julia has 2 sons aged 28 and 24 and lives with her husband, Andre on a commercial certified organic fruit farm, which they established 25 years ago in Lower Daintree, Queensland</p>
<b>Steve Molnar</b>	<b>General Director</b>
Experience	<p>General Manager Sheraton Mirage Port Douglas Resort</p> <p>Steve has wealth of hospitality and tourism industry experience both nationally and overseas. Originally from Adelaide he moved to Noosa Queensland in 1996 where he held senior hotel management positions and was elected to the Tourism boards of the Sunshine Coast and Noosa for a period of 8 years. This included Chairman of Tourism Noosa between 2004 and 2006 before taking up a senior Director of Sales and Marketing position overseas with Fiji’s largest Resort Complex, the Sheraton and Westin Fiji Resorts. He also played a key role in the recovery of tourism for Fiji as member of the Tourism Task Force following the late 2006 coup and provided industry leadership to “TAG” (Tourism Action Group).</p> <p>Having travelled on many sales missions worldwide, in 2009 Steve moved to Sydney and as Hotel Manager managed the successful rooms refurbishment of Australia’s largest hotel, the Four Points by Sheraton Darling Harbour before taking up the position of General Manager at the Sheraton Mirage Resort Port Douglas in early 2014.</p>

<b>Benjamin Pratt</b>	<b>General Director</b>
Experience	<p>General Manager Mossman Gorge Centre</p> <p>Ben has been working within Tourism now for over 11 years, holding various General Management and Resort Management roles across Australia including ARM at Kings Canyon Resort (4 years), General Manager at OBPH Ayer’s Rock (Uluru) Resort (3 years) and General Manager of Home Valley Station in the east Kimberley (3 years).</p> <p>Currently General Manger of Mossman Gorge Centre in Far North Queensland, one of the most successful and awarded Cultural based tourism and training centres in Australia.</p> <p>The Centre welcomes over 300,000 visitors annually and maintains a 90% indigenous workforce.</p> <p>Ben has been involved in the running and initial establishment of several successful training academies for Aboriginal and Torres Strait Islander People in all three of the Voyages Properties across Australia and is extremely passionate for the opportunities tourism presents for Indigenous Australians into the future. Ben has studied and obtained numerous qualifications in Tourism and Management through a Masters Cert at Cornell University and several qualifications through Charles Darwin, currently studying an entrepreneurial diploma in business through The Entourage Academy in Sydney.</p>
<b>Liz Schibig-Edgar</b>	<b>General Director</b>
Experience	<p>Owner/Manager,Paradise Links Resort.</p> <p>Liz has an extensive tourism career working across both the private and public sectors in Australia and internationally. Liz has experience in hotel management,international development, regional tourism, and many years in destination management and destination marketing. She is extremely passionate about tourism and the Port Douglas Daintree region and is keen to utilise her strengths and experiences to work with the industry and the board to maximise the potential of this very special destination.</p>
<b>Wendy Van Der Wolf</b>	<b>Mossman Daintree Village Zone Director</b>
Experience	<p>Owner/Manager,Executive Retreats (luxury holiday rentals)</p> <p>Wendy started her career as a school teacher then joined Pan American as a flight attendant based in USA and Europe. She learnt languages of French and Bahasa Indonesian. Wendy later joined Qantas based in Sydney as an international flight attendant for 25 years. Wendy had various retail outlets in Sydney during years of flying including one in Queen Victoria Building. Her love for the region meant she commuted from Port Douglas to Sydney for 10 years.</p> <p>Wendy started Executive Retreats (luxury holiday rentals) with husband Hans with well over 100 retreats from Mission Beach to Cape tribulation developing “The art of Tropical Living” and Lifestyle Retreats.</p>

