

6.10. TOURISM PORT DOUGLAS DAINTREE STRATEGIC PLAN 2024 AND MARKETING STRATEGY 2024

REPORT AUTHOR	Emma Tunnock, Tourism and Economic Development Officer
MANAGER	Lisa Golding, Manager People and Community Services
DEPARTMENT	Community and Economic Development

RECOMMENDATION

That Council receives and notes the Tourism Port Douglas Daintree Strategic Plan 2024 and Marketing Strategy 2024.

EXECUTIVE SUMMARY

Under the terms of their Resource and Performance Agreement with Council Tourism Port Douglas Daintree (TPDD) submits quarterly reports and copies of strategic documents. This Council report relates to the 2024 TPDD Strategic Plan and 2024 TPDD Marketing Plan.

The submitted strategic plans outline the activities and initiatives TPDD will undertake in 2024 to further their five-year vision of positioning Port Douglas Daintree as the Eco-Luxe destination of Queensland, and one of the most sustainable destinations in the world. The content in the strategic plans is aligned with TPDDs strategic priorities to 2025, including increasing domestic market share, addressing seasonality, encouraging new experiences, and focusing on sustainability and nature-based tourism.

Both strategies are aligned with deliverables and expectations outlined in their Resource and Performance Agreement, which will see Council fund the organisation \$500,000 (ex GST) in 2023-24.

TPDD notes the 2024 marketing plan will be further refined with member industry representatives in the coming month.

BACKGROUND

Council has a Resource and Performance Agreement with Tourism Port Douglas Daintree (TPDD) under which Council will fund TPDD \$500,000 (ex GST) in 2023-2024, for the purpose of developing the regional economy through the marketing of the Douglas Shire as a destination to domestic and international tourist markets.

TPDD is a member based not for profit organisation funded by the Douglas Shire Council, industry participation, marketing partnerships and grants. The organisation's core purpose is to facilitate sustainable economic growth in the tourism sector of the Douglas Shire.

In 2024 the organisation will continue the post Covid recovery to re-establish its position in traditional markets and explore emerging opportunities, in-line with their vision for the destination *"to be the world's leading sustainable destination, sharing inspirational experiences"*.

TPDD presents Council with their Strategic Plan 2024 and Marketing Strategy 2024 for noting.

COMMENTS

The attached strategies outline the wide range of activities and initiatives TPDD will undertake to further their five-year vision of firmly positioning Port Douglas Daintree as the Eco-Luxe destination of Queensland, known as one of the most sustainable destinations in the world.

The goals and actions for 2024 were determined through extensive discussion with the TPDD board, member feedback and discussions with external tourism organisations to align TPDD plans with the greater regional, state and national plans. The 2024 marketing plan will be further refined with member industry representatives in the coming month as the organisation works in parallel on partnership opportunities.

TPDD's strategic priorities up to 2025 are to:

- Increase our share of the domestic tourist market.
- Generate year-round visitation.
- Nurture new experiences that drive the region's competitive advantage in nature-based tourism.
- Focus on the region's reputation as a world-leading sustainable destination.
- Lead collaborations, advocacy, industry representation and long-term resourcing efforts to support sustainable growth for the industry.

PROPOSAL

That Council receives and notes the Tourism Port Douglas Daintree Strategic Plan 2024 and Marketing Strategy 2024.

FINANCIAL/RESOURCE IMPLICATIONS

Council funds TPDD through a Resource and Performance Agreement for:

- \$400,000 (ex GST) year 2021-2022
- \$450,000 (ex GST) year 2022-2023
- \$500,000 (ex GST) year 2023-2024

RISK MANAGEMENT IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's funding contribution will be acquitted annually through the provision of TPDD's Annual Report, and through the provision of Strategic Plans and quarterly reporting.

SUSTAINABILITY IMPLICATIONS

- | | |
|-----------------------|--|
| Economic: | Supports economic development in the Douglas region through promoting tourism. |
| Environmental: | Promotes and markets our natural assets, sustainability, and 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.*

Theme 4 - Inclusive Engagement, Planning and Partnerships

In delivering for our communities, economy and environment, Douglas Shire will ensure open and transparent engagement and communication. We will develop robust strategic plans and we will partner with our community and key stakeholders.

Goal 3 - *We will recognise the critical role that our partners play in planning and delivering vital programs and services.*

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: TTPD provide updates to Officers as needed.

Council's CEO is on the TPDD Board and meets with the Board monthly. The TPDD CEO presented a progress update to Councillors on 27 June 2023 at the Ordinary Council Meeting.

External: Nil

COMMUNITY ENGAGEMENT

Nil

ATTACHMENTS

1. TPDD Marketing Strategy 2024 Final [**6.10.1** - 20 pages]
2. TPDD Strategic Plan 2024 Final [**6.10.2** - 14 pages]

TOURISM PORT DOUGLAS DAINTREE MARKETING STRATEGY 2023/24



TOURISM
PORT DOUGLAS
DAINTREE

1. INTRODUCTION

The Tourism Port Douglas Daintree (TPDD) Marketing Strategy 2023/24 follows on from the broader TPDD Strategic Plan 2023-24 by expanding on the organisation's key marketing objectives, strategies, and actions for the period.

At the time of formulating, the strategy has been developed recognising 2023/24 will be characterised by a miss match of the anticipated exodus of domestic travellers with slow pick up from inbound travel due to constrained aviation access, high costs and impending recessions in key markets of US, UK and Germany. The year is set to begin with strong visitation from the domestic market that is forecast to soften in November. TPDD will balance nurturing domestic visitation during shoulder periods, ongoing brand awareness and targeted international recovery activity.

TPDD will seek out gaps in leisure activity, refine business events and destination wedding activity and reinvigorate trade channels and publicity. This will be the year to strengthen our domestic position across our digital and brand assets, reignite awareness with inbound sellers with inspiring content.

2. RESEARCH AND RATIONALE

The marketing strategy is directed by inputs from our industry membership base and includes input from Tourism Events Queensland (TEQ) and Tourism Tropical North Queensland (TTNQ). The primary and secondary markets are determined by consensus from these parties and market behaviour specific to the Port Douglas and Daintree region. This identifies market source, then demographics and behaviour, travel motivations and booking method. The domestic interstate market will dominate the peak winter period with a transition to inbound and intrastate in the shoulder months heading into the summer. 2024, we expect, will see western inbound growing though below pre COVID levels and greater efforts required to maintain domestic numbers.

Information is sourced from surveys conducted by Central Queensland University (CQU), Destination Think! Consumer Sentiment Index research and Tourism Research Australia (TRA) visitor profiling and surveying of operators.

Key factors derived from the research;

Port Douglas and Daintree is well positioned for the trends emerging globally for travel. From Tourism Australia's trends for 2023 and then Tourism Events Queensland's key opportunities for global growth looking towards the 2032 goals.

