

## **5.6. TOURISM PORT DOUGLAS DAINTREE QUARTERLY REPORT OCTOBER - DECEMBER 2016**

**REPORT AUTHOR(S):** Kerrie Hawkes, Executive Officer  
**GENERAL MANAGER:** Linda Cardew, Chief Executive Officer  
**DEPARTMENT:** CEO Unit – *Connected Communities*

### **RECOMMENDATION**

**That Council notes the October - December 2016 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.**

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### **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 2016 Quarterly Report by TPDD in line with the requirements of that Agreement.

### **BACKGROUND**

In accordance with the Resource and Performance Agreement, Council's 2016 / 2017 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 achieve positive results and acknowledges the importance the partnerships they have formed with 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.

The role TPDD plays with promoting the Shire as a destination of choice and its management of that marketing is widely acknowledged. The team at TPDD maintain a strong grasp of marketing trends and maximise participation opportunities through a variety of promotional means.

### **PROPOSAL**

That Council notes the October – December 2016 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.

## **ATTACHMENTS**

1.    October - December Qtr Report 2016 - PUBLIC **[5.6.1]**

# Tourism Port Douglas Daintree

## Quarterly Report to Douglas Shire Council

October - December 2016



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## Introduction

Tourism Port Douglas Daintree (TPDD) is pleased to report to Douglas Shire Council on the organisations activities undertaken from October - December 2016.

In July 2016, we began implementing our 2016/17 marketing strategy as our key western markets continued to grow. The quarter has seen growth in all of our key domestic and western markets resulting in TPDD activities aiming to strengthen this position in a positive tourism climate. The second quarter of the fiscal year provided opportunities to increase visitation for the shoulder season from October to February. The marketing outcomes of TPDD continue to perform above previous years in as TPDD leverages outcomes in excess of its revenue base to enhance the exposure of the Douglas Shire in the destination marketing arena. These outcomes are reflected in the increased visitation the region continues to experience.

TPDD continues to implement and undertake activities to sustain, and where possible grow, the region's high profile through participation in trade activities, maximising media exposure, the tactical implementation of digital marketing campaigns, and partnering with stakeholders.

To achieve the following positive results our industry partners of whom we work closely, Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ), are critical 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 2016. Also, included in the report is the financial statement as at 31<sup>st</sup> December 2016.

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.

The undertakings of TPDD in partnership with DSC optimise the performance of the tourism industry and the associated economic flow on effects for the Douglas Shire economy. TPDD acknowledges the extensive support provide by DSC to achieve growth and resilience of the tourism sector.

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

Primary partnerships and linkages for TPDD operations have been with:

- Douglas Shire Council (DSC)
- 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) and other local, state and national tourism organisations
- Douglas Chamber of Commerce
- Tourism Training Institutions & programs including Central Queensland University (CQU), Australian Tourism Export Council (ATEC) and QTIC

### Board of Directors

Sheena Walshaw – Chairperson Cape Tribulation zone

Ben Woodward – Vice Chairperson General Director

Megan Bell – General Director

Natalie Johnson – Port Douglas zone Director

Cr Julia Leu – DSC Director

Steven Molnar – Appointed Director

Ben Pratt – Mossman Daintree Village zone

Liz Schibig-Edgar – General Director

Wendy van der Wolf - Mossman Daintree Village zone (outgoing 11/10/16)

Jane Wilson – TTNQ Director

## Overview of Market Conditions October - December 2016

The second quarter of the fiscal year continued to deliver stronger visitation across the three months than in the previous year. This came off the back of a highly-improved peak season that provided improved 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 continue to perform well. New Zealand has shown a pleasing return of more than 15% growth after a number of years of declining numbers. The low Australian dollar is the single biggest influence on the buoyant market conditions.

Dispersal around the region has continued to improve mostly to an increase in international visitors who are more likely to include overnight Daintree stays in their itineraries, strong growth in the drive market has also supported improved dispersal across international and domestic markets. The Daintree ferry figures support the growth reported with increased volume during the period.

### CQ University Visitor Survey for October – December

The below data is sourced from the surveying of visitors in region from **October to December 2016**. The proportion of female and male was 3:1. The majority of respondents was on a leisure holiday (89.2%). Other motivations include: honeymooners (4.8%), visiting friends/relatives (0.6%), and conference, meeting and incentives visitors (0.6%).

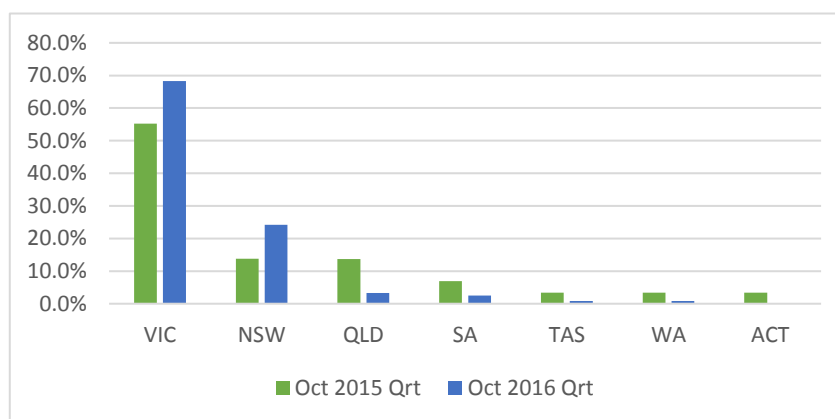


Figure 1: Origin of domestic respondents (%)

The majority of visitors (72.5%) were from Australia, a slight drop from the same quarter in 2015 (76.3%). Similar to the October 2015 Qrt, domestic visitors were mostly from Victoria (68.3%) and New South Wales (24.2%) 3.3% were from Queensland (a large decrease from 13.7% in the October 2015 Qrt). A small percentage were from each of the remaining regions: South Australia, Tasmania and Western Australia.