<b>Jane Wilson</b>	<b>TTNQ Director</b>
Experience	<p>Director Leisure Sales &amp; Marketing -Tourism Tropical North Queensland</p> <p>Although Jane has a Science background, her passion for tourism took hold after a 4 year back -packer trip around North America, Europe and Asia. On her return, she worked for New Zealand's largest travel wholesale and retail chain in Marketing and Product Management roles, before setting up the New Zealand office for the South Australia Tourism Commission. Jane held the NZ contract with the South Australian Tourism Commission for 14 years, doubling visitation from New Zealand into SA during this time.</p> <p>Moving to Sydney in 2014, Jane held the position of General Manager, Marketing and Business Development for Southern Travel Holdings, the parent company of The Walshe Group - a GSA representing over 20 airlines and tourism brands including Hawaii, Oman, New York, Lufthansa, SAA.</p> <p>Jane was appointed Director, Leisure Sales and Marketing for Tourism Tropical North Queensland in August 2015 and is responsible for leading the domestic and international leisure marketing strategy including the distribution of content through TTNQ's digital and Visitor Information teams.</p>
<b>Tony Baker</b>	<b>Chairman and Appointed Director through to October 2015</b>
Experience	<p>Managing Director, Quicksilver Group</p> <p>Managing Director of the Quicksilver Group since 2007, Tony has extensive experience in the Australian tourism industry with key management and development roles in leading Queensland attractions, Sea World on the Gold Coast and Skyrail, and is also a former Director of Tourism Queensland. With a driving commitment to environmentally sustainable tourism, Tony is Chairman of AMPTO – Australian Marine Park Tourism Operators and member of GBRMPA's Tourism Reef Recreation Advisory Committee. The Quicksilver Group, Australia's largest and leading reef tourism operator comprises Quicksilver's iconic Outer Reef and Low Isles cruises, Great Adventures' reef and Green Island cruises, specialty adventure brands Silver Series, Poseidon Outer Reef Cruises and Pro Dive Cairns in addition to Ocean Spirit Michaelmas Cay Cruises, and, the eco-sensitive Green Island Resort</p>
<b>Rhys Bawden</b>	<b>Port Douglas Zone Director through to October 2015</b>
Experience	<p>Co-Owner and Director of Salsa Bar &amp; Grill</p> <p>Rhys first moved to Port Douglas in 1997 from New Zealand and began working as a chef at Salsa Bar &amp; Grill, a place that some years later he was to become co-owner with Bill Conway. Having now lived in the area for over 16 years and owned/managed Salsa for 10 years, Rhys has seen the peaks and troughs of the industry through the eyes of both an employee and later employer. His knowledge in business operations, tourism and hospitality is strong, and continues to increase with each new endeavor. His expertise in working with others to create a positive and industrious outlook for not only his restaurant, but the region generally speaks volumes of his personality and business traits.</p> <p>Rhys is a proactive and positive person, often seen as the 'go to' guy when situations require leadership and as such, events such as Port Douglas Carnivale have a strong restaurant presence. The success of Salsa Bar &amp; Grill as an institution and leader in the town is a representation of Rhys's ability to rally support, seek advice where necessary and build strategies to move forward.</p>



<b>Steven Oakley</b>	<b>Appointed Director through to October 2015</b>
Experience	<p>General manager QT Resort Port Douglas</p> <p>Steven holds two diplomas in Hospitality and Business Management with his career in Hospitality ranging over 18 years. His previous role in New Zealand as National Operations Manager for the largest on premise hospitality group generated over \$32 M in Food and Beverage with an employee base of over 400. Expanding his career with Amalgamated Holdings Limited over the last five years Steven has held a number of General Managers roles with the current being QT Resort Port Douglas. QT relaunched into the market 11 May 2012 committed to reinvigorating the Tropical North's as an elite leisure destination.</p>

### Meetings of Directors

Directors	Number of Meetings Eligible to Attend	Number Attended
Tony Baker	3	3
Sheena Walshaw	9	9
Rhys Bawden	3	1
Julia Leu	9	7
Natalie Johnson	9	8
Steve Oakley	6	1
Ben Woodward	9	8
Liz Schibig-Edgar	9	9
Wendy Van Der Wolf	9	7
Megan Bell	4	2
Steven Molnar	4	4
Ben Pratt	4	4
Jane Wilson	8	5

### Indemnifying Officer or Auditor

No indemnities have been given or agreed to be given or insurance premiums paid or agreed to be paid, during or since the end of the financial year, to any person who is or has been an officer or auditor of the company.


### Proceedings on Behalf of Company

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. The company was not a party to any such proceedings during the year.


**Auditor's Independence Declaration**

Acopy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 has been included.

Signed in accordance with a resolution of the Board of Directors:

  
\_\_\_\_\_

**Sheena Walshaw - Chairman**

  
\_\_\_\_\_

**Ben Woodward - Vice Chairman**

Dated: 27/9/16

# Auditor's Independence Declaration

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

### Auditor's Independence Declaration Under Section 307C of the Corporations Act 2001 to the Directors of Port Douglas Daintree Tourism Limited.

I declare that, to the best of my knowledge and belief, during the reporting period ended 30 June 2016 there have been no contraventions of:

1. the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
2. any applicable code of professional conduct in relation to the audit.

Name of Firm: GKS Chartered Accountants

Signature of Partner:



**Gregory Keith Stanton CA**

Address: 197 Martyn Street Manunda QLD 4870

Dated: ...../...../.....

