

5.5. TOURISM PORT DOUGLAS DAINTREE - QUARTERLY REPORT OCTOBER - DECEMBER 2015

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DEPARTMENT: CEO Unit

RECOMMENDATION

That Council notes the October - December 2015 Quarterly Report received from Tourism Port Douglas Daintree (TPDD) further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council.

EXECUTIVE SUMMARY

In July 2014 Council resolved to enter into a Resource and Performance Agreement with TPDD for the provision of destination marketing. This report presents the October - December 2015 Quarterly Report by TPDD in line with the requirements of that Agreement.

BACKGROUND

In accordance with the Resource and Performance Agreement, Council's 2015 / 2016 budget provides \$451,500 (ex GST) in funding to support the delivery of activities by TPDD to support tourism in the Shire.

COMMENT

Council has funded TPDD to achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets.

TPDD 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.

The importance of the role TPDD plays with promoting the Shire as a destination of choice and its management of that marketing is widely acknowledged.

Continued sourcing of new markets and a strategic presence in trade activities and social media should see benefits in the Douglas tourism economy.

A review of the website visitation in comparison to this time last year has seen a decrease in unique visitors to the site. However, the social media (Facebook, Instagram, Twitter, Pinterest) presence has significantly increased. This is a clear indication of the change to communication and the continued shift to social media.

TPDD works closely with a number of partners including Douglas Shire Council, Tourism Events Queensland, Tourism Tropical North Queensland and the Douglas Chamber of Commerce to maximise the exposure of the Douglas region to all markets.

PROPOSAL

That Council notes the October - December 2015 Quarterly Report further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council

FINANCIAL/RESOURCE IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's 2015 / 2016 budget provides \$451,500 (GST ex) in funding to support the delivery of activities by TPDD to support tourism in the Shire. This report presents a quarterly report of progress on funded activities under the Agreement.

RISK MANAGEMENT IMPLICATIONS

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds. This report provides the most recent position regarding TPDD's activities.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the Douglas Shire Council Corporate Plan 2014 – 2019:

- Celebrating our Communities
- Building a Sustainable Economic Base
- Planning, Partnering, Engaging

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:

Part-Funder	Sharing the cost of a program or activity with other organisations.
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ATTACHMENTS

Attachment 1 - Tourism Port Douglas Daintree Quarterly Report October – December 2015

Tourism Port Douglas Daintree

Quarterly Report to Douglas Shire Council

October - December 2015



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Introduction

Tourism Port Douglas Daintree (TPDD) is pleased to report to Douglas Shire Council on the activities undertaken from October to December 2015.

The marketing outcomes of TPDD continue to perform above previous years in this quarter as TPDD leverages outcomes in excess of its revenue base to enhance the exposure of the Douglas Shire in the destination marketing arena.

We have continued implementing our 2015/16 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 of the tourism economy in the Douglas Shire. TPDD has been able to sustain the region’s high profile through participation in trade activities, maximising media exposure, the tactical implementation of digital marketing campaigns, and partnering with stakeholders.

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 - December 2015. Also included in the report is a financial statement as at 31st December 2015.

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 to support sustained economic development throughout the region.

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 (DSC)
- Members and industry participants
- Douglas Chamber of Commerce
- 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

Board of Directors

Sheena Walshaw – Chairperson Cape Tribulation zone

Ben Woodward – Vice Chairperson General Director

Cr Julia Leu – DSC Director

Liz Schibig-Edgar – General Director

Natalie Johnson – Port Douglas zone Director

Wendy van der Wolf - Mossman Daintree Village zone

Jane Wilson – TTNQ Director

Steven Molnar – Appointed Director (incoming 18/12/15)

Megan Bell – Appointed Director (Incoming 18/12/15)

Ben Pratt – Appointed Director (incoming 18/12/15)

Overview of Market Conditions October – December 2015

The quarter provided stronger visitation across the three months than in the previous year. This finished a highly improved calendar year of visitation and increased yield for the Douglas Shire tourism industry. Operators from throughout Douglas Shire reported the highest visitation and spend in more than five years. International visitation from our key western markets of UK, USA and Europe continues to perform well. With the Australian dollar continuing to weaken against the US dollar, Euro and British Pound we expect this trend to continue producing growth in our key international markets.

