

5.9. TOURISM PORT DOUGLAS DAINTREE ANNUAL AND QUARTERLY REPORTS FOR NOTING

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RECOMMENDATION

That Council:

- 1. Receives and notes the Tourism Port Douglas Daintree Annual Report 2019/20, submitted in accordance with the Resource and Performance Agreement between TPDD and Douglas Shire Council; and**
- 2. Receives and notes TPDD's July to September Quarterly Activity Report 2020/21.**

EXECUTIVE SUMMARY

Tourism Port Douglas Daintree's Annual Report 2019/20 has been formally received by Council in line with the requirements of the Resource and Performance Funding Agreement.

While the border closures and travel restrictions of 2020 has made the past six months a devastating time for the tourism industry, and TPDD has been greatly affected by funding and structural changes, destination marketing and advocacy remain important activities to support economic development in the Douglas Shire.

The July to September 2020 Quarterly Activity Report shows TPDDs role has adapted to the changing environment, placing greater emphasis on advocacy and industry support while embracing marketing opportunities to drive economic recovery for the Douglas Shire.

BACKGROUND

In accordance with the Resource and Performance Agreement, Council's 2019/2020 Budget provided \$495,732.00 (GST Exc) in funding to support the delivery of activities by TPDD to support tourism in the Shire.

COMMENT

In March 2020 the outlook for tourism was promising, businesses in the region were optimistic and forward bookings strong. A growth of year-on-year regional visitation of 10.5% was predicted. COVID-19 travel and border restrictions changed everything.

The tourism industry struggled considerably after March as restrictions limited the market potential for a wide range of operators. In response, TPDD sought out opportunities in the limited markets they could access with an emphasis on partnerships to increase their reach and continued advocacy for industry support.

The TPDD Board CEO are proud to have accomplished the following:

- Identified a priority infrastructure list that will open opportunities for the region to grow and diversify in the years ahead,
- Achieve ECO Destination Certification under Sustainable Tourism Delivery,
- Advocacy during COVID 19 amplified by working alongside regional bodies to lobby for industry needs,
- Organisational leadership navigating through COVID-19 and effectively positioning TPDD to adapt to such a fast-moving and volatile environment,
- Working with Douglas Shire Council to secure 2021 operational funding, ensuring the ongoing solvency of the organisation, and
- in the process further strengthening ties with DSC as the key funding partner.

PROPOSAL

That Council:

2. Receives and notes the Tourism Port Douglas Daintree Annual Report 2019/20, submitted in accordance with the Resource and Performance Agreement between TPDD and Douglas Shire Council; and
3. Receives and notes TPDD's July to September Quarterly Activity Report 2020/21.

FINANCIAL/RESOURCE IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's 2019-2020 Budget provided \$495,732.00 (GST Exc) in funding to support the delivery of activities by TPDD to support tourism in the Shire. This report presents a summary of funded activities under the Agreement.

A Resource and Performance Agreement between Council and TPDD for 2020/21 will provide a total of \$250,000.00 (GST Exc) for activities this financial year.

RISK MANAGEMENT IMPLICATIONS

In accordance with the Resource and Performance Funding Agreement, Council's contribution in funding will be acquitted annually, no more than two months after adoption. In addition to quarterly reporting, TPDD prepares a business plan and budget for Council at the commencement of each financial year

SUSTAINABILITY IMPLICATIONS

- Economic:** Supports economic development in the region through promoting tourism.
- Environmental:** Promotes and markets eco-tourism.
- Social:** Supports and promotes tourism, arts and cultural industries.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 2 - Fostering Sustainable Economic Growth

A robust economy is at the heart of a thriving community and enables investment in environmental protection. While our remoteness is a key attribute, it also presents challenges for attracting new business and investment. We must also meet the challenges of fierce competition in the tourism sector. Council will partner with industry to build, diversify and promote the Douglas economy. Council will design and deliver infrastructure, strategies and services that support the local economy and businesses.

Goal 2 - We will work with partners to promote the Shire as the World's leading sustainable tropical destination and encourage business investment.

Operational Plan 2020-2021 Actions:

2.2.1 - Review the governance and funding model of TPDD. Refocus the key performance indicators of the organisation and build stronger ties with TTNQ.

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:

Funder	Council often partly funds services, events or community organisations through grants, donations, subsidies and in-kind support. Council will apply robust governance to ensure that such funding is fair and appropriate.
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CONSULTATION

Internal: Nil

External: Nil

ATTACHMENTS

1. TPDD Annual Report 2019-20 without financials [5.9.1 - 47 pages]
2. TPDD Jul sept 2020 QTRLY Final DSC [5.9.2 - 16 pages]

ANNUAL REPORT

2019/2020



TOURISM
PORT DOUGLAS
DAINTREE

Ordinary Council Meeting - 15 December 2020



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CHAIRMANS REPORT

This has certainly been a year none of us will forget. In March the outlook was promising, our region was optimistic and forward bookings were strong. Looking back TRA statistics had regional visitation at 495k representative of a 10.5% growth YOY. The celebrations however were to be short lived, Covid 19 and this worldwide pandemic stretched to every corner of the globe leaving devastation in its path.

This region has seen disruptions to tourism before with the Pilot Strike, September 11, the Global Financial Crisis, the ever-growing local effects of Climate change and our fair share of natural disasters, but nothing quite like this.

Disruption in tourism for global and domestic travel and public events at this scale is unprecedented. I believe it will be years before we unpack the true cost of this pandemic and be able to reflect and learn from the compounding effects of these events in 2020.

In the shadow of this, our organisation found itself at a crossroad, with concerns for our own operational future given the significant reduction in local government fiscal support, a further effect from one of the most turbulent economic environments in this region's history.

Despite these challenges Tourism Port Douglas Daintree and its small team of passionate employees and our volunteer board have continued to work tirelessly alongside Council to prepare a foundation to support a fast, strong, and nimble recovery for our region.

Tough times create tough people and the resilience and fortitude this region and its operators have demonstrated so far has been nothing short of remarkable, but there is no denying we have a long road ahead.

As an organisation we are focused more than ever on the six pillars of our strategic objectives as part of our long-term vision for sustainable industry growth and our way to stay focused on the opportunities in the future.

These objectives include market expansion, experience and destination delivery, digital leadership and Innovation, sustainable tourism leadership, Advocacy and Effective management of the organisation.

The TPDD Board and our CEO are proud to have accomplished the following:

- The TPDD Board identified a priority infrastructure list that will open opportunities for the region to grow and diversify in the years ahead. Opportunities such as a convention centre, a Port Douglas water attraction, the Mossman Botanical Gardens, the Reef Biobank and planned further hotel investments.
- We were able to achieve ECO Destination Certification under Sustainable Tourism Delivery
- Advocacy during COVID 19 has been amplified at scale working alongside TTNQ, ATEC and QTIC to lobby for industry needs.
- Organisational leadership navigating through COVID-19 and effectively positioning TPDD to respond and pivot effectively to adapt to such a fast-moving and volatile environment.
- Working as a team alongside Council we were able to secure 2021 operational funding ensuring the ongoing solvency of the organisation and in the process further strengthening ties with DSC as our key funding partner.





I am proud to have been a part of TPDD. A director for four years and recently completed a serving year as Chair. I have however decided that I will be stepping down this year as Chair to further focus on my business and young family.

My passion for Indigenous Tourism brought me to North Qld. In particular the long term benefits this industry provides for communities and local people. Sharing cultural stories on land and sea from an Indigenous perspective truly enhances and brings to life the natural assets this region is famous for. With such a diversity of world class products already on offer and many more in the pipeline we should be proud as we find ourselves in a space very few destinations in Australia can compete with. I am convinced as this market continues to grow it is set to become a key causal factor for visitation to our region right next to The Reef, Rainforest and our remarkable beaches.

In closing I want to take the opportunity to thank our CEO Tara Bennett for her demonstration of strong leadership, strategic direction and professionalism amidst what has been the most challenging period in our organisation's history. I want to thank our members both new and old for their continued trust and support over this trying time. Lastly, I pass on a special thanks to our local Douglas Shire Council for their leadership and ongoing commitment to support this organisation and our industry now and into the future.

Benjamin Pratt

TPDD Chair

CHIEF EXECUTIVE OFFICERS REPORT

There has never been a more uncertain time in tourism making it somewhat surreal to reflect on TPDD's achievements for 2019-20. A review of monthly reports reveals noteworthy wins to celebrate while considering the impact of the COVID-19 pandemic and the continued border closures placing enormous strain on the industry.

The 2019/20 year was performing well with visitation up on previous years and marketing activity in place to continue the momentum.

Marketing highlights for the year include:

- Douglas receiving the highest consumer sentiment ranking up 3 points from 2018 from Destination Think!
- 140k copies of Discover Paradise in June to stimulate travel as restrictions eased briefly
- 8 Australian Society of Travel Writers familiarisation streams
- Regional integrated summer campaign with TVC and member deals carousel
- Development of sustainability content showcasing local champions
- TPDD digital assets continued to grow with engagement up 30%



The official launch of signage for the Great Barrier Reef Drive was the result of persistent lobbying and stakeholder support. This has firmly established the drive with tourism organisations demonstrating support through broad ranging promotion.

In December 2019 the Douglas Shire become the first region to achieve Ecotourism Australia ECO Destination Certification, a massive result of the collaboration of Douglas Shire Council, TPDD and the tourism industry, followed by the region receiving the global award for Culture and Communities at the Green Destinations annual awards recognising the achievements of Mossman Gorge Centre.

The COVID-19 pandemic crossed into Australia in March effectively shutting down the tourism industry by Easter. As visitation and marketing halted TPDD's role adapted to a position of industry support, advocacy and conduit for the fast and furious flow of updates being released.

In March we welcomed the new Douglas Shire Council Mayor and Councillors with whom I look forward to a strong, united relationship driving economic growth for the Shire.

2019/20 has been the most challenging of my 14 years at TPDD and I am proud of where we finished. I am grateful for the unwavering support of the TPDD Board, expertly led by Chair Ben Pratt, who have empowered the team to adapt from a marketing based organisation to a fluid model embracing marketing, industry and destination development and advocacy to drive tourism recovery. The TPDD team work tirelessly to provide meaningful marketing solutions for the region and nurture our industry. My particular thanks to Mikala McDowall for her diligence and role in the many successes of the previous year.

Our generous members provide inspiring stories to share with the world. I look forward to the year ahead working collaboratively with our industry to drive economic recovery for the Douglas Shire.

Tara Bennett

Chief Executive Officer

ABOUT TOURISM PORT DOUGLAS DAINTREE

Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a not-for-profit company limited by guarantee, the Douglas member based local tourism organisation. In April 2009, PDDTL commenced operating as Tourism Port Douglas Daintree (TPDD). We are the voice of the Douglas Shire's tourism industry and work to increase visitor arrivals and expenditure for the benefit of the whole region.

TPDD was funded in 2019/20 through a three-year Resource and Performance Agreement with Douglas Shire Council, membership subscriptions, co-operative marketing activity and grants.

Key result areas of the 2017-2020 Douglas Shire Council funding agreement

Sustain economic development through destination marketing

Undertake research to maximise benefit to the region. Establishing short term performance, preferences, drivers, source markets, trends, and yield

Encourage and facilitate longer term and strategic tourism development and engage in key tourism planning

Engage with key tourism organisations and business leaders to facilitate short, medium, and long-term planning of key issues in the region

To present a single co-ordinated tourism voice to all levels of government and the industry

Primary partnerships and linkages for 2019/20 have been with:

- Douglas Shire Council
- Members and tourism industry participants
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Australian Tourism Export Council (ATEC), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-operative (DMC), Cairns Airport PTY LTD (CAPL), Douglas Chamber of Commerce and other local, state and national tourism organisations
- Tourism Training Institutions & programs including the Australian Small Business Advisory Services Program funding (ASBAS) program, Central Queensland University (CQU) and those offered through ATEC and QTIC

STRATEGIC OBJECTIVES

THE DREAM

Destination Vision: World's leading sustainable destination, sharing inspirational experiences

TPDD Vision: Highly valued, innovative, and collaborative local tourism organisation

WHAT WE DO

Destination Mission: Deliver World class tourism experiences focussed on sustainable interaction with nature and tropical lifestyles

TPDD Mission: To lead and unite our industry to grow Douglas tourism to \$550 million by 2022

TPDD Purpose: Our purpose is to drive a thriving visitor economy and long-term sustainable benefits to the region by leading the destination's tourism marketing and by being a unifying and coordinating voice for the industry.

In early 2019 the TPDD Board and Executive undertook a strategic review of the organisations purpose and objectives. The review articulated the three-year vision resulting in six core objectives to position the region for sustainable growth.

Market Expansion	Experience and Destination Delivery	Digital Leadership and Innovation
Stimulate year-round visitation. Build destination demand through marketing to reduce fluctuations.	Targeted effort to diversify the industry, support new opportunities and enhance the visitor experience.	Maximise digital technology and capability to put the spotlight on the Douglas region.
Sustainable Tourism Leader	Advocacy	Effective Management of Organisation
Build awareness and ability for the destination to deliver sustainable tourism experiences.	Industry leadership through stakeholder collaboration. Influence decisions affecting regional tourism and seek opportunities to advance the Douglas agenda.	All activities are underpinned by good governance and being a great place to work for and with.

2019/2020 SNAPSHOT

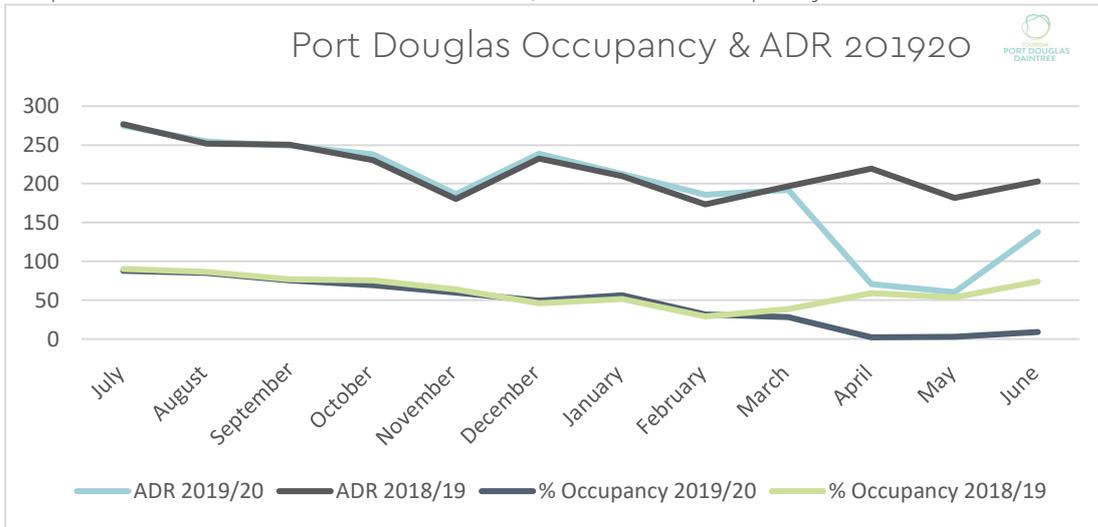
	2018/19	2019/20	YOY % change
Visitation			
Domestic visitors	330,000	389,000	Up 17%
International visitors	112,000	106,000	Down 5%
Visitor nights	2,467,000	2,715,000	Up 10%
Annual expenditure estimate	\$520M	\$570M	Up 9%
Marketing Activity			
Media Value Generated by TPDD	\$4m	\$2.5M	Down 37%
Number of Events Supported	6	5	Down 16%
Digital Activity			
Website Sessions	181,144	158,946	Down 12%
Fans of Visit Port Douglas Daintree Facebook	35,826	39,025	Up 8%
Instagram Followers	29,626	32,967	Up 11%
Total Reach	4,240,461	3,945,958	Down 6%
Total Engagement	302,625	393,659	Up 30%
Total Content Advocacy (#portdouglasdaintree)	13,585	10,545	Down 25%
Stakeholder Engagement			
Training Opportunities	16	19	Up 18%
Coop Campaign opportunities for members	11	8	Down 27%
Networking Events	5	5	-
Financial Performance			
Income	\$642,049	\$667,916	Up 4%
Expenditure	\$666,967	\$574,949	Down 13%
\$\$ value of grants and co-operative activity	\$69,625	\$72,841	Up 4%

INDUSTRY ANNUAL PERFORMANCE 2019/20

The results from Tourism Research Australia (TRA) showed that domestic visitation in the Douglas Shire was on an upward trend for the first 6 months of the year with an increase of 134,000 visitors and international visitation was sitting steady. This all began to change in the next quarter. While domestic visitation saw another slight increase YOY, international had declined by 5% as the initial impacts of the COVID-19 pandemic started to be felt. Official statistics for June 2020 were not available at the time of preparing this report, therefore the figure below is from March 2020.