# Profit and Loss Statement

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

	NOTES	2016	2015
<b>Income</b>			
Grants		451,500	430,000
Business Marketing Group Fees		18,000	18,000
Co-op Marketing Campaigns		67,309	50,655
Memberships		82,045	80,404
Wedding Marketing Fees		9,083	7,118
Parenting Payment Income		11,714	-
Other Income		2,151	3,269
<b>Total Income</b>		<b>641,803</b>	<b>589,446</b>
<b>Expenditure</b>			
Accounting Fees		5,040	6,734
Advertising		-	276
Auditor's Remuneration		4,500	4,300
Bad Debts Written-Off		1,144	-
Depreciation and Amortisation Expenses		1,786	1,741
Employee Benefits Expenses	1	139,235	134,351
Finance Costs		50	629
Rental and Lease Expenses		7,874	8,348
Parenting Payment Expense		11,714	-
Other Expenses	2	459,949	414,580
<b>Total Expenditure</b>		<b>631,292</b>	<b>570,960</b>
<b>Net Profit</b>		<b>10,511</b>	<b>18,487</b>

# Balance Sheet

## Port Douglas Daintree Tourism Limited As at 30 June 2016

	NOTES	30 JUN 2016	30 JUN 2015
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Cash Equivalent	3	404,906	121,609
Trade and Other Receivables	4	14,379	9,973
<b>Total Current Assets</b>		<b>419,285</b>	<b>131,582</b>
<b>Non-Current Assets</b>			
Plant and Equipment, Vehicles	5	3,355	5,140
<b>Total Non-Current Assets</b>		<b>3,355</b>	<b>5,140</b>
<b>Total Assets</b>		<b>422,639</b>	<b>136,722</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Current Tax Liabilities	6	25,490	3,163
Trade and Other Payables	7	282,369	30,375
Annual Leave Provisions		12,841	11,755
<b>Total Current Liabilities</b>		<b>320,699</b>	<b>45,293</b>
<b>Total Liabilities</b>		<b>320,699</b>	<b>45,293</b>
<b>Net Assets</b>		<b>101,940</b>	<b>91,429</b>
<b>Member's Funds</b>			
<b>Capital Reserve</b>			
Retained Earnings		91,429	72,943
Current Year Earnings		10,511	18,487
<b>Total Capital Reserve</b>		<b>101,940</b>	<b>91,429</b>
<b>Total Member's Funds</b>		<b>101,940</b>	<b>91,429</b>

# Statement of Changes in Equity

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

	NOTES	2016	2015
<b>Equity</b>			
<b>Opening Balance</b>			
Retained Earnings		91,429	72,943
<b>Total Opening Balance</b>		<b>91,429</b>	<b>72,943</b>
Profit/(Loss) for the Period		10,511	18,487
<b>Total Equity</b>		<b>101,940</b>	<b>91,429</b>

# Statement of Cash Flows

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

	NOTES	2016	2015
<b>Cash flows from Operating Activities</b>			
Receipts from grants		496,650	473,000
Receipts from customers		447,331	180,588
Payments to suppliers and employees		(676,242)	(650,871)
Interest received		2,151	3,269
Cash receipts from other operating activities		11,714	-
<b>Total Cash flows from Operating Activities</b>		<b>281,604</b>	<b>5,987</b>
<b>Cash flows from Investing Activities</b>			
Payment for property, plant and equipment		-	(6,405)
<b>Other cash items from investing activities</b>			
		-	-
<b>Total Cash flows from Investing Activities</b>		<b>-</b>	<b>(6,405)</b>
<b>Cash flows from Financing Activities</b>			
Proceeds from borrowing		1,693	8,780
<b>Total Cash flows from Financing Activities</b>		<b>1,693</b>	<b>8,780</b>
<b>Cash flows from Other Activities</b>			
Other activities		-	-
<b>Total Cash flows from Other Activities</b>		<b>-</b>	<b>-</b>
<b>Net increase/(decrease) in cash held</b>		<b>283,297</b>	<b>8,361</b>
<b>Cash Balances</b>			
Opening cash balance	3	121,609	113,248
Closing cash balance	3	404,906	121,609
Movement in cash		283,297	8,361

# Notes of the Financial Statements

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

### Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act. The committee has determined that the association is not a reporting entity because there are no users dependent on general purpose financial statements.

The financial statements have been prepared in accordance with the significant accounting policies disclosed below, which the committee have determined are appropriate to meet the needs of members.

Such accounting policies are consistent with the previous reporting period unless stated otherwise.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets. The accounting policies that have been adopted in preparation of the statements are as follows:

#### Income Tax

The Association is exempt from Income Tax.

#### Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of manufactured inventories includes direct materials, direct labour and an appropriate proportion of variable and fixed overhead expenses.

#### Property, Plant and Equipment (PPE)

Property, plant and equipment are carried at cost. All assets, excluding freehold land and buildings, are depreciated over their useful lives to the association.

The depreciable amount of property, plant and equipment (excluding freehold land and buildings) is depreciated on a straight-line basis. Depreciation commences from the time the asset is available for its intended use. Leasehold improvements are depreciated over the shorter of either the unexpired reporting period of the lease or the estimated useful lives of the improvements.

The carrying amount of plant and equipment is reviewed annually by committee to ensure it is not in excess of the recoverable amount. freehold land and buildings are carried at their recoverable amounts, based on periodic, but at least triennial, valuation by the committee. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amounts.



## Goodwill

Goodwill is initially measured at the amount by which the purchase price for a business combination exceeds the fair value attributed to the interest in the net fair value of identifiable assets, liabilities and contingent liabilities acquired at date of acquisition.

