1. Introduction

The Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a company limited by guarantee. On the 28th of September 2006 at the Annual General Meeting of Port Douglas Daintree Tourism Association a motion was carried to move all assets of PDDTA to PDDTL. On the 13th November 2006 Doug Ryan was appointed Executive Officer for PDDTL.

In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree. This brought us in line with the other tourism agencies throughout Australia. The 2010-13 business plan, 2011/12 budget and marketing plan were formalised in June 2011.

In the 6 years of operation TPDD continues to make substantial advances in raising the profile of tourism and the region to the local, domestic and international arenas to the extent that Port Douglas has been rated in many surveys as one of, if not the top destination in Queensland.

Operational philosophy continues to be to establish partnerships, linkages and relationships, and to ensure all operational activities are primarily focused towards facilitation and leverage. Emphasis is on exerting influence, and “causing” desired outcomes to be achieved.

Primary partnerships and linkages have been with:
- Cairns Regional Council.
- Tourism Tropical North Queensland (TTNQ), Tourism Queensland (TQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Tourism Daintree Coast (TDC), Tourism Daintree Region (TDR) and other local, state and national tourism organizations.
- Tourism Training Institutions & programs including James Cook University (JCU).
- Members and industry participants.

Key result areas of TPDD business are seen to be:
- Destination marketing.

While importance is placed on:
- Destination development.
- Industry representation and lobbying.
- Product standards and continuing development.
- Membership and industry communications.

Key result areas against the Cairns Regional Council Agreement:
- Sustained economic development through Destination Marketing.
- Undertake research with JCU and internal system to maximise benefit to the region. Establishing short term performance, drivers, source markets, etc.
- Encouraged and facilitated longer term and strategic tourism development and engaged 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.
- With our high profile we have been able to present a single coordinated tourism voice to all levels of government and the industry.
2. Chairman’s Summary

This time last year I echoed my predecessor’s words by saying that sentiments continued to prevail about the year being one of the “most difficult periods in the past 30 years for tourism in the region”. But I did close by saying that early signs of a turn around were promising. What a difference a year makes.

Only a couple of weeks ago The Gazette opened by saying that the “Port Douglas tourism industry is on track for the best year in almost a decade”. The Port Douglas Chamber of Commerce is reporting “this season has been fantastic and is a real benchmark for positive growth”. The majority of sectors are reporting strong trade and are confident that the turnaround will continue unabated through to the Eclipse in November and probably until at least Christmas. Indicators are that at least the domestic market will remain strong right through the summer.

Nevertheless, the region in general, and many operators in particular, are far from out of the woods. The situation remains fragile. Business-sustaining loans still hang over many heads, owners who laid off staff during the harder times are still working hard at the front line, there is catch-up maintenance and refurbishment money to spend, and marketing has to be brought fully back on line. Uncertainties still threaten global economies, including Australia’s, and many Industrial Relations policies continue to constrain the tourism industry. However, things are moving in the right direction.

Consumer and business confidence is slowly rising. Discretionary spending in the United States, for instance, is on the increase and the word is that many Australian-focussed travel agents over there are hiring staff in anticipation of increased demand for Australian holidays.

Our exchange rate remains high, as does the attractiveness of overseas holidays for Australians. However, there is evidence emerging that Australians have done Bali, have done Fiji, and have done Vanuatu. These destinations are out of their systems. Australians are returning to their favourite domestic haunts. The potential for Port Douglas Daintree is clearly there.

The executive team of three full-time staff continues to work hard under the guidance of the eight-member board. Marketing is guided by a strategic Marketing panel while niche market groups of Incentives, Weddings, Spa and Wellness and the Daintree work as strategic advisory panels.

Very tight collaboration at the local level, strong links with Cairns Regional Council, Tourism Tropical North Queensland, Tourism Queensland and other Local Tourism Organisations, as well as a very solid domestic and international network of marketers and agents continue to achieve sound results. With a budget of less than $600,000 TPDD has been able to generate nearly $24 million in marketing impact. Success is being realised.

Whereas TNQ has outstripped the rest of Queensland in terms of increased domestic visitation over the previous twelve months, Port Douglas Daintree has been ahead of both the region and state with an annual average growth rate of 11.7%.

Strong emphasis remains on Destination marketing. The body of the report lists all the initiatives, but an example of what is being achieved is the Discover Paradise magazine.
that was produced in collaboration with The Gazette, and with supplementary funding by members. 125,000 copies were distributed across our key domestic market in the Weekend Australian.

Digital marketing is also achieving strong market penetration. The new website, and the excellent management of it, has increased site-visitation by nearly 50% over the last 12 months. As well as pulling traffic into the region and pointing potential tourists to particular products, digital marketing has also been directed at specific campaigns.

A commendable example of a direct consumer marketing initiative is TPDD’s Colonial First State promotion run across the domestic markets. The promotion reached over seven million shoppers, while over 125,000 database members were directed to promotion-related websites. There was an 18.9% increase in retail travel-agent sales in the centres, over the same period last year. In all, the value of the promotion was in excess of $150,000, an excellent outcome for a low-budget promotion.

Cruise ship visits are proving to be a staple, particularly for the retail, restaurant, and tours and attractions sectors. TPDD continue to be proactive in not only promoting visitation but also in engendering a memorable passenger experience once in town. TPDD and Chamber volunteers provide the welcoming ‘meet and greet service’ at the Meridien Marina, handing out the Welcome to Port Douglas Daintree brochure and the Adlink Media Savings Passport and the Port Douglas Drive map.

The wedding market is continuing to bring large groups into the region at the rate of around 500 a year (with 17 in one day not so long ago), and the reluctance of the corporate market to conduct incentive and marketing events seems to be all but over. High enquiry rates should convert to strong, ongoing growth.

The opening of the $20 million Mossman Gorge Centre has been a highlight of the year. It not only provides employment to around 70 locals, but it is already proving to be a very popular tourist drawcard.

TPDD and its membership remain resolute in promoting the region. We need to continue to be agile in amending strategies and related marketing initiatives in response to a changing tourism market. With our dedicated team and the continued great support from the industry the Douglas region will continue to show sustained growth

Gordon Wellham AM
Chairman
Port Douglas Daintree Tourism
3. Board Profile

**Gordon Wellham – Chairman**  
*Owner and operator of Exemplar Coaches and Limousines*

Gordon’s first career was in the Royal Australian Navy, from which he retired in 2001 at the rank of captain. His appointments included time in Papua New Guinea, the Royal Navy in Portsmouth and United States Navy in Honolulu. His latter years were spent in senior operational, project and resource management positions in headquarters’ staffs. Gordon was appointed a Member of the Order of Australia in 1998, primarily for his work for Defence in cost and performance management.

Gordon and his wife Cheryl own and operate Exemplar Coaches and Limousines. The company continues to expand and services the region with 17 vehicles and 23 staff.

Gordon holds a Diploma of Applied Science, Economics (UNSW), a Graduate Diploma of Strategic Studies (UNSW), a Bachelor of Economics (UQLD), and is a Graduate of the United States Defence Resource Management Institute (Monterey, California), and a Graduate of the Australian Institute of Company Directors.

**Sheena Walshaw – Vice Chair**  
*General Manager of Jungle Surfing*

Sheena Walshaw escaped from her Publishing and PR career in London in 1997 to return to the jungle she’d fallen in love with as a backpacker. In Cape Tribulation she has managed two resorts, a land touring and transfer company and set up and managed a dive boat operation. She joined Jungle Surfing in early 2006 and became Managing Director in 2010, always retaining responsibility for Sales & Marketing in addition to her operational role. During her tenure, the company has achieved many accolades including two Qantas Australian Tourism Awards, and was recently awarded a T-QUAL Tourism Quality Projects Grant.

A founding director and current Chair of the Daintree Marketing Cooperative, and a member of WTMA’s Tourism Network, Sheena is passionate about the protection and promotion of the Daintree and Cape Tribulation through sustainable tourism.

**Peter Martin – Treasurer**  
*Owner and Operator of Lotsa Printing*

Peter Martin has a strong background in business with Accountancy training from Sydney Technical College. He worked at Tube & Pipe Sales Pty Ltd in Sydney for ten years and oversaw the floating of the company. Peter started Lotsa Labels in Port Douglas in 1994 expanding to Lotsa Printing in 1996, now employing 42 people in 4 branches in Port Douglas, Cairns, Tablelands and Townsville.

**Rob Giason FAIM – Director**  
*Tourism Tropical North Queensland CEO*

Rob Giason, CEO of Tourism Tropical North Queensland (TTNQ), has had a career in tourism marketing and management spanning the past 37 years. In 1996 he became CEO of Tourism Tasmania and in October 2005 Rob commenced in his current position at TTNQ.

Rob currently sits on the Boards of the Queensland Tourism Industry Council (QTIC), the Australian Association of Convention Bureaux (AACB), the Alliance for Sustainable Tourism, Advance Cairns and the Pacific Asia Travel Association (PATA). He is also a member of the Queensland Regional Tourism Organisation’s group, and a Fellow of the Australian Institute of Marketing.
Michael Healy – Appointed Director

**Group Director Sales & Marketing Quicksilver Group**

Michael Healy is the Group Director of Sales & Marketing for the Quicksilver Group, Australia’s largest reef tourism operator. With Cairns and Port Douglas based operations, the Group comprises Quicksilver’s Outer Reef and Low Isles cruises, Great Adventures’ reef and Green Island cruises, Silver Series dive and snorkel excursions, Pro Dive Cairns, and, the eco-sensitive Green Island Resort.

With extensive experience in Queensland’s tourism industry, Michael is currently a Board Director of Tourism Port Douglas Daintree as well as past Tourism Tropical North Queensland Director.

Michael has contributed significantly to the development of Tropical North Queensland’s tourism industry as a member of many government and industry advisory panels, including Tourism Australia’s Advisory Panel, TTNQ’s Chinese & Emerging Markets Advisory Panel and the Federal Minister’s Advisory Panel for Tourism Development.

Natalie Johnson – General Director

**Sales Manager Flames of the Forest**

Natalie began her career in the tourism/hospitality industry over 15 years ago, and has worked across many sectors including Front Office, Concierge, Food and Beverage and Sales and Marketing with international hoteliers Hyatt, P&O Australia and Radisson. Locally, Radisson Resorts of Port Douglas welcomed Natalie to town, and she branched into touring with the Great Barrier Reef Helicopter Group and Business Events with Hannafords Special Events. The past five and a half years have been spent as Sales Manager – Business Events & Leisure for Flames of the Forest, a role that encompasses both the FIT Leisure market and the high yield Business Events market.

Natalie was elected to the committee of the Port Douglas Chamber of Commerce in 2010. As Chairperson of the Port Douglas Business Tourism Advisory Group (Port Douglas Incentives) – a position held for three years, Natalie assists in positioning our region as Australia’s premier conference and incentive destination.

Julia Leu - Director

**Division 10 Councillor Cairns Regional Council**

Julia was elected to the Cairns Regional Council in March 2008 as the representative for Division 10. Julia is a Director of the Wet Tropics Management Authority, Terrain Natural Resource Management and an elected Queensland executive member of the National Sea Change Taskforce.

Julia was CEO of the Douglas Shire Council prior to amalgamation. She established the first Community Services Department at Douglas Shire Council in 1994 which included tourism, cultural, indigenous and arts development. Julia was responsible for the Douglas Shire Tourism Strategy and has extensive experience working with diverse communities. Julia holds a Masters in Business Administration from James Cook University, a Bachelor of Arts and Graduate Diploma in Education from Melbourne University and a Graduate Diploma in Communication from NSW University of Technology.

Claudia McFadden – Appointed Director

**Director of Sales & Marketing Silky Oaks Lodge and Healing Waters Spa**

Claudia has been in hospitality her entire working life, initially in operational and resort management roles at Ayers Rock and Fitzroy Island, before moving into Sales and Marketing, where she held Director of Sales and Marketing positions at Coconut Beach Resort, Cairns Colonial Club Resort, the Pacific International Hotel, and Hideaway Resorts (Dunk Island and Bedarra). Originally from Europe, Claudia speaks fluent German and Danish with strong connections to the European markets. She has travelled extensively both prior to coming to Australia and as part of the positions she held, and
has been part of North Queensland’s development over the years, taking a keen interest in this region and being a proud local. Claudia was appointed to the Board at the beginning of 2012 and has also been part of Tourism Queensland’s and TTNQ’s TAG group for UK/Europe.

**Scott Smith - Director**  
*Owner and operator of Electric Boat Cruises in Daintree Village*  
Scott started Queensland’s first commercially operated electric boat with his partner 16 years ago, and has built a successful Daintree River cruise and Tourist Information business. Prior to this Scott’s career was as a Sales Executive in Advertising/Marketing for Yellow Pages Aust. and was W.A., S.A. and N.T. youngest ever appointed Sales Executive, managing over a million dollars worth of advertising. Scott has been involved with TPDD at board level for over 11 years and is also the current president of Tourism Daintree Region. Scott also has interests in cattle grazing and is a trade qualified boilermaker / welder.

**Directors’ Meeting attendance for 2011/12**  
The number of directors’ meetings and the number of meetings attended by each of the directors of the Company during the financial are:

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<tr>
<th>Board Member</th>
<th>No of meetings attended</th>
<th>No of meetings eligible to attend</th>
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<tr>
<td>Gordon Wellham</td>
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<tr>
<td>Sheena Walshaw</td>
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<tr>
<td>Peter Martin</td>
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<td>Shane Branch</td>
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<tr>
<td>Rob Giason</td>
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<td>Za Harricharan</td>
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<tr>
<td>Michael Healy</td>
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<td>4</td>
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<tr>
<td>Julia Leu</td>
<td>6</td>
<td>8</td>
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<tr>
<td>Natalie Johnson</td>
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<td>6</td>
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<tr>
<td>Lawrence Mason</td>
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<td>2</td>
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<tr>
<td>Claudia McFadden</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Scott Smith</td>
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<td>6</td>
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</tbody>
</table>
5. Executive Officer Report

TPDD as a Local Tourism Organisation operates with three full time personnel, yet continues to produce output and results well above expectations. The continued support of CRC has ensured that the important Douglas region has been able to rebound after one of the toughest periods in its short tourism history.

The organisation was again able to deliver some major marketing initiatives that impacted on our important domestic and international markets.

One of the major marketing activities was the continued publication and distribution of the 32 page colour Discover Paradise into the Weekend Australian, with 125,000 copies throughout Australia was an enormous achievement. Feedback from industry leaders was extremely positive.

TPDD worked closely with TQ and TTNQ on a number of initiatives including Neighbours, My Kitchen Rules, Cairns Airport Adventure Festival, NZ roadshow and Sunrise weather. TPDD provided contact and site advice and aligned marketing activity to maximise the exposure.

Our philosophy has been to sell the region as an aspirational destination linking with the Adventurous By Nature brand and using ‘Naturally Paradise’ for Port Douglas. This linked with emotive imagery, our natural assets of reef and rainforest and the peak drivers for the domestic markets of weather and beaches has been very successful.

Our continued use of consultants to educate travel industry staff, domestically and around the world, updating them on the branded “What’s New and What to Do” advising on new product and providing collateral in particular our very popular DVD, supports our strategy of selling the destination.

TPDD has continued its development of the social media phenomenon. Facebook continues to be the fastest grown communication medium in the world with over 4640 followers of our Facebook page. We actively use Facebook and Twitter which now rank in our top 6 drivers into our website.

TPDD once again had the opportunity to work with Colonial First State Global Asset Management on a major shopping centre campaign around Australia in eleven of their major centres including Myer Centres. This $153,800 campaign gave exposure to 7.4 million customers, this does not include the 20 full and half page adverts in the press.

Our continued strategy of developing niche market cooperative groups is helping like operators to work together, pooling resources and opening opportunities that individually may have been beyond their means. This also strengthens markets and provides confidence to consumers.

PR and Media continues to be one of our most effective tools. TPDD heavily support both TA and TQ visiting journalist programs. We hold a number of our own journalist famils throughout the year normally leveraging off events such as Carnivale. With the Douglas region a popular playground for celebrities TPDD take the opportunity, where applicable, to assist in their visits ensuring appropriate publicity for the region is gained. This year some of the programs assisted were, My Kitchen Rules and Neighbours.
The small but effective team at TPDD with their dedication and commitment to the destination are able to leverage outcomes way above expectations.

While marketing is our major undertaking, TPDD undertakes research independently and with JCU to maximise benefits to the Douglas region. We have engaged in development planning and economic development both with CRC and private developers and operators.

We also present a single coordinated voice to government and the industry including the Premier, Deputy Premier, Tourism Minister, DEEDI, Managing Director of Tourism Australia, the Board of TQ and TTNQ with regard to the planning and management of key issues and opportunities facing the tourism industry in the Douglas region.

Following is the structure of TPDD:
Note – the roles in red represent TPDD staff
6. Operations/Marketing

6.1 Administrative Tasks

Following are some of the major administrative tasks undertaken apart from the general office operation and membership activities. Destination development, industry representation, lobbying, product standards, research, development and industry communications are included.

Administration

- Prepared and distributed Quarterly reports for CRC
- Present annual activity against agreement to CRC
- Conducted interviews with contractors domestic/international
- Produced annual report
- Produce 3 year Business Plan and presented to CRC
- TPDD Board meetings held and administered
- Attended TTNQ AGM
- Regular meetings with TPDD Chairman
- Held Board Strategy Meeting
- Met with new Board members Natalie Johnson and Sheena Walshaw to brief on operations
- Updated member documents
- Produced new branded membership packs
- Prepared Board information
- Distributed CRC information
- Followed up on potential membership
- Continued updating data bases
- Produced Strategic Marketing Plan
- Produced monthly Member’s Newsletters
- Met with the manager of the Gazette regularly
- Engaged a student volunteer to assist in the office for one month

Finance

- Produced budget
- Hold meetings of the finance advisory group.
- Run an MYOB accounting system to manage finances.
- Present budget to council.
- Accept resignation and source and auditor
- Follow up outstanding accounts monthly and balance with Treasurer/Secretary
- Prepare and submit grant funding applications.
- Monthly review of accounts with secretary treasurer.
- Submitted funding application for Export Market Development Grant

Industry Representation and Lobbying

- Attend LTO meetings held at TTNQ
- Administration of the Wedding group
- Attended and administer PD Business and Incentive TAG meetings
- Met with Rob Giason TTNQ regularly through out the year
- Attended TTNQ Platinum Member’s discussion groups and meetings with government
- Organised joint Chamber and TPDD board meeting
• Met with Tourism Daintree Coast
• Meet with the Premier, Deputy Premier and other government officials at various times
• Attended Conversation with TQ
• Attended the Australian Regional Tourism Convention
• Attended Destination Q in Cairns
• Meet with Carnival Chairman regularly.
• Host joint networking opportunities with TTNQ
• Met with Jeff Gillies TQ regularly
• Attend and assist Melbourne Business School activities.
• Attended Port Fusion Networking event
• Organised and attended TQ International Directors dinner in Port Douglas
• Attended the Tourism Awareness meeting at TTNQ

TPDD has or had representation on:
1. Wet Tropics Management Authority National Landscapes Group.
2. Port Douglas Master Plan Advisory Committee.
4. Strategic meetings with Tourism Queensland and TTNQ
5. Involved with USM for Event planning.
6. Worked with the CRC Economic Development department.
7. Worked with Local CRC manager.

