

Tourism Port Douglas Daintree

Quarterly Report to Douglas Shire Council

October - December 2014



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Introduction

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

The quarter continued to perform slightly better than the same period in 2013. With the Australian dollar weakening against the US dollar we expect this trend to continue through growth in our key international markets. The region continues to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena.

We have continued to implement our 2014/15 marketing strategy and believe our presence in all our key Western markets are rebounding significantly and we will continue to source new markets, for the benefit the tourism economy in this region. TPDD has been able to maintain the region's high profile through the timely implementation of digital marketing campaigns, participation in trade activities, maximising media exposure, and applying influence on decision makers.

We continue to work closely with industry partners, Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ) in maximising the exposure for the Douglas region to all markets.

In accordance with the Resource and Performance agreement with Council please find following a summary of activities undertaken by TPDD from October to December 2014. Also included in the report is a financial statement as at 31st December 2014.

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

We appreciate the opportunity to work closely with the Douglas Shire Council in maximising the tourism industry in the region to support sustained economic development.

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

Primary partnerships and linkages for TPDD operations have been with:

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

Board of Directors

Tony Baker - Chairman Appointed Director

Sheena Walshaw - Vice Chairman Cape Tribulation zone

Rhys Bawden – Port Douglas zone Director

Greg Erwin – Mossman Daintree Village zone (outgoing Oct)

Wendy van der Wolf - Mossman Daintree Village zone (incoming Oct)

Brian Hennessy – TTNQ Director

Natalie Johnson – General Director

Cr Julia Leu – DSC Director

Bec McLean – General Director

Liz Schibig-Edgar – General Director (incoming Oct)

Overview of Market Conditions October – December 2014

October trading in the Douglas region was mostly trading 0-5% with 40% of accommodation respondents trading 5% or more above last years figures however the restaurant and retail sector was mixed with more than half being down over 10%.

Dispersal around the region has continued to be above last year due mostly to an increase in international visitors. November was a stronger trading period than the previous years with the leisure market and a number of weddings and corporate business boosting a traditionally quiet period. Some operators reported figures above November 2012 when we experienced a spike due to the Solar Eclipse.

Operators for the October to December period were mixed in trade. The accommodation sector was up between 5-10% on the previous year, while the retail sectors reported reduced sales. Restaurants were mixed while tours both reef and rainforest were on par with the previous year. This period in 2013 was very positive so this reflects that the final quarter of 2014 achieved steady visitation although the spend per visitor was flat. (source, Survey monkey 2014)

The conference sector continues to perform well above the past 4 years and the state audited QBES survey results will be available in the coming quarter.

Domestic market insights

At the end of the 3rd Quarter (Apr-Dec) Infinity/Flight centre domestic figures were at:

- TNQ down 3.1%
 - Bookings though in Dec were up 34% so Jan-Mar looking stronger
- At the end of Dec the Helloworld regional stats for YTD were:
 - Port Douglas is up by 3%
 - Cairns is up by 10%
 - Palm Cove is up by 3%
 - TNQ overall is up by 6%
 - Gold Coast is up by 10%
 - Queensland Islands is down by 2%
- Webjet expects Australia's domestic leisure travel to remain flat for the remainder of FY15. The OTA told investors that despite a flat domestic leisure market, YTD bookings show a 10% increase year on year and record TTV each month since the start of FY15.

