

5.5. TOURISM PORT DOUGLAS AND DAINTREE (TPDD) ANNUAL REPORT

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DEPARTMENT	People and Community Services

RECOMMENDATION

That Council:

- 1. Receives and notes the Tourism Port Douglas Daintree Annual Report 2018/19, submitted in accordance with the Resource and Performance Agreement between TPDD and Douglas Shire Council;**
- 2. Notes TPDD's Strategic Objectives 2019 to 2022 to achieve economic growth for the Shire through effective tourism marketing.**

EXECUTIVE SUMMARY

TPDD's Annual Report 2018/19 has been formally received by Council in line with the requirements of the Resource and Performance Funding Agreement with TPDD for the period of July 2017 to June 2020.

The report includes Strategic Objectives for 2019 to 2022, developed after a review of the current framework to refocus the organisation's strategy and develop six key objectives to focus on for the coming three years.

BACKGROUND

In accordance with the Resource and Performance Agreement, Council's 2018/2019 Budget provided \$488,293 (GST Exc) in funding to support the delivery of activities by TPDD to support tourism in the Shire.

COMMENT

The TPDD Annual Report 2018/19 is presented as an Attachment to this report. The Report provides an overview of activities for the year. Key highlights from the report include:

- 7% increase in domestic visitor numbers in 2018/19 from 2017/18
- 4% increase in international visitors
- 5% increase in visitor nights
- 5% increase in annual expenditure estimate from \$494 million to \$520 million
- The completion of one of TPDDs largest projects – Domestic Mega Famil with 35 travel agents visiting the region last December
- The destination topped 100 competitor destinations from around the world for satisfied and happy visitors according to an index report from 'Destination Think' analysing customer online discussions for a Tourism Sentiment Score.
- The Holiday Hangover digital campaign in October recorded 3,830 entries, an increase of 173% on the previous year, reaching 139,830 users and fostering 11,353 engaging actions.

- The Expedia Campaign in March, which ran onsite media banners across Expedia Australia and Wotif Australia websites received over \$640,000 in bookings, meaning that every \$1 spent generated \$60 in booking revenue.
- Show Me Your Paradise 2019 Retro used destination advocates to build and curate content for TPDD to market to potential visitors by asking people to upload their favourite holiday snaps of the region from up to 50 years ago.

TPDD will present to a Council workshop in November 2019 to enable discussion with Councillors about future directions for tourism marketing in Port Douglas and the Daintree.

PROPOSAL

That Council:

1. Receives and notes the Tourism Port Douglas Daintree Annual Report 2018-19, submitted in accordance with the Resource and Performance Agreement between TPDD and Douglas Shire Council;
2. Notes TPDD's Strategic Objectives 2019-2022 to achieve economic growth for the Shire through effective tourism marketing.

FINANCIAL/RESOURCE IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's 2018-2019 Budget provided \$488,293 (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.

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 growth in the tourism industry

Environmental: Promoting and marketing eco-tourism

Social: Promoting and supporting tourism, arts and culture industries

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from

and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

Goal 4 - *We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.*

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.*

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: Tara Bennett, Executive Officer, Tourism Port Douglas Daintree

COMMUNITY ENGAGEMENT

Tourism Port Douglas Daintree held their Annual General Meeting on 3 October 2019 to present the 2018-19 annual report.

ATTACHMENTS

1. TPDD Annual Report 201819 Excludes Financials - For Public Use [5.5.1 - 44 pages]



TOURISM PORT DOUGLAS DAINTREE
ANNUAL REPORT
2018/2019

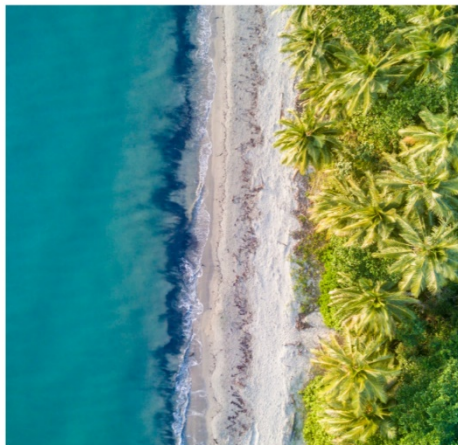


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ABOUT TOURISM PORT DOUGLAS DAINTREE

Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a not-for-profit company limited by guarantee. In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree (TPDD) as a not for profit, member based local tourism organisation. 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 is funded 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 Douglas Shire Council funding agreement
Sustained 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 2018/19 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 2019-2022

Through 2018/19 the TPDD Board of Directors and Executive Officer refocused the organisation's strategic direction through a review of the current framework and developed six key objectives to focus on for the coming three years. In today's fast moving, ever changing environment a three-year strategy was identified to focus the organisation's limited resources on core opportunities to drive the region forward. The review also refreshed the organisation's vision and mission both operationally and for the destination.

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 focused 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

To drive a thriving visitor economy and long-term sustainable benefits to the region

MARKET EXPANSION	SUSTAINABLE TOURISM LEADER	DIGITAL LEADERSHIP AND INNOVATION
Boost year-round visitation. Build destination demand through marketing to reduce fluctuations	Build awareness and ability for the destination to deliver sustainable tourism	Maximise digital technology and capability to put the spotlight on the Douglas region
EXPERIENCE AND DESTINATION DELIVERY	ADVOCACY	EFFICIENT MANAGEMENT OF ORGANISATION
Targeted effort to diversify the industry, support new opportunities, enhance the visitor experience and build industry capability	Industry leadership through stakeholder collaboration. Influence decisions affecting regional tourism and seek opportunities to drive the Douglas agenda	All activities are underpinned by good governance and being a great place to work for and with

CHAIRPERSONS REPORT

As I near the end of my second and final year as Chairperson of Tourism Port Douglas Daintree, I reflect back on what's been a somewhat challenging year for our tourism industry. Whilst Tourism Research Australia indicated growth for our region over the past 10 years to the year ending March 2019, there's no denying many of our members have been impacted by a combination of global and localised factors affecting visitor numbers.

TPDD has responded to the changing tourism environment through insight and innovation, and a balanced strategy combining digital, consumer and trade activity to market and promote our destination to the domestic traveller and our specific international source markets.

Drawing on research analysis, industry development opportunities, a broad portfolio of distribution partners, a strengthened relationship with TTNQ, and effective stakeholder liaison and collaboration, our trade marketing activities have continued to support our tourism industry via business-to-business trade participation, educational famils, destination campaigns, advertising and EDMs.

As an example, TPDD completed one of its largest projects last December – the inaugural TPDD Domestic Mega Famil, with 35 travel agents visiting the region for appointments and famils with our region's operators, allowing them to fully appreciate the diversity our destination offers. Feedback from attendees was overwhelmingly positive, indicating they feel better positioned to sell the region, an outcome we expect to be reaping the benefits from in years to come.

TPDD has also targeted business events and destination weddings through specific trade and direct messaging, as well as the support of events to drive shoulder season visitation, alongside the cruise ship market, which has also continued to grow year-on-year.

Our strong focus on consumer marketing has delivered a range of campaigns delivered across our social channels, consumer website, co-operative advertising and consumer publications. Our digital expenditure has included website development, paid Facebook activity, banner displays, digital partnerships such as Booking.com and Expedia and native content buy. TPDD will continue to focus on online marketing campaigns in the coming year, in addition to a consistent effort to improve and maintain this important web asset for the region and its members.

The past year has also seen an outstanding result in the "Destination Think" research. A comprehensive analysis of how our destination is perceived and discussed amongst online consumers, this research found that the sentiment driven by our region's products and experiences are performing well above the median of our competitor destinations. Globally, Port Douglas & Daintree received the top Tourism Sentiment Score across the entire set of 100 destinations, ahead in a top 5 consisting Hervey Bay, Noosa, Sydney, and the Sunshine Coast.

Insights from this data assisted in guiding the Board's strategic planning sessions, in which we articulated our organisation's vision, mission and purpose, and formulated our six Strategic Objectives: Market Expansion; Experience & Destination Delivery; Sustainable Tourism Delivery; Advocacy; Digital Leadership & Innovation; and Effective & efficient Management of Organisation. These 6 pillars will drive our industry towards growth over the next three years and beyond.

Undoubtedly, one of our region's most significant challenges in recent years has been the ongoing negative messaging on the state of the Great Barrier Reef's health, following recent coral bleaching incidents. Whilst the positive or more balanced stories observing signs of the reef's recovery have attracted minimal media coverage, in the past year our key international Western markets have shifted focus to broader global environmental concerns and sustainable tourism, with increasing "flight shame" and pressure to holiday locally. Significantly, last August, we became Australia's only destination to feature in a global top 100 list of sustainable destinations compiled for the Global Green Destinations



Conference in the Netherlands. Following this TPDD partnered with Douglas Shire Council and Ecotourism Australia to pilot a program to become Australia's first destination to achieve certification. This has undoubtedly positioned us at the forefront of world eco-tourism leaders well into the future.

As we approach the end of a three-year funding contract with Douglas Shire Council that has provided us with more than \$480,000 annually, I acknowledge Council's ongoing commitment to tourism, and thank Mayor Julia Leu for continuing to serve as an active member of the Board.

On behalf of the TPDD Board, I would like to thank all of our members for this opportunity to represent you – our vibrant and passionate tourism community. I would also like to thank my fellow board members for their professionalism, vision and substantial commitment in volunteering their valued time and skills.

In closing, I would also like to acknowledge and thank our Executive Officer Tara Bennett for her strategic insight, drive, commitment, and leadership across our team of Mikala, Chelsea, Elise and Fiona. She is an outstanding ambassador for our stunning destination and the entire team continues to deliver on the organisation's strategic goals.

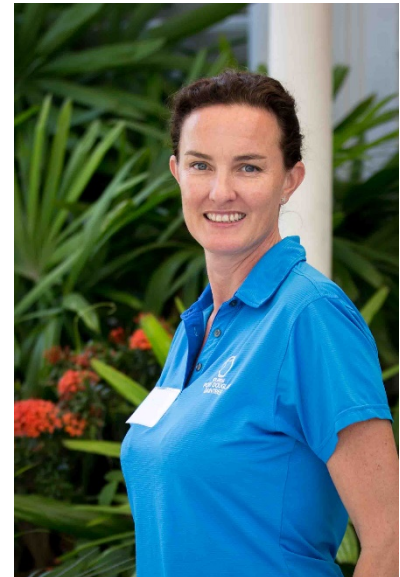
Ben Woodward

TPDD Chairman

EXECUTIVE OFFICERS REPORT

As the 2018-19 financial year came to a close the tourism industry started to see some green shoots of recovery after a challenging year in visitation and expenditure. While the year started well coming off two years of double-digit growth, in November 2018 the traditional easing off of domestic visitation was coupled with a greater than normal drop across both domestic and international markets. The pressure was exacerbated by the biggest monsoonal season in many years decimating Christmas New Year visitation and again in late January to mid-February before the full impact of the media messaging of flooding further south in Townsville started to hit reducing visitor expenditure by 25% from February to April.