Tourism Australia 2023 Trends

1. Health concerns have shifted to wealth concerns	5. Travel planning has fundamentally shifted to "Always on Discovery"
2. A renaissance of indulgence is upon us	6. Content creation has been democratised – the Metaverse will let you try before you buy
3. People want purpose in life and travel	7. Digital nomads are setting in and putting their feet up
4. Being inclusive and accessible broadens the net	8. We're at a technological inflexion point, and it's easy as GPT

The winner for FY23 - Don't forget the basics

Source – Tourism Australia

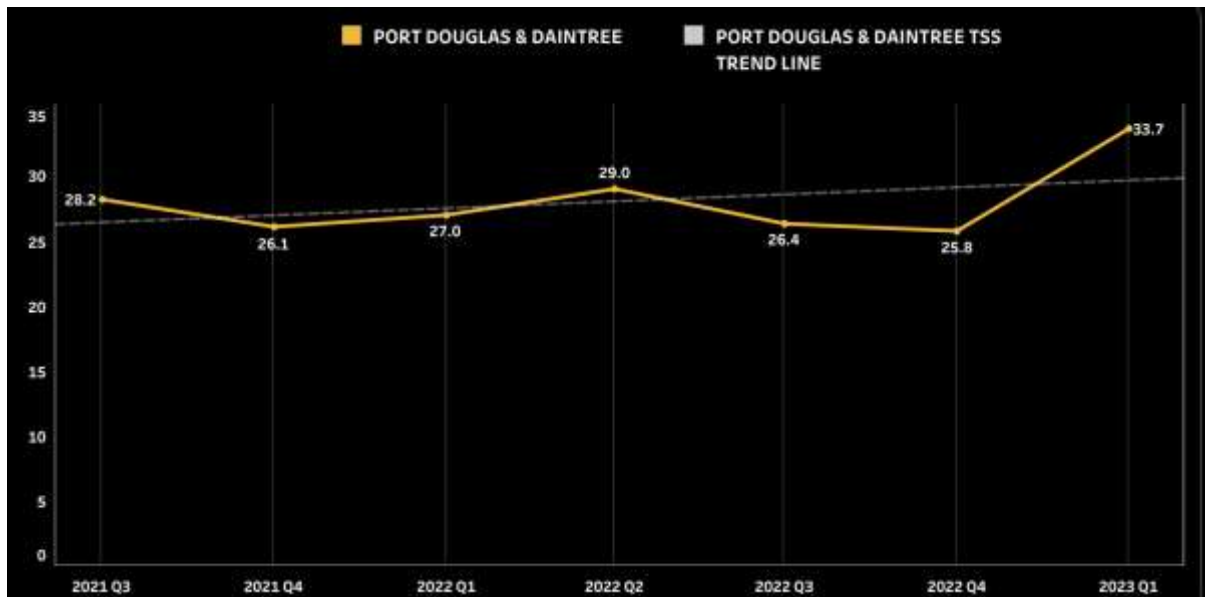
Douglas is strongly aligned with the first 5 travel trends identified by Tourism Australia in 2023 and will need to better understand where to respond to 6-8. TPDD activities will continue to elevate sustainability, indigenous and wellness trends in content and storytelling.

Tourism Events Queensland Strategic Position

6 Key Opportunities	Queensland Hero Experiences
Nature	Great Barrier Reef
Aboriginal and Torres Strait Islander	Islands and Beaches
Great Barrier Reef	Natural Encounters
Sustainability	Adventure and Discovery
Accessibility	Lifestyle, Culture and People
Brisbane Olympics 2032	Events

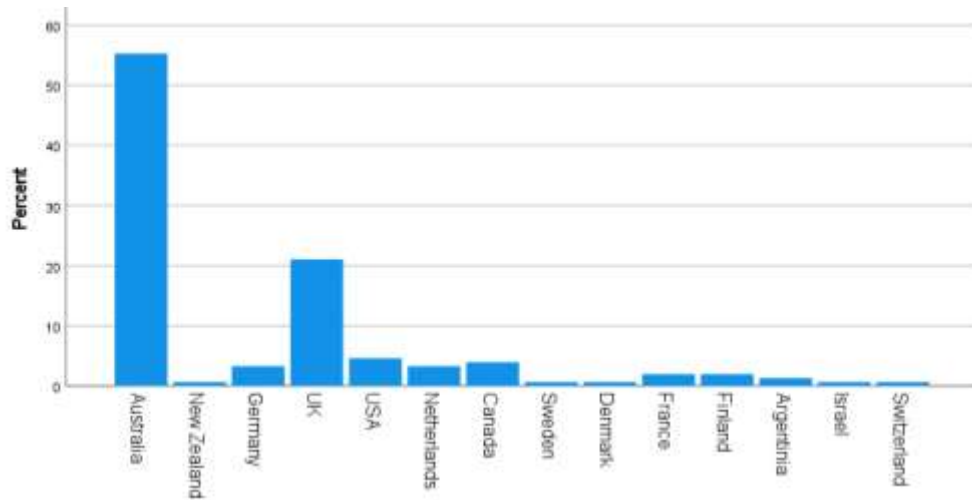
The Port Douglas and Daintree experience profile is closely aligned to Queensland hero experiences and allows TPDD activities to dovetail into the investment being made by Tourism and Events Queensland.

Destination Sentiment Trend Line



Consumer online sentiment for the destination is fluctuating while the volume of online conversations requires stimulating through marketing and publicity with partners. For January to March 2023 Port Douglas & Daintree had a Tourism Sentiment of 33.7%, up 25% over this time last year and 31% over last quarter. This places Port Douglas & Daintree amongst the top destinations in the world with a global ranking of #19 from 2,000 destinations. The top contributors to the overall performance were Diving & Snorkelling, Beaches and Accommodation.

The traditional Douglas market mix was 65% domestic with Victoria and New South Wales being the larger and 35% inbound (USA, UK, New Zealand, Germany, Canada, France, Netherlands). As at Jan to March 2023 56% of visitors were domestic with the UK 21% and US 5% quickly growing. This quarter always has a higher level of inbound visitors and is not expected to be a continuing trends as domestic visitation picks up over the winter months.



Source: CQU visitor survey Jan to Mar 2023.

MARKET AND REGIONAL TRENDS

Current Market Trends	
CHALLENGES <ul style="list-style-type: none"> Domestic demand surge of 2022 has passed Staff and housing shortage limiting industry capacity Industry resistance to working with trade Growing competition from Cairns Inbound aviation and domestic network issues e.g. Ayers Rock 	STRENGTHS <ul style="list-style-type: none"> High brand recall for Douglas Many first-time visitors discovered region in COVID Highly aligned to Tourism Australia's trends for 2023 Natural assets are the current drivers CAP is very proactive securing new flight routes Sustainability 1st destination leader advantage
OPPORTUNITIES <ul style="list-style-type: none"> Douglas brand values aligned for inbound return Domestic market reconsidering summer travel Business events growth through Feb – Nov Elevate sustainability, indigenous and wellness trends in content and storytelling. Integrate sustainability in all messaging with funding to amplify destinations position Events to boost summer and shoulder seasons (i.e., Gran Fondo, Hot & Steamy). Increase partnership activity with CAP and TTNQ Packaging buying preference- for example Ignite Travel adds capacity for low periods Boost destination weddings year-round 	
Domestic Overview	International Overview
CHALLENGES <ul style="list-style-type: none"> Bali, Fiji, Hawaii, Thailand and cruising coming back – greater competition. Long haul outbound will continue to grow. Economic concerns 	CHALLENGES <ul style="list-style-type: none"> Direct connectivity into Cairns. Lack of inbound ready Douglas product. New trade sellers and staff. Trade under resourced. Fragmentation in Nth American trade Perception of greenwashing sustainability delivery
OPPORTUNITIES	

<ul style="list-style-type: none"> • Cairns Airport has new domestic routes • Good regional connectivity in QLD and interstate. • Boost new routes for future opportunities – Newcastle, Adelaide, Canberra • Attract Australian travellers reluctant to travel overseas • Growing aviation access <p>TPDD'S ROLE</p> <ul style="list-style-type: none"> • Boost summer and shoulder season. • Support events. • Maintain consumer digital presence. • Support experience delivery for first time visitors 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Bridge gap for trade (training/itineraries/famils). • PR – international cut through and develop stories to TA, TEQ and TTNQ. • Sustainability – leverage TA, TEQ message • Integrate oldest living culture into Destination USP • Japan vow renewals and micro weddings <p>TPDD'S ROLE</p> <ul style="list-style-type: none"> • Dedicated efforts for NZ. • Action channels available through trade. • Develop training content, itineraries and educational. • Develop inbound publicity stories.
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3. BRANDING

To ensure visitor and community led marketing, in 2021 a brand review was undertaken in consultation with the local tourism industry, community and visitors.

