



Port Douglas Daintree Tourism Limited  
Annual Report  
2007 / 2008



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# 1. Introduction

The Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31<sup>st</sup> August 2006, as a public company limited by guarantee. On the 28<sup>th</sup> 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 13<sup>th</sup> November 2006 Doug Ryan was appointed Executive Officer for PDDTL.

The 07/08 business plan, budget and marketing plan were formalized in June 2007. In the eighteen months of operation PDDTL has made substantial advances in raising the profile of tourism and the region to the local, domestic and international arenas.

Operational philosophy has been to continue 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), Daintree Village Tourism Association (DVTA) and other local, state and national tourism organizations.
- Tourism Training Institutions and Programs.
- Members and industry participants.

Key result areas of PDDT business are seen to be:

- Destination marketing.
- Destination development.
- Industry representation and lobbying.
- Product standards and continuing development.
- Membership and industry communications.

## 2. Chairman's Summary

2007/08 is the second full year PDDTL has operated as a company having moved away from being an Association in 2006. In this time the organization has proven itself to be a very effective body both in terms of its core output promoting the region and its financial performance. It has been lauded by the State Minister for Tourism as being more functional than many of the larger Regional Tourism Organizations (RTO) throughout the state.

Whilst we accept this praise from the State Government the last 12 months have been one of the most uncertain for the organization with many issues arising affecting the industry, the organization and the future sustainability of both. While PDDT has steadfastly remained focused on its primary charter of promoting the Port Douglas| Daintree region, a great deal of work has been implemented to ensure PDDT and the industry is well placed to manage these future challenges.

In brief the following reflects on these challenges

### LGA Amalgamations

Beyond the tremendous support PDDT receives from its members it has relied heavily on the Douglas Shire Council for its funding. While other Regions, including our own TTNQ, are still attempting to convince their Council of the importance of Tourism and the need for its involvement by way of funding its marketing activities, the Douglas Shire Council showed its foresight by being one of the few and first to implement a Levy specifically to support tourism marketing.

However with the amalgamations of Local Government Area in March, which saw the demise of the DSC, PDDT's funding contract ceases in July 09. Any new Area Levy will be determined by the Cairns Regional Council (CRC). However regardless of its institution there are no guarantees that PDDT will receive any portion of the money raised with Council already stating that their preference is to have any funding for tourism distributed to TTNQ; and to date PDDT has received no commitment from TTNQ that it will provide any funds to allow PDDT to continue in its current form. Much work continues on this matter with PDDT working with TTNQ and the CRC.

### Tourism Network Review

The minister for Tourism, Regional Development and Industry, Desley Boyle commissioned a complete review of Queensland's Tourism Network. The objective of the review was to investigate how Queensland Tourism works with in itself, if the number and style of different agencies are effective and the linkages between them.

The result of the review highlighted the need for a bottom up approach, which PDDT supports, however the report centred more on product development, economic development and infrastructure. Without undermining the importance of these matters to the growth of tourism the report underplays the important role of marketing with no real statement on how the different tiers of Tourism Organizations will dovetail to ensure a coordinated approach to promotional activity and protect the interest of the sub-regions such as Port Douglas | Daintree. It also purports to bring the 13 current RTO structure into 7 Destination Marketing Regions. This will see the need for RTOs to work collaboratively to promote the region, regardless of the sub

regions having any real synergy. The report also provides no detail on how organizations such as PDDT will work with in the structure or what support can be expected, or even how it will be delivered. What is clear is that it threatens PDDT's current ability to maintain control of its own destiny and the promotion of Port Douglas | Daintree as it sees appropriate; the region will need to rely on the RTO's strategic plan for the region. However again PDDT's Board and Management will continue dialogue with TTNQ on this issue to ensure the interests of all its members and the greater tourism industry in Port Douglas | Daintree is protected.

#### Reduction of flights from Western Japan

Qantas' decision to reduce the number of flights out of Western Japan and to recode those remaining to Jetstar was not only a shock but could provide a dramatic blow to TNQ's tourism industry. Specifically for the Port Douglas | Daintree region the threat is not so much the loss of Japanese visitation but more from the response of Cairns operators who may loose up to half their Japanese visitors and who will then target our region's traditional North American, Western Europe and UK markets to fill the void.

I take this opportunity to applaud TTNQ for its immediate and urgent response to the news. It's coordinated approach with the Cairns Port Authority, Advance Cairns, Council, the local tourism industry and its LTO partners resulted in the immediate announcements from both State and Federal governments of a rescue package. While the true impact is yet to be felt until December I am confident with the amount of effort being initiated to brick wall much of the remaining Japanese market remaining plus finding alternative markets and air access options the industry is well placed to see its way through the challenge.

#### Economic impacts

Moving forward our greatest challenge appears to be the economy. Higher fuel prices, uncertainty in the financial system, stock market capitalization fears and its affect on Superannuation trusts, slumping company profits and pressure on employment are just some of the few issues impacting consumer confidence and discretionary household spending. Furthermore the recent high Australian dollar has impeded international visitation and resulted in more Australians taking overseas holidays have made all the more competition for our region. While we have no influence in changing the economic landscape PDDT continues to keep its eye on the main game ensuring our promotional activity is maintained to the highest level and focused on the right markets. As we all know our industry is cyclical and when we experience downward trends marketing is even more critical. PDDT is determined to ride out the current economic storm and is focused on maintaining the region's traditional markets and working with TTNQ and TQ leveraging our position wherever possible.

Finally, I take this opportunity to recognize my fellow board members and thank them for their effort and commitment to the cause. Also to our loyal and supportive members who continually show how united our great industry is in Port Douglas | Daintree by making up the majority of participants in promotional activity for TNQ . And to our EO, Doug Ryan, Administrative Office, Tara Bennett, and to our service providers, The Parker travel Collection, Ros Harries Management and Libra Communication I wish to acknowledge the great work you have all done for our region.

Michael Coe  
Chairman – Port Douglas Daintree Tourism Limited

### 3. Board Profile

#### **Michael Coe – Chairman**

Regional General Manager for Stella Hospitality Group TNQ | NT.

Michael previously held several senior management positions including General Manager Royal on the Park Hotel, and Director for Group Operations for Tourism & Leisure Corporation. Michael has 15 years industry experience primarily in change management. He is a Director of the Hotel Motel Accommodation Association and a former judge for the QLD Tourism Awards. Michael is also on the board of Tourism Tropical North Queensland.

#### **Matthew Hurley – Vice Chairman**

Group General Manager Quicksilver Group of Companies

Matthew Hurley has a great deal of experience in hotel management throughout Australia. Matthew was with the Rydges Group for fourteen years most recently as General Manager at Rydges Reef Resort Port Douglas. Presently Group General Manager of Quicksilver Group of Companies Matthew oversees the operation of Quicksilver, Great Adventures and Green Island.

#### **Peter Martin – Secretary / 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 – Board Member**

Rob Giason, CEO of Tourism Tropical North Queensland (TTNQ), has had a career in tourism marketing and management spanning the past 33 years. In 1996 he became CEO of Tourism Tasmania, leading the charge for revolutionary integrated destination marketing activity. 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 Chair of PATA's Government/Destination Category group and Chair of the Tropical North Queensland TAFE Institute Advisory Council. He is also a member of the Queensland Regional Tourism Organisation's group, and a Fellow of the Australian Institute of Marketing.

#### **Ken Dobbs – Board Member**

Chairman of Port Douglas Chamber of Commerce.

Ken Dobbs has a degree in Accounting from the University of Newcastle and a degree from RMIT in Management. Ken worked with Telstra for 28 years in a variety of Management

positions. Ken was the manager of the Port Douglas Outrigger for 12 years during which time he served as the President of the Port Douglas Chamber of Commerce, President of the QRAMA Port Douglas Branch and Chairman of Port Douglas Daintree Tourism Limited.

**Julia Leu – Board Member**

Division 10 councilor of Cairns Regional Council

Julia Leu was previously employed as the CEO for the Douglas Shire Council for nine months prior to her election to Cairns Regional Council. Julia was previously employed as Manager of Community, Culture and Economic. Julia Leu has 4 University degrees and over 15 years of experience with communities. Julia established the first Community Services Department at Douglas Shire Council in 1994. Her portfolio areas included tourism, community, cultural, indigenous and arts development.

**Lawrence Mason – Board Member**

Owner and Operator of Masons Tours

Lawrence Mason has an Associate Diploma in Applied Science (Hospitality and Catering). Lawrence has been the Manager of Mason's Tours since 1994; he has also served on the Daintree Cape Tribulation Tourism Association being past President and past Secretary. Lawrence manages the Cape Tribulation Information Centre and Shop and is developing a Museum/Interpretive Centre/Elevated Walk at Cape Tribulation.

**Scott Smith - Board Member**

Owner and operator of Electric Boat Cruises in Daintree Village

Scott Smith operates a river tour company on the Daintree River and is a member of the Daintree Village Tourism Association and holds a position on the committee.

## 4. Financials

### Treasurers Report for the year ended 30<sup>th</sup> June 2008

**Income for the year** **\$544,203**

*Comprising:*

Council Contribution	170,000
Members subscriptions	81,278
Special area Levy	246,390
Business marketing Group Fees	29,196
Interest & Sundry Income	10,394
Other Income	6,945

**Operating Expenses** **\$595,040**

*Comprising:*

Administration	125,791
General Marketing Costs	110,469
Domestic Marketing Costs	176,615
International Marketing Costs	155,035
Business Marketing Costs	27,131

**Deficit for year** **- \$50,836**

**Cash on hand as at 30<sup>th</sup> June** **\$223,193**

**Other Balance Sheet Items**

Trade Debtors	0
Creditors & other Liabilities	10,831

**Shareholders Funds** **\$217,759**

**Notes on the Accounts**

1 - These accounts are based on the internal management accounts, they do differ slightly to the auditors figures. For instance we record GST paid as a liability and show it grouped with GST payable, the auditor treats GST paid as a current asset. The auditor also classifies some expenses differently, such as sub contractors, which are employed for domestic or international marketing are shown separately as a stand alone expense by the auditor, in the internal accounts we show them under the area of marketing in which the expense was incurred. This view, I believe gives the more accurate overview of operations.

2 – The key performance indicators (KPI's) for the year where; (based on relationship to total income)

- Administration	23%
- General Marketing Costs	25%



- Domestic Marketing Costs	32%
- International Marketing Costs	28%

This represents an expenditure ratio of \$0.26 in admin costs for each \$1.00 of marketing expenditure. In the old PDDTA this was \$5.17 admin for \$1.00 of marketing.

*N.B.1 Expenditure exceeded income by \$50,836, so the total is 108% of income.*

*N.B.2 The Business Marketing Costs and income arises as the PDDTL manages the accounts of this independent group. Income for the year was \$29,196 and expenses where \$27,131.*

3 – We commenced the year with cash on hand of \$313,964 as a result of the transition from the old association to the new company. Expenses exceeded income for the year as the board determined that increased marketing was required. The cash on hand at 30<sup>th</sup> June 2008 of \$223,193 may appear excessive, however due to council amalgamations and tourism reviews future funding is not certain and the board has decided to hold funds in reserve until such time as future funding is more certain.

4 – The forecast at the beginning of the year for marketing was \$571,785, actual was \$469,380. This reduced spend was a result of point 3 above.

### **Budget for 2008/2009**

For the 2008/2009 year the budgeted income and expenditure is:

<b><u>Income for the year</u></b>		<b>\$573,390</b>
<b><u>Operating Expenses</u></b>		<b>\$650,047</b>
<i>Comprising:</i>		
Administration	123,750	
General Marketing Costs	116,000	
Domestic Marketing Costs	193,100	
International Marketing Costs	183,197	
Business Marketing Costs	34,000	
<b><u>Deficiency for year</u></b>		<b>- \$ 76,657</b>
<b><u>Forecast Cash on hand as at 30<sup>th</sup> June 2009</u></b>		<b>\$ 134,083</b>
<b><u>Forecast Shareholders Funds as at 30<sup>th</sup> June 2009</u></b>		<b>\$ 125,647</b>

Peter Martin  
Treasurer

Auditors report: Appendix 1

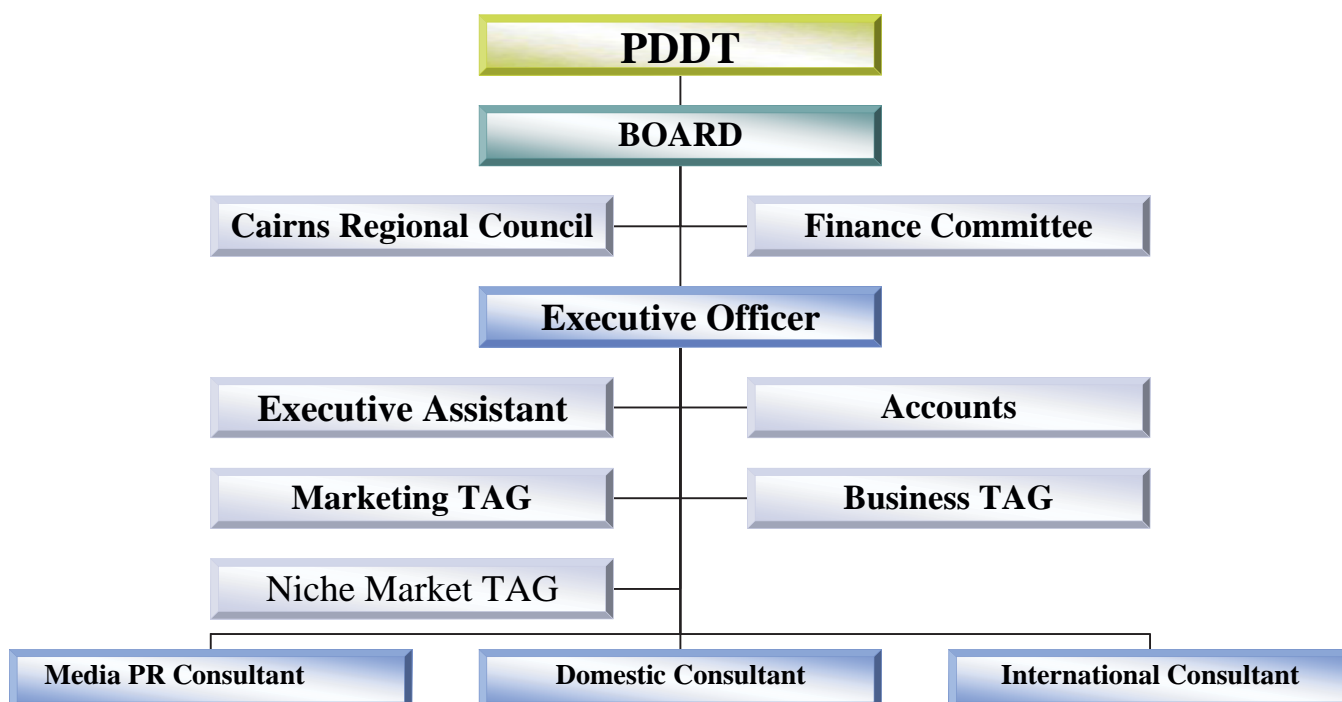
## 5. Executive Officer Report

PDDT as an LTO operates with two personnel yet produces more output than many of Queensland's RTO's. While marketing is our number one priority, this year has been a challenge, with the added complications of local council amalgamation, the 20/25 review, the Queensland Tourism Network Review, infrastructure review, Qantas flight reductions, higher Australian dollar and the threats of a financial melt down.

We have experienced a drop in overnight visitors of 7% this has been offset in some part by an increase in visitor nights of 9.5%. There appears to be a drop off in expenditure, as the retail, tours and restaurants are suggesting down turns on last year to as much as 15%. Yet the two major supermarkets are both recording increased turnover of 10% to 15%.

The major challenge facing us in 2008/09 is securing funding for the future of PDDT past June 2009. Momentum must be maintained in marketing this destination and providing micro destination support for TTNQ and operating in line with the Queensland Tourism Structure Review. In line with this philosophy PDDT has budgeted \$499,000 for expenditure on marketing in 2008/09.

Following is the structure of PDDT:



### 5.1 Operations

Following are some of the major administrative tasks undertaken apart from the general office operation and membership activities.

- Produced draft budget.

- Letter to council re Liaison with film Production Companies.
- Letter to TDC re funding requirements for website construction.
- Met with Business Tourism Advisory Group (BTAG) re administrative structure and transfer of funds for PDDT involvement.
- Attended monthly Waterfront Development Board meetings.
- Wind up of Association final papers and audit completed.
- New landlord notification.
- Attended Chamber of Commerce meetings to discuss working relationship.
- Met with Annie Riddet Business Manager TTNQ re research, IPAT and Data collection.
- Met with Rob Giason CEO TTNQ re council amalgamation strategy.
- Received logo from TQ returned as not impressed, requested other options.  
New option accepted and paid.
- Attended QTIC meetings in Cairns.
- Administrative Assistant Tara Bennett increased to full time basis.
- Final 2007/08 budget approved.
- Attended Chamber of Commerce meetings regarding Carnivale.
- Met with CEO TQ, Anthony Hayes.
- Spoke with Cairns City Council Mayor Kevin Byrne and attained his assurance that he would maintain the funding at the current level as per the agreement. He would announce this publicly at the Chamber of Commerce luncheon mid August.
- Had discussions with Chairman of Tourism Queensland Don Morris, he had requested a meeting with myself and Anthony Hayes CEO of TQ.
- Had initial meeting with MAD re support for next years Carnivale.
- 06/07 Business Plan Matrix completed.
- Research and implement Directors Code of Conduct.
- Annual report 06/07 completed and audited financials for release to Board and Council.
- Presentation to TTNQ board regarding funding and support for PDDT.
- ANZ Bank V2 account activated for BTA.
- Web site updated with expansion of our image library.
- Met with Val Schier re funding should she be elected.
- Renewed contents insurance.
- Held AGM.
- Met with Mike Berwick re Icon legislation.
- Distributed Annual Report including copies to DSC.
- Sent letters to TQ and TTNQ requesting support for funding.
- Received DSC funding notification for Jan invoice.
- Had meeting with Sarah Ogilvy from MAD re marketing for Carnivale and invoice.
- Held Board strategy meeting at Treetops.
- MC and DR met with Tourism Review consultants.
- Received letters from TQ and TTNQ rejecting support for funding.
- Sent written presentation to Tourism Review.
- Met with Paul Lucas re icon legislation, it will definitely be in place early 2008.
- Met with Barbara Thompson and Morag Ritchie from Palm Cove Tourism, to discuss tourism review and amalgamation prospects.
- Attended Bale opening.
- Attended Travel League functions quarterly.
- Attended Wet Tropics Tourism Industry Liaison Group meetings.