TPDD is represented on:
1. TTNQ Tourism Organisation Strategic Panel.
2. TTNQ Western Market Strategic Panel.
3. TTNQ Domestic Strategic Panel.
4. Business Events Cairns Strategic Panel.
5. TTNQ Platinum member discussion group,

In the Douglas region TPDD conducts:
1. A Daintree Strategic Panel
2. A marketing Strategic Panel
3. A Business and Incentive group
4. A Wedding Group
5. A Spa and Wellness group
6. Industry skills training
7. Sits on the Port Douglas Carnivale committee

TPDD is involved:
1. TPDD is a LTO Platinum member of TTNQ.
2. A member of the Chamber of Commerce.
3. A member of Queensland Tourism Industry Council.
4. A member of the Australian Tourism Export Council.
5. A member of the Australian Regional Tourism Network.

Product Standards:
• Visited product in the whole region
• Conducted operator workshop in Daintree Village
• Conducted marketing and research workshop for operators
• Managed the cruise ship volunteer program and greeted all cruise ships
• Provided Social media training sessions
• Assisted the TQ cruise ship audit in Port Douglas
• Assist and support numerous training opportunities with TA, TQ, QTIC and TTNQ.

Research:
• Negotiate with TRA re lack of effective figures
• Conduct quarterly research with JCU
• Attended Research presentation by JCU
• Met with Bruce Prideaux from JCU regarding surveys and contracts
• Managed fortnightly survey of tourism operators
• Distributed fortnightly survey results
• Participated in the Melbourne Business School MBA project to Revitalise Port Douglas

Development:
• Attend Daintree Gateway meetings
• Participated on National Landscapes group to have Wet Tropics listed.
• Wrote numerous letters of support for funding applications
• Attended Cruise ship meeting at TTNQ
• Attended the TNQ Innovation Awards
• Assisted the Daintree ferry pass trial
• Meet with potential business developers.
• Provide statistics to businesses.
• Participated in the QTIC Take it in my Stride course
• Supported and participated in the TQ China Ready workshops
• Provided operators with marketing material for China mission

Industry Communications:
• Monthly TPDD Members Newsletter produced and distributed
• Quarterly Industry newsletter produced and distributed
• Frequent mail outs to the Douglas region business community
• Developed a ‘China Ready’ document for the Port Douglas Daintree region
• Weekly tourism section on Radio Port Douglas.
• Monthly Tourism Talk section in the Gazette.

6.2 Destination Marketing
TPDD markets to a wide range of markets with Domestic markets out of Melbourne, Sydney and Brisbane being the dominant areas with regional Queensland a major supplier. Our international markets are predominantly Western markets with New Zealand, United Kingdom and North America leading the way.

Our operational structure in marketing is using the EO as the Director of Marketing, Parker Travel Collection as the domestic representative (See Appendix 1) and Ros Harries Marketing in the international market (See Appendix 2.)

Our base strategy for the year was as follows:
Key factors:
• Flexibility is the key to the marketing plan.
• Reduction in available funds.
• Leverage off Events.
• Concentrate on our main markets.
• Increased media activity as this is the best destination marketing return on investment available.
• Reduced representation at trade shows and road shows.
• Continue retail opportunities, enabling small operators not in wholesale programs as well as larger operators to participate.
• Facilitate increased famil activity including media.
• Continue to develop Social media marketing.
• Increased on line activities, continued development of the website and use of data bases.
• Continue support to Business Tourism group.
• Continue support to Wedding Group.
• Re-establish Reef Operators group.
• Establish Food and Spa groups.
• Support niche market opportunities.

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<tr>
<th>Markets Main</th>
<th>Domestic</th>
<th>International</th>
<th>Business Travel</th>
<th>Activities</th>
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<td>VIC</td>
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<td>Utilize data bases, Email updates</td>
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<td>North America</td>
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<td>Maximize PR</td>
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<td>QLD – SE</td>
<td>UK</td>
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<td>Refresh collateral</td>
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<td>Europe – Germany</td>
<td>France</td>
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<td>Survey with JCU continue. Social Media optimization. Newsletters. Promotional activities.</td>
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<tr>
<td>Goals – Major</td>
<td>Increase visitation from Vic, NSW and SE Qld</td>
<td>Increase visitation from regional Qld. Market Daintree and Cape Tribulation as overnight destinations, with Active Explorers/Social Fun Seekers market, but continue promotion of the massive day visitor market.</td>
<td>Establish direct links to website Coordinate branding Support BTAG</td>
<td>Continue to develop website as an information portal direct to product. Increase PR mechanism maximizing film location and business tourism. Enhance news and events mechanism Develop social media opportunities. (Facebook, Twitter, You Tube etc.)</td>
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<td>Markets Secondary</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goals – Major</td>
<td>Increase visitation from Vic, NSW and SE Qld</td>
<td>Increase visitation from regional Qld. Market Daintree and Cape Tribulation as overnight destinations, with Active Explorers/Social Fun Seekers market, but continue promotion of the massive day visitor market.</td>
<td>Establish direct links to website Coordinate branding Support BTAG</td>
<td>Continue to develop website as an information portal direct to product. Increase PR mechanism maximizing film location and business tourism. Enhance news and events mechanism Develop social media opportunities. (Facebook, Twitter, You Tube etc.)</td>
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Recognised niche markets within segmentation:

<table>
<thead>
<tr>
<th>Connectors</th>
<th>Unwinders</th>
<th>Active Explorers</th>
<th>Social fun-seekers</th>
<th>Stylish Travelers</th>
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<td>Couples</td>
<td>Divers</td>
<td>Backpackers</td>
<td>High end</td>
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<tr>
<td>Families</td>
<td>High end</td>
<td>Snorkeling</td>
<td>Couples</td>
<td>Families</td>
</tr>
<tr>
<td>Couples</td>
<td>Families</td>
<td>Bird watchers</td>
<td>Singles</td>
<td></td>
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<td></td>
<td>Honeymooners</td>
<td>Backpackers</td>
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<td>High end</td>
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<tr>
<td></td>
<td></td>
<td>Adventurers</td>
<td></td>
<td>Eco</td>
</tr>
</tbody>
</table>

**Market Overview**

The three main capital cities, Sydney, Melbourne and Brisbane including SE Qld, will continue to produce the largest volume of the domestic market, with Melbourne dominating. Effort will continue in Regional Qld with statistics showing a large proportion of visitation emanates from this region. The mining sector should still be recognized as a major opportunity in this regional market with some moves into PNG. The smaller markets of Adelaide and Perth should continue to show growth, but it must be remembered this is off a very low base.

**Collateral**

The refreshing of a region wide brochure is required. The refreshed DVD is extremely popular with the industry. This will form the basis of marketing efforts in the domestic and international markets.

This will ride on the back of the TQ and TTNQ branding campaigns Where Australia Shines and Adventurous by Nature. International branding will focus on the Great Barrier Reef and rainforest.

New and fresh images will continue to be sourced, ensuring they are emotive with talent. An updated image disc to be available to industry.

**Domestic Representation**

Contracted representation is required to improve the profile of our destination in the domestic distribution networks. This will continue to cover travel agent calls with brochure distribution and travel agent and wholesaler training.

It is recommended that PTC be again contracted as they are the only contractor that provides the retail calls and has very close ties with wholesalers. PTC facilitated the Sunlover Stars visit and the Flight Centre Team leader famils last year.

The EO will continue to strengthen ties with TQ, TA, and TTNQ.

**Co operative Marketing in Domestic**

Given the limited funds available, it will be essential that we make the greatest possible use of cooperative marketing funds. Where possible TPDD will apply for grants for specific campaigns.

**Familys**

Numerous familys already come to the region. The TPDD have put in place procedures to ensure that every assistance is offered to TTNQ, TQ, TA and wholesalers to organize the appropriate representation of the region. We also ensure that where ever possible all areas of the region are given opportunities to be involved. We will continue to facilitate domestic familys through our contractor.
Media Famlies
Niche market opportunities for media famlies need to be pursued along with general travel media. Carnivale will continue to provide a great vehicle for promoting the region.

Public Relations Representation
Publicity representation for the region should continue. This service should produce positive news stories from all over the region and distribute them to the appropriate publications and organize several major media famlies annually. It is recommended that Libra Communications again be contracted. The knowledge of the region, media contacts, their standing in the trade, the likely contracting of Carnivale to them again and the understanding of how we operate will be difficult to replace.

Travel Shows
Travel shows will be coordinated through TQ and TTNQ. TPDD members should be given opportunities to be involved through TTNQ. The EO will liaise with TTNQ.

Port Douglas Carnivale
Carnivale was originally started as a key event to promote the area and provide an early start to the season. Under the management of the Chamber of Commerce, the event has grown significantly and will provide numerous destination marketing opportunities. We will assess the continued plan and provide funding to Carnivale on its merit.

International Key Markets
The NZ has been and should continue to be the key international market for the region. UK has been a strong market for Port Douglas in particular but has again shown a down turn over the last year. With more capacity coming on line and the ongoing instability in a number of South Pacific countries, the NZ market should recover. Of the European countries, Germany continues to be the strongest markets while France, Netherlands are showing good growth. The North American market has started to recover with cheaper flights. Canada continues to grow. The Japanese market should not be ignored as they make up a large part of the day visit market and are showing interest in the region as an overnight destination. Until direct flights commence we will continue to keep abreast of this market looking for opportunities.

Collateral
The refreshing of a region wide brochure is required. The new DVD is a popular tool for agents.

Representation
TPDD should continue representation in the UK, European markets with reduced activity in the US however maintaining presence, DR to concentrate on NZ markets. This includes calls and training to wholesalers and Aussie Specialists, brochure and CD distribution.

The EO will continue to strengthen ties with TQ, TA, and TTNQ.

Cooperative Marketing
Given the limited funds available, it will be essential that we make the greatest possible use of cooperative marketing funds. Opportunities should be coordinated for members to buy into marketing opportunities which would pool resources and arrange advertising. Discover Paradise into NZ is an example and TPDD will continue to develop this concept. EO will distribute all opportunities to members.
Families
Numerous families already come to the region. The TPDD has in place procedures to ensure that every assistance is offered to TA, TTNQ, TQ and wholesalers to organize the appropriate representation of the region. We also ensure that where ever possible all areas of the region are given opportunities to be involved. The EO is working closely with TQ, TA and TTNQ family departments to ensure good regional representation of product. TPDD will continue to support direct requests for families.

Media Families
We need to support all programs of media families. The EO will negotiate with TA, TQ, Visiting Journalist Program and TTNQ.
Increased media activity out of NZ will be pursued.

Public Relations
Given the size of the international markets, well placed public relations stories can cover a large area using mechanisms such as TA, TQ media networks. This will be organized with our media company. International media families through TA and TQ are vigorously supported. Our increased online activities will be a major driver through social media the fastest growing marketing medium in the world.
**Major marketing campaign highlights**

**Colonial First State shopping centre promotion**
This promotion took place mid February. The total value TPDD received from the partnership was $153,838 via brand exposure, marketing opportunities and promotional messaging.

The brand exposure that the Tourism Port Douglas Daintree received included: Brand exposure at all 11 Centres: Customer service desks, Promotions staff at Centre, In-centre posters and banners, eDM to VIP members, Website features. Additional brand exposure at selected centres: Social media, Static in-centre displays, Media channels including Radio and TV advertisements. The campaign had exposure to over 7 million shoppers Australia wide and the value of the exposure is around $4 million."

**Discover Paradise**
This full gloss, 32 page lift out, is distributed in the Weekend Australian with 125,000 copies to our prime markets. The lift out highlights the major drivers for the region including, beaches, rest and relax, the Great Barrier Reef and the Daintree Rainforest. It is an aspirational publications that sells the destination.

The insert gives small operators the opportunity to advertise in a national newspaper that would normally be well out of their financial scope.

The day after the publication was distributed TPDD received several calls from high profile tourism individuals congratulating us on the publication.

**Welcome to Port Douglas Daintree branded brochure**
TPDD engaged Australian Tourism Publications to produce a brochure inline with their current ‘Welcome to’ series that encompasses the entire Douglas region. This was initiated in November 2011 with a complete copy rewrite and significant design enhancements. The brochure is an A5 full gloss colour magazine that features maps of the region and extensive visitor information as well as paid advertisements from local operators. The brochure is printed twice a year with 115 000 copies distributed annually.

**Gourmet Traveller MKR online campaign**
TPDD worked with Tourism Queensland to leverage the key messages of the episodes to market the destination’s gourmet food via an electronic direct mailout (eDM) to the 30,500+ subscribers of Gourmet Traveller (Examples at the end of this report)

**Domestic online Neighbour’s campaign**
Following the start of a Port Douglas storyline in Neighbours progressing over 16 episodes, TPDD generated significant operator product donations to offer a prize package for an online marketing campaign.

During this time the website increased visitation by over 65%. Further information is in the online report.

**UK Neighbours campaign with Travelbag**
As above, a substantial prize package was developed for TQ UK to use in an international Neighbours campaign. This campaign attracted over 3000 entries. Neighbours is watched by an audience of around 10.4 million outside Australia. This campaign provided great exposure for the Douglas region.

**Carnivale famil 6 journalists**
TPDD invited 6 high profile journalists to visit the region in March including one from NZ. The value produced was $940,000 in print, with an online component of over 50 stories.
6.2.1 Domestic Market

**Major Activities**
- Distribution and production of ‘What’s New’ flyers to domestic agents throughout the year with new branding
- Production and distribution of niche market flyers
- Shopping centre promotion with CFSGAM
- Distribution of Winter Getaways brochure in April
- Distribution of Discover Paradise in early May
- Continued distribution of ‘Welcome To’ magazines
- Online social media campaigns
- Production of new ‘Adventurous by Nature’ DVD’s
- Conducted international and domestic sales and training calls
- Regional television and radio campaign

**General Marketing activities**
- Conducted Wedding group meetings and supported marketing initiatives
- Continued calls for training and information distribution to retail travel agents
- Convened and attended the TTNQ branding workshop for Port Douglas
- Met with Sheraton Mirage sales for joint marketing opportunities
- Continued to develop our online strategy
- Attended TQ Conversation presentation
- Initiated domestic flyer design with Lotsa Printing
- Sponsored and attended Sunlover Stars events
- Attended TQ International Market briefing
- Attend TTNQ Domestic Strategy Panels
- Attended TTNQ Market update
- Business Tourism Advisory Group meetings
- Attended Sell TNQ
- Continued YouTube series of videos of region
- Commenced review of brochure
- Met with Gazette re Discover Paradise produced and distributed in Weekend Australian
- Met with Mia Lacy and Ken Dobbs re Carnivale
- Produced “My View” article in Cairns Post
- Placed Incentives group competition campaign on website
- Continue development of website
- Met with Australian Tourist Publications re subsidizing Winter Getaways
- Held Marketing Tourism Advisory Group meetings
- Business Tourism Advisory Group Budget meeting
- Market planning meeting with Wedding group
- Attended the TNQ wedding forum
- Continued to optimise search engine keywords for website
- Updated image library
- Implemented wedding magazine advertisements
- Continued development of Twitter
- Provided regional entries for the Nothing Like Australia Campaign
- Negotiated involvement in various bridal publications
- Met with Fishing industry representative
- Continued social media activity
- Trialled media collection system
6.2.2 International Market

Major Activities
- Trained 852 staff on US, Canada, UK Europe sales trips
- Australia Tours Germany campaign
- Tour East Campaign
- Attend Inbound Up North
- Australian Tourism Exchange in Perth
- Online social media campaign

Other marketing activities
- Met with Ros Harries re plans for 10/11
- Worked with TQ NZ to host radio station shows in region
- Attended PAICE in Auckland with calls on wholesalers.
- Participated in the TTNQ New Zealand Roadshow
- RH on second sales mission to Europe UK
- Assist prospective cruise line operators
- Attended TTNQ International Marketing meeting
- Provided welcome kits to conference group
- Attended Corroboree Americas
- Member of Western Markets Strategic Panel
- Attended Aviation Panel
- Distributed Industry Newsletter
- Exhibited at the Inbound Up North dinner
- Attended TQ international market briefings
- Announced winner of viral campaign
- TA Market update
- Search engine optimization on website
- Continued development of Facebook page and networks
- Continued development of Twitter profile and networks
- ATE follow up
- Compiled the Tiger Tales co-operative advertisement

6.2.3 Trade Famils

TPDD hosted the following trade familiarisations into the region:
- French cruise ship representative
- Flight Centre Famil x 6
- Europe on Tour, German and Swiss trade prizewinners
- Coroborree Americas – US trade famil
- Swains famil dinner
- Gold Medal UK BBQ
- NZ agent dinner
- Pinnacle Rediscover Tropical North Queensland Famil
- Infinity agent dinner with Jenny Wallace
- Veronika from TQ Munich
- NZ product manager dinner at Thala Beach
- UK IQ Factor famil
- Infinity NZ Famil dinner
- Tri State New Zealand famil
- Hosted Aspire Down Under US Trade famil
6.2.4 Online Marketing Report

The online marketing strategy continued to build on previous years and incorporated a range of activities including industry and consumer campaigns, electronic direct mailout campaigns, social media marketing and website marketing. The launch of the new TPDD website at the end of the previous year has also allowed for a year-on-year comparison of statistics to analyse the effectiveness of the investment. Details of social media, website and campaign activity is below:

TPDD Website

**Visitors Overview:** The new regional website was launched in Q4 10-11 and early growth results reported in the 10-11 Annual Report indicated this trend would continue. Growth targets were set at the implementation of the website project in 2010, which projected 40% growth on key metrics including unique visits, page views, pages/visit and bounce rate by the end of 11-12.

The website performed better than anticipated, with 47% growth on the 10-11FY in total unique visits, attracting over 86,000 unique visitors to the site. This is an increase of over 27,600 unique visitors this year, averaging over 2,300 per month.

Total page views also increased dramatically with 58% growth on 10-11FY, achieving over 442,300 pages viewed by visitors this year. Although more pages were viewed in total, the average pages viewed per visit achieved growth of 8%, to 4.1 pages/visit.

The bounce rate has improved by 17%, which together with pages/visit results are below projections of 40%. This can be in part attributed to the consequences of competition traffic, which can increase overall bounce rates and decrease average pages/visit. This is due to visitors entering the competition page, then bouncing off immediately as they do not want to enter the competition, or they enter the competition and leave immediately afterwards.