It wasn't only the weather and resulting media coverage presenting challenges to the industry in 2018-19. Aviation continued to present blockages with only seasonal New Zealand services with Air New Zealand linking direct to Cairns after Philippines Airlines pulling out the previous year. New Zealand is the regions third largest inbound market that has stalled in recent years with stiff aviation competition from Hawaii, Bali and North America. Domestic routes enjoyed strong loadings which drove prices up, this presented tough competition for the destination from the Gold Coast, Sunshine Coast and South Australia as well as South East Asia. With access providing a barrier the drive market was the star segment of the year with strong numbers arriving into the region.



A general reduction in demand for Australian travel from our key western markets added further challenges as well as the unrest Brexit caused in the UK. The forecast economic downturn of the US has seen a softening in numbers although this continues to be the strongest performing inbound market. TPDD has tackled these challenges through targeted marketing initiatives into key markets with an emphasis on boosting domestic shoulder season travel. These activities ranged from OTA partnerships, German and US wholesale campaigns, paid digital activity, website promotions, and co-operative activity with TPDD members. I'm particularly proud of the growth we have achieved in our co-operative marketing activity across trade activity such as the domestic educational, European sales calls and our first dedicated New Zealand mission as well as the support for print advertising and online initiatives.

Media and publicity work has been dominated by sustainable Tourism messaging. In October 2018 the Douglas Shire was recognised in the top 100 sustainable destinations in the world. This recognition gave TPDD a renewed and fresh push on sustainable tourism and the growing demand for eco-focused visitor experiences. This has always been the marketing thrust for our region, but when these efforts have been recognised on a global scale, it separates us from the pack, elevating the destination above other competing locales.

At the beginning of 2019, considerable resource was also diverted to a "Port Douglas and Daintree is open for business" campaign. Unfortunately, the prolonged wet weather and flooding further south in Townsville and the Whitsundays, had a devastating effect on local tourism operators and small businesses that service the tourism industry. Following three years of budget surplus TPDD released additional funds to tackle the downturn in visitation and industry confidence. This campaign was a mix of media, editorial feature, trade partnerships, paid digital promotion and industry communication. This was supported further with TTNQ securing substantial funding to stimulate the domestic market which contributes to 65% of visitation into Douglas.

The industry will always be dealing with threats outside TPDDs control such as weather and global pressures. Our role is to seek out opportunities to maximise visitation year-round. Regional events continue to be an important source of visitation and publicity opportunities for the destination. TPDD provided support to the Great Barrier Reef Marathon, Port Shorts Film Festival, Port Douglas Race Week, Port

Douglas Carnivale and Cairns IRONMAN while working with Tourism and Events Queensland and Tourism Tropical North Queensland to leverage off their communication channels.

The Great Barrier Reef and Daintree Rainforest are the icons that lead the regions marketing message. Expanding on our tourism portfolio is critical to continue to see growth and attract new markets. The announcement of funding for the Wangetti Trail from Port Douglas to Palm Cove is an exciting development and result of years of lobbying across many stakeholder groups. The completion of the



Flagstaff Hill Walking Trail and its inclusion in many visitors' itineraries has demonstrated the hunger for hiking experiences. The last half of the financial year saw significant work being undertaken to upgrade Marrdja, Jindalba and Dubuji Boardwalks in the Daintree. This was one of TPDDs key priorities going into the last state election and its gratifying to see our National Parks infrastructure receiving much need investment.

Thank you to the TPDD Board, led by Chair Ben Woodward, who served in 2018/19 through a time of internal review and readjustment, through their evidence-based analysis and strategic review we have set the organisation on strong course for sustainable tourism growth.

I am especially grateful to the talented and passionate TPDD team for the substantial range of activities we have rolled out this year. Their engagement with our industry, professionalism and passion for the Douglas Shire are important elements of TPDDs success.

Thank you to the TPDD membership for their support, particularly those who get behind our initiatives and share the load in promoting the region to potential visitors. Without this and the significant support of Douglas Shire Council the organisation wouldn't have been able to achieve the many outcomes highlighted in the report that follows.

Tara Bennett

TPDD Executive Officer

2018/19 SNAPSHOT

	2017/18	2018/19	YOY % change
Visitation			
Domestic visitors	306,000	330,000	Up 7%
International visitors	107,000	112,000	Up 4%
Visitor nights	2,340,000	2,467,000	Up 5%
Annual expenditure estimate	\$494M	\$520M	Up 5%
Marketing Activity			
Media Value Generated by TPDD	\$3.8m	\$4m	Up 5%
Number of Events Supported	6	6	-
Digital Activity			
Website Sessions	141,731	181,144	Up 24%
Fans of Visit Port Douglas Daintree Facebook	31,030	35,826	Up 12%
Instagram Followers	21,976	29,626	Up 29%
Total Reach	3,660,376	4,240,461	Up 14%
Total Engagement	307,113	315,287	Up 2.6%
Total Content Advocacy (#portdouglasdaintree)	10,736	13,585	Up 23%
Stakeholder Engagement			
Training Opportunities	12	16	Up 28%
Coop Campaign opportunities for members	10	11	Up 10%
Networking Events	5	5	Same
Financial Performance			
Income	\$660,810	\$648,702	Down 1.84%
Expenditure	\$622,268	\$666,967	Up 6.93%
\$\$ value of grants and co-operative activity	\$56,895	\$69,625	Up 20.12%

Table 1: YOY comparison for visitation, stakeholder engagement and marketing and digital activity
Source TPDD

INDUSTRY ANNUAL PERFORMANCE 2018/19

Visitation to the region as reported by Tourism Research Australia (TRA) appears to have grown in 2018/19 despite the challenges faced. TPDD and the Australian tourism industry at large have questioned the figures however in the short term they are what's available.

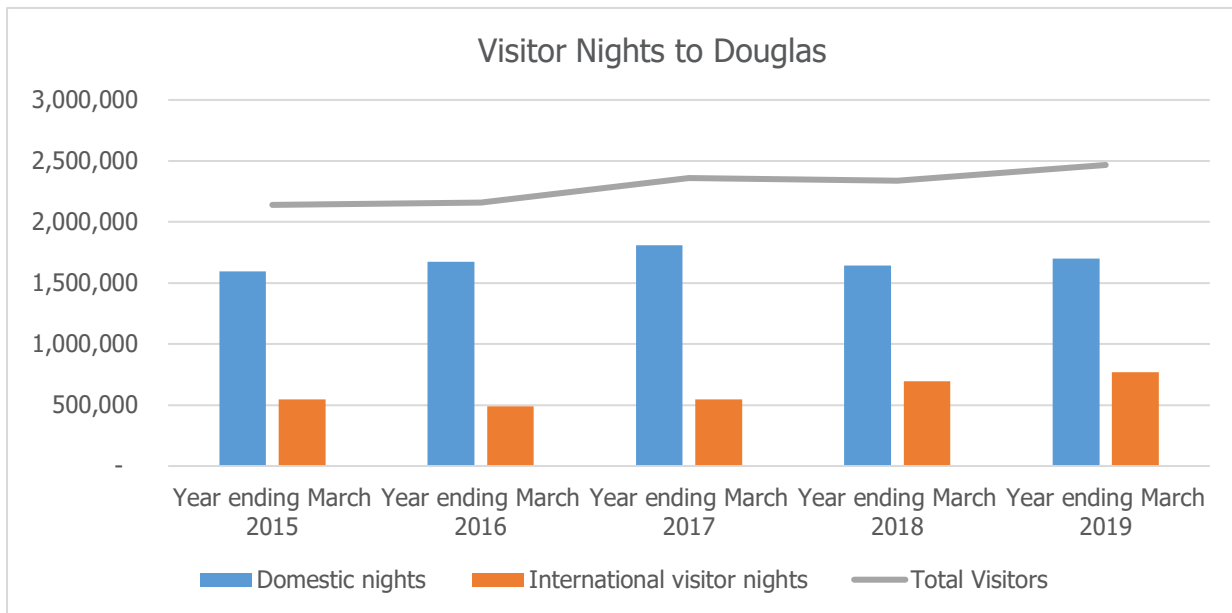


Figure 1: Visitor nights to Douglas region

Source TRA, figures for year ending June 19 weren't available at the time of printing

TPDD also consults with the industry on visitation patterns and performance to garner a more accurate picture of industry performance. Douglas based operators were asked to rate their overall performance for the 2018/19 financial year compared to the previous year.

Douglas Business Performance 2018/19

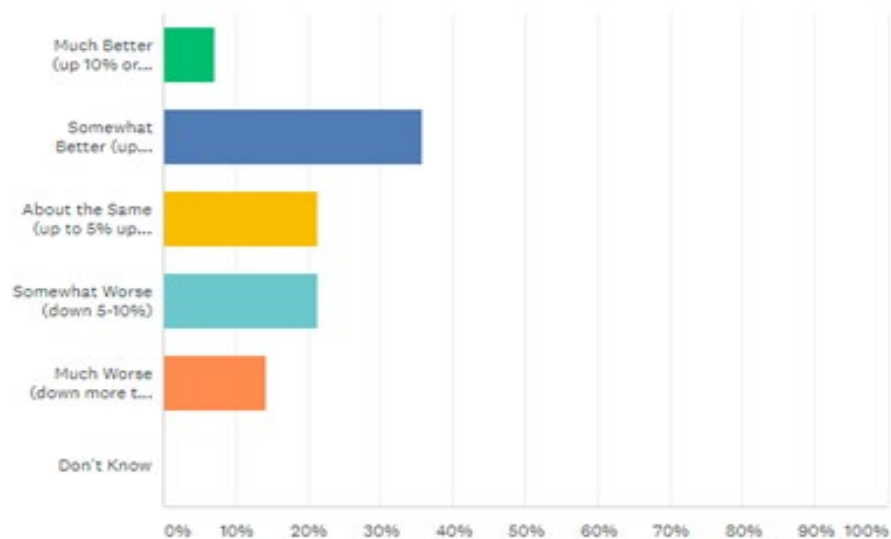


Figure 2: Business performance of the tourism sector in Douglas

Source TPDD Operator Survey

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 revenue per available room. The below highlights the destinations seasonality, and the drop experienced from November to May where signs of recovery started to come through.