The travel party (see Figure 2) aligns with TPDD target markets of couples followed by families. Growth in the proportion of couples indicated a renewed focus for couples messaging, this figure will be monitored in the coming quarter.

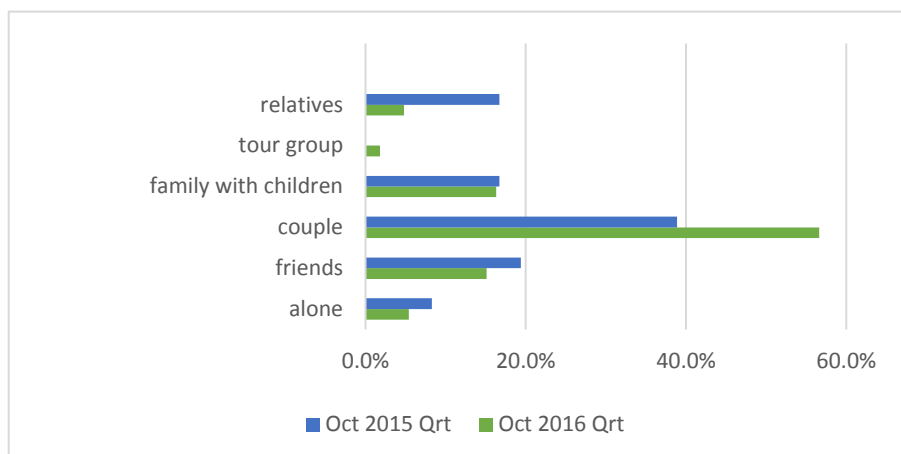


Figure 2: Travel party of respondents (%)

Figure 3 shows the information sources consulted about the Port Douglas and Daintree region. Over two-fifths of respondents (44%) gained information from friends and family. Previous experience (32.5%), The internet (31.9%) and word of mouth (18%) were also popular sources of information about the destination

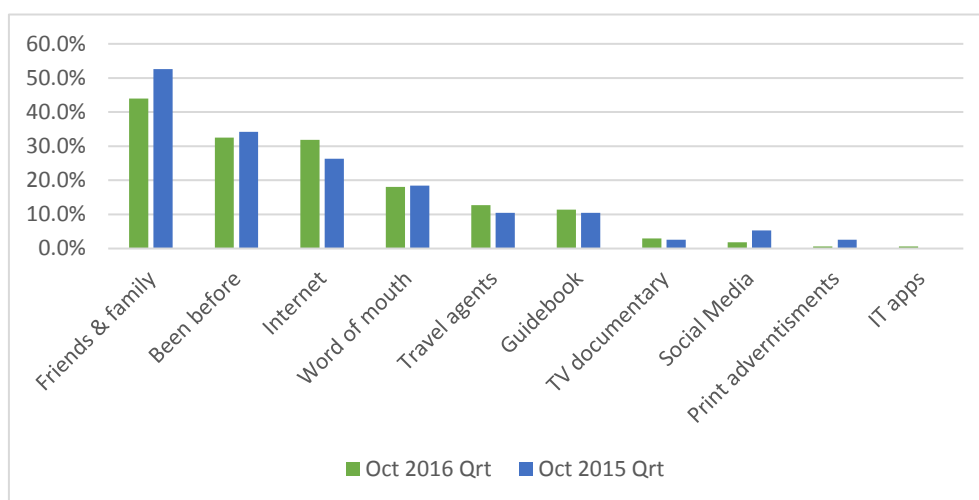


Figure 3: Information sources (%)

Figure 4 summarises how respondents booked their trip to the Port Douglas and Daintree region. The most common method of booking was online travel websites (38.4%; 36.8% in the October 2015 Qrt), followed by online direct (28.0%; 31.6% in the 2015 October Qrt) and 22.0% who booked through a travel agency (7.9% in the October 2015 Qrt). A smaller proportion of respondents booked by phone or mail direct to accommodation (13.4%; 7.9% in the October 2015 Qrt), on the spot (5.5%; 5.3% in the October 2015 Qrt) and last minute (4.3%; none in the October 2015 Qrt).

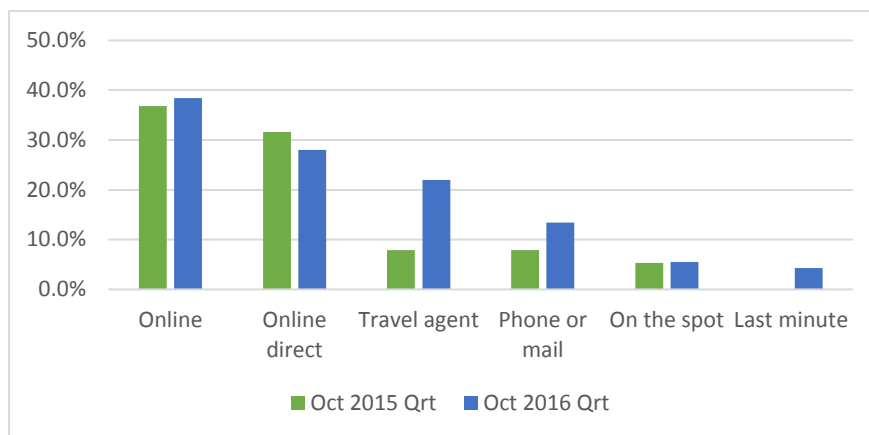


Figure 4: Booking methods utilised by respondents (%)

Figure 5 provides a summary of the length of time respondents stayed in Port Douglas, Mossman, Daintree, Cape Tribulation and the beaches. Port Douglas was a popular destination with 52.7% of respondents staying 7 nights or more (39.7% in October 2015 Qrt). Respondents seemed to prefer other destinations for day visits: Daintree (26.9%); Mossman (25.1%); the beaches (22.2%) and Cape Tribulation (19.2%).