For further insight into visitation the data provided by STR, a global standard for data intelligence and global benchmarking, provides monthly figures on occupancy and average daily rate achieved. The below highlights that the destination was travelling on-par with 2018/19 for the first 6 months and improved over the summer until COVID-19 decimated occupancy and room rates.

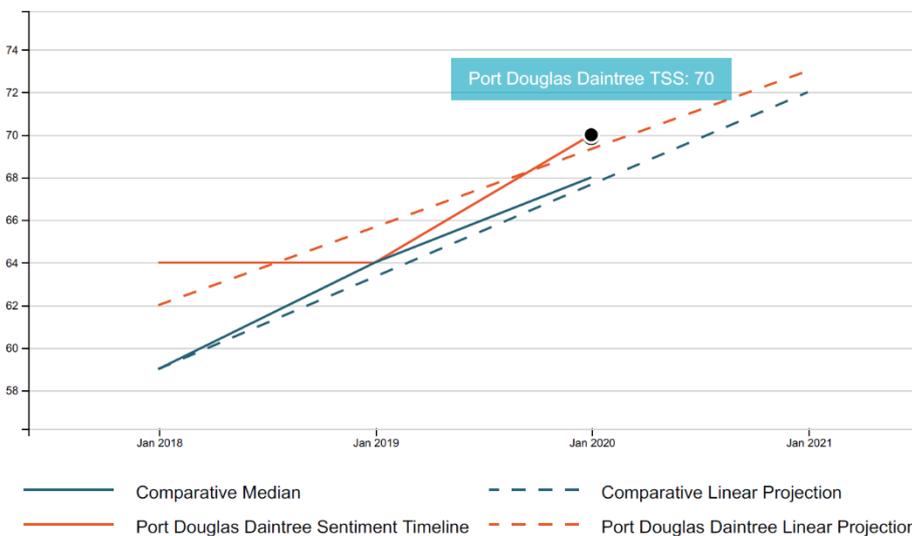


CONSUMER SENTIMENT – WHAT DO VISITORS THINK?

For the second consecutive year, Port Douglas and Daintree topped the charts of tourism destinations globally through Destination Think! Tourism Sentiment Index Research (TSI).

The Port Douglas and Daintree region recorded a Tourist Sentiment Index of 70 in 2019, which is the highest score recorded to date among the 700 destinations analysed, and an increase of 6 points from our top score of 64 in 2018. Our comparative set of Byron Bay, Noosa, Queenstown, Tasmania, and the Whitsundays, averaged an increase of 5 points seeing Douglas tracking slightly above pace.

Tourism Sentiment Score: Trendline



Seven out of 10 conversations taking place around Port Douglas Daintree's tourism offering in 2019 were actively promoting the region, however the value of the research is in identifying areas to improve or invest in for future satisfaction.

TPDD will work

with government bodies to target the opportunity areas of events, destination weddings, elevating dining and food producers and fishing. The focus will be to anchor the brand in an authentic story in nature, wildlife and beaches, and build around diving and snorkelling as the core brand here.

"What we have seen with Port Douglas Daintree, is nearly three years of consistently high sentiment, illustrating that it is a destination that can walk the walk." Mike Duffield, Head Researcher Destination Think!"

FINANCIAL SUMMARY

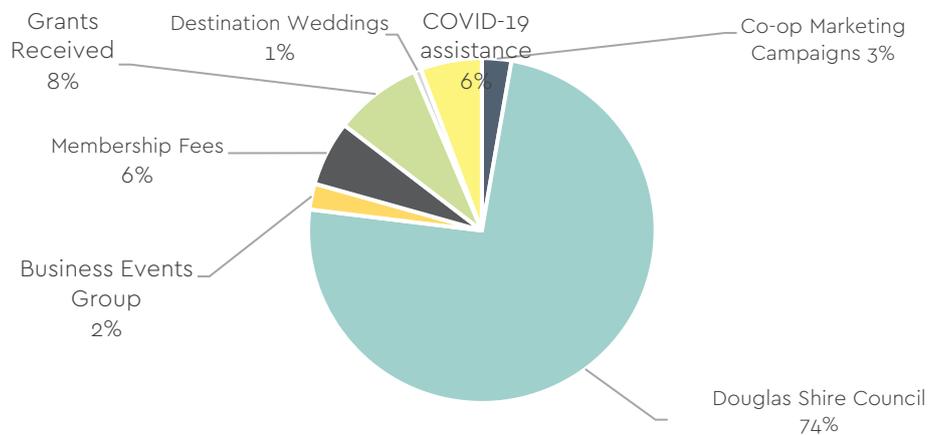
The budget for 2019/20 was developed with an intention to reduce the annual surplus after four consecutive years with a surplus of approximately \$10,000, that has returned the companies reserves to an acceptable level. TPDD was on track to finish the year to budget until COVID-19 impacted operations and the fiscal goals.

In March 2020, the TPDD Board and executive acted quickly to reduce costs, cancel marketing activities, and pause membership renewals for six months to support our industry. Social media activity was maintained to assist people continue to dream about travel in better times. These measures saw the year finish with a \$91,966 surplus compared to the \$21,000 deficit that had been planned.

The reserve funds will be used to bolster TPDD activities in 2020/21 to forge a strong recovery as restrictions ease.

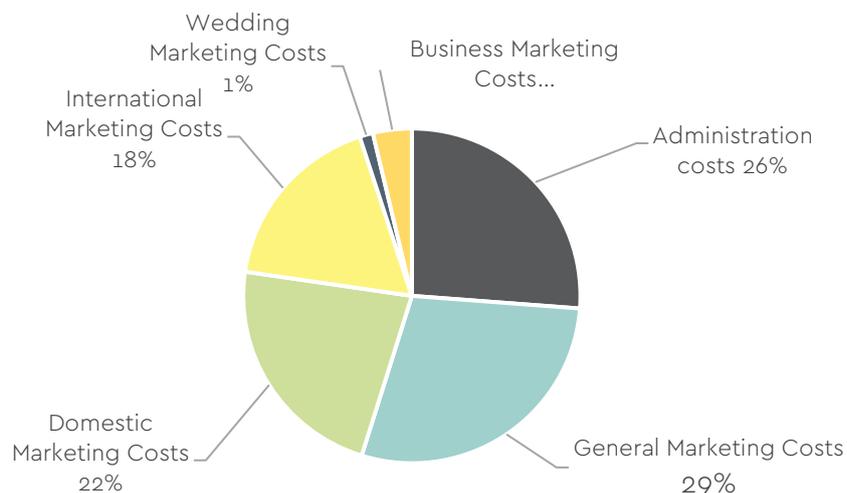
Income for the year saw a reduction in membership, with renewals being paused from March, the addition of COVID -19 assistance and separation of grant income and co-operative marketing clearly identify the income streams that contributed to the end of year position.

TPDD Income



Expenditure was allocated to activity areas with the undertakings decided on, in consultation with TPDD members, stakeholders and tourism organisations

TPDD Expenditure



MARKETING ACTIVITY

TPDD determines marketing activity in consultation with the tourism industry, tourism organisations and a range of research tools to ensure evidence-based decision making and a strategically targeted approach. The core objectives of destination marketing are to drive visitation to the region, reduce seasonality and target high value travellers across various segments.

Port Douglas, the Great Barrier Reef and the Daintree Rainforest are iconic destinations for both domestic and select international markets, however the Douglas region faces an extremely competitive environment from destinations including Bali, The Whitsundays, Byron Bay, Noosa, Tasmania, South Australia, Kangaroo Island and more recently Gold Coast. Through effective tourism marketing strategies, such as those listed below, TPDD attracts travellers to the destination supporting the region's tourism industry and community.

Marketing activity is divided amongst domestic, international and consumer direct through digital channels. Campaign activity within the TPDD Marketing Strategy is executed across multiple platforms including print, tradeshow participation, digital, publicity, media, trade educational and trade training.

The unreserved goal of TPDD is to implement marketing strategies which contribute to and grow tourism and yield to the Douglas region.



CAMPAIGN ACTIVITY HIGHLIGHTS

The TPDD 2019/20 Marketing Strategy included a continuation of traditional activities and the introduction of innovative programs, including partnerships to leverage our marketing reach. The strategy incorporates a variety of platforms to target the diverse markets that make up the visitor group to the Douglas region at all stages of the traveller's cycle to motivate travel and word of mouth.

TPDD Media Famil

TPDD hosted 3 domestic media writers from Escape Travel, Time Out Melbourne, and Style Magazine in region at the end of February, with the aim is to create content for the destination.

The journalists were in region for 3 days and were treated to a fun filled itinerary encompassing both the Daintree Rainforest and Port Douglas. A big thank you to our operators who assisted with this famil program: Daintree Discovery Centre, Daintree Ice cream Co, Mist – Cape Tribulation, Solar Whisper Cruises, Pullman Port Douglas, Sailaway Low Isles, Salsa Bar & Grill and Wildlife Habitat.

The first result was from Style Magazine valued at \$17,500

Digi article: https://stylemagazines.com.au/travel/guide-to-tropical-north-queensland/?utm_source=eDM&utm_medium=eDM&utm_campaign=fnq-daintree

Australian Society of Travel Writers (ASTW)

Tourism Tropical North Queensland (TTNQ) successfully bid for the 2019 Australian Society of Travel Writers Conference to be held in Cairns, a conference that brings together Australia's travel media dedicated to promoting honest and ethical travel, and the unbiased reporting of it.

TPDD secured a sponsorship opportunity to maximise the destinations exposure with a total of 7 famil streams through the region during October, as part of both the pre and post famil programs. These programs brought over 60 travel writers through region, where they could experience firsthand the natural beauty and exceptional experiences that our stunning region has to offer.

PNG Print and Digital Campaign

TPDD secured advertising in the Post Courier 'Connect Cairns' publication to target travellers from PNG, particularly the expatriate market, due to the direct flight access from Port Moresby into Cairns. Two strip advertisements were secured alongside destination editorial developed by TPDD. The feature was run twice to target the mid-week and weekend audience. This activity was supported by paid Facebook activity to boost the destination mentions and recall for potential visitors.

Early December

Strategy: Drive traffic to the website

Audience: Users based in Papua New Guinea, 18-65+, male and female. Interests: travel and leisure.

Creative: 15 Second brand ad video plus TPDD beach and SUP images

Discover Paradise

Discover Paradise is a 48-page glossy magazine created and edited by TPDD in conjunction with the Port Douglas & Mossman Gazette, that is selectively distributed in QLD, NSW and VIC. This year, Discover Paradise was scheduled to hit households in late March, which would have limited the return so distribution was halted and eventually booked for mid-June which maximised the potential as restrictions eased and NSW was able to travel for some weeks in July. A great outcome considering the circumstances. Advertising support by TPDD members provides an avenue for direct bookings to our industry.

Advertising feedback below from Wendy van der Wolf of Executive Retreats:

Printed media is still read! This year it brought us all the Australians that would normally holiday overseas. I answered the phone for 2 days during the weekend. The 2020 magazine was considerably smaller but for Executive Retreats magic!

DMC Radio and Facebook Partnership

TPDD partnered with the Daintree Marketing Co-operative on a multi-channel promotion to target family travel from the regional market over the summer months.

Part A of the campaign was in December to coincide with the Douglas Card, offering free Daintree ferry travel for regional residents from November to February. TPDD supplemented the activity with additional radio placements to promote the Douglas Card. The radio ran on STAR 102.7 with paid Google AD Words and Facebook activity.

Reef Champion Videos – Catalysing Local Action

The project was one of 10 funded projects with 11 Local Marine Advisory Committees with 37 collective project partners. The short video series documented how local businesses across agriculture, tourism and community development have changed their operating practices to improve water quality and protect the Reef. The aim was to produce inspiring content to support the regions sustainable destination positioning and put the spotlight on local achievements.

The videos mentioned in Travel Weekly, have been shared on social media by Douglas Shire Council, local MP Warren Entsch, and via the TPDD and 'champions' social media channels. A clip from the Sailaway video featured in a news segment on WIN News Cairns, the Sweet Farm Tours video was presented to attendees at the Global Eco Tourism Conference, and Eco Tourism Australia have said they will be using the videos as an example of best practice. A link to a blog featuring the videos was additionally sent to TPDD's email database of 27,000.

Hush Puppies Retail Competition

TPDD joined forces with shoe brand "Hush Puppies" to run a consumer campaign across multiple media platforms, the campaign encouraged people to let us know in 25 words or less why they would like to win the "Ultimate Escape to Port Douglas!"

The campaign was promoted through National Magazines including Women's Day, Ok Magazine, Bauer, Now to Love, as well as outdoor advertising, digital, EDM's, television and paid social media posts resulting in 2500 entries with a reach of 2.4 million people.

Regional TV Commercial and Facebook campaign

To stimulate summer and shoulder season visitation, TPDD ran a TV commercial airing across channels 7, 9, and the WIN Network, in regional Queensland during February and March. The TVC featured emotive images to encourage Queenslanders to get out and explore their own backyards.

The campaign included 520 spots during the 4-week period, 114 paid plus 406 free bonus spots including 118 during high priority slots plus 288 run of station across all channels.

In conjunction with this, TPDD ran a social media campaign from Feb 15 - March 10, placing \$1000, targeting users based in those same regional QLD towns to aid in brand recall and drive traffic to members. The campaign drove 1,289 users to the website and with an average of 200% growth well exceeded the campaign target of 20% growth. The carousel resulted in direct bookings for the members showcased achieving cut through and conversions. The TVC was extended through to July to keep the region front of mind as COVID restrictions eased in June with generous free placements.

June Regional and Intrastate Stimulation

As restrictions eased in partnership with Southern Cross Media, TPDD ran two radio competitions in Cairns with paid advertising to bolster cut through and destination consideration.

Celebrity in the Daintree – HIT FM regional radio competition valued \$7,620 free of charge supported by paid \$1,500 for 26 radio spots with 15 extra bonus placements.

Port Douglas Build a Star – Triple M regional radio competition valued at \$11,825 for a prize contribution from TPDD members over \$1,000. Advertising of \$1,000 for 25 paid placements plus 22 bonus spots.

A paid promotion for the new flights from Sunshine Coast to Cairns. The campaign ran from June 17th – July 2nd, to boost engagement, targeting users based in those same regional QLD towns to aid in brand recall and drive traffic to flight deals. The campaign had a reach of 15,940 with 720 links clicked, great value for \$200 spend.