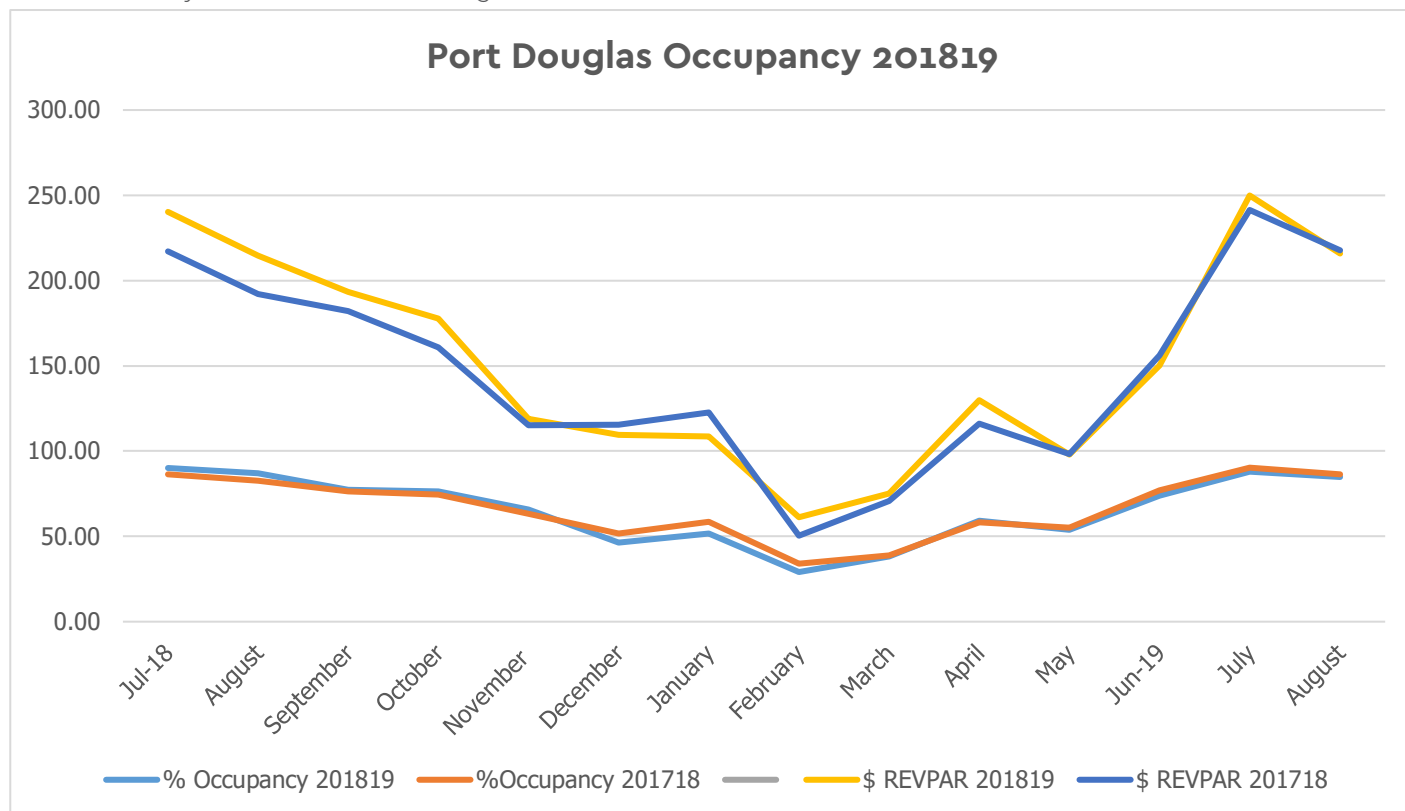


Figure 3: STR Monthly data, note there currently isn't participation by Daintree or Mossman properties.

DESTINATION RESULTS 2018/19

Consumer Sentiment

The Port Douglas and Daintree region topped a list of destinations from around the world for satisfied and happy visitors, according to leading strategic consultants Destination Think! The index report that has been commissioned by over 100 destinations, including 13 Queensland tourism regions, showed the Port Douglas Daintree region leading a field that included known international destinations such as Whistler in Canada, Chicago and Seattle in the US, and Sydney, Australia. The index analyses 625 million conversations across over 100 destinations to ascertain a destinations performance against 50 experiences and provides valuable insight into what exceeds expectations and which areas fall short.

Visitor Satisfaction

In the 2018-2019 CQU annual reporting period 97.7% of respondents indicating that they would recommend the Port Douglas and Daintree region to others. 1.5% of respondents indicated that they would not recommend the region to everybody, particularly young people or single young adults, while others stated that visitors would need a lot of money.

Only 0.8% of respondents said that they would not recommend the region, commenting that it would be too hot, there is not a lot to do without a car and that the food/cafes etc was quite poor. The region was rated 8.90 (from 1 to 10) on the overall quality of the visit, indicating a very high satisfaction level.

Visitor Spending

The average holiday budget (airfares, accommodation, tours and other expenses) for respondents holidaying in the Port Douglas and Daintree area (overall annual data) was \$4813.73 slightly down from last year's spend which was \$4,831.92 (domestic \$4,805.75 and \$4,826.32 for international) .

Motivations for Travel

Motivation	Overall	International	Domestic
Rest & relax	4.62	4.31	4.74
Climate	4.52	4.14	4.67
To have fun	4.48	4.46	4.48
Beaches	4.35	4.27	4.37
Experience natural environment	4.00	4.12	3.95
Experience a tropical lifestyle	3.80	3.58	3.87
Restaurants and dining	3.73	4.31	3.91
Visit the GBR	3.63	4.35	3.38
Visiting the Daintree	3.55	3.96	3.41
Spend time with family	3.53	3.42	3.58
Experience Australian wildlife	3.31	3.97	3.04
Snorkelling and diving	3.21	3.87	2.94
Try local food	3.19	3.09	3.23
Experience a tropical village	3.19	3.06	3.22
Cheap airfares	3.11	2.71	3.27
Adventure activities	2.98	3.14	2.89
Experience Aboriginal culture	2.83	3.18	2.69
Socialising & meet new people	2.73	2.69	2.74
Shopping	2.67	2.26	2.83
Nightlife & entertainment	2.64	2.35	2.76
Eco-accredited products	2.41	2.57	2.34
Visit friends & relatives	2.26	2.00	2.34
Fishing	1.80	1.62	1.85

Table 2: Motivations for travelling to the region

MARKETING ACTIVITY

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 and trade educationals and trade training.

The activities form a strategic mix to achieve cut-through in the market and reach the desired target audiences. 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 2018/19 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.

Melbourne Metro Train Advertising

TPDD worked in conjunction with the Daintree Marketing Cooperative on an advertising campaign that took place on Metro Trains in Melbourne during August and September, with commuters enticed by beautiful images of Port Douglas and the Daintree encouraging them to book a tropical escape. The campaign, linking with Booking.com, featured 48 panels inviting people to a tropical break. With 62% of travellers to Melbourne City using public transport for their commute and 8/10 of these people using Metro Trains this was a great opportunity to boost bookings for the shoulder season.

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 distributed nationwide into the Weekend Australia. This year, Discover Paradise hit households in April 2019, just in time to reach our southern neighbours as the temperatures dropped. Over 140,000 copies were distributed through key domestic markets of Victoria, New South Wales and North Queensland, featuring vibrant images, destination information and travel tips to entice people to book their next holiday. Advertising support by TPDD members provides an avenue for direct bookings to our industry.

Holiday Hangover Campaign

TPDD's Holiday Hangover digital campaign, which ran from the 8th – 22nd October through the TPDD website and social media channels, gave people a chance to win a trip to Port Douglas and was aimed to boost awareness for shoulder season travel, increase website traffic and leads for TPDD's consumer database.

The campaign recorded a total of 3,830 entries (increase of +173%) compared to the previous year, reaching 139,830 users and fostered 11,353 engaging actions. Direct traffic to the website recorded growth of 1000% and sessions, users and page views all showed record growth when compared to the previous period for 2017. An increase of 6.83% of leads was achieved for TPDD's consumer database.

Expedia Campaign

During March 2019 TPDD partnered with Expedia Media Solutions on a tactical marketing campaign which ran across the Expedia Australia and Wotif Australia websites in NSW and VIC aimed at delivering rooms nights for April, May and June.

This domestic campaign featured onsite media banners that linked to a landing page featuring activities and flight and hotel deals for Port Douglas and the Daintree. Over 50 tourism businesses from the Douglas Shire submitted an offer to be featured during the campaign.

The campaign received over \$640,000 in bookings, which broken down meant for every \$1 TPDD spent on the campaign \$60 was generated in booking revenue for the destination. A total of 1,300 room nights were secured throughout the campaign validity.

Website Relaunch visitportdouglasdaintree.com greatbarrierreefdrive.com

TPDD launched 3 refreshed websites plus a microsite in the past year. With the Port Douglas Wedding Professionals and Business Events Port Douglas sites live in February and the Visit Port Douglas Daintree consumer site in March and Drive microsite launched in March, both ahead of significant online campaign activity. All sites are already performing well, and this trend is expected to continue into the next year. The migration to Craft has brought enhanced functionality allowing us more opportunity to add features to blog posts and promote TPDD member content more heavily.

Show Me Your Paradise 2019 Retro

This annual campaign uses destination advocates to build and curate content for TPDD to market to potential visitors. This year's campaign asked previous visitors from up to 50 years ago to send their favourite holiday snaps of the region for a chance to win a holiday to recreate those memories.

Over 300 entrants submitted over 800 images, which are being curated into a video to be released next quarter. The second phase of the competition, concentrated on generating leads for email marketing, as well as influencing potential visitors in their dreaming phase of holiday planning, to entice them to book a holiday to region during the shoulder season. The campaign had a reach of 388, 824 with 961,203 impressions which generated 818 link clicks, from the promotion investment of \$3,754 the was \$0.11 per click.

DIGITAL ACTIVITY

The 2018/19 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 **37,700** people, segmented for different markets and purposes.

- Consumer database 27,544 – monthly
- Tourism industry (e.g. wholesalers, retail travel agents) 3,844 – contacted bi-monthly
- Tourism organisations (e.g. TTNQ, TA, TEQ) 97 - contacted quarterly
- Business events database 1,340 – contacted quarterly
- Weddings database 3,932 – contact as required
- Media **95** - contacted as required
- TPDD Members 320 – contacted monthly
- Douglas region 790 – contacted as required

Each market requires a different message and timing of that message in order to achieve cut through, both which have been refined over several years. For example, Image 1 is an Industry eDM aimed specifically on informing travel agents and industry colleagues about tourism product updates and regional information on what is new and fabulous in the region. Image 2 is a consumer campaign highlighting leisure-based tours and activities in the region, special deals competitions and events. This type of campaign is sent every month. These messages differ to membership communications, which include both member and TPDD updates, including marketing opportunities, digital tips and new member promotion.