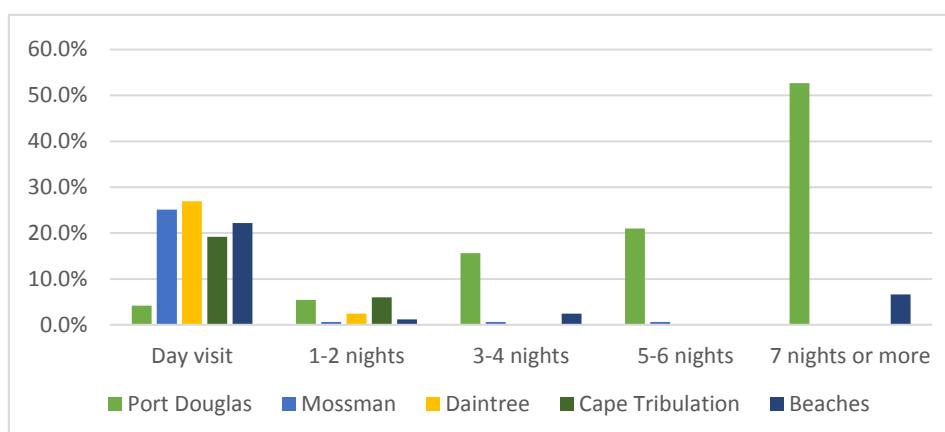


Figure 5: Length of time spent in locations throughout the Port Douglas and Daintree region (%)

Figure 6 shows the most important motivations (measured on a scale of 1 = not at all important, to 5 = very important) for visiting the region are listed in Table 1. Results are given as a mean (m).

Overall, the top five motives for the quarter were:

- Rest and relax (m=4.67)
- Beaches (m=4.48)
- Climate (m=4.47)
- To have fun (m=4.42)
- Experience the natural environment (m=4.04)

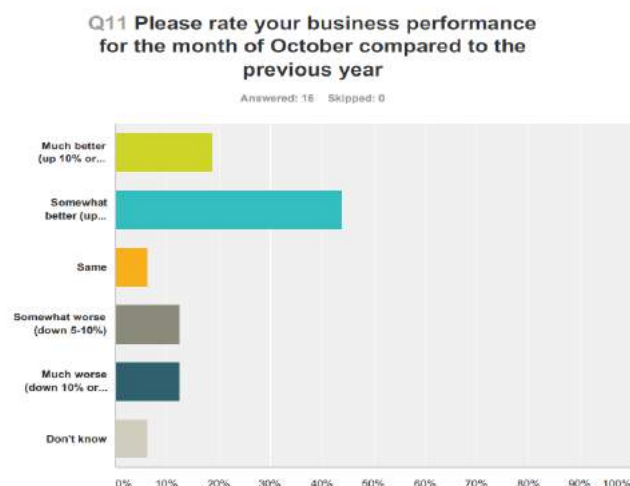


| Motivation                         | Overall | Int' | Dom' |
|------------------------------------|---------|------|------|
| Rest and relax                     | 4.54    | 4.27 | 4.65 |
| Visit the beaches                  | 4.49    | 4.34 | 4.55 |
| Climate                            | 4.48    | 4.40 | 4.51 |
| Have fun                           | 4.03    | 3.96 | 4.05 |
| Experience the natural environment | 3.96    | 3.93 | 3.97 |
| Visit the Great Barrier Reef       | 3.94    | 4.32 | 3.80 |
| Restaurants and dining             | 3.74    | 3.44 | 3.86 |
| Tropical Lifestyle                 | 3.64    | 3.22 | 3.79 |
| Visit the Daintree rainforest      | 3.55    | 3.74 | 3.47 |
| Spend time with family             | 3.43    | 2.83 | 3.66 |
| Tropical village experience        | 3.42    | 3.21 | 3.46 |
| Cheap airfares                     | 3.37    | 2.95 | 3.51 |
| See Australian wildlife            | 3.30    | 3.73 | 3.13 |
| Snorkelling and diving             | 3.10    | 3.41 | 2.96 |
| Try local food                     | 3.08    | 3.17 | 3.05 |
| Adventure activities               | 2.99    | 3.33 | 2.86 |
| Experience Aboriginal culture      | 2.69    | 2.83 | 2.61 |
| Nightlife and entertainment        | 2.67    | 2.57 | 2.69 |
| Socialising and meet new people    | 2.48    | 2.59 | 2.42 |
| Eco-accredited products            | 2.39    | 2.37 | 2.38 |
| Go shopping                        | 2.32    | 1.98 | 2.42 |
| Visit friends and relatives        | 1.89    | 2.10 | 1.80 |
| Fishing                            | 1.60    | 1.48 | 1.61 |

## Operator Feedback

TPDD surveys the Douglas tourism industry 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 continued to improve on the previous year and it should be noted that the same quarter in 2015 also showed improvements so the region has been on a growth pattern for the past three years. November and December produced mixed results although feedback indicated higher visitor numbers were present for one to two weeks longer than normal in November. The influx date for Christmas travel is dependent on the day in which the business sector closes for the Christmas break, this year visitation was slightly earlier than the previous year.