There was also a concurrent ad promoting Jetstar flights from interstate locations. The campaign ran from June 17th – July 2nd, 2020, with \$300 behind the campaign to boost engagement, targeting users based in SEQ and select metropolitan interstate cities to aid in brand recall and drive traffic to flight deals. The campaign had a reach of 25,659 with 1660 links clicked.

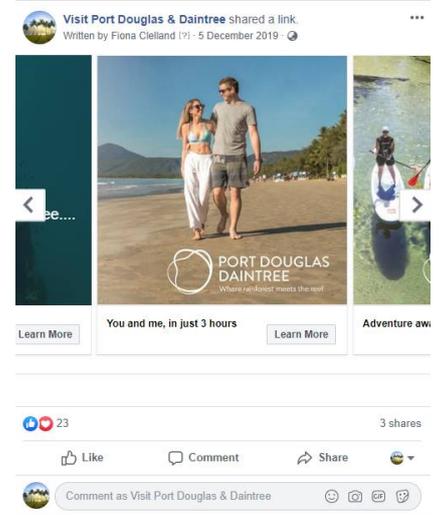
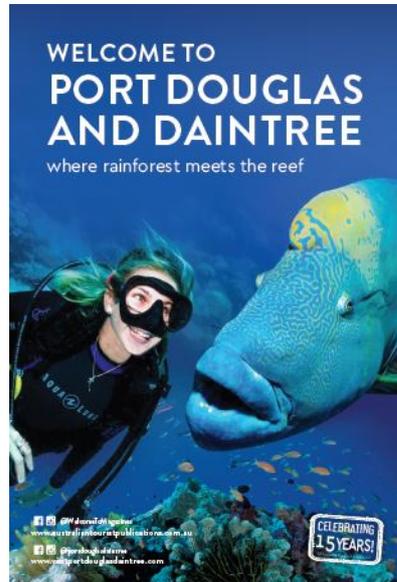
Local radio advertising on Triple M and Hit FM to drive and stimulate drive visitation to the region.

A full-page ad and double page of editorial in Tropic Now Magazine distributed throughout Cairns regions north to Townsville.

CAMPAIGN ACTIVITY EXAMPLES



Hush Puppies Campaign



Jetstar Cooperative Campaign

WTPDD Magazine

PNG Facebook Campaign



Reef Champions Project

MARKET ACTIVITY EXAMPLES



Inbound Up North



Inbound Up North – pre famil



Corrobboree West



North American Marketplace



Melbourne Wedding Expo



TPDD Media Famil

DOMESTIC TRADE ACTIVITY

Sell TNQ

TPDD represented the Business Events Port Douglas Group at the annual Sell TNQ trade event in November. Sell TNQ is an educational program designed to give professional conference and incentive coordinators from Australia and New Zealand the opportunity to see and experience why Tropical North Queensland is the perfect destination for their next business event. The trade component includes 30 one on one appointments where we were able to outline the destination's key selling points for business planners. 30 qualified business events sellers were brought to the region to attend this, with 16 of them staying on to experience a post touring program in Port Douglas, culminating with a breakfast in Rex Smeal Park hosted by BEPD.

Arinex Famil

During November, TPDD hosted a dedicated educational for Arinex, who are one of Australia's longest-standing and reputable event management companies, with a strong 45-year track record in the MICE industry. This was an activity planned and funded by the Business Events Port Douglas group, a collective of operators managed by TPDD, who market the destination to the high yield conference and incentive sector.

This educational saw 9 of the key conference and events managers enjoy Port Douglas during a 4-night educational where they experienced some of the best the region has to offer showing why Port Douglas should be number ONE of their wish list for their next conference or incentive group. This activity was supported by Business Events Cairns & Great Barrier Reef and was very successful, with additional business being secured for the region.

Melbourne Bridal and Honeymoon Expo

TPDD's Business Development Executive, Mikala McDowall, headed to Melbourne in January to represent the region at the Melbourne Bridal and Wedding Expo. Mikala was joined by Tropical Weddings Port Douglas members, Niramaya Villas and Spa, Flames of the Forest and Dragonfly Weddings and Events. The event was a huge success with 3500 visitors through the doors and a strong interest in the region.

With over 500 weddings in the region each year, this is an important market to be active in. By attending the expo, TPDD had the opportunity to meet over 2000 brides providing us with the perfect opportunity to entice them to a tropical destination wedding, honeymoon, bride tribe getaway or bucks do! Following the expo, 3 weddings groups have booked the destination expected to bring \$130,000 in direct expenditure plus significant flow on effects through pre and post touring. Additional exposure was gained from honeymoons.

Business Events Cairns and Great Barrier Reef Showcase

Tara visited Brisbane, Sydney, and Melbourne on the Business Events Cairns GBR Showcase taking TNQ to 65 key decision makers for the lucrative conference and incentive market. In addition, TPDD joined with a group of operators to meet and train staff at Goway, Southern World Travel, Virgin Holidays, Terra Nova, Across Australia, Pan Pacific meeting with over 50 pax.

DOMESTIC TRAINING

Parker Travel Collection is contracted to perform domestic market trade activity including campaign negotiation, sourcing educational and trade training and brochure support. Retail agent calls in previous years has remained the primary function of PTC role for TPDD – training, educating and promoting the destination of TPDD and keeping it at the forefront of the agent’s mind when sourcing a tropical beach destination holiday option.

Region	Call Pattern Summary
Melbourne	67 days of sales calls visiting 892 stores CBD, Melbourne North, Melbourne East, Melbourne Inner East, Melbourne Beaches, Melbourne South, Melbourne Inner North, Melbourne Inner South, Dandenong, Melbourne West & Geelong
Country Victoria	12 days of sales calls seeing 126 retail stores Ballarat, Horsham, Mt Gambier, Colac, Warrnambool, Albury, Bendigo, Cobram, Ballarat, Echuca, Kyneton, Shepparton, Wodonga, Warragul, Moe, Morwell, Traralgon, Sale, Bairnsdale, Lakes Entrance, Yarram, Leongatha, Wonthaggi, Cowes
Sydney	16 days of sales calls visiting 244 retail stores Sydney CBD, Sydney East, Sydney South, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
Brisbane & SE QLD	11 days of sales calls seeing 182 retail stores North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich, Sunshine Coast, and the Gold Coast

NB: Retail sales calls stopped in early March due to the pandemic – in the period mid-March to June in 2019, a total of 1085 retail calls were undertaken which would of been repeated in 2020 (the time period is the traditional retail agent blitz period).

On top of the retail sales calls Parker Travel also hosted several evening training events, as well as managing the Port Douglas Daintree agents Facebook page and conducting meetings with contracting mangers to maximise exposure for the region.



INTERNATIONAL TRADE ACTIVITY

Australian Marketplace

TPDD was fortunate to secure a place at the 2019 Australia Marketplace in Los Angeles, California, hosted by Australia's State and Territory Tourism Organisations, in partnership with Tourism Australia. Australia Marketplace brought together over 100 North American buyers and 100 Australian tourism products and experiences. The program included three days of appointments and networking opportunities with key wholesale companies and trained Aussie Specialists. The US is the top inbound market into Douglas with the potential for more growth from leisure, groups, and incentive travellers.

Queensland on Tour North America

TPDD joined 15 Queensland operators on Queensland on Tour (QoT) with North America visiting Philadelphia, San Antonio, Seattle, Vancouver, and Chicago targeting product managers, wholesale, and retail travel agents. The tour focused on key North American sellers Goway, Down Under Endeavours, Down Under Answers, Down Under Travel, Swain and About Australia as well as key travel agents for DUA and Goway. Most wholesale companies were down in sales to Australia with an upward swing starting to come through, the Douglas region continues to be a top seller for the North American travel industry. Over 300 agents were trained during the tour

Corroboree West

TPDD joined operators in Perth for Tourism Australia's annual Corroboree West trade event, where we met with approximately 300 Aussie Specialists to train them in selling travel to Port Douglas and the Daintree. Corroboree West is an Australia-based trade event for qualified Aussie Specialist agents from the USA, Canada, UK, Germany, Switzerland, France, Italy, and New Zealand. These agents actively sell Australia with many of them being frontline retail agents and a mix from wholesale and online travel agents.

Following on from this event 40 participants headed into region for a post fam, where they experienced some of the fabulous products they learnt about during the trade event firsthand.

Inbound Up North trade event and pre fam

TPDD joined tourism operators from all over North Queensland at ATEC's annual Inbound Up North trade event held in Cairns. IUN is a three-day inbound event with a program designed to educate qualified Inbound Tour Operators on the diversity and quality of the products and services available in the region. This targets international leisure, group series and some incentive travel.

Prior to the IUN trade event, TPDD secured a pre-educational to the region for 9 inbound tour operators.

ATEC Queensland Showcase

Executive Officer, Tara Bennett, travelled to Sydney along with 22 operators from TTNQ to attend the Australian Tourism Export Council (ATEC) Queensland Showcase. During the event, Tara met with 60 leading and new tourism products for this key annual inbound event, providing a great opportunity to update inbound travel sellers on what is new in the region, pitching new inbound ready products for consideration for international programs.

TRADE EDUCATIONAL ACTIVITY

TPDD compliments trade show and roadshow activities by supporting a trade educational program in region. Educational support is evaluated based on the country of origin and the potential for growth in the market. TPDD works closely with TEQ and TTNQ to facilitate regional exposure and maximise the itinerary content for the Douglas region.

Famil Title	Market	Pax
Flight Centre	Domestic	24
Tourism Australia	All	5
IUN pre famil	Inbound	9
JTB retail staff	Japan	21
KDP trade famil	Eastern	11
Travel 2	UK	2
Post Corroboree	Western	36
SilkAir	Eastern	8
HIS Japan	Japan	8
Flight Centre Retail	Domestic	24
Trailfinders UK	UK	6
TEQ Directors	Western	7
Voyageurs du mond	Western	2
Live to Travel	Western	10
Indian ITO Famil	India	5
Total		178

DIGITAL ACTIVITY

The 2019/20 digital marketing strategy incorporated a range of activities including direct to consumer multi-channel campaigns, electronic direct mail (EDM) campaigns (consumer, industry, and niche), social media marketing, video, and website marketing.

Electronic Direct Mail-(EDM) Campaigns

TPDD sent a range of email marketing newsletters to several databases totalling around 36,287 people, segmented for different markets and purposes.

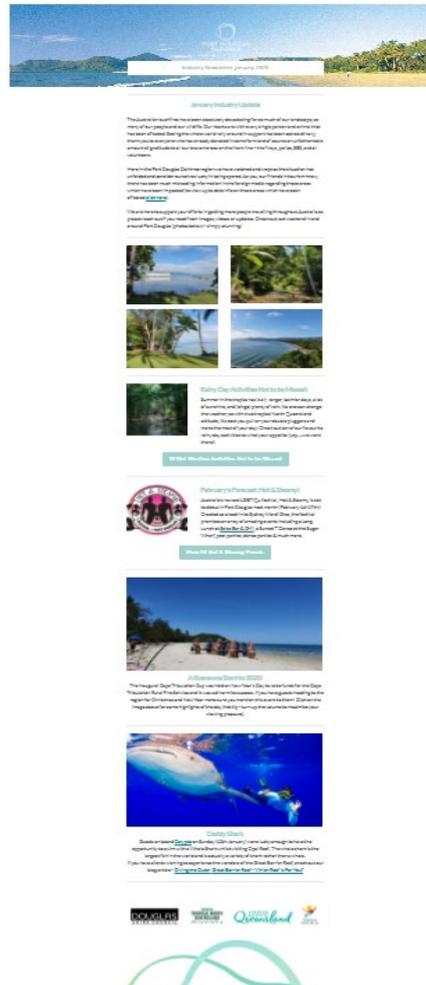
- Consumer database 29,993 – contacted monthly
- Tourism industry (e.g. wholesalers, retail travel agents) 4,356 – contacted bi-monthly
- Business events database 1,340 – contacted quarterly
- Media 95 - contacted as required
- TPDD Members 406 – contacted fortnightly

Each market requires a different message and timing of that message in order to achieve cut through.

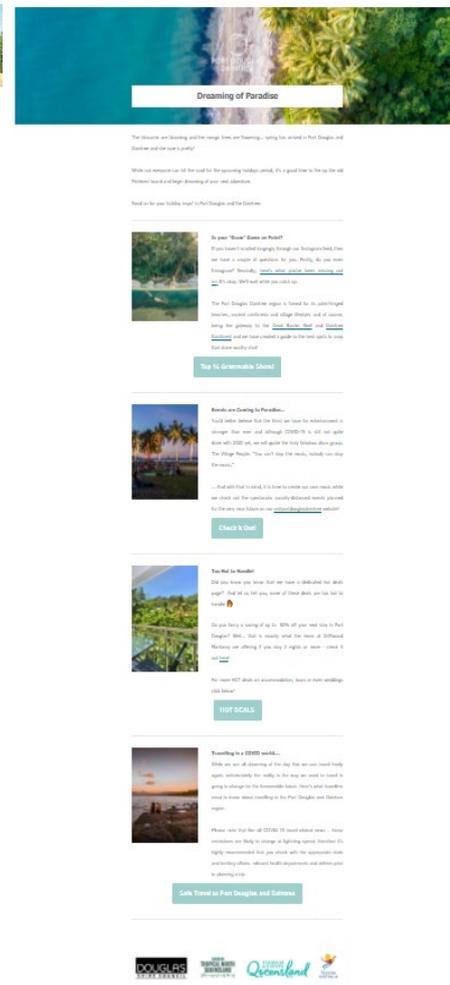
Industry communications - are aimed specifically to inform travel agents, wholesalers, inbound tour operators and industry colleagues with product updates and general information about what is new and fabulous within the Douglas Shire.

Consumer communications - are aimed at attracting visitors to the region by outlining leisure-based tours and activities, upcoming events and special deals to entice bookings. For the last 3 months of 2019/20, the messaging in the consumer EDM's moved to "dreaming" as people were unable to travel.

Member communications - are used to keep members informed about marketing and training opportunities as well as member and TPDD updates. At the start of the year, they were sent out monthly however during COVID they were increased to keep members abreast of the ever-changing environment.



Industry EDM



Consumer EDM

TPDD Website Analytics report

The consumer website was tracking well for the first 8 month of the year seeing positive growth in all aspects as well as seeing a significant decline in the bounce rate, thanks to improved SEO and optimization and a focus on creating fresh content to drive visitation.

The last 4 months of the year saw a significant decline in all aspects of the website due to the COVID-19 pandemic.

	18-19	19-20	+/-%
Consumer VPDD			
Total Sessions	181,144	158,946	-12%
Unique Visitors	140,646	127,643	-9%
Page Views	517,509	471,758	-8%
Page Views/Sessions	2.84	2.97	4%
Domestic Visitors	122,204	97,490	-20%
International Visitors	54,254	24,415	-54%

Blog Content Produced

- 1) The Most Instagrammable Spots in Port Douglas Daintree
- 2) Adventures on Two Wheels: Cycling in Port Douglas Daintree
- 3) Life is a Highway – Exploring the Great Barrier Reef Drive
- 4) Life S'more Fun When You're Camping
- 5) All Access Pass – Accessible Travel in the Tropics
- 6) Tips for Eco Friendly Travel
- 7) Travelling Green in Port Douglas Daintree
- 8) Green Initiatives in Port Douglas and Daintree
- 9) When Santa Wore Speedos – Spending Christmas in Port Douglas & Daintree
- 10) Beachy Keen Fun – Adventures of Four Mile Beach
- 11) Tropical Events Worth Travelling For
- 12) Five Must Do Indigenous Experiences in Port Douglas Daintree
- 13) Preserve Our Paradise
- 14) From Beach to Bush -The Best Walks and Hikes in Port Douglas and The Daintree
- 15) 2020 Port Douglas Carnivale Events Not to Miss
- 16) Holiday Here this year – Alternative Holiday Destinations
- 17) Four Ways You Can Support Your Favourite Local Business
- 18) Safe Travel In The Time of COVID

Social Media Marketing

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

The Visit Port Douglas Daintree consumer social media channels (i.e. Instagram, Facebook and Twitter) recorded a Potential on Investment (POI) of AUD \$13.8M for 19/20. The calculated POI Metric is based on a formula obtained from Destination Think! which incorporates total social media engagement and average visitor spend while in region.