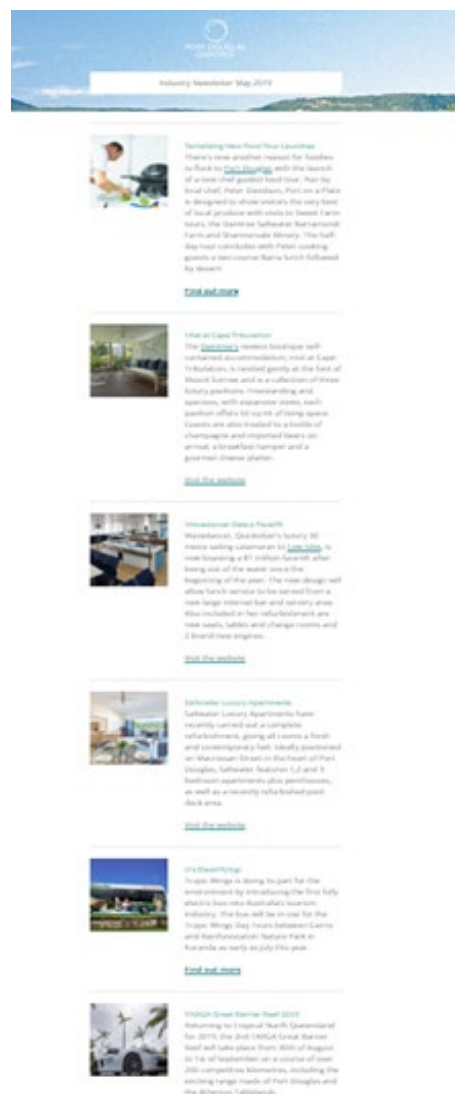


Image 1 Industry eDM

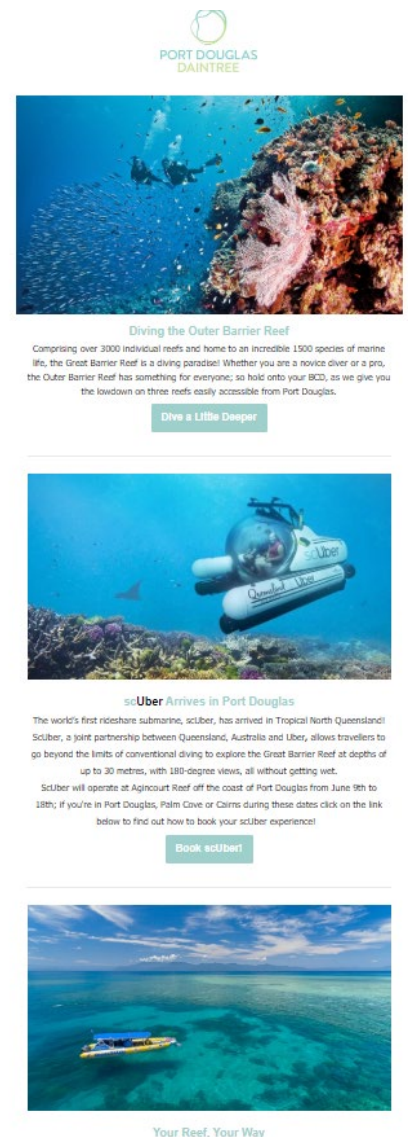


Image 2 Consumer eDM

TPDD Website Analytics Report

The consumer website was migrated from Adobe Business Catalyst to Craft in March 2019 as Adobe ceased to provide support for this platform. The migration to Craft has brought enhanced functionality allowing us more opportunity to add features to blog posts and promote TPDD member content more heavily. The Great Barrier Reef Drive microsite was also launched in Q4 2019 and has been integrated into the main visitportdouglasdaintree website and we continue to develop and add supporting content – member listings will soon be integrated into this section of the website.

We have seen positive increases in traffic YoY however page views per session are down slightly, though as of time of writing this figure had increased to 2.94 pages per session for Q1 19. International visitor numbers to the website were also down marginally on 2017/18; TPDD will look for opportunities to further promote the region to the international audience through the 19/20 FY.

	17-18	18-19	+/-%
CONSUMER VPDD			
Total Sessions	141,731	181,144	+27.8%
Unique Visitors	117,717	140,646	+19.8%
Page Views	417,032	517,059	+24.0%
Page views/session	2.94	2.84	-3.4%
Domestic Visitors	87,092	122,204	+40.3%
International Visitors	54,639	54,254	-0.7%

Blog Content Produced

1. Walk on the wild side: Where to have an Australian wildlife encounter in Port Douglas
2. Pack your togs, towel and tribe: a guide to the best family friendly accommodation
3. Stay local, shop local: 5 things to know before booking your Port Douglas escape (sponsored Seascape Holidays blog post)
4. Why you need to find tranquillity in the rainforest at Silky Oaks Lodge
5. How to do Port Douglas with a toddler
6. From Reef to rainforest reel – 6 Port Douglas Daintree locations from the big screen
7. Go from stressed out to stress free when you check in here
8. Beat the post-holiday blues with these 6 Port Douglas Remedies
9. The Cairns pride recovery party you need
10. 7 Ways to get wild in the Daintree Rainforest with kids
11. 7 reasons why Skyrail gives a new perspective on the Wet Tropics
12. Welcome to Carnivale 2019
13. Why Port Douglas is the Perfect Babymoon Destination
14. Holidays Like We Used To in Port Douglas Daintree

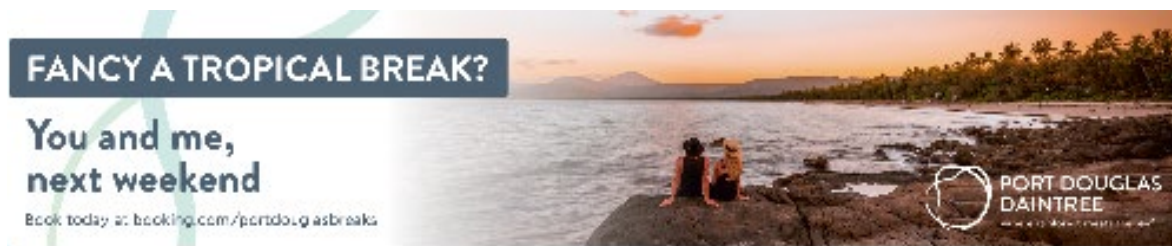
SOCIAL MEDIA MARKETING

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 \$11.2M for 18/19. 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.

		17-18	18-19	+/-%
REACH				
Facebook - VPDD	#fans	31,030	35,032	+12.9%
	Reach	2,192,140	1,957,270	-10.7%
Facebook - Industry	#fans	788	1,039	+31.96%
	Reach	72,244	105,794	+46.4%
Twitter	#followers	9,675	9,707	+0.3%
	Total potential impressions	503,646	566,566	+12.5%
Instagram - VPDD	#followers	21,976	29,626	+34.8%
	Instagram Reach	1,318,154	2,177,397	+65.2%
Pinterest - VPDD	#followers	317	334	+5.4%
	Total Reach	3,660,376	4,240,461	+15.8%
ENGAGEMENT				
Instagram - VPDD	Total Engagement (likes, comments, shares)	170,855	208,827	+22.2%
Facebook - VPDD	Total Engagement (likes, comments, shares)	97,874	82,191	-16.0%
Facebook - Industry	Total Engagement (likes, comments, shares)	11,091	11,607	+4.7%
Twitter Engagement	Total Engagement (likes, retweets, shares)	15,898	12,662	-20.4%
	Total Engagement	295,718	315,287	+6.6%
Instagram - VPDD	#media posted	287	313	+9.1%
Facebook - VPDD	#media posted	344	352	+2.3%
Facebook - Industry	#media posted	177	142	-20.0%
TOTAL POSTED MEDIA		799	807	1.0%
CONTENT ADVOCACY				
Instagram	#photos posted with #portdouglasdaintree	10,736	13,585	+26.5%
TOTAL CONTENT ADVOCACY		28,296	41,733	+47.5%

MARKETING EXAMPLES



Melbourne Metro Campaign



TPDD Domestic Mega Famil

Jetstar Cooperative Ad

Expedia Campaign

Japanese Fact Sheet

18
19

European Sales Mission



Win a \$2,500 Holiday to Port Douglas & Daintree

Dust off the photo album and find the holiday memories you have nearly forgotten about. Share your vintage snaps of the Port Douglas and Daintree region for your chance to win a holiday! The best part? You pick who to take and where to go. Choose to go on a 'Daintree Discovery', to get some 'R&R' (reef & rainforest), or maybe 'Perfect Port Douglas' is just right for you?

ENTER NOW!

Entries close 31 March.

T&Cs apply.

Discover Paradise



Chinese Fact Sheet



Daintree Discovery

Prize Valued at \$1,966

- 3 nights at [Heritage Lodge & Spa](#) in the Daintree Rainforest
- Wujal Wujal Bloomfield Falls tour with [D'Arny of Daintree](#)
- [Mossman Gorge](#) Dreamtime Walk
- [Aurule Surfing](#) Canopy Adventure tour
- [Ocean Safari](#) half day reef experience from Cape Tribulation



March Media Famil



Perfect Port Douglas



Get Some R&R

Prize Valued at \$2,526

- 3 nights at [Mandala Luxury Beachfront Apartments](#)
- [Flames of the Forest](#) rainforest dining experience
- Low Isles Half Day tour on board [Calypso](#)
- [Wildlife Habitat](#) wildlife immersion experience admission
- [Savill Rainforest Cabinetry](#) experience

Prize Valued at \$2,306

- 3 nights at [Reflections of Port Douglas](#) including restaurant and spa vouchers
- Daintree Rainforest tour with [Billy Tea Safari](#)
- [Quicksilver Outer Barrier Reef](#) snorkelling tour
- River Drift Snorkelling tour with [Bark Country Bites Adventures](#)
- [Hamley's Crocodile Adventures](#) Zoetastic Experience
- [Salsa Bar & Grill](#) restaurant voucher

ENTER NOW!

SMYP EDM



New Zealand Sales Mission

DOMESTIC TRADE ACTIVITY

The domestic market comprises approximately 65% of visitation to the Douglas region with travel peaking during the winter months. In 2018/19 there was a softening in visitation anecdotally though the TRA figures showed growth. Victoria is the largest market followed by NSW. In addition to the consumer direct activities TPDD works with trade partners to boost visibility and bookings.

TPDD Domestic Mega Famil

Tourism Port Douglas Daintree hosted the inaugural Douglas region domestic mega famil bringing 35 travel agents from Flight Centre retail and wholesale divisions, Helloworld, Luxury Escapes, Ignite Travel and Virgin Holidays to our stunning region to educate them on all that is available and put Port Douglas and Daintree in the forefront of their minds when they are booking their clients next holiday!

The program saw the agents take part in a half day training workshop, receiving product updates from 20 TPDD members along with a fabulous pre and post touring program which saw 5 itineraries dispersing throughout Douglas and TNQ. Feedback from agents was fabulous with 100% stating that they found the famil worthwhile and as a result feel more comfortable in selling Port Douglas and Daintree to their clients- some had already secured business at the time of the survey!