Goodwill is subsequently measured at cost less any impairment losses.

Goodwill is subject to impairment testing when the committee consider that there is objective evidence the business has been impaired. Impairment losses are calculated based on the committee's assessment of the business's recoverable amount. Recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amount.

Gains and losses on the disposal of a business include the carrying amount of goodwill relating to the business sold.

## Accounts Receivable and Other Debtors

Account receivables are recognised initially at the transaction price (ie cost) and are subsequently measured at cost less provision for impairment. Most sales are made on the basis of normal credit terms and do not bear interest. Where credit is extended beyond normal credit terms and is more than one reporting period, receivables are discounted to present value.

At the end of each reporting period, the carrying amounts of account and other receivables are reviewed to determine whether there is any objective evidence that the amounts are not recoverable. A provision for impairment of account receivables is established when there is objective evidence that the association will not be able to collect all amounts due according to the original terms of the receivables.

Other debtors include loans granted by the association and are discounted to present values using the interest rate inherent in the loan.

## Investments

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

## Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the profit and loss statement.

## Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

## Employee Provisions

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee provisions have been measured at the amounts expected to be paid when the liability is settled, plus any related on-costs. Both annual leave and long service leave are recognised within the provisions liability.

## Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

## Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

## Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax (GST).

## Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

	2016	2015
<b>1. Employee Benefits Expenses</b>		
<b>Employee Benefits Expenses</b>		
Contracting Work	52,509	52,000
Provision for Annual Leave	1,086	3,036
Superannuation	19,208	19,279
Wages and Salaries	65,715	58,716
Workcover	717	1,320
<b>Total Employee Benefits Expenses</b>	<b>139,235</b>	<b>134,351</b>
<b>Total Employee Benefits Expenses</b>	<b>139,235</b>	<b>134,351</b>

	2016	2015
<b>2. Other Expenses</b>		
<b>Other Expenses</b>		
Computer Supplies	762	252
Light, Power, Heating	2,812	3,347
Website Maintenance	1,048	2,601
Filing Fees	279	600
Insurance	2,437	4,872
Legal expenses	-	3,500
Marketing Assistant	11,000	6,000
Marketing Business	10,726	12,427
International Marketing	149,809	91,722
Marketing Other	26,957	16,824
Marketing Weddings	15,906	7,624
General Marketing	57,747	53,662
Domestic Marketing	150,742	183,048
Office Expenses	1,087	1,116
Motor Vehicle Expenses	2,898	2,819
Postage	3,624	2,601
Printing & Stationery	1,127	1,341
Repairs and Maintenance	191	90
Telephone & Internet	4,507	4,326
TTNQ Agreement	16,291	15,808
<b>Total Other Expenses</b>	<b>459,949</b>	<b>414,580</b>
<b>Total Other Expenses</b>	<b>459,949</b>	<b>414,580</b>

	2016	2015
<b>3. Cash and Cash Equivalent</b>		
<b>Cash at Bank</b>		
Business Premium Saver Account	389,055	105,829
Cheque Account	15,751	15,680
Petty Cash Float	100	100
<b>Total Cash at Bank</b>	<b>404,906</b>	<b>121,609</b>
<b>Total Cash and Cash Equivalent</b>	<b>404,906</b>	<b>121,609</b>
	2016	2015
<b>4. Trade and Other Receivables</b>		
<b>Trade Receivables</b>		
Trade Receivables	12,059	9,973
<b>Total Trade Receivables</b>	<b>12,059</b>	<b>9,973</b>
<b>Prepayments</b>		
Prepayments	2,320	-
<b>Total Prepayments</b>	<b>2,320</b>	<b>-</b>
<b>Total Trade and Other Receivables</b>	<b>14,379</b>	<b>9,973</b>
	2016	2015
<b>5. Plant &amp; Equipment, Vehicles</b>		
<b>Plant &amp; Equipment</b>		
Computer Equipment	10,414	10,414
Less Accumulated Depreciation on Computer Equipment	(7,059)	(5,274)
<b>Total Plant &amp; Equipment</b>	<b>3,355</b>	<b>5,140</b>
<b>Total Plant &amp; Equipment, Vehicles</b>	<b>3,355</b>	<b>5,140</b>
	2016	2015
<b>6. Tax Liabilities</b>		
<b>Current Tax Liabilities</b>		
GST Refundable/Payable	14,550	(7,117)
PAYG Withholdings and Super Payable	10,939	10,280
<b>Total Current Tax Liabilities</b>	<b>25,490</b>	<b>3,163</b>
<b>Total Tax Liabilities</b>	<b>25,490</b>	<b>3,163</b>

2016 2015

## 7. Trade and Other Payables

### Current Liabilities

Trade Payables	27,150	11,415
Credit Card Loan	10,474	8,780
<b>Total Current Liabilities</b>	<b>37,623</b>	<b>20,195</b>

### Other Payables

Unearned Membership Fees	5,381	10,180
Unexpended Grant	237,038	-
Wages Payable - Payroll	2,327	-
<b>Total Other Payables</b>	<b>244,745</b>	<b>10,180</b>

<b>Total Trade and Other Payables</b>	<b>282,369</b>	<b>30,375</b>
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## Directors' Declaration

### Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outline in Summary of Significant Accounting Policies section.