Dispersal around the region has continued to be above last year due mostly to an increase in international visitors and strong growth in the drive market across international and domestic. Some key Daintree operators reported record trading periods during the quarter.

At the time of preparing this report the Tourism Research Australia figures for international and domestic visitation were not released.

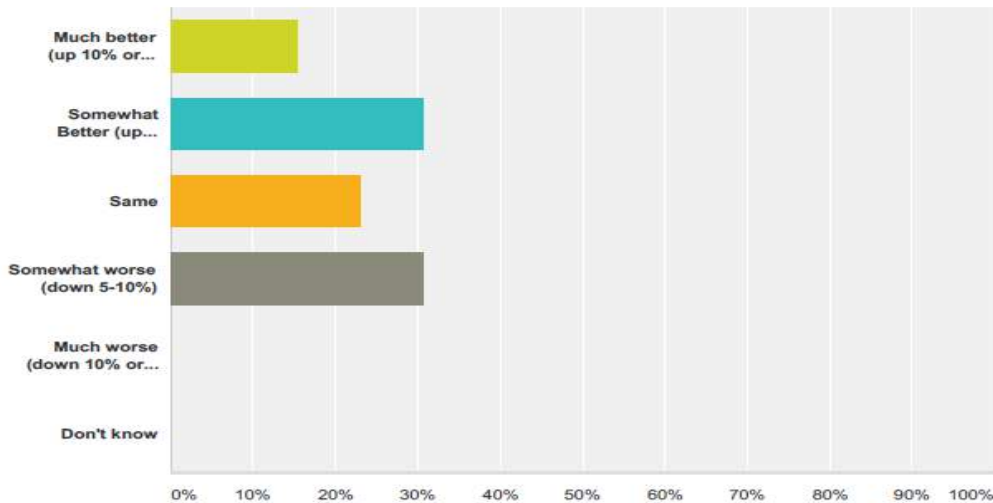
Operator Feedback

TPDD surveys the Douglas business community fortnightly to understand how the industry is performing. At the conclusion of each month we ask for measures of business performance against the previous year. Overall tourism has seen an improvements on the previous year.

October 2015

Q11 Please rate your business performance for the month of October compared to the previous year

Answered: 13 Skipped: 0



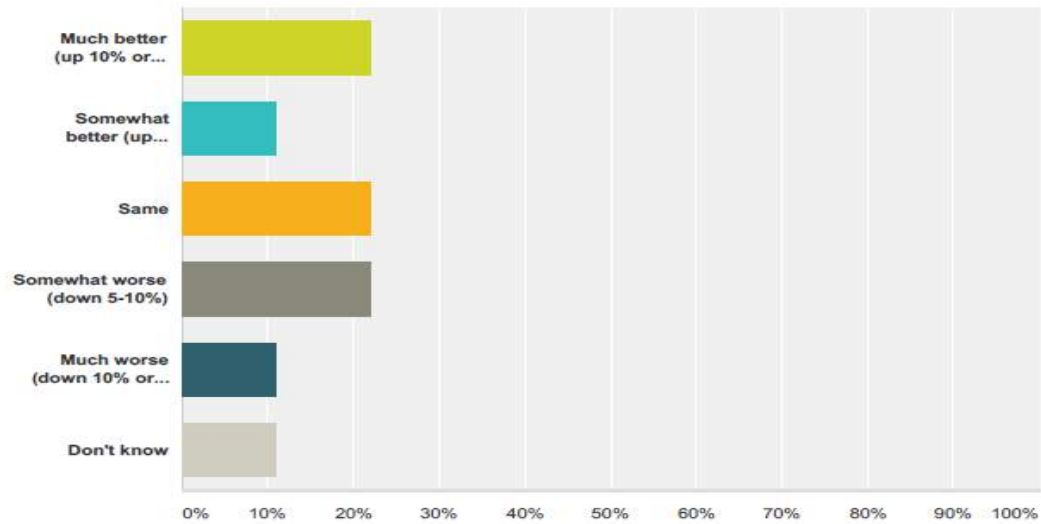
November 2015

Not available

December 2015

Q11 Please rate your business performance for the month of December compared to the previous year