Helloworld Roadshow Victoria

TPDD participated in the Helloworld Roadshow through Victoria in March which included 4 training nights in Melbourne, Ballarat, Geelong and Warragul. The regional cities are a strong source market for the Douglas region. TTNQ also undertook the roadshow in NSW and QLD which TPDD elected not to so as to avoid duplication of activities. A total of approx. 150 agents were seen over the 4 nights with follow up undertaken post the event to each agent.

Sell TNQ

Port Douglas and the Daintree was centre stage playing host to 25 business events sellers in region for Business Events Cairns & Great Barrier Reef's annual trade event Sell TNQ.

The sellers meet with 32 suppliers from the TNQ region and spent time outside the workshop schedule experiencing some of the finest business events options in the region including a welcome event on the Port Douglas Sugar Wharf, workshops aboard Quicksilver VIII, gala dinner at Flames of the Forest and a collective breakfast hosted by Business Events Port Douglas at Little Cove following time at the Port Douglas Markets. Feedback was overwhelmingly positive with 100% of delegates finding Sell TNQ educational as well as planning to bring business to TNQ in the future.

Business Events Cairns & Great Barrier Reef Regional 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 secured updates with Tourism Events Queensland, a regional update with the team at Tourism Australia plus training with inbound tour operator reservations teams, a total of 106 people updated on the latest and greatest from Douglas. Training undertaken with Virgin Holidays, Infinity Flight Centre, Tourism Events Queensland famils team, Goway, IdEvents, Destination Pacific and Southern Crossings.

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 as 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.

The focus of retail calls remains on the suburban regions outside a 5km radius of the city centre where wholesale stats show is more likely to book a domestic holiday.

Region	Call Pattern Summary
Melbourne	82 days of sales calls visiting 1,276 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	25 days of sales calls seeing 351 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	21 days of sales calls visiting 339 retail stores Sydney CBD, Sydney East, Sydney South, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
Brisbane & SE Qld	14 days of sales calls seeing 238 retail stores North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich, Sunshine Coast and the Gold Coast

Table 3: Domestic Trade Sales Call Pattern



Image 3 Infinity Holiday BOOM buzz night



Image 4 Helloworld Roadshow

INTERNATIONAL TRADE ACTIVITY

The international (inbound) market comprises approximately 35% of visitation primarily from north America, United Kingdom, New Zealand and Europe. To maximise limited resources TPDD works with TA, TEQ and TTNQ on consumer messaging, develops content for members sales missions and internally undertakes trade activity as the best return on investment. TPDD undertakes international trade activity marketing through attendance at tradeshow, industry updates to our database of contacts gathered over 10 years, supporting trade familiarisation programs and providing training, product updates, destination content and images to inbound tour operators, wholesalers and retail agencies. In 2018/19 TPDD developed Chinese and Japanese collateral to support members in market with destination promotion tools.

European TTNQ Sales Mission

TPDD Executive Officer, Tara Bennett, was joined by Sheena Walshaw from Jungle Surfing Canopy Tours, Wade Bowen from Thala Nature Reserve, Adam Letson from Skyrail and Steve Edmondson of Sailaway on Tourism Tropical North Queensland's European Sales Mission. The group led by Julia Rohrbacher from TTNQ spent five days training specialist wholesale staff on selling travel to Tropical North Queensland as well as three days dedicated to Douglas focused training in the Netherlands, a growing market and the UK, one of the region's top inbound markets.

The mission provided an opportunity to update sellers of Australian travel on the destinations key selling points, new activities and product updates. During the mission Tara met with Explorer Fernreisen, Australia Plus, HM touristic, Boomerang Reisen, Der Touristik, Asia Voyages, East West Travel, Tui Swiss, Travel Essence, Tenzing Travel, Pacific Island Travel, QAS Holidays, Freedom Australia, Audley Travel, Flight Centre, French Product Managers and the teams in Europe and UK/Nordic. Providing a strong destination message with the support from local operators highlights the importance of working together to strengthen the local industry.

Inbound Up North Trade Event

The Australian Tourism Export Councils annual trade event, Inbound Up North, took place in Port Douglas over three days in October 2018.

TPDD along with several Douglas based operators proudly represented the Douglas region at the trade show. This event is now in its 19th year and delivers an informative, educational, fun-filled few days of back to back workshops with distributors from around Australia. This event brought over 40 key inbound tour operators to Douglas and included a touring program exploring the reef, rainforest and Atherton Tablelands. TPDD's presentation was rated as one of the highlights in the post survey.

New Zealand Sales Mission

At the start of the March, TPDD led a mini tour to New Zealand to stimulate the New Zealand market (our third largest inbound market) for 2019 and to make sure Port Douglas Daintree is front and centre with key sellers.

TPDD was joined by Thala Nature Reserve, Hartleys Crocodile Adventures, Flames of the Forest and the Quicksilver Group visiting Auckland and Christchurch training agents from Flight Centre Group, House of Travel and Go Holidays as well as meeting with key business events partners. The mission was a success with extremely positive feedback from participating members and industry in NZ. During the mission 141 industry were trained with a further 10 business events specialists' meetings. The Douglas region has experienced renewed interest from corporate New Zealand in bringing incentive groups to the destination, something we are determined to grow.

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 42 of the region's travel buyers, 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. This activity also presents valuable opportunities in growing the regions group series business and small group incentives that go direct through inbound tour operators.

Australian Tourism Exchange (ATE)

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business to business event. The event provides a forum for Douglas tourism businesses to showcase their products and establish important business links with the people and organisations that take Australian tourism to the international marketplace.

This event brought around 1500 delegates from over 30 countries to meet more than 550 Australian tourism businesses to showcase their products. With around 25 TPDD members in attendance, Douglas was well represented! TPDD also participated in the media program pitching destination stories with an emphasis on sustainable tourism delivery.

About Australia US Campaign

TPDD worked with a consortium of partners on a campaign undertaken by About Australia where our \$5,000 investment generated 384 room nights with partner funding from Virgin Australia, Tourism Tropical North Queensland, Tourism and Events Queensland, and Destination Gold Coast. The campaign (valued at \$70,000) primarily focused on lead generation through TravelZoo NewsFlash to select markets while concurrently increasing demand through top of the funnel conversion, remarketing, lead nurturing and retargeting.

This campaign provided a mass appeal turn-key, end to end, and affordable deal to a large number of potential travelers.



Australia: 9-Night Vacation with NYC Flights, \$1895

By Randi Redmon



About Australia has dropped the price of its 9-night east coast trip with local favorites, including stays in Sydney, Gold Coast and Port Douglas, plus roundtrip flights from **New York** City on Virgin Australia, to \$1895 per person.

That's up to \$555 less than booking on your own.

The deal includes:

- Roundtrip flights from **New York** City to Australia (arriving in Brisbane and departing Sydney)
- Domestic flights from Brisbane to Cairns and Cairns to Sydney
- 4- and 4.5-star hotels in Gold Coast (3 nights), Port Douglas (4 nights) and Sydney (2 nights)

When: select June-March dates

For \$650 more per person, upgrade to a package that includes visits to the Currumbin Wildlife Sanctuary (including koala photo), Great Barrier Reef snorkel trip, and luxury tours of the Daintree Rainforest and Sydney Harbour, plus airport transfers in Australia.

Image 5 – About Australia Campaign

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
Corrobboree East Famil	India	15
Connecting with Asia	Eastern	6
Connecting with Asia	Eastern	10
Luxperience Famil		5
Indonesia Tourism Officials	Eastern	24
HIS Educational	Japan	19
New Zealand Famil	New Zealand	12
TPDD domestic mega Famil	Domestic	35
Travellers Choice Famil	Domestic	6
Aussie Specialist Program	Western	3
Adam Pope – Worldwide Travel NZ	New Zealand	1
House of Travel – Product Executive	New Zealand	1
Sunlover and Qantas Famil	Domestic	9
Paul Summers – TEQ Japan	Japan	1
Flight Centre UK	Western	16
Infinity Holidays Famil	Domestic	16
Antipodes Travel - Belgium Famil	Western	12
Daintree Tourism Organisation Refresh	All	4
TEQ Educational	All	5
TOTAL		200

Table 4: Trade Educationals Source TPDD

MEDIA RELATIONS

Key publicity campaigns covering the Port Douglas Daintree region over the last 12 months have been driven internally by Tourism Port Douglas Daintree. The 2018/19 year saw the continuation of the experiential based marketing approach from Tourism Events Queensland, rather than destination-led marketing. This has meant Tourism Port Douglas Daintree's role has become increasingly more important in anchoring the destinations experiences.

TPDD continues with its efforts to educate and inform on the health and viability of the Great Barrier Reef. International and domestic media and trade VIPs have been hosted on dedicated famils so they can experience the Reef for themselves – which, is acknowledged as thriving in areas and recovering in others. The arrival of scUber was another publicity highlight for the region reaching 2.9 billion people across the globe and generating millions of dollars' worth of publicity for Queensland, the Great Barrier Reef and local tour operators who were part of the campaign.

In the year ending June 2019, TPDD PR media relations and famils helped generate above \$4million (not including scUber). Although, based on previous years publicity campaigns, the real likely value of publicity for the region would sit at \$20 to \$25 million. During the past year, TPDD initiated and hosted two major media famils, timed in March for Port Douglas Carnivale and November to highlight weddings. TPDD also worked with TEQ and TA to support their media programs resulting in further coverage. Estimated publicity value generated from the entire Port Douglas Carnivale campaign, including the TPDD led media famil was approximately \$1.9 million. Media mentions of the 2019 campaign totalled over 50 across print and digital media, with all printed material syndicated across Newscorp digital platforms, including 10 television reports and two live Today Show crosses. Estimated value of the 2019 print/TV/Radio campaign is approximately \$1.3 million in publicity. Digital value is estimated to be approximately \$551,000.

Highlights from Port Douglas Carnivale media famil included coverage in AWOL, Caravan World and New Idea.

The Wedding focused media famil had a print and digital focus, making it difficult to generate an exact PR value. Strategic PR estimates the approximate value to be \$200,000. Coverage was received on Polka Dot Bride (Australia's leading wedding website), with editorial highlights including:

- 8 Memorable Ways to Get Hitched in Port Douglas and Daintree
- How to Mini Moon in Far North Queensland
- Romantic Summer Port Douglas Wedding
- Jacinta & Bevan's Luxe & Modern Tropical Wedding

Total approximate figure from domestic PR: \$4 million (not including scUber).

Note: Estimated value does not include digital content.

Media Examples



Image 6 - In Style Magazine March 2019



Image 8 - Caravanning World May



Image 7 - Polka Dot Bride Nov 2018

Other publicity highlights included Escape Travel, Style Magazine, and The Herald Sun Port Douglas Carnivale print campaign domestically, and Harpers Bazaar (UK), Lux Review, The Independent in the International Market. Of notable mention was the Daintree Attractions Pass coverage from a TPDD EDM, which received 25 million views, generating \$700k value across 10 different outlets in German speaking Europe.