		18-19	19-20	+/-%
REACH				
Facebook – VPDD	#fans	35,032	39,225	11%
	Reach	1,957,270	1,978,247	
Facebook -Industry	#fans	1,039	1,643	58%
	Reach	105,794	164,440	
Twitter	#followers	9,707	9,684	2%
Instagram – VPDD	#followers	29,626	32,967	58%
	Instagram Reach	2,177,397	1,803,271	17%
ENGAGEMENT				
Instagram – VPDD	Total Engagement (likes, comments, shares)	208,827	204,567	2%
Facebook – VPDD	Total Engagement (likes, comments, shares)	82,191	169,824	106%
Facebook – Industry	Total Engagement (likes, comments, shares)	11,607	19,268	66%
	Total Engagement	302,625	393,659	
CONTENT ADVOCACY				
Instagram	Photo's posted with #portdouglasdaintree	13,585	10,545	25%
TOTAL CONTENT ADVOCACY		41,733		

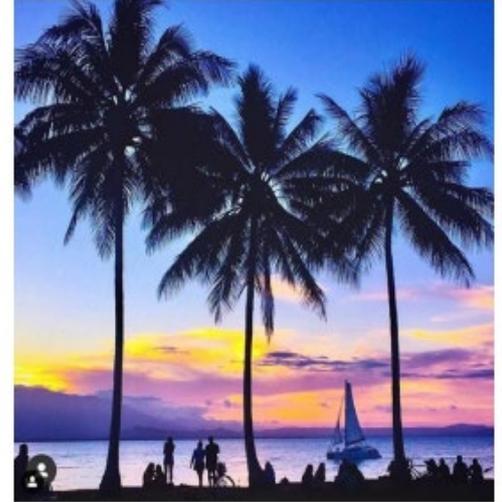
Social Media Examples



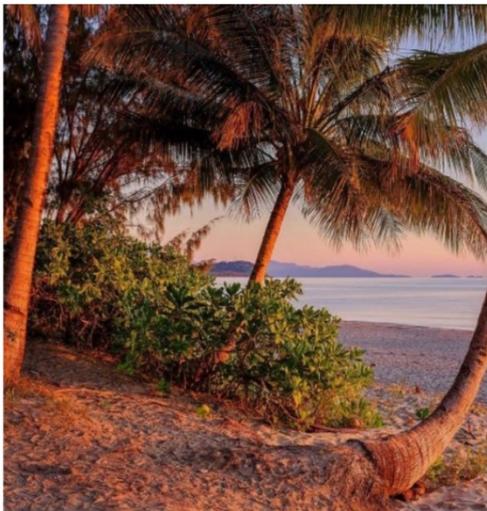
DATE October 5, 2019
 SUBJECT Sunrise at Cape Tribulation
 2,057 likes
 41 comments
 25,523 reach
 32,525 impressions
 94 saves| 46 shares



DATE December 13, 2019
 SUBJECT School's Out
 1,832 likes
 59 comments
 21,1736 reach
 22,464 impressions
 39 saves| 730 shares



DATE October 20, 2019
 SUBJECT Sunset Skies at Rex Smeal Park
 980 likes
 20 comments
 14,368 reach
 18,470 impressions
 24 saves| 24 shares



DATE September 11, 2019
 SUBJECT Four Mile Beach Sunrise (carousel)
 1,526 likes
 44 comments
 13,060 reach
 19,523 impressions
 54 saves| 26 shares



DATE August 13, 2019
 SUBJECT Surf's Up at Thala Beach
 1,665 likes
 34 comments
 22,786 reach
 28,901 impressions
 52 saves| 30 shares



DATE September 27, 2019
 SUBJECT Save the koala Day
 16,970 likes
 355 comments
 173,317 reach
 195,093 impressions
 1,751 saves| 4,500 shares

MEDIA RELATIONS

Strategic PR was contracted to manage public relations for TPDD throughout the year.

Media and publicity work in the first half of the financial year (July – December 2019) was dominated by sustainable tourism. The announcement in October 2019 that the Douglas Shire was once again recognised in the Top 100 Sustainable Destinations in the world supported regional champion stories that were fed through in the preceding months. In December 2019, the Port Douglas Daintree region became the world's first destination to be awarded Ecotourism Australia's ECO Destination Certification.

The timing for these announcements could not have been better with a renewed interest in the region and the visiting media due to the ASTW conference. Tourism Port Douglas Daintree (together with Tourism Tropical North Queensland) was a corporate sponsor of the Australian Society of Travel Writers (ASTW) annual conference, which was held in Cairns. This sponsorship resulted in eight media family itineraries passing through Port Douglas and the Daintree region. Total publicity of these families (whole of TNQ region) is valued at \$3.6 million and still counting at the time of reporting. The Great Barrier Reef Drive also captured a lot of media attention.

Sadly, media and publicity work were greatly inhibited in the second half of 2019-20, due to first the bushfires and then COVID-19. Port Douglas Carnivale, a key event that drives upwards of \$2 million in publicity was cancelled. However, due to the sheer number of visiting journalists from the ASTW conference, editorial stories continue to feed out into the media, which is more important than ever once domestic travel returns.

Port Douglas and Daintree nature-based experiences also feature heavily in the regional tourism organisation's (TTNQ) rebrand of See Great, Leave Greater.

Media releases for 2019/20:

1. Cut Bills, Go Green & All For Free
2. Great Barrier Reef Drive Ready To Be Traversed
3. A Whale Of A Time On The Great Barrier Reef
4. Ecobiz For Business Helps Send Green Message
5. Port Douglas Daintree Tourism Superstars Celebrate Milestones
6. Tourism Port Douglas Daintree Moves To Protect Precious Brand
7. Port Douglas Popular Port Of Call On Cruise Calendar
8. Who's Up For Sex On The Reef?
9. Port Douglas Daintree Leads The Way In Sustainable Tourism
10. Tourism Companies Light The Way To A Healthier Reef
11. Mossman Gorge Receives Prestigious Green International Award
12. Port Douglas Daintree Tops Online Destination Chats
13. There's No Place Quite Like "Port" ... Port Douglas Daintree That Is!

Media Famils

TPDD hosted a number of domestic and international media throughout the year, however due to the cancellation of a lot of famils from February onwards this number was significantly down on last year. Please see table below for the breakdown of media:

Famil Title	Media	Pax
Getaway Travel	Digital	2
ASTW – Cook, Eat, Sip, Repeat	Print, digital & Radio	8
ASTW – Wildlife Encounters A	Print, digital & Radio	8
ASTW – The Daintree by Air, Land & Sea	Print, digital & Radio	6
ASTW – A Taste of Cape York 1A	Print, digital & Radio	5
ASTW – Meet the Custodians fo Cairns	Print, digital & Radio	7
TPDD Media Famil	Print & Digital	3
TA Indian Famil	Print & digital	2
What, Wear, When	Print & digital	2
Just Luxe	Print & Digital	1
ASTW Wildlife Encounters B	Print, digital & Radio	7
ASTW Natural Adventure B	Print, digital & Radio	7
ASTW – A Taste of Cape York 1B	Print, digital & Radio	6
Rob McFarland – Escape	Print	1
Carly Porch	Radio	2
Mithila Palkar & Bharatiya Digital	TV & Digital	5
Total		72

BUSINESS EVENTS ACTIVITIES

Business Events Port Douglas is a collective of 18 locally based businesses working together to raise the regions profile to business events planners. TPDD administers the group providing secretarial support, trade show attendance, marketing activity execution, website and content development and compiling proposals.

This niche sector was one of the first to be hit very hard by the COVID-19 pandemic, with small group sizes and then full closures essentially shutting down the BE industry from March.

Key strategies:

1. To position the Douglas region as the leading tropical destination for business tourism within the Pacific Rim.
2. To promote a wider understanding and appreciation of business tourism and more specifically the meetings, incentive, convention, exhibition and events industry sector as a major economic driver and contributor to the overall social well-being of the Douglas region.
3. To assist and support Business Events Cairns & Great Barrier Reef (BEC GBR) with the collection of data relevant to the business tourism industry as related to the Douglas region.
4. To work co-operatively together as a team to achieve the collective objectives, goals, and aspirations of the group for the greater good of business tourism in the Douglas region and the TTNQ region.
5. To work co-operatively and collectively with established tourism bodies to achieve the goals and objectives of the group including BEC GBR, TEQ, TA, TPDD and other government and non-government bodies nationally and internationally.

Trade Activity

TPDD represented Business Events Port Douglas at the Business Events Cairns and Great Barrier Reef (the convention arm of TTNQ), Sell TNQ 2019 tradeshow in Cairns. The post touring program saw 16 of the buyers spend 3 days in Port Douglas and concluded with the buyers experiencing the Flagstaff Hill walking trail, before being treated to breakfast in Rex Smeal Park hosted by Business Events Port Douglas.

TPDD attended Business Events Cairns Great Barrier Reef Showcase to Brisbane, Sydney and Melbourne comprising VIP lunches and short presentations for 88 key buyers.

Attended Dreamtime in Perth in December conducting 24 appointments with key event planners and networking opportunities.

Attended AIME (Asia Pacific Incentives Meetings Event) in Melbourne securing 26 appointments.

Dedicated famil was held with ARINEX, one of Australia's leading event companies, in region. The famil saw 9 staff from Arinex experience the region as a delegate would for 3 nights/4 days. The famil was a huge success securing several strong leads for the destination.

Planning was well underway for a Business Events Australia NZ famil to be held in the region, before being postponed due to COVID.

Newsletter

Branded, formatted newsletters are sent out quarterly to the group's database of over 1200 industry contacts. This features member product news and business events themed updates with images and direct contact information.

Media

Business tourism and activities of Business Events Port Douglas communicated to region through the Port Douglas Gazette Tourism Talk.

Website

The focus for the website centred around new content and improving SEO. The focus in 2020/21 dependent on being successful in a grant application, will be on content creation including sample itineraries, virtual site inspections and creation of a digital business events guide to boost visitation and the user experience.

The website was tracking well for the first 6 months of the year however in line with a decrease in business events enquiries, fell off around March resulting in a decrease YOY.

	18-19	19-20	+/-%
BUSINESS EVENTS - BEPD			
Total Sessions	1,515	1,167	↓23%
Unique Visitors	1,296	835	↓35%
Page Views	3,594	2,862	↓20%



Arinex Famil



Sell TNQ

WEDDING MARKETING ACTIVITIES

In June 2019, it was agreed that the collective formerly known as Port Douglas Wedding Professionals (PDWP) be disbanded and rebranded to Tropical Weddings Port Douglas (TWPD). This decision came after much consultation with the members of PDWP and was agreed to be the best way to move forward in this very competitive industry.

Port Douglas Daintree region traditionally averages 500 weddings per year and weddings have always been incorporated in the overall marketing strategy of the region, with the growing and lucrative industry represented in a broad cross section of tourism promotions. By re-branding to Tropical Weddings Port Douglas and a listing on the TWPD webpage now available to all TPDD members, we have seen a growth of 20% in participation.

TPDD consults twice a year with leaders in the field on the marketing strategy for destination weddings.

TWPD marketing activity:

- Rebranded website to Tropical Weddings Port Douglas.
- Ran a competition on the TWPD assets to win a holiday to Port Douglas, generating over 1800 entries.
- Attended meeting with DSC and industry to try and source additional wedding locations for 2021.
- Double page spread advertisement and editorial in Great Destination Weddings.
- Secured 6 "real weddings" featuring the region on the Great Destination Weddings website.
- Ran a valentine's day campaign on TWPD Facebook.
- Attended the Melbourne Bridal and Honeymoon Expo with 3 TPDD members, a competition was run on the day to win a trip to Port Douglas with your bride tribe and received over 250 entries on the day.
- Ongoing Facebook and Instagram activity throughout the year.
- A paid Facebook promotion targeting the newly engaged over the Christmas period.
- Cooperative ad and full-page editorial in Holidays for Couples Magazine.



Website

The TWPD website was seeing good growth right up until the 31st March 2020. Unfortunately, once COVID hit the uncertainty in this sector saw a decrease in visitation to the website as people halted their wedding plans. In June, we saw the website visitation number picking up YOY in a positive sign moving into 2020/21.

	18-19	19-20	+/-%
Tropical Weddings Port Douglas - TWPD			
Total Sessions	11,335	10,808	↓4%
Unique Visitors	9,406	9,173	↓2%
Page Views	25,457	20,498	↓19%

Social Media

The TWPD social media pages fluctuate as would be expected in this niche sector once people have decided on their wedding location or get married, they drop off the page and new likes come in to take their place. Once again, the social channels were performing on par with last year until COVID hit and then we saw a drop in engagement.

		18-19	19-20	+/-%
REACH				
Facebook - PDWP	#fans	3,605	3,627	↑.6
	Total Reach	76,383	56,420	↓26%
Instagram - PDWP	#followers	947	1,100	↑16
ENGAGEMENT				
Instagram - PDWP	Total Engagement (likes, comments, shares)	8,467	4,540	↓46%
Facebook - PDWP	Total Engagement (likes, comments, shares)	3,592	3,497	↓2%
	Total Engagement	11,395	8,037	↓29%

INDUSTRY DEVELOPMENT

To complement the destination marketing performed, TPDD undertakes activities to strengthen and support the tourism industry and our regions operators. These activities seek to maximise communication and engagement between Tourism Port Douglas Daintree and stakeholders to further strengthen the relationship, understanding and effectiveness of each organisation for the positive economic benefit of tourism in the Douglas Shire. Advocacy stepped up during COVID 19 as TPDD lobbied for meaningful government support initiatives such as Job Keeper.

Training opportunities are delivered in conjunction with partners including TTNQ, Dougals Chamber of Commerce, Daintree Marketing Co-Operative, Queensland Tourism Industry Council and the Australia Tourism Export Council. While the COVID-19 pandemic crossed into Australia in March effectively shutting down the tourism industry by Easter in April there grew a large number of webinars and online training modules to support the industry in product adaptation and compliance. TPDD connected the local tourism industry with the opportunities and supported operators in sourcing sector specific COVID information as operations recommenced.

Key Industry development, community engagement and training activities:

Presentation of Destination Think! and CQU survey results to members.

Administering the cruise ship tourism ambassador program training volunteers, providing collateral, and setting up to meet every cruise ship to Port Douglas

TPDD Industry Facebook page, used share tourism news with the Douglas community grew 58% and engagement rose 66% from 11,607 to 19,268

Achieve ECO Destination Certification under Sustainable Tourism Delivery

Throughout COVID shutdown TPDD provided daily updates via the 'tome' compiling the vast amounts of information for the Douglas community to work through the crisis

Participating in the Douglas Economic Strategic Review Committee and then the Douglas Shire Economic Recovery Group





DOUGLAS SHIRE ECO DESTINATION CERTIFICATION

Sustainable tourism and the delivery of authentic sustainable experiences has been identified as an enormous opportunity for the Douglas region to differentiate itself from competing destinations while leading the way in an area that is part of the regions DNA, protecting and sharing our bounty of natural assets and culture.