This included an online branding survey of previous and potential visitors to the Port Douglas Daintree Region and an online community survey including local residents, tourism business owners and rate payers living outside Douglas Shire.

MOTIVATORS, ATTRACTIONS + EMOTIONS

Prime travel motivations and attractions and emotions Port Douglas Daintree conjures for both previous and potential visitors are:

TRAVEL MOTIVATORS

Rainforest
Rest & Relaxation
The Daintree
Reef
Visit the Great Barrier Reef

ATTRACTIONS

Great Barrier Reef
Daintree Rainforest
Mossman Gorge
Beaches
Cape Tribulation

EMOTIONS

Happy
Relaxed
Excited
Calm
Peace

BRAND POSITIONING

BRAND VALUES

{what we stand for}

Environmental and cultural sustainability

Custodians of our natural assets

Inclusiveness

At our heart, to leave our destination and soul in a better place

BRAND PERSONALITY

{our human traits}

Happy

Welcoming

Relaxed

Spiritually lifting

Transformational

Revitalising

Creative



TONE OF VOICE

IMAGERY, FOOTAGE AND LANGUAGE

Imagery, footage and language needs to continue to reflect and elevate the environmental and cultural world significance of the Port Douglas Daintree region. Capturing its destination DNA, steeped in spirituality that conjures emotions with the ability to transform people for the better.

Our language should not read like a tourist brochure of alfresco dining and azure waters but reflect our brand values and personality that is happy, creative and welcoming, respectful and inclusive, with the end aim to lift people spiritually and make them feel revitalised.

Increasingly the brand message, imagery and content creation need to share the story and depth of this special place, its people and world significance to differentiate ourselves from other beach destinations.

To position Port Douglas Daintree as a new, undiscovered and exotic location, particularly appealing to high-value Australian travellers who can't currently travel overseas, while continue to engage long-term with high-value international experience seekers.

Phrase to best describe the region is summed up with the tag line **"Where rainforest meets the reef"**. Respondents, both past and potential visitors, were overwhelmingly in favour of the phrase **"Where the rainforest meets the reef"** with 98% agreeing that it best described the region.

The TPDD destination brand is positioned to signify the overlap between the Daintree Rainforest, Great Barrier Reef and Port Douglas, and the synergy between the regions. Circled by nature.

4. FACTORS INFLUENCING THE 2023/24 MARKETING STRATEGY

- Agile market plan to adapt to dynamic post COVID-19 landscape.
- Domestic market surge of 2022 has passed. Domestic travellers are increasingly heading outbound.
- Concentration on domestic market shoulder season opportunities.
- Constrained airline access will continue as companies rebuild and scale up their fleets.
- Expensive airfares make Australia a tougher choice.
- Opportunity to leverage off TTNQ inbound activity boosted by federal funding
- Leverage off the inbound activity of TA and TEQ
- Provide consumer direct opportunities enabling small operators as well as trade ready larger operators to participate.
- Facilitate increased partnership marketing with TTNQ and Cairns Airport.
- Continue to develop digital capability and marketing activity.
- When possible, facilitate increased industry familiarisation activity.
- Encourage regional dispersal and overnight stays outside of Port Douglas.

5. KEY MARKETS, EXPERIENCES AND MARKETING TOOLS

TPDD undertakes consultation with active operators from the Douglas region as well as TTNQ and TEQ to determine the primary and secondary markets for the region. This is done in tangent with Douglas based research undertaken in the 2021 Brand Review, ongoing monitoring of consumer sentiment with Destination Think! Tourism Australia's consumer demand project and TEQ country profiles and historical visitor surveying by Central Queensland University. This evidence-based methodology of thorough market analysis determines the activities of the organisation.

The domestic market will be steady through the winter season, falling below last year's record numbers. The demand of Australian's for outbound travel and high travel costs will provide a challenge for the Port Douglas and Daintree region to achieve similar visitation to pre COVID levels.

The region's travellers are predominately couples and families with a growing trend of multi-generational families, groups of friends and solo travellers. This is across both domestic and inbound markets. Post COVID saw growth in 25+ millennial travellers and outbound Australians in addition to the traditional domestic markets. The traditional domestic and inbound holiday makers are boosted by niche markets such as destination weddings, business tourism, events, cruise, and drive market.

The key markets, messaging and activity planned have been formulated through consultation with industry, tourism organisations and analysis of the 2021 Port Douglas Daintree Brand Review, Destination Think! data, Central Queensland University surveys, social listening, and industry feedback.

Supporting documents – 2021 Port Douglas Daintree Brand Review, Port Douglas Daintree Destination Tourism Plan 2025, CQU July 2022-March 2023 Barometers.

KEY MARKETS

The key markets and strategy to target primary and secondary markets draws on a situation analysis of local and global conditions.

Sector Key Experiences	2023-24 Strategy	Key Market & Travel Group	Marketing Activities
Regional Rest & relax, connect with nature, village fun	Shoulder season and summer targeting.	One day drive market Cairns region, Townsville, Atherton Tablelands, Mt Isa. Couples, families, and groups of friends	Social media and website inc targeted paid Meta Co-operative marketing, media famils, regional radio and TVC.
Domestic Nature and relaxation, connecting with loved ones	VIC and NSW present greatest volume potential. Strong push for summer and shoulder season. Monitor peak season New aviation routes SA, WA and Newcastle	Primary VIC, NSW SEQ fly/drive DINKS, Families 55+ repeat visitors, millennials, mutli gen groups, friends Secondary SA, NT, WA Above travel groups	Consumer –website, social media, co- operative campaigns, destination publications, EDM's, competitions and digital promotions, PR & media famils Trade – Engage with OTA's and wholesale, training, famils, trade EDM, leverage trade campaigns
Inbound Reef & rainforest, Indigenous experiences, rest, relax and connect	Increase trade participation for key inbound markets Develop inbound training tools New Zealand activity via partnerships and direct messaging.	Primary USA, New Zealand, UK, Germany speaking Europe Secondary Scandinavia, Canada, rest of Europe and Japan Couples, family, friend group, honeymoon	Famils support – media and trade Trade events to pitch new experiences and destination message ASP training content Leverage off trade partners, TTNO and TEQ activity EDM to industry database Content creation for training Utilise TEQ and TA digital and PR channels
Business Events	Target domestic and Australian based inbound planners for conference and incentives.	Domestic and New Zealand US and global groups for 24 and beyond	Leverage off BEC GBR activities Trade activities in Australia & NZ Hosted educational & site inspection TA, BECGBR digital and PR channels BEPD database EDM Website & social channel
Destination Weddings	Target couples in dreaming and planning phase	Regional QLD, VIC, NSW	Wedding expos, website, social channels, industry network
Cruise Ships	Promote Port Douglas for day visits	Port Douglas port visits and day touring ex Cairns Yorkeys Knob	Itinerary support, touring and connecting industry with trade. Co- ordinate the cruise ship volunteer greeting program




DOMESTIC VISITOR NUANCES

BETWEEN PREVIOUS VISITORS AND THOSE WHO HAVEN'T VISITED



Previously Visited	Haven't Previously Visited
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Rest & Relaxation is prime motivator, followed by Rainforest and Visiting the Daintree.	Rainforest followed by Rest & Relaxation, Visiting the Daintree and Reef.
Locations to revisit – Port Douglas and Daintree Rainforest, followed by Great Barrier Reef, Mossman Gorge and Cape Tribulation.	96% indicated they would travel to the region.
Sources of information – Internet/Google search and social media.	Sources of information – Internet/Google search and social media.
Book online direct, followed by Travel Agent.	Book online direct.