International visitation for year ending Sept 14

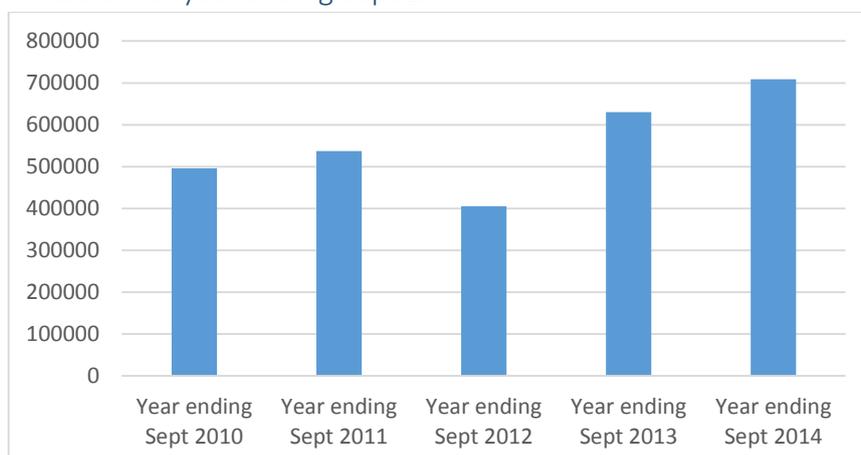


Figure 1 International visitor nights to Douglas for the year ending

Source Tourism Research Australia

The growth in international visitor nights has resulted from a recovery in visitor numbers as well as an increased length of stay from 4.9 nights in 2010 to 7.6 in 2014. The forecast is for improved international visitation due to the drop in the value of the Australian dollar combined with improved economic conditions in our key western markets of Nth America, UK, Germany and Europe.

James Cook University Visitor Survey for October to December

The data presented below summarise the results from the **second quarter** (Qrt) 2014 of data collection from **October to December 2014**. Overall, a total of **184 surveys** were collected for this quarter. The sample consisted of 63.5% females and 36.5% males. A majority of respondents were on a leisure holiday (85.4%). Other motivations include visiting friends/relatives (3.4%), attending a wedding (3.4%) and honeymooners (2.8%). Less than 1% were attending conference, meetings and incentives.

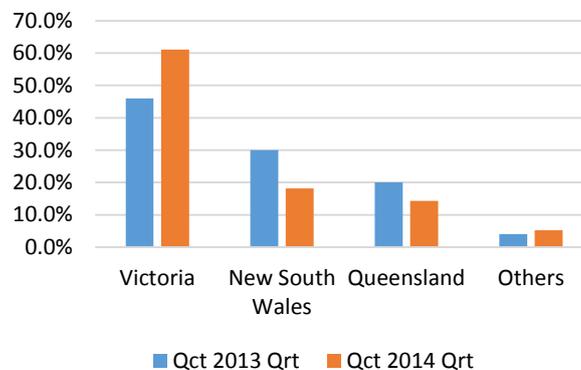


Figure 2: Origin of domestic respondents (%)

Over half of the respondents (57.5%) were international visitors. They originated mainly from Europe (72.6%) which includes UK (38.4%), Germany (10.1%), France (6.1%), Belgium (4%) and other European countries (14%). 19.2% of international visitors were from Americas including USA (12.7%), Canada (5.1%) and Argentina (2%). 5.1% were from New Zealand and the remaining 1% were from China.

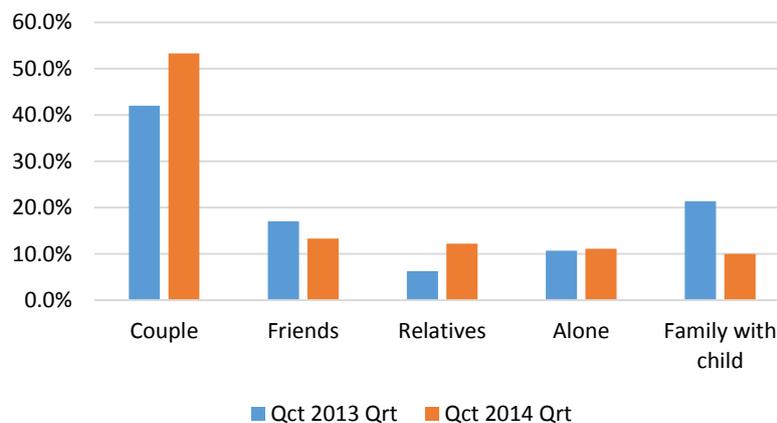


Figure 3: Travel party of respondents (%)

Figure 4 shows the information sources used for planning this trip to the Port Douglas and Daintree region. Family and friends was the most popular information source for respondents in the October 2013 Qrt (55%) and the October 2014 Qrt (50.5%).