**Search Engine Optimisation (SEO) Strategy:** Traffic sources to the TPDD website occur primarily from organic search traffic, accounting for over 67% of total visitation. Last year TPDD implemented a comprehensive SEO strategy to improve site rankings with search engines, targeting specific keywords. This has resulted in a 74% increase in search engine traffic, which equates to over 31,000 visits to the site. This powerful statistic alone highlights the importance of this activity to online achievements.

**Visitor Demographics:** Australian visitors accounted for the majority of overall website visits, with over 54% occurring from primary domestic markets of New South Wales, Victoria and Queensland. Figure 1 illustrates website visitation by Australian states, with the primary target markets of NSW, VIC and QLD predominant. Significant growth has been achieved from NSW (76%) and VIC (83%), with steady growth from QLD (7%). All other states increased in visitation this year including SA (52%), WA (65%), ACT (63%), TAS (80%) and NT (60%).
Figure 2 shows the breakdown of domestic visitation by city, with Sydney, Melbourne and Brisbane in the top three. It is interesting to note the significant growth in the Sydney (72%) and Melbourne (79%) markets. Additionally, Adelaide increased visitation by over 50%, Perth increased over 64%, Canberra increased 63%, Cranbourne (VIC) increased over 300%, Hobart increased 101%, Gold Coast increased 69% and Cairns held steady with a 3% increase on the 10-11 financial year.

In the international visitation demographics, the western target markets of the United States, United Kingdom and New Zealand remain the top three countries this year, with growth occurring in the top ten (see Figure 3). Website visitation increased across the top ten international countries including the United States (28%), United Kingdom (51%), New Zealand (34%), Canada (59%), while Germany remained steady with 0.78% growth. France increased 17%, Italy increased 16%, Netherlands increased 25% and Sweden increased 34%. The only Eastern market to enter the top ten was Japan, which increased visitation by 37%.
TPDD plan further developments on the website in the coming year including the release of a mobile site, translations and enhanced member listing features.

**Website marketing:** Regular content refreshment and page additions are undertaken on the site to ensure it remains relevant to search engines and consumers. This year TPDD purchased a new marketing URL for the website, www.visitportdouglasdaintree.com, which is now used across all marketing collateral. The new URL is more easily recognised as an official tourism marketing company’s site, in addition to being easily remembered and consumer friendly. In the coming financial year, TPDD will invest in targeted advertising on Google to increase its rankings. Currently the pddt.com.au domain is still dominant and while both URL’s direct to the website, the strategy is to replace the pddt.com.au domain with the visitportdouglasdaintree.com domain in the medium term.

**Google Alerts:** TPDD monitor and record daily updates from Google on targeted keyword searches for the destination, specifically relating to Port Douglas, Daintree and Cape Tribulation. Other regional keywords such as Cairns, Great Barrier Reef and Tropical North Queensland are also monitored though not recorded.

The keywords are picked up by Google from websites, news articles and blogs and are tallied each month. This year over 5,670 alerts were recorded for the region, from the keywords ‘Port Douglas’ (3,227), ‘Daintree’ (1,176) and ‘Cape Tribulation’ (1,275).

**Major Online Campaigns**

**Neighbours Domestic Campaign:** This tactical campaign to win an ‘Ultimate Neighbours Experience’ followed the airing of a Port Douglas storyline on Neighbours in Australia, in which the region featured in 16 episodes. The TV show is viewed by more than a million people across Australia, the UK, New Zealand and a range of other countries. The aim of the campaign was to tap into the exposure gained by the TV show, to promote the regional brand while reminding consumers that Port Douglas was a premium destination that attracted TV shows and stars. The campaign was driven via Facebook and electronic direct mailouts, with entries via the TPDD website. The prize package was valued at over $4000 and the competition encouraged Neighbours fans to enter to win the ‘Ultimate Neighbours Experience’ to stay, play and eat where the stars
did during filming. The competition attracted over 1,800 entrants and sent over 3,300 referral emails. The campaign page had over 3,500 unique views during the 5 week competition period and attracted visitors from the region’s main domestic markets of Sydney and Melbourne, plus secondary market Perth. After entering the competition over 82% looked at other pages on the site including the home page, Things to Do, Accommodation and Hot Deals.

**Neighbours International Campaign:** TPDD approached Tourism Queensland UK to undertake a joint Neighbours campaign to promote Port Douglas and Daintree in the UK market. TPDD provided a prize package valued at over $7,800 to be used in the campaign. TQ were able to secure international flights with UK wholesaler Travelbag, with both sites promoting the competition via social media, websites and electronic direct mailouts. The campaign received over 3,400 entries and the competition page received over 5,600 views during the campaign period. The campaign not only provided the region with valuable exposure in the UK market, it also firmed the relationship between TPDD and the TQ UK office through a positive co-operative marketing campaign.
**Major Industry Holiday Campaign:** As reported in the 10-11 Annual Report, this campaign started end Q4 10-11 and finished in Q1. The campaign was run during shoulder season and designed to increase destination awareness by trade and industry and to drive visitation to the website. The campaign was successful, with over 2,500 visits to the campaign page and gained over 1,390 entrants and subsequent industry contacts to the database.

**Electronic Direct Mailout (eDM) Campaigns**
TPDD purchased a subscription to an online e-marketing service to enable a cost effective e-communication strategy to be implemented. The consumer database has been developed through online competitions and a new ‘subscribe’ feature added to the TPDD website. This database is communicated to on a bi-monthly basis and provides regional information, promotes the ‘Hot Deals’ section of the website, as well as other major events including Port Douglas Carnivale.

TPDD purchased an eDM with TQ and Gourmet Traveller to promote the region’s niche gourmet food market to the 30,000+ subscribers of Gourmet Traveller. This was developed to coincide with episodes of the cooking show, My Kitchen Rules, two of which...
were filmed in Port Douglas. TPDD gained the support of 6 operators to undertake the cooperative marketing initiative from accommodation, restaurants, an airline partner and Port Douglas Carnivale. The campaign achieved above average open rates and over 500 click throughs to the participating products.

**Social Media Marketing**

TPDD continued to develop social media channels including Facebook, Twitter and YouTube channels.

**Facebook:** TPDD continued to focus on development of this channel and achieved organic and viral growth this year of 20%. This was achieved through the creation of 208 popular and relevant posts that were shared, liked or commented on, thus creating additional stories about the page on our fan’s walls. Over the year, these stories created over 765,400 impressions, which equates to the total number of people who saw any content associated with our page. Percent growth cannot be calculated for this statistic, due to the recent release of new Insights (statistics) by Facebook.

Figure 1 shows the growth in fans this year compared with the 10-11 financial year. This year TPDD achieved solid, organic growth building on the presence established in the previous year. The social media campaign (Adventurous by Nature) launched in 10-11 shows the significant growth achieved through a viral campaign.

![Facebook Lifetime Likes](image)

**Figure 1 Facebook fan growth 11-12 vs 10-11**

Facebook Insights provide detailed demographic data including breakdown into location and age groups of fans. Fans are located mostly in Australia, with the top five cities being Melbourne, Sydney, Brisbane, Cairns and Port Douglas. Internationally, the top markets are New Zealand, the United States, Great Britain, Germany and Italy (see Figure 2).
Demographic data suggests that the majority of fans are females aged 25-34, 35-44 and 45-54 (see Figure 3).

**Twitter:** TPDD continued to use Twitter as a platform to promote the destination, increase awareness and assist visitors and potential visitors with destination activities, information, etc.

Twitter achieved 63% growth (see Figure 4) in Followers in this financial year through marketing activities and creating and ‘retweeting’ (sharing) of over 1,100 posts (approximately 99/month).
Twitter is also used to collect statistical data regarding the amount of content generated by other users about the region. This is performed by targeting specific keywords and tallying their use each month. The keywords include Port Douglas, Daintree and Cape Tribulation, and generated over 23,660 tweets were generated about the region. This number has increased by 26% on the 10-11FY, which could be partly attributed to the increase in Twitter use by travellers. The tone of the tweets is not recorded, however as a general observation the great majority of conversations are positive about the destination and almost no negative feedback is expressed.

Tweet examples include:
@literatechicken: Since when did #neighbours turn into a half-hour ad for Port Douglas? 20 February 2012
@lex_32: “so we've got to Daintree in the rainforest. I've seen my first spider and I almost poo'd myself.” 13 December 2011
@ScottieBremner: “Tonights #MKR in port Douglas doesn't do this paradise enough justice. Anzac Park where they are filming has to be Australia’s bestest park” 12 March 2012
@Kaleb_Stratton: “@MrsCrewChief what beach yall at again? Best beach I've been to was the Daintree Rainforest in Australia..great barrier reef is awesome too!” 21 November 2011
@kerrynwoods: “Husband just rang & suggested 4 days in Port Douglas in May. Um...did he think I'd say no?” 25 January 2012
@soniacarroll: “Wandering thru the esplanade of @PortDouglas_Aus. This place is seriously beautiful. Slow tropical holiday pace of life :)

**YouTube:** TPDD continued to maintain a presence on YouTube through recording and producing short video clips about the region and promoting and sharing other video clips relevant to the region. The region’s official channel is featured prominently on the TPDD website and includes a selection of clips that can be played directly from the website. This has facilitated the growth in views of the clips.
TPDD produced four videos promoting the region with the ‘Adventures of Lumi’, various activities around the region (e.g. aboriginal spearing, reef trip, etc). They feature a call back to the TPDD website for further information and are search engine optimised. The clips attained over 6,000 views, with over 21,000 total channel views.

6.3 Public Relations
TPDD contracts Libra Communications to undertake and manage media and publicity activities.

6.3.1 Media Visits & Publicity Values
Domestic Publicity
In the year to July 2012, our media relations helped generate over $4.4 million worth of domestic publicity for our Douglas region. This represents domestic travel journalists output (a highlight was the major Port Douglas travel article in December 2011 Qantas The Australian Way inflight magazine est. value $520,000) as well as film crews such as My Kitchen Rules, SBS Destination Flavour, Coxys Big Break and Neighbours, whose crew filmed a month worth of episodes around Port Douglas which aired this year (in Australia and in the major source market the UK).

During the past year, we initiated and hosted 2 major famils (timed for pre-publicity for the region’s major festival Port Douglas Carnivale and the Summer Season/Xmas) plus we initiated and facilitated individual journalist’s visits and assisted in regional itineraries with Tourism Queensland and Tourism Tropical North Queensland. Estimated publicity value generated from the Carnivale media famil was $1,004,000 in print (B Magazine, Go Camping, Sunday Star Times, Townsville EYE, AAP), plus over 50 online stories, mentions/ blogs generated (including worldnews.com totaltravel.com.au yahootravel). The Summer Season famil estimated value was $189,500 (Sunday Territorian Newspaper, Mt Isa North West Star, Townsville Bulletin NQ Life, Mining Life & Living, Mt Isa & Townsville Airport magazines).
Note: As more travel stories are migrating online, inprint PVE values are declining and the Tourism Queensland directive on quantifying online publicity is to list quantity of postings.
**International Publicity**

The region received a publicity boost from The Million Dollar Memo winners announcement when international media spent several days in region in the lead up to the announcement of the winner at Sea Temple Resort & Spa. The second Cairns Airport Adventure Festival also drew media and bloggers into the Douglas region, including Ben Southall. Indications from the festival are an estimated $9.1 million publicity to date with more to come as television distribution continues internationally. In addition this year, TPDD hosted a large international media contingent of nine bloggers from around the globe whose stories are still coming out.

During the year, TPDD hosted over 90 international visiting media including travel writers and film crews from New Zealand, UK, USA, Canada, France, Germany, China, Korea, Brazil and Argentina. We estimate the publicity value to our region of this year’s international media, boosted by the UK Neighbours shows and the Million Dollar Memo, will reach over $17 million.

**6.3.2 Media Relations**

Our program of media relations identifies and promotes regional tourism news with designed input into TTNQ and TQ e-newsletters which reach international and domestic media. Our TPDD media releases disperse member’s media worthy items and generate media enquiries and feedback. We also continually respond with assistance with media enquiries from international and domestic media by phone and email. Over the past year, we estimate TPDD region’s operators, businesses and attractions have contributed to 30% of the publicity generated by TNQ destination.

**6.3.3 Corporate Communications**

TPDD generated publicity coverage of the associations activities, member initiatives and forums throughout the year. These included the results of TPDD’s online promotions and corporate activities, issued as media releases which generated follow up interviews, stories and quotes on local press, TV and radio. EO Doug Ryan has a monthly column in the Gazette within the Tourism Talk (a TPDD initiative) as well as regular radio spots on Radio Port Douglas and Sea FM.

In total, estimated regional corporate publicity coverage of TPDD accounted for $266,000 in newspaper, television and radio.

Note: the publicity values are conservative estimates factoring advertising value equivalents, weighted by target markets and key messages of story content.

**6.3.4 Media and PR Activities**

**Media famils hosted for 2011/12**

<table>
<thead>
<tr>
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<tbody>
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<td>Terra.com.br</td>
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<tr>
<td>Wish Report</td>
<td>Brazil</td>
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<td>Canada</td>
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<td>Sun Media</td>
<td>Canada</td>
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<td>Indulgence the Aussie Way - China Media Famil</td>
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<td>QLD on Stage Media Famil</td>
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<td>Marie France Magazine</td>
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<td>N-TV</td>
<td>Germany</td>
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<tr>
<td>Million Dollar Memo</td>
<td>International &amp; domestic</td>
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<td>MBC</td>
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Let's Travel Magazine NZ
Let's Travel magazine NZ
Sell TNQ Famil NZ
TPDD October Famil NZ
TPDD Carnivale Famil NZ
North Shore - Fatal Attraction NZ
The Sunday Times Travel Magazine + The Sunday Times UK
Robin McKie Observer Magazine UK
Contry Life Magazine UK
Save v's Splurge Press Trip UK
TQ Mega Famil US
Maxim USA
Next Stop TV - Alaska Air USA
Ciao Bambino and 7*7 Magazine USA
NineMSN - Following footsteps of GBR doco USA Canada
Fairfax Media NZ

Domestic
Famil name or publication
TPDD Summer Season famil
Brisbane Times
Adventure Types- Pat Kinsella x 3
TPDD Carnivale Famil x 5
Tom Neal Tucker Tiger Tales
NineMSN Famil
Pre Challenge Cairns Famil x 3
Weekend Sunrise Weather cross
Asian Geographic
Come Sit Stay
TQ Bloggers Famil x 9
Ewen Bell - GBR
Mint Partners QT Port Douglas
holidaygoddess.com.au

July/August/September Quarter Activity:
David Marriner’s Sheraton Mirage enhancement - research, write and distribute media release following announcement of plans for upgrades and enhancements by new owner.
TPDD Agent’s Competition - research, write and distribute release re Port Douglas holiday winner Rachael Nehmer.
Various
Research and preparation of TPDD year end report on PR/Publicity, follow up on when Qantas inflight magazine story will appear (currently planned for January release which is excellent / high airline loadings = more eyes on it), follow up and requesting post by Lorraine Elliott (Not Quite Nigella) to upload her Carnivale trip to her blog, plus suggestions to Holidays with Kids editor re content for Cameron Daddo’s visit to Port Douglas in October.
Adventure Marathon - Researched, wrote and distributed media release about member Port Douglas Events Management upcoming marathon festival event.
12 Ways of Christmas - ongoing famil planning and development regarding organisation of incoming famil itinerary (October 2011); liaison with members and TPDD.

In the Media: Not Quite Nigella’s Carnivale post and Winsor Dobbin’s Ciao Magazine Sydney + Herald Sun Port Douglas Daintree articles - media clips and links supplied to TPDD.
October/November/December Quarter Activity:

12 Ways of Christmas - operating media famil during weekend of 21, 22, 23 October, following up with attending media for story outcomes, writing a Maree Emerson penned article for Cairns Post Weekender, collating images and onseding these and the story content to Rural Press chief of staff for North West Star (Mt Isa). I also wrote a TripAdvisor review for Dreamcatcher Apartments who I stayed with during the famil weekend.

Mossman Saturday Markets - When the travel editor alerted me to an opportunity to supply a need for a late fill in local travel story, I supplied content of this Mossman Saturday Markets by Maree Emerson (with 3 of my own images) to Cairns Post Weekender for local travel story which ran.

TPDD Educational - present How to Be Media Friendly segment at SMPD event 
12 Ways of Christmas - following up with editors/journalists post visit to ensure their stories ran, photos were utilised, sourcing more images on request, sourcing and distributing pdfs of travel stories.

Profile Magazine - WIN pages - collating members offers for prize pages in TNQ and Sunshine Coast publications.

Cairns EYE January - pitched Luxe New Year's escape to travel editor and arranged two nights and Low Isles trip for journalist Juliana Kerr for this.

Various -
2012 Port Douglas Carnivale famil liaison with TPDD and content, participants, program.
Fairfax Good Food Guide and app - liaison with journalist over current appropriate restaurants
Members introductions - introduced Michelle Behsman from Thala Beach Lodge to Andree Stephens from Cairns Post Weekender with proposed resulting travel story.
Referred media enquiries re GBR Marathon, 2 Fish Restaurant,
2012 Port Douglas Carnivale famil liaison with TPDD and content, participants, program.
Habitat Exports Koalas to Japan - Development and distribution of media release re the initiative of the Wildlife Habitat exporting toy koalas to Japan for children.
12 Ways of Christmas - sourced travel story pdf of my article which rang in Mt Isa North West Star and distributed this to the participating famil member businesses.
Juliana Kerr's travel story on New Year's reflection/luxury escape to Port Douglas - followed up with travel editor and this story was switched from January Cairns Post EYE magazine (lack of advertising dropped 8 pages out of the magazine pre-press including any travel section) and switched into The Weekender 7th January travel section.
Joint Board Xmas Drinks - took social photos of this event for The Cairns Post and TPDD.

January/February/March Quarter Activity:

2012 Port Douglas Carnivale Famil liaison with TPDD and content, participants, program.
TripAdvisor Travellers Choice Awards - Development and distribution of media release re the high number of Douglas region product which featured at the top of this 2012 poll.
Port Douglas Incentives - Distribution of media release re new initiatives for PDI pre AIME travel expo.
Spa Village - updated travel story content last written in 2008 to reflect 2012 members, spas, etc upon content request from Profile Magazine TNQ and supplied for February 2012 magazine issue.
2012 Port Douglas Carnivale Famil liaison with TPDD re March weekend famil program
content, participants, changes and updates.

Daintree Marketing Workshop 28 Feb 2012 - attending and presenting at this membership marketing workshop (advertising and PR segments - A.I.D.A. and Are you Media Ready?).

Smart Card Ferry Promo Winner - research, write and distribute news release about this initiative.