The directors of the company declare that:

- The financial statements and notes present fairly the company's financial position as at 30 June 2016 and its performance for the reporting period ended on that date in accordance with the accounting policies described in Summary of Significant Accounting Policies section; and
- In the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Board of Directors and is signed for and on behalf of the Board by:

Signed: Sheena Walshaw

Sheena Walshaw

Dated: 27/9/16

Signed: Ben Woodward

Ben Woodward

Dated: 27/9/16

# Independent Auditor's Report

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

We have audited the accompanying financial report, being a special purpose financial report, of Port Douglas Daintree Tourism Limited

(the association), which comprises the Balance Sheet as at 30 June 2016, the Profit and Loss Statement for the reporting period ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

### Committee's Responsibility for the Financial Report

The committee of Port Douglas Daintree Tourism Limited is responsible for the preparation and fair presentation of the financial report, and has determined that the basis of preparation described in the Significant Accounting Policies section is appropriate to meet the requirements of the association's constitution and the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation and fair presentation of the financial report, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

### Emphasis of Matter

The association receives income from trading, fees, and fundraising activities. As is common for associations of this type, no accounting controls can practicably be established over completeness of accounting for all income received and expenses incurred. Our examination of income and expenditure has therefore been restricted to confirming that amounts recorded in the accounting records of the association were in agreement with records maintained by the association's bankers.

### Opinion

In our opinion, except for the possible effects of the matter described in the Emphasis of Matter paragraph, the financial report presents fairly, in all material respects, the financial position of Port Douglas Daintree Tourism Limited as at 30 June 2016, and its financial performance and its cash flows for the year then ended in accordance with Australian Accounting Standards and Associations Incorporation Act of Queensland 1981.

### Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to the Summary of Significant Accounting Policies section to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Port Douglas Daintree Tourism Limited to meet the requirements of the Associations Incorporation Act. As a result, the financial report may not be suitable for another purpose.

Name of Firm: GKS Chartered Accountants

Address: 197 Martyn Street Manunda QLD 4870

Date: ...../...../.....

Signed: 

**Gregory Keith Stanton CA**



# Detailed Profit and Loss Statement

## Port Douglas Daintree Tourism Limited For the year ended 30 June 2016

	2016	2015
<b>Income</b>		
Business Marketing Group Fees	18,000	18,000
Co-op Marketing Campaigns	67,309	50,655
Memberships	82,045	80,404
Parenting Payment Income	11,714	-
Subsidies and Grant	451,500	430,000
Wedding Marketing Fees	9,083	7,118
Interest Income	2,151	3,269
<b>Total Income</b>	<b>641,803</b>	<b>589,446</b>
<b>Expenditure</b>		
Accounting Fees	5,040	6,734
Advertising	-	276
Audit Fees	4,500	4,300
Bad Debts Written-Off	1,144	-
Bank Fees	50	629
Computer Supplies	762	252
Contracting Work	52,509	52,000
Depreciation	1,786	1,741
Domestic Marketing	150,742	183,048
Filing Fees	279	600
General Marketing	57,747	53,662
Insurance	2,437	4,872
International Marketing	149,809	91,722
Legal expenses	-	3,500
Light, Power, Heating	2,812	3,347
Marketing Assistant	11,000	6,000
Marketing Business	10,726	12,427
Marketing Other	26,957	16,824
Marketing Weddings	15,906	7,624
Motor Vehicle Expenses	2,898	2,819
Office Expenses	1,087	1,116
Parenting Payment Expense	11,714	-
Postage	3,624	2,601
Printing & Stationery	1,127	1,341
Provision for Annual Leave	1,086	3,036
Rent	7,874	8,348
Repairs and Maintenance	191	90
Superannuation	19,208	19,279
Telephone & Internet	4,507	4,326
TTNQ Agreement	16,291	15,808
Wages and Salaries	65,715	58,716



	2016	2015
Website Maintenance	1,048	2,601
Workcover	717	1,320
<b>Total Expenditure</b>	<b>631,292</b>	<b>570,960</b>
<b>Net Profit</b>	<b>10,511</b>	<b>18,487</b>

## Depreciation Schedule

### Port Douglas Daintree Tourism Limited

#### For the year ended 30 June 2016

NAME	DEP START DATE	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
<b>Computer Equipment</b>							
Computer	20 Dec 2008	1,129	33	-	-	16	16
Computer	1 Nov 2009	1,153	40	-	-	20	20
Monitor	28 Nov 2009	299	10	-	-	5	5
Computer Satellite	12 Nov 2010	880	41	-	-	21	21
Printer	24 Sep 2012	547	42	-	-	42	-
Desktop Leader i5	8 Jul 2014	2,461	1,857	-	-	615	1,242
Server	8 Jul 2014	2,994	2,260	-	-	748	1,511
Laptop Acer	12 Mar 2015	951	855	-	-	317	538
<b>Total Computer Equipment</b>		<b>10,414</b>	<b>5,139</b>	-	-	<b>1,786</b>	<b>3,353</b>
<b>Total</b>		<b>10,414</b>	<b>5,139</b>	-	-	<b>1,786</b>	<b>3,353</b>