- Attended TQ Market updates for Eastern and Western markets and TTNQ Networking meetings.
- Application to ATE 2008 submitted and accepted.
- DR met with Dion Eades and regarding the TTNQ Port Douglas Branding Workshop, organised and attended
- Attended PDBTAG meetings monthly
- Met with Niaomi McSweeney, TTNQ regarding PDDT membership with TTNQ
- Met with Ray Group Senior representatives
- Attended launch of Harrison's Restaurant
- New brochure published, 10,000 copies produced.
- Attended International Year of the Reef Festival planning meetings
- Met with Port Douglas Daintree Operators for a pre ATE planning meeting.
- Met with Macquarie Radio to further negotiations for membership, air time and office space. Finalised \$5000 airtime package and media partnership.
- DR with Dion Eades proofed and comment on Daintree Viral campaign.
- Visitor Statistics received from TTNQ for year ending Sept 2007 questioned by TRA. Sample sizes are an ongoing problem for the Douglas Region.
- Attended TTNQ Workshop.
- Spoke at Local Govt NSW Tourism Conference.
- Met with Tourism Research Australia re accurate figures for Douglas region.
- Conducted Aussie Host seminars, seminar to be held in Cape Tribulation for northern members.
- Finance committee Michael Coe and Peter Martin and Doug Ryan meetings held quarterly.
- New brochure to domestic distribution agents and Camping and Caravan Expo.
- Attended International Year of the Reef Festival planning meetings and GO Troppo Festival, both to be held in October yet have decided (GBRMPA.) to run separately.
- Met with John McIntyre re promotion of the Great Tropical Drive web site.
- Attended TQ Eco workshop.
- Met with TRA and attended TA briefings.
- Attended opening of Sands Resort new reception.
- Carnivale was held with good numbers in the region for both weekends and attended Sponsors events.
- Met with Julie Carmody and Karen Mac Namara JCU on surveys they are undertaking within the Douglas region.
- Met with Mayor Val Schier and Julia Leu re importance of PDDT.
- Met with CEO CRC Noel Briggs re payment and invoicing per agreement. NB supported our existence and confirmed payment method.
- MC and I met with Rob Giason re future funding. It was agreed that John McIntyre and I would meet to put some ideas forward.
- Met with John McIntyre re relationship and funding possibilities. JM suggested marketing agreement. DR suggested PDDT to continue under current agreement.
- Attended TQ meeting. A Conversation with TQ.
- Attended launch of 20/25 plan.
- Met with economic survey company for Water front development.
- Met with Bruce Prideaux JCU re survey results for Douglas region.
- Arranged core flute signs for Port Douglas Daintree product at ATE.
- Attended TTNQ Board function.
- Met with strategy group re airline situation with TA Managing Director.
- Sent invoice for CRC \$200,000.



- Attended Waterfront development public meetings.
- Attend Sailaway launch.
- Liaised with Greg Howe of TQ re DMP, received copy.
- Attended Rydges Sabaya Opening.
- Attend Daintree Discovery Centre launch.
- Attended meeting with the Police Commissioner regarding construction of the new Police station.
- Attended Nana Walkers funeral.
- Met with Jason O'Brian. Discussion included dredging of Dicksons Inlet.
- 2008/09 Draft budget.
- 2008/09 Draft marketing plan.
- Meet with Roz Harries re contract negotiations and end of year report
- Discussion with Parker Travel re contract

## ***5.2 Destination Marketing***

PDDT 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 NZ, UK and North America leading the way.

Our operational structure in marketing is using the EO as the director of marketing we use Parker Travel Collection as the domestic representative (See Appendix 2) and Ros Harries Marketing in the international market (See Appendix 3.)

Our base strategy for the year was as follows:

### 5.2.1 PDDT Market Plan 2007/08

	Domestic	International	Business Travel	Other
Markets Main	VIC NSW QLD – SE - Regional	UK NZ North America  Europe – Germany Italy France	US ASIA NZ	Re name organization. Re brand Website Email PR Collateral Survey
Markets Secondary	SA WA	Japan India		
Goals – Major	<ul style="list-style-type: none"> <li>• Increase visitation from Vic, NSW and SE Qld.</li> <li>• Increase visitation from regional Qld.</li> <li>• Develop Daintree and Cape Tribulation as overnight destinations.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve visitation from UK, USA.</li> <li>• Increase the period of travel from NZ</li> <li>• Grow business from Germany, Italy and France</li> </ul>	<ul style="list-style-type: none"> <li>• Establish direct link to website</li> <li>• Coordinate branding</li> </ul>	<ul style="list-style-type: none"> <li>• Establish website as a distributor – produce commission</li> <li>• Continue PR mechanism maximizing film location</li> <li>• Enhance news and events mechanism</li> <li>• Re brand website.</li> </ul>
Strategies	<ul style="list-style-type: none"> <li>• Representation with Parker Travel</li> <li>• Distribute new collateral and include as insert in industry publications.</li> <li>• Co operative Marketing with major wholesalers. Sunlover Infinity Blue Holidays Expedia</li> <li>• Famils</li> <li>• Journo program</li> </ul>	<ul style="list-style-type: none"> <li>• Representation with RHS</li> <li>• Distribute new collateral</li> <li>• Aussie Specialists mail out of collateral.</li> <li>• Attend ATE with TTNQ double stand</li> <li>• Famils</li> <li>• Journo program</li> <li>• Industry partnerships for specific campaigns</li> <li>• Use operators</li> </ul>	<ul style="list-style-type: none"> <li>• Support of industry at trade shows.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain PDDT website on search engines</li> <li>• Develop blind site for wholesalers and agents</li> <li>• Email Newsletters and flashes to Industry</li> </ul>

	<ul style="list-style-type: none"> <li>• PR</li> <li>• Regional marketing</li> <li>• Domestic Road show with TTNQ in July.</li> <li>• Carnival</li> </ul>	<ul style="list-style-type: none"> <li>• on tour</li> <li>• PR</li> </ul>		
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### 5.2.2 Domestic Marketing

#### Market Overview

The three main capital cities, Sydney, Melbourne and Brisbane, will continue to produce the largest volume of the domestic market. Effort will continue in Regional Qld with statistics showing 61% of visitation emanates from this region. The boom in the mining sector should be recognized as a major opportunity in this regional market.. 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 production of a shire wide brochure and DVD is now completed. This will form the basis of marketing efforts in the domestic and international markets.

This will ride on the back of TTNQ “Change your Latitude” branding campaign.

#### Representation

##### Domestic

It is agreed that contracted representation by Parker Travel is required to improve the profile of our destination in the domestic distribution networks. This should cover travel agent calls and brochure distribution and travel agent and wholesaler training. Campaign opportunities are to be pursued.

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

#### Co operative Marketing in Domestic and International Arenas.

Given the limited funds available, it will be essential that we make the greatest possible use of cooperative marketing funds. Opportunities should be co coordinated for members to buy into financial tags which would pool resources and arrange advertising. These funds should be allocated on a basis of being a maximum of 50% of the funds spent on a project. The other 50% coming from the industry. We are actively pursuing oppurtunities with Sunlover, Infinaty, Qantas Holidays, Blue Holidays, Expedia and possibly Fairview.

#### Famils

Numerous famils already come to the shire. The PDDT should put in place procedures to ensure that every assistance is offered to TTNQ, TQ and wholesalers to organize the appropriate representation of the shire. We should also ensure that where ever possible all areas of the shire are given opportunities to be involved.

### **Media Famils**

We need to identify the current TTNQ program of media famils. We should then review any specifics areas not being covered.

### **Public Relations Representation**

It was agreed that publicity representation for the shire should be Libra Communications. This service should produce positive news stories from all over the shire and distribute them to the appropriate publications.

### **Travel Shows**

Travel shows will be coordinated through TTNQ. PDDT members should be given opportunities to be involved through TTNQ. The EO will liaise with TTNQ.

### **Carnival**

Carnival was originally started as a key event to promote the area and provide an early start to the season. Under the management of MAD, the event has grown significantly and will provide numerous destinational marketing opportunities. MAD is providing their marketing plan to PDDT. We will assess the plan and provide funding to MAD on its merit.

## **5.2.3 International Marketing**

### **Key Markets**

The UK has been and should continue to be the key International market for the region. New Zealand has been a strong market for Port Douglas in particular but has shown a 25% down turn over the last year. With another flight and more capacity coming on line and the ongoing instability in a number of South Pacific countries, this market should recover slowly. Of the European countries, Italy and Germany are the strongest markets. The North American market has started to recover with an increase of 10%. Canada continues to grow.

Note should be made that as the Japanese market weakens there will increased competition for our traditional markets in particular, Gold Coast and Cairns

### **Collateral**

The production of a shire wide brochure and DVD is completed. This will form the basis of marketing efforts in the domestic and international markets.

### **Representation**

RHS Marketing shall represent TPDD in the North American, UK, European and NZ markets. This includes calls and training to wholesalers and Aussie Specialists, brochure and CD distribution. Wholesale campaigns should be sourced.

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

### **Co operative Marketing**

Given the limited funds available, it will be essential that we make the greatest possible use of cooperative marketing funds. Opportunities should be co coordinated for members to buy into financial tags which would pool resources and arrange advertising. EO will distribute all opportunities to members.



## **Famils**

Numerous famils already come to the shire. The PDDT has in place procedures to ensure that every assistance is offered to TTNQ, TQ and wholesalers to organize the appropriate representation of the shire. We should also ensure that where ever possible all areas of the shire are given opportunities to be involved. The EO is working closely with TTNQ famil department to ensure good shire representation of product.

## **Media Famils**

We need to identify the current TTNQ program of media famils. The EO will negotiate with TA Visiting Journalist Program and TTNQ. We should then review any specifics areas not being covered.

## **Public Relations**

Given the size of the international markets, well placed public relations stories can cover a large area using mechanisms such as the Aussie Specialist Network. This will be organized by Libra Communications.

## **5.2.4 Marketing activities undertaken**

### **Domestic**

- TV and Radio Regional Queensland package, negotiated, designed and passed to members to be run in September. Reaches an audience of over 600,000.
- Attended TTNQ marketing plan seminar.
- 2007/08 Marketing Plan produced.
- Liaise with TTNQ to promote Douglas shire on domestic road show including brochure distribution and DVD on view during road show.
- New brochure to domestic distribution agents and Camping and Caravan Expo.
- Attend CRCB meeting.
- Production and distribution of Member Newsletters monthly.
- Produce Industry Newsletter quarterly.
- Discussion with Parker Travel regarding brochure distribution Australia wide in Travel Weekly. Confirmed and booked.
- Developed top and tail footage for regional TVC advertising.
- Produce invitation for BTAG roadshow.
- Attended TTNQ roadshow for Brisbane leg. 2 days 25 to 27<sup>th</sup> July including TQ calls, roadshow activities.
- Attend CRCB meetings, Sell TNQ and BTAG roadshow.
- Discussion with Parker Travel for QANTAS Holidays Today Show segment on channel 9.
- Book full page in Sunlover NQ brochure.
- Full page PDDT advt in Sunlover Sample brochure finalized.
- Full page PDDT advt for Infinity brochure finalized
- Completed TV commercial for regional advertising.
- Qantas Holidays proposal negotiated.

- Qantas Holiday segment for the Today Show aired with great destination sell..
- Fight Centre Captains Travel Catalogue info received and booked for March April.
- Meeting with Sabaya re Win TV proposal.
- Radio Regional Queensland package continued into Nov. FOC random advts still on air.
- Discussion with Brock re current and future activity of Parker Travel.
- Travel news booked for March April and May for domestic markets.
- Regional insert for Gazette Discover Paradise, proof read and released with 45 000 copies.
- Distribution of 75,000 Winter Getaways brochure with PDDT full page.
- Met with Brock Parker re domestic programs and signed off on Qantas Holidays deal for April.
- Committed to three more months June July Aug with Travel Daily.
- Booked Inflight Magazine.

## International

- Commenced collateral distribution with international wholesalers.
- Attended the TTNQ Platinum Members Dinner and Jetstar Cairns Nagoya Route Launch.
- Attended BTAG meetings with the group known as Port Douglas Incentives.
- Developed DVD for BTAG for the incentives market.
- Inclusion of PDDT DVD into Selling Down under (International) 17,000 registered readers website (German)
- Business TAG Roadshow conducted in Melbourne and Sydney.(151 agents) great success.
- Meet with Roz Harries and Mia Lacy re journo opportunities in UK and Europe
- Brochure of the month in Travel Weekly.
- AOT Marketing plan received.
- Produced 50 DVD's for BTAG roadshow follow up.
- Attended TTNQ Japan TAG. Airline focus re Jetstar.
- Held a successful Marketing TAG with reports from Parker Travel and Ross Harries Marketing.
- Organised full page advt for Italian Ventaglio brochure.
- Attended Western TAG. Possibility of TTNQ not having a stand at ATE.
- Met with Roz Harries who was in UK and Europe, US, having great success in getting us included in several wholesalers brochures, at no charge. e.g. Down Under Answers including images of region.
- DVD onto TQ consumer website for US.
- Met with Parker Travel and Ross Harries Marketing will be sharing a booth at ITB.
- Hosted Sheraton sales team day long meeting.
- Booked, applied and organized ATE Perth.
- Attended TTNQ UK, Europe roadshow on 29 Mar to 11 Apr.
- Submitted application to Oz Talk 2008
- Attended TTNQ NZ and Domestic Marketing TAG meeting.
- Gitte Larson Bennes Travel Netherlands famil shot in the region uploaded on website.
- Developed 'Secrets of Port Douglas', 'Ten things to do' for Parker Travel and RHM for distribution to wholesalers and call centres.
- Review Marketing planning and budget for 2008, Domestic and International.
- Ros Harries in Europe/UK
- Meeting with Graeme Mason TQ re NZ marketing and support.

- Initiated Flight Centre NZ campaign, TQ, PDDT partnership on month long Port Douglas Promotion. April, May.
- Met with Alison Bendall TQ re viral campaign for Daintree region.
- Met with SMPD re update on activities and branding.
- Finalized application to Oz Talk 2008
- Review Marketing planning and budget for 2008, Domestic and International.
- Continued planning for TTNQ UK, Europe roadshow.
- Ros Harries returned from Europe/UK held debrief and initiated follow up.
- TQ re viral campaign for Daintree region released with huge take up. Distributed to 360,000 data base. Sponsored 2000 trees.
- Travel 2 in UK produced destination advert.
- 150 brochures sent to international agents.
- Attended ATE. Provide branding for PDDT members booths.
- Met with TTNQ re new images.
- Met with Media Power re design for pullups.
- Met with Business group re NZ famil.

## Famils

- Newmans Tour (US) famil.
- Hosted Jonathon Day TQ US for site of Port Douglas
- Assist, fund and host Carnivale media famil (9).
- Hosted Qantas Holiday top seller famil.
- Air NZ agent famil.
- RH hosted new Western Europe TQ representative to Port.
- Filming by Getaway for Backcountry Bliss Adventures.
- Filmed Qantas Holiday segment for the Today Show.
- Facilitate Today Show segment Sabaya/Parker Travel/ Qantas Holidays.
- Hosted Dove magazine crew from Korea through Shire
- Hosted Lulu Roseman journalist for Carnivale.
- Hosted 2x NZ media for Carnivale.
- Filmed Great Outdoors segment to air early 08.
- Hosted Jane Nicholson Director UK, Ireland and Netherlands.
- Attended Inbound up North including display and presentations
- Host Today Show shoot.
- Hosted Rhett Lego TTNQ Europe and Jana from TTNQ.
- Escorted Gitte Larson, Team Bennis Netherlands famil and site inspections.
- Hosted Graham Reid NZ journo on TQ regional article.
- Hosted NZ Mega famil.
- Hosted City Life shoot at Low Isles.
- Hosted Linda Zaklikowski, Manager Int media and Trade Relations, TQ.
- Hosted 20 NZ P & O Sales Staff for morning tea.
- Hosted Shana Pereira TQ LA and discussed marketing opportunities.
- Hosted Indian agents and Anne Miller from TQ.
- Famil diners with four Virtuoso Groups.(x4)

- Famil 'I'm a travel agent get me out of here' UK agents.(x2)
- Hosted Amex famil dinner.
- Roz Harries and I host Air New Zealand product manager to dinner, Andrea Stows.
- Famil diner with FTI (German agents). With RH.
- Famil with UK agents post ATE top wholesalers.

## **5.3 Public Relations**

PDDT contracts Libra Communications to under take and oversee media and publicity activities.

### **5.3.1 Media Visits & Publicity Values**

#### Domestic Publicity

In the year to July 2008, our media relations helped generate over \$22,704,022 worth of domestic publicity for our region. This represents domestic travel journalists output as well as film crews such as Getaway, Great Outdoors, Queensland Weekender.

#### International Publicity

PDDT hosted 38 international visiting media including travel writers and film crews 38 from core markets New Zealand, UK, USA, Canada, France, Germany, as well as Taiwan, India, Argentina, Hong Kong, and Russia. We estimate the publicity value of this year's international media visits will reach over \$9,120,000. In addition, interest in the region was boosted by two major film shoots in the region; *Fools Gold* and *The Pacific*.

### **5.3.2 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 PDDT Newspoints e-mail newsletter issued bi-monthly disperses members media worthy items and generates media enquiries and feedback. Over the past year we have recorded 71 stories in domestic media covering our region – approx 1.5 per week. We also continually respond with assistance with media enquiries from international and domestic media by phone and email.

### **5.3.3 Corporate Communications**

PDDT continued member communications, forums and publicity of the association's activities during the year. We used a negotiated tourism page the Port Douglas & Mossman Gazette to generate over \$156,000 of corporate and members publicity this year, as well as receiving additional regional corporate publicity coverage of \$92,900 in regional newspaper, television and radio i.e. total value \$248,900.