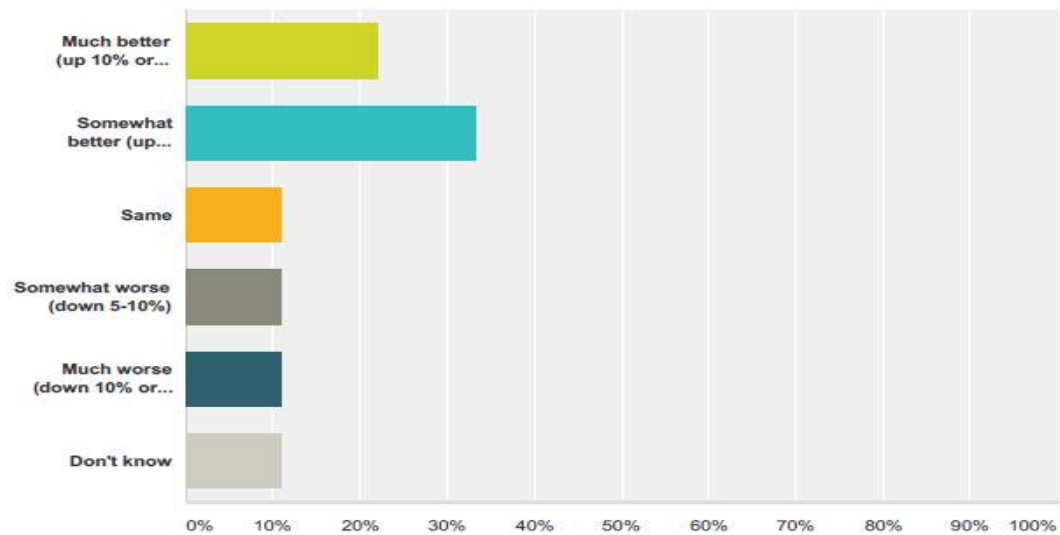
Answered: 9 Skipped: 6



2015

Q12 Comparing 2015 to 2014, please rate your business performance for the calendar year

Answered: 9 Skipped: 6



October - December Marketing Activities:

Domestic marketing activities during October to December focus on the regional and intra state markets aiming to build numbers during the summer months. In addition it's important to be in market in the UK and Europe to train whole sale agents prior to the key selling period of January to March. Year round activities continue such as our digital channels, educational programs and media support. Following are the highlights of some of our major undertakings for the July - September period.

Campaign Highlights

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.

Germany reported steady growth at 2.8% for Australia, QLD 2.4% for YE Sept and some increased demand from groups. There is an opportunity to see more Port Douglas and Daintree content included in group itineraries.

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. Port Douglas bookings have been strong with Flight Centre group up 39% on room night sales July to Oct and Trailfinders currently up 30% on the same time last year for bookings for the coming year. With an average 160 day booking window this will translate into increased numbers for the first half of 2016. The bulk of appointments outside the QOT program in the United Kingdom were for training of call centre and retail staff with a total of 45 staff trained over 4 days.

France has been a highlight for the region this year and while IVS figures show a decline in visitors to Australia interest for the Douglas region remains high. The programs feature good content for Port Douglas and more so for the Daintree with at least 2 nights spent in the rainforest. The market is very broad ranging from youth travellers to families and more mature visitors.

SELL TNQ

TPDD attended Sell TNQ 2015 in Palm Cove representing the Business Events Port Douglas group on Saturday 14 November. Sell TNQ comprises a full day of workshops as well as a variety of networking opportunities. The day of workshops involved 28 presentations to 3 media, 20 domestic buyers, 4 New Zealand buyers and 2 Singapore buyers along with 1 representative from Business Events Australia.