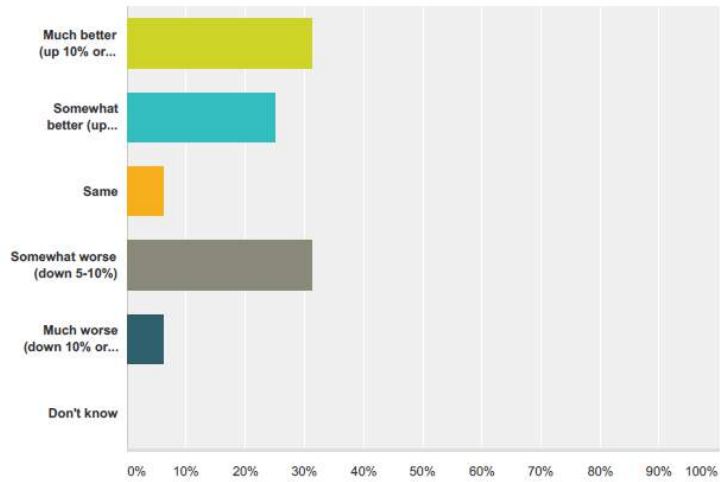
October 2016



November 2016

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

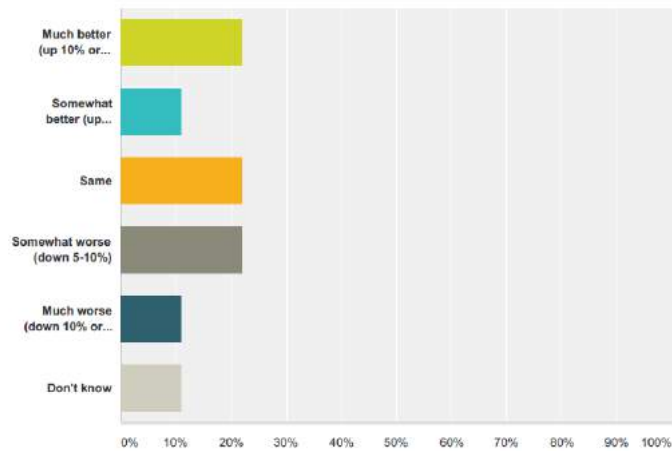
Answered: 16 Skipped: 0



December 2016

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

Answered: 9 Skipped: 6



## October - December Marketing Activities:

TPDD marketing activities in October to December aim to increase demand during the shoulder season from late October to December as well as stimulating interest for the summer period. During this quarter we hosted a larger number of media than we would traditionally see in the region. Activity during this period is undertaken to boost visitation during the shoulder period of October and November as well as raising awareness for summer travel. Following are the highlights of some of our major undertakings for the October - December period.

## Campaign Highlights

### Daintree Detox Competition

The purpose of the campaign was to promote the Daintree and Daintree Rainforest as a family holiday destination to domestic markets; to raise the awareness of Daintree based experiences and accommodation; to raise the profile of the region as a leisure overnight holiday destination.

The Campaign goals were to increase website traffic for campaign period (20%); increase Facebook fans (5%), increase leads for consumer database (5%) with the campaign being hosted via a 3<sup>rd</sup> party sweepstakes site, placed on the TPDD website and FB page.

### Sweepstakes Competition

| Views | Conversions | Conversion rate | Leads       |
|-------|-------------|-----------------|-------------|
| 9,936 | 3,826       | 38.51%          | 1,883 (49%) |

### Facebook advertising

| Type            | Reach  | Engagement | Total spend |
|-----------------|--------|------------|-------------|
| Boosted post #1 | 12,940 | 1,120      | \$100       |
| Boosted post #2 | 13,408 | 1,040      | \$100       |
| Video/Photo     | 24,976 | 1,262      | \$200       |
| Total           | 50,874 | 3,422      | \$400       |

### Email campaigns

| Date             | Opens | Open Rate | CTR   |
|------------------|-------|-----------|-------|
| September (Cons) | 6,095 | 17.91%    | 5.72% |
| October (Ind)    | 422   | 13.25%    | 1.35% |
| November (Cons)  | 4,122 | 12.25%    | 1.36% |

### TPDD website – campaign period vs. same period 2015

- Total sessions increased 22% to 36,369 with unique users increasing 21% to 31,274
- Page views increased 31% to 92,354, while pages/session also increased 7% to 2.34
- Demographic overview: 30% users 25-34, 66% female; growth in visitors considered 'Travel Buffs/Beachbound Travelers', interested in travel to Asia-Pacific and Event/Festival tickets
- Direct traffic increased 60%, referral traffic increased 62% and social referrals increased 48%

Facebook fans increased 6% over the competition period to 23,967 (1,488)

### Inbound Up North

TPDD joined 50 sellers from around North Queensland at the annual Australian Tourism Export Council's Inbound Up North. The three day program comprises a full day of workshops (50 in a day!) plus excellent networking opportunities. Key feedback was that our strongest markets of UK, Nth America and Europe continue to show strong interest. Increasing demand and resulting room rates are making it challenging for group series to find properties. The region is starting to experience periods where demand exceeds supply but at this stage its not affecting the inbound market.

### Sell TNQ

TPDD attended Sell TNQ 2016 at the Sheraton Mirage in Port Douglas representing the Business Events Port Douglas group on Saturday 19 November. Sell TNQ comprises a full day of workshops as well as a variety of networking opportunities. The day of workshops involved 29 presentations to 3 media, 20 domestic buyers and 5 New Zealand 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.

The quality of attendees was great and the interest in the region was high, especially with the Sheraton Mirage refurbishment and Hemingway's Brewery. During the appointments, we found that majority of the buyers were on an information seeking mission and were impressed with what the region has to offer for the MICE market.

The BEPD branded USB was provided, loaded with the presentation, members' collateral and images, suggested conference and incentive Itineraries, the newly created dining guide, the BEPD video, the TPDD regional DVD and destination images.

There was a good amount of business already secured 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.

### October Media Famil

TPDD hosted media representatives from Australia and New Zealand to create story content for the summer months. The famil, was focused around the reef and rainforest experiences with a few quirky additions, will include representatives from Electrify Mag (international), Nine Elsewhere (Nine MSN) & AWOL, New Zealand Herald & Toowoomba Chronicle. The group enjoyed a trip out to the Great Barrier Reef, a chance to kick up their heels in Port Douglas as well as a taste of drive market options visiting Mossman Markets, Daintree Discover Centre, a Daintree river cruise with Solar Whisper as well as experiencing Port Shorts.