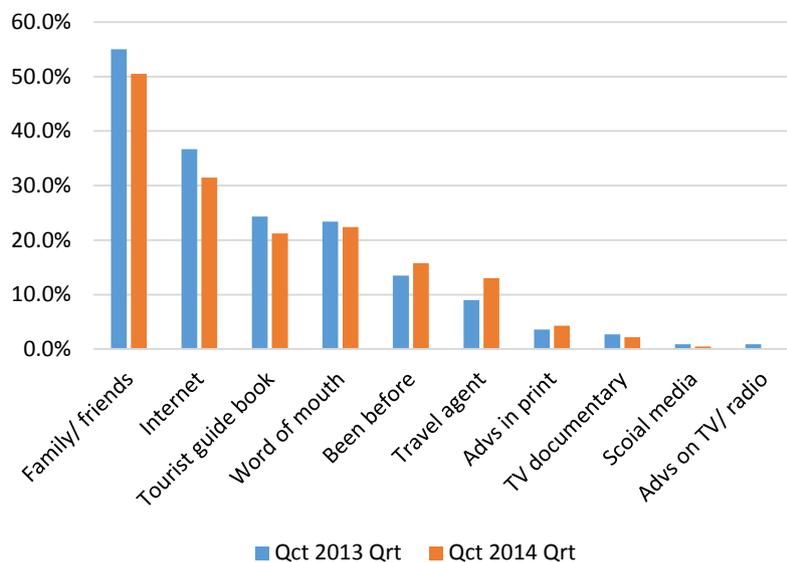


Figure 4: Information sources (%) * Note: Respondents could respond to as many categories as they wished

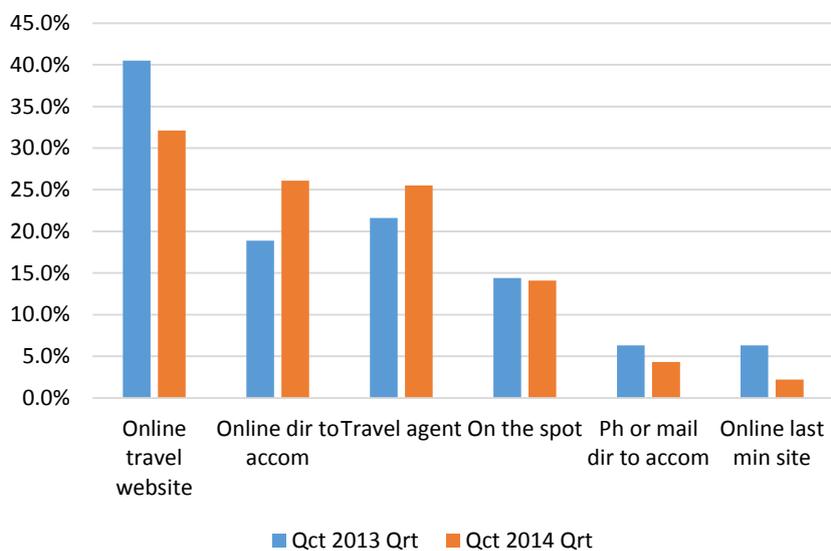


Figure 5: Booking methods utilised by respondents (%)

The most important motivations (measured on a scale of 1 = not at all important, to 5 = very important) for visiting the region are listed in Table 1. Results are given as mean (m). Overall, the top five motives for the October 2014 quarter were:

- Rest & relax (m=4.53);
- Beaches (m=4.44);
- Climate (m=4.23);
- Visit the Great Barrier Reef (m=4.21); and
- Experience the natural environment (m=4.15)

Table 1: Motivations for travelling to the region

Motivation	Overall	Int'	Dom'
Rest & relax	4.53	4.43	4.68
Beaches	4.44	4.37	4.55
Climate	4.23	4.24	4.28
Visit the GBR	4.21	4.61	3.69
Experience natural environment	4.15	4.30	3.99
Experience Australian wildlife	3.68	4.15	2.01
Snorkelling	3.54	3.97	2.96
Visit the Daintree	3.51	3.74	3.18
Restaurants and dining	3.29	3.16	3.50
Spend time with family	3.25	2.97	3.64
Adventure activities	3.18	3.38	2.90
Cheap accommodation	3.14	3.12	3.13
Try local foods	3.07	3.10	3.03
Experience Aboriginal culture	2.91	3.21	2.46
Socialise & meet new people	2.82	3.10	2.37
Cheap airfares	2.76	2.61	2.94
Nightlife & entertainment	2.51	2.35	2.71
Visit friends & relatives	2.45	2.24	2.76
Eco-accredited products	2.26	2.27	2.23
Shopping	2.17	2.00	2.44
Carbon offsetting programs	2.09	2.10	2.07
Fishing	1.58	1.49	1.69
Attending a wedding	1.21	0.99	1.45
Business	1.13	1.17	1.01

The mean scores were ranked according to the overall average

Visitor Satisfaction

97.8% of respondents would recommend the Port Douglas and Daintree region to prospective visitors, which was higher than the same quarter in 2013 (96.3%). The region was rated 8.49 (from 1 to 10) on the overall quality of the visit, indicating a very satisfactory level. The rating exceeded the rating of the same quarter in 2013 (8.12).