Win the Ultimate Neighbours Experience - research, write and distribute news release on this new competition and TPDD’s new website url www.visitportdouglasdaintree.com

Various - TTQ blog stories/Inflight Publishing - 12 Ways of Christmas story pdf distribution to participants on this famil / travel story.

2012 Port Douglas Carnivale Famil liaison with TPDD re March weekend famil program content, participants, changes and updates, operating famil and follow up with participants on story content, fact checks, run dates etc.

Gourmet Traveller eDM - liaison on copy and content of the email direct mail piece featuring the My Kitchen Rules styled gourmet content for Gourmet Traveller.

Carnivale TPDD eDM - liaison on copy and content of the TPDD email direct mail piece featuring the gourmet events for 2012 Carnivale program

Other - Tiger Tales inflight magazine, TTQ website travel blogs (Reefsprijnter, Trike Tours), QRlicious, Profile Magazine May issue cover story.

April/May/June Quarter Activity:

2012 Port Douglas Carnivale Famil liaison and follow up with participants on story content, fact checks, run dates, sourcing and distribution of story pdfs and estimates of publicity value equivalents.

AAP - Patrick Carauna - Post famil arrangements for this journalist to visit Port Douglas incl hosting lunch at Sheraton Mirage, interview with SMPD chef and Ken Dobbs - resulting story ‘A Heavenly Party in Port Douglas’ released by AAP nationally featured in Total Travel, Courier Mail Travel and more.

Carnivale TPDD eDM - liaison on copy and content of the second TPDD email direct mail piece featuring grouped events for 2012 Carnivale program - Cuisine, Sports, Arts & Charity, Accommodation

Other - Coxys Big Break @ Carnivale content F&W, Profile Magazine May issue Carnivale content including Last Word / Don Morris, Cairns life May issue Carnivale content liaison.

2012 Port Douglas Carnivale - media liaison for publicity during pre-event-post coverage of Carnivale 2012, including online updates for linkages etc, eDM reporting results and budget liaison.

Wellness@port/Peninsula Boutique media release - research, write and distribute media release with update on this member product as a result of Tanya attending the Media & Publicity workshop.

Other - Proof reading and recommendations re joint TPDD/PDCC media release in respect of the ‘Shared Vision/United Voice’, QT media famil enquiry from TTQ during Carnivale - discussed with TPDD re request for tix/options/attendance at Carnivale events.

Australian Tourism Exchange News Release - Research, write and distribute current news wrap release for ATE 12 Online Newsroom + general distribution

Neighbours Competition winner Anne Jelf News Release - Research, write and distribute news release (with photo sourced on request from accom) re winner of online Neighbours Competition

Port Douglas Carnivale 2012 - write and circulate wrap report to TPDD/PDCC

End of Year PR/Publicity Report - collate information in preparation for end of year reporting.
6.4 Key Tourism Advisory Groups

6.4.1 Port Douglas Business Tourism Advisory Group (Port Douglas Incentives)

The Port Douglas Business Tourism Advisory Group (Port Douglas Incentives) is a self funded, specialist advisory group of dedicated business tourism and events specialists with commercial interests and operations in the Douglas section of the Cairns Regional Council area. The group formed as a result of a collective determination to promote the Douglas region based upon its special and distinctive qualities both in terms of unique natural features, infrastructure, resources and personalities.

Port Douglas has successfully been at the forefront of being an aspirational Australian incentive travel destination for many years, providing unique experiences for the high-end domestic & international market, given its proximity to some of the world’s most recognised natural wonders. Over the years, for a range of different reasons, the destination has been confronted with growing competition from other domestic & international destinations. Port Douglas Incentives was formed to create a proactive force in marketing Port Douglas as an innovative and unique destination specifically targeting Business Tourism events such as conferences, incentive travel, major events, corporate retreats and meetings.

Under the administration of TPDD the group activities for 2011/12 include the following areas and specific campaigns;

**Newsletter**
Branded, formatted, newsletters are sent out quarterly to the group’s database of over 2500 industry contacts. This features member’s product news and updates with images and direct contact information.

**Database**
The group maintains a database of all contacts received through trade show participation, famils and industry leads. The database of 2065 subscribers is managed by the TPDD Futuremail system that cleans up the database at each mail out.

**Collateral**
The group has a ‘blue thong’ USB that is loaded with member and group files for each tradeshow or familiarisation.

**Whats new in 2012**
Japanese and Mainland Chinese translations of A4 information sheet

**Website**
A branding overhaul was completed in March 2011 with the redesigned website launched in April 2011. Following on from the redesign and analysis was undertaken of the sites key words and a search engine optimisation strategy was implemented. The website has experience visitor growth on the past year. Website visitation has increased significantly in the past year as a result of the key word strategy and search engine optimisation.

<table>
<thead>
<tr>
<th>Table 1 Port Douglas Incentives Website Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
</tr>
<tr>
<td>2011/12</td>
</tr>
<tr>
<td>2010/11</td>
</tr>
<tr>
<td>% change</td>
</tr>
</tbody>
</table>
Table 2 Port Douglas Incentives Website Pageviews

<table>
<thead>
<tr>
<th></th>
<th>Pages</th>
<th>Page Views</th>
<th>Av time on page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>3552</td>
<td>2677</td>
<td>1.31</td>
</tr>
<tr>
<td>2010/11</td>
<td>2584</td>
<td>1862</td>
<td>1.23</td>
</tr>
<tr>
<td>% change</td>
<td>37.46%</td>
<td>43.77%</td>
<td>4.95%</td>
</tr>
</tbody>
</table>

**Media Activity**
- Media release produced for AIME ‘Port Douglas refurbishes, re-brands, revitalises and rewards’ this was picked up by numerous industry publications.
- The quarterly newsletter has also resulted in group updates being included in CIM Newsbytes and Travel Digest
- Business Tourism and activities of Port Douglas Incentives are communicated to the region via the weekly TPDD Radio Port Douglas segment & numerous articles in the Mossman & Port Douglas Gazette

**Major advertising campaigns**
- Full page co-operative MICE.net advertisement in the annual Tropical North Queensland feature with famil participation
- Quarter page ad in BEC GBR Meeting Planners Guide 2011 (2 year life span)
- Full page ad in Executive PA bimonthly publication

**Trade Shows**
- Representation at Sell TNQ 2011 and confirmed for 2012 and handed out DVD and gift
- Participation at PAICE 2011 in Auckland as well as sales calls
- AIME attendance with shared booth and appointment schedule 2012
- Dreamtime attendance 2011 with BECGBR
- Attendance at TA NZ Incentive Buyers dinner in Auckland 2012
- Hosted destination educational/famil
- Fully hosted destinationai famil for nine PCO/DMC’s from the east coast in May 2011 & confirmed for 2012

**6.4.2 Port Douglas Wedding Professionals**
The Port Douglas Wedding Professionals Group comprises a membership of twenty five wedding specialists. The group formed in 2009 and has since established a website, branded collateral and numerous wedding market media mentions. TPDD administer the group as well as seeking out and negotiating marketing opportunities. Under the guidance of TPDD the group has accomplished the following in 2011/12;

**Collateral**
- Refresh of the group logo design and production of logo guidelines.
- In conjunction with Richard Jenner of The Type Shed the group has implemented a new look to group collateral.
- Produced a double sided DL brochure.
- Production of a group pull up banner that is available for group members to display at trade shows and exhibitions.

**Advertising**
- Double page spread in Your Queensland Wedding magazine with a half page complimentary advertorial
• Studio Brides Spring/Summer 2011 including 3 pages of editorial and a full page group advertisement. This opportunity was 50% subsidised by TPDD
• Bride Destination magazine double page spread plus June 2011 to May 2012
• Winter Getaways magazine double page feature 2012
• Discover Paradise 1/3 page ad with 4 pages of wedding 2012
• Welcome to Port Douglas & Daintree – TPDD funded double page spread with a 1/3 page PDWP advertisement
• Bride Destination magazine June – Nov 2012 including annual individual member listings on Bride.com
• Full page editorial and ¼ page ad for free in Cairns Life – June edition

Website
• The group website www.weddingsportdouglas.com.au is in the top 3 Google search for Port Douglas Weddings and in the top five for all targeted searches.
• The website visitation for 2011/12 is estimated to be 7246 up 25.5% from 5400 unique visits in 2010/11. The number of visits to the site has increased in 2011/12 to 12513 from 9576 in 2010/11, an increase of 23.5%. The average time on the site is over 7 minutes.

Lobbying
• Cairns Regional Council has agreed to clean a dedicated wedding area on Four Mile Beach between Baler and Helmet Streets.

6.4.3 Spa & Wellness Group
This group is newly formed and comprises eight spa and wellness operators from the Douglas region. The group has had input into the spa page on the website and has placed several adverts mainly funded and negotiated by TPDD. Leveraging editorial has been successful with this group.

6.5 Membership
Membership for 11/12 maintained 154 products as members representing a broad range of products (see Appendix 3).
The main aspiration is for success of endeavour; it is not about accumulating large numbers of members. Volume numbers of low contributing members will be counter productive. Members will require servicing and servicing costs money. Emphasis will be given to meaningful members in terms of capacity to participate and contribute.
Put simply, any prospective tourism operator member who is unwilling or incapable of contributing $10 per week towards the aspirations of better developing and promoting the destination (ultimately for the benefit of their own business) cannot be considered a serious industry participant.
The PDDTL Constitution also specifies that the Board may specify categories of membership and associated membership fees from time to time.

Membership structure is as follows:
All members will have opportunity for input into the direction, formulation and implementation of the company’s efforts to achieve its goals.
Other member benefits include:
• UPDATES: reports on TPDD actions, developments in the industry, events and marketing opportunities, and member news;
• WEBSITE: inclusion on the TPDD website with contact details, 200 character product description and website link, images and loaded deals.
• MEMBER DATABASE: listing of product on TPDD database and access to database for membership contact and cooperation;
• FAMILIARISATION: opportunity to include product in agent/media familiarisations;
• MAILING LISTS/PROMOTIONAL MATERIAL: access to travel industry mailing lists and promotional materials, including regional brochure, CD-ROM/DVD, images, displays and posters;
• SUPPORT OF MEMBER INITIATIVES: whenever possible TPDD will support, assist and facilitate member initiatives,
• SUPPORT OF MEMBER PRODUCTS: encouragement from TPDD for members to give each other’s products consideration when making business or personal recommendations and purchases;
• CO-OPERATIVE MARKETING: opportunity for inclusion in cooperative marketing;
• EDUCATION: opportunity to attend Market Seminars facilitated or organised by TPDD and to access business operations manuals and industry publications maintained by TPDD.
• NETWORKING FUNCTIONS: opportunity to meet and relax with other members and to explore mutual opportunities;

Membership levels for 2011/12:

Level 1  No Cost if contributing to CRC Douglas Region Rates
• No AGM voting rights.
• Receipt of general communications, electronically transmitted, upon request.

Level 2 (Ordinary Membership) annual membership $572 (incl. GST)
Benefits in addition to Level 1 include:
• AGM voting rights – 1 vote.
• Eligibility for Board and Marketing Group Representation.
• Opportunity to participate in Leisure Marketing activity.
• Opportunity to participate in Business Tourism Marketing activity if a member of Port Douglas Business TAG.
• Opportunity to participate in Wedding marketing activity if a member of Port Douglas Wedding Professionals.
• Invitation to corporate functions and seminars.
• Research Briefings as required.
• List of TPDD Members with limited contact details, electronically transmitted.
• TPDD website listing with business description, images and website link.
• “Hot Deals” for industry specials.
• Free Supporter of Tourism level membership with TTNQ (worth $460 per annum).

Level 3 (Corporate Membership) (5 or more products-max number at discretion of board) annual membership $2860 (incl. GST)

• All Level 2 benefits.
• Website representation (all products listed).
• TPDD website listing for all product with business description, images and website link.
• AGM voting rights – 5 votes only.
• “Hot Deals” for industry specials.

Annual Membership Renewal
All Memberships of TPDD are due for renewal on the date of joining each year, and are issued on a 30 day account directly to the operator. Failure to renew an annual Membership within 90 days of the due date, results in automatic suspension of Member status and all associated benefits, with subsequent cancellation at the next scheduled Board meeting. Payment of the outstanding Membership contribution, after suspension or cancellation, will be treated as a new membership, and be required to submit application through the appropriate process of Board approval.
7. Statistics

The domestic market rebounded with a 19.6% increase in visitor numbers while the international market declined 15.7%. With many visitors arriving at other ports and travelling domestic to our region and the lack of good data on the drive market the international figure needs to be questioned. However it is good to see that overall visitor nights were the best for four years. Our own survey results showed 48% of businesses performing better than last year with 29% performing about the same.
Extracts from TPDD and JCU

Second Quarter Research results
1. INTRODUCTION

The aim of this research is to identify socio demographic data, tourist motivations and behaviours of tourists visiting the Port Douglas and Daintree region. The research was not designed to provide information on the overall numbers of visitors who visit the region or how these figures vary on a yearly basis. Research published by Tourism Research Australia is able to provide high quality data on actual visitor numbers.

2. METHODOLOGY

Visitor surveys distributed at a number of sites were used to collect data. Participants were approached by survey staff, informed about the aim of the survey and asked to participate. The surveys took approximately 7-10 minutes to complete and were analysed using the SPSS 17 statistical program.

3. LIMITATIONS

During this period, the major limitation encountered was inclement weather during three of the collection days. In such conditions the response rate is generally low. Additionally, the surveys were only conducted in English, potentially leading to an under-represented of non-English speaking visitors. For this reason care should be taken when generalising the results beyond the study population.

4. FINDINGS

Gender and origin of respondents

The sample consisted of 58.5% females and 41.2% males. A great majority of respondents were general holiday makers (80.8%). Other motivations include visiting friends/relatives (8%), attending a wedding (2.4%) and honeymooners (1.4%).

Figure 1 and 2 illustrates the origins of respondents. Just over half were from Australia (53.3%) while the remainder were from overseas (44.9%) In 2011 50.4% of respondents were from Australia while 49.6% were international visitors. In Qrt 2 in 2011 49.6% of respondents were domestic visitors and 50.4% of visitors were from overseas.

International visitors originated mainly from the UK and Ireland (23.8%), Europe (23%), and North America (17.1%). There are a few notable decreases compared to Qrt 2 2011 in proportion of visitors from UK and Ireland, Europe and North America while only visitors...
from NSW shows an increase. A majority of domestic visitors travelled from Victoria (47.7%), New South Wales (28%) and Queensland (17.4%).

![Figure 1: Origin of Domestic respondents (%)](image1)

Figure 1: Origin of Domestic respondents (%)

![Figure 2: Origin of International respondents (%)](image2)

Figure 2: Origin of International respondents (%)

**Age of respondents**

As shown in Figure 3, the main age groups of respondents for Qrt 2 in 2012 were: 20-29 years (29.6% compared to an annual average of 19.5% in 2011; 30.1% in Qrt 2 2011), followed by 30-39 years (21.6%, compared to an annual average of 18.1% in 2011; 20.7% Qrt 2 2011) and 50-59 (16%; compared to an annual average of 11.8% in 2011 and 15% in Qrt 2 2011).

![Figure 3: Age of respondents (%)](image3)

Figure 3: Age of respondents (%)
Travel Party

Respondents’ travel party composition is illustrated in Figure 4. Respondents travelled mainly as couples (49.1%; compared to 51.9% in Qrt 2 2011 and annual average of 38.7% in 2011) followed by travelling with friends (22.6%; compared with 15.8% in Qrt 2 2011 and an annual average of 14.8% in 2011) and family with children (6.6%; compared 17.3% in Qrt 2 2011 and an annual average of 16% in 2011).

Income and budget

Figure 5 illustrates the income of respondents. Respondents with an income bracket of Greater than $85,000 comprised the largest segment (23%); compared to 23.9% in Qrt 2 2011 and an annual average of 23.6% in 2011) per annum were the largest group.

The average holiday budget (airfares, accommodation, tours and other expenses) for respondents holidaying in the Port Douglas and Daintree area was $2652.6, which shows a significant decrease compared with the previous quarter’s average budget of $3472 in Qrt 2 2012 and the annual average budget of $3697.8 in the previous year, 2011.

Previous visits and length of stay

54.7% of respondents indicated that this was their first visit to the Port Douglas and Daintree region. 33.8% of domestic respondents reported that it was their first visit to the region, and 78.9% for international visitors. Repeat respondents had visited an average of 1.98 times.
Figure 6 provides a summary of the length of time respondents’ stayed in Port Douglas, Mossman, Daintree, Cape Tribulation and the beaches. The result shows that only a small proportion of respondents in Port Douglas were day visitors (13.6%). The result also indicate that more than two-thirds of the respondents (68.6%) stay at Port Douglas more than 3 nights (15.7% for 3-4 nights, 13.2% for 5-6 nights and 39.7% for 7 nights or longer) while only 16.7% stays for 1 to 2 nights. The Daintree (27.2%) and Cape Tribulation (20.6%) are day tour destinations for people surveyed in Port Douglas.

Figure 6: Length of time spent in locations throughout the Port Douglas and Daintree area (%)

**Accommodation**

Figure 7 illustrates the accommodation types used by respondents. Holiday apartments (38.7%) were the most popular type of accommodation (compared with 44.7% in Qrt 2 2011 and an annual average of 34.3% in 2011) followed by Hotel/motel (12.5%), Backpacker/ hostel (11.8%) and Resort (10.8%).

Respondents stated that 28.2% of their chosen accommodation had an on-site restaurant and 67.2% had in-room cooking facilities. Respondents ate out an average of 1.5 times per day.

Figure 7: Accommodation used by respondents (%)
Transportation to and around the region

Figure 8 shows the types of transport used by respondents to travel **TO** the Port Douglas and Daintree area. During Qrt 2 in 2012 respondents favoured travelling to the region by air travel (39.4%; compared with 44% in Qrt 2 2011 and an annual average of 33% in 2011), followed by rented car (33.8%; compared to 33.8% in Qrt 2 2011 and an annual average of 28.2% in 2011) and bus and coach travel (32.4%; compared with 34.2% in Qrt 2 2011 and an annual average of 27.9% in 2011).

![Figure 8: Transport used by respondents to travel TO Port Douglas (%)](image)

Figure 8: Transport used by respondents to travel TO Port Douglas (%)

Figure 9 presents the types of transport used by respondents to travel **AROUND** the Port Douglas and Daintree region. Close to half of responds (46%) indicated that they walked to get around Port Douglas followed by using rented cars (40.1%), private car (21.3%) or buses (15.1%).