Port Douglas Daintree also received national television exposure through Today Weather Cross, Sunrise from Palm Cove (heavy with Port Douglas / Daintree content), Married At First Sight, Escape from the City (ABC) Getaway, Queensland Weekender and suUber Spongebob Launch via the Today Show.

Media Releases

In 2018/2019 Financial year, TPDD through Strategic PR generated the following media releases:

- 1) Leading the Way in Eco-Tourism
- 2) Port Douglas Daintree Website is Wedded Bliss
- 3) Tourism With A Heart – Website Helps Business Give Back
- 4) Through the Lens With Ali George (feature profile story)
- 5) Ambassadors Capture the Essence of Paradise
- 6) Ambassador Rian Cope (feature profile story)
- 7) Ambassador Reuben Nutt (feature profile story)
- 8) Queensland Weekender Showcases Port Douglas Daintree
- 9) Sport Events Gold for Port Douglas Daintree
- 10) Green Light for Enviro Credentials in Port Douglas Daintree
- 11) Port Douglas Accommodation Shows Domestic Growth
- 12) Port Douglas Daintree in World Top 100 for Green Tourism
- 13) On A Mission – Port Douglas Daintree Shines
- 14) No Ferry Tale – It's Free
- 15) Millions of Online Chats Prove Visitors Love Port Douglas And Daintree
- 16) Walk on the Wild Side and Get Back to Nature (Daintree family focused travel blog)
- 17) Douglas Card Now Offers Free Mossman Gorge Shuttle
- 18) Port Douglas Daintree Front and Centre in Targeted Marketing Activity
- 19) Show Me Your Paradise: Vintage Edition
- 20) 'Travel Green' In Port Douglas Daintree
- 21) New Website Showcases Tourism Product
- 22) Great Barrier Reef Drive Ready To Be Traversed
- 23) Port Douglas Carnivale Tourism Boost
- 23) Port Douglas Daintree Carbon Neutral
- 24) Take An Underwater Uber For The Ride Of Your Life

BUSINESS EVENTS ACTIVITIES

Business Events Port Douglas is a collective of 17 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.

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 2018 tradeshow which was held in Port Douglas. The show comprised a series of 9-minute appointments with 27 key events planners and trade media from Australia and New Zealand. Business Events Port Douglas hosted the farewell breakfast for the delegates on Sunday in Rex Smeal park prior to the post touring program beginning.

Attended Business Events Cairns Great Barrier Reef Showcase to Sydney and Melbourne comprising VIP lunches and short presentations.

Attended Convene Q in Brisbane alongside Business Events Cairns and Great Barrier Reef.

Attended AIME (Asia Pacific Incentives Meetings Event) in the Business Events Cairns GBR stand securing 17 appointments.

Newsletter

Branded, formatted newsletters are sent out quarterly to the group's database of over 1300 industry contacts. This features member product news and business events themed updates with images and direct contact information.

Advertising activity

- Half page advertisement in the Discover Paradise Magazine

Media

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



Image 9 - BEPD Discover Paradise AD

Website

The BEPD website was relaunched on the Craft platform in February with additional blog and destination content. The focus in 2019/20 will be on content creation to boost visitation and the user experience.

	17-18	18-19	+/-%
BUSINESS EVENTS - BEPD			
Total Sessions	1,524	1,515	-0.6%
Unique Visitors	1,355	1,296	-4.4%
Page Views	3,069	3,594	+17.1%

WEDDING MARKET ACTIVITIES

Port Douglas Wedding Professionals

The Port Douglas Daintree region averages 500 weddings per year. The Port Douglas Wedding Professionals (PDWP) group has been promoting the Douglas Shire as a premium location for destination weddings for 8 years now.

Rob Cooke from Port Douglas Weddings and Sarah Woods from Port Douglas Wedding Celebrant are the co-chairs. Weddings are also incorporated in the overall marketing strategy of the region, with the growing and lucrative industry represented in a broad cross section of tourism promotions. The group's primary focus is promoting the region as a must do tropical location for destination weddings.

In June 2019 the group was restructured under Tropical Weddings Port Douglas with future activity to be undertaken by TPDD and available to all TPDD members.

PDWP marketing activity:

- Relaunch website on Craft platform.
- Full page spread in Tropical North Queensland, 'Welcome to Tropical North Queensland' publication.
- Full page ad in 'Welcome to Port Douglas and Daintree'.
- Attended the Melbourne wedding expo and launched the 'Win a Luxury Escape' competition.
- Designed and produced a PDWP 8-page brochure for distribution at the 2019 Melbourne Bridal Expo and subsequent trade events.
- The group via TPDD also liaised with the Douglas Shire Council to address issues directly relating to weddings.
- Double page co-operative ad in Great Destination Weddings with editorial.
- Hosted 3 media in region for a dedicated wedding faml.
- A Facebook advertising campaign to win a romantic trip for 2 to Port Douglas, resulting in over 3600 entries.

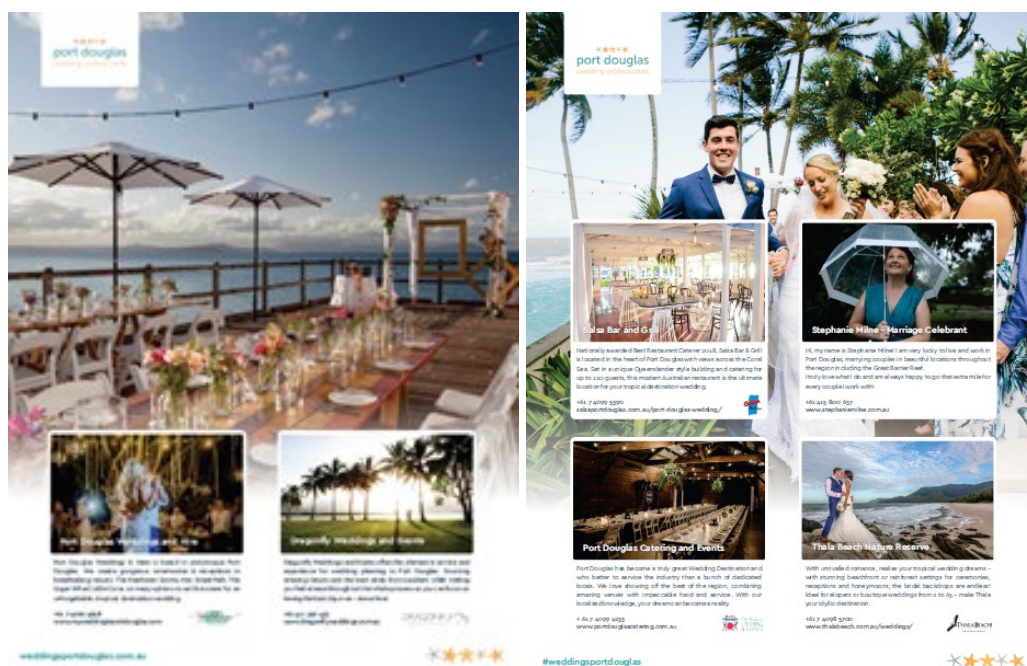


Image 10: DPS in Great Destination Weddings

Website

	17-18	18-19	+/-%
WEDDINGS - PDWP			
Total Sessions	2,952	11,335	+284.0%
Unique Visitors	2,644	9,406	+255.7%
Domestic Visitors	2,217	9,350	+321.7%
International Visitors	498	1,926	+286.7%

A competition was run in February and March with paid social spend behind it that required entry via the TWPDP website and this is why there is such a large increase in all metrics over the previous year.

Facebook

		17-18	18-19	+/-%
REACH				
Facebook - PDWP	#fans	3,630	3,605	-1.0%
	Total Reach	77,838	76,383	-1.9%
Instagram - PDWP	#followers	458	947	+35%
Total Reach		77,838**	76,383**	
ENGAGEMENT				
Instagram - PDWP	Total Engagement (likes, comments, shares)	8,266	8,467	+2.4%
Facebook - PDWP	Total Engagement (likes, comments, shares)	3,129	3,592	+14.8%
Total Engagement		11,395		

- Follower growth on the Tropical Weddings Port Douglas Facebook page is prone to fluctuation due to page audience and where they are in the consumer journey i.e. dreaming phase, planning phase, experiencing phase etc.
- The current social media plan for the Tropical Weddings Port Douglas does provide access to Reach statistics.

INDUSTRY DEVELOPMENT & ADVOCACY

To support 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. The TPDD Engagement Strategy sets out a framework to ensure TPDD is maximising communication with stakeholders to meet the needs of the Douglas Shire.

Key industry development, community engagement and training activities:

Destinations specific research through Destination Think and visitor surveying and analysis by Central Queensland University. Presentation of CQU survey results to members and the community
Administering the cruise ship tourism ambassador program training volunteers, providing collateral and setting up to meet every cruise ship to Port Douglas
Working with TTNQ to deliver 12 training opportunities through the Australian Small Business Advisory Services Program funding
Supported Douglas Shire Council's initiatives to grow and develop ecotourism and the destinations sustainable tourism delivery. Co-presented at the Global Ecotourism Conference in Townsville
Ausindustry training and mentoring for the Port Douglas wedding market
Work with Department of Transport and Main Roads to roll out signage along the Great Barrier Reef Drive (expected completion in Oct 2019)

TPDD advocates for the industry to government and agencies across investment, national parks, management plans and legislation impacting tourism. Key priorities in 2018/19 were crocodile management, connectivity, review of the Wet Tropics Management Plan and the successful funding commitment to developing the Wangetti Trail.

Industry networking also plays a key role for developing strong ties across the region. TPDD joined forces with the Australian Tourism Export Council to hold a joint networking event at the Wildlife Habitat, a lawn bowls afternoon for members in Mossman, industry chats in Daintree Village, a dedicated Daintree famil for TTNQ and TEQ team members to update on what the region has to offer and the annual joint TTNQ TPDD end of year networking that attracted over 100 guests.



Image 11: TTNQ/TEQ Daintree Famil

MEMBERSHIP

TPDD membership products decreased slightly through a reduction in products as a result of industry consolidations and changes in membership levels for some operators (see Appendix 2).

Membership Level	As of 30 June, 2018	As of 30 June, 2019	% change
Supporter	14	14	-
Silver	104	106	Up 1.92%
Gold	31	31	-
Platinum	10	8	Down 20%-
TOTAL	159	159	-
TOTAL PRODUCTS	179	173	Down 3.4%

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

The structure is designed to provide different levels based on an operator's needs and marketing activity. This has been achieved over the past three years with a more diverse range of companies becoming members of TPDD. TPDD has achieved growth in member buy in for specialised marketing opportunities such as co-operative advertising, trade activity and digital packages.