Douglas Destination Vision - World's leading sustainable destination, sharing inspirational experiences

Tourism Port Douglas Daintree partnered with Douglas Shire Council on a journey to be the first destination to achieve ECO Destination Certification with Ecotourism Australia. Led by Nicola Learmond at Douglas Shire Council, the process involved an extensive submission to meet 80 of 100 plus criteria across:

- Destination Management
- Nature Protection
- Environment and Climate
- Cultural Heritage Conservation
- Human Respect
- Business Involvement
- Ecotourism

The submission was independently audited by an international panel and the Douglas Shire was awarded the certification in December. TPDD provided substantial support for the submission, presented the destinations story at the Global Eco Conference in Cairns and shared the story through media and trade presentations. The announcement was picked up by three television news editions, local papers, Tourism Australia ecomms, through Tourism Events Queensland including their database of European media. Work will continue to promote the destination and tell the story of what is being doing to preserve, protect and present our environment to visitors. TPDD developed content to showcase champions of ecotourism, a wonderful platform for showcasing the region and its people.



PORT DOUGLAS DAINTREE
LEADING THE WAY
IN SUSTAINABLE
TOURISM

As a Douglas Shire Council Council member Douglas Daintree is a world leader in sustainable tourism. The Douglas Shire Council Council member Douglas Daintree is a world leader in sustainable tourism. The Douglas Shire Council Council member Douglas Daintree is a world leader in sustainable tourism.

WHAT IS AN ECO DESTINATION?
Ecotourism Australia's ECO Destination Certification program has been designed to provide a framework to travel to a destination that is committed to using well-managed sustainable practices and provides high quality nature-based experiences. The certification methodology is based on the internationally accredited and recognised Green Destinations standard. This incorporates pre-qualifying and additional evaluation criteria specific to the Australian context. The certification process considers six main themes: Destination Management, Nature & Heritage, Environment & Climate, Culture & Tradition, Social Responsibility, Business & Hospitality.

THE JOURNEY
We have been at this long time in the region. The challenges were really stopped in their tracks in 1996 when protestors claimed the rainforest parks, closed the roads due to fuel filling and built each other in the path of each other during the Daintree blockade. Within the next few years Cape Tribulation and Daintree National Park were established. The protest efforts were not in vain. In 1998, the rainforest was listed as a World Heritage site. In 2001, the Daintree National Park was the first local council to adopt a sustainable tourism strategy in 2001, leading the way for sustainable tourism growth to be at the heart of regional planning. Signing into the global destination for Ecotourism Australia's ECO Destination Certification was the natural choice in Port Douglas and Daintree's ecotourism journey.

DID YOU KNOW?
The Port Douglas Daintree region has over 100 of the world's protected and world heritage listed, while both of our activities are derived from creating the culture and tourism experience with an active and social, environmental and brand outcomes.

TODAY SUSTAINABLE GROWTH IS AT THE HEART OF TOURISM PLANNING

ACHIEVING BIG THINGS TOGETHER

- Need a core of the global top 100 sustainable destinations for our and our - the best outcomes are those that are sustainable tourism.
- High concentration of Ecotourism Certified operators, tour operators and community based Douglas Shire Council and local businesses.
- Ecotourism Australia program provides a framework to measure and monitor the environmental impact to qualify for the low carbon program.
- Douglas Shire Council purchase of a award funded in the future to be used to be used to fund for critical habitat regeneration and protecting efforts to reduce carbon footprint.
- The Douglas Shire Council, which has been in place for two decades, has achieved 100% of our carbon footprint.
- Received 2 year 2019 award for the first certified destination operating within the Great Barrier Reef Marine Park, an additional 10 years for those under the high standard tourism program.
- The first Queensland destination to complete a Destination Strategy Plan, considering the impacts of climate change on coastal communities.
- Need a core of the global top 100 sustainable destinations for our and our - the best outcomes are those that are sustainable tourism.
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WHAT DO WE HOPE TO ACHIEVE?

- Improve destination around the world to improve sustainable tourism practices.
- To use our tourism industry, environment, culture and community focus.
- To lead the way in adopting innovative practices to improve our environmental performance.
- To restore and promote the values and ethos of our tourism industry with the responsibility to adopt sustainable practices into both home and business.
- To use where sustainable tourism is central to our business plan to be a well-earned and fundamental to a better environment locally and globally.

PORT DOUGLAS DAINTREE
www.portdouglasdaintree.com
info@portdouglasdaintree.com
portdouglasdaintree.com

GREAT BARRIER REEF DRIVE

In August 2019, the Great Barrier Reef was finally recognised with the installation of signage along the length of the drive between Cairns and Cape Tribulation.

The official launch of signage came 4 years after the Captain Cook Highway Strategic Plan recommended adopting the drive and was the result of persistent lobbying by TPDD to secure stakeholder support. This was achieved through the support and collaboration of Douglas Shire Council, Tourism and Events Queensland and the Departments of Main Roads and Transport.

TPDD has developed itineraries, story content and images to promote the drive with fresh content, since developed by TTNQ and TEQ to use in their marketing. The drive provides a platform to attract not only the drive market but also fly/drive travellers to the region and encourages dispersal through explorations throughout the Douglas Shire. In recent years, the drive has provided a hook for media and trade promotion.

In May and June, TTNQ invested heavily in promoting to the Queensland drive markets with the Great Barrier Reef Drive being one of three hero TNQ drives that were promoted.



THE GREAT BARRIER REEF DRIVE CAIRNS TO CAPE TRIBULATION VIA PORT DOUGLAS – 300KM RETURN

drivenorthqueensland.com.au

Welcome to the loveliest little drive in Queensland. The Great Barrier Reef Drive covers 140km in a straight line north from Cairns to Cape Tribulation passing through Port Douglas, Mossman and Daintree. Some of Tropical North Queensland's most famous spots are along the route, from World Heritage sites and national parks to luxury resorts. Throw your swimmers and sneakers in the car and set out to explore the spectacular coastline, secluded beaches, charming holiday towns and the world's oldest rainforest.

DAY 1 – CAIRNS TO PORT DOUGLAS – 68KM, 1HR

Palm Cove is only 30km north of Cairns. A tiny beachside village lined with resorts and stylish restaurants. If you've got time for a massage, Palm Cove is known as the spa capital of Australia.

Get back on the highway and head for Port Douglas. The barefoot luxury capital is known for its high-end resorts, more than 60 great restaurants and stylish shops. Settle in for a sunset cocktail on the marina while you wait for your locally caught prawns to come off the grill.



Four Mile Beach

DAY 2 – PORT DOUGLAS

Some places are so nice they deserve a whole day. Port Douglas is one of them. If you're in town on a Sunday, start your day at the famous markets in Anzac Park.

After a hearty breakfast at a sun-dappled cafe, hop aboard one of the many boats leaving for the Great Barrier Reef. The options are endless to discover the diverse ecosystem of coral and marine life that lies below the surface.

DAY 3 – PORT DOUGLAS TO MOSSMAN GORGE – 22KM, 20MINS

About 20 minutes from Port Douglas you'll find Mossman Gorge, the gateway to the ancient Daintree Rainforest. The Daintree has stood here for 135 million years, forming one of the most complex ecosystems on the planet.

Join a guided Dreamtime walk for an insight into the spiritual significance of this remarkable place. The Kuku Yalanji people have lived here for more than 50,000 years.



Mossman Gorge

DAY 4 – MOSSMAN GORGE TO CAPE TRIBULATION 70KM, 2HRS

Back to the coast this morning to continue north. A narrow ribbon of road runs past tiny villages sitting on the Coral Sea while it winds its way towards the Daintree River. Once you cross the river on an old-school car ferry, you'll find yourself in the oldest tropical rainforest in the world.

DAY 5 – CAPE TRIBULATION

The phrase jaw-dropping can be overused, but there's really no other word for Cape Tribulation. This isolated headland is where the rainforest meets the reef and two World Heritage Areas come together. The Great Barrier Reef is just 25 minutes offshore, so you can zip out for an afternoon snorkel at Mackay and Undine Reefs with Ocean Safari.

If you're looking for a challenge, turn inland and head for the summit of Mount Sorrow. The 7km trail is tough and should only be attempted in good weather. Once you reach the top, you'll be rewarded with sweeping views along the length of the Daintree Coast and out to Snapper Island.



Cape Tribulation

DAY 6 – CAPE TRIBULATION TO CAIRNS – 140KM, 3HRS

You'll travel the full 140km of the route back to Cairns in one day today and though it seems quick, there's still time to drop into all the spots you missed on the way up. Maybe go fishing for barramundi at Hook-a-Barra at Wonga Beach or hunt for a mudcrab with Walkabout Cultural Adventures at Cooya Beach, just north of Port Douglas.

DAINTREE FOOD TRAIL, PORT DOUGLAS TO CAPE TRIBULATION



The Daintree Food Trail is a celebration of produce and the people who make it, highlighting the diverse and delicious produce, farm gates and food experiences along the Great Barrier Reef Drive from Port Douglas to Cape Tribulation. Take the time to plan your path, as opening hours and seasons vary according to produce and product.

The Port Douglas Daintree region is well known for its fields of sugar cane; but it's also home to some of the finest cocoa grown in the world; rare and exquisite tropical fruits; the iconic Daintree Tea and chai blends; award-winning barramundi and goat farms; an award-winning tropical fruit winery; gourmet mushrooms; two boutique ice creameries; microgreens, ferments, markets, rustic farm stores and so much more. From tea to turmeric, kefir to kombucha, hive to honey, it's all happening right here, against a magical backdrop of towering mountains, rainforest rivers and golden beaches.

MEMBERSHIP

TPDD membership decreased 1% for 2019/20, with 161-member products from 156 members. (see Appendix 2).

Membership Level	As a 30 June 2019	As a 30 June 2020	% change
Supporter	14	15	Up 7%
Silver	106	102	Down 5%
Gold	31	31	-
Platinum	8	8	-
TOTAL	159	156	Down 1%
TOTAL PRODUCTS	179	161	Down 5%

The tiered membership structure provides businesses flexibility and choice whilst being more inclusive for smaller operators and businesses.

The structure is designed to promote membership growth to TPDD, which in turn allows TPDD to assist more tourism operators throughout the region and industry. This has been achieved over the past two years with a more diverse range of

companies becoming members of TPDD. The membership structure brings TPDD membership options in line with our regional bodies by offering a greater choice of benefit levels for the diverse range of businesses in the Douglas region.

Through the regional tourism partner network all TPDD members are eligible for entry level membership with TTNQ.

Please note that due to COVID-19 membership has been on hold since March 2020 to provide relief to the industry. A membership structure review will be undertaken in the 2020/21 FY.





APPENDICES

Annual Audited Financial Report 2019/2020

MEMBERS LIST AS AT 30TH JUNE 2020

Adlink Media	Daintree Safaris	Nautilus Holiday Apartments	Rainforestation Nature Park
At The Mango Tree	Daintree Tours	Ngarru Gallery Indigenous Fine Art	Rattle N Hum Bar & Grill
Aussie Parks Guide	Daintree Wilderness Lodge	Niramaya Spa and Beauty	Reef Sprinter
Australian Tourist Publications	Daintree Wonder Tours	Niramaya Villas and Spa	Reflections of Port Douglas
Back Country Bliss	D'Arcy of Daintree	NQ Exhibitions	Regal Port Douglas
Barbados Port Douglas	Destination Cairns Marketing	Number 2 On The Beach	Retro Port Douglas
Bay Villas Resort	Dougies Backpacker Resort	Oaks Resort Port Douglas	Ros Harries Marketing Pty Ltd
Beach Terraces Holiday Apartments	Douglas Chamber of Commerce	Ocean Safari	Salsa Bar & Grill
Big 4 Glengarry Holiday Park	Down Under Tours	Ochre Restaurant and Catering	Saltwater Luxury Apartments
Bike N Hike Adventure Tours	Dragonfly Weddings and Events	On Deck Catering	Sarah Woods - Civil Celebrant
Billy Tea Safaris	Executive Accommodation	On the Inlet Seafood Restaurant	Sassi Cucina & Bar
Birdworld Kuranda	Retreats	Out N About Sportsfishing	Seabeen Tapas Bar
Blue Dive	Exemplar Coaches & Limousines	Oz About Oz	Seascape Holidays
Blue Sky Photography	Expedia	Paddy's Irish Pub & Grill	Serenity Accommodation
Body Corporate Services	Experience OZ	Palmer Sea Reef	Shantara Resort & Spa Port Douglas
Brett's Outback Tasting Adventure	Fab FM	Paradise Links Resort	Shaolin Charters Port Douglas
Bruce Belcher's Daintree River Cruises	Flames of the Forest	Parker Travel Collection	Sheraton Mirage Port Douglas
BTS Tours	Flying Fish	Peppers Beach Club	Silkari Lagoons Port Douglas
Busy Bees Babysitting Services	FNQ Nature Tours	Pink Flamingo	Silky Oaks Lodge
Cairns Adventure Group and Foaming Fury	Freestyle Resort Port Douglas	Pinnacle Tourism Marketing.	Silversonic
Cairns Airport PTY LTD	Hartley's Crocodile Adventures	Pk's Jungle Village	Skyrail Rainforest Cableway
Calypso - Agincourt Reef Snorkel and Dive	Hemingways Brewery	Port Douglas Accommodation	Solar Whisper Wildlife Cruises
Calypso - Low Isles Half Day Tour	Heritage Lodge & Spa	Port Douglas Affordable Dental Centre for advanced dentistry	St Crispins Café
Calypso - Opal Reef Snorkelling only	Hook Up Charters	Port Douglas Apartments	Stephanie Milne Marriage Celebrant
Canegrowers Mossman	Hook-A-Barra	Port Douglas Backpackers Port Douglas	Sweet Farm Tours
Cape Trib Beach House	Indigo Port Douglas	Port Douglas Beach House	Thala Beach Nature Reserve
Cayman Villas	Janbal Gallery	Port Douglas Combined Club	The Bike Shop and Hire
Central Hotel	Jucy Rentals	Port Douglas Events, Weddings and Hire	The Boutique Collection
Choo Choos at the Marina	Jungle Tours	Port Douglas Getaways	The Meridian at Port Douglas
Coconut Grove Resort	Kuranda Koala Gardens	Port Douglas Local Tourism Network	The Wedding Guy
Court House Hotel Port Douglas	Lady Douglas River Cruises	Port Douglas Marriage Celebrant	The Whitehouse
CQ University	Lazy Lizard Motor Inn	Port Douglas Peninsula Boutique Hotel	Tony's Tropical Tours
Crocodile Express	Le Cher Du Monde	Port Douglas Sands Resort	Tropic Breeze Van Village
Crystalbrook Superyacht Marina Port Douglas	Lotsa Printing	Port Douglas Transfers	Tropic Wings
Daintree Boatman Nature Tours	Low Isles Sailaway	Port Douglas Uncovered	Tropical Nites
Daintree Discovery Centre	Mandalay Luxury Beachfront Apartments	Port Douglas Weddings	Verandahs Boutique Hotel
Daintree Discovery Tours	Mantra Aqueous	Port Douglas Yacht Club	Villa San Michele
Daintree Eco Lodge & Spa	Mantra Portsea	Port on a Plate	Walkabout Cultural Adventures
Daintree Food Trail	Masons Tours Cape Tribulation	Port Village Shopping Centre	Wavedancer
Daintree Marketing Co-operative	mist at Cape Tribulation	Poseidon Outer Reef Cruises	Wicked Willie's Jewellery Pty Ltd
Daintree River & Reef Cruise Centre	Mocka's Pies	Pullman Port Douglas Sea Temple Resort and Spa	Wildlife Habitat
Nautilus Aviation	Mossman Gorge Centre	Quicksilver Connections	Windswell Kite Surfing
	MV Monsoon Port Douglas		Zinc Port Douglas