The format of Sell TNQ is full a day of 9 minute presentations in which we ran through the updated and reformatted Business Events Port Douglas PowerPoint presentation which features all members, regional information and ways in which the group can assist organisers.

There was a good amount of business for Port Douglas as well as some that were unconfirmed that are seriously considering the destination following attendance at Sell TNQ. Many of the buyers were interested in Pre and post touring options for Cairns based conventions. Incentive business continues

to consider Port Douglas as the ideal destination for TNQ. Interest from New Zealand was high and more activity should be considered for 2016 as TNQ is back from the buyers point of view.

Douglas Card Promotion

In partnership with Douglas Shire Council, TPDD designed and produced the Douglas Card and Ferry Flyer. The card offers residents from the Douglas Shire, Mareeba Shire, the Tablelands, Cairns, the Cassowary Coast and Cook Shire free access on the Daintree ferry from November 1 2014 to February 28, 2015. The Douglas Card was released in conjunction with a promotional flyer by TPDD to promote travel through a range of offers from participating Daintree businesses.

Inbound Up North tradeshow and famil program

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.

Facebook Event Promotion

During the month of October TPPD ran a Facebook advertising campaign to promote five upcoming events in the region. Each event was supported with its own individual ad set comprising five images. The campaign was monitored daily and low reach images were removed to maximise cost per click efficiency. Each image directed users to visitportdouglasdaintree.com.au, resulting in a 2,664% increase in social referrals and +6% increase in overall site visitation. The campaign reached 157,372 unique users at a cost of \$0.64 per click.

Market	Activity
Domestic	Hosted 2 x flight centres groups for town tour Met with Quickbeds regarding campaign activity for 2016 Met with Expedia/wotif to discuss campaign options for 2016 Domestic sales calls with Parker Travel Collection Distributed WTPDD to regional visitor centres Hosted visiting journalist from Qantas magazine Reviewed and distributed Nov to May WTPDD to regional visitor centres 3 Flight Centre familis in region
International	Lunch with Sally Holyer TEQ NZ plus Discover Paradise discussions Attended Inbound Up North Post IUN famil 11 pax

Marketing Activity Examples



Daintree Coast to Cape Tribulation

The Daintree Rainforest is estimated at 180 million years old and is the oldest living tropical rainforest on earth. Cape Tribulation is the only place on earth where two World Heritage listed areas meet, the Daintree Rainforest and Great Barrier Reef.

The road is sealed to Cape Tribulation along which you can explore walking tracks, swim in pristine freshwater spots, take guided tours by day and night and go swinging through the canopy. Why not explore the reef from your own boat, or snorkel from a high speed raft? Venture along the Bloomfield Track in a 4WD, discover the secrets of the rainforest at an interpretive centre or just relax.

Accommodation is available along the coast from the Daintree River, Cow Bay, Dixon, Cooper Creek, Thomas Beach to Cape Tribulation and beyond. Stay in retreats, motels, holiday homes, B&Bs and cottages and indulge in gourmet restaurants and cafes, or chill out in a croc burger or wood fired pizza.

Daintree Village

A short 30 minute drive north of Massman is Daintree Village, on the southern banks of the Daintree River. Daintree Village is known for its unique bird life and incredible spawning tours, which are a must do for any visitor. There are walking tracks and waterfalls to explore, unique sightseeing tours, including one in an Argo and there's always time for fishing.

If that sounds a little too adventurous for you, why not indulge in a rainforest spa experience, or check out the local shops and art galleries. Treat your taste buds with a range of dining options, from casual cafes with barra and croc on the menu, to upscale and gourmet restaurants.

Stay overnight in a range of accommodation to suit all types from a resort, private and secluded B&B's, holiday houses and camping sites.

www.visitportdouglasdaintree.com
#portdouglasdaintree



Douglas Card Deals

1 Nov 2015 - 23 Feb 2016



This initiative is undertaken by Tourism Port Douglas & Daintree and proudly supported by the Douglas Shire Council.

