

Tourism Port Douglas Daintree
6/40 Macrossan Street
Port Douglas, 4877

Scott Osman
Chief Executive Officer
Douglas Shire Council
64-66 Front St
Mossman QLD 4873

July 21, 2026

**Re: Submission in Support – Development Application – Wonga Beach Resort,
18 Oasis Drive, Wonga Beach**

Dear Scott,

As the Local Tourism Organisation for the Douglas Shire, Tourism Port Douglas Daintree (TPDD) welcomes the opportunity to provide this submission in support of the Development Application for the proposed Wonga Beach Resort at 18 Oasis Drive, Wonga Beach.

TPDD is responsible for destination marketing, industry development and supporting the sustainable growth of the region's visitor economy. We support strategic tourism investment that strengthens the visitor economy, enhances the international competitiveness of the destination and delivers sustainable long-term economic benefits for Douglas Shire.

Having reviewed the application and supporting documentation, TPDD considers the proposed Wonga Beach Resort to represent a strategically significant tourism investment that will make an important contribution to the continued evolution, resilience and international competitiveness of the Douglas Shire visitor economy.

Strategic Tourism Considerations:

Responding to an Identified Market Opportunity

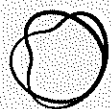
The Port Douglas Daintree region is internationally recognised as one of Australia's premier luxury nature-based destinations. While the region offers a strong accommodation mix, there is a clear opportunity to expand its internationally competitive ultra-premium tourism offering and attract high-yield domestic and international visitors.

The proposed six-star resort responds directly to this opportunity by introducing a distinctive luxury product focused on wellness, nature and immersive experiences that complements the existing market.

Importantly, high-yield international visitors, particularly from the United Kingdom and United States, are more likely to travel during the destination's shoulder and low seasons. Strengthening this market will help address seasonality, improve year-round demand and build greater resilience across the regional visitor economy.

Alignment with Regional Tourism Priorities

The proposal aligns strongly with TPDD's Strategic Direction 2025–2029, which focuses on driving year-round, high-value visitation, supporting sustainable destination development and strengthening the resilience of the visitor economy. It also aligns with the Port Douglas & Daintree priorities identified within the Tourism Tropical North Queensland 2045 Destination Management Plan (currently out for consultation).



The Port Douglas & Daintree priorities, developed by TPDD in consultation with Douglas Shire Council as part of the regional Destination Management Plan process, recognise the importance of attracting catalytic tourism investment, expanding business events, strengthening visitor dispersal, delivering premium accommodation and nature-based experiences, and increasing year-round visitation to build a more resilient visitor economy. The inclusion of conference and meeting facilities further enhances the proposal's strategic value by creating opportunities to diversify the visitor economy through business events, attract high-value corporate visitation and strengthen shoulder season demand.

Responding to Global Travel Trends

Global travel demand continues to shift towards immersive, experience-led travel, with luxury visitors increasingly seeking destinations that combine wellness, sustainability, nature and authentic cultural experiences.

These trends, consistently identified by Tourism Australia and global travel leaders such as Booking.com, align strongly with the proposed resort's integration of luxury accommodation, wellness, environmental stewardship and First Nations experiences, positioning the Port Douglas Daintree region to capitalise on growing international demand.

Economic Benefits and Destination Resilience

TPDD acknowledges that the application is supported by an independent Economic and Social Impact Assessment which identifies significant private investment, construction and ongoing employment, and increased regional economic activity.

From a tourism perspective, the anticipated benefits extend well beyond the resort itself, with increased visitor expenditure expected to support accommodation providers, restaurants, tour operators, transport providers, retailers, visitor attractions and the many businesses and supporting trades that underpin the visitor economy across Douglas Shire.

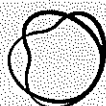
By attracting higher-yield visitors and encouraging more consistent year-round demand, the proposal also has the potential to strengthen the resilience of the regional visitor economy while supporting the long-term sustainability of tourism as Douglas Shire's primary economic sector.

Supporting Visitor Dispersal

The proposed development supports the strategic objective of increasing visitor dispersal across Douglas Shire by encouraging visitors to explore and stay in different parts of the region. This helps spread visitor expenditure more broadly across local communities and businesses and supports the sustainable management of the destination.

Sustainable Tourism Development.

TPDD acknowledges the proposal's strong emphasis on environmental sustainability, climate-responsive design and protection of the site's natural values. Its environmentally sensitive design aligns with the values underpinning the Port Douglas Daintree destination brand, our Ecotourism destination certification, and reinforces the region's reputation as one of Australia's leading nature-based tourism destinations.



Conclusion

The proposed Wonga Beach Resort represents a strategically significant tourism investment that will strengthen the competitiveness, resilience and long-term sustainability of the Douglas Shire visitor economy.

By expanding the region's premium tourism offering, supporting business events, attracting high-yield international visitors, addressing seasonality and encouraging visitor dispersal, the proposal responds directly to the destination's strategic tourism priorities while delivering lasting economic benefits across the region.

From the perspective of the region's visitor economy and long-term tourism development, Tourism Port Douglas Daintree respectfully supports the Development Application and encourages Douglas Shire Council to give favourable consideration to the proposal.

Should Council require any further information regarding the strategic tourism considerations outlined in this submission, I would welcome the opportunity to discuss TPDD's support for the proposal.

Yours sincerely,



Tourism Port Douglas Daintree