BETWEEN STATES

 Melbournians	 Sydneysiders	 Brisbanites
Motivated by climate and to revisit due to climate.	Motivated by climate.	Motivated by cheap airfares/packages and visiting friends and relatives.
More likely to source information ahead of visit and use online and travel agencies to book.	More likely to book online.	More likely to book online and direct.

FEMALE VS MALE

 Female	 Male
First time visit more motivated by beaches, climate and events.	First time visit more motivated by wildlife and fishing.
Repeat visit motivated by the climate, to rest and relax and spending time with family. spa and wellness, weddings, shopping and eco-accredited products.	Repeat visit for fishing, socialising and meeting new people.

MARKETING ACTIVITY CALENDAR 2023/24

	Consumer Traditional Channels
	Trade
	Digital

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
ALWAYS ON												
WTPDD magazine to VICs, trade & drive												
Host TA TEQ media famils domestic & inbound												
Host TA TEQ trade famils domestic & inbound												
Douglas Region Consumer PR												
TPDD Corporate Comms												
Regional event marketing support												
VPDD, BEPD & TWPD Facebook Instagram												
VPDD, BEPD & TWPD website and SEO												
Trade Industry eDM												
Consumer eDM												
Greet cruise ships												
DOMESTIC												
Summer Lives On interstate												
Co-operative member print advertising												
TTNQ partnership – Summer in the Tropics												
Domestic mega famil												
OTA Tactical Activity												
Discover Paradise– Weekend Australian												
Retail competition w CAPL												
Regional TNQ market activity												
Daintree Ferry Douglas Card campaign												
INTERNATIONAL												
Australian Tourism Exchange												
TPDD New Zealand Mission												
Video content training project												
New Zealand agent famil (leisure and BE)												
G'Day Australia												
TA Australian Marketplace North America												
ATEC Explore NO												
UK Europe Activity												
DESTINATION WEDDINGS												
Wedding themed Facebook advertising												
TWDP advertising												
TWPD Website Content												
TPDD Melbourne Wedding Expo												
BUSINESS EVENTS												
BEPD famil												
BEPD NZ Famil												
BE photoshoot												
Attend BECGBR Showcase												
Attend Dreamtime Adelaide & Dreamtime												
Business Events EDM												
REGIONAL EVENTS												
Funded Event Activations												

6. MARKETING OBJECTIVES

<p>Grow Domestic Market</p> <p>The domestic market is the largest segment with high repeat visitation and brand awareness. The need to grow the domestic market and foster geographically closer markets remains.</p> <p>Secure our share of the domestic market through boosting awareness of the destination and drive conversion.</p>	<p>Refresh the Reason</p> <p>With increasing competition in the domestic market, compounded as confidence in outbound travel grows, Port Douglas Daintree needs to encourage visitors to view the region as a “new” and exotic destination.</p> <p>Encourage creation of new experiences that drive the regions competitive advantage in nature-based and ecotourism for high value travellers.</p>
<p>Generate Year-Round Visitation</p> <p>Seasonality in Port Douglas and the Daintree with high fluctuations in visitations has significant negative impacts on the local economy and viability of the visitor economy. Diversification of the visitor mix and reason to visit will provide for more sustainable year-round growth.</p> <p>Build destination demand through marketing to reduce seasonal fluctuations. Boost year-round visitation through targeting inbound travellers.</p>	<p>World Leading Sustainable Destination</p> <p>TPDD and Douglas Shire Council are committed to preserving the unique appeal of the region by strengthening its ECO Destination Certification with Ecotourism Australia and supporting nature based and environmentally and culturally sustainable enterprises.</p> <p>A stronger focus on sustainability and ability for the destination to deliver sustainable tourism.</p>

7. MARKETING ACTIVITY PLAN

GROW DOMESTIC MARKET		
Strategies	Activities	Measures of Success
Drive demand from key markets through traditional marketing and trade	<p>Seek out market opportunities in collaboration with membership and tourism organisations. Activities will include Discover Paradise with increased digital presence, co-operative advertising, trade or media partnerships.</p> <p>Undertake activity through summer celebrating Summer In The Tropics.</p> <p>Undertake tactical activity targeting shoulder periods.</p> <p>Drive market activity in collaboration with Drive North Queensland.</p>	<p>Partnership marketing activities undertaken with 2:1 ROI of AVE and OVE.</p> <p>Deliver 2 demonstrably effective shoulder season campaigns measured by AVE and OVE.</p> <p>Industry benchmark 1% click through rate and reach</p> <p>New content produced for website with drive itineraries/ tips for driving.</p>
Attract high yield visitors	<p>Develop marketing activity to support high yield sectors identified in experience development.</p> <p>Develop Eco Luxe content and messaging in line with TTNQ focus and activity.</p> <p>Undertake marketing activities targeting Destination Weddings and Business Events.</p> <p>Leverage opportunities and share of voice</p>	<p>Submit report of activity undertaken.</p> <p>Identify and execute targeted activity for high yield segments.</p> <p>5% YOY growth of reach for niche website and social assets.</p>
Focus on growing Drive Markets	<p>Develop content, itineraries and campaign activity targeting the intrastate drive market.</p> <p>Work with TTNQ on advancing the Drive TNQ and North Queensland collective.</p> <p>Develop GBR Drive video content.</p> <p>Develop campaign to promote Douglas card to regional market</p>	<p>GBR Drive featured in DNQ promotions.</p> <p>New content produced for website with inbound drive itineraries / tips for driving.</p> <p>Uptake of Douglas Card and usage figures.</p>

Increase share of voice in domestic market	<p>Execute marketing activity to elevate the destination for travellers.</p> <p>Develop digital and publicity strategies to raise the destination profile.</p>	<p>Use Google Trends to track destination search demand.</p> <p>Achieve \$2million AVE across digital channels and TPDD generated media</p>
Drive demand from key markets through digital marketing	<p>Increase resourcing for Facebook, Instagram and website conversion.</p> <p>Develop and implement digital plan to optimise website performance, database marketing and digital channels.</p> <p>Execute seasonal digital conversion campaigns.</p>	<p>5% YOY growth of reach for website and social assets.</p> <p>Achieve \$2million AVE across digital channels and TPDD generated media.</p> <p>Improvements in key website indicators.</p> <p>Campaigns achieve metrics above benchmark</p>

GROW YEAR-ROUND VISITATION		
Strategies	Activities	Measures of Success
Drive demand from key markets through trade marketing and publicity	Seek out market opportunities in collaboration with membership and tourism organisations	Co-operative marketing activities undertaken
	Connect experiences with inbound operators, promote new experiences to media and trade	Ongoing inbound trade messaging and regional inclusion in programs
	Boost New Zealand visitation from key access cities	Dedicated NZ partnership activity undertaken
Extend season through targeting events	Support event marketing to boost shoulder season visitation	Growth in events calendar
	Develop event support collateral	Completion of regional event collateral
Leverage off TA, TEQ and TTNQ in market activities	Develop stories for PR opportunities through TA, TEQ and TTNQ in market representation in key markets	PR generated through partners
	Develop destinations content for sustainability, indigenous and wellness positioning	Sharing of PDD content on tourism organisations owner and earned channels