The Douglas Card provides holders with free Daintree Ferry travel from 1 November 2015-28 February 2016. Terms and Conditions apply (including black out periods). Douglas Card must be exhibited upon booking and presented upon arrival.

For more information on what to do in the Port Douglas and Daintree region, or to download this brochure go to:

www.visitportdouglasdaintree.com



Map provided by Daintree Marketing Co-Operative

Image 1 – Daintree Ferry Flyer

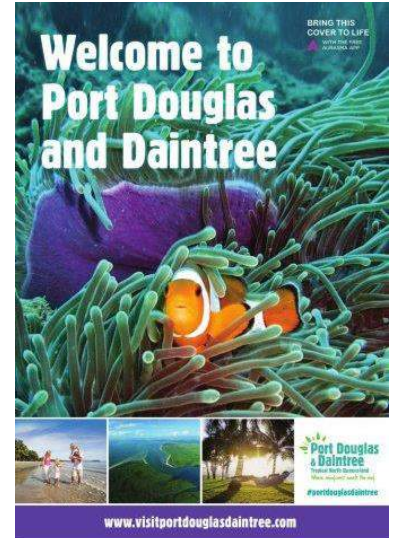


Image 2 – WTPDD front cover



Image 3 – UK & Europe sales tour



Image 4 – UK Aussie Specialists



Image 6 – TPDD Member Educational



Image 7 – IUN Post Touring

Image 5 – Trade Newsletter

Media Activity Examples

Air New Zealand Holidays travel tips

Ancient forest or white-sand beaches – the choice is yours in Port Douglas.

Discover four wild beaches, hidden coves, Mount Sennett, Daintree, the Great Inland Road in Port Douglas.

Escape the crowds and enjoy the beauty of Port Douglas. The Great Inland Road is a scenic drive through the heart of the Daintree National Park, offering a unique experience of the world's oldest rainforest.

Port Douglas and the Daintree National Park offer a unique experience of the world's oldest rainforest. The Daintree National Park is a UNESCO World Heritage Site, offering a unique experience of the world's oldest rainforest.

AIR NEW ZEALAND

untamed heart

From the Daintree Rainforest to the Great Inland Road, Port Douglas offers a unique experience of the world's oldest rainforest.

The Daintree National Park is a UNESCO World Heritage Site, offering a unique experience of the world's oldest rainforest. The Great Inland Road is a scenic drive through the heart of the Daintree National Park, offering a unique experience of the world's oldest rainforest.

Daintree Eco Lodge & Spa

Tucked away in Daintree's rainforest-clad Imbertia Valley in tropical North Queensland is a haven of pampering, unspoiled wilderness and deep relaxation. Daintree Eco Lodge & Spa, an established resort among eco-tourists with a focus on simple luxury, is undergoing a renovation, by way of gradual re-imagining.

There are three options among the 15 banyane rainforest houses: banyane look over the property's pond, which is adorned with water lilies and surrounded by gorgeous tropical plants; rainforest rooms are a little higher among the trees and include balcony Jacuzzis; the canopy banyane at forest level have been elegantly furnished with natural materials, and feature balconies enclosed with netting. Plush day beds invite you to lounge among the tree-tops without being bothered by bugs and – gloriously – you can drift off to sleep with the doors open to the breeze and night-time rainforest sounds.

Guests are in expert hands at the spa, where treatments look to local natural ingredients and indigenous culture with accents from the Aboriginal (Kuku Yalanji) elders and range from oil massages to hot therapy.

Jublymba Restaurant & Bar is a popular destination for foodies from around the region. Its pond-side location is idyllic, and the daily changing menu makes creative use of local ingredients: peppercorn-crusted barramundi savoury with lime, macadamia, avocado and ruby grapefruit, for example; or South Cape brine with manchego, lighthouse blue crab, dulse, apple, lavender and candy water. daintree.ecolodge.com.au

Three special places to stay

YOUR HEAD THIS MONTH CAN GO TO THREE SPECIAL PLACES TO STAY: A LODGE IN QUEENSLAND, A COUNTRY LODGE IN NEW ZEALAND AND A BEACH-FRONT RESORT IN FL.