October to December Marketing Activities:

TPDD was awarded the 2014 Winner Destination Marketing Award at the Tropical North Queensland Tourism Awards in November. The award represents industry recognition of the effectiveness and professionalism of the organisation and its activities. Award judges stated “We were very pleasantly surprised by the sophistication and diversity of campaigns from the TPDD region. Well thought out, well compiled - backed with some well-researched data. CONGRATULATIONS!”

Campaign Highlights

Consumer competition

To stimulate interest in the region during a traditionally quite period and highlight the key selling points to stimulate interest in the lead up to the summer school holiday period. The purpose of the campaign was to increase Facebook fans, increase email database leads, increase traffic to the website, whilst creating destination awareness and advocacy.

The campaign was hosted on the TPDD website and divided into 2 entry methods. The first was a sweepstakes entry that our email database accessed. The second was via Facebook and was targeted to FB fans to convert them to the email database. This was a referral promotion that encouraged them to refer their friends to gain access to the prize.

Campaign Results:

Entries

	Views	Conversions	Conv Rate
Email / Sweepstakes	26,100	5498	21.08%
Facebook / Referral	6,441	1768	27.45%

Email Marketing

Email	Sent to	Open rate	CTR
1 – Win a Tropical Holiday	36,149	18.73% (7000)	10.58% (3955)
2 – Last chance to win	35,990	20.23% (7298)	9.4% (3392)

Website

- Total visitors during campaign period - 17,908
- Page views – 30,850
- Demographics: Melbourne (4605), Sydney (4229), Brisbane (3162)
- Competition page had 13,490 visitors

Facebook

- Visit Port Douglas Daintree page increased to 11, 604 – an increase of 52% (3991)
- Paid advertising had reach, but only contributed to 434 likes, the rest were organic.

Business Events Port Douglas Rebrand

When Port Douglas Incentives was formed in 1996 the target market was very different to what we see today. The majority of business to the Port Douglas and Daintree region at that time was from North America and was pure incentive. Today, the market mix of business events to the destination is very different. The new name of the group reflects the change in this market mix and becomes more inclusive and attractive to both professional conference organisers and incentive houses, and it is believed new opportunities will flow from a greater understanding of what it is the group promotes.

Sell TNQ trade show

TPDD represented Business Events Port Douglas at the Business Events Cairns and Great Barrier Reef (the convention side of TTNQ) Sell TNQ tradeshow which was held in Cairns. The show comprised 8 minutes appointments with 28 presentations to 3 media, 24 domestic buyers and 1 New Zealand buyer. Group sizes being discussed ranged from 10 to 600 for Port Douglas with the majority between 40 – 250. Overall feedback was that the outlook for 2015 continues to improve for the industry.

Attendance at Sell TNQ allows Business Events Port Douglas to focus on the whole region and the multitude of experiences available, this enhances the message of product attending while providing an opportunity for members that do not participate. The opportunity to discuss directly the breadth of options available in Port Douglas is extremely valuable to all members.

Inbound Up North

Port Douglas and the Daintree region put on a fabulous show for Inbound Up North welcoming over 40 inbound tour operators to the region for a day of workshops with regional suppliers as well as a touring day and networking events. I applaud the Nth QLD ATEC branch for developing a fabulous program which showcased our entire region as well as the broad range of experiences available.

Carnivale Website Redesign

The Port Douglas Carnivale website is integral to the overall success of the event, as it is often the first impression consumers will receive of the event. In October it was identified that a redesign of the site was required to appropriately represent the festival and region. The website redesign was undertaken in December to incorporate new design technology allowing the website to become more user friendly, responsive and tie in social media activity. The project was undertaken by the organisation in co-operation with the Douglas Chamber of Commerce and Carnivale organisers.