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



## 5.3.4

### Media and PR Activities

- Port Douglas Incentives – wrote news release about East Coast Roadshow, took photo of participants. Distributed release and image locally. Sourced current C&I media list from CRCB and selected SYD MLB writers/editors to invite to events. Distributed news release and image and invitation to them after forwarding the list to the PDI group.
- Courier Mail – Natasha Mirosh Eat Street – gave her story content ideas for Port Douglas and Daintree.
- Kerry Heaney – hosted dinner for KH at Port of India
- Synergy PR (TQs PR Co) – email and phone liaison
- Gazette Tourism page – 4<sup>th</sup> July– wrote lead story and tourism briefs
- Gazette Tourism page 12<sup>th</sup> July – wrote EO column and lead story
- Gazette Tourism page 19<sup>st</sup> July – wrote lead story and tourism briefs
- Gazette Tourism page 26<sup>th</sup> July – wrote lead story and tourism briefs
- Channel 9 Getaway filmed segments in Port Douglas including options suggested to them for ‘Port Douglas on a Budget’ via myself directly and via Synergy PR (Newspoints). Synergy PR liaison
- Newspoints 5 PDDT News for Media was despatched mid August - e-newsletter, research, compile and despatch and followup
- Amalgamation – contents of PDDT’s speech at public rally was workshopped and finalised
- Assisted Courier Mail Good Life reporter Natasha Mirosh in research for Eat Street visit /story on new foodie outlets, restaurant and produce news - out Aug 7<sup>th</sup>
- Proposed journalist visit by high rating freelancer Christina Pfeiffer which TQ agreed to fund her airfare and I prepared her itinerary – she is writing Port Douglas news updates for Fairfax (SMH and Age) magazines (Scoop Traveller and airlines) and many other regular freelance outlets – visited Shantara Resort & Spa, Peppers Bale Resort & Spa, Sky Safari, Sailaway IV and dinner hosted with Mia Lacy at Zinc Restaurant (thanks to Angelo).
- John Wright Courier Mail – Travel writer – proposed Daintree by Night story, which was accepted by JW, Synergy said they would pay his airfare, I arranged accomm and tours (Coconut Beach Resort and Masons Croc Spotting Night Tour) and escorted John on a 1 night (Sunday) famil into the Daintree using my vehicle.
- Gazette Tourism page - Aug 2, wrote lead story, took photo at TTNQ, wrote tourism briefs
- Gazette Tourism Page – Aug 9, wrote lead and second lead story, rewrote EO column
- Gazette Tourism Page – Aug 16, wrote lead story, took photo on site, wrote second lead and tourism briefs column
- Gazette Tourism Page – Aug 23, wrote lead story, sourced photo CD, wrote tourism briefs
- Gazette Tourism Page – Aug 30, wrote lead story, sourced image, wrote second lead and tourism briefs
- Gazette Tourism page - Sept, wrote lead story, sourced 2 potential images, wrote second story, edited EO column,
- Gazette Tourism Page – Sept 13, wrote lead story, sourced image, and wrote tourism briefs
- Gazette Tourism Page – Sept 20, wrote lead story, sourced photo, wrote tourism briefs column
- Gazette Tourism Page – Sept 27, wrote lead story, sourced photo, edited EO column
- Synergy PR/liaison and follow up on journo visits and media clippings
- Gazette Tourism page 4 Oct – wrote lead story, wrote second story, wrote tourism briefs column
- Gazette Tourism page 11 Oct – wrote tourism briefs column, Gazette provided story material

- Gazette Tourism page 18 Oct – wrote lead story, sourced image, wrote second story, wrote tourism briefs column
- Gazette Tourism page 25 Oct – wrote lead story, sourced image, wrote second story, edited EO's column
- Junior magazine – family friendly beaches response to Travmedia request from journalist – images and info on Four Mile and resorts with kids clubs and relevant info sent to journalist
- Great Outdoors – liaison with production office on story ideas for budget Port Douglas activities (PDYC)
- Synergy PR/liaison and follow up on journo visits and media clippings .
- November 12<sup>th</sup> Cairns Post – Toyota business story re launch of new Landcruiser in Port Douglas – liaison with chief of staff, photographers and heli to make this appear
- November 14<sup>th</sup> Cairns Post - Business Week Story featuring Doug Ryan on business tourism returning to Port Douglas
- Gazette Tourism page 1 November – wrote lead story, went to ATEC event to take accompanying photo, wrote second story and sourced image, wrote tourism briefs
- Gazette Tourism page 8 November – wrote lead story, went to Cairns Tropical Zoo to take accompanying photos, edited EO's column, wrote tourism briefs column
- Gazette Tourism page 15 November, wrote lead story, sourced photo, wrote tourism briefs
- Gazette Tourism page 22 November – wrote lead story and arranged Gazette photographer to take story (Sell TNQ), edited EO's column and wrote tourism briefs
- Gazette Tourism page 29 November – wrote lead story and sourced image, edited Chair's column, wrote tourism briefs and liaised with editorial and photography on coverage of Cassowary Awards
- Close Up – new profile in tourism page – researched and wrote four Close Ups and took photographs of the subjects for Gazette page
- Synergy PR/liaison and follow up on journo visits and media clippings plus Sunday Mail – quotes to TQ Bruce Wallace about what celebs say about Port Douglas \*Jen Hawkins returning etc
- Gazette Tourism page 6 Dec – wrote lead story and went to Daintree to take accompanying photo, wrote second story and sourced photo,
- Gazette Tourism page 13 Dec – edited EO's column, wrote lead story and sourced image
- Gazette Tourism page 20 Dec – wrote Close Up profile, took photo, wrote lead story and took photo at Mirage
- The Cairns Post Weekender domestic travel article – wrote outline for editor for photo story on 10 Free & Easy Things to do In Port Douglas
- Daintree Village – Passport to Cairns wrote editorial story and took images of the village for Feb/Mar issue of Passport
- Note: we also received a free Where is That editorial page in the Passport featuring Mossman Gorge when it wasn't sold and I wrote copy to go with the PDDT sourced image
- Gazette Tourism page 10 Jan – wrote lead story and sourced photo ex Silky, edited EO column, wrote tourism briefs and edited EO's column
- Gazette Tourism page 17 Jan – wrote lead story, wrote second story and wrote Close Up profile and took photo
- Gazette Tourism page 24 Jan – wrote lead story and sourced photo ex Ocean Safari, wrote Close Up profile and took photo, wrote tourism briefs
- Gazette Tourism page 31 Jan – wrote lead story, wrote second story and took photo, wrote Close Up profile and took photo
- Linda Zak visit – Linda is head of the international family unit at TQ Bne and responsible for the team of 9 which does all the international media and trade families – I'd invited her to visit Port Douglas during her annual leave and organised an overnight itinerary 24 hour visit featuring

Shantara Resort & Spa, Sabaya Resort & restaurant, Sea Temple Resort & Spa, The Living Room, Watergate, drive bys and drop ins of other new places such as Port of India, Blood Orange, seafood market, and I hosted Linda for half a day during her visit on Saturday 19<sup>th</sup> Jan

- Essentially Food – major NZ food magazine - editor Tamara Rubanowski wrote itinerary for 1 day in Port/Daintree on food trail tour, arranged Flames of the Forest dinner during her visit to the region in beginning Feb, met with Tamara to give her drive directions and contacted Port/Daintree/Trib operators on itinerary
- Gazette Tourism page 7 Feb – wrote lead story and took photo of subject, wrote second story and wrote Close Up profile and took photo
- Gazette Tourism page 14 Feb – wrote lead story and took photo of subjects, wrote tourism briefs and edited EO column
- Gazette Tourism page 21 Feb – wrote lead story and sourced photo, wrote second story from release supplied and reused tourism briefs from last week
- Gazette Tourism page 28 Feb - wrote lead story and sourced photo, wrote second story and sourced photos, and edited EO column
- Courier Mail/John Wright – assisted JW by phone and email with details of Cape Tribulation drive for the CM's DRIVES publication out in April (JW travelled to Cape Trib with me last August and we reviewed the trip and I sent images)
- Sunday Mail/Liz Johnston – assisted LJ by phone and in person here with update on Port Douglas/Daintree product and accom. She ended up staying at Port of Call and going on Tonys Tropical Tours to Daintree and will use the material during her 4 day visit to Port in SM and Brisbane News articles – I will forward clips when they come
- Cairns Post/My View – set up of this column to be written by Doug Ryan on his return from Europe
- Lee Mylne – freelance and regular contributor to The Age, Travel Week, Frommers. Discussed possible visit and commissioned stories with Lee.
- Hungarian Film Crew Visit – discussions with Tara about this crew and what if any permits they required – we were unsure so I ended up by phoning the Douglas Shire office and ascertaining what was required and passing this info to the film crew and to Tara for future reference
- Discover Paradise initiative – for publicity for PDDTs involvement, wrote story and arranged photo for Gazette tourism page which can also be used in The Cairns Post business pages as a PDDT story with a second image captured by Gazette photographer (this was due for April 4 but will now run late April)
- 5 Star PR/Rydgcs Sabaya – discussions on possible journos and potential itineraries and schedules for end of April famil
- Synergy PR – Liaison re journo visits Liz Johnston, Lee Mylne, Sabaya selected journos
- Gazette Tourism page 6 Mar – wrote lead story and took photo of subject, wrote second story (no photo), wrote Close up, sourced pic
- Gazette Tourism page 13 Mar – wrote lead story and sourced photo (only half page this week)
- Gazette Tourism page 20 Mar – edited EO column, and resubmitted material not used from last week
- Gazette Tourism page 28 Mar – wrote lead story, took photo of subject, wrote second story and sourced image, wrote tourism briefs.
- Visitor Survey Results – liaised on media release and took photo of Doug Ryan with honeymoon couple to illustrate story about visitor numbers to Port Douglas increase year end Sept 07 – distributed locally and internationally to co-incide with Tourism Queensland update held in Cairns for publicity.

- Joanna Savill – freelancer with commission from Travel & Leisure magazine – gave her details on local produce, food destinations, restaurants and provedores and met her during her visit here and then emailed her my photos of Blood Orange and Seafoodhouse
- Synergy PR Liaison – phone and email questions, sharing info on journalists and media visiting the region, emailing Carnivale pics on request
- Sabaya Famil with Five Star PR Sydney - Have been liaising on invitations to journalists from 14 media outlets/publications to secure a famil of 6 quality journalists for Sabaya 20 Apr – 23 Apr and offering to tailor their itineraries to provide reef and rainforest/4wd content (have identified suitable members with Tara namely Sailaway, Calypso, Aristocat, Tonys Tropical Tours, Deluxe Safaris and Gary’s Safaris). Targets are deliberately outside of the media famil brought up by MAD and I have worked with co.principal Nicole Lenoir-Jourdan in developing a prospect list from: The Age, Melbourne, Vacations and Travel magazine, Luxury Travel Magazine, Australian Financial Review, HM Magazine, Bridal magazine (TBA) , St George Business Magazine/Spa Life/Edge Publications (speciality pubs), Venue Magazine, The Daily Telegraph, Virgin’s Voyeur Magazine, Vogue Living Magazine, Belle Magazine
- My View – Cairns Post Businessweek Opinion column for Doug Ryan EO, organised, edited and sent on to business editor
- Mossman Saturday markets – wrote story, took photos and sent to [www.cairns.com.au/Passport](http://www.cairns.com.au/Passport) to Cairns editor and this will appear in June or July issue and online
- Synergy PR liaison including Lee Mylne’s visit at our instigation, details update on Newspoints for Media for Qantas magazine’s food reviewer Margaret Kennedy (she will do this incognito but this is good!)
- Secrets x Four PDFS – copy corrections to these
- Cairns Eye – Tara Bennett profile on Tara and her PDDT role leading into publicity for Reef & Rainforest Carnivale – proposed to editor, organised bio and photo shoot this ran in April
- Sabaya Journalists famil – liaison with 5 Star PR Sydney and journalists (Daily Telegraph, Venue Magazine, Voyeur inflight, Hotel Management) including recommendations for Shane Conroy at Virgin Blue Voyeur on environmentalists and biologists to background his story. Liaison with PDDT members to book the tours for the journalists and their escorts, organising dinner at On the Inlet with PDDT, organising Breakfast with the Birds inclusion and further contact during the famil itself with journalists by phone and emails.
- **PDDT Solo At ATE** – wrote media release on PDDT taking solo booth at ATE for the first time and distributed this to local and tourism media prior to DR attending ATE.
- **Newspoints No. 8** – wrote and distributed Newspoints No. 8 and uploaded this to Travmedia virtual media room for ATE attending media.
- **Get-together Holidays** – from Newspoints No. 8 - pitched this theme based on private charter/luxury share holidays to selected media:
- *Getaway* – I sent this into Getaways’ production department and I also organised a joint pitch via Synergy PR because this helps too. In the SPR pitch I put an additional suggestion forward that they take a NINE celebrity like Karl Stephanovic (local with local friends and family) onto the segment because then there would be additional cross publicity from Karl on the TODAY SHOW. Waiting to hear results of this from Getaway.
- *AIR/QAW* – ACP Media who publish Qantas The Australian Way are releasing a brand new upmarket magazine called AIR in the fourth quarter which will be distributed to the 40,000 Platinum QF Frequent Flyers. This rarified target has lots of money and I sent the pitch to the features editor at QAW (the same team is producing AIR).
- *Australian Traveller* – managing editor Quentin Long was up in Port earlier this year so I also sent this pitch to him.

- **Coconut Grove** – this is one of the properties identified as a) strong media famil potential and fitting in with the Get-Together Holidays theme (penthouses, catering by local chefs etc). I have spoken to both Ron Livingston and Pip Miller about its launch, media famil and being a part of the GTH theme and they are on board too.
- **Journalists and Famils** – James McEwan and Joanna Maxwell are two freelance writer photographers who I have organised accom with PDDT members for their July visit.
- They have one commissioned story (Outback Magazine) on birding in the Daintree (the theme is ‘From Savannah to Rainforest – the Crossover Region). They are doing Chris Dhalberg, Red Mill House and I also proposed Daintree Village story. Joanna is with her son and also writing about Holidays with Kids for the Sun Herald (uncommissioned but highly likely since she writes for them regularly). I organised a media rate for her for four nights at Peppers Beach Club with the GM and the Peppers PR.
- I have also been liaising with Pip Harry, Travel Editor of Womans Day who is coming to Port in September. She likes the Spa Street (local day spas ex Newspoints No. 8) and I will organise a program for her sooner to the date so she can try some of these and write them.
- Also I have been liaising with Angie Kelly, Special Features editor and dep. Travel editor at Sun Herald who is staying up here for several weeks starting next month. She will be writing a full Guide to Port for SH and any other stories that we can suggest that strike her so we need to workshop this soon – she also likes Spa Street. Tara and I also supplied Angie with some leads of beautiful eco-friendly family homes in the Daintree for a feature story she is writing for ABC Life magazine.
- **Ventaglio Advertisement** – wrote copy to specified brief for this travel trade advertisement and supplied to PDDT.
- **Publicity Profile** – We have worked up a PDDT Publicity Profile which is both a new service for members and a good way of ensuring that PDDT gets to know about news. This is being distributed by email with a cover letter asking people to save it and use it when they have media worthy news to distribute with PDDTs help. We have also pointed out in the cover letter that this isn’t intended to take the place of their own media distribution but is to go with it as a further boost and assistance.
- John Maddox and wife – freelance photographer he is with Australian Society of Travel Writers who are having committee meeting here mid July and wanted a five night industry rate at Port Douglas. I asked him to select three from the website and they were all full when I rang. So I asked if he would like Shantara and they have now got him for 5 nights post committee meeting trip.

## **5.4 Membership**

Membership for 07/08 reached 167 members representing a broad range of products.

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 PDDT 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 will include:

- **UPDATES**...reports on PDDT actions, developments in the industry, events and marketing opportunities, and member news;
- **WEB SITE**...inclusion on the PDDT web site with contact details, 200 character product description and website link;
- **MEMBER DATABASE**...listing of product on PDDT database and access to database for membership contact and cooperation;
- **NETWORKING FUNCTIONS**...opportunity to meet and relax with other members and to explore mutual opportunities;
- **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 PDDT will support, assist and facilitate member initiatives,
- **SUPPORT OF MEMBER PRODUCTS**...encouragement from PDDT 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 PDDT and to access business operations manuals and industry publications maintained by PDDT;

The following were the membership levels for 2007/08.

**Level 1 No Cost if contributing to CRC "Area Promotional Special Charge"**

- 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.
- Invitation to corporate functions and seminars
- Research Briefings as required.
- Participation in TTNQ's "Book Tropical Australia" Online Booking System.
- List of PDDT Members with limited contact details, electronically transmitted.
- Website representation (one listing only)
- PDDT website listing with business description, images and website link.
- "Hot Deals" for industry specials.

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

- Website representation (all products listed)
- PDDT website listing with business description, images and website link.
- AGM voting rights – 5 votes only.
- “Hot Deals” for industry specials.

### **Annual Membership Renewal**

All Memberships of PDDT 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, also attracting the Membership Application Fee if applicable.

### **APPENDIX 4 Members List**

## 6. Statistics

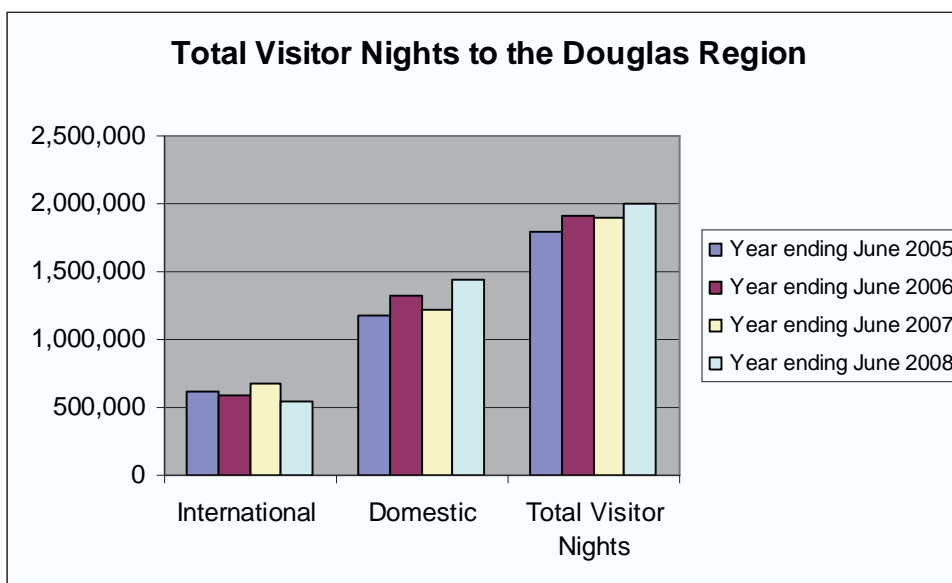
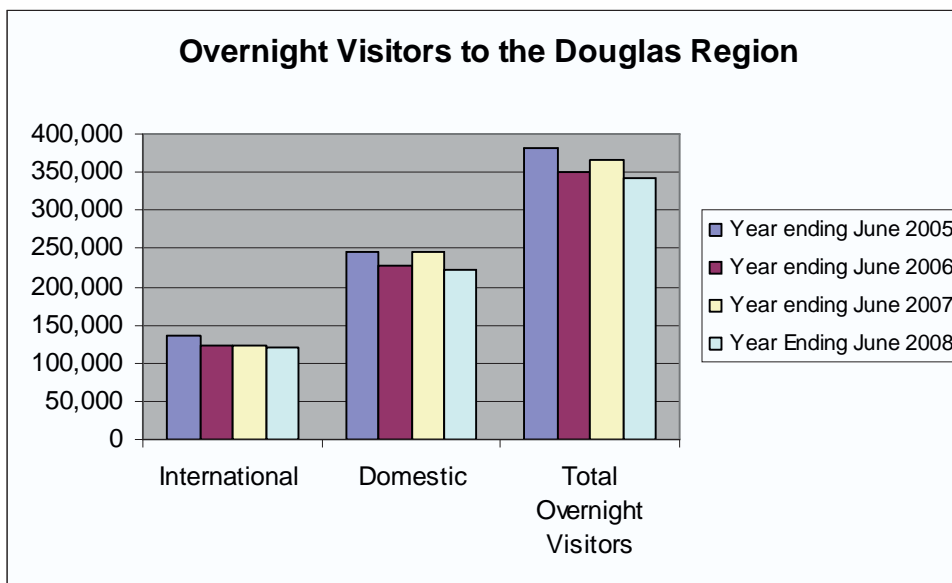
Statistics released by Tourism Research Australia show a decrease in overnight visitation to the region of 7%. International visitor numbers dropped by 2% along with a drop in visitor nights of 18%.

Domestic visitors are down 9%. An increase was experienced in Domestic visitor nights with an increase of 18%.

Overall overnight visitors were down 7% with an increase in visitor nights of 9.5%.

Day visitors which make up a large part of the visitation to the region are not calculated in the TRA figures provided. It is estimated that day visitors exceed 600,000 pa.

Following is graphic indication of overnight visitation to the region:



Source- TTNQ. Information was extracted from; the National Visitor Survey and the International Visitor Survey (IVS) conducted by Newton, Wayman, Chong Research on behalf of Tourism Research Australia. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics Overseas Arrivals and Departures and does not include persons aged under 15 years.

## **Appendix 1**

Audit Report

**PORT DOUGLAS DAINTREE TOURISM LTD  
ABN 35 121 516 916**

**FINANCIAL REPORT  
FOR THE YEAR ENDED 30 JUNE 2008**

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

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**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**DIRECTORS' REPORT**

Your directors present their report on the company for the financial year ended 30 June 2008.