## Members List as at 30 June 2016

2 Fish Seafood Restaurant Port Douglas	Dragonfly weddings & Events	Oaks Lagoons Port Douglas	Rendezvous Reef Resort
Adlink Media	Dreamcatcher Apartments	Ocean Safari	Ride the Beach Adventures/ Daintree Station
At The Mango Tree	Enterprise Charters	On Deck Catering	Roux Blond
Australian Tourist Publications	Executive Accommodation Retreats	On the Inlet Seafood Restaurant	S&S Trike Tours
Avis Australia	Exemplar Coaches & Limousines	Oz About Oz	Salsa Bar & Grill
Back Country Bliss	Flames of the Forest	Paddletrek kayak Adventures	Saltwater Luxury Apartments
Balboa Holiday Apartments	Floral Edge	Paddy's Irish Pub & Grill	Sanctuary Stays
Barbados Port Douglas	Freestyle Resort Port Douglas	Palmer Sea Reef	Sanctuary Villas
Bay Villas Resort Big 4 Port Douglas Glengarry Holiday Park	GBR/ Quicksilver Helicopters	Paradise Links Resort	Sarah Woods - Civil Celebrant
Bike N Hike	Ginni Boutique	Parker Travel Collection	Sassi Cantina
Blue Dive	Harrisons Restaurant	Pink Flamingo	Serenity Accommodation
Body Corporate services	Hartley's Crocodile Adventures	Pinnacle Tourism Marketing.	Shantara Resort & Spa Port Douglas
Brett's Kuranda Half Day Tour	Hemmingway's Brewery	Pk's Jungle Village Port Douglas & Mossman Gazette	Shaolin Charters Port Douglas
Bruce Belcher's Daintree River Cruises	Hoglund Glassblowing Studio	Port Douglas Apartments	Sheraton Mirage Port Douglas
BTS Tours	Hook-A-Barra	Port Douglas Backpackers	Silky Oaks Resort
Bush and Boat	Hummers & Harleys	Port Douglas Catering & Events Port Douglas Chamber of Commerce	Skyrail Rainforest Cableway
Busy Bees Babysitting Services	Indigo Port Douglas	Port Douglas Combined Club	Solar Whisper Wildlife Cruises
Cairns Airport	Janbal Gallery	Port Douglas Event Management Port Douglas Events Weddings and Hire	Star Resorts FNQ
Cape Trib Beach House	Jungle Surfing Canopy Tours	Port Douglas Getaways Port Douglas Local Tourism Network	Sun Palm Transport Group Pty Ltd
Cayman Villas	K-Star Walking Tours Port Douglas	Port Douglas Outrigger Port Douglas Peninsula Boutique Hotel	Sweet Farm Tours
Central Hotel	Lady Douglas	Port Douglas Queenslander	Thala Beach Nature Reserve
Central Plaza Port Douglas	Lazy Lizard Motor Inn	Port Douglas Sands Resort	The Boutique Collection
Closehaven Marina	Lotsa Printing	Port Douglas Weddings	The Meridian at Port Douglas
Coconut Grove Resort	Low Isles Sailaway Mandalay Luxury Beachfront Apartments	Port Douglas Yacht Club	The Pavilions
Coral Sea Villas	Marino Moller Lawyers	Port Village Shopping Centre Pullman Port Douglas Sea Temple Resort and Spa	The Reef Marina
Court House Hotel Port Douglas	Masons Tours Cape Tribulation	QT Port Douglas	The Whitehouse
CQ University	Mediterranean Port Douglas Mermaids Wave Wedding Hair and makeup	Quicksilver Connections	Tony's Tropical Tours
Crocodile Express	Mocka's Pies	Radio Port Douglas	Trippo Australia
Crystalbrook Collections	Moonlight Cinema	Ramada Resorts Port Douglas	Tropic Breeze Van Village
Daintree Discovery Centre	Mossman Gorge Centre	Rattle N Hum Bar & Grill	Tropical Journeys
Daintree Discovery Tours	Nautilus Aviation	Reef Sprinter	Tropical Nites
Daintree Eco Lodge & Spa	Nautilus Holiday Apartments	Reflections of Port Douglas	tshintina
Daintree Marketing Co-operative	Net Know How	Regal Port Douglas	Ulysses Getaways
Daintree River & Reef Cruise Centre Daintree River Fishing & Photography Tours	Ngarru Gallery Indigenous Fine Art		Verandahs Boutique Hotel
Daintree Safaris	Niramaya Spa & Beauty		Villa San Michele
Daintree Wonder Tours	Niramaya Villas and Spa		Wavelength Marine Charters
Douglas Backpacker Resort	NQ Exhibitions		Wicked Willie's Jewellery Pty Ltd
			Wildlife Habitat
			Windswell Kite Surfing
			Zinc