| Market              | Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Domestic            | Domestic sales calls with Parker Travel Collection<br>Cooperative ad in Tiger Tales September/October Issue<br>Reviewed and edited Nov – May WTPDD to be sent to regional visitor centres<br>Developed campaign overview for CAPL                                                                                                                                                                                                                                                                              |
| International       | Hosted French Voyageurs du Monde group 6 pax, Hong Kong Airlines trade group 12 pax, representative from Springboard Vacations, 33 agents from India as part of Queensland On Stage, German ASP famil 14 pax at Flames of Forest, Italian ASP famil at QT Bazaar 9 pax<br>Hosted Brazilian TV Crew and French blogger, Aurelie, at QT Resort<br>Sent collateral for Belgium trade event<br>Attended Inbound up North with training, networking and followup<br>Industry EDM compiled and sent to 3111 contacts |
| Consumer            | Met 4 cruise ships<br>Initiated Discover Paradise planning<br>Planned and hosted TPDD summer media famil 3 pax<br>Finalised 1 day GBR Drive itinerary<br>Proofed and supplied content for John Batman compendium<br>2 x Consumer EDMs compiled and sent to 34,237 contacts<br>Developed website brief and considered developers<br>Developed Daintree ferry campaign for radio and consumer edms                                                                                                               |
| Business<br>Tourism | Hosted Arinnex staff famil<br>Attended Sell TNQ and sent follow up                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Weddings            | Met with Port Douglas Events Weddings and Hire to discuss membership<br>Planning for Melbourne expo and competition<br>Loaded Facebook campaign for new years                                                                                                                                                                                                                                                                                                                                                  |
| Events              | Port Shorts, Crocodile Trophy and GBR Marathon digital support and attendance                                                                                                                                                                                                                                                                                                                                                                                                                                  |

Marketing Activity Examples



Image 1 – GBR’s 20<sup>th</sup> Birthday Celebration



Image 2 – BECGBR Sell TNQ



Image 3 – Inbound Up North



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Tropical Journeys</b></p> <p>Tropical Journeys is proud to be one of the region's leading family owned tour operators providing first class experiences to both the Great Barrier Reef and Daintree Rainforest. Calypso offers snorkelling &amp; diving to Agincourt &amp; Opal Reef's and half day snorkelling options, Aquarius Low Isles luxury sailing, Twilight Sailing and Daintree Tours.</p> <p><b>TROPICAL JOURNEYS</b><br/>07 40 99 6 999<br/>www.tropicaljourneys.com</p> | <p><b>Jungle Surfing Canopy Tours</b></p> <p>This unique eco-adventure takes you into the beating heart of the Daintree Rainforest on a guided ziplining tour through six tree platforms with spectacular bird's eye views over the treetops and out to the reef. Eight tours departing daily from Cape Tribulation, suitable for all ages from 3 to 103. Direct phone bookings receive 1 free photo per person when you quote Tiger Tales.</p> <p><b>JUNGLE SURFING</b><br/>07 40 98 0043<br/>www.junglesurfing.com.au</p> |
| <p><b>Back Country Bliss Adventures</b></p> <p>Explore the Daintree Rainforest from above &amp; below with Back Country Bliss. We offer a range of small group activities to suit all travellers; from Jungle Surfing Canopy Tours to River Drift Snorkelling. Mention this advert for a \$10 discount.</p> <p><b>Back Country Bliss</b><br/>07 40 99 3677<br/>www.backcountrybliss.com.au</p>                                                                                             | <p><b>Indigo Port Douglas – Avoid the Crowds</b></p> <p>• *44' Fountain Pajot Cruising Catamaran<br/>• Max only 12 guests • Family owned and fun<br/>• Sunset Sailing • Low Isles Snorkel Trips<br/>• Private Charters • Overnight and extended charters</p> <p><b>INDIGO</b><br/>0429 901 250 (Colin)<br/>www.indigoportdouglas.com.au</p>                                                                                                                                                                                 |

Enter NOW! Download some down time in the world's oldest living rainforest and win a 'Digital Detox' family holiday in the Daintree Rainforest at [visitportdouglasdaintree.com](http://visitportdouglasdaintree.com).



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To discover more go to [www.visitportdouglasdaintree.com](http://www.visitportdouglasdaintree.com)

Image 4–Tiger Tales Cooperative Ad

Image 5–WTPDD

# Media Activity Examples

## Major refreshments in Queensland puts on a show for event planners



Tourism Tropical North Queensland director of business and tourism events Rosie Douglas said the 29 delegates attended workshops with 31 local suppliers at the newly refurbished Sheraton Mirage Port Douglas Resort.

"These qualified meeting, event and incentive planners now understand how the destination has matured in the two decades since the Cairns Convention Centre opened and Business Events Cairns & Great Barrier Reef was created," she said.

"Major refreshments are either underway or completed at many of the region's five-star hotels and new infrastructure like Hemingway's Brewery at Port Douglas and the soon-to-be completed Cairns Aquarium offer exciting venues for conference and incentive groups."

The program kicked off on Friday with a lunch at the renovated Cairns Convention Centre, before delegates headed to Port Douglas for the four-day educational showcasing event in the Port Douglas and Daintree region.

Delegates experienced a welcome function at Flames of the Forest, a gala dinner catered at Rex Smeal Park, touring activities with the Quicksilver Group, Sailaway Port Douglas, Mossman Gorge Centre and Silky Oaks Lodge and a farewell dinner at Thala Beach Nature Reserve.

"Sell TNQ showcases the diversity of our region and is an invaluable opportunity for buyers to experience unique event options first-hand and to network with our members while they learn about the region's products during one-on-one trade appointments," Douglas said.

"Our dual World Heritage areas of the Great Barrier Reef and the Wet Tropics rainforest present endless opportunities for amazing gala dinners and challenging team building activities while our diverse and award-winning range of conference venues ensure all styles of meetings can be catered for."

"The Tropical North Queensland business events industry hosts over 450 meetings, conferences and incentives each year, and Sell TNQ plays a significant role in securing that business for many industry partners."



TTNQ goes 360  
See tropical North Queensland from a new perspective.



TTNQ goes 360  
See tropical North Queensland from a new perspective.



## Crocs, Cassowaries and Kangaroos: Where to Spot Wildlife in Far North Queensland



Wildlife encounters make for some of the most exciting and memorable travel experiences. From learning about different native animals and being able to spot them in the wild is always a highlight of any trip. Australia is home to some of the most...