![Figure 9: Transport used by respondents to travel AROUND Port Douglas (%)](image)

Figure 9: Transport used by respondents to travel AROUND Port Douglas (%)

**Information sources and trip booking**

As shown in Figure 10, the most popular sources of information used by visitors were friends and family (48.4%) followed by ‘been before’ (27.2%), the internet (26.8%) and tourist guide books (23%). In the annual averages of 2011 the information sources were as follows: friends and family (36%), the internet (25.2%) and ‘been before’ (23.7%).
Figure 11 summarises how respondents booked their trip to the Port Douglas and Daintree region. For Qrt 2 in 2012 the methods were online travel website (22.6%) followed by travel agents (19.5%) and online direct booking with the accommodation (18.5%). In comparison, the annual average of 2011 shows that the most popular booking methods were online travel website (20.7%) followed by travel agent (26.5%), booking through travel agents (19.9%) and online direct booking with the accommodation (15.6%).

Motivations for travel to the region

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

Overall, the top five motives for Qrt 2 in 2012 were:
- Rest & relax (m=4.18; 4.62 Qrt 2 2011; 4.6 an annual mean in 2011);
- Climate (m=4.15; 4.64 in Qrt 2 2011; 4.44 annual mean in 2011);
- Beaches (m=3.98; 4.46 in Qrt 2 2011; 4.36 annual mean in 2011);
- Visit the GBR (m=3.79; 4 in Qrt 2 2011; 4 annual mean in 2011);
- Experience the natural environment (m=3.46; 4.07 in Qrt 2 2011; 4.07 annual mean in 2011).

For domestic visitors, rest and relaxation (m=4.38), climate (m=4.25), and visiting beaches (m=3.9) were the key motivators for visiting the region, followed by experiencing
the natural environment (m=3.39), visit the Great Barrier Reef (m=3.39), and restaurant and dining (m=3.18). International visitors were motivated by: visiting the GBR (m=4.27), visiting the beaches (m=4.09), Climate (m=4.06), rest and relaxation (m=3.95), snorkeling and diving (m=3.75), and seeing Australia wildlife (m=3.59).

**Table 1: Motivations for travelling to the region**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Mean 2011</th>
<th>2011 Mean</th>
<th>Qrt 2 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rest &amp; relax</td>
<td>4.6</td>
<td>4.6</td>
<td>4.18</td>
</tr>
<tr>
<td>Visit the GBR</td>
<td>4.46</td>
<td>4.44</td>
<td>3.98</td>
</tr>
<tr>
<td>Beaches</td>
<td>4.64</td>
<td>4.36</td>
<td>4.15</td>
</tr>
<tr>
<td>Experience natural environment</td>
<td>4.07</td>
<td>4.07</td>
<td>3.46</td>
</tr>
<tr>
<td>Snorkelling &amp; diving</td>
<td>3.59</td>
<td>3.59</td>
<td>3.33</td>
</tr>
<tr>
<td>Experience Australian wildlife</td>
<td>3.47</td>
<td>3.47</td>
<td>3.03</td>
</tr>
<tr>
<td>Visit the Daintree</td>
<td>4.14</td>
<td>3.53</td>
<td>3.22</td>
</tr>
<tr>
<td>Cheap accommodation</td>
<td>3.63</td>
<td>3.12</td>
<td>2.83</td>
</tr>
<tr>
<td>Adventure activities</td>
<td>3.53</td>
<td>3.07</td>
<td>2.86</td>
</tr>
<tr>
<td>Spend time with family</td>
<td>3.09</td>
<td>3.09</td>
<td>2.87</td>
</tr>
<tr>
<td>Restaurants &amp; dining</td>
<td>3.68</td>
<td>3.52</td>
<td>3.01</td>
</tr>
<tr>
<td>Socialising &amp; meet new people</td>
<td>3.37</td>
<td>2.92</td>
<td>2.66</td>
</tr>
<tr>
<td>Cheap airfares</td>
<td>3.87</td>
<td>2.92</td>
<td>2.52</td>
</tr>
<tr>
<td>Experience Aboriginal culture</td>
<td>3.22</td>
<td>2.5</td>
<td>2.41</td>
</tr>
<tr>
<td>Nightlife &amp; entertainment</td>
<td>3.06</td>
<td>2.82</td>
<td>2.55</td>
</tr>
<tr>
<td>Go shopping</td>
<td>3.14</td>
<td>2.72</td>
<td>2.22</td>
</tr>
<tr>
<td>Eco-accredited products</td>
<td>2.7</td>
<td>2.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Carbon offsetting programs</td>
<td>2.49</td>
<td>2.08</td>
<td>1.73</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>2.31</td>
<td>2.21</td>
<td>2.08</td>
</tr>
<tr>
<td>Fishing</td>
<td>2.15</td>
<td>1.84</td>
<td>1.73</td>
</tr>
<tr>
<td>Business/conference</td>
<td>1.54</td>
<td>1.33</td>
<td>1.22</td>
</tr>
</tbody>
</table>

**Visits to the rainforest and reef**

Respondents were queried about travel to the rainforest and reef. Overall 54.7% (compared to 63.2% in Qrt 2 2011 and an annual average of 64.1% in 2011) of respondents said that they visited the Daintree World Heritage rainforest. Table 2 shows which locations were visited.

**Table 2: Rainforest locations visited (%)**

<table>
<thead>
<tr>
<th>Rainforest location</th>
<th>Qrt 2 2011</th>
<th>Avr 2011</th>
<th>Qrt 2 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daintree region</td>
<td>63.2</td>
<td>64.1</td>
<td>54.7</td>
</tr>
<tr>
<td>Mossman Gorge</td>
<td>52.6</td>
<td>49.5</td>
<td>38.3</td>
</tr>
<tr>
<td>Cape Tribulation</td>
<td>48.5</td>
<td>47</td>
<td>35.2</td>
</tr>
<tr>
<td>Daintree village</td>
<td>27.1</td>
<td>31.3</td>
<td>25.1</td>
</tr>
</tbody>
</table>

Respondents were also asked about their travel to the Great Barrier Reef. Overall 61.7% visited the reef. In comparison 65.4% in Qrt 2 2011 and an annual average of 68.45% in 2011 of respondents said that they visited the reef. Table 3 shows the locations visited.
Table 3: Reef locations visited (%)

<table>
<thead>
<tr>
<th>Reef Location</th>
<th>Qrt 2 2011</th>
<th>Avr 2011</th>
<th>Qrt 2 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Barrier Reef</td>
<td>65.4</td>
<td>68.5</td>
<td>61.7</td>
</tr>
<tr>
<td>Low Isles</td>
<td>18.4</td>
<td>14.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Outer Reef</td>
<td>39.5</td>
<td>39.7</td>
<td>32.8</td>
</tr>
<tr>
<td>GBR from Cairns</td>
<td>18.4</td>
<td>24.5</td>
<td>24</td>
</tr>
</tbody>
</table>

Service quality

Respondents were asked to reflect on 9 service quality aspects of their holiday in the Port Douglas and Daintree area using a scale of 1 (‘very unsatisfied’) to 5 (‘highly satisfied’). Table 4 provides a summary of the mean values.

Table 4: Service quality

<table>
<thead>
<tr>
<th>Service quality</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Qrt 2 2011</td>
</tr>
<tr>
<td>Feeling safe &amp; secure</td>
<td>4.58</td>
</tr>
<tr>
<td>Accommodation value for money</td>
<td>4.01</td>
</tr>
<tr>
<td>Courteous &amp; friendly staff</td>
<td>4.56</td>
</tr>
<tr>
<td>Visitor information</td>
<td>4</td>
</tr>
<tr>
<td>Standard of restaurants</td>
<td>3.92</td>
</tr>
<tr>
<td>Attractions value for money</td>
<td>3.54</td>
</tr>
<tr>
<td>Shopping/retail</td>
<td>3.49</td>
</tr>
<tr>
<td>Tours value for money</td>
<td>3.53</td>
</tr>
<tr>
<td>Public transport</td>
<td>3.38</td>
</tr>
</tbody>
</table>

Overall satisfaction

Overall respondents were very satisfied (mean=8.23; compared with 8.44 in Qrt 1 2012; 8.5 in Qrt 4 2011; 8.66 in Qrt 3 in 2011; 8.43 in Qrt 2 2011 and 8.54 in Qrt 1 2011) with their visit to Port Douglas and the Daintree region (on a scale where 1 = very unsatisfactory, and 10 = very satisfactory). 96.2% of respondents (compared to 94.6% in Qrt 1 2012; 98.3% in Qrt4 2011; 97.1% Qrt 3 in 2011; 98.1% in Qrt 2 2011; 96.9% in Qrt 1 2011) said they would recommend visiting this region to prospective visitors.

Only a very small percentage of respondents (1.4%) said that they would not recommend the region to everybody. These participants indicated that they would not recommend the region to people due to ‘bugs’, and ‘too quiet for teenagers’.

Social media

Respondents were also questioned about their use of social media. 26.5% of respondents (compared to an annual average of 39.1% in 2011) indicated that they used social media to search for information about their trip to Port Douglas. Figure 12 shows the most popular options of social media used by participants to research their holiday. The top three social media categories were TripAdvisor (44.3%; 48.5% in Qrt 2 2011 and an annual average of 50.3%) followed by Travel blogs (30%; 34.6% in Qrt 1 2011 and an annual average of 31.4% in 2011) and Facebook (12.9%; 12% in Qrt 2 2011 and an annual average of 18.1% in 2011).
66.6% of respondents reported that they own a smartphone and 23% (compared to 24.6% in Qrt 1 2012; 24% in Qrt 4 2011; 13.4% in Qrt 3 in 2011; 13.2% in Qrt 2 in 2011 and 15.2% in Qrt 1 2011) of respondents said that they used Apps to make their travel decisions.

**Carnivale**

Finally, respondents were asked Carnivale related questions, which survey collection took place on the 28th of May. The number of respondents was limited to 36 due to rain.

29.7% of respondents reported that they were aware of the event before their arrival in the area (compared to 42.3% in 2011). 8.1% of respondents indicated that they travelled to the area to attend Carnivale (compared to 10.3% in 2011). 29.7% of respondents reported that they will be attending the event (compared to 56.8% in 2011). For 45.9% of the respondents it was their first time to attend the event (compared to 64.4% in 2011). The average of previous attendance was 1.7 times (compared to 1.7 times in 2011).

**Port Douglas comments for Qrt 2 in 2012**

We had an amazing 10 nights here at Port Douglas. We are thinking it will make a nice holiday next year for our 10th wedding anniversary.

Port Douglas is a very clean beautiful place. It’s been a holiday of a lifetime!

Lovely place. Would love to live here!

Hope Port Douglas and other area survive ups and downs of tourism and its many costs for locals etc.

Everyone else has been very helpful so far.

Port Douglas is beautiful 😊

Port Douglas has become boring for young people. Where is the party?

It’s a nice place here! I would come again! 😊

Here for 2 weeks and it is first sunny day. Only travelled to Port Douglas for the sun and the beach. Only disappointment was weather not as warm as I thought it would be for May 23-28 visit.

Great place to holiday

Great area to get away and enjoy the climate.
Port Douglas was a great wedding place. Very good.
Life is beautiful

Port Douglas is beautiful and we are lucky to be here! Love!

We are from Melbourne. Sun Shine is the best here. We love it here. Thanks!

Beautiful retreat but needs more good restaurants and higher quality retail outlets for fashion.

The snorkelling and staff were great. Perfect day trip. Went to Darwin last year and you could do a small dinner cruise, Increase the fee for the marine park. Disappointed with quality of food.

Free Wi-Fi would greatly help people to search for things they want to and get ratings from past customers.

Great weather. Very relaxing place.

Our stay has been excellent – everything we have hoped for! We are only living in Oz for a year. Otherwise we’d come back here every year! Definitely recommending this area to folks in Sydney!

Love it here!

Fabulous area. Easy to get to barrier reef. Perfect climate. Would visit within a year.

We love Port Douglas which is why we keep coming back. It is a shame to see though so many shops closing here. We love it here so much. We are moving up here in 4-5 years’ time!
Appendix 1: Domestic Marketing Report Parker Travel Collection

Market Overview

Parker Travel Collection (PTC) is contracted to undertake the sales and marketing promotion of the TPDD region to the Domestic Travel Industry and seek adhoc opportunities to promote the region. The primary focus is the education and reinforcement of the TPDD region to the retail travel agent during face to face sales call. In a very competitive market with international destinations far more easily accessible and attractive to Australians due to a variety of reasons that are well documented, TPDD major competitor is no longer Palm Cove, Cairns, Hamilton Island or the Gold Coast – but the Souths Pacific, South East Asia and America.

The last 2-3 years have been very bleak for domestic tourism in all, TPDD has succeeded in maintaining a high and consistent profile over neighbouring areas such as the Whitsunday’s and Palm Cove which have had large declines – with Cairns doing well on visitor nights based more on rate offerings than destination awareness.

Many “experts” are predicting an increase in domestic holiday visitation compared to international holidays in the coming 2-5 years based on family budget issues with possibly one overseas holiday and one domestic holiday per year. This will support a trend growing for TPDD and TNQ for some time – that the region will become less of an experience destination and more of a relaxation destination. It is PTC biggest belief that the biggest growth opportunity within the relaxation market segment is the family market.

The greatest concern heading forward is airline access to the region as a whole – nothing new to this issue for TNQ. The issue for TNQ though is the lack of discounted fares compared to domestic competitors based on the fact that a large share of the market will look at their international holiday as their expensive experience holiday and the domestic holiday as their more budget conscious relaxation holiday. Cairns being a gateway to a number of mining regions including PNG, see the availability of special holiday style airfares rare, compared to destinations like Hamilton Island and Gold Coast where $59 airfares are not uncommon and airfares under $100 the norm.

Shopping Centre Promotion

Operating in February 2012, the promotion was negotiated and sourced by PTC to provide four all-inclusive holidays of 10 nights duration with accompanying touring included (sourced by TPDD) for a range of shopping centre promotions across 11 Shopping Centres in 5 states. The promotion was in conjunction with Colonial First State Global Asset Management (CFSGAM). Value to TPDD is listed below from CFSGAM – full report also attached with this document.
PTC primary role for TPDD is to undertake sales training and promotion to retail agents.

Focus on calls is outside a 10km radius of a city centre. Regions outside of this region as showed by wholesale feedback and stats show a far higher propensity to book domestic travel via a travel agent. Other factors:

- Agents in CBD locations not as interested in booking domestic travel
- Inner CBD demographic more web savvy – thus booking direct
- Inner CBD has higher number of GEN Y who has a lower demand for domestic travel

Total retail calls for the 12 months period is as per the below table:

<table>
<thead>
<tr>
<th>Region</th>
<th>Call Patterns</th>
<th>Agent Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne</td>
<td>CBD, Melb North (2 days), Melb East (2 days), Melb Inner East, Melb Beaches, Melb South, Dandenong, Melb West, Geelong,</td>
<td>1533 agent calls</td>
</tr>
<tr>
<td>Ctry Vic</td>
<td>Ballarat, Horsham, Mt. Gambier, Portland, Warrnambool, Colac, Albury, Wodonga, Bendigo, Echuca, Shepparton, Warragul, Moe, Morwell, Traralgon, Sale, Leongatha, Wonthaggi</td>
<td>252 agent calls</td>
</tr>
<tr>
<td>Ctry NSW</td>
<td>Katoomba, Lithgow, Bathurst, Orange, Dubbo, Tamworth, Armidale, Scone, Singleton, Cessnock, Jesmond, Raymond Terrace, Maitland, The Junction, Kotara, Charlestown, Gorokan, Tuggerah, Erina, Gosford</td>
<td>356 agent calls</td>
</tr>
<tr>
<td>SE Qld</td>
<td>North Brisbane, Brisbane City, Brisbane South, Brisbane West, Ipswich, Gatton, Toowoomba and the Gold Coast</td>
<td>448 agent calls</td>
</tr>
<tr>
<td>Adelaide</td>
<td>Modbury, Westlakes, Elizabeth, Modbury, Norwood, Glenelg</td>
<td>29 agent calls</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>3056 agent calls</td>
</tr>
</tbody>
</table>
- Dedicated private training sessions were undertaken with top agents on 9 occasions through the year featuring brief on TPDD region and

Sunlover Holidays
- PTC undertook training of the Sunlover Reservations centre in Brisbane a total of 7 times throughout the year. This primarily was a lunch training presentation but also included:
  - Attending evening Sunlover product workshops in Brisbane. This is the first time they have held the event in such a format (16 suppliers, with a speed-dating type of set up). 45-50 res and product staff attended.
  - PTC hosted 30 SLV reservations staff with other PTC members for a STARS night, includes drinks, dinner and product presentation with launch of the HOT DEALS SLV brochure
- PTC met with AOT/SLV Product staff on 7 occasions including ATE
  - Please note a change in TNQ Product Manager in 2011 to Matthew Doherty
  - James Munro is now the Senior Product Manager for QLD who Matthew reports too (note Leanne Chard now has no involvement with product)
- PTC met with SLV/AOT Marketing 3 times through the year.
  - Pam Nolan remains as Senior Marketing contact answering Hugh Houston, but the Marketing team has been downsized dramatically through the year.
- PTC participated in the Sunlover NSW Roadshow which featured evening training nights for retail agents in Terrigal, Newcastle, Tamworth, Bathurst & Penrith. 180 agents in total attended the 6 functions (approx 240 had originally rsvp’d). Follow up included an eNewsletter and Secrets Flyer mailed to all agencies.
- PTC met with Sunlover Business Development Managers numerous times throughout the year across the country from product update on TPDD; Melbourne (4 times), Sydney (twice), Brisbane (twice) and Adelaide once.
  - Joint calls were undertaken with Sunlover Account Managers on 8 occasions through the year
- Sunlover training spots have been booked through to June 2013. Change in format for the coming FIN YEAR and the number of occasions permitted to train to only twice per year per operator though I have been able to negotiate 5 training sessions in total;
  - August, October, April (evening Supplier Workshop), May & in addition in May PTC will be hosting a dinner for TOP SELLERS
- PTC undertook follow up SLV reservations training distributing the SLV HOT DEALS brochure and training on packages and specials at members hotels
  - Sunlover HOT DEALS mail out to 450+ agents in NSW, SA and QLD– has been done twice. (WA agents received one mail out)
  - E-Newsletter to SLV aligned agents on brochure launch
  - Supplies sent to ALV reps around the country
- PTC facilitated two SUNLOVER agent famils to the Port Douglas region through the time period. This is a a lower figure than usual, but due to the 2011 SLV Agent STARS event being held in Port Douglas, famils to the region were at a minimum with SLV directing famils to other regions for training purposes.
- Proposal to TPDD members for the SUNLOVER RESERVATIONS STARS AWARDS night to be a TPDD theme event for members to attend – no interest was shown by any members.
• Important to note that as of 1 July, 2013 – Sunlover will no longer be a preferred wholesale product of the Flight Centre group (Flight Centre, Escape Travel, Student Flights and Travel Associates). Flight Centre is directing all wholesale business to their internal wholesaler Infinity Holidays via FCGP (Flight Centre Global Product).