Market	Activity
Domestic	<p>Quickbeds famil 8 novice agents in region 5 day hosted famil by TPDD</p> <p>Finalised artwork for backpage of Infinity brochure for 15/16</p> <p>Signed off 18 month domestic representation contract</p> <p>WA Flight Centre famil in region</p> <p>851 retail sales calls to agents in Melbourne, Sydney and regional Victoria.</p>
International	<p>Planning for Inbound Up North Port Douglas touring day</p> <p>Kia Ora inflight magazine famil dinner</p> <p>Inbound up North trade event in region</p> <p>Compiled and distributed industry EDM</p> <p>Inbound up North follow-up</p> <p>Famil dinner for Tour Pacific group from Sweden 4 agents & wholesale rep</p> <p>Famil dinner China Eastern 8 agents</p> <p>Received feedback from 2 wholesalers on plans to bring more group business into region following famil and trade event visits</p> <p>Japanese product managers lunch and town tour through TTNQ</p> <p>Restaurant Australia UK prize winner in region with TPDD support</p> <p>Conducted training webinar with About Australia in San Ant, Texas. 7 pax</p>
Consumer	<p>Greet 7 cruise liners</p> <p>Hosted Instameets at Cape Tribulation and Rex Smeal park with VIP instagrammer Hello Poe</p> <p>Instagram famil dinner - TTNQ</p> <p>Hosted summer media famil 2 NZ journalists and 4 domestic</p> <p>5 articles published (2 NZ) from summer famil hosted in Oct</p> <p>Planning discussions for Discover Paradise</p> <p>Digital competition through website and Facebook</p> <p>Write and distribute media release – Locals Urged To Save and Flavour With Their Douglas Card</p> <p>Developed the Carnivale website in conjunction with Chamber and Carnivale manager</p> <p>Consumer EDM compiled and distributed</p> <p>Images to Booking.com for website use</p>

Business Tourism	<p>Designed new pull up banner</p> <p>Distributed PDI EDM Newsletter to 1765 contacts</p> <p>Rename of TAG group to Business Events Port Douglas, media release and website updated</p> <p>Website competition winner in region (competition held in March)</p> <p>Attended Sell TNQ</p> <p>Completed Sell TNQ follow up</p>
Weddings	Marketing plan for 2015 reviewed
Events	<p>Signed 3 year agreement with Croc Trophy</p> <p>Supported Croc Trophy with 3 regional new pieces on WIN and SEVEN</p> <p>Supported GBRM filming of race and region</p> <p>Carnivale website developed and live</p>

Stakeholder Engagement

Method	Stakeholder/Activity
Media Communication	<p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk in the Gazette</p> <p>Member/ Compiled and distributed monthly member newsletter</p> <p>Distributed media release on award wins for region</p> <p>Distributed media release on regional events</p> <p>Distributed media release on international visitor figures</p> <p>Developed media statement for Shark Attack and conducted multiple interviews</p>
Meetings	<p>Welcome to Port Douglas Daintree contract review</p> <p>Douglas Chamber breakfast</p> <p>James Cook University for research agreement</p> <p>Hawker Pacific for high end Asian itineraries</p> <p>DSC and DCC for economic development opportunities</p> <p>TTNQ AGM</p> <p>DCC AGM</p> <p>Met with Carnivale manager</p> <p>Carnivale 2015 committee meeting</p> <p>David Kempton met with TPDD Board and Executive</p> <p>Held AGM and networking to follow</p> <p>TTNQ Domestic and Western strategic panels</p> <p>PDWP meeting</p> <p>Bikelink meeting for developing cycling tourism</p> <p>Director induction with WDW, LS and BW.</p> <p>Queensland Education and Training – opps for subsidised training</p>
Members and local industry	<p>Member discussion with Mantra sales team and new GM for Peppers.</p> <p>Developed Douglas Card brochure, 2000 printed</p> <p>Member discussion with Exemplar Coaches and Limousines</p>

	<p>Site inspections at Port Douglas Motel, Lazy Lizard, Nautilus Apartments and The Mediterranean</p> <p>Held a morning tea for the cruise ship volunteers and submitted letter to editor to Gazette</p> <p>Site inspections at Ramada, Niramaya and new spa, Palmer Sea Reef</p> <p>Attended DCC networking event</p>
Tourism Organisations	<p>Attended TTNQ marketing meeting</p> <p>Sent 'Adventure' themed EDM to Tourism Orgs, with 12% open rate</p> <p>Attended TTNQ marketing meeting</p> <p>TNQ awards evening</p>
Industry Development	<p>Provided a presentation to students at the Mossman Gorge training facility.</p> <p>OTA Booking.com workshop for members</p> <p>TPDD member Christmas function and Douglas Business Awards</p> <p>Volunteer training for new JCU surveying program</p>

Membership

The period started with 150 members from 140 memberships (5 platinum memberships account for 15 products) and finished with 155 member products from 145 memberships (5 Platinum), an increase of 3.5%.