QUEENSLAND

Daintree Eco Lodge & Spa

Tucked away in Daintree's rainforest-clad Imbertia Valley in tropical North Queensland is a haven of pampering, unspoiled wilderness and deep relaxation. Daintree Eco Lodge & Spa, an established resort among eco-tourists with a focus on simple luxury, is undergoing a renovation, by way of gradual re-imagining.

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Port Douglas and Daintree dominate entries in tourism awards

October 14, 2015 6:00pm

By THE GEMINI PRESS



Moonman Gorge Emma is one of the Far North Queensland beaches in the Queensland Tourism Awards.

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

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

The Daintree Discovery Centre has two finalists, in the tourist attractions category and the Steve Irwin Award for Eco-tourism. QT Port Douglas Resort also has two finalists in the deluxe accommodation and tourism restaurants and catering services categories.

The others are Mossman Gorge Centre (cultural tourism), Exemplar Coaches and Limousines (major tour and transport operators), Ocean Safari (tour and transport operators), Tourism Port Douglas and Daintree (The Richard Power Award for Destination Marketing) and Cape Trib Beach House (standard accommodation).

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

"Our industry consistently delivers memorable visitor experiences and I hope the destination will return with a swag of awards in November," Ms Bennett said.

Stakeholder Engagement

Method	Stakeholder/Activity
Media Communication	<p>Conducted media famil for GBR Drive with 4 publications</p> <p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk for the Gazette each fortnight</p> <p>Member/ Compiled and distributed monthly newsletter</p> <p>Research, write and distribute joint media release with Douglas Shire Council and Tourism Port Douglas and Daintree on the Douglas Card.</p> <p>Research, write and distribute media release – Daintree Dominates at Queensland Tourism Awards</p> <p>Write 500 word in-flight magazine editorial story for Kia Ora</p>
Meetings	<p>Held AGM</p> <p>Met with Croc Trophy organisers</p> <p>Greg Stonehouse of Art Work for Communities regarding Reef Marina development</p> <p>BEPD at Hartleys Crocodile Adventures</p> <p>Kerrie DSC to review annual report and KPI's</p> <p>Attended AGM for TTNQ and Douglas Chamber</p> <p>Attended Douglas Business Forum</p> <p>Met with Koolovoo for white label brochures and Go Drive</p> <p>Met with Experience Oz</p> <p>Discussions with Trip Advisor for regional opportunities</p> <p>Director inductions with Megan Bell, Steve Molnar and Ben Pratt</p> <p>Artist Jill Booth for regional delegate gifts</p> <p>Chelsea Mee regarding return from maternity leave</p> <p>Hosted ID Events for site inspection – 450 pax incentive 2017</p> <p>Met new Carnivale manager</p> <p>BEPD meeting held at TPDD office</p>
Members and local industry	<p>Met with Tropical Journeys for update</p> <p>Site inspection Sheraton Mirage</p> <p>Met with Mantra Group area manager</p> <p>GBRMPA local marine advisory group</p> <p>Met with Nautilus Aviation</p> <p>Conducted accommodation member forum</p> <p>Attended ladies tapas networking function at Watergate</p>

	<p>Meet with Irene Cats from Swim Fit to discuss next year’s event</p> <p>Met with Alison from Pavilions for membership discussion</p> <p>Met with Niramaya Spa regarding membership</p> <p>Met with new Sea Temple GM</p> <p>Met with GBR Helicopters tourism manager</p> <p>Compiled and sent member newsletter</p> <p>Hosted cruise ship volunteers for annual thank you on Lady Douglas</p> <p>Site inspections with Executive Retreats, Solar Whisper, Hook a Barra and Daintree River Cruise Centre</p> <p>Site inspection with Roux Blond</p>
Tourism Organisations	<p>Attended TTNQ LTO meeting, Western and Domestic strategic panels</p> <p>Met with TEQ regional directors Addie Brooks and Sharyn Brydon</p> <p>Update from TEQ Germany team</p> <p>Met with TA France team</p> <p>Met with TA industry relations and filmed regional promo clip</p> <p>Member networking event in conjunction with TTNQ</p>
Industry Development	<p>Attended Destination Q</p> <p>Attended ARTN Convention</p> <p>Organising forum for accommodation members</p> <p>Attended TTNQ Tourism Innovation Conference</p> <p>TPDD won the QLD Multi Media Award for online marketing campaign</p> <p>Conducted member educational wit TA, CQU and social media insights</p> <p>Presented to a delegation of Indonesian tourism officials</p>