Attract high yield visitors	<p>Targeted business events activities to attract high yield conference and incentive groups. Activities to include educationals, select trade shows, digital content and proposal support.</p> <p>Undertake marketing activities targeting destination weddings include digital channels, expos and consumer advertising.</p> <p>Develop marketing activity to support high yield sectors identified in experience development</p> <p>Develop Eco Luxe content and messaging in line with TTNO focus and activity</p>	<p>Submit report of activity undertaken. QBES figures for numbers and value.</p> <p>Submit report of activity undertaken. Number of weddings</p> <p>5% YOY growth of reach for website and social assets</p> <p>Identify and execute targeted activity for high yield segments</p>
Define our digital strategy to maximise organisations capability across all digital assets	<p>Develop a Digital Strategy to maximise opportunities</p> <ul style="list-style-type: none"> - Refresh Drive website design, layout and flow - Optimise Google ranking through SEO <p>Develop and implement content plan strategy to highlight Brand Review findings of telling deeper stories and building on video content to share those stories.</p>	<p>Execute digital strategy</p> <p>Improvements in key website metrics and increase social channel indicators</p>
Bolster regional summer visitation	<p>Undertake dedicated summer campaign activity</p> <p>Promote Summer In The Tropics with seasonal imagery and content</p> <p>Regional campaign for local drive market incorporating Douglas Card to encourage dispersal</p>	<p>Strengthened summer visitation measured through occupancy and visitation – compared to 2018/2019</p>
Boost inbound visitation for year-round traffic	<p>Connect experiences with inbound operators, promote new experiences to media and trade Attend TA and TEQ trade missions for key western markets</p> <p>Develop content for the Tourism Australia Aussie Specialist program</p> <p>Regular updates via trade focused e-newsletter with industry relevant product updates, news, and content</p> <p>Boost New Zealand visitation from key access cities</p>	<p>Participation in select trade opportunities with new product</p> <p>2 x updates for ASP</p> <p>EDMs to industry database</p> <p>Dedicated NZ partnership activity undertaken</p>

REFRESH THE REASON		
Strategies	Activities	Measures of Success
Enhance visitor experience through 'how to' content and storytelling	<p>Develop itineraries highlighting wellness, indigenous experiences, walks, hikes, and bike trails</p> <p>Lobby stakeholders to implement quality interpretive signage and storytelling throughout the region</p> <p>Quarterly meetings with council to progress gaps for visitor experience delivery i.e., signage, walking paths, accessibility</p>	<p>Fresh content developed and distributed</p> <p>New interpretive signage, path progress and accessibility actions</p> <p>Progress on gaps for visitor experience delivery</p>
<p>Identify key projects necessary for Douglas tourism to prosper</p> <p>Support and identify new experiences to diversify the industry</p>	<p>Identify opportunities to develop regional capability to deliver identified experiences</p> <p>Continue to advocate for priority projects identified in the Destination Tourism Plan</p> <p>Target accessible tourism opportunities and infrastructure needs with Douglas Shire Council</p> <p>Work with Jabalbinna to identify opportunities and support new initiatives</p> <p>Progress action items identified in the TNQ First Nations Tourism Action Plan</p>	<p>Undertake FY24 actions for Douglas Destination Tourism Plan to support regional development</p> <p>Ongoing list of priority projects to champion for the destination to progress</p> <p>Develop map for regional accessible locations, dining and bathroom guide and promote accessible tourism opportunities locally</p> <p>Growth in the indigenous tourism offering and visibility in the destination.</p>
Communicate brand and destination story in region	<p>Ongoing development of brand assets</p> <p>Develop brand aligned training content for trade</p> <p>Photo shoot for business events content to use at trade events and throughout collateral</p>	<p>Brand assets made available to members and trade</p> <p>New training videos develop and shared with trade</p> <p>New images to promote business events</p>

Ensure quality service delivery	<p>Promote Be Douglas training platform to improve delivery of business support including customer service</p> <p>Facilitate and promote in region delivery of capacity building programs.</p>	<p>Be Douglas online training program made available to Douglas businesses</p> <p>Execution of capacity building programs</p>
Intraregional Connectivity	Work with strategic partners to encourage improved connectivity between towns and village business centres with key visitor attractions, for tourism and hospitality staff from around the region.	Growth in paths and transport options
Integrated Pathways	<p>Encourage integration of cycling and walking trails to link with and between visitor attractions and experiences through recommendations in the Green Mobility Strategy.</p> <p>Work with DSC to secure funding for the development of new pathways.</p> <p>Work with Wangetti Trail Advisory Group to progress project and promotion.</p>	<p>Improved connectivity between visitor nodes.</p> <p>Growth in trails by 2025</p>

WORLD LEADING SUSTAINABLE DESTINATION		
Strategies	Activities	Measures of Success
Champion locally based sustainable initiatives	Elevate champion stories through TPDD communications. Develop content to showcase good news stories	Share local stories of sustainability success on TPDD assets, with tourism organisations and Ecotourism Australia
Build awareness and ability for the destination to deliver sustainable tourism	Promote certification programmes Work with Ecotourism Australia and TTNQ to boost industry participation Research and display Indigenous position on sustainability for Douglas Kuku Yalanji	Greater uptake of certified operators across Strive, ecoBiz, and Ecotourism Certification Work with Jabalbinna on communicating the Kuku Yalanji position on sustainability
Support industry participation in sustainable tourism and its promotion	Continue the EcoBiz regional partnership for industry Increase social media messaging and prioritised website visibility around sustainability Increase prominence of ECO Destination Certification across TPDD assets	Increase participation by operators in EcoBiz and Low Carbon Living Demonstrated prioritisation of ECO operators Recognition as a sustainable destination by media and trade
Promote the destination's sustainable tourism message	Promote the importance of sustainable tourism Promote the destinations achievements and leadership position Develop sustainability story content Develop map featuring electric charge points, recycling, and water fountains	Inclusion of sustainable messaging in TPDD led famil itineraries Lead with ECO destination certification in TPDD promotion TTNQ and TEQ sharing Douglas sustainability story Launch and distribution of map

SUPPORTING STRATEGIES AND DOCUMENTS

The TPDD Marketing Strategy 2023-24 works in tandem with the following TPDD documents;

- Port Douglas Daintree Tourism Limited Constitution
- FY2024 TPDD Strategic Plan
- Port Douglas Daintree Brand Review
- Port Douglas Daintree Destination Tourism Plan 2025
- TPDD Organisational Plan
- TPDD Engagement Strategy
- TPDD Membership Prospectus
- TPDD Risk Management Policy 2023
- Douglas Shire Council Funding and Performance Agreement 2021-24



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TOURISM PORT DOUGLAS DAINTREE STRATEGIC PLAN 2023/24



INTRODUCTION

Tourism Port Douglas Daintree (TPDD) is focussed on destination marketing driving visitation to the region and will have a strong advocacy role influencing outcomes where possible. In 2024 the organisation will continue to re-establish its position in traditional markets and explore emerging opportunities.

TPDD is a member based not for profit organisation funded through the Douglas Shire Council, industry participation, marketing partnerships and grants. The organisation's core purpose is to facilitate sustainable economic growth in the tourism sector of the Douglas Shire. It is not what we do, it is what we cause to happen, that is if we can't make it happen, we need to find the person/company who can

In 2020 TPDD undertook a review of the strategic direction of the Douglas Shire and role of TPDD through a Douglas Destination Tourism Plan. This established the five key priorities and direction for the organisation. The strategic direction and focus areas are reviewed and updated annually in response to global macro influences, community needs and the Douglas economic environment. In March-April 2023 the TPDD Board and staff reviewed then post COVID landscape and updated the strategic priorities to reflect the current landscape, global environment and future opportunities.