The post Crocs, Cassowaries and Kangaroos: Where to Spot Wildlife in Far North Queensland appeared first on The Department of Wandering.



## Reef, rainforest and a reimagined resort



It's not just the reef and rainforest that make the North Queensland coast a special place. It's also the reimagined resort that's making a name for itself.

The 300-room Sheraton Mirage Port Douglas Resort is a reimagined resort that's making a name for itself. It's not just the reef and rainforest that make the North Queensland coast a special place. It's also the reimagined resort that's making a name for itself.

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## The perfect 10: Port Douglas, North Queensland



Port Douglas is a beautiful coastal town in North Queensland. It's known for its beautiful beaches, rainforest, and coral reefs. It's a perfect destination for a relaxing holiday.

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## 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 for the Gazette x 6</p> <p>Research, write and distribute media release – Celebrate World Cassowary Day in the Daintree Rainforest – TV Style in Port Douglas</p> <p>Update media release – Get Your Post Olympics Sports Fix in Port Douglas</p> <p>Research, write and distribute media release – Locals Invited To Revisit Magical Daintree These Holidays</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Meetings                   | <p>TTNQ Major Events Advisory Group</p> <p>Cairns Airport for marketing support</p> <p>Eliminate Dengue community engagement program</p> <p>Interviewing for marketing coordinator position</p> <p>Met with DSC to discuss KPI's for 1516</p> <p>Paul Chantrill, WTMA</p> <p>ATDW destination</p> <p>Crocodile Management meeting with EHP</p> <p>2 x Board meeting</p> <p>Annual general meeting</p> <p>Douglas Chamber AGM</p> <p>Attended LDMG meeting at council</p> <p>Planning for Bloomfield Track e-book launch</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Members and local industry | <p>Member/ Compiled and distributed newsletter in October, November and December</p> <p>Hosted member networking post AGM</p> <p>Met with Aus Industry Graham Poon for funding opportunity</p> <p>Attended Port Douglas Skal lunch, GBR 20<sup>th</sup> birthday celebrations at Hemmingway's Brewery, Cassowary awards at Hartley's Crocodile Adventures and Reef Marina Christmas Party</p> <p>Met with Red Balloon for touring contact, Newscorp Julie Shearer for joint activity, inbound sales manager for Oaks Lagoons and new sales and marketing coordinator for Niramaya</p> <p>Hosted member update at Pullman Port Douglas with CQU, AusIndustry followed by networking</p> <p>Presented at the Douglas Business Awards</p> <p>Carried out site inspections at Turtle Cove, Hartley's Crocodile Adventures, Pool Port Douglas, Cayman Villas, Port Douglas Apartments and Peninsula Boutique hotel.</p> <p>Hosted cruise ship volunteers for annual thank you at Wildlife Habitat</p> |
| Tourism Organisations      | <p>Met TTNQ leisure team in region for educational day</p> <p>Represented region at the Kuranda Festival</p> <p>Attended TTNQ Industry Celebration of Excellence awards, TTNQ Western and Domestic panels, TEQ International update, destination tourism plan forum, ATEC's Tourism Tuesday networking function, Daintree Marketing Cooperative meeting and TTNQ LTO meeting</p> <p>Member networking event in conjunction with TTNQ</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Industry Development       | <p>Attended Edu Tourism workshop</p> <p>Promoted upcoming training via the ASBAS Northern Australian initiative</p> <p>Attended the DSC Economic Development workshop</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |



|  |                                                                                                                                                                                                                                                                                                                                                      |
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|  | Attended 'Protecting your ideas and people' workshop<br>Attended DestinationQ in Mackay<br>Attended Booking.com workshop<br>Represented industry at Senate Inquiry into Working Holiday reform<br>Attended Expedia partner drinks<br>Presented to senate hearing into working holiday makers reform<br>Reviewed and updated TPDD engagement strategy |
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## Membership

The period started with 171 member products from 155 memberships (10 Platinum).

Membership numbers held steady for October finishing with the total number of member products to 171 from 155 memberships (10 platinum).

November saw Social Eyes Media join as supporter members seeing November finishing with the total number of member products to 172 from 156 memberships (10 platinum)

December saw Adventures Port Douglas & Daintree and The Bike Shop and Hire join as silver members while Port Douglas Transfers joined as supporter members. Ultra Port Douglas discontinued their membership and Big 4 was cancelled due to non-payment. December finished with a total number of member products to 173 from 157 memberships (10 platinum)

| Membership Level      | Numbers as at June 2016 | As at 30 September 2016 | As at 31 December 2016 | Target for June 2017 |
|-----------------------|-------------------------|-------------------------|------------------------|----------------------|
| Supporter             | 8                       | 10                      | 11                     | 10                   |
| Silver                | 118                     | 111                     | 112                    | 120                  |
| Gold                  | 26                      | 24                      | 24                     | 27                   |
| Platinum              | 8                       | 10                      | 10                     | 9                    |
|                       |                         |                         |                        |                      |
| <b>Total</b>          | <b>158</b>              | <b>155</b>              | <b>157</b>             | <b>166</b>           |
| <b>Total Products</b> | <b>170</b>              | <b>171</b>              | <b>173</b>             | <b>178</b>           |

## Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 31 December
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.
- Profit and Loss for October - December 2016