Membership

The period started with 168 member products from 151 memberships (8 Platinum).

October saw Cape Trib Beach House join as silver members and On Deck Catering join as supporter members. Natasha Kollosche – Port Douglas Wedding Celebrant elected not to renew her membership as she is relocating. October finished with the total number of member products to 164 from 152 memberships (8 platinum).

November saw Body Corporate Services join as supporter members. The Meridian Port Douglas downgraded their membership from platinum to a silver due to selling one of their properties. November finished with the total number of member products to 165 from 153 memberships (7 platinum).

December saw Niramaya Spa & Beauty and Bike N Hike Adventure Tours join as silver members. December finished with the total number of member products to 167 from 155 memberships (7 platinum).

Membership Level	Numbers as at June 2015	As at 30 September 2015	As at 31 December 2015	Target for June 2016
Ordinary	0	0	0	
Supporter	6	5	6	6
Silver	113	111	115	116
Gold	25	27	27	29
Platinum	6	8	7	7
Total	150	151	155	158
Total Products	163	168	167	171

Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 31 December
- Profit and Loss for October - December 2015
- Statement of Cash Flows - shows the movement in TPDD’s cash position during the period and excludes all non-cash items such as depreciation.

Statement of Financial Position

Balance Sheet

As at 30 September 2015

1-0000 Assets

1-1100 Cheque Account 4934-88154	\$10,079.43
1-1130 Petty Cash	\$100.00
1-1150 Business Premium Saver A/c	\$162,211.00
1-2000 Trade Debtors	\$19,601.00
1-4000 Capital expenditure	\$10,413.71
1-5000 Accumulated depreciation – com	-\$5,273.55
Total Assets	\$197,131.59

2-0000 Liabilities

2-2100 ANZ Visa	\$5,055.92
2-2000 Trade Creditors	\$8,421.71
2-2200 Provision for annual leave	\$11,754.85
2-3000 GST Liabilities	
2-3010 GST Collected	\$4,817.69
2-3030 GST Paid	-\$3,159.90
Total GST Liabilities	\$1,657.79
2-5000 Payroll Liabilities	\$16,398.66
Total Liabilities	\$43,288.93
Net Assets	\$153,842.66

3-0000 Equity

3-8000 Retained Earnings	\$85,923.58
3-9000 Current Earnings	\$67,919.08
Total Equity	\$153,842.66

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 Annual 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 October
	<ul style="list-style-type: none"> Develop a trade portal on the TPDD website 	Ongoing content TPDD documents and research added to the trade portal
	<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 	Provision of trade image library access Welcome to PDD provided to distribution centre for VICs
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 	Hosted Great Barrier Reef Drive media famil
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	Articles featured in courier Mail, The Age and Good Food Guide ,Air New Zealand – Kia Ora Magazine,
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	3 produced and distributed - Douglas Card - Daintree Dominates at Queensland Tourism Awards
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 decreased (-29%) to 30,118 vs 42,352 in Q4 2014. Overall sessions also decreased (-30%) to 34,652 vs 49,297 Page views per session improved +24% to 2.57 from 2.08. Bounce rate also improved with a decrease of (-22%) 74% find the site via organic search compared to 57% in Q4 2014, with direct contributing 12% and Referral 11%. Referring traffic from social networks increased +247% to 1,149 primarily from Facebook +311%, TripAdvisor +10%, Pinterest (-54%) and Twitter (-30%). 83% of all social network traffic landed on an Event Listing.