Infinity Holidays
• PTC undertook training of the Infinity Domestic Reservations team in Brisbane a total of 4 times throughout the year. This primarily was a morning team training presentation of between 40-50 staff
• PTC hosted an Infinity Reservations BUZZ Night for 65 reservations staff including dinner, drinks, presentation and activity (ten pin bowling)
• PTC attended the Infinity Gold weekend in Queenstown with the top 60 Flight Centre agents from Australia and New Zealand, Flight Centre Global product team and Infinity marketing team and 18 other suppliers. Parker Travel Collection participated in the weekend as a premium sponsor which included an extra day with the agents and function (only 5-6 operators were Premium).
  □ Agents received a follow up post out including TPDD flyer and E-Blast including pdf of flyer
• A total 6 Flight Centre famils were facilitated during the years bring a total of 74 agents to Port Douglas.
• PTC attended the Flight Centre Ball with FCGP (Flight Centre Global Product) which joined Infinity Reservations staff later in the evening.
• PTC met with Infinity Product on 6 occasions including at ATE
• In May 2012, TNQ Product Manager became Isabel Beckerman. Isabel knows the region well having been the Product Co-Ordinator for the region for the last 18 months. Former TNQ Product Manager Michelle Sawtell oversees all Product now so will remain involved with the destination.
• PTC met with Infinity marketing on 3 occasions to discuss TPDD opportunities and promotion
• Maria Marendy remains head of Marketing at Infinity Holidays, but TNQ Destination Manager has changed from Shirley Stratchti who has taken Maternity leave to Megan Phillips. Megan is ex-SLV marketing and sales and knows the TPDD region extremely well.
• Infinity Buzz Night has been booked for May 8 2013
• As outlined in the SUNLOVER section of the report, Infinity Holidays is the exclusive wholesaler for all Flight Centre Group retail stores from 1 July 2013.

JTG (QANTAS Holidays)
• PTC undertook training at QANTAS Reservations on four occasions, twice each in Sydney and Melbourne reservations centres
• PTC met with JTG Product Manager Tracey Pearce on 4 occasions including ATE
• PTC met with Richard Roscoe, QANTAS Holidays QLD Sales Manager on opportunities for TPDD as a region (Richard was recently made redundant)
Mount Isa Activity

- The Mount Isa program is being aggressively undertaken in partnership with Skytrans. Present indications and research is that Cairns is the priority due to shopping, nightlife and the casino – in general they are looking for action. PTC belief is that for the first time visitor Cairns will be the destination, but on developing the market with return visitors that destinations such as TPDD will come to the fore as people look more for beach relaxation and new experiences. This is a market where the development of a split accom package between Cairns/Port may prove very effective.

- PTC attended the Mount Isa Rodeo with Skytrans as corporate sponsors of the event as part of PTC’s mining and outback strategy. The event provides fantastic entertainment as the largest Rodeo in the Southern Hemisphere, but more so a chance to meet with suppliers and make new contacts in an informal environment.

- PTC travelled from Mount Isa to Birdsville via Bedourie and Boulia, to launch and promote Skytrans’ new ‘through fares’ to CNS. From 1 Aug, all passengers travelling to Cairns from any of these destinations via Mount Isa pay ISA-CNS only fares. A great initiative for locals and will form the backbone of future packages targeted at travellers seeking quick escapes to the coast from their outback travels.

- PTC finalised negotiations for the Skytrans Holidays ‘Just Goin …. Sale’ which will run in Mount Isa from Jan – Mar 2012. The sale will build on the past 3 years offering short break escapes from Mount Isa to the TNQ region including Port Douglas/Daintree. Capitalising on the booming resource sector, Mount Isa continues to grow as a small yet profitable source destination especially for travel in the summer months. The sale involves extensive radio, newspaper and on the ground exposure for 3 night packages with short lead time and took place from Jan – Mar 2012. The official launch party was held in conjunction with the Mount Isa Chamber of Commerce on the 29th of Feb with over 100 local business leaders in attendance.

- PTC attended the Xstrata Mount Isa Mining Expo held from the 15th-18th May with Skytrans as a joint expo participant. The event was well attended with over 18,000 people passing through the gates.

- PTC assisted in the release of the Skytrans Holidays ‘Destinations Guide’ via PR (local and national including meeting with Anthony Hayes from TQ publicly supporting the program), tradeshows (Mount Isa Mining Expo, ATE) and hosted an internal training session with the Skytrans sales team on the features of the program. Imagery of Four Mile Beach was featured in the TNQ section along with references to Four Mile Beach and the Daintree Rainforest along with some Port Douglas accommodation options.

Additional Activities

- PTC met with Rewardscorp in Brisbane and on the Gold Coast on 3 different occasions. Rewardscorp provide 3 core business with large amounts of business to the TPDD region via their 1) Group Buying Operation 2) Incentive Wholesale and 3) mytravel brand.

- PTC met with LeisureCom who work in the incentive wholesale market also

- PTC attended ATE in Perth where the majority of Domestic wholesalers. PTC met with 19 appointments related to Domestic/online business associated with TPDD.

- PTC met with Scott Brown of Travel Zoo on opportunities. They agreed to dedicate a feature of Port Douglas on at least every 2nd Travelzoo promotion (promotions done one a weekly basis) as long as deals are available from hotels in the region.

- PTC met with Qld Rail Holidays Product on three occasions. Product team at QLD Rail is ex-Sunlover staff Michelle Connolly and Kaitlyn Coombes with ex Flight Centre Product manager Rowena Wiles. The product range in 2012-13 is to stay relatively the same as in the
past, but they are looking to undertake a major shakeup of their program for 2013-14 which may raise some opportunities for the TPDD region. They aim to move away from the traditional Pension/Retiree sector that Qld Rail has specialised in and with new trains make the Holidays program more a 4½ to 5 star boutique experience. Thus, they are looking beyond Cairns City and will be wanting to feature more destinations such as Port Douglas and the Daintree to target the new market mix they aim for

- PTC undertook training with the Qld Rail reservations team – approx. 10 staff. Staff knowledge outside of Cairns is fairly poor
- PTC undertook training of Blue Holidays staff twice in Brisbane – approx. 10 staff per session.
- PTC met with Anthony Leydin, he is the TNQ Product Manager for the new Jetstar Holidays based in Melbourne (recently renamed hooroo.com). They will no longer outsource website accom for the QH and Jetstar website with all accom being supplied by hooroo. PTC assisted with the initial contracting set up for their soft launch in November in gaining TPDD product and escorted Anthony through the region. PTC has met with Anthony now on numerous occasions as the product inventory and websites have been launched at different phases. Touring is not an option presently.
- PTC gained interest from both Sunlover and Infinity on production of a Port Douglas Carnivale Flyer promoting accommodation and ticket entry packages for the event. Unfortunately due to issues involved with gaining access to tickets for different events and issues related to commission levels on tickets etc the proposal could not get off the ground
- PTC attended ‘Sell TNQ’, an annual event that showcases the region and product to key event organisers, PCO’s and DMC’s was held in Cairns. Face to face meetings with all 32 buyers present at the event were undertaken in addition to attending networking events.
- PTC attended the Events Queensland Regional Events Conference held in Townsville. The conference brought together event organisers, big and small, from across QLD to learn from a large speaking roster on how to better their events. The conference also included numerous networking functions. A significant theme throughout the conference was ‘how to work with tourism operators’ and bridge the gap of understanding for the benefit of the region and ultimately their events.
- PTC participated in the Cairns Convention Centre Roadshow. The roadshow visited Brisbane, Sydney and Melbourne and hosted an event in each city for PCOs, Associations and companies planning meetings.

Distribution
- The TPDD flyer part of was Direct Mail distribution to 110 SLV STARS (top) agents twice and the 60 top Aussie Gold agents of Flight Centre once.
- TPDD flyer was included in brochure post out to agent data base of 750+ agents
- TPDD Secrets PDF was included in E-Blast to database of 900 agents on 3 occasions
Appendix 2: International Marketing Report
By Rosalind Harries

Overview:
This year we have focused on training which has included inbound, wholesale, reservations teams, Aussie Specialists and targeted retail agents in UK/Europe, USA, New Zealand and the inbound operators in Australia to capitalise on the diversity of the TPDD region. This includes several new fact sheets with a special fact sheet being tailored to the Cape Tribulation/Daintree region. We have also been working with a number of web operators – training the reservations staff and generally trying to increase the regionally knowledge and the general information being put on the sites. Also intranet sites with the traditional operators that have these available and the traditional distribution that also maintain websites.

Again this year we have relied on individual calls and a few workshops as it’s more cost effective and we were able to target the operators that are important for the Region. With a restricted budget for International we have continued to support the market with new collateral and information. We continue our strategy of creating extended brochure and web coverage and have our Region top of mind

Summary of sales calls

<table>
<thead>
<tr>
<th></th>
<th>Appointments</th>
<th>No of Staff Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound:</td>
<td>102</td>
<td>152</td>
</tr>
<tr>
<td>Wholesale:</td>
<td>137</td>
<td>429</td>
</tr>
<tr>
<td>(there is some cross over here with web wholesalers, aussie specialists and the wholesalers retail offices)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail:</td>
<td>46</td>
<td>271</td>
</tr>
<tr>
<td>Total:</td>
<td>285</td>
<td>852</td>
</tr>
</tbody>
</table>

JULY 2011

- UK/Europe trip visiting wholesalers (45 appointments, trained or updated 155 people) to update and train reservations staff including their retail travel outlets – visited Netherlands (Rotterdam, Utrecht, Hertogenboch, Amsterdam,) Belgium (Brussels, Antwerp) France (Paris, Nantes) Germany (Dusseldorf, Cologne, Trier, Geldern, Kempten, Munich), Sweden (Stockholm) Italy (Torino, Milan) UK (London, Crawley, Evesham, Manchester) (Refer Report)
- Opportunity to do an extended campaign with Antipodes Travel in Brussels as PD is no 1 destination in the TTNQ region – extended TA “Nothing like Australia” which ran through to November – did extend to incorporate TPDD region. Another opportunity to do banner advertising for 3 months.
- Met with Alan Dean in Antwerp to update on region as he is producing self drive packages incorporating PD and the Daintree. He has a new website exclusively for self drives around the World.
- Extended campaign with Galeries Lafayette Voyages in main Paris store. TQ had a honeymoon campaign with 27,000 brochures distributed throughout the store. Training with staff and left TPDD fact sheets and DVD to play and distribute to clients
- Explorer Fernreisen, Germany should have placed a PD general fact sheet at beginning of introduction to the region this year but was a mixup within Explorer. Will feature in next brochure
• Boomerang Reisen happy to do a self drive itinerary through Cape Trib and will promote at travel fares – this will have a 6 month shelf life. Unfortunately due to budget restraints had to decline
• Best of Travel Group – opportunity to feature in the newsletter for Cape Tribulation region
• Select Travel – high end operator who is only featuring Lizard Island, however, we went through options for charters and high end accommodation and she is increasing her itineraries to include this region – very little knowledge on Australia in general
• Continuation of campaign with Australia Tours Germany in conjunction with Porsche and Mercedes Benz dealerships throughout Germany.
• TUI/Austravel loaded TPDD fact sheets onto their intranet as inhouse promotions
• Nordic Familiarisation
• Discussion with major coach operator, sent information and update on operators including day trips in the Daintree and Cape Tribulation for the next 2 seasons for their small adventure groups
• We are working with a number of worldwide operators who specialise in solar eclipse travel – There are a number of groups using a vast array of accommodation in our region, including private holiday houses at the beach areas (Oak Beach, Newell Beach, Port Douglas) and apartments. We have encouraged them to book tours, charters and transfers immediately as there will be an availability problem if they leave it to the last minute. It’s encouraging to see most of the people we spoke to are staying and doing some touring. This has been ongoing for 12 months and will continue as last minute inquiries come through for 2012.

AUGUST 2011
• Sydney/Melbourne trip to inbound operators – training and updated reservations staff and product/marketing managers (15 appointments, trained/updated 48 staff)
• US Media familiarisation PD
• Rob Kusters – Managing Director of Pacific Island Travel, Amsterdam, organised familisation
• Followup to all operators from UK/Europe trip

SEPTEMBER 2011
• Joanne Dick – Product Manager, Travel Corp – familiarisation to TPDD region
• Andreas Managing Director – Boomerang Tours Germany famil TPDD. Is developing a TV project with DMAX
• Daniel Diethei – Australia Tours Germany familiarisation

OCTOBER 2011
• ATEC – Inbound Upnorth – Workshop in Cairns this year with 49 inbound operators attending over 3 days
• Inbound Upnorth post familiarisation with Terra Nova and KN Travel
• Email blast to RH database re new TPDD website (5,000)
• Gold Medal Mega Famil in PD
• Birdwatching fact sheet sent to UK and German database (800)

NOVEMBER/DECEMBER 2011
• Familiarisation with Delia Wong – Trends Travel
- Sydney/Melbourne/Brisbane – trip to inbound operators – training and updates (refer report) 10 appointments 21 res staff
- Hotel Plan Italy Familiarisation
- Solar Eclipse information for US market (solar eclipse specialist retail operators plus Aussie specialists and wholesalers – database 900)
- Email blast followup from Inbound Upnorth to all operators
- Followup from Sydney/Melbourne/Brisbane trip to all operators

JANUARY 2012
- Email blast to 5,000 retail, wholesale operators RHM data base
  UK/Europe/US/Australia
  New fact sheet
- Opportunity in conjunction with TQ New Zealand to be involved in a fishing supplement with Outdoor Magazine following on from the Fishing Show segments in New Zealand

FEBRUARY 2012
- New Zealand wholesale trip visiting Marketing and Product Managers plus training reservations teams (refer report) 8 appointments 20 reservations staff
- NQ ATEC Sydney Showcase – 1 day workshop in Sydney with 30 inbound operators plus additional operators at cocktail party. Update on region including new infrastructure/product and Cape Tribulation/Daintree fact sheet with maps (refer report)
- Information on Solar Eclipse for Southern Crossings and update on availability
- USA Trip concentrating on training with update on new product and the Cape Tribulation/Daintree fact sheet and map. Also working with Expedia and Orbitz to generate more interest in Daintree/Cape Tribulation area. (New York, Philadelphia, Chicago, Seattle, LA) (refer report) 17 appointments, training/updating 85 res or retail staff

MARCH 2012
- UK/Europe – training and updates on new products and Cape Tribulation/Daintree fact sheet and map (London and surrounds, Manchester and surrounds, The Netherlands, Belgium, Bruxelles, Stockholm, Finland, France, Germany, Switzerland, Italy) (refer report) 67 appointments including workshop, updating/training 190 reservations, retail staff
- Solar Eclipse update on availability in region as agents are requesting last minute accommodation and general information
- Canadian Broadcasting Familiarisation – TA/TQ
- USA trip followup to all operators
- NQ ATEC Sydney Showcase followup to operators
- New Zealand trip followup to all operators

APRIL 2012
- Aska Reizen – information Self drive programme through Goway
- Discover the World UK – information for Bird Fair promotion which includes Cape Tribulation/The Daintree
- UK/Europe followup to all operators
MAY 2012

- Site Inspection with Petra Stringfellow from Turquoise Holidays UK
- NZ retail trip – visited 32 retail offices in the south of the North Island and trained approx 170 staff. Also trained reservations staff at wholesale operators in Auckland (refer report) 7 wholesale offices 25 reservations staff training
- Attended welcome function for Sally Holyer new International Director for NZ
- Email blast to all operators attending ATE with website address and fact sheet

JUNE 2012

- Dolphin Destiny Adventures USA familiarisation
- Tom Ricketts – Magnetic South New Zealand information on aboriginal guides and experiences in the Region
- Followup from NZ retail trip. NZ retail agents email blast re Jetstar flights from NZ
- Familiarisation with Destinations Down Under Sweden – Fiona Bergquist
## Appendix 3: Members List as at 30 June 2012

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Company Name</th>
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<tbody>
<tr>
<td>2 Fish Seafood Restaurant</td>
<td>Dreamcatcher Apartments</td>
</tr>
<tr>
<td>Southern Cross Media</td>
<td>Electric Boat Cruises</td>
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<tr>
<td>Adlink Media</td>
<td>Events NQ</td>
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<tr>
<td>Aquarius Sail &amp; Snorkel</td>
<td>Executive Retreats</td>
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<tr>
<td>Aristocat Reef Charters</td>
<td>Exemplar Coaches &amp; Limousines</td>
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<tr>
<td>At The Mango Tree</td>
<td>Mossman Gorge Centre</td>
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<tr>
<td>Australian Muster Experience</td>
<td>Mossman Port Douglas Florist</td>
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<td>Avis Australia</td>
<td>Net Know How</td>
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<td>Axio</td>
<td>Oaks Lagoons Port Douglas</td>
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<tr>
<td>Balboa Holiday Apartments</td>
<td>Peppers Beach Club Port Douglas</td>
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<tr>
<td>Bay Villas Resort</td>
<td>Planet Charters</td>
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<tr>
<td>Beach Terraces</td>
<td>Paradise Limousine Service</td>
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<tr>
<td>Big 4 Glengarry Holiday Park</td>
<td>Parker Travel Collection</td>
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<tr>
<td>Bruce Belcher's Daintree River Cruises</td>
<td>Pinnacle Tourism Marketing.</td>
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<tr>
<td>BTS Tours</td>
<td>Port Douglas Audio Visual</td>
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<tr>
<td>Busy Bees Babysitting Services</td>
<td>Port Douglas Catering &amp; Events</td>
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<tr>
<td>Calypso Reef Charters</td>
<td>Port Douglas Chamber of Commerce</td>
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<tr>
<td>Cape Tribulation Exotic Fruit Farm</td>
<td>Port Douglas Combined Club</td>
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<tr>
<td>Central Hotel</td>
<td>Port Douglas Cottage &amp; Lodge</td>
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<td>Central Plaza Port Douglas</td>
<td>Port Douglas Event Management</td>
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<td>Closehaven Marina</td>
<td>Port Douglas Getaways</td>
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<td>Club Tropical Resort</td>
<td>Port Douglas Local Tourism Network</td>
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<td>Coconut Grove Resort</td>
<td>Port Douglas Newsagency</td>
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<td>Coral Sea Villas</td>
<td>Port Douglas Peninsula Boutique Hotel</td>
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<td>Court House Hotel Port Douglas</td>
<td>Port Douglas Weddings</td>
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<td>Crocodile Express</td>
<td>Port Douglas Yacht Club</td>
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<tr>
<td>Daintree Discovery Centre</td>
<td>Port Village Shopping Centre</td>
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<tr>
<td>Daintree Discovery Tours</td>
<td>Poseidon Outer Reef Cruises</td>
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<tr>
<td>Daintree Marketing Co-operative</td>
<td>Quicksilver Connections</td>
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<td>Daintree River &amp; Reef Cruise Centre</td>
<td>Radio Port Douglas 107.1 FM</td>
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<td>Daintree Safaris</td>
<td>Ramada Resorts Port Douglas</td>
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<td>Daintree Secrets</td>
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<td>Regal Port Douglas</td>
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<td>Rendezvous Reef Resort</td>
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<td>Roz Harries Marketing</td>
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<td>Salsa Bar &amp; Grill</td>
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<td>Saltwater Luxury Apartments</td>
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<td>Sarah Woods - Civil Celebrant</td>
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<td>Sea Temple Golf &amp; Country Club</td>
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<td>Sheraton Mirage Port Douglas</td>
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<td>Silky Oaks Resort</td>
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<td>Skysafari</td>
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<td>Solar Whisper Wildlife Cruises</td>
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<td>Sun Palm Transport Group</td>
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<td>Synergy Reef Transport</td>
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<td>Thala Beach Sailing</td>
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<td>The Meridian at Port Douglas</td>
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<td>The Whitehouse</td>
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<td>Tony's Tropical Tours</td>
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<td>Tropical Nites Holiday Townhouses</td>
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<td>Ulysses Getaways</td>
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<td>Verandahs Boutique Hotel</td>
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<td>Villa San Michele</td>
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<td>Wavelength Marine Charters</td>
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<td>Windswept Kite Surfing</td>
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Welcome to Port Douglas and Daintree  Adventurous by nature