Key Performance Indicators 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	Annual outcome
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 (EDM) 	Industry EDM was compiled and sent in July, September, November, December, February, and May to our industry database of c.4,000 travel industry contacts
	<ul style="list-style-type: none"> Answer incoming enquiries from trade 	Ongoing enquiries plus held training appointments with ITO's in Sydney, parker travel domestic training and extensive training of domestic and western travel sellers.
	<ul style="list-style-type: none"> Provide information packs and access to images to increase regional content for media and trade 	Welcome to PDD provided to distribution centres for VICs and inbound tour operators. Images provided for media requests and at trade updates
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 3 of 7 Australian Society of Travel Writers groups visiting Douglas pre and post annual conference in October, total of 36 writers participated in Douglas itineraries Hosted Rob McFarland for ESCAPE diving story Conducted Port Douglas Carnivale famil in March x 3 pax
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	Domestic stories exceeded 12 including Escape Travel, Vogue, Australian Traveller, Travel & Leisure, The Australian, Style Magazine, Tropic Now, The Queensland Times, The Courier Mail, lifestyle luxury magazine, Daily Telegraph, My Sailing Daintree Ecolodge, a slice of luxury in World Heritage listed rainforest – Traveller This Daintree Dreamtime Tour Will Change How You See The Rainforest – AWOL Tropical North Queensland: The ideal family holiday destination – News Hub NZ

		<p>Variety of wonders to explore at Great Barrier Reef, Queensland - Canada.com</p> <p>Let's go on a Great Barrier Reef road trip with the Great Barrier Reef Drive - Eat, Drink and Be Kerry Jetstar Magazine for Port Shorts</p>
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	13 produced
Support cruise ship visits	<ul style="list-style-type: none"> TPDD to actively meet all cruise ship arrivals 	14 cruise liners greeted
Increase website content with a blog and 3 updates per month		<p>In total 14 new blogs were commissioned and uploaded to visitportdouglasdaintree.com between July and June covering a range of topics including accessibility, camping & caravanning, eco holidays, wet weather activities, Four Mile Beach activities, cycling, the GBR Drive and Instagram spots.</p> <p>We have also added a new 'eco holidays' section to the website, developed more 'inform content' such as the FAQ guide and continue to update legacy content. COVID specific blogs were developed to stimulate business support during lockdown, tips for COVID safe travel and an innovative piece pitching Douglas against well-known international destinations.</p> <p>All new members provide additional content updates throughout the year</p>
Implement a digital strategy to increase consumer engagement throughout the holiday purchase cycle	<ul style="list-style-type: none"> Develop Facebook, Instagram, You Tube and Pinterest 	Ongoing through the implementation of the TPDD Digital Strategy
	<ul style="list-style-type: none"> Consumer EDMs 	A consumer EDM was sent to our database of c.29,000 each month between July and March then every two months during COVID lockdown to keep travel planners dreaming (10 total).
	<ul style="list-style-type: none"> Periodic digital campaigns to drive demand during shoulder periods 	<p>We ran a competition via the Tropical Weddings Port Douglas in July which had 1,770 entries.</p> <p>2-week Facebook/Instagram campaign in late December to increase awareness of the Port Douglas Daintree region as a destination wedding location targeting people who currently had an 'engaged' status on Facebook within the VIC, NSW, SE QLD regions.</p>

		<p>We ran a 'Spring Travel' deals campaign through October and put paid social advertising spend behind this, driving traffic to member deals on the TPDD website.</p> <p>We have additionally run Facebook/Instagram campaigns highlighting airline sale fares into Cairns in October and a campaign targeting expats in PNG to coincide with editorial in the Post Courier in Nov/Dec.</p> <p>Summer regional digital campaign Jetstar and Alliance Airlines Facebook promotion</p> <p>See full annual report for results.</p>
Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram	<ul style="list-style-type: none"> 5 % Growth in followers and engagement 	<p>Facebook recorded a follower growth of 8% for the year, attracting 3,199 new page likes to 39,025.</p> <p>Instagram recorded follower growth of 11%, attracting 3,341 followers to 32,967.</p> <p>Total engagement across social channels grew 30% from 302,625 to 393,659</p>
Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
Key Performance Indicator	Required Annual Outcome	Annual Update
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield	<ul style="list-style-type: none"> Marketing plan 	<p>Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs.</p> <p>Consultation with gold and platinum members to validate CQU visitor surveys and identify key domestic and international markets.</p> <p>COVID 19 resulted in a complete rewrite of the marketing plan which was reviewed every fortnight as markets shut down and TPDD pivoted again and again. Despite the changing environment TPDD was well positioned to roll out activity as restrictions eased to stimulate visitation in late June and beyond.</p>

<p>Undertake Douglas region research to identify source markets, preferences and travel trends.</p>		<p>Central Queensland University Oct – Dec quarterly barometer completed and Survey Monkey to regional operators used. Presentation of CQO results to members in March Destination Think! consumer sentiment research for 2019 commissioned and presented to members and DSC.</p>
<p>Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region</p>		<p>Pitching ECO Destination Certification to leverage off TTNQ and TEQ rebranding with focus on sustainable travel TPDD partnered with TTNQ on trade opportunities such as Corroboree West GBR Drive featured heavily in TTNQ activity for Q2 Down Under Endeavours campaign funded with TTNQ to increase Douglas content</p>
<p>Support and administer the Business Events Port Douglas and Tropical Weddings Port Douglas Advisory Groups</p>	<ul style="list-style-type: none"> Foster development of group marketing activities 	<p>Administered the BEPD group co-ordinating meetings, accounts and marketing activities. Restructured wedding market activities under the Tropical Weddings Port Douglas umbrella with increased operator participation TPDD has led 2 co-operative advertising opportunities for operators and funded collective promotions to benefit sectors as well as dedicated Daintree Marketing Co-operative activities.</p>
	<ul style="list-style-type: none"> Increase website content with a blog & 3 updates per month for www.businesseventsportdouglas.com.au by 5% 	<p>New website launched in Mar 2019. 11-member listing updates New blog from ID EVENTS Website visitation was tracking well till COVID reduced planning and visitation.</p>
	<ul style="list-style-type: none"> Increase website content with a blog & 3 updates per month for www.weddingsportdouglas.com.au by 5% 	<p>In June 2019 the Port Douglas Wedding Professionals was rebranded to Tropical Weddings Port Douglas. Between February and December we ran two promotions via the website to help drive traffic and increase awareness. In total we received 5,435 entries across the two competitions.</p> <p>We have commissioned and uploaded new copy for the site categories to help the website SEO and to also provide a better user experience.</p> <p>Since the launch of the new group membership we have added 10 new members to the website. Website visitation was tracking well till COVID reduced planning and visitation.</p>

	<ul style="list-style-type: none"> Introduce an Instagram account for PDWP achieving 5% growth per quarter 	The @weddingsportdouglas Instagram page was created in June 2017. Followers for the year grew 16% finishing at 1,100.
Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Annual Update
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
	<ul style="list-style-type: none"> TPDD to work with TTNQ on the Douglas Shires progress of the TNQ Destination Tourism Plan 	TNQ_DTP refreshed in December by TTNQ with consultation from TPDD CEO And Chairman. Areas of progress include Flagstaff Hill Walking Track, Daintree National Park support from Queensland Parks and planning of Wangetti Trail.
Promote key tourism development initiatives for the Douglas region;		
Key Performance Indicator	Required Outcome	Annual Update
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 	<p>Attended in person and via Teams all TTNQ meetings when in region including LTO, events and strategic groups</p> <p>Met with new TEQ regional manager regularly</p> <p>Discussions with TTNQ team on campaign activities</p> <p>Attended 2x TEQ presentations in Cairns from BNE team plus International markets and virtual updates</p> <p>Major message is sustainability and how Douglas can be the lead message for ECO Destination Certification</p>

Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		<p>Provided input and identified joint opportunities with DMC</p> <p>Partnered for December/January radio and digital promotion</p> <p>Promote Cape Tribulation Dinosaur Races</p> <p>Attended DMC marketing planning meeting in Daintree Village</p> <p>Undertook Daintree campaign on radio and funded dedicated pages in the TNQ magazine to reduce buy in for DMC members.</p>
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		<p>Continued push for recognition of the Great Barrier Reef Drive with Tourism Events Queensland and the state department.</p> <p>In August celebrated the launch of signage along the drive and micro website going live.</p> <p>The GBR Drive is now an accepted route promoted by Tourism Australia, TEQ, TTNQ and in media.</p>
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	<p>Promoted DSC activities and initiatives</p> <p>Undertook Douglas based research with CQU to assist in tourism related decision making and planning, adding sustainability section</p> <p>Continued promotion of Douglas Access, Douglas Card and Plastic Free Douglas</p> <p>Supplied images for town signage project and letters of support as requested</p>
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. 	<p>Supported DSC and funded promotion for Port Shorts, Hot & Steamy Festival and promotion only for arts festivals Call of the Running Tide.</p> <p>Preliminary work undertaken to promote Port Douglas Carnivale</p>
	<ul style="list-style-type: none"> Assist Council with the promotion of key events that attract increased visitation and a platform to promote the region. 	<p>Funded marketing promotion for Port Shorts, Hot & Steamy</p> <p>Developing plan for new Douglas Events Strategy with input from TEQ</p> <p>Support provided then returned for Port Douglas Race Week and Port Douglas Carnivale due to COVID.</p>
Engage key tourism organisations and business leaders to facilitate short, medium and long-term planning;		
Key Performance Indicator	Required Outcome	Annual Update
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 	Meetings with President and Vice President, attended and presented at AGM breakfast
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board 	Actioned
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 	Lobbying QTIC for digital and trade training in region. Workshop held in December Mossman Supported application for COVID training modules delivered virtually through QTIC and mentoring Training continued to Dec via the ASBAS program providing opportunities for small to medium businesses to access industry specific programs. TPDD has secured this through the application made by TTNQ.
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	Mutual sharing of opportunities for training and business breakfasts Unified comms during COVID crisis to support the business community via the daily tome
Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Annual Update
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. Attended all meetings required at TTNQ sharing at regional tourism meetings, TEQ for support of initiatives and sharing challenges facing industry locally. Communicated TPDD Strategic Objectives with TEQ, TTNQ and Chamber
Representation at state and federal government meetings affecting the tourism industry.		Sitting on the State Govt Community Cabinet for FNQ Developed priority project list and shared with DSC, TTNQ, TEQ and QLD government
Represent the Douglas region with TEQ, QTIC and ATEC in regard to issues facing tourism in the region.		Amplified communication during COVID Crisis to update on the state of industry and region Australia Tourism Export Council for issues in regional tourism

		Ongoing communication with TEQ destination specialist Disaster Comms with TEQ, TTNQ for accident at Jungle Surfing Jabalbinna for Daintree National Parks management
Participate in the taskforce as identified in the Douglas Shire Economic Development Strategy		Attended 6 discussions for DSC Economic Development Strategy Review Committee
Develop a broad membership base of businesses with an interest in tourism to support the regions industry and provide financial support for TPDD activities;		
Key Performance Indicator	Required Outcome	Annual Update
Maintain current number of members across all levels of membership	<ul style="list-style-type: none"> Increase in member mix and representation with introduction of new member products 	Continued to attract members beyond the traditional sectors including Canegrowers Associations, micro businesses with Air BnB properties and celebrants. Due to COVID-19 a membership restructure was put on hold with all memberships frozen from March and will be re- assessed in 2020/21. Growth in representation from the wedding sector through the new framework for marketing destination weddings.
Present a single, co-ordinated voice to all levels of government and relevant members of the tourism industry in relation to tourism in the Douglas region;		
Key Performance Indicator	Required Outcome	Annual Update
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	<ul style="list-style-type: none"> TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD 	TPDD continues to be the media conduit for tourism in the Douglas region. The CEO has been quoted representing the industry in the media and to tourism organisations. Interviewed on 4CA, the Cairns Post, ABC Far North and Triple M to speak on tourism in the Douglas region plus television WIN News, channel 9 and SEVEN. Numerous representations made to TTNQ and TEQ to push for the Douglas Shire needs. CEO is on the QLD Government Regional Community Forum Through COVID TPDD has elevated the issues for Douglas on national state and regional agencies ABC, SBS, The Project, The Today Show and all the local media outlets also reaching out to operators to be included. TPDD continues to lead discussions with QTIC, TEQ and TTNQ regarding tourism in the Douglas Shire.



visitportdouglasdaintree.com

Ordinary Council Meeting - 15 December 2020

JULY – SEPTEMBER 2020 ACTIVITY REPORT

Prepared for Douglas Shire Council



TOURISM
PORT DOUGLAS
DAINTREE

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INTRODUCTION

Tourism Port Douglas Daintree (TPDD) continued to implement activities to progress the 2019-2022 strategic objectives in the July to September period as directed by the TPDD Strategic Plan 2020-21 and Marketing Strategy 2020-21.

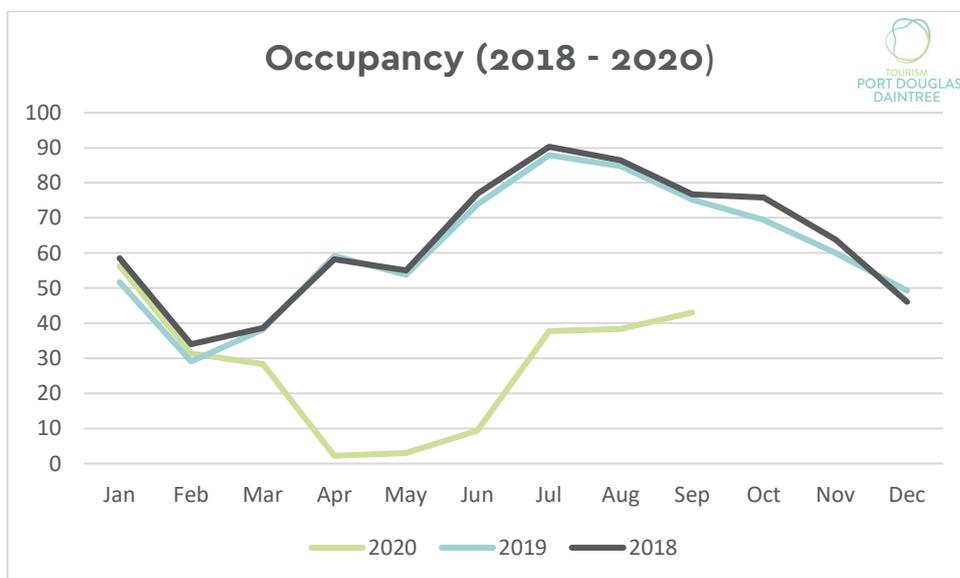
This quarterly report to Douglas Shire Council provides a summary of industry performance, key performance indicator progress, campaign highlights and the financial performance of the organisation for the period. The full range of TPDD activities will be provided in the annual report detailing activities undertaken by TPDD in accordance with the Douglas Shire Council Resource and Performance Agreement.