<p>Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram</p>	<ul style="list-style-type: none"> 5 % Growth in followers and engagement 	<p>Facebook Consumer</p> <ul style="list-style-type: none"> Gained 956 likes to the page for the quarter to 19,223 an increase of 5.2% from Q3/15 135 posts conducted during the quarter reached 679,104 people, with 46,490 engaged including 1,974 comments, 29,095 likes and 1,931 shares. Compared with 152 posts and 536,860 with 43,909 engaged including 1,780 comments, 24,070 likes and 1,551 shares for Q3/15. <p>Weddings</p> <ul style="list-style-type: none"> Loss of 13 likes to the page for the quarter to 2,996 a decrease of (-.4%) from Q3/15 28 posts conducted during the quarter reached 12,702 people with 731 engaged. Compared with 29 posts and 9,716 people reached with 554 engaged for Q3/15 <p>Industry</p> <ul style="list-style-type: none"> Gained 33 likes to the page for the quarter to 287 an increase of 13% from Q3/15 35 posts conducted during the quarter reached 8,200 people with 744 engaged. Compared with 30 posts and 7,982 with 680 engaged for Q3/15 <p>Instagram</p> <ul style="list-style-type: none"> 4628 followers, increased by 1975 or +74% from Q3/15. <p>Twitter</p> <ul style="list-style-type: none"> 5,202 followers, up 5.7% on Q3 2015; 62 posts created this quarter; 28,770 impressions. <p>Pinterest</p> <ul style="list-style-type: none"> Followers increased 11% to 242 from Q3/15
<p>Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;</p>		
Key Performance Indicator	Required Annual Outcome	Quarterly Update YTD

<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>	<ul style="list-style-type: none"> Marketing plan 	<p>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>Undertake Douglas region research to identify source markets, preferences and travel trends.</p>		<p>Central Queensland University quarterly barometer completed and Survey Monkey to regional operators used. Presentation of CQO results to members.</p>
<p>Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region</p>		<p>Selected by TTNQ to attend the Sydney Travel Exo for TNQ region. TA presentation to members on new campaign and Aussie specialist program opportunities.</p>
<p>Support and administer the Business Events Port Douglas and Port Douglas Wedding Professionals Advisory Groups</p>	<ul style="list-style-type: none"> Foster development of group marketing activities 	<p>Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.</p>
	<ul style="list-style-type: none"> Increase website visitation for www.businesseventsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors decreased (-50%) to 361 from 720. Overall visitors decreased by (-36%) to 516 from 807. Pageviews per session increased +36% to 2.24 vs 1.65. Session duration increased +39% Most visited pages include accommodation, activities, Port Douglas and venues-events.
	<ul style="list-style-type: none"> Increase website visitation for www.weddingsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors decreased (-29%) from 1,298 to 927. Overall sessions also decreased from 2,442 to 1,214 or (-50%) Bounce rate decrease (-14%) and Session Duration increased +81% demonstrating a higher level of engagement with users. Page views per session increased +29% to 2.84 A website review is being undertaken to assess the falling visitation

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. Attended Chamber AGM Met with The Reef Marina artistic consultants
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 	3/3 TTNQ meetings attended
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Ongoing discussion with DMC for joint opportunities.
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Attended LTO meetings including Drive Strategy discussions. Ongoing development of Great Barrier Reef Drive branding push
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	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
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. 	Hosted TEQ and TTNQ at Port Shorts, the Crocodile Trophy and the GBR Marathon to secure future event support Worked with developing to apply for grants and list with ATDW

	<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. 	Ongoing support for regional events such as Carnivale, Port Shorts, the Crocodile Trophy and 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 	Ongoing
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> Quarterly meeting with the Chamber executive 	Met with new Douglas Chamber of Commerce president
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board – July 	Documents sent and a meeting requested for a second time.
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 regional training opportunities particular to the accommodation sector
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	TPDD member workshop open to chamber members.
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.		Ongoing meetings with members and new operators to the region. 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.