TPDD Regional Brochure

Tours, Attractions, Restaurants, Accommodation & Maps
TPDD DVD
• Take in the magnificent scenery of Mossman Gorge and learn about indigenous culture at the new interpretive centre.
• Learn how to open a coconut and what you can use it for at a private coconut tour.
• Paint your own Aboriginal artwork masterpiece with the help of a local Kuku Yalanji artist, or purchase your own.
• Sample new menu’s and food experiences at over 60 of the region’s restaurants, café’s and bars.
• Don’t feel like walking to dinner? Take an eco-cab and get a muscle-powered ride instead.
• Take your adrenaline levels up a notch on board a new jet boat for a speedy way to reach the reef!
• Watch the sunset over the Daintree mountain ranges while indulging in a pre-dinner gourmet sunset sail on board a luxury catamaran.
• Kayak to the reef at Cape Tribulation, only a few paddles and you are right there on top of it!
• Follow in the footsteps of the Great Barrier Reef documentary with a range of reef experiences and swim with a marine biologist.
• Take a walk on your wild side and feed a hungry saltwater croc, or become a Zookeeper for a day at the region’s wildlife attractions.
• Discover creepy crawlies of the Daintree Rainforest on a guided night tour when the rainforest comes to life.
• Take on the ultimate golfing day, with 3 rounds at 3 courses and 3 ultra fun heli rides to get you there.
• Need an excuse? Take your pick from the annual Port Douglas Carnivale, the Marlin Challenge and many more events in the region.
• Shopaholic? Overdose at a range of boutique retail stores, art galleries, souvenir shops and the iconic markets.
• Four Mile Beach is not only fantastic to swim at and laze on; it’s great for family walks, bike riding, kitesurfing and paddle-boarding!
• Explore the rugged countryside with a challenging hike to Mount Sorrow in the Daintree Rainforest, or tone it down with a walk to Island Point Lookout in Port.
• Within the privacy of your exclusive holiday home or resort, the spa and your therapist are waiting for you.
• You are sure to get a bite when you thrown in a line at a barra farm.
• Sample chocolate made from cocoa grown in the Daintree Rainforest, then wash it down with tea from the Daintree.

visitportdouglasdaintree.com
Secrets of Port Douglas & Daintree

Top 10 Secrets

- Escape to a new world under the water and full of vibrant colour, corals and curious fish. Snorkel or dive from the reef’s closest town, Port Douglas.

- Tempt your tastebuds with some of the region’s exotic fruit and fresh seafood on the menu in the restaurants; many are multiple award winners and local favourites!

- View the rainforest from above and below the canopy and learn about its unique and ancient world on a guided tour.

- Watch the sunrise on a morning walk along Four Mile Beach; or lay a picnic rug in Rex Smeal Park and watch the sunset over the Daintree Mountains - spectacular from all angles.

- Visit Mossman Gorge and meet the first people of our land, the Kuku Yalanji for a walk through the rainforest and history. Refresh with a swim in the crisp rainwater streams of the gorge.

- Visit the iconic Port Douglas Sunday Markets, browse stalls with homemade cakes and preserves, local art, clothing and jewellery while sipping on a freshly made tropical juice.

- Enjoy the island life on Low Isles; laze the day away on the sandy beaches, snorkel to inner coral reefs or explore the history of the island and the lighthouse.

- Hire a bike and cruise Four Mile Beach, the village and of course, stop for ice cream.

- Cruise the Daintree River, which is home to some of Australia’s unique wildlife and is famous for Kingfishers, the Great-billed Heron and 40 other species of birds, not to mention Scarface, one of the resident crocodiles.

- Spend the night in the rainforest and explore what this ancient world has to show in the moonlight on a guided night walk.

visitportdouglasdaintree.com
The Secrets to a Runaway Romance

- Snorkel the Great Barrier Reef together, then soak up the sun on idyllic Low Isles.
- Hire a scooter for a day and visit the many secluded beaches, rainforest tracts and swimming holes of the region.
- Stay in a secluded retreat with an address ‘somewhere in the rainforest’ far from prying eyes and phone reception for the ultimate romantic getaway.
- Enjoy the thrill of a breathtaking helicopter flight over Port Douglas before landing on your own private island to swim and explore.
- Sunrise on Four Mile Beach is an enchanting hour to take a leisurely stroll, jog or simply enjoy the dawn beauty and the passing beach parade.
- Pamper yourself and your partner with a luxurious couple’s treatment at a day spa absorbing the sights, smells and sounds of nature.
- Have a romantic dinner for two at one of over 60 restaurants and cafés before dancing the night away together.
- Invigorate yourself with a swim at the stunning Mossman Gorge, before visiting a luxurious rainforest lodge for lunch.
- Watch the sunset over the Daintree Rainforest at Rex Smeal Park with a bucket of prawns and a drink.
- Have you planned a special occasion? Indulge in a sunset journey to a private cove with a personal chef waiting to serve a sumptuous meal and champagne to toast!

visitportdouglasdaintree.com
为何选择道格拉斯港？

道格拉斯港是热带澳大利亚的明珠，距凯恩斯国际机场仅一小时车程，这个充满异域风情的目的地拥有26摄氏度的理想平均气温，因近两处世界遗产——大堡礁和雨林而享誉盛名。作为一处迷人的度假胜地，它带来充满灵感、独树一帜、令人难忘的会议和奖励活动，道格拉斯港的能力无与伦比。将该目的地的自然美与最新设施、屡获殊荣的活动、世界一流的住宿和五星级的观光选择相结合，没有其它目的地能让您的代表们受到最大的鼓舞！

道格拉斯港是您下一次会议或奖励的绝佳地点。在国际会议和奖励活动市场提供创新和体验性的商业活动方面，道格拉斯港奖励专家拥有20年屡获殊荣的非凡经验。从小型会议到大型会议，激发性的团队建设活动，抱有希望、真正具有回报性的奖励活动，道格拉斯港拥有专业知识、场馆和灵感来迎合商务旅游的需求，其体验不同于热带澳大利亚任何其它目的地。

预订会议室。 澳式风格...

进行团队建设。 澳式风格...

如需进一步信息，请联系Tourism Port Douglas Daintree（道格拉斯港和戴恩树旅游机构）61 7 4099 4588 或pdi@visitportdouglasdaintree.com.au
port douglas
wedding professionals

The Port Douglas Wedding Professionals is a group of locally-based businesses dedicated to offering professional wedding services operating in Port Douglas and the Daintree.

Accommodation & venues ★ Caterers & restaurants ★ Celebrants ★ Child minding Entertainment & audio visual ★ Florists Hair & beauty ★ Photographers & videographers Transport ★ Unique locations ★ Wedding planners
Appendix 5: Marketing examples
Here is a destination so perfectly designed chance had no hand in it. Framed between the mist-capped mountains of the Daintree and the shimmering ribbons of the Great Barrier Reef is a region of rare beauty. World Heritage-listed for the pleasures of future generations. Accessible to all who enjoy the true pleasures of life.

www.visitportdouglasdaintree.com
TEN THINGS

1. Renowned for its unique and diverse marine life, the Daintree Coast offers some of the most spectacular beaches in Australia. 

2. The Crystal Cascades is a beautiful area where you can swim in crystal-clear water surrounded by lush rainforest.

3. The Daintree National Park is a UNESCO World Heritage site known for its rich biodiversity and ancient rainforests.

4. The Daintree River is home to a variety of wildlife, including crocodiles, platypus, and various bird species.

5. The Daintree Rainforest is one of the most diverse ecosystems in the world, with over 1,500 species of plants and 200 species of birds.

6. The Daintree Coast is a popular destination for eco-tourism, offering opportunities to explore the rainforest and learn about its inhabitants.

7. The Daintree Coast is known for its stunning sunsets, which can be seen from various viewpoints along the coastline.

8. The Daintree Coast is home to many local Indigenous communities, each with their own unique cultural practices and stories.

9. The Daintree Coast is a great place for fishing, with opportunities to catch species such as marlin, tuna, and barramundi.

10. The Daintree Coast is a popular spot for surfing, with waves suitable for all levels of experience.

Relax, unwind, indulge in Port

Come and get your own slice of paradise

Exclusive Holiday Villas

07 4099 7799

www.beachvillas.com.au

Enjoy a tropical escape with a FREE night

From $140*

FERNTREE
MINIForest Lodge

From $230 per night in a 1 Bedroom A/C

Mango Valley Cottages
From $180 per night in a 1 Bedroom A/C

Mango Heritage, Port Douglas
From $160 per night in a 1 Bedroom A/C

Mango Villas, Port Douglas
From $190 per night in a 1 Bedroom A/C

Mango on the river, Port Douglas
From $200 per night in a 1 Bedroom A/C

Call 13 13 13 visit mantra.com.au or contact your travel agent.
Port Douglas & Daintree
Adventurous by nature

Here is the perfect destination right on your doorstep. Framed between the most capped mountains of the Daintree and the shimmering ribbons of the Great Barrier Reef is a region of rare beauty.

World Heritage listed for the pleasure of future generations. Accessible to all who enjoy the true pleasures of life.

www.VisitPortDouglasDaintree.com

facebook.com/VisitPortDouglasDaintree

Twitter.com/VisitPortDouglas
### Daintree Smart Card Specials

<table>
<thead>
<tr>
<th>Special Offer</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bruce Belcher's Daintree River Cruises</strong></td>
<td>20% discount. Free slushies or coffee!</td>
</tr>
<tr>
<td>With emphasis on crocodile spotting. Cruise times 9:30am, 11:00am.</td>
<td></td>
</tr>
<tr>
<td>12:00pm, 13:00pm, 23:00pm, 4:00pm. Located on the way to the Daintree Village</td>
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</tr>
<tr>
<td>P: 4098 7177 W: <a href="http://www.daintreerivercruises.com.au">www.daintreerivercruises.com.au</a></td>
<td></td>
</tr>
<tr>
<td><strong>Cooper Creek Wilderness</strong></td>
<td>$40.00 &amp; free swim discount $5.00/tour or $10.00 for 2 tours (day &amp; night)</td>
</tr>
<tr>
<td>Venture into the heart of the world's oldest rainforest on a 2-hour journey of discovery. Exclusive Day 5 Night Tours in magnificent World Heritage Fan Palm Rainforests.</td>
<td></td>
</tr>
<tr>
<td>Cape Tribulation Rd, Cooper Creek. P: 4098 9126 W: <a href="http://www.cwwild.com/">www.cwwild.com/</a></td>
<td>Purchase your cruise &amp; receive an Annual Return Pass.</td>
</tr>
<tr>
<td><strong>Crocodile Express Daintree River Wildlife Cruises</strong></td>
<td>$40 pp &amp; receive 20% off any River Cruise departing Daintree Village jetty.</td>
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<tr>
<td>One hour cruises departing regularly from the Daintree Village and the Public Pontoon near the ferry crossing. The only Daintree cruise to offer both fresh and saltwater environments!</td>
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</tr>
<tr>
<td>P: 4098 6120 W: <a href="http://www.daintreeconnection.com.au">www.daintreeconnection.com.au</a></td>
<td></td>
</tr>
<tr>
<td><strong>Daintree Argo 8x8 Rainforest Tours</strong></td>
<td>20% discount on Gold Pass.</td>
</tr>
<tr>
<td>Spectacular Rainforest Tour. The Daintree Argo 8x8 takes you through stunning World Heritage Rainforest and Daintree River scenery. 2 Stewarts St, Daintree Village.</td>
<td></td>
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<tr>
<td>P: 0409 627 434 W: <a href="http://www.daintreeadventuretours.com.au">www.daintreeadventuretours.com.au</a></td>
<td></td>
</tr>
<tr>
<td><strong>Daintree Discovery Centre</strong></td>
<td>Free children with paying parents max 4 children per family.</td>
</tr>
<tr>
<td>This multi-award winning ecotourism facility allows visitors to enjoy the rainforest at every level from the forest floor to the uppermost reaches of the canopy. Explore the spectacular Aerial Walkway, 23m high Canopy Tower, rainforest walks, interpretive centre and café. Car Cape Tribulation Rd &amp; Tullio Car Rd, Cow Bay.</td>
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<tr>
<td>P: 4098 9171 W: <a href="http://www.daintree-rec.com.au">www.daintree-rec.com.au</a></td>
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<tr>
<td><strong>Daintree River Experience</strong></td>
<td>20% off. Best discount ever offered.</td>
</tr>
<tr>
<td>Enjoy the best Daintree Experience with our 2hr cruise covering creeks, birdwatching, wildlife and the natural beauty of the majestic Daintree. The fun and adventure is well worth the trip... Located at Daintree River Jetty. Bookings essential.</td>
<td></td>
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<tr>
<td>P: 1222 2655/0409 426 544 W: <a href="http://www.daintreecruises.com.au">www.daintreecruises.com.au</a></td>
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<tr>
<td><strong>Daintree River Wild Watch</strong></td>
<td>20% off direct bookings only. You've Gotta Book.</td>
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<tr>
<td>P: 4098 708 W: <a href="http://www.daintreerivewildwatch.com">www.daintreerivewildwatch.com</a></td>
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<tr>
<td><strong>Electric Boat Cruises</strong></td>
<td>%10 off.</td>
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<td>Daintree River Cruises. Reduce your carbon footprint on Daintree River's first electric boat. With 16 years experience, we provide a professional, friendly, nature-based tour. Hourly cruises, departing daily from the Daintree Village.</td>
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<tr>
<td>P: 4098 6103 W: <a href="http://www.electricboatcruises.com">www.electricboatcruises.com</a></td>
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<tr>
<td><strong>Jungle Surfing</strong></td>
<td>10% discount with direct bookings.</td>
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<tr>
<td>Rainforest fun for all the family. Cape Tribulation.</td>
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<tr>
<td>P: 4098 0043 W: <a href="http://www.junglesurfing.com.au">www.junglesurfing.com.au</a></td>
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<tr>
<td><strong>Ocean Safari</strong></td>
<td>10% off Morning Adventure Paddle or Sunset Paddle.</td>
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<tr>
<td>The quickest tour to the Great Barrier Reef in Queensland. Join our half day snorkelling tour to the unsplait Mackay Reef where you can experience the pristine coral and abundant marine life in a small group of 25 at most. The Boardwalk Café, Cape Tribulation.</td>
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<tr>
<td>P: 4098 0006 W: <a href="http://www.oceansafari.com.au">www.oceansafari.com.au</a></td>
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<tr>
<td><strong>Paddletek Kayak Adventures</strong></td>
<td>10% off.</td>
</tr>
<tr>
<td>Come on an adventure! Half-day guided kayak tours departing Cape Tribulation Beach. Explore beautiful beaches, reefs and mangroves and look out for turtles, dugong, sea eagles, dolphins and sting rays. Kids welcome, no experience necessary.</td>
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<tr>
<td>P: 4098 0043 W: <a href="http://www.capetribpaddletek.com.au">www.capetribpaddletek.com.au</a></td>
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</tr>
<tr>
<td><strong>Solar Whisper Wildlife Cruises</strong></td>
<td>10% off.</td>
</tr>
<tr>
<td>11/4 &amp; 6 hr Daintree River wildlife cruises on a quiet, clean solar electric boat. Get closer to nature - hear, smell &amp; experience without noise &amp; fumes. For camouflaged wildlife, we zoom in with &quot;Croc Cam.&quot; Crocodiles spotted on most tours.</td>
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</tr>
<tr>
<td>Cape Tribulation Rd, Daintree P: 4098 731 W: <a href="http://www.solarwhisper.com">www.solarwhisper.com</a></td>
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WIN A TRIP TO PORT DOUGLAS OR A $10 GIFT CARD INSTANTLY!

BUY SMART & WIN
Pampered by Nature

Wellness and beauty go hand in hand, and Port Douglas has a range of spots where you can indulge in pampering to relax and rejuvenate. And if you don't have much time to spend, take a look at the perfect shortlisted spots that can help you achieve health, beauty and relaxation.

Port Douglas and Deluix provides one of the world's most luxurious and therapeutic beauty treatments. It offers a range of massages, from traditional Thai to modern, and a range of facials that can help you look and feel your best.

A hot stone massage involves the application of heated and cooled stones on the body, which helps to reduce tension and stress. The therapist uses the stones to gently stroke the skin, promoting relaxation and healing.

Alternatively, you can try a herbal or aromatherapy massage, which uses natural oils to promote relaxation and reduce tension. In addition, a variety of body wraps can help to detoxify and nourish the skin, leaving you feeling refreshed and revitalized.

To learn more about these treatments and how they can help you relax and rejuvenate, visit Port Douglas and Deluix today.

---

The Day Spa

Get away from it all and indulge in some much-needed pampering. The Day Spa at Wellness Port Douglas offers a range of treatments to help you relax and rejuvenate.

Relax in the spa pool, enjoy a hot stone massage, or try a traditional Thai massage. There are also a variety of facials and body treatments to choose from, all designed to leave you feeling refreshed and energized.

To make the most of your visit, book your treatment in advance. The Day Spa is open 7 days a week, so you can enjoy a relaxing spa day whenever it suits you.

For more information or to book a treatment, visit www.dayspaportdouglas.com.au or call 07 4099 5099.
Port Douglas Catering & Events

Port Douglas Catering & Events are award winning event and catering specialists. Operating locally for 20 years, we have amazing food, breathtaking locations and impeccable service. 07 4099 4233
www.portdouglas catering.com.au
enquiries@portdouglas catering.com.au

Sea Temple Resort Port Douglas

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RSVP:
Tara Bennett — Tourism Port Douglas Daintree
pd@visitportdouglasdaintree.com Friday 30th March 2012

* Rydges Sabaya is undergoing a transformation and from May 2012 will emerge as QT Port Douglas
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Whether you are planning a beach wedding or a rainforest wedding, an expedition, a small family wedding or an extravagant one-of-a-kind event, Port Douglas is the perfect place for your wedding in paradise.