Image 12: Barefoot Bowls Member Networking



Image 13: TTNQ/TPDD Christmas Party



Image 14: Member update November 2019

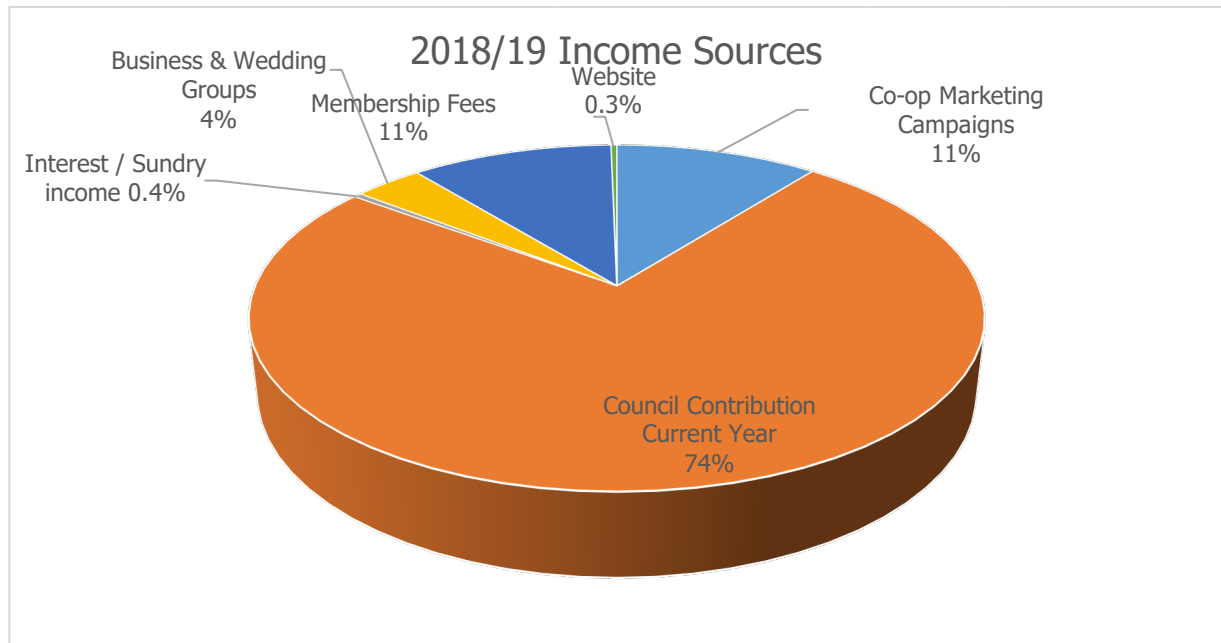
Members Product List as at 30 June 2019

2 Fish Seafood Restaurant Port Douglas	Daintree Wonder Tours	Ocean Safari	Ros Harries Marketing Pty Ltd
Adlink Media	D'Arcy of Daintree	On Deck Catering	S & S PORT DOUGLAS TRIKE AND HARLEY TOURS
Aquarius Sail & Snorkel	Divers Den	On the Inlet Seafood Restaurant	Salsa Bar & Grill
At The Mango Tree	Dougies Backpacker Resort	Out N About Sports fishing	Saltwater Luxury Apartments
Australian Tourist Publications	Douglas Chamber of Commerce	Oz About Oz	Sarah Woods - Civil Celebrant
Back Country Bliss	Down Under Tours	Paddy's Irish Pub & Grill	Sassi Cucina & Bar
Bally Hooley Port Douglas	Executive Accommodation Retreats	Palmer Sea Reef	Seascape Holidays
Barbados Port Douglas	Exemplar Coaches & Limousines	Paradise Links Resort	Serenity Accommodation
Bay Villas Resort	Flames of the Forest	Parker Travel Collection	Shantara Resort & Spa Port Douglas
Beach Shack	Flying Fish	Peppers Beach Club	Sheraton Mirage Port Douglas
Big 4 Glengarry Holiday Park	FNQ Nature Tours	Pink Flamingo	Silky Oaks Lodge
Billy Tea Safaris	Freestyle Resort Port Douglas	Pinnacle Tourism Marketing.	Silversonic
Blue Dive	GBR/ Quicksilver Helicopters	Pk's Jungle Village	Skyrail Rainforest Cableway
Body Corporate Services	Ginni Boutique	Port Douglas & Mossman Gazette	Solar Whisper Wildlife Cruises
Brett's Outback Tasting Adventure	Hartley's Crocodile Adventures	Port Douglas Accommodation	Stephanie Milne Marriage Celebrant
Bruce Belcher's Daintree River Cruises	Hemingway's Brewery	Port Douglas Affordable Dental Centre for advanced dentistry	Sweet Farm Tours
BTS Tours	Heritage Lodge & Spa	Port Douglas Apartments	Thala Beach Nature Reserve
Busy Bees Babysitting Services	Hibiscus Resort and Spa	Port Douglas Backpackers Port Douglas	The Bike Shop and Hire
By The Sea Port Douglas	Hook Up Charters	Port Douglas Catering & Events	The Boutique Collection
Cairns Airport PTY LTD	Hook-A-Barra	Port Douglas Combined Club	The Meridian at Port Douglas
Calypso - Agincourt Reef Snorkel and Dive	Indigo Port Douglas	Port Douglas Connections	The Whitehouse
Calypso - Opal Reef Snorkelling only	Janbal Gallery	Port Douglas Events, Weddings and Hire	Ticket Mates
Cape Trib Beach House	Jucy Rentals	Port Douglas Getaways	Tony's Tropical Tours
Cayman Villas	Jungle Surfing Canopy Tours	Port Douglas Local Tourism Network	Tropic Breeze Van Village
Central Hotel	Jungle Tours	Port Douglas Peninsula Boutique Hotel	Tropic Wings
Central Plaza Port Douglas	Lady Douglas River Cruises	Port Douglas Queenslander	Venture Deeper
Choo Choo Explorer	Lazy Lizard Motor Inn	Port Douglas Transfers	Verandahs Boutique Hotel
Choo Choos	Le Cher Du Monde	Port Douglas Tropical Trips	Villa San Michele
Club Tropical Resort	Lotsa Printing	Port Douglas Weddings	Wavedancer
Coconut Grove Resort	Low Isles Sailaway	Port Douglas Yacht Club	Wavelength Marine Charters
Court House Hotel Port Douglas	Mandalay Luxury Beachfront Apartments	Port Village Shopping Centre	Wicked Willie's Jewellery Pty Ltd
Cow Bay Homestay B&B	Masons Tours Cape Tribulation	Poseidon Outer Reef Cruises	Wildlife and Rainforest Tours
CQ University	Mocka's Pies	Pullman Port Douglas Sea Temple Resort and Spa	Wildlife Habitat
Crocodile Express	Mossman Gorge Centre	QT Port Douglas	Windswell Kite Surfing
Crystalbrook Superyacht Marina	MV Monsoon Port Douglas	Quicksilver Connections	Zinc Port Douglas
Daintree Boatman Nature Tours	Nautilus Aviation	Raging Thunder Adventures	Mist Cape Tribulation
Daintree Discovery Centre	Nautilus Holiday Apartments	Rainforestation Nature Park	Down Under Tours
Daintree Discovery Tours	Net Know How	Ramada Resorts Port Douglas	Fab FM
Daintree Eco Lodge & Spa	Ngarru Gallery Indigenous Fine Art	Rattle N Hum Bar & Grill	GBR Legacy
Daintree Marketing Co-operative	Niramaya Spa and Beauty	Reef Sprinter	Port on a Fork
Daintree River & Reef Cruise Centre	Niramaya Villas and Spa	Reflections of Port Douglas	Expedia
Daintree Safaris	NQ Exhibitions	Regal Port Douglas	Destination Cairns Marketing

FINANCIAL SUMMARY

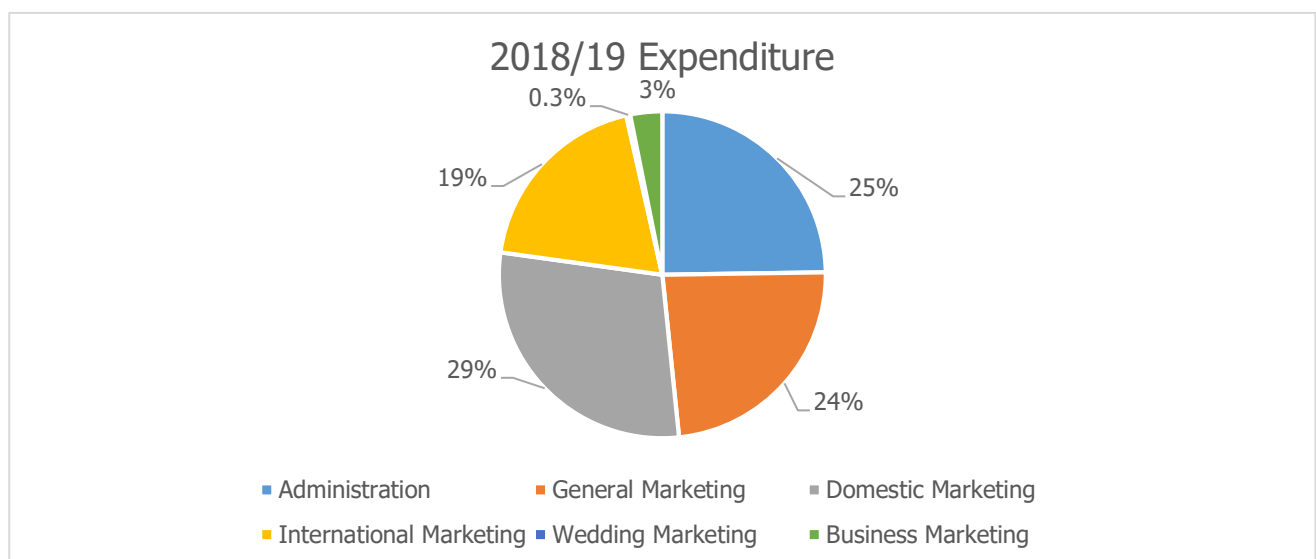
TPDD activities are funded through a three-year Douglas Shire Council funding agreement, membership, co-operative campaign activity and grants. Income from the wedding and business events groups are independently administered by each group.

TPDD achieved a total of \$642,049 in revenue, a decline of 1.84% percent from last year due to reductions in membership and website revenue, interest and group participation for weddings and business events with growth achieved from co-operative marketing up 20% and DSC funding increasing 1.5% to \$488,402



Breakdown of TPDD expenditure

TPDD divides expenditure according to marketing areas and administration costs. Expenditure for the year closed at \$664,358 with \$198,440 attributed to domestic, \$133,273 international, \$158,675 for general (which includes event support, digital marketing, website and public relations) and \$145,404 in Administration, Business Events spent \$25,574 and Port Douglas Wedding Professionals spent \$7200.