November saw four new members join; Indigo Port Douglas, AME, Sanctuary Villas as silver and Roux Blond as gold. Three members moved up to Gold level on renewal, total gold 18. Total number of member products 154 from 144 memberships (5 Platinum).

December saw Nautilus Aviation join TPDD as gold members. Total number of member products 155 from 145 memberships (5 Platinum).

Membership Level	Target for end of FY June 2015	As at 30 September 14	As at 31 December 14
Ordinary	0	35	24
Supporter	8	2	3
Silver	118	81	90
Gold	15	17	23
Platinum	4	5	5
Total	145	140	145
Total Products	155	150	155

Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 31 December
- Profit and Loss for October – December 2014
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.

Statement of Financial Position

Balance Sheet

As at 31 December 2014

1-0000 Assets

1-1100 Cheque Account 4934-88154	\$6,654.36
1-1130 Petty Cash	\$100.00
1-1150 Business Premium Saver A/c	\$173,656.14
1-2000 Trade Debtors	\$4,580.00
1-3000 Prepayment	-\$341.39
1-4000 Capital expenditure	\$4,008.27
1-5000 Accumulated depreciation – com	-\$3,099.92
Total Assets	\$185,557.46

2-0000 Liabilities

2-2000 Trade Creditors	\$11,571.02
2-2200 Provision for annual leave	\$3,000.77
2-3000 GST Liabilities	
2-3010 GST Collected	\$30,303.48
2-3030 GST Paid	-\$9,590.51
Total GST Liabilities	\$20,712.97
2-5000 Payroll Liabilities	\$34,281.74
2-6000 Membership fees in advance	-\$295.45
Total Liabilities	\$69,271.05
Net Assets	\$116,286.41

3-0000 Equity

3-8000 Retained Earnings	\$72,571.37
3-9000 Current Earnings	\$43,715.04
Total Equity	\$116,286.41

Cash Flow October – December 2014

	October	November	December
Opening Balance	68,327	65,307	66,162
Net Profit From Trading	36,892	53,038	40,523
Non Cash Expenses	-	-	-
	<hr/>		
Cash Available	31,435	12,268	25,639
Cash Movement (+ Cash in - Cash Out)			
Petty Cash	-	-	-
Business Premium Account	24,502	19,703	44,717
Prepayments	-	5,215	5,215
Trade Debtors	6,038	1,580	2,096
Capital Expenditure	-	-	-
Trade Creditors	5,174	19,914	22,424
GST Collected	336	637	464
GST Paid	2,338	3,285	1,812
Membership Fees Paid in Advance	-	-	-
Payroll Liabilities	160	10,129	6,753
	<hr/>		
Total Outgoings	33,872	53,894	20,386
Closing Balance	65,307	66,162	46,025
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KPI Breakdown

Achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets;		
Key Performance Indicator	Required Outcome	Quarterly Update
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"> Quarterly industry newsletter 	Compiled and sent in November
	<ul style="list-style-type: none"> Develop a trade portal on the TPDD website 	Corporate website live in October with continued development
	<ul style="list-style-type: none"> Answer incoming enquiries from trade 	Ongoing
	<ul style="list-style-type: none"> Provide information packs and access to images to increase regional content for media and trade 	Developing trade image library. Images provided on request.
Engage with both domestic and international media with the assistance of partners to achieve increased media exposure	<ul style="list-style-type: none"> Conduct 2 media full hosted media famils annually 	1 conducted in October with 6 media
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	2 x New Zealand editorial pieces 3 x regional Australia featuring Sailaway, Janbal Gallery and Thala Beach Lodge as well as an all of region piece
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	3 produced and distributed
Support cruise ship visits	<ul style="list-style-type: none"> TPDD to actively meet all cruise ship arrivals 	7 cruise liners greeted
Increase website visitation through unique visits	<ul style="list-style-type: none"> 5% Growth in Unique visitors 	<ul style="list-style-type: none"> Unique visitors increased 45% to 42,352 from 29,199 due to the increased marketing activity around the Tropical Holiday competition. Domestic visitors increased 54% to 39,048, primarily based in Melbourne (+57%), Brisbane (+79%) and Sydney (+29%). Top international visitors were from UK (+7%), US (+1%), New Zealand (+7%) and Canada (-16%) 57% find the site via organic search through targeted keyword strategy, however direct traffic increased 245% through Tropical Holiday campaign. Most visited pages include: Home; Tropical Holiday campaign page; Cape Tribulation; Shopping, Port Douglas.