THE DREAM

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

TPDD Vision: Highly valued, innovative, and collaborative destination marketing organisation for the Douglas Shire.

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 rebuild Douglas tourism to \$550 million overnight visitor expenditure by 2025.

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.

DESTINATION GOALS

Economically Sustainable Tourism	Environmentally Sustainable Tourism	Culturally Sustainable Tourism
Creating a sustainable visitor economy that attracts responsible investment and sustains year-round visitation to ensure viable enterprises and reliable employment.	To positively influence and minimise negative impacts on our natural environment, both flora and fauna, to protect what motivates visitors to our destination.	To maintain, respect and promote the cultural beliefs, values and creativity of our local community of diverse origins, including our first nations Kuku Yalanji and Yirraganydji people.

ORGANISATION GOALS

- Enhance the Port Douglas and Daintree brand through marketing, publicity and industry representation
- Increase year-round visitation through destination marketing targeting high-value overnight travellers with a focus on shoulder season and summer travel and regional dispersal.
- Maximise partnerships to encourage investment and support for the Douglas Shire visitor economy.

OUR 5 YEAR VISION

Port Douglas Daintree is positioned as the Eco-Luxe destination of Queensland, firmly identified as one of the most sustainable destinations in the world.

Increasingly recognised for its inspirational nature based and ecotourism experiences, Port Douglas Daintree attracts high-value, conscious travellers.

The destination showcases hard and soft infrastructure that respects the significant world heritage areas and embraces our ancient culture and landscape, extraordinary wildlife, exotic tastes and creativity.

The region works collaboratively across private enterprise, all levels of government and community to welcome visitors to ensure their happiness, feeling revitalised with a deep connection to this place. They leave the destination, the local community and themselves, "greater".

As a result, the region collectively improves the environmental and cultural sustainability of the industry, access, all weather experiences and year-round visitation creating increased employment from overnight visitation.

The region's influence is collectively stronger.

"It is not what we do, it is what we cause to happen".

Geoff Donaghy

TPDD STRATEGIC PRIORITIES TO 2025

<p>GROW DOMESTIC MARKET</p>  <p>Secure our share of the high yield domestic market through boosting awareness of the destination and drive conversion.</p>
<p>GENERATE YEAR-ROUND VISITATION</p>  <p>Diversification of the visitor mix to provide for more sustainable year-round growth in the value of tourism.</p>
<p>REFRESH THE REASON</p>  <p>Nurture new experiences that drive the regions competitive advantage in nature-based and ecotourism for high value travellers. Ensure access to and within the destination and encourage greater dispersal.</p>
<p>WORLD LEADING SUSTAINABLE DESTINATION</p>  <p>A stronger focus on sustainability across environment, community, culture and economy with direct contributions to environmental and lifestyle conservation and thriving communities.</p>
<p>ROAD TO REGIONAL RESOURCING</p>  <p>Significant collaboration, advocacy, industry representation and long-term resourcing is essential to effectively assist industry for sustainable growth.</p>

DESTINATION OVERVIEW (SWOT)

STRENGTHS	WEAKNESSES
<p>DESTINATION</p> <ul style="list-style-type: none"> • Proximity to reef, rainforest and outback • Perception of safety and sense of space • Strong indigenous culture • Tropical lifestyle and village • Social distancing is natural here • Relaxation and wellness • Immerse in nature • Great Barrier Reef scenic drive • Access to extraordinary wildlife including crocodiles • Well known destination with consumers & trade • Strong position for Eco Luxe • Destination has a high brand identity • Destinations assets and sustainability focus are aligned to TA and TEQ brand and activity <p>TPDD</p> <ul style="list-style-type: none"> • Council and TPDD shared tourism vision • Strong partnership with TTNQ and Cairns Airport • BE DOUGLAS training program • Established tourism body and engaged membership • Strong relationships with key industry partners 	<p>DESTINATION</p> <ul style="list-style-type: none"> • Capacity of dining sector • Daintree Ferry travel times • Cost of housing and availability • Retaining skilled labour force and limited staffing resources • Seasonality & unpredictable summer visitation numbers • Lack of hotel rooms, particularly 4 and 5 star • Industry has an apathy to work with trade • Aviation access to key inbound markets • Intra region connectivity issues • High cost of airfares and accommodation • Reduced destination representation from private ownership consolidation and corporatisation • Strata title product with external owners not invested in Douglas • Delivery of sustainability may not meet expectations of European travellers • Community resistance and support of tourism • Lack of regional knowledge from new staff/customer service <p>TPDD</p> <ul style="list-style-type: none"> • TPDD resources are limited • Data accuracy from TRA and STR
OPPORTUNITIES	THREATS
<p>DESTINATION</p> <ul style="list-style-type: none"> • Sustainability and focus on protecting nature • Premium destination positioning for high yield visitors • Aviation – new routes • Events – strengthen annual events calendar • Sustainability, indigenous and wellness to become front and centre for 24 and beyond • Happy visitors becoming ambassadors and posting in region • Mountain bike and hike trails to position for pre-training for Wangetti Trail • Promote accessibility • Restaurants and food positioning • Better tell the Wildlife story, promoting being croc wise etc <p>TPDD</p> <ul style="list-style-type: none"> • Targeting high yield traveller • Training new key selling staff both inbound and domestic • Local inbound awareness campaign • Push message we are still here and ready to go • Rebuild relationships with inbound wholesalers • As domestic travel eases NZ will become a key market • Travelling as a destination to cement regional message • Opportunity to improve direct contact with TEQ with new CEO being appointed. 	<p>DESTINATION</p> <ul style="list-style-type: none"> • Ongoing housing shortage preventing staff retention • War making people nervous about outbound travel • Increase in flight prices • Australian dollar fluctuations • Loss of domestic market to outbound travel • Up to 3-year lag of international travellers returning • Apathy of businesses to work with trade • TSI dropping • Visitors fear of wildlife including crocodiles • Reef messaging, coral bleaching • Natural disasters, particularly cyclones • Future travel pent up demand for 2023 • Strata title properties in the town and no desire to engage in holistic booking methods. • Current financial state of play, possible recession, interest rates rising and bank sector • USA market has moved away from centralised offices, how do we now educate them as one of our key markets <p>TPDD</p> <ul style="list-style-type: none"> • Less direct opportunities to work with TA and TEQ • Sensationalised media and social media messaging • DSC funding agreement has one year remaining • Local council elections in March 24