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Thousands of couples have chosen Port Douglas and Daintree for their fun, relaxed, tropical wedding. With over 100 wedding specialists in the region it's easy to see why.

The Port Douglas Wedding Professionals have launched fabulous websites to assist you in planning your wedding.

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Port Douglas Weddings

Port Douglas Wedding Professionals

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Appendix 6: Media Examples
Man vs. Qld

Port Douglas is an epicentre of adventure. But beware the creepy crawlies and fast-approaching bumps, says Ian Neubauer.
Tropical North Queensland’s crocodiles fascinate the thousands of tourists who flock there every year. Peter Bley went in search of some saurians.

You turn off the Captain Cook Highway and drive down a bumpy, dirt road into Port Douglas, past luxury homes, plush resorts and parks.

It’s a beautiful part of Australia, where two World Heritage areas, the Great Barrier Reef and the Daintree rainforest, collide in a blaze of brilliant blue and green, separated by golden beaches.

Yes, Australia’s got it all — including crocodiles, snakes and deadly wildlife.

Even as you drive along the main road, which tracks Four Mile Beach, a yellow sign hovers above: a pond. Bungarriबlah — it warns that estuarine crocs have been known to inhabit the area.

These crocs, known as salties, eat people.

Warning signs are on the side of every road, as it’s easy to ignore this one in the middle of the sub-tropics.

But now, a new life on the nearby golf course, which fringes Hidden Hill, giving water hazards a new meaning.

And that new life is not just living under the Mossman River bridge, three kilometres down the main road from the Port Douglas turn.

Traffic police come to watch these marauders, as they squat in the middle of the road.

But attacks on this rare species are rare, for many tourists.

The best place to see the Daintree River, about 60km north of Port Douglas.

We took a tour on a Saturn Whisper which glides up the mangrove-fringed river powered by two silent electric oars.

The guide pointed out four metres or so families near these kilometres of rivers.

But we didn’t see the much bigger dangerous saltie Nelson, so called because he lost his tail in a fight over a woman with his rival Scarpie.

A third big saltie, Pat Albert, hasn’t been seen for a couple of seasons and the guides suspect a local farmer took the law into his own hands after the croc ate one too many.

Crocs get much of their energy from the sun and can go without food for up to a year — a Jack Russell will keep one going for a couple of months, the guides say.

A ferry takes you over the river north towards Cape Tribulation, as named by Captain Cook who had a tough time here.

This is a rainforest country where it rains for 200 days a year and up to 400 metres over 24 hours in the wet season.

A good place to see salties is at the Daintree River Crossing.

There’s a kilometre of boardwalk cut into the forest and a tower offers a commanding view over the estuary.

No crocs here but centre operations manager Peter Eldred tells us about the area’s promontory snakes. Brown snakes, among the planet’s most deadly, often find their way into his home.

While crocs and the rainforest are two big drawcards, Port Douglas’ top attraction in the Great Barrier Reef is a trip.

Some boats take up to 40 people on a one-day snorkelling trip.

“Opal Reef was a 50-minute trip and we were looking at the coral,” says a tourist.

“Actually, the water was about the same temperature as the water here.”

“Did you know that on average there are just five recorded fatal shark attacks a year? Statistically you’ve got more chance of being killed by a wasp sting than a croc.”
After a 450 km drive, we arrive at Lake Argyle, where we spend the night. The next morning, we head out to explore the area around the lake, which is a popular destination for water sports and fishing. We take a scenic drive along the lake's shores before returning to the town to prepare for our next adventure. Overall, our trip has been a great experience, and we are excited to see what other wonders Australia has to offer.
INTERNATIONAL MEDIA FAMILIARISATION

EDITORIAL/BROADCAST RESULTS

Famil Ref #378: Vinny Crump, UK Media Visit, TNQ
Famil Type: Media-TQ/TA
Initiating Office: Tourism Australia
TQ Co-ordinator: Anne Miller

Journalist Name: Mr Vincent Crump ("Vinny")
Media Organisation: Sunday Times Travel Magazine (UK)
Organisation Type: Print-Magazine
Organisation Sub-Type: Travel
Frequency: Monthly
Distribution: nationally - focus on London + South East
Audience Size: 67000

Audience Demographics: ABC1 adults aged between 30-60yrs
                      Affluent with money to spend on their lifestyle,

Market Competitive Position:

Article Title: An Australian Food Safari
Article Published: Mon 2 Jan 2012
Estimated Total Publicity Value (AUD): $59,431.41
Link to View Publicity:

Comments:
Dishing it up

You could mistake it for a Pacific island, or sailing in Monaco, but no, this is Australia, writes Marika Hill.

SALTY, FRESH prawns gaze lovingly at my lips. My underwear has overcooked, I’m basically sitting back and laughing at my own expense. Gripping the prawn’s tail, I crunch through the crispy shell, eyeball and all.

Licking the sea salt and chili from my lips, I am eternally stung. Spines from full to sick, but seriously, that prawn was divine.

Reeling in tropical Queensland, Port Douglas is blessed with a Pacific island-like climate and a backdrop of the Great Barrier Reef and Daintree Rainforest.

It’s also a director’s worst nightmare, particularly in May when the town’s annual Carribean scene up some of the top dishes in the region.

Today I’m at Siam, one of the many impressive restaurants of Port Douglas. An eccentric Italian couple cooks up simple but delicious dishes from their homeland. Tony Soval says your game with his thick, black curly bowls, Italian looks, and deep voice. His wife, Di, is also marinating with her shirt, slick hair, high cheekbones and a ballerina’s physique.

But the best is yet to come. As I leave the restaurant, Tony breaks into “Thank you” to say farewell. My heart starts and my stomach threatens to explode.

The Carribean events are a sure giveaway to the overworking.

MUST DO:

PICHI DUGAS

Visit the Sunday market at Mapum to browse amongst the stalls of dragons, crafts, pearl necklaces or indulge in a对虾reading. For the local version, visit the Saturday Market in Mareeba, just north of Port Douglas.

FOOD: Longest Lunch, Palaces of Port, Food Wine and Seashore Entertainment. It’s the hour to leave the $

Pita up. Had north to tropical Queensland but you’reSzandoz that $n't play at loose.

For kiwis needing an autumn refresher

Indulge in a taste of freedom below winter sets in... escape to the picturesque Bay of Islands, just 3 hours drive from Auckland. Discover sparkling waters and hidden bays while you relax in comfort at the beautifully presented Scenic Hotel Bay of Islands.

**For great deals visit www.scenichotels.co.nz**
The FIVE SENSES of Port Douglas

A
fter my first trip to Port Douglas back in 2006, I knew I had to go back but I never thought it would be for the first time. It was like walking into a greenhouse - as it was for me.

The drive from Cairns to Port Douglas is just over an hour and is one of the most beautiful areas we experienced. The accommodation was called tree houses, and they were really high up in the trees. The main dining area was under a canopy of bright yellow flowers.

The rainforest is absolutely beautiful and stunning. Walking through the forest, it's easy to see why the accommodation dwellings are called tree houses. Some of the trees make more noise around the ground.

For the next three days, I really enjoyed the rainforest's vibrant colors, and the birds were singing. I expected to see a lot of wildlife, but when we finally did, it was amazing. We saw a lot of birds and other animals. Walking through the forest, it's easy to see why the accommodation dwellings are called tree houses. Some of the trees make more noise around the ground.

HEAr the sound of nature

Once settled into our hotel at Oaks Lagoon, a great hotel close to the heart of town, our first outing was to the beautiful Daintree Eco Lodge & Spa. As we walked through the forest, everything looked as though it was covered in green leaves and flowers. The rainforest is absolutely beautiful and stunning. Walking through the forest, it's easy to see why the accommodation dwellings are called tree houses. Some of the trees make more noise around the ground.

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SMELL the scent of flowers

That evening, we were flown from the Daintree to the Whitsunday Islands, Port Douglas. We took a scenic flight over the stunning Great Barrier Reef and saw the beautiful coral reefs. We were then taken by helicopter to our accommodation, which was a stunning tree house. Walking through the forest, it's easy to see why the accommodation dwellings are called tree houses. Some of the trees make more noise around the ground.

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TASTE amazing gastronomic delights

On the final evening of our stay, we dined at the stunning Majestic - the former home of one of the world's most famous chefs, Gordon Ramsay. The food was amazing, and the service was excellent. Walking through the forest, it's easy to see why the accommodation dwellings are called tree houses. Some of the trees make more noise around the ground.

Great savings are better when shared

Swan Valley Port Douglas is your perfect destination. Your stay is as unique as your personality. With over 20 different accommodation options, there's something for everyone. Whether you're looking for a romantic getaway or a family vacation, Swan Valley Port Douglas has it all. Book online at www.swanvalleyportdouglas.com.au or call 1300 881 868. A relaxing weekend and a great way to explore the beauty of Port Douglas.
First port of call

At Port Douglas in Far North Queensland, the white shoe brigade is just a memory and the focus is firmly on food.  

WORDS BRENDA CHRISTIAN
I'm flying through the air with the greatest of ease... but I'm not on a trapeze and this isn't Cirque du Soleil. Instead I'm zip-lining, among the latest in a growing list of death-defying adventure offerings designed to produce an adrenaline rush in travellers. I've zip-lined in Hawaii, Fiji and southern Victoria and now I'm in Far North Queensland, high up in the rainforest canopy, yelling my lungs out while speeding over deep ravines. Earlier, with rain pouring down, I'm sweating buckets as I make the painfuludge up the steep track to the first zip point. Then it's up a ladder, attached to a 40m black beanbag tree. One of the guides says that snakes like to sun themselves on the track, though on a day like this a close encounter seems unlikely. Still, my hands stay clammy. Did that talon branch on the track just move?

Within screaming distance of Port Douglas is Cape Tribulation, the extreme end of the Wet Tropics World Heritage Area and the launchpad for Jungle Surfing Canopy Tours. I'm strapped into a safety harness that looks like an absailing rig, suspended from a steel cable and then propelled from one tall tree to another.

Jungle zip-lining or "surfing" is all about full immersion in the rainforest. It also delivers an unbeatable rush. The jungle surfing tour takes about two hours, during which I'm never alone. The rainforest is home to cassowaries (large flightless birds), crocodiles, pythons and other snakes, some venomous. One leg of the journey involves hurtling over a fast-flowing creek, visible far below in a narrow rainforest valley that's bordered by towering trees.

Green in myriad shades extends in all directions. There are no towns or people to be seen. Beneath me in the near distance is the Coral Sea and the Great Barrier Reef, clearly visible as blocks of silvery blue above islands in the endless cerulean blue.

WHERE TO EAT

1. NAUTILUS RESTAURANT is the gem of Port Douglas: exterior A seven-course degustation with matching wine costs AU$120/$190 and ends my stay-driven dinner. 11 Harley St, tel: +61 (07) 4038 3330, www.nautilus.restaurant.com.au

2. SALSA BAR & GRILL is also worth trying, with churros, dessert shots and a full bar, 33 Woorim St, tel: +61 (07) 4094 3332, www.salasarising.com.au

3. INTHE DAIN TREE RAINFOREST CAFÉ is this eatery's restaurant, which serves reasonably good food. 77-79 Cape Tribulation Rd Cape Tribulation, tel: +61 (07) 4038 0007

Tiger Tales
The view from the lookout along Four Mile Beach.

The remote setting for Plates of Port.

The relaxed atmosphere at the Mission Beach Markets.

Enjoy the local produce at the Mission Beach Markets.

Enjoy a big breakfast at a local cafe.

Dining out has become an integral part of the Port Douglas lifestyle, and each May, the entire town celebrates its fantastic foodie culture with Carnivale, A Taste of Paradise.

The entire town has been transformed to better accommodate foodies on the first weekend, and families on the second. I went up for a sneak peak to see what was to be on offer this year, and after an amazing food fest, ended up abandoning my entire holiday wardrobe in favour of a long, flowy dress with no discernible waistband.

The best advice which I ignored is to save yourself, starting with the first card of the event, The Sheraton Mirage Longest Lunch. This three-course menu showcases local produce and matched wines kicks off on Friday, May 18, and executive chef Elise will dine on five dishes from local restaurants. One is $45, or $40 to a table of ten if pre-purchased, other than buy vouchers for food and wine, and present them to restaurant staff. The following day, the famous Port Douglas Markets, and then to the marina for the Carnivale's Seafood Fairwegenus, where you can enjoy free entertainment and great seafood along the waterfront. Staff will be offering fantastic fish products, or you can purchase seafood direct from the tender. We enjoyed a fantastic brekkie at The Woolshed, and while we're then check out the bushcraft available on anything from America's Cup yacht to luxury catamarans. For the French-built Sailing Heads set to the time.
5 reasons to go to PORT DOUGLAS

You can walk around Port Douglas in all of 10 minutes, but for a small town it packs a powerful punch. A gateway to the Great Barrier Reef and the Daintree Rainforest, with its own glorious beach and plenty of scope for eating and sleeping, it’s a pretty good place to picture when the winter gloom starts setting in at home...

1. THE FOOD
I could live on mangoes and bananas and both are plentiful in tropical North Queensland, but if you’re not that frisky, Port Douglas is also known for its restaurants. The one that gets all the tourist ticks is the beachy-looking Salsa, but our favourite was the more economical Tin Shed across the road. Part of an old-fashioned combined club, you sign in on arrival and order at the cashier, then sit on the deck looking out over Dickson’s Inlet waiting for your simple, yummy meal. This is my kind of eating out. We also liked Billy’s by the Sea, Sal Sal, and the coffee at Origin Espresso.

2. THE REEF
I think everyone should snorkel the Great Barrier Reef at least once in their lifetime. You can get to it by boat, as we did aboard the Poseidon, and visit three different snorkelling sites or get a scuba diving lesson and go a bit deeper. Or, if you’re in the money, you can take the quicker option and go by helicopter or seaplane. You can also swim with whales, helmet dive or even ride an underwater scooter. However you do it, watching the insanely coloured tropical fish dart in and out of the living coral is a thrill you will never forget. Cover up and lather up though - burns can be burnt at the GBR.

3. ACCOMMODATION
Nearly all Port Douglas accommodation is self-catering and there’s a supermarket in town, which helps keep costs down. We mixed it up and stayed at family-run Shantara, which is adults-only so wonderfully serene (ask for a poolside room), then the Mandalay, which has family-sized apartments and the added advantage of being just a walk through the palm trees to the beach. Coconut Grove is the newest kid on the block and very spacious and chic - we watched the All Blacks beat the Australians in the Rugby World Cup in our room here. Too scared to go to the local pub!

4. THE BEACH
Nothing can beat a west coast Kiwi beach in my opinion, but Four Mile Beach in Port Douglas is possibly my favourite piece of foreign sand. Although the pesky stinger jellyfish make it a no-go swimming zone outside the nets between November and May you can walk on this sweeping stretch of unpolished sand any time of the year. We were there in October and could not get enough of the clean, clear, warm water. For a social sunbather and swimmer like myself (SPFed to the hilt, of course) it doesn’t get any better.

5. STAR SPOTTING
Madonna, Bill Clinton, Kylie Minogue, Kate Hudson, Matthew McConaughey and Mick Jagger have all been spotted in Port Douglas. Not only is it a popular filming destination, but celebs like to get away from it all and visit the reef and the restaurants as much as the next person.
PORT DOUGLAS AND THE Daintree are finding ways to celebrate the green season this Christmas and New Year with a great array of seasonal ideas, Maree Emerson explores fantastic adventures to give your true love this 12 days of Christmas.

12 ways of Christmas

1. A picnic in the Daintree

2. He Sights

3. Scrub hens

4. Mile beach

5. ITour deals

6. Kids club sessions

11 ways of dining

Most local beachside restaurants at Port Douglas and the Daintree offer excellent meals. For a casual taste, look for the Pavement of the Foreshore for delicious seafood. For fine dining, try the Bistro on the Foreshore or the Bluewater. The locals do not miss the chance to enjoy the superb coffee in the village and the Daintree Timber Gallery, one of the best in the region.

10 erros a sleeping

9 ladies shopping

8 direct bookings

7 celebrations

Shelton Maple Port Douglas is the place to stay for Christmas and New Year's special. The celebrations start with the Christmas drinks in the Smokehouse Bar on December 23, 24, and 25 with its Christmas tree lights and festive decorations in the restaurant. The celebrations end with the New Years Eve at the Smokehouse Bar on December 31, 2022, and 1 January 2023. For more information, visit: www.sheltonmaple.com

For more information and deals for the 12th edition, visit the region's official local tourism association, Port Douglas Daintree Tourism Centre, or call 1300 798 258.

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Port takes up challenge

Port Douglas tries to lure President Obama to Far North (again)

Port Douglas infrastructure investment ‘ ushering in a new era of confidence’

Focus on LOCAL BUSINESS

Port takes Perth by storm

Port Douglas ranked No.6

Aussie tourist hotspot for festive season
Port lights up to show Far Northern kitchen rules

McCune
magic to rub off on reef

Port Douglas is loving the Neighbourly vibe in the village at the moment. ASHLEIGH BREWER, who plays Kate, tweeted, "Loving all of your feedback about the Port Douglas storyline with the amazing Selina Lewis." URGED love interest, who plays the role of the Cruise staff member.

Jumping on the boat is Port Douglas, which the ultimate Neighbourly Douglas experience holiday includes a stay at Backpackers Resort, a visit to the Quicksilver where Dániel and all the star treat and play at film location.

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HOT PIES, COLD DRINKS

They're not only sitting pretty on top of the ladder, the Pies are basking in the sun at Port Douglas as they enjoy their AFL bye week.

Yesterday was a day off from training, so players adjourned to the Point House Hotel to watch.

MARGARITA MOGUL IN PORT?

Is the ultimate New York margarita mogul headed to Port Douglas? On Monday, the latest Homesavers of New York star D'HERVEY FRANCK (left) took to Twitter to get some hotel tips. "Pepe's saying Hamilton Island. We're thinking Port Douglas so we don't have to travel more. We do Sydney then Port D. What hotel there?"
travel
Taste of the tropics

From a chilly, snow-covered mountain, you can be found in a tropical paradise where the sun never gets cold, the clouds never stop, and the color palette is as vibrant as the flora.

exotic tea

Down in tropical North Queensland, it's a different story. The heat is intense, but the beaches are like paradise. The water is crystal clear, and the coral reefs are breathtaking.

the magic of the
daintree

This Far North Queensland beauty offers chic dining, cocktails, and sunset views. The perfect winter escape for the beach lover!

port douglas

At Port Douglas in Far North Queensland, the white sand beaches are just a memory and the focus is firmly on food.