## 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"> <li>Quarterly industry newsletter</li> </ul>                                                                   | Compiled and sent in November                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                                                                                                                                        | <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> | Discover Paradise supplied to TTNQ visitor centre<br>Provision of trade image library access<br>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"> <li>Conduct 2 media full hosted media famils annually</li> </ul>                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                                                                                        | <ul style="list-style-type: none"> <li>Achieve 5 destination focused editorials annually</li> </ul>                                               | Articles featured in The Cairns Post, The Standard, CIM Magazine, The Australian, MICE BTN, Forbes, Business Wire                                                                                                                                                                                                                                                                                                                                  |
|                                                                                                                                                        | <ul style="list-style-type: none"> <li>Produce and distribute 10 media releases annually</li> </ul>                                               | 5 produced and distributed. Research, write and distribute media release<br>– Taking the tropical sunshine to European winter<br>– Fireworks, music and fine fare as Port rings in the new year<br>Fireworks, music and fine fare as Port rings in the new year<br>–Locals invited to revisit magical Daintree these holiday<br>–Celebrate World Cassowary Day in Daintree Rainforest<br>– TV Style in Port Douglas                                |
| Support cruise ship visits                                                                                                                             | <ul style="list-style-type: none"> <li>TPDD to actively meet all cruise ship arrivals</li> </ul>                                                  | 4 cruise liners greeted                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Increase website visitation through unique visits                                                                                                      | <ul style="list-style-type: none"> <li>5% Growth in Unique visitors</li> </ul>                                                                    | <ul style="list-style-type: none"> <li>Unique visitors increased +20 to 36,108 vs 30,118 in Q2 15/16. Overall sessions also increased 21% to 42,001 vs 34,652.</li> <li>Page views per session improved 2% to 2.64 from 2.57. Bounce rate decreased with an increase of 15% to 52% vs 45%.</li> <li>Overall domestic visitors increased +25% to 43,711 primarily based in Brisbane +17%, Melbourne +18%, Sydney +17% and Adelaide +25%.</li> </ul> |

|                                                                                                             |                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                             |                                                                                            | <ul style="list-style-type: none"> <li>• Top international visitors were from UK, US, New Zealand +33%, Russia (-38%), Canada +58% and Germany +22%.</li> <li>• 73% find the site via organic search, with direct contributing 11%, Referral 12% and social 4%.</li> <li>• Pageviews increased 24% to 110,803 from 89,090. Most visited pages include: Home; Shopping Markets; Digital Detox campaign; Cape Tribulation; Explore The Daintree and Adventure.</li> <li>• Referring traffic from social networks increased +34% to 1,540 primarily from Facebook +34%, reddit +100% (to 34 visits), Pinterest +100%, Twitter +80% and LinkedIn +100%.</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></p> <p>Consumer</p> <ul style="list-style-type: none"> <li>• Gained 1,637 likes to the page for the quarter to 24,386 an increase of 7.2% from Q3 16/17</li> <li>• 78 posts (+27.8%) conducted during the quarter reached 532,690 people (+2.8%), with 25,967 engaged (-7%) including 999 comments, 12,523 likes and 791 shares</li> </ul> <p>Weddings</p> <ul style="list-style-type: none"> <li>• Stable (loss of 10 likes or 0.27%) fans to the page to 3,621.</li> <li>• 26 posts (-23.5% on Q2) conducted during Q3 quarter reached 17,158 people (+3.2%) with 569 engaged (+6.5%) including 29 comments, 198 likes and 4 shares.</li> </ul> <p>Industry</p> <ul style="list-style-type: none"> <li>• Gained 38 likes to the page for the quarter to 462 an increase of 8.9% from Q3 16/17.</li> <li>• 26 posts conducted during the quarter reached 7,477 (-27.7%) people with 546 engaged (-18.9%) including 29 comments, 198 likes and 4 shares.</li> </ul> <p><b>Instagram:</b></p> <ul style="list-style-type: none"> <li>• 11,796 followers, increased by 1,570 or +15.3% from previous quarter</li> <li>• 427 posts (+24.5%) that resulted in 389 comments (-1.2%) and 17,428 likes (-5.3%)</li> <li>• #portdouglassdaintree hashtag used over 13,867 times created</li> </ul> |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                              |                                                                                                                                                                                        | <p><b>Twitter:</b></p> <ul style="list-style-type: none"> <li>7,585 followers, up 17.9% on previous quarter; 266 posts created this quarter with engagement rate of 2.4% (+100%), creating 115,294 impressions (+54%) and 2,840 engagements (+119%).</li> </ul> <p><b>Pinterest:</b></p> <ul style="list-style-type: none"> <li>Followers increased 3.7% to 281 on previous quarter, creating 18,605 impressions (+5.3%) and reaching 6,697 people (+19.7%).</li> </ul> |
| Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;                                                            |                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Key Performance Indicator</b>                                                                                                                                                             | <b>Required Annual Outcome</b>                                                                                                                                                         | <b>Quarterly Update YTD</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield | <ul style="list-style-type: none"> <li>Marketing plan</li> </ul>                                                                                                                       | Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ and TEQ regarding the new TEQ positioning to launch in November.                                                                                                                                                                                                                                                        |
| Undertake Douglas region research to identify source markets, preferences and travel trends.                                                                                                 |                                                                                                                                                                                        | Central Queensland University quarterly barometer completed and Survey Monkey to regional operators used. Presentation of CQO results to members.                                                                                                                                                                                                                                                                                                                       |
| Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region                                                                                                    |                                                                                                                                                                                        | TEQ launch of new campaign and positioning for TPDD to leverage off 'I know just the place'                                                                                                                                                                                                                                                                                                                                                                             |
| Support and administer the Business Events Port Douglas and Port Douglas Wedding Professionals Advisory Groups                                                                               | <ul style="list-style-type: none"> <li>Foster development of group marketing activities</li> </ul>                                                                                     | Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.                                                                                                                                                                                                                                                                                                                                                                        |
|                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>Increase website visitation for <a href="http://www.businesseventsportdouglas.com.au">www.businesseventsportdouglas.com.au</a> by 5%</li> </ul> | <ul style="list-style-type: none"> <li>Overall sessions increased +21% from 516 to 626</li> <li>Bounce rate improved by (-69%) to 21% and Session Duration increased +26% to 01:50.</li> <li>Page views per session decreased (-3%) to 2.18</li> </ul>                                                                                                                                                                                                                  |