Strategic Priority	Threats	Strengths	Opportunities
Grow Domestic Market	Demand surge of 2022 won't be maintained, what are the expectations of the industry Cost Transport Staff Shortages	High brand recall for Douglas Many first-time visitors discovered region in 2020, 2021 in 2022 Tropical Climate Calm Seas, above average weather conditions	Power of word of mouth from first time visitors Attract Australian travellers not yet willing to travel overseas Growing aviation access and prices expected to drop
Generate Year-Round Visitation	Accommodation resistance to working with trade Industry is demonstrating apathy reacting to the current situation and not actively pursuing long term inbound booking. There is a danger that due to the above apathy we will lose our key markets in the next 18 months	Business events growth through Feb – Nov Destination weddings steady year-round Brand values aligned for inbound return Domestic market reconsidering summer travel	New events Dual destination promotion Capitalise on HVT Diversify narrative around travel to the Reef being imperative for its survival Packaging buying preference– for example Ignite Travel adds capacity for low periods Japan vow renewals and weddings
Refresh the Reason	Limited new development Macrossan Street presentation is tired Visual amenity is lacking Perception of Daintree Rainforest and telling the story Retaining current flights Car hire shortage Staff movement throughout region Daintree not accessible without a car or tour Daintree ferry wait times	Natural assets are the current drivers Destinations recognition in sustainability Increased rental car fleet e-scooters CAP is very proactive securing new flight routes	Port Douglas native title determination increases opportunity for EKY visibility Elevate Indigenous, sustainability and wellness Promote destination as World's Oldest Living Culture Advocate for bike paths Look at enhancements to Daintree ferry experience
World Leading Sustainable Destination	Perception of green washing Hard to understand destination certification Other destinations dominating the space	1 st destination leader status Good support from ETA	Leverage TA message Integrate sustainability in all messaging Find a way to make our message relevant Educate community to get behind the sustainability story Sustainability piece to be front and centre 22/23
Road to Regional Resourcing	High reliance on 1 funding source DSC economic development funds are limited with small rate base	New funding avenues achieved with grants, Cairns Airport and ramped up TTNQ support	Increase partnership activity with CAP and TTNQ Monetise digital assets for member buying

GROW DOMESTIC MARKET

The domestic market is the largest segment with high repeat visitation and brand awareness. The focus is to need to maintain existing market share by attracting first time travellers and repeat visitation.

Secure our share of the domestic market through boosting awareness of the destination and drive conversion.

Strategies	Activities	Measures of Success
Drive demand from key markets through traditional marketing and trade	<p>Seek out market opportunities in collaboration with membership and tourism organisations</p> <p>Undertake activity through summer</p> <p>Drive market activity in collaboration with Drive North Queensland</p>	<p>Co-operative marketing activities undertaken</p> <p>Complete 2 demonstrably effective shoulder season campaigns</p> <p>New content produced for website with drive itineraries/ tips for driving.</p>
Attract high yield visitors	<p>Marketing activities to target Destination Weddings and Business Events</p> <p>Develop marketing activity to support high yield sectors identified in experience development</p> <p>Develop Eco Luxe content and messaging in line with TTNQ focus and activity</p>	<p>5% YOY growth of reach for niche website and social assets</p> <p>Submit report of activity undertaken.</p> <p>Identify and execute targeted activity for high yield segments</p>
Increase share of voice in domestic market	Develop digital and publicity strategies to raise the destination profile.	Use Google Trends to track destination search demand
<p>Drive demand from key markets through digital marketing</p> <p>Define our digital strategy to maximise organisations capability across all digital assets</p>	<p>Increase resourcing for Instagram, Facebook and website conversion</p> <p>Develop a Digital Strategy to maximise opportunities</p> <ul style="list-style-type: none"> - Refresh Drive & Weddings website design, layout and flow 	<p>Execute digital strategy</p> <p>Improvements in key website indicators</p> <p>5% YOY growth of reach for website and social assets</p>

GROW YEAR-ROUND VISITATION

High fluctuations in visitation, caused by seasonal factors, hinders the potential of tourism for the region. Low visitation from November to March impacts business viability, staffing and balanced resource utilisation. Diversification of the visitor mix through elevating inbound marketing, destination weddings and regional and business events is required will provide for sustainable year-round visitation to achieve growth in the value to tourism.

Boost year-round visitation

Build destination demand through marketing to reduce seasonal fluctuations

Strategies	Activities	Measures of Success
Drive demand from key markets through trade marketing and publicity	<p>Seek out market opportunities in collaboration with membership and tourism organisations</p> <p>Connect experiences with inbound operators, promote new experiences to media and trade</p> <p>Drive market activity in collaborations with Drive North Queensland</p> <p>Boost New Zealand visitation from key access cities</p>	<p>Co-operative marketing activities undertaken</p> <p>Ongoing inbound trade messaging and regional inclusion in programs</p> <p>New content produced for website with inbound drive itineraries / tips for driving.</p> <p>Dedicated NZ partnership activity undertaken</p>
Extend season through targeting events	<p>Support event marketing to boost shoulder season visitation</p> <p>Develop event support collateral</p> <p>Develop event toolkit to communicate brand assets with event organisers</p>	<p>Growth in events calendar</p> <p>Completion of regional event collateral</p> <p>Delivery of event toolkit and uptake by event organisers and tourism industry</p>
Leverage off TA, TEQ and TTNQ in market activities	<p>Develop stories for PR opportunities in key markets</p> <p>Develop destinations content for sustainability, indigenous and wellness positioning</p>	<p>PR generated through partners</p> <p>Sharing of PDD content on tourism organisations owner and earned channels</p>
Attract high yield visitors	<p>Marketing activities to target Destination Weddings and Business Events</p> <p>Develop marketing activity to support high yield sectors identified in experience development</p> <p>Develop Eco Luxe content and messaging in line with TTNQ focus and activity</p>	<p>Submit report of activity undertaken.</p> <p>5% YOY growth of reach for website and social assets</p> <p>Identify and execute targeted activity for high yield segments</p>

REFRESH THE REASON

With increasing destination competition globally, Port Douglas Daintree needs to encourage visitors to view the region as a “new” and exotic destination as well as genuine alternative to overseas destinations for the domestic market. Ensuring access to the region and connectivity *within* the region is vital for a viable visitor economy.

Creation of new experiences that drive the regions competitive advantage in nature-based and ecotourism for high value travellers

Strategies	Activities	Measures of Success
Enhance visitor experience through 'how to' content and storytelling	Develop collateral for swimming holes (alternate swimming options) walks, hikes, and bike trails	Fresh content developed and distributed
Identify key projects necessary for Douglas tourism to prosper	Identify opportunities to develop regional capability to deliver identified experiences	Undertake research and communicate gaps with stakeholders
Support and identify new experiences to diversify the industry	Continue to advocate for priority projects	Ongoing list of priority projects to champion for the destination to progress
	Actively support the development of tourism opportunities for the destination	Support provided for new tourism products
	Through the FNO First Nations Tourism Action Plan identify opportunities and support new initiatives promote and capacity building opportunities	Achieve actions from FNTAP
	Collaborate with DSC and state government to progress gaps for visitor experience delivery i.e., signage, walking paths, accessibility	New interpretive signage, path progress and accessibility actions
Communicate brand and destination story in region	Ongoing development of brand assets	Brand assets made available to members and trade
	Develop member resources to align and communicate brand	
Ensure quality service delivery	Promote Be Douglas training platform to improve delivery of business support including customer service	Be Douglas online training program made available to Douglas businesses
	Facilitate and promote in region delivery of capacity building programs.	Execution of capacity building programs
Intraregional Connectivity	Work with strategic partners to encourage connectivity between towns and village business centres with key visitor attractions	Growth in paths and transport options
	Work with strategic partners to encourage improved connectivity for	

	tourism and hospitality staff from around the region.	
Integrated Pathways	<p>Encourage integration of cycling and walking trails to link with and between visitor attractions and experiences.</p> <p>Work with DSC to secure funding for the development of new pathways</p> <p>Work with Wangetti Trail Advisory Group to progress project and promotion</p>	<p>Improved connectivity between visitor nodes.</p> <p>Growth in trails by 2025</p> <p>Progress of the Wangetti Trail</p>

WORLD LEADING SUSTAINABLE DESTINATION

TPDD and Douglas Shire Council are committed to preserving the unique appeal of the region by strengthening its ECO Destination Certification with Ecotourism Australia and supporting nature based and environmentally and culturally sustainable practices.