**Directors**

The names of the directors in office at any time during or since the end of the financial year are:

Michael Coe  
Mathew Hurley  
Peter Martin  
Sharyn Brydon (Resigned on 29 May 2008)  
Ken Dobbs  
Robin Giason (Appointed on 29 May 2008)  
Julia Leu  
Lawrence Mason  
Scott Smith

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

**Operating Results**

The loss of the company for the financial year after providing for income tax amounted to \$50,261.

**Review of Operations**

A review of the operations of the company during the financial year and the results of those operations found that during the year, the company continued to engage in its principal activity, the results of which are disclosed in the attached financial statements.

**Significant Changes in State of Affairs**

No significant changes in the state of affairs of the company occurred during the financial year.

**Principal Activity**

The principal activity of the company during the financial year was to promote tourism and member's services in Tropical North Queensland.

No significant change in the nature of these activities occurred during the year.

**After Balance Date Events**

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in future financial years.

**Likely Developments**

The company expects to maintain the present status and level of operations and hence there are no likely developments in the company's operations.

**Environmental Issues**

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

**Dividends Paid or Recommended**

No dividends were paid or declared since the start of the financial year. No recommendation for payment of dividends has been made.

**Information on Directors**

The information on directors is as follows:

**Michael Coe** – Chairman

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**DIRECTORS' REPORT (continued)**

**Information on Directors (Continued)**

- Experience – Regional General Manager of Mantra Resorts for Tropical North Queensland. Michael has 15 years industry experience primarily in change management. Michael currently sits on the Board of Tourism Tropical North Queensland and the Hotel Motel Accommodation Association and was previously a judge of the QLD Tourism Awards.
- Mathew Hurley**  
Experience – Vice Chairman  
– General Manager of Quicksilver Connections. Mathew was previously working as a General Manager at Rydges Reef Resort Port Douglas.
- Peter Martin**  
Experience – Secretary/Treasurer  
– Owner and operator of Lotsa Printing Pty Ltd started 12 years ago. Peter has a strong background in Accountancy training from Sydney Technical College. Peter worked at Tube & Pipe Sales Pty Ltd for ten years being promoted to General Manager after three years of service.
- Sharyn Brydon**  
Experience – Director  
– General Manager of Western Markets Tourism Tropical North Queensland (TTNQ). Sharyn was previously employed as Marketing Executive - Events and North America Leisure for TTNQ. Sharyn is a committee member for the Australian Tourism Export Council.
- Ken Dobbs**  
Experience – Director  
– Degree in Accounting from University of Newcastle, Degree from RMIT in Management.  
– Manager of Port Douglas Outrigger for 12 years. Served as the President of QRAMA Port Douglas Branch and is the current President of the Port Douglas Chamber of Commerce.
- Robin Giason**  
Experience – Director  
– CEO of Tourism Tropical North Queensland (TTNQ). Robin has had a career in tourism marketing and management spanning the past 33 years. Robin 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 Chair of PATA's Government/Destination Category group and the Tropical North Queensland TAFE Institute Advisory Council.
- Julia Leu**  
Experience – Director  
– Division 10 councillor of Cairns Regional Council. Julia was previously employed as the CEO for the Douglas Shire Council for nine months prior to her election to Cairns Regional Council. Julia was previously employed as Manager of Community, Culture and Economics. She has four university degrees and over 15 years of experience with communities. Julia's portfolio areas included tourism, community, cultural, indigenous and arts development.
- Lawrence Mason**  
Experience – Director  
– Associate Diploma in Applied Science (Hospitality and Catering)  
– Owner of Masons Tours since 1994. Lawrence was holding a position of a President from 2004 to 2006 in Daintree Cape Tribulation Tourism Association. Lawrence also manages the Cape Tribulation Information Centre and Shop.
- Scott Smith**  
Experience – Director  
– Owner of Electric Boat Cruisers in Daintree Village and is a committee member of Daintree Village Tourism Association

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**DIRECTORS' REPORT (continued)**

**Meetings of Directors**

DIRECTORS	DIRECTORS' MEETINGS	
	Number eligible to attend	Number attended
Michael Coe	11	11
Mathew Hurley	11	9
Peter Martin	11	9
Sharyn Brydon (Resigned on 29 May 2008)	10	6
Ken Dobbs	11	10
Robin Giason (Appointed on 29 May 2008)	1	-
Julia Leu	11	7
Lawrence Mason	11	8
Scott Smith	11	6

**Options**

No options over issued shares or interests in the company were granted during or since the end of the financial year and there were no options outstanding at the end of the financial year.

**Indemnification of Officer or Auditor**

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of the company.

**Proceedings on Behalf of the Company**

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. The company was not a party to any such proceedings during the year.

**Auditor's Independence Declaration**

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out on page 4.

Signed in accordance with a resolution of the Board of Directors:

Director	 _____	Director	 _____
	Michael Coe		Mathew Hurley


Dated this 19th day of September 2008

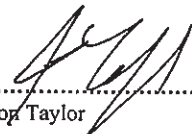
**PORT DOUGLAS DAINTREE TOURISM LTD  
ABN 35 121 516 916**

**AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C  
OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF PORT DOUGLAS DAINTREE TOURISM  
LTD**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2008 there have been:

- i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit;  
and
- ii) no contraventions of any applicable code of professional conduct in relation to the audit.

  
WHK Greenwoods (Cairns)

  
.....  
Jason Taylor  
Partner

19 September 2008  
74 Abbott Street  
CAIRNS QLD 4870

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**INCOME STATEMENT**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	Notes	2008 \$	2007 \$
Revenue from ordinary activities		544,776	562,129
Employee benefits expense		(42,102)	(5,090)
Transport costs		(36)	-
Advertising		(7,505)	-
Marketing - Domestic		(176,615)	(60,206)
Marketing - International		(136,836)	(77,992)
Promotions - Local Area		(64,847)	(65,510)
Rent expense		(14,107)	(6,339)
Subcontractors		(55,288)	(52,677)
Telephone		(4,874)	(3,583)
Postage & stationery		(4,885)	(964)
Website maintenance		(1,787)	(3,063)
Media expense		(17,705)	-
TTNQ payments		(13,636)	(10,000)
Other expenses from ordinary activities		<u>(54,814)</u>	<u>(8,110)</u>
<b>Profit from ordinary activities before income tax expense (income tax revenue)</b>		<b>(50,261)</b>	<b>268,596</b>
Income tax revenue (income tax expense) relating to ordinary activities		<u>-</u>	<u>-</u>
<b>Profit from ordinary activities after related income tax expense (income tax revenue)</b>		<b>(50,261)</b>	<b>268,596</b>
<b>Total changes in equity other than those resulting from transactions with owners as owners</b>		<b><u>(50,261)</u></b>	<b><u>268,596</u></b>

The accompanying notes form part of these financial statements.



**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**BALANCE SHEET**  
**AS AT 30 JUNE 2008**

	Notes	2008 \$	2007 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	2	223,753	313,964
Trade and other receivables	3	12,684	13,414
Other	4	<u>5,409</u>	<u>-</u>
<b>TOTAL CURRENT ASSETS</b>		<b><u>241,846</u></b>	<b><u>327,378</u></b>
<b>NON-CURRENT ASSETS</b>			
Trade and other receivables	3	<u>-</u>	<u>3,201</u>
<b>TOTAL NON-CURRENT ASSETS</b>		<b><u>-</u></b>	<b><u>3,201</u></b>
<b>TOTAL ASSETS</b>		<b><u>241,846</u></b>	<b><u>330,579</u></b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	5	15,261	51,324
Other	6	<u>8,255</u>	<u>10,660</u>
<b>TOTAL CURRENT LIABILITIES</b>		<b><u>23,516</u></b>	<b><u>61,984</u></b>
<b>TOTAL LIABILITIES</b>		<b><u>23,516</u></b>	<b><u>61,984</u></b>
<b>NET ASSETS</b>		<b><u>218,335</u></b>	<b><u>268,595</u></b>
<b>EQUITY</b>			
Retained profits	8	<u>218,335</u>	<u>268,596</u>
<b>TOTAL EQUITY</b>		<b><u>218,335</u></b>	<b><u>268,596</u></b>

The accompanying notes form part of these financial statements.

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**STATEMENT OF CHANGES IN EQUITY**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	<b>Retained Earnings</b>	<b>Total</b>
	<b>\$</b>	<b>\$</b>
	-	-
Profit attributable to members	<u>268,596</u>	<u>268,597</u>
Transfers to and from reserves		
Balance at 30 June 2007	<u>268,596</u>	<u>268,596</u>
Profit attributable to members	<u>(50,261)</u>	<u>(50,261)</u>
Transfers to and from reserves		
Balance at 30 June 2008	<u>218,335</u>	<u>218,335</u>

The accompanying notes form part of these financial statements.

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	Notes	2008 \$	2007 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from customers		<b>102,564</b>	89,847
Operating grant receipts		<b>445,585</b>	523,805
Payments to suppliers and employees		<u><b>(638,355)</b></u>	<u>(299,688)</u>
Net cash provided by/(used in) operating activities	7(b)	<u><b>(90,206)</b></u>	<u>313,964</u>
Net increase/(decrease) in cash held		<b>(90,206)</b>	313,964
Cash at beginning of financial year		<u><b>313,964</b></u>	<u>-</u>
Cash at end of financial year	7 (a)	<u><b>223,753</b></u>	<u>313,964</u>

The accompanying notes form part of these financial statements.

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2008**

**NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES**

This financial report is a special purpose financial report prepared in order to satisfy the financial report preparation requirements of the Corporations Act 2001. The directors have determined that the company is not a reporting entity.

The financial report is for the entity Port Douglas Daintree Tourism Ltd as an individual entity. Port Douglas Daintree Tourism Ltd is a company limited by guarantee, incorporated and domiciled in Australia.

The financial report has been prepared in accordance with the requirements of the Corporations Act 2001, and the following applicable Accounting Standards:

AASB 101:	Presentation of Financial Statements
AASB 107:	Cash Flow Statements
AASB 108:	Accounting Policies, Changes in Accounting Estimates and Errors
AASB 110:	Events after the Balance Sheet Date

No other applicable Accounting Standards, Urgent Issues Group Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The report is also prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this report:

**(a) Cash and Cash Equivalents**

For the purposes of the Statement of Cash Flows, cash includes cash on hand and at call deposits with banks or financial institutions, investments in money market instruments maturing within less than two months and net of bank overdrafts.

**(b) Revenue**

Other revenue is recognised when the right to receive the revenue has been established.

All revenue is stated net of the amount of goods and services tax (GST).

**(c) Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of expense. Receivables and payables in the Balance Sheet are shown inclusive of GST.

**(d) Income Tax**

No provision for income tax has been raised as the company is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	Note	2008 \$	2007 \$
<b>NOTE 2: CASH AND CASH EQUIVALENTS</b>			
Cash on hand		90	19
ANZ cheque account		23,270	313,945
ANZ V2 account		<u>200,394</u>	<u>-</u>
		<u>223,753</u>	<u>313,964</u>
<b>NOTE 3: TRADE AND OTHER RECEIVABLES</b>			
CURRENT			
GST receivable		<u>12,684</u>	<u>13,414</u>
NON-CURRENT			
Trade debtors		<u>-</u>	<u>3,201</u>
<b>NOTE 4: OTHER ASSETS</b>			
CURRENT			
Prepayments		5,397	-
Other current assets		<u>12</u>	<u>-</u>
		<u>5,409</u>	<u>-</u>
<b>NOTE 5: TRADE AND OTHER PAYABLES</b>			
CURRENT			
Unsecured liabilities			
Trade payables		11,089	16,605
Sundry payables and accruals		<u>4,172</u>	<u>34,719</u>
		<u>15,261</u>	<u>51,324</u>
<b>NOTE 6: OTHER LIABILITIES</b>			
CURRENT			
Deferred income		<u>8,255</u>	<u>10,660</u>



**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	Note	2008 \$	2007 \$
<b>NOTE 7: CASH FLOW INFORMATION</b>			
(a) Reconciliation of cash			
Cash at the end of the financial year as shown in the statement of Cash Flows is reconciled to the related items in the balance sheet as follows:			
Cash on hand		90	19
Cash at bank		<u>223,664</u>	<u>313,945</u>
		<u>223,753</u>	<u>313,964</u>
(b) Reconciliation of cash flow from operations with profit from ordinary activities after income tax			
Profit (Loss) from ordinary activities after income tax		(50,261)	268,596
Changes in assets and liabilities			
Increase in receivables		(9,483)	(3,201)
Increase in prepayments		(5,409)	-
Increase/(decrease) in payables		(22,646)	48,569
Increase/(decrease) in unearned revenue		<u>(2,405)</u>	<u>-</u>
Cash flows from operations		<u>(90,206)</u>	<u>313,964</u>

**NOTE 8: MEMBERS' GUARANTEE**

The company is limited by guarantee. If the company is wound up, the articles of association state that each member is required to contribute a maximum of \$2 each towards meeting any outstanding obligations of the company. At 30 June 2008 the number of members was 169 (2007: 138).

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**


**DIRECTORS' DECLARATION**

The directors have determined that the company is not a reporting entity. The directors have determined that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the company declare that:

1. The financial statements and notes, as set out on pages 5 to 11 are in accordance with the Corporations Act 2001:
  - (a) comply with Accounting Standards as described in Note 1 to the financial statements and the Corporations Regulations 2001; and
  - (b) give a true and fair view of the financial position as at 30 June 2008 and of the performance for the financial year ended on that date of the company in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the directors.

Director	 _____	Director	 _____
	Michael Coe		Mathew Hurley

Dated this 19th day of September 2008

**PORT DOUGLAS DAINTREE TOURISM LTD  
ABN 35 121 516 916**

**INDEPENDENT AUDIT REPORT TO THE MEMBERS OF  
PORT DOUGLAS DAINTREE TOURISM LTD**

**Scope**

We have audited the financial report, being a special purpose financial report of Port Douglas Daintree Tourism Ltd for the financial year ended 30 June 2008 comprising the Directors' Declaration, Income Statement, Balance Sheet and notes to the financial statements.

The company's directors are responsible for the financial report and have determined that the accounting policies used and described in Note 1 to the financial statements which form part of the financial report are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. We have conducted an independent audit of this financial report in order to express an opinion on it to the members of the company. No opinion is expressed as to whether the accounting policies used, and described in Note 1, are appropriate to the needs of the members.

The financial report has been prepared for distribution to the members for the purpose of fulfilling the directors' financial reporting requirements under the Corporations Act 2001. We disclaim any assumption of responsibility for any reliance on this audit report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with the accounting policies described in Note 1 to the financial statements so as to present a view which is consistent with our understanding of the company's financial position, and performance as represented by the results of its operations and its cash flows. These policies do not require the application of all Accounting Standards and other mandatory professional reporting requirements in Australia.

The audit opinion expressed in this report has been formed on the above basis.

**Audit Opinion**

In our opinion, the financial report of Port Douglas Daintree Tourism Ltd is in accordance with:

- (a) the Corporations Act 2001, including:
  - (i) giving a true and fair view of the company's financial position as at 30 June 2008 and of its performance for the financial year ended on that date in accordance with the accounting policies described in Note 1; and
  - (ii) complying with Accounting Standards in Australia to the extent described in Note 1 and the Corporations Regulations 2001; and
- (b) other mandatory professional reporting requirements to the extent described in Note 1.

  
WHK Greenwoods (Cairns)

  
Jason Taylor  
Partner

19 September 2008

74 Abbott Street, CAIRNS QLD 4870

**PORT DOUGLAS DAINTREE TOURISM LTD**  
**ABN 35 121 516 916**

**PRIVATE INFORMATION FOR THE DIRECTORS ON THE 2008 FINANCIAL STATEMENTS**

**DETAILED PROFIT AND LOSS**  
**FOR THE YEAR ENDED 30 JUNE 2008**

	2008 \$	2007 \$
<b>INCOME</b>		
Subsidies and grants	170,000	269,395
Membership subscriptions	81,278	38,324
Special Area Promotion Charge	275,585	254,410
Other income	<u>17,913</u>	<u>-</u>
<b>TOTAL INCOME</b>	<b>544,776</b>	<b>562,129</b>
<b>LESS EXPENSES</b>		
Accounting fees	14,788	7,724
Advertising	7,505	-
Bank charges	315	60
Business marketing	27,131	363
Computer expenses	100	911
Domestic marketing	175,745	60,206
Electricity	1,538	1,216
Freight and cartage	36	-
General expenses	895	-
General marketing	85,232	79,517
Insurance	2,933	2,937
International marketing	155,034	77,992
Meeting and conference costs	455	22
Media expenses	17,705	-
Member functions	683	254
Motor vehicle expenses	889	794
Office expenses	979	125
Office equipment	-	174
Postage	141	379
Printing and stationery	1,214	281
Recruitment costs	-	458
Rent	14,107	6,339
Salaries and wages	38,692	5,090
Subcontracting costs	40,500	44,953
Sundry expenses	-	156
Superannuation	3,410	-
Telephone	4,874	3,583
Workcare/work cover/workers compensation	<u>136</u>	<u>-</u>
<b>TOTAL EXPENSES</b>	<b><u>595,037</u></b>	<b><u>293,534</u></b>
<b>OPERATING PROFIT/(LOSS)</b>	<b><u>(50,261)</u></b>	<b><u>268,596</u></b>

These financial statements should be read in conjunction with the attached Disclaimer.

## Appendix 2

### DOMESTIC MARKETING 2007

### Parker Travel Collection

Below is an outline of activities that Parker Travel Collection has undertaken on behalf of Port Douglas & Daintree Tourism.

One of the greatest challenges at present is the failure of AOT Holidays (Sunlover) to finalise their Marketing Plan for the 07-08 Financial Year. Being the greatest provider of room nights into PDDT, PTC is hesitant to give commitments to other opportunities without knowledge on the opportunities that will be available with Sunlover. The additional advantage of promotions with Sunlover is the greater number of PDDT members that are represented with the wholesale program. Sunlover have confirmed that the Marketing Plan will be forth coming on July 20 – a meeting is planned for July 23 in Brisbane to discuss the plan immediately.

## Wholesale Accounts

### AOT Holidays (Sunlover)

- Meetings with all major contacts at Sunlover Holidays including Paul Scurrah (CEO), Leanne Chard (GM Product), Karen Holloway (TNQ Product Manager), Nadia Williams (Brand Marketing Manager) and Kristie Gray (SLV Product Coordinator for PDDT region) with discussions on activities that PDDT products can increase their exposure
- Advice sent to all AOT Holidays (Sunlover) Account Managers on PTC role with PDDT
- Coordination of PDDT focused events within the SLV STARS event
  - All PDDT member suppliers were coordinated with matching T-Shirts for 2 PDDT themed events during the weekend celebration (on the day of the Quicksilver reef trip);
    - Quiz on the IN PORT magazine with prizes available
    - Port Douglas STARS Karaoke contest
  - A PDDT follow up pack was forwarded to the agents with the IN PORT brochures, and then a 2nd follow up using the new PDDT brochures was done.
- Lunch training to Sunlover Reservations staff (approx 80 staff)
  - 1<sup>st</sup> training with the IN PORT Magazine
  - 2<sup>nd</sup> Training with the new PDDT Destinalional brochure
- Two walkthroughs of Sunlover Agency Reservations Centre sales floor dropping off PDDT brochures
- Discussion with Sunlover marketing on numerous advertising and marketing opportunities. Sunlover keep advising that the 2007-08 Marketing Plan will be released soon (since the May) and it continues to not be released
- Full page advertising spot has been booked for the 2008-09 TNQ Brochure for PDDT destinalional advertising spot
- Attendance at TTNQ/SLV 'Change Your Latitude' famil events and workshops where 32 agents were trained. Agent's knowledge on PDDT good, with approx 50% stating that Port is their preferred selling option over Cairns and the Beaches.