		<ul style="list-style-type: none"> Referring traffic from social networks increased 276% to 331 and included Facebook (+400%), TripAdvisor (+60%) and Pinterest (+450%)
Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram	<ul style="list-style-type: none"> 5 % Growth in followers and engagement 	<p>Facebook: Gained 4,513 likes to the page for the quarter to 11925, an increase of 60% from the previous quarter and 114% on Dec 13. 58 posts conducted over the quarter reached over 180,000 people</p> <p>Twitter: 4218 followers, up 4% on 2013; created 12 tweets</p> <p>Pinterest: Followers up 48% to 171 from last year</p> <p>Instagram: New platform 1700 followers, increased by 708 (+71%); 11 posts created this quarter.</p>
Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield	<ul style="list-style-type: none"> Marketing plan 	Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ, wedding and business events sectors.
Undertake Douglas region research to identify source markets, preferences and travel trends.		JCU quarterly barometer completed and Survey Monkey to regional operators used.
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		Gained financial support from TEQ and TTNQ for media famil linking into Drive North Queensland funding and TEQ New Zealand. TTNQ support for Discover Paradise garnered through the TEQ contestable funding.
	<ul style="list-style-type: none"> Foster development of group marketing activities 	Administered the PDWP and PDI groups co-ordinating meetings, accounts and marketing activities.

Support and administer the Port Douglas Incentives and Port Douglas Wedding Professionals Advisory Groups	<ul style="list-style-type: none"> Increase website visitation for www.portdouglasincentives.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors up 200% to 720 from 240, viewing 103% more pages.
	<ul style="list-style-type: none"> Increase website visitation for www.weddingsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors were stable at 0.31% growth, however total sessions increased 42%. This was from new (+3%) but mostly returning visitors, who increased 130%.

Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
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"> Respond to enquiries within one week 	Ongoing. Met with Tony Fyfe who is developing new brewery in Port Douglas. Reviewed TNQ Destination Management Plan alongside regional LTO's. Continued discussions with QTIC regarding customer service training module. Bikelink meeting for cycling strategy
Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.	<ul style="list-style-type: none"> TPDD to attend all RTO meetings and STO meetings held in region 	7/7 TTNQ meetings attended
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Developed the Daintree ferry card promotional brochure available to all Daintree operators. Conducted Instameet at Cape Tribulation.
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Attended LTO meetings including Drive Strategy discussions. Submitted events for consideration in the RACQ online calendar and future EDMs.
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	Provided feedback and maps following meeting with DSC and DCC. Supplied the Destination Daintree and Welcome to Port Douglas Daintree collateral for council office.
Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.	<ul style="list-style-type: none"> Work with key events to promote the region and attract increased visitation. 	Met with Carnivale committee x 2 Discussed plans with Taste Port Douglas and future support.

	<ul style="list-style-type: none"> Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region. 	Supported the Croc Trophy event marketing while in region Promoted the GBR marathon
Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
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"> Meet as required 	
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> Quarterly meeting with the Chamber executive 	Attended networking breakfast and Christmas networking
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board – July 	Not applicable
Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry	<ul style="list-style-type: none"> Meet with QTIC to discuss training needs and opportunities for the Douglas region 	Continued discussions regarding customer service training
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	Training opportunities communicated through member newsletter and Tourism Talk in the Gazette
Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		Visited Palmer Sea Reef, Ramada Port Douglas, Niramaya, Lazy Lizard, Mossman Hotel and Villas. Hosted Christmas networking with TTNQ and 70 regional operators. TTNQ hosted LTO meetings to share regional issues.
Representation at state and federal government meetings affecting the tourism industry.		David Kempton attended the October Board meeting.
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Addressed statistical issues from Tourism Research Australia with QTOC and TEQ.

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

Key Performance Indicator	Required Outcome	Quarterly Update YTD
Membership - Increase in member mix and representation with introduction of new membership structure	<ul style="list-style-type: none"> Implement a revised membership structure capable of increasing membership and revenue to support year on year growth. 	Membership up 5 to 155 products from 140 memberships (5 Platinum) at July 1.
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	<ul style="list-style-type: none"> TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD 	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 4/12.