TPDD accounts were audited by Jason Taylor at Crowe Audit Australia – see appendix

APPENDICES

- 1- Annual Audited Financial Report 2018/19
- 2- KPI Breakdown

KPI Breakdown

Achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets;		
Key Performance Indicator	Required Annual Outcome	Annual Outcomes
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) 	Compiled and sent in August, October, December, March and May to database of 3,769 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 in July Hosted 200 trade representatives in region resulting from trade enquiries. Ongoing correspondence
	<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. Developed Chinese and Japanese material for members to distribute at in market trade events Information packs posted to enquiries
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 	3 pax famil hosted in November with a destination wedding theme 3 pax famil hosted in March with a Carnival theme and additional local media launch event for 10 local media
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	New Idea, Cairns Post, CIM Magazine, new.com.au, Micenet, Escape Travel, Daily Telegraph, Herald Sun, Better Homes & Gardens, Polka Dot Bride and National Geographic
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	24 produced – see page 27
Support cruise ship visits	<ul style="list-style-type: none"> TPDD to actively meet all cruise ship arrivals 	13 cruise liners greeted with 4 cancelled
Increase website content with a blog and 3 updates per month		14 blogs produced -see page 16 Ongoing member updates and introductory blurb over 8 destination and inspiration pages

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 	Compiled and sent to database of 33,000 in August, September, October, November, December, January, February March, April, May x 2 and June
	<ul style="list-style-type: none"> Periodic digital campaigns to drive demand during shoulder periods 	<p>Hosted Instagrammer WanderReds from Spain resulting in 8 new images for library and video clip and Australian Jason Van Miert resulting in new images and in region activity.</p> <p>Facebook paid activity promoting flight sale in August, September, March and April</p> <p>Melbourne Metro train advertising with booking.com call to action</p> <p>Cure Your Holiday Hangover Campaign – Win a Trip to Port Douglas competition recorded a total of 3,830 entries, reaching 139,830 users and fostered 11,353 engaging actions. Direct traffic to the website recorded growth of 1000% and sessions, users and page views all showed record growth when compared to the previous period for 2017.</p> <p>2 x wedding campaigns across Facebook, Instagram and website cross promoted via visitportdouglasdaintree assets.</p> <p>Expedia partnership campaign to drive short term bookings in March</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 14.9% from July 2018 – June 2019, attracting 4,649 new page likes to 35,827. Facebook Engagement (likes, comments, shares) increased by 37.3% to 302,758 lifetime interactions.</p> <p>Instagram recorded follower growth of 34.8% from July 2018 – June 2019, attracting 7,650 followers to 29,626. Total post engagement increased by 22.2% YoY with a total of 208,827 interactions recorded from July 2018 – June 2019.</p> <p>Pinterest recorded a 5.4% follower increase</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 Outcomes
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield	<ul style="list-style-type: none"> Marketing plan 	Ongoing communication with sales and marketing representatives to ensure activities are in line with market needs. Consultation with gold and platinum members to validate CQU visitor surveys and identify key domestic and international markets. Meetings held with TTNQ digital, western and domestic managers to align and leverage activities such as the Holiday Hangover campaign and About Australia
Undertake Douglas region research to identify source markets, preferences and travel trends.		Central Queensland University quarterly barometer completed and Survey Monkey to regional operators used. Presentation of CQO results to members in December. Destination Think! Research commissioned to ascertain visitor's sentiment of the Douglas Shire with results communicated to Board, DSC and members. Participated in TTNQ Domestic strategizing with research from The LAB
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		TPDD partnered with TTNQ on trade opportunities such as Boomerang Reisen advertising and About Australia US campaign. Participated in TTNQ's European sales mission with 4 operators from Douglas. Hosted TEQ Board visit to Port Douglas and TA TEQ touring day in Feb. TPDD secured and conducted collaborative TA update in July with 5 members. TA, TEQ and TTNQ campaign opportunities communicated to TPDD members.
Support and administer the Business Events Port Douglas and Port Douglas Wedding Professionals Advisory Groups	<ul style="list-style-type: none"> Foster development of group marketing activities 	Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities. Worked with the DMC on stand alone Daintree promotion.
	<ul style="list-style-type: none"> Increase website content with a blog & 3 updates per month for www.businesseventsportdouglas.com.au 	New website launched in February featuring blogs for children and corporate social responsibility themes. Incentive and conference itineraries updated for website. Website performance has been stable across visitation and page views.

	<ul style="list-style-type: none"> Increase website content with a blog & 3 updates per month for www.weddingsportdouglas.com.au 	New website launched in February with increased destination content and blogs. Template for Real Weddings developed for more case studies to be loaded. 2 competitions conducted to drive traffic resulting in almost 400% visitation growth YOY.
	<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. As at the end of June 19 the page had 987 followers, up 348 (35%) from Jul 1 st . Engagement recorded on the page was 8,467, up from 4,356 in 1718, likes and comments.
Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Annual Outcomes
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 	<p>Ongoing</p> <p>Worked with DSC to identify priority projects for TNQ Destination Tourism Plan</p> <p>Attended Eastern Kuku Yalanji Tourism Workshop held by Jabalbinna</p> <p>Hosted Ecotourism Australia workshop and promoted DSC incentive scheme</p> <p>Discussions with Ecotourism Australia to achieve destination certification</p> <p>Sustainable tourism initiatives discussed with CCIQ, QTIC and QLD govt Climate Change department.</p> <p>Repeated meetings with Crystalbrook Collection team</p>
	<ul style="list-style-type: none"> TPDD to work with TTNQ on the Douglas Shires progress of the TNQ Destination Tourism Plan 	TTNQ updated the DTP in December/January working with LTOs on priority areas for the sub regions TPDD and DSC co-ordinated a joint response for inclusion. Areas of progress include planning of Wangetti Trail and indigenous tourism
Promote key tourism development initiatives for the Douglas region;		

Key Performance Indicator	Required Outcome	Annual Outcomes
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>All meetings attended unless EO was away on business</p> <p>domestic strategy, tourism organisation forum</p> <p>Met with TEQ regional manager</p> <p>Discussions with TTNQ team on campaign activities</p> <p>Attended all TEQ presentations and July visit to head office to update MATAF team, Great Barrier Reef messaging and publicity</p> <p>Supported GBR Workshop in region for TEQ and planning for scUber release</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 to DMC for the new Marketing Plan including the Melbourne Metro advertising, Douglas Card promotion. Attended DMC meeting in August and June to discuss market trends and planning for 1920.</p> <p>Daintree Strategic Advisory group meeting held to direct TPDD's marketing strategy 1920.</p>
In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Continued push for recognition of the Great Barrier Reef Drive with signage through DTMR (rollout Aug 2019). Developed and launched microsite Greatbarrierreefdrive.com and 1-page flyer for caravan and camping shows with TTNQ
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	<p>Undertook Douglas based research with CQU to assist in tourism related decision making and planning.</p> <p>Continued promotion of Douglas Access, Douglas Card and Douglas based filming opportunities</p> <p>Worked with DSC on Destination Eco Certification and carbon neutral holidays. Great Barrier Reef Drive safety app</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. 	Supported Port Shorts, the Great Barrier Reef Marathon, New Years Eve fire works, Port Douglas Race Week, Jungle Ride, Eco Fashion Week, Cairns IRONMAN and Port Douglas Carnivale. Letter of support for arts festivals in 2020 and 2021.
	<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. 	Funded marketing promotion for Port Shorts, Port Douglas Carnivale and the Great Barrier Reef Marathon. Discussions and packaging for Port Douglas Carnivale, support for development of new arts festival Call of the Running Tide,

Engage key tourism organisations and business leaders to facilitate short, medium and long-term planning;		
Key Performance Indicator	Required Outcome	Annual Outcomes
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 	Ad hoc meetings undertaken with renewed communication from the new committee. Quarterly Chamber Corner added to TPDD member communications.
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board 	Actioned in February to also present TPDD Strategic Objectives and update on tough market conditions
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 	Applied and lobbied QTIC for funded digital training for regional QLD. Additional training rolled out in Douglas through 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 	Discussion with Chamber regarding the ASBAS training opportunities for their members. Invitation to the TPDD member workshop, cross promotion of Chamber and TPDD opportunities through member newsletter and Industry Facebook
Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Annual Outcomes
Engage with local industry, TTNQ, TEQ, QTIC and the		Ongoing meetings with members and new operators to the region.

Chamber in respect to issues and opportunities facing the tourism industry.		<p>Attended Regional Tourism Network meetings TTNQ</p> <p>Presentation to TEQ Board on opportunity and issues for Douglas tourism industry.</p> <p>Regular communication with TEQ_GBR team</p> <p>Assisted with community meeting and funding of report into brochure distribution in collaboration with DSC and Douglas Chamber of Commerce</p> <p>Frequent local industry consultation to ascertain impact of poor weather and media messaging, information fed to TEQ to help secure additional funds for recovery promotion.</p>
Representation at state and federal government meetings affecting the tourism industry.		<p>Met with Cynthia Lui, state member for Cook</p> <p>Presented to Enquiry into Safer Waterway Bill</p> <p>Contacted Premiers office regarding crocodile management and aviation access</p> <p>General discussion with Warren Entsch and his communications manager</p>
Represent the Douglas region with TEQ, QTIC and ATEC in regard to issues facing tourism in the region.		<p>Met with ATEC CEO Peter Shelley and QTICs Brett Kapernick and Dr Natasha Montsalto</p> <p>Co-presented with DSC at the Global Ecotourism Conference in Townsville</p> <p>Hosted visit of TEQ Board of Directors outlining opportunities and issues of tourism in Douglas</p>
Participate in the taskforce as identified in the Douglas Shire Economic Development Strategy		<p>Attended in August now on hold. Projects resulting from the taskforce include Ecotourism certification, carbon neutral holidays and top 100 destinations</p>
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 Outcomes
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 	<p>Finished June with 158 members down from 159 in June18 with 173 products down from 179. New members include Down Under Tours, Bike N Hike Adventures, Expedia, Down Under Tours, GBR Legacy, FAB FM, Port on a Plate, mist Cape Tribulation and the</p>

		White House representing a diverse mix of sectors. Cancelled memberships included Avis car rentals, Sun Palm Transport, Balboa Holiday Apartments, Adventures Port Douglas, Dragonfly Weddings and Events and Port Douglas Outrigger all for various reasons.
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 Outcomes
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	<ul style="list-style-type: none"> TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD 	EO quoted on behalf of TPDD representing the industry and organisation delivering unified messaging. 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. Messaging provided throughout the monsoonal events to unify industry and garner support. Additional commentary provided to share concerns for tourism industry and its challenges during downturn to help operators work through the soft trade period. Numerous representations made to TTNQ, QTIC, QLD government and TEQ to advocate for tourism in the Douglas Shire.