### Infinity Holidays

- Meeting with new Product manager for TNQ, Greg Kitchen and discussion on PDDT as a region. Ensuring position of PDDT in the brochure
  - Full page advertising spot has been booked for the 2008-09 TNQ Brochure for PDDT destinalional advertising spot

- Lisa Smyth, Marketing Manager for Infinity Holidays meeting. Booked a PDDT focused campaign for April 2008 and hopefully a similar campaign for October 2008 (to be confirmed). Each campaign costs \$50,000 and should be able to be funded by participating products (approx 10 products featured) in the press, shop window and flyer campaign that operates for 2 weeks across all Flight Centre stores. Lisa presented the Marketing Plan for the 07-08 financial year.
- Training with reservations teams undertaken twice and the promotion of the PDDT region undertaken

### **QANTAS Holidays**

- Training has been closed off until October 08 at the earliest. Agreement that a brochure drop can be undertaken in July to the Brisbane staff pigeon hole. Brisbane reservations undertake the vast majority of all QLD bookings
- Discussions with Kylie Kemp the Product Manager for the region. Kylie has reported a shift back to Port Douglas in sales, at the expense of Palm Cove.
- Kate Brown, Brand Manager meeting to be held in July – securing a Channel 9 TODAY SHOW Travel segment for PDDT to be aired in late September.
- Kate will be providing a full Marketing Plan for PDDT once completed focusing on
  - Press advertising
  - Campaigns
  - Online opportunities
  - Association with Jetstar marketing opportunities
- QH are focusing marketing activity on market segments (couples, families, indulgence etc) instead of destination specific campaigns. Destination specific campaigns are of the regions undertaking and funding. Press/campaign outline to be forwarded to PTC once QH has completed the outline.

### **BLUE Holidays**

- Dennis Basham, TNQ Product and Marketing Manager meetings. Virgin Blue Airlines have now made a commitment to feature a Blue Holidays package link on all airline advertising. Discussed the Whitsunday's region focus campaign undertaken in March which had direct to product call to actions, and he advised this was external to Blue Holidays and these style of promotions are to cease immediately.
- Major opportunity with Destinal Email Blast to Virgin 1 million subscribers. Had a Port Douglas Vmail blast for May but the product loading of the product fell through thus it had to become a general TNQ blast instead of PDDT specific
  - Due to restricted rooms and flights availability over July/August, will wait to do specific Vmail blast later in the end when rooms and more importantly flight seats come available
- The new online Destinal Magazines Virgin are producing is Cairns specific with no mention of PDDT as a destination. All these guides are central specific, with an additional roll out possible for additional destinations in the future. PTC attempting to follow up with the out sourced company on the feature of PDDT within the current Cairns versions or when a specific PDDT version could be undertaken.

### **Web Accounts**

One of the challenges involved within these opportunities is the limited PDDT regional product featured on the major web online wholesalers.

### **EXPEDIA**

- Errol Cooke, Product and Merchandising Manager – investigating banner and campaign activities within Expedia.com.au and also Expedia.com

- PDDT Banner advertising on Cairns or Sydney search page results, thus a straight click through to PDDT featured members on sale. Melbourne had great success with such a campaign recently on the Sydney search results page.
- Focused PDDT campaign through merchandising product with similar special offers

### **TRAVELOCITY**

- Alexandra Nieuwenhuys, Market Manager Pacific – much of their business is tied in with Blue Holidays and their domestic promotions are channelled to this source. The product must be loaded with Travelocity to feature with Blue Holidays.

### **FLAIRVIEW**

- Nick Saliakouras, Market Manager discussed campaign activity in the coming low season to direct traffic to the region. Prefer to wait to shoulder period to activate campaigns
- Mass worldwide email database of 10+ million that can be used for direct to consumer email blasts. Never used for destination specific, but as a worldwide SPECIALS promotion.

### **Retails Agents**

- Retail calls have been undertaken across Australia with the distribution of the IN PORT magazine then followed by the new PDDT destinational magazine
- Melbourne retail agents – total of 6 weeks of retail calls
- Sydney retail agents – total of 3 weeks of retail calls
- Brisbane retail agents – total of 1½ weeks of retail calls
- Country NSW agents – total of 1 week of retail calls
- Country Victoria agents – total of 1 weeks of retail calls
- Adelaide agents – total of 3 days of retail calls (this was included in the call pattern at late notice due to the increased service of flights ex Adelaide)
- TOTAL OF 13 WEEKS OF SALES CALLS undertaken

### **Additional Activities**

- Meeting with Tourism Australia's Andrew McEvoy (Dir – Industry & Organisational Development) and Katherine Droga (Manager, Australia Marketing) with update on relaunch of PDDT and experience based promotion target and advised willingness for the PDDT region to be active participant in any promotions upcoming.
- PDDT was represented in all ATE meetings with domestic buyers
  - Meeting of note was with Amy Matheison, Tourism Australia Domestic Marketing. Primarily AMY outlined the major domestic brochure lift outs that are undertaken with Sydney Morning Herald/Sunday Age twice per year focused on holidaying within Australia.
- Many opportunities had dried up due to the end of financial year and budgets already spent or assigned.



## Appendix 3

### INTERNATIONAL MARKETING 2007

#### Rosalind Harries

17 Theresa Close  
Bayview Gardens  
Cairns 4868 Queensland

Mobile  
0439 679 132

Email  
rharries@ozemail.com.au

### OVERVIEW

#### JULY 2007 TO JUNE 2008

##### JULY 2007

- Sydney Trip  
Presentations to inbound reservations staff focusing on the new regional brochure and the DVD. Interested in “secrets of PDDT” as many inbound operators and their staff have not been to the area for several years. Note: Inbound Upnorth was held in PD and Cape Trib in October 2007. Most of the inbound operators hadn’t been to Cape Trib for at least 5 years and most were excited with the scope of activities.
- Email blast to 2,000 data base retail agents and wholesale operators in Europe/UK/US/Canada and NZ. Plus inbound operatorsre new PDDT brochure, DVD, website and “Secrets of PDDT”

##### AUGUST 2007

- Email to targeted wholesaler operators in the UK/Germany/France/Italy/US and Canada re wholesale lead page and general information to include in wholesale brochures

##### SEPTEMBER 2007

##### US Corroboree Hunter Valley

- A number of wholesale product and marketing managers also came out for this event.
- 1 and ½ days of appointments with Aussie Specialists

##### UK/Europe Trip

- Concentrated on the German market as they are looking for more 3 to 4 star properties and more nature based activities. All have been given new images,DVD, Secrets of PDDT and brochure. Most are increasing their range of products and their introduction to the area
- UK operators are all looking for new ideas and welcome the Secrets and new images
- For Example Turquoise Holidays new brochure will have 6 pages of luxury homes throughout the PDDT plus their usual PDDT products

- TA are revamping the Aussie Specialist programmes in the UK and Europe and this gives the PDDT operators opportunities to advertise their products through either newsletters or advertising
- We have arranged a one page advert in the new Ventaglio brochure out in November. The Italian operators are interested in extending their products to the region and increasing their introductory page for the area. As this is mostly a honeymoon market they are looking for 4 to 5 star experiences

#### US/Canada Trip

- Qantas Vacations and ATS Tours are using Webex on-line training which can be sourced from Australia or if the operators are over in LA. Training made easy! However, the product must be in the Qantas system. Also they offer email blasts to approx 10,000 agents and op-in consumers
- Training sessions in Canada as some new operators to Australia who really only know the basics
- All interested in new images, “blurb” etc

#### OCTOBER 2007

##### Inbound Upnorth

- Concentrated on PD and Cape Trib areas this year

#### NOVEMBER 2007

##### Followup from US/Canada/UK/Europe trip

#### DECEMBER 2007

##### ATEC Meeting Place

- General update to wholesalers

#### JANUARY 2008

##### Planning forthcoming trips

#### FEBRUARY 2008

##### UK/Europe Trip

- Purchased 100 USB's in Hong Kong to give to wholesalers with selection of images and Secrets of PDDT
- Organised a full page advertorial in “Farout” the Travel 2 Travel 4 Summer Magazine which is distributed to their data base of clients
- Training with most of the major operators staff in the UK

- Spoke with a Number of UK operators who are coming out Pre and Post ATE and coordinated some of their famil activities. TTNQ have a number of product managers coming out. There is also a number of product managers coming through independently and we have organised time in PD
- Marketing opportunities with Austravel, Turquoise Holidays, Travelmood, Flight Centre, Qantas Holidays and The Lotus Group over the next 12 months
- Joe Walsh Tours Ireland is interested in launching a PDDT campaign and a introductory page in their new brochure out towards the end of the year
- TA and TQ are working are rolling out a number of campaigns for the French market as the numbers are good

#### ITB Tradeshow Berlin

- Mixture of wholesale, TA, TQ and journalists
- Most of the major german operators are increasing their product range into the PDDT for 08/09/10
- Interest from the UK and Europe (with probably the exception of Germany) for high end different product
- Most of the operators loved the “secrets of PDDT” information and can use as both a selling tool for their agents and information for their brochures

#### Hong Kong trip to explore Expat market

- Very hard to tap into this market, however, most of the Expat sporting and social clubs either have magazines or newsletters.
- There are a couple of websites for Expats the best one being AsiaXpat. There is a variety of ways to advertise through this site
- TA have been concentrating on top end market and have been working with a select range of wholesalers in Hong Kong that operate both within the Expat market and the Chinese market

#### MARCH 2008

- UK/Europe As per Feb
- Followup from Trips

#### APRIL 2008

#### OZ Talk NZ – Retail travel agents

- 2 days of retail travel agent’s appointments. It may well have been the nature of OZTalk, however, very poor understanding of our area (and most of Australia except for Gold Coast)
- 1 Consumer day and this was interesting as most of the consumers new the area well.

Note: The major problems for this area is obviously air access and cost as we are the most expensive destination in Qld for this market

- We also had a number of appointments with the NZ trade media. Most of these were coming to PDDT area for the “Sell Britian” tradeshow held at the Sheraton in May. So good timing

## Wholesale Appointments

- After OZTalk I visited all of the wholesale operators  
PDDT was featured in a Flight Centre flyer which was inserted in the newspaper and also distributed through Flight Centres in NZ. Doug and TQ NZ organised this
- Organised a famil with the new product manager for Air NZ and the product manager for Travelplan
- Go Holidays have new marketing and product managers
- TQ are spending more on advertising direct to the Consumer this year as they feel the consumers have more knowledge of the area than the retail agents.

## MAY 2008

### Email blast to OZ Talk retail agents

- Sent the Secrets of PDDT and general followup from OZTalk

## JUNE 2008

### ATE Perth

- The Russian and Latin markets are doing well into Australia; both are upper to luxury end of the market. We are not travelling to either of these areas just yet as most are coming through 3 to 4 inbound operators based in Australia. We are working with these operators closely and they are all aware of what new and existing luxury products we have in the area

## JULY/AUGUST 2008

Followup from ATE with the operators we didn't see – Email Secrets and website information

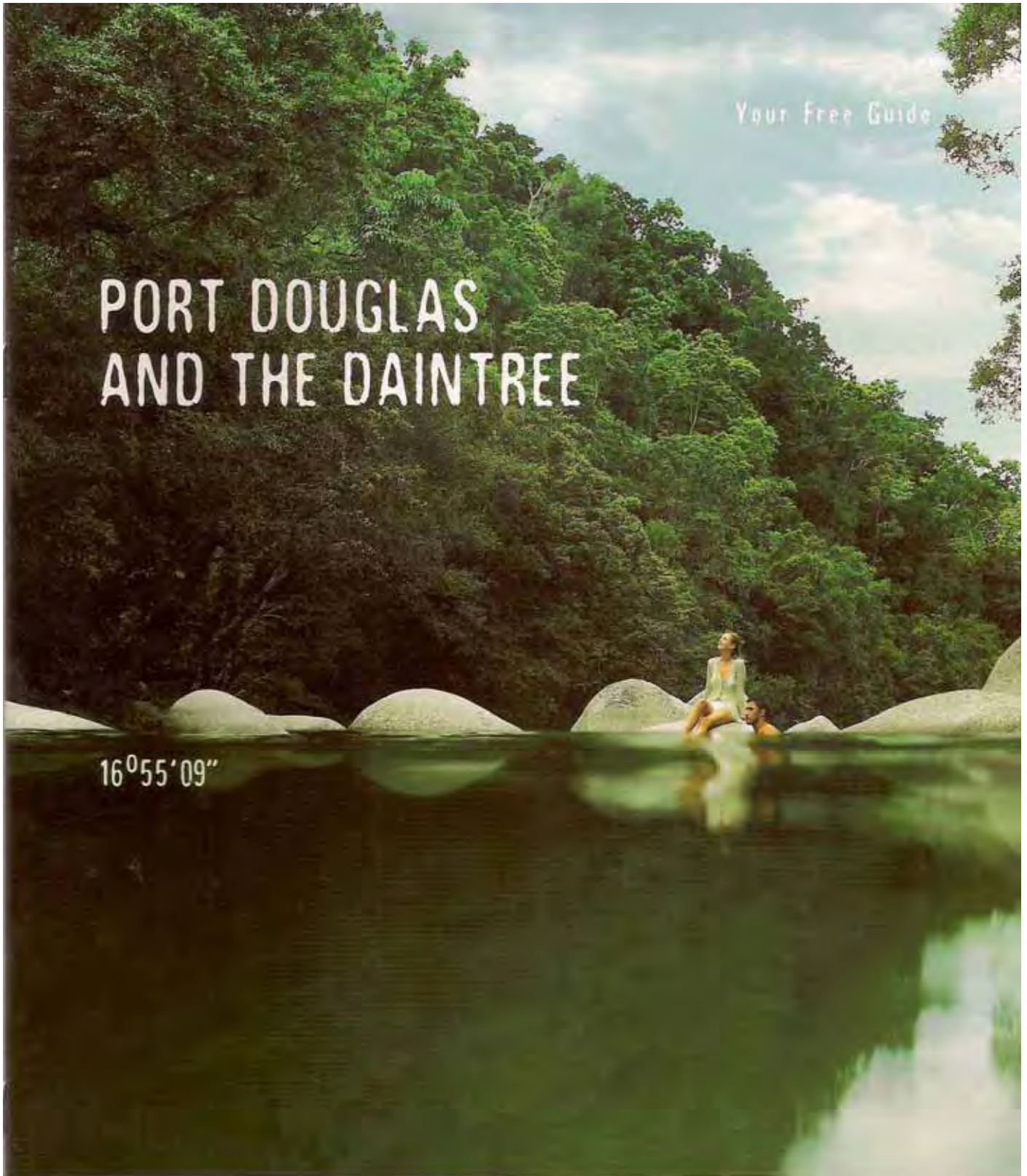
## APPENDIX 4

## Member List as at 30<sup>th</sup> June 2008

2 Fish Seafood Restaurant	Demi View Motel	Mossman Sugar Mill Tours	Roz Harries Marketing
106.3 The lounge	Dougies Backpacker Resort	Nautilus Holiday Apartments	Rum Runner Cape Tribulation
99.5 Sea FM 103.5 HOT FM	Electric Boat Cruises	Nautilus Restaurant	Ryldges Sabaya Resort
Adam Waste Control	Enterprise Charters	Net Know How	Salsa Bar & Grill
Aristocat Reef Charters	Events NQ	Nice n Easy Tours	Saltwater Luxury Apartments
At The Mango Tree	Executive Accommodation Retreats	Oceania Beach Houses	Sea Temple Resort and Spa
Australian Natural History Safari	Express Chauffeured Coaches	Offsite Connections	Shannonvale Fruit Winery
Back Country Bliss Adventures	Extra Action Water Sports	On the Inlet Seafood Restaurant	Shantara Resort & Spa Port Douglas
Balboa Holiday Apartments	Ferntree Rainforest Lodge	Out of the Blue at Newell	Shaolin Low Isles
Bay Villas Resort	Flames of the Forest	Oz About Oz	Sheraton Mirage Port Douglas
Big 4 Port Douglas Glengarry Holiday Park	Freestyle Resort Port Douglas	Parker Travel Collection	Skyrail Rainforest Cableway
Big Cat Green Island Reef Cruise	Gary's 4WD Safari's	Parrotfish Lodge	Skysafari
Bistro 3	Gateway Media Group	Peppers Bale Resort	Solar Whisper Wildlife Cruises
Bolt Burchill Tranter	GBR/ Quicksilver Helicopters	Peppers Beach Club	St Marys by the Sea
Breakfree Reef Club Resort	Ginni Boutique	Phantom Charters	Stageworks
Bruce Belcher's Daintree River Cruises	Haba Dive & Snorkel	Piccolo in Port	Star of Siam Restaurant
BTS Tours	Hannafords Special Events	Pink Flamingo	Sun Palm Express
Coldwell Banker Realty	Hartley's Crocodile Adventures	Port Douglas & Mossman Gazette	Synergy Reef Sailing
Calypso Reef Charters	Hibiscus Gardens Spa Resort	Port Douglas Accommodation	Tali Beach Houses
Cape Tribulation Beach House	House of Willow	Port Douglas Car Rental	Thala Beach Lodge
Cape Tribulation Exotic Fruit Farm	Janbal	Port Douglas Catering	The Beach Shack Restaurant and Bar
Cape Tribulation Resort and Spa	Jetset Travel Port Douglas	Port Douglas Combined Club	The Meridian at Port Douglas
Cayman Villas Port Douglas	John Batman Group	Port Douglas Cottage & Lodge	The New Port On Macrossan
Central Hotel	Jungle Surfing Canopy Tours	Port Douglas Getaways	The Port Douglas Queenslander
Central Plaza Port Douglas	KuKu Yalanji Dreamtime Walks	Port Douglas Newsagency	The Whitehouse
Club Tropical Resort	Lady Douglas	Port Douglas Outrigger	Tony's Tropical Tours
Cooper Creek Wilderness	<b>Latitude 16 - Corporate Member</b>	Port Douglas Palm Villas	Tourismportdouglas.com.au
Coral Sea Limousines	Lazy Lizard Motor Inn	Port Douglas Peninsula Boutique Hotel	Tropical Nites Holiday Townhouses
Court House Hotel Port Douglas	Living Room Restaurant	Port Douglas Sands Resort	Tropical North Queensland TAFE (Mossman Campus)
Crocodylus Village	Lotsa Printing	Port Douglas Yacht Club	tshint
Curreys Hospitality & Housewares	Low Isles Sailaway	portdouglas.com.au	Undersea Explorer
Daintree Cape Tribulation Heritage Lodge	Lychee Tree Holiday Units	Poseidon Outer Reef Cruises	Verandahs Boutique Hotel
Daintree Cape Tribulation Tourism Association	MAD Events	Quicksilver Connections	Villa San Michele
Daintree Connection	Malaita Cruises	R Mediaworx	Visibility Video & Photography
Daintree Discovery Centre	Mandalay & Shalimar Luxury Apartments	Radio Port Douglas 107.1 FM	Voyages Silky Oaks Resort
Daintree Discovery Tours	<b>Mantra Resorts - Corporate Member</b>	Rainforest Habitat Wildlife Sanctuary	Watergate Restaurant
Daintree Eco Lodge & Spa	Marina Mirage Port Douglas	Red Mill House	Wavelength Reef Charters
Daintree Magic	Marino Moller Lawyers	Reef & Rainforest Connections	Welcome to Cairns
Daintree River & Reef Cruise Centre	Martinique on Macrossan	Reef Adventure Centre	Wicked Willie's Jewellery Pty Ltd
Daintree River Experience	Masons Tours Cape Tribulation	Reflections of Port Douglas	Windswell Kite Surfing
Daintree Secrets	Mediterranean Port Douglas	Regal Port Douglas	Zinc
Deluxe Safari's	MGI Cockrell Reese	Rendevous Reef Resort	



# Appendix 5 Collateral

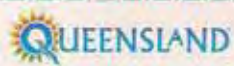


## PORT DOUGLAS AND THE DAINTREE

Your Free Guide

16°55'09"

CHANGE YOUR LATITUDE™



PORT DOUGLAS+DAINTREE°

TROPICAL NORTH QUEENSLAND

[www.portdouglasincentives.com](http://www.portdouglasincentives.com)

# PORT DOUGLAS INCENTIVES

16° 30' 48"



PORT DOUGLAS+DAINTREE<sup>o</sup>

----- 16° 30' 48" -----  
TROPICAL NORTH QUEENSLAND

CHANGE YOUR LATITUDE



# PORT DOUGLAS AND THE DAINTREE

16°55'09"

CHANGE YOUR LATITUDE™

 QUEENSLAND

Port Douglas  Daintree Tourism

TROPICAL NORTH°  
QUEENSLAND 17°52'18"

 DOUGLAS  
SHIRE  
COUNCIL

CD G

TOTAL DURATION 5:00

# Appendix 6 Marketing Examples

## Domestic Campaigns



**Holidays**

Latest Specials



**PORT DOUGLAS + DAINTREE<sup>o</sup>**

16° 30' 48"

**TROPICAL NORTH QUEENSLAND**

CHANGE YOUR LATITUDE™

Port Douglas is an internationally recognised resort town, recognised for its beautiful surrounds and relaxing atmosphere. Offering a blend of luxury accommodation and self-catering apartments, Port Douglas is the closest town with proximity to the Great Barrier Reef and the World Heritage-listed rainforests of the Daintree and Cape Tribulation National Parks. Port Douglas is also famous for its shops and restaurants.