The July to September period focused on implementing recovery activity to rebuild visitation after the COVID 19 pandemic shutdown, while navigating the shifting markets available as a second wave of COVID shut NSW to Queensland in mid-July. Destination marketing focused on regional and South East Queensland until South Australia and the Northern Territory reopened in mid-August.

The 2020-21 Marketing Strategy comprises activities targeting select domestic markets as applicable while nurturing international relationships for future travel opportunities. The domestic market environment has been volatile with government decisions opening and closing markets with minimal notice. TPDD has adapted activity accordingly with a responsive strategy until there is more certainty for long term campaign activity.

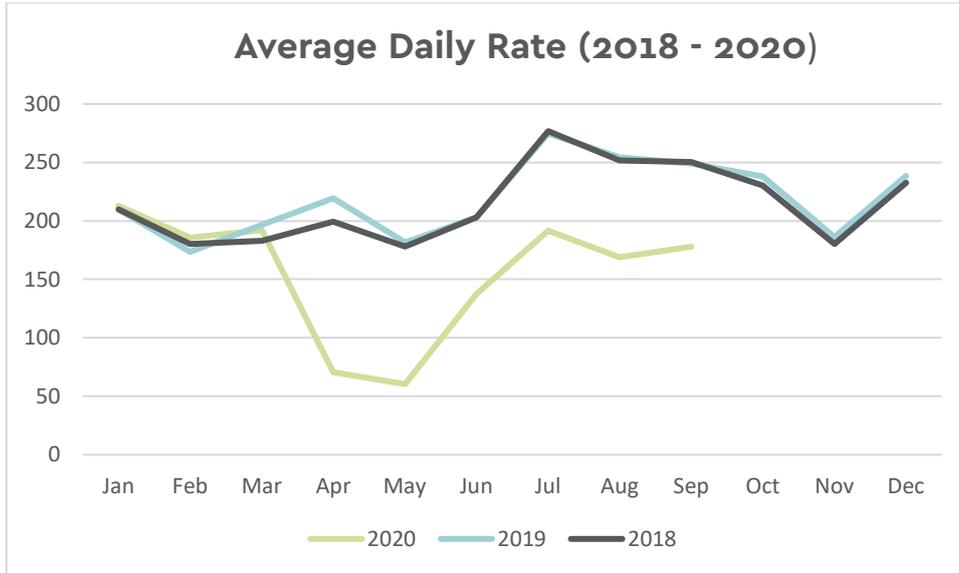
OVERVIEW OF MARKET CONDITIONS JULY – SEPTEMBER

The following graph provides monthly occupancy in Port Douglas averaged across 20 properties who participate in the survey. STR is a global company producing occupancy data to businesses and destinations. COVID-19 saw forward bookings cancelled from mid-March in line with government border and movement restrictions. Travel re-opened in July with NSW however, it was short lived. The recovery has been hampered by a second wave of COVID in NSW and VIC delaying reopening and limiting the Queensland industry to Queensland, South Australia and Northern Territory travellers by the end of September.



Source: STR from 20 participating properties. TPDD is working in increase Daintree participation

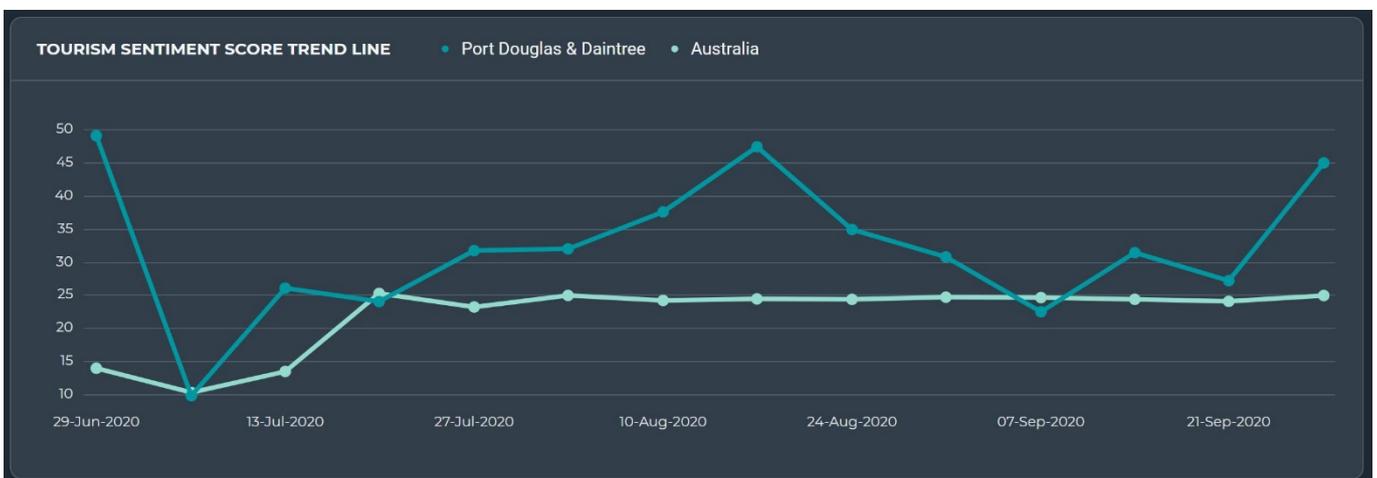
The Average Daily Rate is slowly closing the gap on previous years, though this continuum will be dependent on future restrictions and the ability to entice interstate travellers to consider the tropics for summer travel, as an alternative to Bali, Fiji, Thailand or Hawaii.



Source: STR

SATISFACTION - CONSUMER SENTIMENT INDEX

Tourism Sentiment Score is a measure of the destinations ability to generate positive word of mouth about its tourism offering and compare this to competitor destinations or the state or country average. It is an aggregate score that focuses solely on the online conversations that reference or affect a potential travellers' perceptions of a destination's tourism offering. **For the July to September quarter, the average sentiment for the Douglas Shire was 34 compared to 23 for the Australian average and 25 for Queensland, a great result the demonstrates visitor satisfaction with the experience in region.** Comparing the volume to the previous quarter does not indicate a much higher rate than average as COVID closures reduced much of the sentiment commentary for the previous quarter.

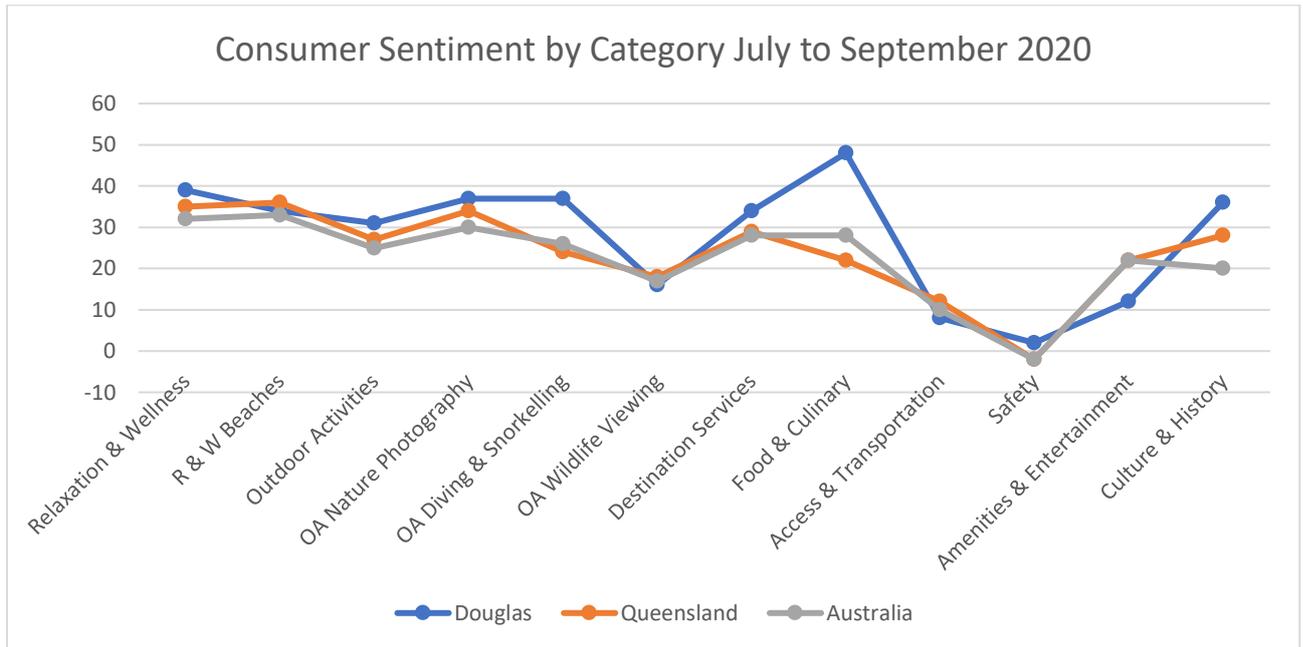


Source: Destination Think TSI Sentiment

SATISFACTION BY EXPERIENCE CATEGORY

For the July to September quarter, the average sentiment for the categories demonstrates areas where Douglas has a competitive advantage.

Diving and snorkelling were well ahead of the country and state average as was Food & Culinary and more specifically Restaurant/Dining/Takeaways and Breweries and Pubs while Farmers Markets at 12 were well below the average of 25 for Australia. Top performing categories were Sailing and Yachts as well as Biking and Cycling though with a smaller volume.



Source: Destination Think TSI Sentiment

DOUGLAS SHIRE COUNCIL KEY PERFORMANCE INDICATORS

Deliverable/Indicator	Quarterly Progress	Anticipated completion date
<i>Port Douglas and Daintree Events Strategy</i>	TPDD appointed Krista Hauritz Tourism, Events Marketing to develop the strategy with approval provided by DSC. Initial consultation with DSC, TTNQ and TPDD. Developed and distributed survey for community consultation Submitted research, agreements, and planning documents for baseline	1/2/21
<i>Destination Brand Analysis and Alignment</i>	Development of a Request For Proposal for external consultant submissions Grant submission to help fund project from Douglas Shire Council Community Grants program	1/2/21
<i>Develop a Douglas Destination Tourism Plan</i>	Grant submission with the Foundation for Rural and Regional Renewal program	1/4/21
<i>Diversify membership and reach</i>	Achieved 16% growth in the first quarter with new memberships from Cooya Beach, Cape Tribulation and Port Douglas. Analysis of LTO membership models undertaken with input from Tourism Australia and Tourism Events Queensland. TPDD Board will assess the options in October	30/6/21
<i>Develop a digital innovation strategy</i>	Strategy adopted in September with activities ongoing from July and detailed in the following summary of activities	Ongoing July to June
<i>Destination marketing</i>	See activity summary of destination marketing undertaken for the quarter	Ongoing Jul to June

CAMPAIGN ACTIVITY HIGHLIGHTS

Television

The Douglas region was showcased on national television 4 times during the quarter.

The Today show broadcasted live weather crosses in region twice, from Thala Beach Nature Reserve and Cape Tribulation Coconut Beach house, reaching 535k viewers each broadcast. Each day of weather crosses is worth \$1.1 million AVE including studio mentions.

Queensland Weekender showcased the region twice, the first time on the 01/08/20 featuring the Great Barrier Reef Drive from Cairns to Port Douglas and again on the 2/08/20 featuring the Daintree Food Trail. Each segment averages \$300k AVE

Total for quarter = \$2.8m AVE

Love Where You Live

22nd August to 2nd October

TPDD kicked off a local campaign to secure inspiring locally sourced content, raise spirits during COVID and increase engagement to stimulate sharing of inspiring destination imagery.

Aim:

- Update and refresh the TPDD media assets through user generated content
- Generate awareness and brand exposure for TPDD in the region
- Increase local fans of VPDD Facebook and Insta assets to encourage sharing
- Generate segment specific content

Measures:

- 6 x stand out destination images that can be promoted in consumer and trade markets
- 1 hero image for use in collateral including potential cover of Discover Paradise
- 10% growth in TPDD regional Facebook VPDD fans

Results:

- 278 entries received include a multitude of standouts for future marketing campaigns
- 5 options for hero images received
- 63,111 people reached
- 7% growth in regional fans was under the target though still a good result to increase reach locally

Everybody Needs Good Neighbors

This two-pronged campaign aimed to stimulate regional visitation in September and increase regional fans of VPDD assets.

Part A - Competition to win a mini vacation worth \$1,781

Part B - Carousel of paid Facebook ads to boost bookings for TPDD members

Aim:

- Generate awareness and brand exposure for TPDD in the wider NQ region
- Increase TNQ fans of VPDD Facebook and Insta assets to encourage sharing of inspiring regional content and holiday inspirations for regional travellers
- Encourage drive visitation and increase regional visitors to the region from targeted areas.

Measures:

- Increase in regional likes of VPDD Facebook
- Goal of 400 entries

- Click through to Hot Deals page of VPDD website

Results:
 The campaign recorded a total of

- 4008 link clicks
- 592 website entries (goal of 400)
- 65,712 people reached
- 37,256 engagement
- 165,594 impressions

Example – Port Douglas Apartments referrals from VPDD grew 1000% in September from previous month

Regional Radio Competitions 1st July to 12th July

With a lot of uncertainty in early July it was important to continue with regional messaging to stimulate weekend getaways and consideration for the school holiday period. TPDD Secured two radio campaigns with Austereo:

- Celebrity in the Daintree regional radio competition valued at \$7,620 secured for \$1500 which included 26 radio spots with 15 bonus spots.
- Port Douglas Sexy-cation promotion with a mini break to Niramaya Villas and Spa on offer. This was valued at \$9,240, secured at no cost to TPDD with the provision of a prize worth \$3,192

TTNQ Ignite Travel Partnership 1st September to 15th September

TPDD partnered with TTNQ for a pre-school holidays push into the SEQ market. The partnership activity funded by TTNQ for \$7,500 and TPDD for \$2,500 was run through social channels and the Ignite Travel platform "My Queensland Holiday" promoting a Port Douglas and reef family package via print and social media carousels.

Targeting was split into four layers, including prospecting, TEQ website retargeting, and lookalike audiences created from users who have liked both the TEQ and TTNQ pages. The campaign ran directly before the beginning of school holidays, a particularly competitive time for destinations to be in market.

The two-week campaign achieved 1,212,744 impressions, 369,793 reach, 8,151 clicks with an average click through rate of 0.69%, not as strong as predicted as it was a highly competitive period alongside other destinations and operators. The package being promoted received 34 direct enquiries.

Inbound Up North 14th September to 16th September

The Australian Tourism Export Council of which the TPDD CEO sits on the Nth QLD committee held a trade event to reignite discussion with travel sellers. Over two days meeting were held with 32 buyers of travel providing updates on the sustainable destination initiatives and product updates.

*Hi Tara,
 I just wanted to let you know that I have had the following agent's contact me from Inbound Up North trade event that you attended the other week. Travel Insider | Alquemie | Abercombie & Kent | APTC | Pan Pacific | The Tailor Thank you so much for your efforts in promoting Aria Port Douglas Villas, it is really appreciated especially not having had any bookings since opening for the last 8 months, our first booking was last week a family from Brisbane for a week!
 Any help in promoting Aria we are very grateful – THANK YOU J*

CAMPAIGN ACTIVITY EXAMPLES

Tourism Port Douglas Daintree - Industry
Published by Sharon Teresi on 22 August

LOVE WHERE YOU LIVE!

Tourism Port Douglas Daintree wants YOU! Getting out and about is priority for most of us these days, and now you can be rewarded for it!

We're calling locals of all photography skills to take part in a social media photo competition to find epic and adventurous imagery of Port Douglas, the Daintree and surrounds that showcases the true beauty of our region.