## 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	Annual Activity
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 January, March, April, August, November, June
	<ul style="list-style-type: none"> <li>Develop a trade portal on the TPDD website</li> </ul>	Ongoing content TPDD documents and research added to the trade portal
	<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 streamlined trade image library access Images provided on request. Welcome to PDD provided to distribution centre for VICs
	<ul style="list-style-type: none"> <li>Conduct 2 media full hosted media famils annually</li> </ul>	3 in total 1 July Taste Port Douglas theme 4 media 1 conducted in March with 6 media, Port Douglas Carnivale theme 1 conducted in October with 6 media
Engage with both domestic and international media with the assistance of partners to achieve increased media exposure	<ul style="list-style-type: none"> <li>Achieve 5 destination focused editorials annually</li> </ul>	TV – Weekend Sunrise, Queensland Weekender, Better Homes and Gardens and Getaway. Domestic – The Age, Jetstar Magazine, Virgin Blue, Herald Sun, The Sunday Mail, Sunshine Coast Daily, news.com.au, The Cairns Post, Australia Geographic, Holidays for Kids International – more than 8 pieces resulted from Queensland on Stage Europe, Daily Telegraph UK
	<ul style="list-style-type: none"> <li>Produce and distribute 10 media releases annually</li> </ul>	20 produced and distributed
Support cruise ship visits	<ul style="list-style-type: none"> <li>TPDD to actively meet all cruise ship arrivals</li> </ul>	All cruise liners greeted by volunteers and TPDD staff
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 increased +4.41% to 171,175 from 163,951</li> <li>Overall domestic visitors increased +3.31% to 150,745, primarily based in Brisbane +23%, Melbourne (-8%) and Sydney (-4%).</li> <li>Top international visitors were from UK +8%, US +17%, New Zealand (-8%) and Russia +73%</li> <li>69% find the site via organic search through targeted keyword strategy, with direct contributing 13% and Referral 14%</li> </ul>

		<ul style="list-style-type: none"> <li>• Most visited pages include: Home; Cape Tribulation; Shopping; Explore the Daintree &amp; Adventure.</li> <li>• Referring traffic from social networks increased 339% to 7,994 and included Facebook (+381%), TripAdvisor (-5%), Twitter (-32%) and Pinterest (0%)</li> <li>• Phase 1 of website review resulted in immediate improvement was recorded in all areas. Total Sessions +45%, Page Views +67%, Pages per Session +16%, Average Session Duration +3.81%, Bounce Rate improved by 20%.</li> </ul>
<p>Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram</p>	<ul style="list-style-type: none"> <li>• 5 % Growth in followers and engagement</li> </ul>	<p><b>Facebook:</b> TPDD continue to focus on this social media channel and grow fan base from interesting and relevant content.</p> <ul style="list-style-type: none"> <li>• Gained 6,239 likes on the page to 21,679 an increase of 40% from the previous year.</li> <li>• 433 posts conducted over the year reached over 2,449,512 people</li> </ul> <p><b>Instagram:</b> 7,870 followers, increased by 5,216 +196%</p> <p><b>Twitter:</b> 5,202 followers, up +12%; 257 posts created with 161,820 impressions</p> <p><b>Pinterest:</b> Followers increased 23% to 258 and average engagement increased +7% to 54 users per month.</p> <p><b>YouTube:</b> 21,6000 views of TPDD video content, an increase of 16%.</p>
<p><b>Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;</b></p>		
<p><b>Key Performance Indicator</b></p> <p>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</p> <p>Undertake Douglas region research to identify source markets, preferences and travel trends.</p>	<p><b>Required Outcome</b></p> <ul style="list-style-type: none"> <li>• Marketing plan</li> </ul>	<p><b>Annual Outcome</b></p> <p>The TPDD 2015/16 Marketing Strategy was implemented throughout the year. Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ, wedding and business events sectors.</p> <p>Marketing Strategic group meeting held to formulate the Marketing strategy for 2016/17 and the Marketing Strategy 201617 was finalised and presented to DSC in June.</p> <p>CQU quarterly barometers completed and Survey Monkey to regional operators used. Research presentation conducted by JCU to members and business community in December.</p>

Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		<p>Gained financial support from TTNQ for Weekend Sunrise weather cross in May.</p> <p>Participation at Sydney Flight Centre Travel Expo via TEQ stall.</p> <p>TTNQ support for Discover Paradise garnered through the TEQ contestable funding.</p> <p>Gained financial support from TEQ, CAPL and TTNQ for filming of Real House Wives of Auckland.</p> <p>TTNQ support for Discover Paradise garnered through the TEQ contestable funding.</p> <p>Developed co-operative advertising in the TNQ Australian Geographic TA presentation to members on new campaign and Aussie specialist program opportunities.</p>
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> <li>Increase website visitation for <a href="http://www.portdouglassincentives.com.au">www.portdouglassincentives.com.au</a> by 5%</li> </ul>	<p>Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.</p> <p>Continued work with the Daintree Strategic Marketing group to develop the Daintree marketing message.</p> <ul style="list-style-type: none"> <li>Unique visitors declined (-42%) to 2,042 from 3,495. Total visitors decreased by (-38%) to 2,379 from 3,847</li> <li>Pages per session increased +20% to 2.04 from 1.7, Average Session duration increased +38% and bounce rate improved +4%</li> <li>Most visited pages include home, venues-events, accommodation, activities and Port Douglas.</li> <li>Although visitation is in decline, each visitor is highly engaged. Spending longer on the site and visiting a greater number of pages.</li> <li>In the coming year we will focus on increasing visitation from qualified sources through SEO and exposure of the website in traditional media.</li> </ul>
	<ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.weddingsportdouglass.com.au">www.weddingsportdouglass.com.au</a> by 5%</li> </ul>	<ul style="list-style-type: none"> <li>Unique visitors declined (-63%) to 4,414 from 11,811. Total visitors decreased by (-64%) to 5,608 from 15,519</li> <li>Pages per session increased +49% to 2.71 from 1.82, Average Session duration increased +76% and bounce rate improved +25%.</li> <li>Although visitation is in decline, each visitor is highly engaged. Spending longer on the site and visiting a greater number of pages.</li> <li>In the coming year we will focus on increasing visitation from qualified sources through SEO and exposure of the website in traditional media.</li> </ul>

Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
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>	<p>Attended Chamber AGM Douglas Business forum Met with The Reef Marina artistic consultants Bloomfield Track planning meeting Daintree Joint Management Group meeting CQU new tourism department for research needs for Douglas Peter Douglas Mirage Country Club , upgrade plans Port Douglas to Palm Cove walking trail developer</p>
Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Annual Outcome
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>	<p>TPDD is periodically included in monthly team meetings at TTNQ as well as Western and Domestic Strategic panels. Visited TEQ Brisbane office to update regional representatives and family department.</p>
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		<p>Discussed marketing opportunities at DMC meeting Attended Daintree Matters meeting. Staff Cape Tribulation family with networking to discuss issues with operators Ongoing discussion for DMC educational in Port Douglas Attended DMC meeting at Hook a Barra Developed the Daintree ferry card promotional brochure available to all Daintree operators. Ongoing discussion with DMC for support for Daintree Digital Detox campaign. Supported DMC educational in Port Douglas</p>
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		<p>Daintree ferry promotion Nov to Feb Attended LTO meetings including Drive Strategy discussions. Committed TPDD fund to support contestable funding application by TTNQ. Ongoing development of Great Barrier Reef Drive branding push</p>



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>	Promoted the Douglas Card and developed promotional flyer Attended and presented at the Douglas Business Forum Provided DSC activities and initiatives through the TPDD member newsletter, Gazette and industry Facebook page Promoted the Space Hub Provided JCU annual survey barometer
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>	Hosted TEQ and TTNQ at Port Shorts, the Crocodile Trophy and the GBR Marathon to secure future event support Funded five regional events to support marketing activity. Worked with developing to apply for grants and list with ATDW
	<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>	Ongoing support for regional events such as Carnivale, Port Shorts, the Crocodile Trophy and the GBR Marathon Supported Croc Trophy event marketing while in region Met with TEQ to push the range of Douglas events Encouraged events to apply for grants and list with ATDW
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>Annual Outcome</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>	Ongoing
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 with new Douglas Chamber of Commerce president Met 19/8 and attended networking breakfast Attended networking breakfast and Christmas networking Met with Chamber president to discuss TPDD activities and planning.
	<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 president 13/7/16
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> <li>Work with the Chamber to communicate training opportunities to TPDD members</li> </ul>	Continued discussions regarding customer service training Approach made for accommodation sector distribution training Training opportunities communicated through member newsletter and Tourism Talk in the Gazette. Joined the Chamber tourism sub committee Met Chamber to discuss small business training needs for regional funding

Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		DMC treasure hunt in Port Douglas DMC meeting Operator presentation on marketing opportunities, regional profiling and TPDD activities. Met with BEPD and wedding group
Representation at state and federal government meetings affecting the tourism industry.		Attended the Tourism and Innovation Conference in Cairns Met with Tourism Australia to discuss challenges in regional tourism.
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Attended the Australian Regional Tourism Network regarding challenges faced by tourism. Also represented the region at Destination Q in Townsville. Ongoing communication with TEQ destination specialist.
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	Annual Outcome
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 170 members products from 158 memberships (8 Platinum)
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 Media comment provided to regional and national requests. Frequently contacted by ABC far north, 4CA, the Cairns Post and SEA FM to speak on tourism in the Douglas region.