### **Some secrets of Port Douglas:**

1. Hire a Scooter for a day and visit the many secluded beaches, rainforest tracks and swimming holes of the region.
2. Enjoy a beer & a bucket of prawns watching the tropical sunset at On the Inlet Restaurant near the marina. The kids will love 'George', the 250kg Giant Groper fed at sunset each day.
3. Explore 'The Dark Side of The Daintree', search for nocturnal wildlife and crocodiles in the rainforest.
4. Sip on a 'Paradiso Pearl' cocktail at The Livingroom Port Douglas; a setting of tropical elegance.
5. 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 traffic.

PORT DOUGLAS ACCOMMODATION	INCLUSIONS	FROM PRICE*
Bay Villas Resort 4★ ★ ★ ★ 01MAY08 - 14JUN08	Return economy airfares with Qantas to Cairns 5 nights accommodation (includes 1 free night)	EX SYD \$659 EX MEL \$770 EX BNE \$586
Mantra Links Resort 4.5★ ★ ★ ★ ☆ 01MAY08 - 20JUN08	Return economy airfares with Qantas to Cairns 7 nights accommodation (includes 2 free nights)	EX SYD \$748 EX MEL \$859 EX BNE \$675
Mantra Portsea Resort 4.5★ ★ ★ ★ ☆ 01MAY08 - 20JUN08	Return economy airfares with Qantas to Cairns 7 nights accommodation (includes 2 free nights)	EX SYD \$785 EX MEL \$896 EX BNE \$712

**QANTAS FREQUENT FLYERS EARN 1 POINT FOR EVERY \$1 SPENT AND CAN ALSO EARN AN EXTRA 5000 POINTS<sup>^</sup> ON COMBINED AIR & LAND PACKAGES**

TOURS	INCLUSIONS	FROM PRICE*
Quicksilver Outer Barrier Reef Cruise# From Port Douglas	01MAY08 – 30JUN08	\$200
Cape Tribulation, Daintree and Mossman Gorge## From Port Douglas	01MAY08 – 30JUN08	\$173

**IMPORTANT INFORMATION:** \*An additional 1.4% applies to amounts paid by credit or charge card. Package prices are per person twin share and do include any charges or taxes payable direct to third parties. Prices are correct as at 3 Apr 07 but may fluctuate due to changes in surcharges, fees and taxes. Offer ends 30 Apr 08. Min/Max Stay. Limited availability. Packages are non-refundable. #Fuel surcharge may apply direct. ##A variable fuel levy (currently approx \$2) payable on the day of travel to the operator. ^ Qantas Frequent Flyers will earn an extra 5,000 points per booking on Qantas Holidays or via a travel agent. Air must be on Qantas services or on services with a Qantas flight designator. Qantas Frequent Flyer points are awarded after departure. For full conditions go to [qantas.com/holidays](http://qantas.com/holidays). Qantas Frequent Flyer offer is subject to membership terms and conditions. Other conditions apply – contact Qantas Holidays Reservations for more details. Prior to quoting we advise to check prices and availability with Qantas Holidays Reservations or via **easyway**.

**Issued by Marketing: 10 April 2008.** This information is for internal use only by authorised AFTA and Licensed Travel Agents selling Qantas Holidays.

Qantas Holidays Limited ABN 24 003 836 459.

Licence No. NSW - 2TA 003 004, VIC - 31288, QLD - TAG 740, SA - TTA 48 116, WA - 9TA 510





**On Sale Until** 31 December 2007

**Travel Between** Now - 13 December 2007, 17 January - 17 March 2008

Port Douglas is just an hour's drive from Cairns via a spectacular coastal road that is surrounded by forest and the Coral Sea. It is the place where glittering green merges into blue; the only place on Earth where two World heritage listed jewels exist; the Great Barrier Reef and the rainforest of Daintree and Cape Tribulation.

We all need time out now and again, enter a laid back tropical oasis with sophisticated worldly comforts with a small friendly village atmosphere. Go from business suit to barefoot and frantic to free. Refresh, restore and revitalise, in the aquamarine reef waters of the Coral Sea, the crystal creeks of Mossman Gorge, and the palm fringed golden sands of Port Douglas Four Mile Beach.

Discover the breathtaking Northern Tropics of Australia through pristine Daintree Rainforest walks and safaris, diving and snorkelling the reef and sailing the waterways. Be inspired by the amazing array of nature and wildlife and it's glorious simplicity.

Holiday the way you want now!

*Travel Guides*  
Free download 



## The Rendezvous Reef Resort Port Douglas



Depart from

Prices from

Brisbane	\$508 per person*
Sydney	\$588 per person*
Adelaide	\$628 per person*
Hamilton Island	\$628 per person*
Melbourne	\$628 per person*
Rockhampton	\$628 per person*
Newcastle	\$640 per person*
Hobart	\$740 per person*
Gold Coast	\$740 per person*
Ballina/Byron Bay	\$780 per person*
Canberra	\$790 per person*
Darwin	\$790 per person*



**RENDEZVOUS**  
PORT DOUGLAS



WE KNOW HOW TO UNWIND.  
IT'S IN OUR NATURE.

16° 28' 10"



## PORT DOUGLAS & THE DAINTREE WHEN LIFE FEELS PERFECT.

There's designer lifestyles, and then there's living by design. When nature puts you in the picture. When you check your body clock by the seasons. Where food always tastes like it should. And, where there's time to enjoy it all.

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 beauty rare.

World Heritage-listed for the pleasures of future generations. And accessible to all who enjoy the true pleasures of life.

TO DISCOVER MORE ABOUT PORT DOUGLAS & THE DAINTREE VISIT  
[www.pddt.com.au](http://www.pddt.com.au)

CHANGE YOUR LATITUDE™

PORT DOUGLAS + DAINTREE<sup>®</sup>  
TROPICAL NORTH QUEENSLAND



# North QLD & NT Feature

## Queensland

# Port Douglas

### Fast facts



### Queensland

**Climate:** Summer: October to March, average 30°C; winter: May to September, 25°C; wet season, January to March.

**Getting around:** **Airfares** budget airlines fly up and down the coast. **Hire car** easily hired. **Public coaches** travel along the coastal Bruce Highway. **Rail** the high-speed tilt train runs from Brisbane to Cairns.

**Don't miss:** Seeing the underwater treasures of the Great Barrier Reef, the Daintree Rainforest and Cape Tribulation.

**Famous for:** Beautiful beaches, the Great Barrier Reef, The Daintree Rainforest, Whitsundays Islands, rugged outback centres of Longreach and Mt Isa.

**Best buys:** Locally grown sea and fresh fruits, surf clothing, photographs and postcards, novelty souvenirs.



### Rendezvous Reef Resort, Port Douglas



Rendezvous Reef Resort is nestled amongst six hectares of lush tropical gardens and minutes from the township of Port Douglas and stunning Four Mile Beach. It is perfect for couples seeking a relaxing and romantic getaway or families wanting a fun-filled holiday.

Currently the resort is undergoing an \$8 million upgrade with renovation to the two-storey villas, the new Swish Restaurant and Bar opening in May 2008 and enhanced facilities for guests to enjoy.

The Rendezvous Reef Resort currently offers barbecue facilities, on-site scooter hire, bicycle hire, a gym, swimming pools and a lap pool to complete the resort. Rendezvous Reef Resort looks forward to welcoming you to their upgraded resort.

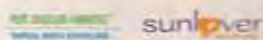
#### Inclusions

- 7 nights accommodation in a 1-Bedroom Apartment
  - 2 adult return shuttle transfers into Port Douglas
  - Bottle of wine on arrival
  - Late check out, subject to availability
- BONUS | FREE night.**

#### Price

7 nights from **\$390\***  
(Apartment, Sat - Fri, 2008)

**UPGRADE** To a 2-Bedroom Apartment from \$180\*



### Rydgcs Sabaya Resort, Port Douglas



Rydgcs Sabaya Resort is the newest addition to Port Douglas, nestled in the heart of Tropical North Queensland. Set amongst lush tropical gardens, this stunning resort is a tranquil oasis located just minutes from the township of Port Douglas and the famous Four Mile Beach, perfect for families or couples offering resort rooms or apartment-style accommodation.

An ideal base from which to experience the World Heritage Rainforest, the majestic Daintree River, the clear creeks and pools of Mossman Gorge, the palm-fringed golden sands of the local beaches and the underwater world of the Great Barrier Reef.

World-class golf, game fishing, diving, sailing, snorkelling and nature walks are all a way of life here.

Relax in the comfort of your room, take in the resort activities or bask in the spectacular lagoon pool while sipping a cocktail at the pool bar.

Simply indulge yourself in the day spa, unwind in the lounge bar or take advantage of the myriad of surrounding attractions, it's your choice!

#### Property facilities

- Day spa
- Kids Club
- Pool
- 24-hour reception
- Restaurant

#### Price & inclusions

• 5 nights in a Resort Garden Room  
**BONUS | FREE night.**

3 nights from **\$414\***  
(Pool & Spa | Sat - Sun, 2008)

**UPGRADE** To a Resort Pool Room from \$58\*





# OUR TOP TIPS

## THINGS TO SEE IN NORTH QLD & NT



### North Queensland

#### **Dive the Great Barrier Reef**

Take the plunge and snorkel or dive the world's largest living organism. Take a glass-bottom or semi-submersible boat trip and there's no need to get your feet wet.

#### **Explore the Daintree Rainforest**

Retire to a secluded cabin under the rainforest canopy, or visit the ancient natural wonder on a day tour. Explore the 'Dark Side of the Daintree' with a nocturnal wildlife and crocodile tour. This is a definite inclusion on your Tropical North Queensland itinerary.

#### **Head for Port Douglas horizons**

The Port Douglas Yacht Club has free sunset sailing on Wednesday afternoons from 6pm. Just go along and they will match you with a boat for a magnificent sailing experience. It's a great way to get some local knowledge and see the ocean at a relaxed pace.

#### **Enjoy a tropical pampering session**

Many of Australia's top resorts call Port Douglas home. Indulge in a spa treatment within a range of spa settings that are natural, luxurious and indelibly unique to the region. This will truly help you leave the stress of the real world behind.

#### **Go thrill seeking in TNQ**

Mountain bike the historic 'Bump Track' in the rainforest, kitesurf Four Mile Beach, jungle surf through the rainforest on a flying fox, go white water rafting, and game fishing on the open seas. These are just some of the ways to get the adrenaline pumping in Tropical North Queensland.

[flightcentre.com.au](http://flightcentre.com.au) | Call 1300 727 70





# Holidays

*Create your dream holiday experience*



## Scoop up a Tropical North Queensland getaway

### PORT DOUGLAS

ALL OFFERS END 30 APRIL 2008

#### BAY VILLAS RESORT

• Includes 1 FREE night • Return economy airfares to Cairns with Qantas • 5 nights accommodation  
Travel 1 May - 14 Jun 08

From **\$659\***

#### MANTRA LINKS RESORT

• Includes 2 FREE nights • Return economy airfares to Cairns with Qantas • 7 nights accommodation  
Travel 1 May - 20 Jun 08

From **\$748\***

#### MANTRA PORTSEA RESORT

• Includes 2 FREE nights • Return economy airfares to Cairns with Qantas • 7 nights accommodation  
Travel 1 May - 20 Jun 08

From **\$785\***

#### MANTRA TREETOPS RESORT & SPA

• Includes 2 FREE nights • Return economy airfares to Cairns with Qantas • 7 nights accommodation  
Travel 1 May - 20 Jun 08

From **\$848\***

#### RYDGES SABAYA PORT DOUGLAS

• Includes 1 FREE night • Return economy airfares to Cairns with Qantas • 7 nights accommodation  
Travel 1 May - 26 Jun 08

From **\$1099\***

#### PEPPERS BEACH CLUB & SPA

• Includes 2 FREE nights • Return economy airfares to Cairns with Qantas • 7 nights accommodation  
Travel 1 May - 20 Jun 08

From **\$1210\***

### WHILE YOU'RE THERE...

**HERTZ GROUP A CAR HIRE**  
Travel 1 May - 30 Jun 08  
Per day from **\$74\***

**QUICKSILVER OUTER BARRIER REEF CRUISE**  
• Plus fuel surcharges, which may be payable to the operator  
Travel 1 May - 30 Jun 08  
From **\$200\***

**DOWN UNDER TOURS**  
Visit Cape Tribulation, Daintree and Moztman Gorge • Plus variable fuel levy (currently approx \$2), payable to the operator  
Travel 1 May - 30 Jun 08  
From **\$173\***

QANTAS FREQUENT FLYERS EARN 1 POINT FOR EVERY \$1 SPENT AND CAN ALSO EARN AN EXTRA 5000 POINTS\*

See your travel agent | [qantas.com/holidays](http://qantas.com/holidays) | 13 14 15

Port Douglas, Australia  
Special offers available  
13 14 15

**IMPORTANT INFORMATION:** \*An additional 1.4% applies to amounts paid by credit or charge card. Package prices are per person twin share and do not include any changes or taxes payable directly to third parties. Prices are correct as at 7 Apr 08 but may fluctuate due to changes in surcharges, fees and taxes. Offer ends 30 Apr 08. Packages are non-refundable. \*\*Qantas Frequent Flyers will earn an extra 5,000 points per booking on Qantas Holidays combined air and land packages flying Qantas to Cairns during the specified sale and travel dates only. Valid for travel 1 May - 30 Jun 08. Points will be earned on bookings made and deposited between 6 Apr - 30 Apr 08 with Qantas Holidays or via a travel agent. Air must be on Qantas services or on services with a Qantas flight designation. Qantas Frequent Flyer points are awarded after departure. For full conditions go to [qantas.com/holidays](http://qantas.com/holidays). Qantas Frequent Flyer offer is subject to membership terms and conditions. †Some agents may charge a service fee. Min/Max Stay/† Limited availability. ‡ Other conditions apply - ask for details. Qantas Holidays Limited ABN 24 003 836 459. Licence No. ZTA 003 004. QH-R0261/GW/STD



# NORTHERN EXPOSURE

Photos courtesy of Port Douglas Daintree Tourism



**Winter is here but that's no excuse to hibernate, because Port Douglas and the Daintree region have come to life.**

The days side at 25 degrees and the nights are balmy. The air is clean and the water, pure. There's no traffic lights, no parking meters and no frost on the windscreen. Port Douglas, and the Daintree region, is the ultimate destination for a winter getaway.

Be pampered at one of the myriad of spas and rejuvenation centers. Swim in the pristine waters of the Great Barrier Reef. Kite-surf the beach, snorkel a mountain stream or helicopter to a hidden retreat. Feast on tropical fruits and seafood, from local suppliers, and sip locally-grown macchiato coffee. And when the sun goes down it's time for elegant cocktails, pub rock and dancing.

## A DOZEN NOT-TO-BE-MISSED ACTIVITIES:

- 1 Enjoy a beer and a bucket of prawns watching the tropical sunset at On The Inlet waterfront restaurant. The kids will love watching 'George', the 250kg Giant Grouper, being fed each day.
- 2 Immerse yourself in an amazing variety of the region's wildlife while enjoying breakfast with the birds at the Rainforest Habitat Wildlife Sanctuary.
- 3 Try exotic tropical fruits such as Chocolate Pudding Fruit and Mangosteen, the 'Queen of Tropical Fruit', at the Cape Trib Exotic Fruit Farm.
- 4 Sail to L'AUWIL and find 'Nemo' on The Great Barrier Reef.
- 5 Sip a 'Paradiso Pearl' in the elegant setting of The Living Room restaurant in Port Douglas.
- 6 Swim in the rainforest at the stunning Masaman Gorge before lunch at the luxurious Silky Oaks Lodge.
- 7 At sunrise, take a leisurely, enchanted hour to stroll Four Mile Beach.
- 8 Dine out on Macrossan Street then dance the night away at the infamous Iron Bar. Keep an eye out for celebrities.
- 9 Explore 'The Dark Side of The Daintree' with a nocturnal wildlife tour. Keep an eye out for crocodiles.
- 10 Golf at a championship course.
- 11 Book a spot of game fishing.
- 12 Get pampered at a Day Spa followed by a swim in a private waterfall lagoon.



## Queensland

**Le Cher Du Monde**



Boutique spa apartments, located in the heart of the Port Douglas shopping and restaurant precinct. It's just a short stroll from the famous Four Mile Beach.

**Prices & inclusions**

- 5 nights in 1 Bedroom Spa Apartment
- BONUS | FREE night<sup>A</sup>.**
- 5 nights from \$292\***

Valid for sale & travel until 30 June 08. \*Included in price.

**ADD-ON A 10-minute Reef Scenic Flight from \$139<sup>B</sup>.**

*Infinity*

**Rendezvous Reef Resort**



This unique garden resort, currently undertaking an \$8million refurbishment offers two storey villas providing you with up to four times the space of other Port Douglas resorts.