Hike a mountain? Snap it. Dive amongst coral gardens and fish? Send it in. Witness an epic sunrise or sunset? We're all eyes!

Each week for 6 weeks we'll announce a winner and a prize, with a grand prize announced at the end of the competition. Keep up to date on weekly themes and prizes via our daily posts!

Send in your photo via FB Messenger or Instagram DM with the tags #myportdouglas and #portdouglasdaintree. The best weekly photo will be announced each Friday, with the overall winner JUDGED BY YOU and announced on October 9th.

Entrants must like the Visit Port Douglas & Daintree page and have lived here for a minimum of 6 weeks (home is where your toothbrush is, right?). Also, there's a theme for each week for a bit extra inspiration!

Week 1: Freestyleing - go your own way, happy snappers! Show us what's hot!
Week 2: Drone Shots - you love it, we love it, fly high!
Week 3: Local Landscape - rainforest, reef, flora, fauna
Week 4: Adventure - climb that mountain, dive that reef, kitesurf, hike. If there's adrenaline involved, show us!
Week 5: Epic sunrises and sunset. We want to see all those fairyfloss skies!
Week 6: Dealer's Choice - up to you! Show us why you love where you live...

LET'S GET SNAPPING! Image credit: Andrew Watson Photography
Douglas Shire Council | Douglas Chamber of Commerce

SundayMail (Friday, 14 October 2020)

ESCAPE

NEW HORIZONS IN TRAVEL

All in the FAMILY
How to get one-on-one time during your tribe's getaway

KENDALL HILL
Picking up a new lingo in lockdown

IN BLOOM
Vibrant flower trails

VIVA HOLIDAYS
7 NIGHT PORT DOUGLAS AND GREAT BARRIER REEF ESCAPE
FREESTYLE RESORT FOUR BEDDINGS
FROM \$739 per person (based on 2 people sharing)

Perfect Tropical FAMILY ESCAPES
GETAWAY THESE SCHOOL HOLIDAYS WITH AN UNBEATABLE DEAL!

FREESTYLE RESORT PORT DOUGLAS
FROM \$890 PER FAMILY

SHARBON GRAND MIRAGE RESORT PORT DOUGLAS
FROM \$2280 PER FAMILY

RIFIDES ESPLANADE RESORT CAIRNS
FROM \$1560 PER FAMILY

MyQueensland
1300 000 753
MYQUEENSLAND.COM.AU

Ignite travel/Escape feature

Tourism Port Douglas Daintree - Industry

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

8,413 People reached | 868 Engagements

Wendy J. Skymour, Fiona Harper and 48 others

Love where you live



TODAY show Cape Tribulation

PORT DOUGLAS DAINTREE

Where rainforest meets the reef.

Reset your Paradisolation in Port Douglas. The place where the Daintree Rainforest meets the Great Barrier Reef, Port Douglas is your indulgent getaway. Just follow the road and you'll find paradise.

#portdouglasdaintree | visitportdouglasdaintree.com

Port Douglas Daintree

There's a place quite like "Port" - Port Douglas Daintree that is!

Get closer to nature
Experience the most wilderness of the Daintree with a self-guided walk or with a knowledgeable tour guide.

Turtle spotting on the Great Barrier Reef
From your times here are promised a chance to see the Great Barrier Reef from the water.

Cafe culture
It is hard to find Port Douglas is home to some of the best restaurants in Australia.

Down time
There is nothing better on holiday than a quiet day in.

Top travel tips

1. Park up your car at the beach - the firm sand is just essential for driving and the beach parking spots are limited.
2. The beach in the Daintree National Park is one of the best in the world.
3. Fish off the historic Sugar Wharf, Cairns at an experience well worth the time.
4. Get in touch with the past and visit the Port Douglas Daintree Museum - a gold coin donation will get you a complimentary group of photos at this conveniently located museum.

Tropic Now feature

MARKET ACTIVITY EXAMPLES



Daily Telegraph



Cape Tribulation Networking



Regional Community Forum



Ecotourism Australia ECO Destination Information Session.



Inbound Up North virtual trade event and networking



WEBSITE PERFORMANCE

Website Analytics July – September

Consumer website www.visitportdouglasdaintree.com

Tropical Weddings Port Douglas www.weddingsportdouglas.com.au

Business Events Port Douglas www.businesseventsportdouglas.com

	JULY	AUG	SEPT	TOTAL FOR THE QTR	+/-% ON LAST QTR
CONSUMER – VPDD					
Total Sessions	15,688	13,577	21,930	51,195	115%
New Users (unique visitors)	12,544	10,929	17,752	41,225	108%
Page Views	47,077	38,944	58,242	144,263	239%
Domestic Visitors	14,343	12,652	20,349	47,344	140%
International Visitors	1,345	925	1,581	3,851	-5%
WEDDINGS – TWPD					
Total Sessions	508	445	500	1,453	23%
New Users (unique visitors)	421	369	428	1,218	24%
Page Views	1,135	1,336	1,337	3,808	22%
Domestic Visitors	417	397	443	1,257	45%
International Visitors	91	48	57	196	-41%
BUSINESS EVENTS - BEPD					
Total Sessions	51	75	106	232	1%
New Users (unique visitors)	45	68	92	205	16%
Page Views	91	151	173	415	19%
Domestic Visitors	21	26	52	99	10%
International Visitors	30	49	54	133	-3%

Commentary to accompany website statistics.

All website performed well for the quarter showing a growth in all areas apart from international visitors which is to be expected with no indication that the international borders will open anytime soon. The figures for the July-September qtr. align with people were moving from the dreaming phase in the last qtr. to a planning and booking stage, prior to restrictions being reintroduced for New South Wales and Victoria entering hard lockdown.

SOCIAL MEDIA PERFORMANCE

Social Media Stats July - September 2020

		JULY	AUG	SEPT	TOTAL GROWTH FOR THE QTR	+/-% ON LAST QTR	TOTAL LIFETIME FAN BASE	+/-% on LIFETIME FAN BASE
REACH								
Facebook - VPDD	Increase in Fans	978	597	1090	2665	72%	41,690	6%
Facebook - Industry	Increase in Fans	41	28	157	226	34%	1,925	13%
Facebook - TWPD	Increase in Fans	51	92	-2	141	840%	3,590	-
Instagram - VPDD	Increase in Followers	631	732	798	2161	167%	35,601	9%
Instagram - TWPD	Increase in Followers	-	-	20	20	42%	1,120	3%
ENGAGEMENT								
Facebook - VPDD	Total Engagement	35,502	31,552	36,876	103,930	8%		
Facebook - Industry	Total Engagement	1,484	2,395	1,437	5,316	-37%		
Facebook - TWPD	Total Engagement	1,823	537	112	2,472	92%		
Instagram - VPDD	Total Engagement	14,005	15,506	17,435	49,946	35%		
Instagram - TWPD	Total Engagement	206	46	148	400	-31%		
Facebook - VPDD	#media posted	24	26	28	78	-2%		
Facebook - Industry	#media posted	23	17	23	63	20%		
Facebook - TWPD	#media posted	13	16	12	41	20%		
Instagram - VPDD	#media posted	28	26	30	84	-		
Instagram - TWPD	#media posted	8	3	8	19	-13%		

Visit Port Douglas & Daintree
 Published by public.io [?] · 16 August · 🌐

2020 was the year we put down the boarding passes and picked up the road maps, right?!

🚗 Wind down the windows, peel back the roof and let the wind 🌬️ ruffle your hair!

📸 [instagram.com/darylcawthorne...](https://www.instagram.com/darylcawthorne...) See more



Visit Port Douglas & Daintree
 Published by Sharon Timms [?] · 26 July · 🌐

GOOD MORNING, WORLD

Fun fact. Did you know palm trees aren't trees, but members off the grass family, so basically large bendy blades of grass? The super bendy ones, like this one, reach to sun to warm the tops of their heads 🥰

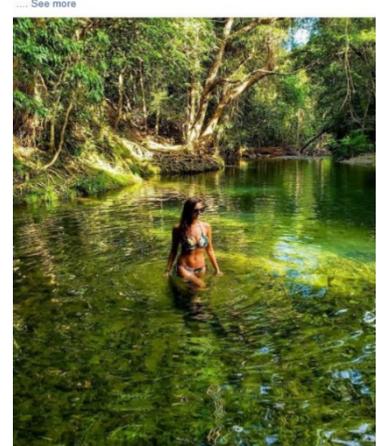
📸 [instagram.com/andrewwatsonphoto...](https://www.instagram.com/andrewwatsonphoto...) See more



Visit Port Douglas & Daintree
 Published by public.io [?] · 13 September · 🌐

Spring has sprung 🌱 here in the tropics and it's getting time to cool off a little! 🌊 One of our favourite local spots is 📍 Mason's Waterhole in Cape Tribulation... for directions, just ask 🗺️. Icy cool water, totally safe and a little bit of rainforest magic in your day. 🌿 What more could you ask for? 📸 [instagram.com/gabi_ontheroad](https://www.instagram.com/gabi_ontheroad)

📸 [See more](#)



STAKEHOLDER ENGAGEMENT

Stakeholder engagement is an ongoing aspect of TPDD's activities where the organisation works with industry partners, government, and tourism bodies to drive the Douglas agenda.

See below for an overview of the July – September period.

Method	Stakeholder/Activity
Media Communication	Sent press release through Strategic PR about the wedding giveaway, Love Where You Live release, pick up on Newsport and DNN 4CA interview, ABC radio, Cairns Post x 3, Financial Review Interview x 2 4CA, 7 News and WIN for events, SBS News Supported freelancer Kate Webster for Escape and Travel monitor content Content and images for 10 Port Douglas Resorts Escape TODAY Show x 2 Queensland Weekender
Meetings, Members and local Industry	3 member EDM's sent to member database Held networking function at Turtle Rock Café in Cape Tribulation, conducted a site inspection at Dragonfly in the Daintree Small business financial support program meeting and distribution FNQ Community Forum with Ministers Jones & Crawford Sent 2 x member newsletters Attended opening of Inn Front in Mossman, DSC grant workshop, Meet with sales manager for Oaks Port Douglas, Wynter Dragonfly Café, Newsport Attended the opening of Wildlife Habitats Rainforest Habitat, Chamber AGM Launched fortnightly survey to accommodation providers to help forecast a regional occupancy average to assist businesses with their forward planning. Sent 2 x member Bi-Weekly Buzz newsletters Meeting with CMCA, DCC and DSRA about becoming a RV friendly shire, Nathan Clarke for Douglas Direct and Mayor Kerr Joint meetings with QLD Gov't and stakeholder groups
Tourism Organisations	TEQ Conversations with Industry, Tourism Australia's UK/NTH America briefing, Tropical Coast Tourism, Held meeting with TTNQ to secure support for TPDD activities in 2020/21 Hosted TEQ CEO in region for industry meetings, membership structure conversation with Therese Phillips TEQ Attended TTNQ Champions Catch up Held TPDD board meeting Attended TTNQ's indigenous cluster, Destination Q Discussion with QTIC and ATEC on regional COVID situation
Industry Development	Shared training opportunities, COVID Safe industry guidelines Development of Crisis Response & Recovery Strategy and Checklist Destination Think research discussions Promoted training webinars to business community Arranged lunch with Spinal Life to kick start accessible tourism focus and discussion

MEMBERSHIP

The first QTR for 2020/21 saw membership increase 16% with 11 new members joining at various levels.

Welcome to our new members:

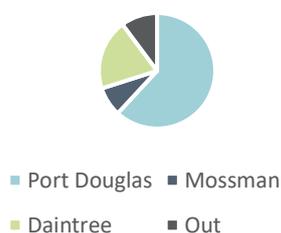
Platinum: Ferntree's Cape Tribulation

Silver: BEME Nth Qld, Seabeen Tapas Bar and Grill, Walkabout Cultural Adventures, Sandy Feet Retreats, Magic Mouthfuls Catering, By the Sea Port Douglas, Lychee Tree Port Douglas, Aria Port Douglas, Plantation Resort.

Supporter: A&F G&C Superannuation Fund

Membership Level	30/06/20		30/09/20		Target 30/06/21	
	M	P	M	P	M	P
Platinum	8	21	9	24	10	30
Gold	31	31	31	31	33	33
Silver	102	102	111	111	105	105
Supporter	15	15	15	15	17	7
Total	156	169	166	181	165	175

Breakdown by region



Membership Location	30/06/20	30/09/20	% Growth
Port Douglas	128	136	6%
Mossman	17	18	5%
Daintree	41	42	2%
Out of region	21	21	-
Total	207	217	4%

NB: please note that membership location breakdown numbers vary from our membership number as several business operate in multiple locations.

Important note in relation to memberships.

Due to the current situation with COVID-19 and the affect this is having on our industry all membership invoicing has been put on hold until further notice and new members are able to sign up at 50% off the normal cost. The organisation expects a reduction in members as invoicing is reinstated in November.

TPDD MARKETING ACTIVITY CALENDAR 2020-21



Campaign	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Welcome to Port Douglas Daintree brochure distribution to VICs, trade & drive channels	Consumer											
Welcome to PDD brochure distribution to trade	Inbound Trade											
Douglas region publicity	Consumer											
Industry EDM	Inbound Trade		Domestic Trade		Inbound Trade		Domestic Trade		Inbound Trade		Domestic Trade	
Consumer EDM		Consumer		Consumer		Consumer		Consumer		Consumer		Consumer
Business Events EDM			Regional Business Tourism			Regional Business Tourism			Regional Business Tourism			Regional Business Tourism
Greet cruise ships								Consumer		Consumer		Consumer
Douglas region industry PR	Domestic Trade											
Regional Media famil									Domestic Media			
Shoulder season campaign			Domestic Trade						Domestic Trade	Domestic Trade		
Co-operative member print advertising		Consumer	Consumer						Consumer	Consumer		
Attend Inbound Up North Workshops				Inbound Trade								
QOT New Zealand									Inbound Trade			
Australian Marketplace UK Europe					Inbound Trade							
Australian Marketplace North America				Inbound Trade								
Australian Tourism Exchange										Inbound Trade		
TTNQ partnership - Summer in the Tropics Co					Online	Online						
Online competition - EBNGN Nth QLD			Online						Online	Online		
OTA Tactical Activity									Online	Online		
Wedding themed Facebook advertising			Online			Online	Online	Online				
Wedding website & SEO upgrade	Online	Online										
Destination wedding competition	Online	Online					Online	Online				
TPDD Melbourne Wedding Expo							Online					
Regional event marketing support	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer	Consumer
Discover Paradise campaign - Weekend Australian									Consumer	Consumer		
Regional activity multi-channel TSV CNS Mtl		Consumer	Consumer									
Love Where You Live content and awareness		Consumer	Consumer	Consumer								
Regional TNQ market activity					Regional Business Tourism	Regional Business Tourism	Regional Business Tourism	Regional Business Tourism				
Daintree Ferry Smart Card campaign					Regional Business Tourism	Regional Business Tourism	Regional Business Tourism					
BEPD famil											Regional Business Tourism	
Attend Sell TNQ					Regional Business Tourism							
Attend BEC GBR Showcase			Regional Business Tourism									
Content update & meeting planner guide			Regional Business Tourism									
AIME Trade Show								Regional Business Tourism				
Host media famils international										Inbound Media	Inbound Media	Inbound Media
Host media famils domestic	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media	Domestic Media
Host industry famils domestic			Domestic Trade	Domestic Trade	Domestic Trade	Domestic Trade						
Host industry famils International										Inbound Trade	Inbound Trade	Inbound Trade



visitportdouglasdaintree.com