A stronger focus on sustainability and direct contributions to environmental conservation and thriving communities

Build awareness and ability for the destination to deliver sustainable tourism

Strategies	Activities	Measures of Success
Champion locally based sustainable initiatives	Elevate champion stories through TPDD communications. Develop content to showcase good news stories	Share local stories of sustainability success on TPDD assets, with tourism organisations and Ecotourism Australia
Promote certification programmes	Work with Ecotourism Australia and TTNQ to boost industry participation	Greater uptake of certified operators
Support industry participation in sustainable tourism and its promotion Build awareness and ability for the destination to deliver sustainable tourism	Continue the EcoBiz regional partnership for industry Increase social media messaging and prioritised website visibility around sustainability Increase prominence of ECO Destination Certification across TPDD assets Investigate Reconciliation Plan for TPDD	Demonstrated prioritisation of ECO operators Increase participation by operators in EcoBiz and Low Carbon Living Recognition as a sustainable destination by media and trade Initiate RAP
Promote the destination's sustainable tourism message	Promote the importance of sustainable tourism Develop sustainability story content Develop map featuring electric charge points, recycling, and water fountains	Inclusion of sustainable messaging in TPDD led famil itineraries TTNQ and TEQ sharing Douglas sustainability story Launch and distribution of map

ROAD TO REGIONAL RESOURCING

Significant collaboration, advocacy, industry representation, resourcing and identification of potential funding sources will be essential to effectively implement the Destination Tourism Plan (DTP) and assist TPDD and the tourism industry in achieving a thriving, long term visitor economy.

Industry leadership through stakeholder collaboration.

Influence decisions affecting regional tourism and opportunities to drive Douglas agenda

Strategies	Activities	Measures of Success
Build our governance and leadership capability	Adhere to AICD best practice governance protocols and apply continuous improvement Succession planning for board and team	Maintain and update corporate governance monitoring framework
Organisation adequately funded for size of industry	Seek out grants and alternate funding opportunities	Long term agreement in place with DSC Strengthen alternate income streams
Multi Year partnership	Seek multiyear partnerships agreements to enable a more strategic long-term approach.	Confirmed multiyear partnership

Collaboration & Advocacy

Strategies	Activities	Measures of Success
Industry leadership through stakeholder collaboration	Represent destination at forums and workshops Develop project priority agenda with DSC and DCC to lobby for state and federal support	Increased requests to be part of consultation Completion of some of the priority projects
Build influential relationships that amplify the region's agenda	Targeted dialogue with federal, state, and local government representatives	TPDD inclusion in regional planning and economic dialogue
Advocate private enterprise, government and tourism organisations to execute the PDD Destination Tourism Plan	Align with DSC to progress actions for FY24	Completion of actions for FY24

STRATEGIC RISKS

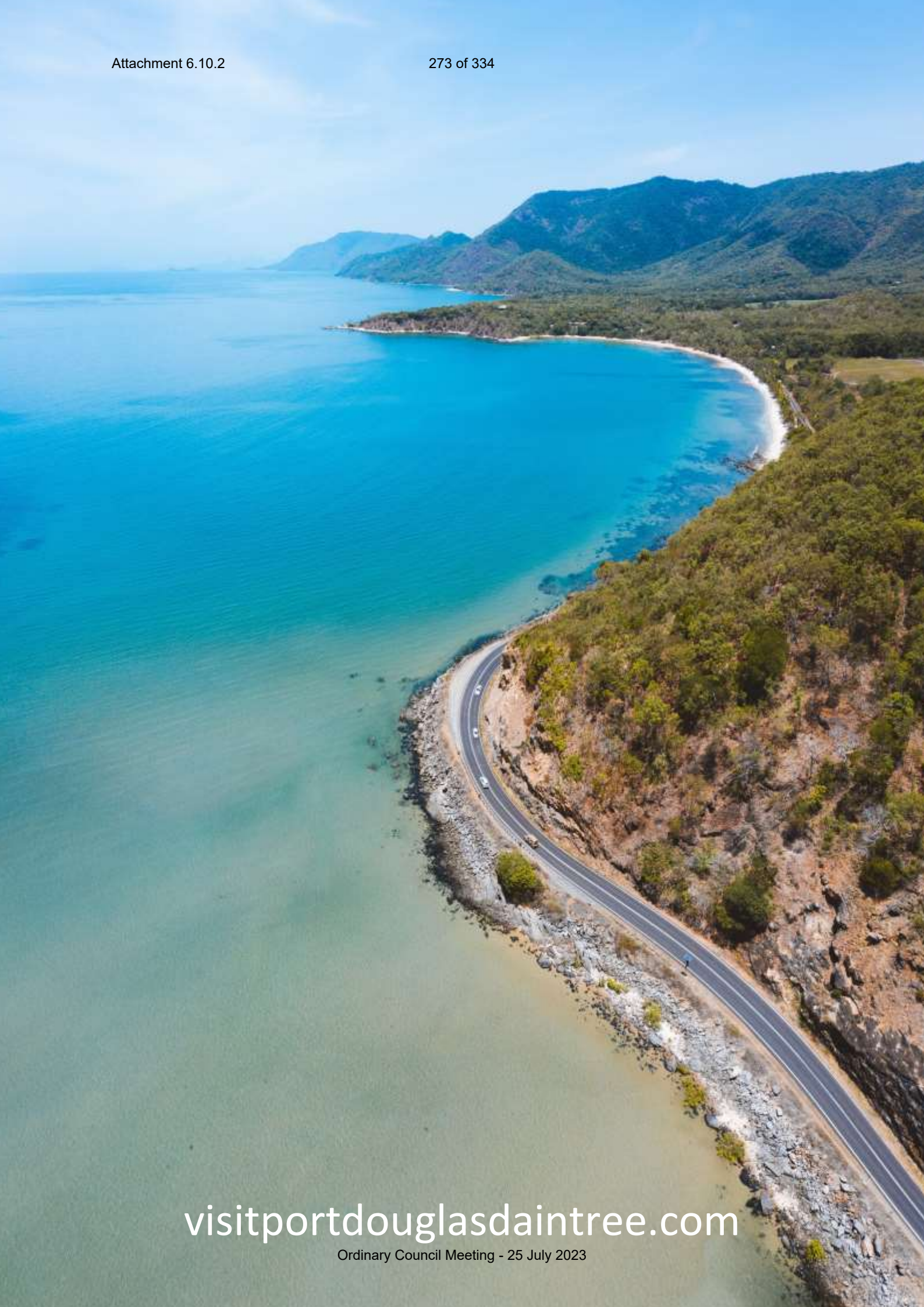
TPDD conducts an ongoing identification and assessment process and classifies risk under the categories of strategic business, environment, and operational risk.

Tourism is impacted by global economic conditions therefore; visitor numbers and expenditure will vary as a result. Accordingly, a balanced medium to long term market potential is taken.

SUPPORTING STRATEGIES AND DOCUMENTS

The TPDD Strategic Plan 2023-24 works in tandem with the following TPDD documents;

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- Port Douglas Daintree Destination Tourism Plan 2025
- FY2024 Marketing Strategy
- Port Douglas Daintree Brand Review
- TPDD Organisational Plan
- TPDD Engagement Strategy 2023
- TPDD Membership Prospectus
- TPDD Risk Management Policy 2023
- Douglas Shire Council Funding and Performance Agreement 2021-24



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Ordinary Council Meeting - 25 July 2023