**Prices & inclusions**

- 4 nights in a 1 Bedroom Villa
- BONUS | FREE night<sup>A</sup> & bottle of wine.**
- 4 nights from \$195\***

Valid for sale & travel until 30 June 08. \*Included in price.

**UPGRADE To a 2 Bedroom Villa from an extra \$90<sup>B</sup>.**

**ADD-ON A 30-minute Hot Air Balloon Ride from \$185<sup>B</sup>.**

*Infinity*

**Rydges Sabaya Resort**



The latest addition to Port Douglas, this multimillion-dollar redeveloped resort offers contemporary designed rooms and spacious apartments, with on-site restaurant, bar, day spa and Kids Club.

**Prices & Inclusions**

- 5 nights in a Garden View Resort Room
- BONUS | FREE night<sup>A</sup>.**
- 5 nights from \$412\***

Valid for sale & travel until 25 June 08. \*Included in price.

**UPGRADE To a Pool View Resort Room from an extra \$60<sup>B</sup>.**

**ADD-ON A Flames of the Forest Dining Experience from \$199<sup>B</sup>.**

*Infinity*

**Sea Temple Resort & Spa**



Beautifully located on the beachfront at the end of Four Mile Beach, the Sea Temple Resort & Spa, Port Douglas, is situated in a region of irresistible natural beauty and offers spacious accommodation.

**Price & inclusions**

- 6 nights in a 2 Bedroom, 1 Bathroom Apartment
- BONUS | FREE night<sup>A</sup>.**
- 6 nights from \$1080\***

Valid for sale until 30 June 08. Valid for travel until 30 June & 1 Dec - 31 May 09. \*Included in price.

**UPGRADE To a 2 Bedroom, 2 Bathroom Apartment from an extra \$72<sup>B</sup>.**

**ADD-ON A Quicksilver Outer Barrier Reef Tour from \$191<sup>B</sup>.**

*Infinity*

## Travel tips

## Highlights of Tropical North Queensland

## Great Barrier Reef

Take the plunge and snorkel or dive the world's largest living organism. Discover a seemingly endless variety of multicoloured coral, fish and other marine animals: see giant clams, starfish, sea cucumbers, anemones, turtles, eels, rays and sponges. Take a glass-bottom or semi-submersible boat trip and there's no need to get your feet wet.

## The Daintree Rainforest

Discover the oldest living rainforest on earth at around 140 million years old. Retire to a secluded cabin under the rainforest canopy, or visit the ancient natural wonder on a day tour. Try the Gorge Circuit, a 3km track that snakes through Mossman Gorge and beside the Mossman River. Explore the 'Dark Side of the Daintree' with a nocturnal wildlife and crocodile tour for an informative insight into this natural wonder.

## Port Douglas

Amble barefoot along the palm-fringed, sandy Four Mile Beach – the famous beach in Port Douglas and only a five-minute walk from town. If you're feeling more energetic, hire a bike and make tracks along the water's edge. Check out the sprawling Sunday market in Anzac Square for arts and crafts or head to Marina Mirage for designer-label clothes, jewellery and shoes.

**LOW PRICE PROMISE**  
If you happen to find a cheaper available price, we'll beat it.



## Port Douglas

Soak up the sunshine and the great atmosphere in Port Douglas. It's only an hour's drive away from Cairns – along one of the most scenic coastal routes in Australia.

### Things to see and do

- Stroll around the village and shop in boutique stores
- Hire a bike and ride along Four Mile Beach
- Play a round of golf at Sheraton Mirage Port Douglas or Sea Temple Resort & Spa
- Visit the Great Barrier Reef and Quicksilver's outer reef platform with Quicksilver's Outer Barrier Reef Cruise. Once there you can dive or snorkel or even view the reef without getting wet (page 11)
- Visit the remote wilderness of the Daintree and Cape Tribulation (page 14)



#### HOTELS

- |   |  |   |                                       |
|---|--|---|---------------------------------------|
| 1. BAY VILLAS RESORT                              | 9. MANTRA AQUEOUS ON PORT              | 16. PORT DOUGLAS APARTMENTS               | 24. SHANTARA RESORT AND SPA           |
| 2. BEACHES  | 10. MANTRA HERITAGE PORT DOUGLAS       | 17. PORT DOUGLAS CORAL APARTMENTS         | PORT DOUGLAS                          |
| 3. BREAKFREE REEF CLUB RESORT                     | 11. MANTRA IN THE VILLAGE PORT DOUGLAS | 18. PORT DOUGLAS PALM VILLAS              | 25. SHERATON MIRAGE PORT DOUGLAS      |
| 4. CAYMAN VILLAS                                  | 12. MANTRA PORTSEA RESORT              | 19. PORT DOUGLAS PENINSULA BOUTIQUE HOTEL | 26. THE MERIDIAN PORT DOUGLAS         |
| 5. CENTRAL PLAZA PORT DOUGLAS                     | 13. MANTRA TREETOPS RESORT & SPA       | 20. PORT DOUGLAS RETREAT                  | 27. TROPICAL REEF APARTMENTS          |
| 6. CLUB TROPICAL RESORT                           | 14. PEPPERS BALE PORT DOUGLAS          | 21. FENDEZVOLS REEF RESORT                | 28. VILLA SAN MICHELE                 |
| 7. HIBISCUS GARDENS SPA RESORT                    | 15. PEPPERS BEACH CLUB RESORT & SPA    | 22. RIDGES SABAYA RESORT PORT DOUGLAS     | <b>HOTEL AVAILABLE ON APPLICATION</b> |
| 8. MANDALAY SHALIMAR LUXURY BEACHFRONT APARTMENTS |  | 23. SEA TEMPLE RESORT & SPA               | 29. OAKS LAGOONS                      |

Port Douglas is an internationally recognised resort town, renowned for its beautiful surrounds and relaxing atmosphere. Offering a blend of luxurious resorts and self-catering apartments, Port Douglas is the closest resort town in proximity to the Great Barrier Reef and the World Heritage-listed rainforests of the Daintree and Cape Tribulation National Parks. Port Douglas is also famous for its shops and restaurants and you'll find most of them on Macrossan Street. Port Douglas lies on beautiful Four Mile Beach, perfect for an afternoon or morning stroll. Most of the Great Barrier Reef tours leave from Marina Mirage shopping centre just a five minute stroll from Macrossan Street.

#### Transfers

Port Douglas is located 70 kilometres/60 minutes drive from Cairns Airport. Seat-in-coach transfers airport/hotel operate daily, whilst some hotels include transfers in their rates. For other transfer options see page 24. For car hire details see page 84.



Four Mile Beach

For latest specials and updated prices see your local travel consultant



# International Campaigns

## Tropical North Queensland

APRIL 2008 >> CAIRNS • PORT DOUGLAS • GREAT BARRIER REEF • THE DAINTREE RAINFOREST

# Port Douglas

### BREAKFREE REEF CLUB

7 nights from **\$1119** PP

### ADD ON A STAY IN CAIRNS

2 nights from **\$76** PP  
Airfares are additional

### ADD ON GREAT BARRIER REEF DAY CRUISE

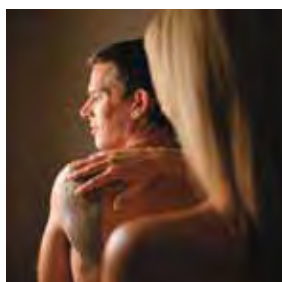
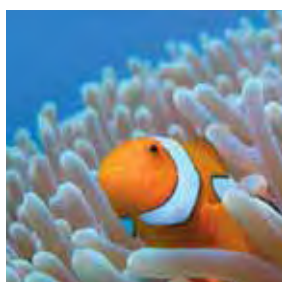
Adult from **\$228**  
Airfares are additional



**FLIGHT CENTRE** *Unbeatable*

# PORT DOUGLAS & THE DAINTREE

16° 28' 10"



## QUANDO LA VITA SEMBRA PERFETTA PORT DOUGLAS & DAINTREE

Esistono stili di vita creativi ed esiste una vita che incarna la creatività.  
Quando si è avvolti dalla natura.  
Quando si segue il ritmo naturale delle stagioni.

Quando si fa snorkeling sulla Grande Barriera Corallina o  
ci si lascia accarezzare dai raggi solari sulle idilliache Low Isles.

Dove si può nuotare nella foresta pluviale presso la meravigliosa  
Mossman Gorge, prima di visitare un ecoresort di lusso per il pranzo.

Dove si può vedere l'alba stagliarsi sulla Four Mile Beach e  
ammirare la magnificenza dell'aurora tropicale.



# A LITTLE TASTE OF PARADISE



## Port Douglas, the Daintree Rainforest and the Great Barrier Reef... a little taste of paradise

Just an hour's drive from Cairns via a spectacular coastal road, Port Douglas lies at the only place on Earth where two World Heritage listed areas meet; the glistening blue Great Barrier Reef and the jewel green rainforest of Daintree and Cape Tribulation.

Enter a laid back tropical oasis with a friendly village atmosphere, offering visitors sophisticated resorts, rejuvenating spas, local markets, trendy boutiques, and fresh local food at one of the many eateries. With day temperatures around 25 degrees and tropical balmy evenings, this is definitely a getaway to unwind.

Here you'll discover the Coast's diverse natural treasures, from the magnificent underwater world of the Great Barrier Reef to the the amazing array of nature in the worlds oldest rainforest. The palm fringed golden sands of Four Mile Beach tempt you to just relax and unwind or you can choose from a host of tours, or action packed adventure. Explore the reef diving or snorkelling, paddle in mountain creeks, take a forest walk or a 4WD safari, play a round of golf, go fishing or set off on a crocodile spotting cruise.

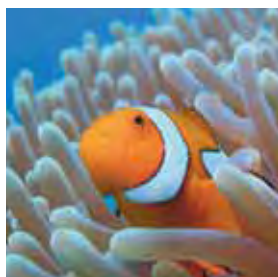
With more than 200 kilometres of spectacular coastline and the Daintree National Park to explore, this sensational region has something for everyone.

To tailor-make your customer's dream holiday to Port Douglas and the Daintree, call **Travel 2** on **0800 0224 182**



# PORT DOUGLAS AND DAINTREE.

16° 28' 10"



## PORT DOUGLAS & DAINTREE QUANDO LA VITA SEMBRA PERFETTA.

Esistono stili di vita creativi, e poi c'è la vita che incarna la creatività  
Quando si è avvolti dalla natura.  
Quando si segue il ritmo naturale delle stagioni.  
Dove il gusto del cibo non è un'illusione.  
E dove il tempo si dilata per assaporare ogni istante.

Ecco una destinazione creata nella perfezione senza fatalità.

CHANGE YOUR LATITUDE™

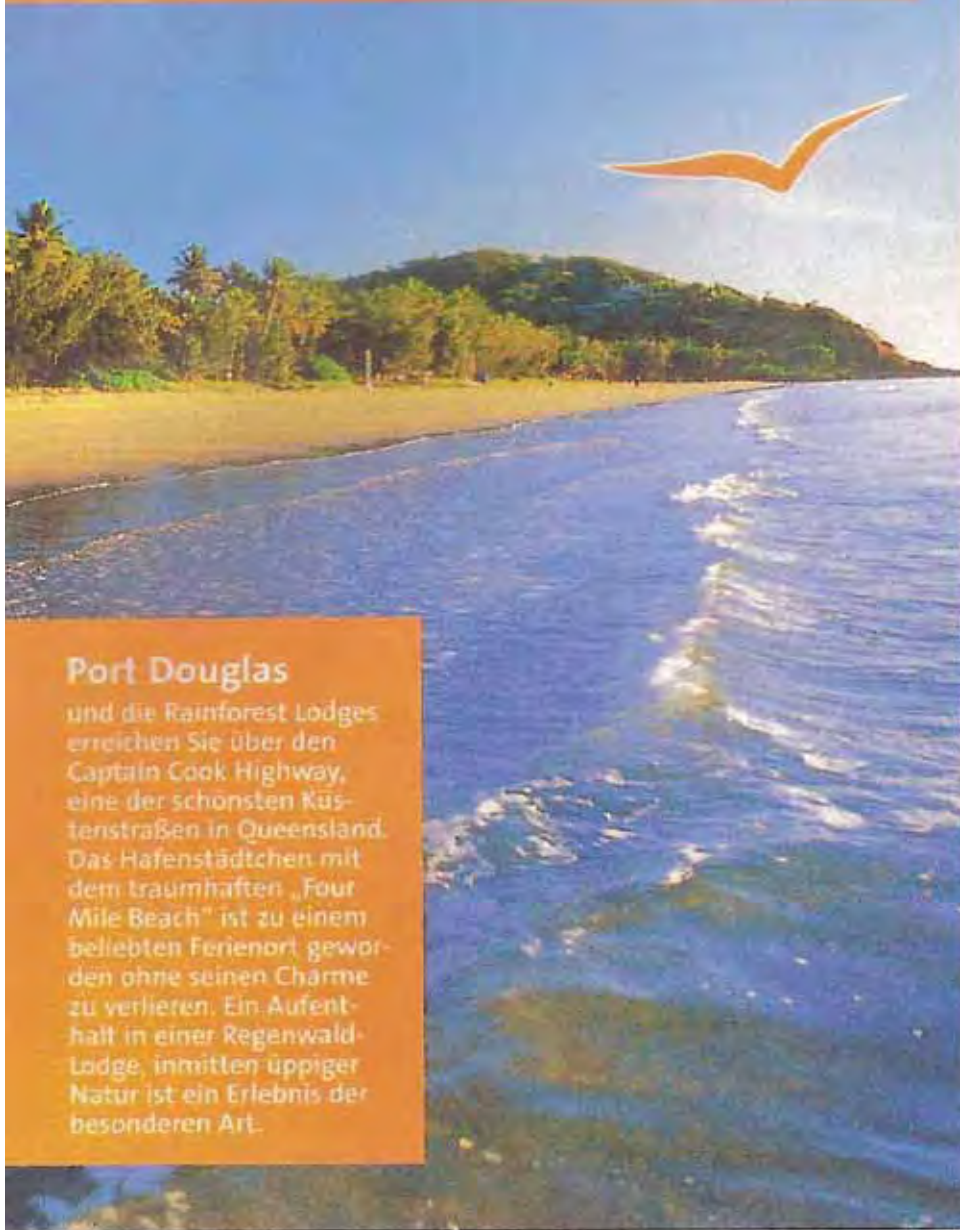
PORT DOUGLAS + DAINTREE°

TROPICAL NORTH QUEENSLAND



# Port Douglas & Rainforest Lodges

Queensland



## Port Douglas

und die Rainforest Lodges erreichen Sie über den Captain Cook Highway, eine der schönsten Küstenstraßen in Queensland. Das Hafenstädtchen mit dem traumhaften „Four Mile Beach“ ist zu einem beliebten Ferienort geworden ohne seinen Charme zu verlieren. Ein Aufenthalt in einer Regenwald-Lodge, inmitten üppiger Natur ist ein Erlebnis der besonderen Art.



1

**Ryldges Sabaya** ●●●●●

Port Douglas | 87-109 Port Douglas Road





# Cape Tribulation in Reef & Rainforest



ab € 249,-

## 2. Tag: Great Barrier Reef

Am Morgen werden Sie zu einem Ausflug ans Great Barrier Reef abgeholt. Mit dem Segelboot kreuzen Sie im Gebiet vor Cape Tribulation; Sie können schnorcheln (Ausrüstung inklusive) oder tauchen (gegen Aufpreis) - Taucher mit Tauchschein sind ebenso willkommen wie Anfänger, für die ein Einführungstauchgang angeboten wird. Genießen Sie das Mittagessen und entspannen Sie auf dem Sonnendeck. (FM)

## 3. Tag: Cape Tribulation - Cairns

Die Zeit bis zur Abfahrt am Nachmittag steht zur freien Verfügung Cape Trib zu entdecken. Auf der Rückfahrt unternehmen Sie eine Bootsfahrt auf dem Daintree River - halten Sie Ausschau nach Krokodilen! Ankunft in Cairns am Abend. (F)

## Termine, Infos und Preise

### Eingeschlossene Leistungen:

Hotelabholung Cairns, Palm Cove und Port Douglas; Fahrt im klimatisierten Kleinbus; Englischsprachiger Reiseleiter; Übernachtungen im gebuchten Hotel, Ausflüge, Eintrittsgelder, Mahlzeiten lt. Reiseverlauf (F=Frühstück, M=Mittagessen).

### Termine:

Täglich  
Mindestteilnehmerzahl:  
2 Personen (max. 24)  
Beginn:  
Abholung Cairns ca. 7.30 Uhr  
Ende:  
Ankunft Cairns ca. 19.30 Uhr

### Preise in € pro Person

als Bausteinreise (Reisetermine s.o.) ohne internationalen Flug

EDV-Code	Unterbring.	Kategorie	Dauer	Belegung	Reiseart:	Anf:	H:
CNS402 DZ E	DZ	Standard	4T/3N	2	249	Ferntree	
CNS403 DZ E	DZ	Deluxe	4T/3N	2	269	Coconut Beach	

### Cape Tribulation Reef & Rainforest

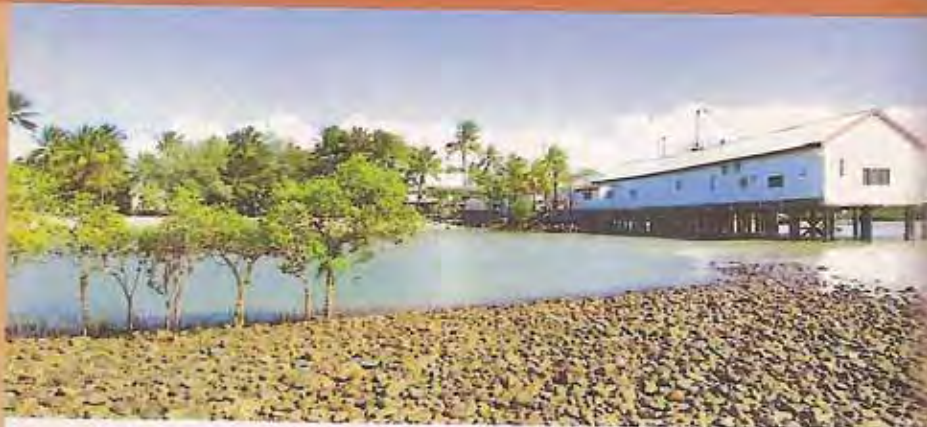
EDV-Code	Unterbring.	Kategorie	Dauer	Belegung	Reiseart:	Anf:	H:
CNS402 DZ E	DZ	Standard	4T/3N	2	249	Ferntree	
CNS403 DZ E	DZ	Deluxe	4T/3N	2	269	Coconut Beach	

Cairns - Cape Tribulation  
Der Stopp ist beim Rainforest in Port Douglas, wo Sie zahlreiche australische beobachten können, darunter seltene und bedrohte Arten wie Sowary, Koalas und Krokodile. Den Mossman Gorge im Daintree Nationalpark mit Gelegenheit zu einem erfrischenden Bad oder einem Geländespaziergang. Über den Daintree River fahren Sie weiter nach Cairns zu Ihrer gebuchten Unterkunft für die nächsten beiden Nächte.