|                                                                                                                                    |                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                    |                                                                                                                                                                              | <ul style="list-style-type: none"> <li>• Overall domestic visitors increased +12% to 264. Located primarily in Sydney +31%, Brisbane (-14%), Melbourne +58%, Toowoomba (-42%), Cairns (-11%) and Gold Coast +60%.</li> <li>• Most visited pages include home, Venues-events, Activities, Accommodation.</li> </ul>                                                                                                                                   |
|                                                                                                                                    | <ul style="list-style-type: none"> <li>• Increase website visitation for <a href="http://www.weddingsportdouglas.com.au">www.weddingsportdouglas.com.au</a> by 5%</li> </ul> | <ul style="list-style-type: none"> <li>• Unique visitors increased +8% to 1,005 from 927 in Q2 15/16. Overall sessions remained steady at 1,121 sessions, with 8% new sessions.</li> <li>• Bounce rate improved (-5%) to 49% however session duration decreased 5%.</li> <li>• Page views per session increased 9% to 3.12</li> <li>• Most visited pages include Home, Wedding Locations, Beach Wedding, Port Douglas Sugar Wharf, Parks.</li> </ul> |
| Encourage and facilitate longer term and strategic tourism development planning for the region;                                    |                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Key Performance Indicator</b>                                                                                                   | <b>Required Outcome</b>                                                                                                                                                      | <b>Quarterly Update YTD</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism development planning for the Douglas region. | <ul style="list-style-type: none"> <li>• Respond to enquiries within one week</li> </ul>                                                                                     | Ongoing.                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Promote key tourism development initiatives for the Douglas region                                                                 |                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Key Performance Indicator</b>                                                                                                   | <b>Required Outcome</b>                                                                                                                                                      | <b>Quarterly Update YTD</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.                   | <ul style="list-style-type: none"> <li>• TPDD to attend all RTO meetings and STO meetings held in region</li> </ul>                                                          | 5/5 TTNQ meetings attended including LTO, events and strategic groups<br>Met with TEQ regional manager<br>Discussions with TTNQ team on campaign activities                                                                                                                                                                                                                                                                                          |

|                                                                                                                                        |                                                                                                                                                                              |                                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region. |                                                                                                                                                                              | Provided input and identified joint opportunities to DMC for the new Marketing Plan                                                                                                                                                 |
| In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.                                      |                                                                                                                                                                              | Completed the 1 day drive itinerary brochure and distributed to consumer outlets.<br>Continued push for recognition of the Great Barrier Reef Drive.                                                                                |
| 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>                                                                                                           | Provided DSC activities and initiatives through the TPDD member newsletter, Gazette and industry Facebook page. Continued promotion of Douglas Access, Keep Douglas Plastic Free and Douglas based filming opportunities #godouglas |
| Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.                                                        | <ul style="list-style-type: none"> <li>Work with key events to promote the region and attract increased visitation.</li> </ul>                                               | Met with Taste Port Douglas, GBR Marathon, Rugby 7's and Port Shorts.                                                                                                                                                               |
|                                                                                                                                        | <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> | Support of Port Shorts and the Great Barrier Reef Marathon including media visits and VIPS at each event to secure long term support from external tourism organisations. Participating in the regional Major Events Advisory Group |
| Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;                              |                                                                                                                                                                              |                                                                                                                                                                                                                                     |
| <b>Key Performance Indicator</b>                                                                                                       | <b>Required Outcome</b>                                                                                                                                                      | <b>Quarterly Update YTD</b>                                                                                                                                                                                                         |
| Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism planning for the Douglas region.                 | <ul style="list-style-type: none"> <li>Meet as required</li> </ul>                                                                                                           | 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>                                                                               | Actioned. Attended DCC AGM and met with incoming president Wade Greasley                                                                                                                                                            |
|                                                                                                                                        | <ul style="list-style-type: none"> <li>Present Business Plan and Marketing Plan to Chamber board</li> </ul>                                                                  | Met with Chamber president to discuss TPDD activities and planning. Presentation of Business Plan and Mkt Strategy for June 17                                                                                                      |

|                                                                                                                                                             |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                       |
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| Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry                                                 | <ul style="list-style-type: none"> <li>Meet with QTIC to discuss training needs and opportunities for the Douglas region</li> </ul>                                     | Training is being rolled out in Port Douglas through the ASBAS program providing opportunities for small to medium businesses to access industry specific programs.                                                                                                                                   |
|                                                                                                                                                             | <ul style="list-style-type: none"> <li>Work with the Chamber to communicate training opportunities to TPDD members</li> </ul>                                           | Discussion with Chamber regarding new training grants for northern Australia.<br>Promoted upcoming training initiatives coming to Douglas.                                                                                                                                                            |
| Manage the key issues and opportunities facing the tourism industry in the region;                                                                          |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                       |
| <b>Key Performance Indicator</b>                                                                                                                            | <b>Required Outcome</b>                                                                                                                                                 | <b>Quarterly Update YTD</b>                                                                                                                                                                                                                                                                           |
| Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.                             |                                                                                                                                                                         | Ongoing meetings with members and new operators to the region. Carried out site inspections at Turtle Cove, Hartley's Crocodile Adventures, Pool Port Douglas, Cayman Villas, Port Douglas Apartments and Peninsula Boutique hotel. Met with BEPD and wedding group TTNQ Western and Domestic panels, |
| Representation at state and federal government meetings affecting the tourism industry.                                                                     |                                                                                                                                                                         | TEQ International update, destination tourism plan forum Represented industry at the federal enquiry into the working holiday maker reform package                                                                                                                                                    |
| Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.                                                     |                                                                                                                                                                         | 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. |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                       |
| <b>Key Performance Indicator</b>                                                                                                                            | <b>Required Outcome</b>                                                                                                                                                 | <b>Quarterly Update YTD</b>                                                                                                                                                                                                                                                                           |
| 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> | Ongoing increase in membership numbers although growth levels have slowed.                                                                                                                                                                                                                            |
| 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. Frequently contacted by 4CA, the Cairns Post and SEA FM to speak on tourism in the Douglas region.                                                                                                            |