# Port Douglas

The scenic drive along the Marlin Coast takes you to the picturesque village of Port Douglas, famous for its Four Mile Beach. This once-small fishing village is now regarded as one of Australia's premier resort destinations and the perfect base from which to explore the Northern region, The Daintree Rainforest and Cape Tribulation. Port Douglas is an idyllic tropical town with a cosmopolitan mix of cafés, boutique shops and restaurants, creating a relaxed and sophisticated atmosphere. Sip a latte, read a book or browse through the eclectic shops. Be sure to experience the Great Barrier Reef. Cruises depart from Port Douglas marina.



## At A Glance

- This beautiful holiday resort town is a perennial favourite with travellers. It's the ideal place to enjoy a few days relaxation before heading off on an adventure.
- Access is very straightforward the drive from Cairns takes approximately 1 hour. It's a beautiful route as part of a self-drive. Transfers from Cairns Airport are easy to book.
- Enjoy leisurely walks along Four Mile Beach, fringed by palm trees, it's quite idyllic. You are also well placed for excursions to the reef and rainforest too.



Bay Villas Resort

3★

Bay Villas Resort is set in a quiet area of Port Douglas yet within walking distance (10 minutes) of downtown Port Douglas and the picturesque Four Mile Beach with its swaying coconut palm trees. The resort has been designed with an emphasis on spaciousness and reflects the North Queensland style with bright, tropical furnishings. Guests choose to unwind by the free-form swimming pools and barbecue area.



Mantra Aqueous on Port

**Mantra Aqueous on Port is a blend of sophisticated design and contemporary styled accommodation, with a strong aquatic flavour. Situated just off Macrossan Street, the hub of "the village", the area has a distinct ambience – an unusual but appealing combination of tropical langour and cosmopolitan sophistication set just 200 metres from the pale blue waters of the Coral Sea.**

Facilities sundeck • barbecue area • 4 lagoon pools • 4 Jacuzzis

Rooms 61 guestrooms & apartments • satellite TV • air-con • ceiling fans • tea & coffee • balcony with spa • kitchenette (apartments only)

Offers Free bottle of wine when staying over 3 nights. Free parking for 2 cars. Free access to the pool and spa.



3★



# PORT DOUGLAS

Port Douglas is really the best gift a guest here (not which to explore the rain and the rainforest. The Four Mile Beach is superb and there are plenty of lovely restaurants to choose from and the shopping is good too!

June

Flight Centre, Fenchurch Street  
Australia Specialist



# TROPICAL RAINFOREST

To truly experience the rainforest, I suggest staying in a Tribunal area for a couple of nights. A great way of viewing the rainforest (quite the reef is to go horse riding beach - highly recommended!

Caroline

Flight Centre, Bristol  
Australia Specialist

## Sheraton Mirage Port Douglas



### Devotion Suites

A beachfront oasis of luxury offering the best of resort living located on Four Mile Beach and nestled between the Great Barrier Reef and the Daintree Rainforest.



### PROPERTY FEATURES

- 24-hour reception
- Room service
- 2 bars • 3 restaurants
- Dry spa/beauty centre
- Games room • Golf course
- Gym/fitness centre
- Spa bath
- Sauna • Tennis court
- Water sports • 5 pools

### ROOM FEATURES

- Air conditioning
- Bathrobes
- CD player
- Mini bar
- Television - video channels

FROM **£80** pp

ROOMS AVAILABLE	PER NIGHT
Deluxe Garden View Room 01 Apr 08-31 Mar 09	£80
Deluxe Lagoon View Room 01 Apr 08-31 Mar 09	£80

**BONUS** Stay 5 nights, pay 4 nights (only valid for deluxe lagoon view room 01 Apr 08-31 Mar 09)

### QUICK CHECK

Board basic room only Children/Fakes vary No. of rooms 294  
Max capacity 2 adults & 2 children Location On Four Mile beach  
Transfer (approx): 45 minutes from Cairns airport  
Check-in: 3pm Check-out: 11am

Flight Centre

## Voyages Silky Oaks Lodge



### Philippine Road, Mossman

An oasis of elegance and beauty in an extraordinary location situated high above the Mossman River. Majestic treeshouses and well-appointed blend contemporary design and casual sophistication.



Rivdooe Sabava

FROM **£46**

Coconut Beach Rainforest Lodge



# COUVRIR PORT DOUGLAS



Queensland

Si vous recherchez un séjour plage, privilégiez Port Douglas à sa rivale Cairns, cette petite ville restée très longtemps endormie connaît depuis quelques années un développement touristique important.

C'est un endroit qui a su conserver son charme, petites boutiques, restaurants, bars... on préfère souvent l'ambiance de Port Douglas à celle de Cairns, plus décontractée et qui ne manque pas d'activités, d'hôtels de charme et une très belle plage.

Située à 1h de Cairns, vous pouvez louer un véhicule ou réserver des transferts. Si vous n'avez pas de voiture à Port Douglas ce n'est pas un problème, un bus rayonne toute la journée d'un point à un autre. Nous conseillons un séjour de 4 nuits à Port Douglas.

## VOS HOTELS

### Parrotfish Lodge Backpacker

De style auberge de jeunesse, ce backpacker situé dans le centre de Port Douglas, offre un niveau de qualité de confort exceptionnel de la chambre standard double et à partager (6/8 lits doroir) à la chambre supérieure avec baignoire et douche privées, chambre famille sur demande. Cuisine, laverie en commun, piscine, restaurant, bar et internet.

### Villa San Michele \*\*\*\*\*

Sur la route principale, cet hôtel plutôt luxueux a beaucoup de charme. Appartements de différents styles, du studio classique aux appartements spacieux de 1 à 3 chambres. Chacun possède un grand salon, lave-linge/sèche-linge, balcon et cuisine équipée. Pour un séjour de plusieurs nuits, nous conseillons les appartements. Pas de restaurant à l'hôtel mais à proximité. Parking, piscine, accès facile à la plage à 500 m séparé par la route.

### Shalimar/Mandalay Appartements \*\*\*\*\*

Cet établissement a une situation privilégiée, à seulement 50 m à pied de la plage et à proximité des magasins et restaurants du village. Shalimar a 11 appartements, et Mandalay 25, situé juste à côté. Les appartements, tous de 2 ou 3 chambres, sont très élégants, modernes, bien équipés, spacieux avec cuisine, buanderie et grande terrasse. Tous les appartements ont 2 salles de bains dont une avec spa. Pas de service hôtelier. Piscine, tennis.

## VOS EXCURSIONS GRANDE BARRIERE ET FORET TROPICALE

### \* Croisière Poseïdon

Partez à bord de ce confortable catamaran rapide pour 5 h sur le rail pour respirer toute la beauté de la plongée sous-marine et découvrez 3 sites magnifiques entre Opal Reef, The Sisters (Tongue Reef), St Chelvers et Apuruncu Pass. Un excellent programme de plongée permetant de faire tranquillement 3 plongées dans les parties plus profondes certifiées ou des balades pour les débutants. Plongée tropicale à bord. Déjeuner buffet.

### \* Croisière Siltaway

Réservez Low Isles, un petit îlot corallien entouré d'un lagon blanc, de paysages de sable

Croisière avec plongée et plongée libre.  
Quotidien à 08h30, retour à 16h15.  
80 passagers maximum.

Cette croisière n'offre pas la possibi-



# LA DAINTREE & CAPE TRIBULATION

Après avoir passé quelques jours à Cairns ou Port Douglas, poursuivez vers la forêt tropicale de Daintree et Cap Tribulation, l'un des rares sites d'Australie où l'on peut encore voir le crocodile et le corail d'un hôtel de charme et dans ces endroits paradisiaques, en bord de mer ou au cœur de la forêt tropicale façon originale de découvrir deux des sites classés au patrimoine mondial.

## DECOUVRIR LA DAINTREE

Le parc national de Daintree s'étend au nord de Port Douglas jusqu'à Cap Mitchell. Sa majestueuse rivière du même nom se traverse en ferry, pendant les 1 d'hiver les crocodiles viennent souvent prendre des bains de soleil sur les rives marées basses.

## VOS HOTELS

### Silly Oaks Lodge & Healing Water Spa \*\*\*\*\*

Situé dans un cadre sauvage au cœur du parc national de Daintree, au bord de la rivière Mossman à 1h de Cairns et 20 min de Port Douglas, 3 nuits minimum, nous conseillons pour profiter du charme de l'hôtel. De votre chambre vous entendrez inévitablement le chant des oiseaux et le bruit de la cascade.

Les Mangroves de bois au cœur d'une végétation tropicale et de superbes jardins font tous similaires, en bois, spacieux, avec salle de bains donnant sur la végétation, ventilation, ventilateur, minibar, téléphone et balcon. Pas de télévision.

Nous proposons à disposition, mais nous vous conseillons la baignoire dans la salle de bain. Nous avons un service de nettoyage et de maintenance.

Le spa-centre de massage et de soins a été construit dans ce cadre idyllique. Nous proposons activités canoë, tennis, randonnée, promenades à bicyclette, randonnée à cheval, croisières, safaris avec des guides naturalistes au départ de l'hôtel.

### Kaatala Beach Resort

Logement de style auberge de jeunesse, ce backpacker jouit d'une situation privilégiée nichée entre la forêt tropicale et la mer, 8 km après le débarquement du ferry à Daintree river, direction la plage de Cape Kimberley située entre Mossman et Cap Tribulation. Il offre des chambres doubles, twins et à partager avec baignoire et douche privée. Piscine (19m), piscine et jacuzzi en commun, bar. Les transferts au nord de la ville comprennent le Koolha Beach au volant de votre voiture ou avec une excursion dans les jardins de la forêt tropicale, promenades à bicyclette sur la Daintree et la Cape Tribulation, bords de forêt tropicale, randonnées équestres...

## DECOUVRIR CAPE TRIBULATION

A 4 heures de voiture de Cairns se trouve Cap Tribulation, l'un des rares sites d'Australie où l'on peut encore voir le crocodile et le corail d'un hôtel de charme et dans ces endroits paradisiaques, en bord de mer ou au cœur de la forêt tropicale façon originale de découvrir deux des sites classés au patrimoine mondial.



### in brief

#### Shannonvale lemoncello

THERE'S something fresh to sip with Shannonvale Tropical Fruit Wines releasing their delightful crisp lemoncello last week. The modern beverage is dry, in the same style as those made in central and northern Italy and winemaker Tony Woodall confirms a limecello is also currently in the making.



**Crisp flavour:** Shannonvale winery's new lemoncello.

#### Matts are wild about food

MATTHEW Kemp, executive chef of restaurant Balzac in the Sydney suburb of Randwick, will rattle the pans at bistro 3 Port Douglas for the fourth dinner of the Wild About Food series of Six Chefs, Six Dinners on Monday, September 17. Kemp will be joined in the kitchen by bistro 3's own executive chef Matthew Wild and his team to create a five-course degustation dinner with matching wines.

#### Shantara Day Spa opens

HOLISTIC well-being is central to the philosophy of the Shantara Day Spa. Operated by Heather McKenzie, the spa has introduced the exclusive Heritage Healers range, which combines ancient healing wisdoms and modern skin science. As well as salt scrubs, mineral mud body wraps and collagen boosting facials, the spa will offer the latest Echo 2 pure oxygen gas therapy.

Used by stars all around the world, including Uma Thurman, Naomi Campbell, Demi Moore and John Travolta, Echo 2 pure oxygen gas therapy combines oxygen gas with 87 vitamins and nutrients which are applied through a nebuliser and airbrushed over the skin, penetrating to eliminate dullness, lines and tiredness.

"Regular oxygen facials also promote the regeneration of collagen, which decreases as you age," Ms McKenzie said.

"This is why we can claim oxygen facials reverse the signs of ageing."

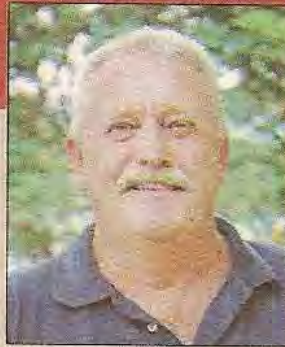
**Youthful appearance:** Hollywood star Uma Thurman uses pure oxygen gas therapy to reverse the signs of ageing.



#### Skysafari's new team player

Nichole Kanziemar has joined the crew at Skysafari and will take on responsibility for administration, reservations and sales-coordination. Nichole's

### industry talk



*By Doug Ryan, executive officer of Port Douglas Daintree Tourism, the Douglas Shire's tourism marketing body.*

PDDT's annual general meeting was held at Rydges Sabaya Resort and Spa last Thursday night, with Michael Coe of Mantra Resorts and Lawrence Mason of Mason's Tours both being re-elected to the board, ensuring the continued strength of this skills-based board of management.

The meeting was attended by some VIP guests, including Senator Ian McDonald, Liberals candidate Charlie McKillop and Tropical Tourism North Qld chief executive officer, Rob Giason.

A networking event was held after the meeting in Sabaya's Lotus Bar.

Visitor numbers into the shire seem to holding up well for this time of year and a big proportion of this is due to business tourism numbers.

While this section of the market has been soft over the past few years, the efforts of major operators means business

tourism is now one of the fastest growing sectors, with Tourism Research Australia figures showing an amazing 27 per cent increase to June this year.

I am sure few of you missed the great display on Four Mile Beach for the launch of the new Toyota Landcruiser at the Sheraton Mirage last Thursday, or missed seeing the group dining out around town.

Port Douglas day spas report being packed with wives and partners of the launch's participants in what was a great event for this destination.

Toyota's local spend for this launch event was well over \$1,000,000 and this is just one of many business tourism events injecting massive amounts of money into the shire.

PDDT continues to support business tourism into the region, including the production of a specific business tourism DVD promoting our shire as the perfect event destination.



# Markets to Mocka's pies, Port Douglas

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## THE CURIOUS COOK

Susan Kurosawa

structures, well set up with folding chairs and picnic lunches for the vendors.

There's much to catch the visitor's eye, from hand-painted shirts and sarongs to T-shirts daubed with bright blue Ulysses butterflies and tropical paintings and collages by local artist Cara Stevens. Organic lip balm, Thai massage, hair-braiding, jaunty garden gnomes in overcoats flashing their pink-painted willies, pots of bougainvillea and strelitzia on the flourishing plant stalls . . . such is the varied range.

With a new emphasis on self-catering accommodation in Port Douglas, many visitors to the markets are looking beyond the eclectic arts-and-crafts to provisions for holiday apartment kitchens. They want good, cheap local produce, with few food kilometres under its belt. Shopping bags

are quickly filled with sunshine-yellow pineapples from Mareeba (a lowly \$2 or \$3, depending on size), bush tomatoes freshly torn from the stalk, spiky red dragon fruit (which looks more luscious than it tastes) and hydroponic rosemary, chives, lemongrass, basil and parsley from hilltop Kuranda, near Cairns.

With a week's catering in mind, families are stocking up on jars of Gagarra honey in flavours such as blue gum, ironbark, grey box and macadamia; popular, too, are snack packets of dried pineapple strips and plump slices of preserved mango. Buttery little macadamia nuts, from the Wondaree plantation on the Atherton Tablelands, come in various guises, from biscuits to bags of loose nuts, available lightly salted or hickory smoked, coated with honey or smooth chocolate.

The fresh drinks stands — little more than tables set up at the rear of open-tray utes — do a roaring trade in sugarcane, coconut, orange and pineapple juices. At an old-fashioned ice-shaving machine, a chap wrings a handle with a huff and a puff and the slivers fall into cups where toppings in



## IT'S ALL HERE, THAI AND JAPANESE PUB GRUB AND

flavours such as sarsaparilla over the ice.

But for a satisfying lunch venture a few steps afield from the main thoroughfare of Macross Street, just across Wharf Street, i

## DESTINATION FAR NORTH QUEENSLAND

# A fresh perspective

A helicopter safari provides a different take on goldfields history for **Christina Pfeiffer**.

**W**e're hovering in the air like a giant dragonfly. Below us, yachts bob at their moorings in Port Douglas's marina, waiting to sail off towards the best diving and snorkelling spots on the Great Barrier Reef.

Brendley King, the pilot of the Robinson 44 helicopter and co-proprietor of Skysafari Personalised Air Touring, often flies guests to one of the reef's secluded sand cays, where he spreads out a picnic rug with orange juice, croissants, beer and champagne. Breakfast on an isolated sand cay after a swim and snorkel sounds like a wonderful idea to me but it's not on today's itinerary.

Instead, the helicopter heads inland, over a patchwork of farmland towards green hills that unfold into an expansive landscape of lush rain forest. A waterfall gushes forcefully into a river, which trickles its way through a deep gorge.

I try to peer beneath the rainforest canopy but the trees are so tightly woven it's impossible to make out what treasures lie beneath. I can only imagine tangles of vines wrapped around gnarled tree trunks, moss-covered rocks, shy tree kangaroos leaping from tree to tree and wallabies darting beneath the bushes.

As suddenly as the scenery transformed from verdant to emerald, it accepts our noise, into shades of sunburnt chocolate. Gently undulating mountains are thinly covered with shrubs, creating a panorama that is a slowly building oasis of the lush neighbouring landscape we've just flown over. Brumbies scatter as the



Crystal clear ... quenching a thirst: (below) the wallaroo at Bell's cottage.

erty's heritage. Old office have been turned into a cottage for Bell, his partner Cain Hickey and their three young sons, and there are three cottages for guests.

In Bell's cottage, an orphaned wallaroo has wandered into the oasis bathroom and hopped onto the bed for a nap. I seem to be the only person who finds this out of the ordinary (and worthy of a photograph), so I deduce this must be an everyday occurrence here.

sum, the fledgling government focused its efforts on discovering new goldfields. In 1873, the discovery of the nearby Palmer goldfield sparked a gold rush in the state's far north. Prospectors traversed rugged terrain, many dying of thirst or starvation, to search for gold. Irish explorer James Vesture Milligan struck gold in a big way in 1873 — his journal reports suggests the size of eggs lying all over the ground.

When the Palmer goldfields began to dry up, Milligan moved back to the Macross Street

black and white photos, old blacksmith tools, dusty bottles and antique guns come with tales of outlaws, gunfights and wild times.

Darley walks us around the property, pointing out the main shaft, which was the site of a large quartz reef. She paints a picture of the once bustling town of Thornborough, where women walked down the street in the latest London fashions and social halls were a regular occurrence. Every few months, the circus with lions, tigers, elephants, fireworks and freak shows rolled into town. It's a scenario that requires some imagination when you see the hectares of rugged bushland that now surrounds the mine.

In the late 19th century, Tyroneville was the largest mine in the area, supporting a population of more than 150 people with its own pub, butcher's shop, post office and cemetery. There were miners' quarters, a treasury, a blacksmith's shed and a manager's house.

Bell describes how quartz was winched out of the main shaft in a custom-made little bucket. We explore the two-ton-old battery, which is possibly one of the few working batteries left in the country. Bell fires up the equipment, the water wheel turns, stampers pound up and down making a thunderous racket. All that's missing is the gold.







# Temple of Douglas's decadence uplifts souls

Tropical luxury in Port Douglas perfectly suited **Sally Macmillan's** appetite for indulgence.

WORSHIPPING at the temple of self-indulgence may be utterly decadent but, oh boy, it sure does feel good!

And how could it not? Not when this temple offers indulgence to the nth degree.

For starters, there are whiffs of frangipani and jasmine from lush tropical gardens wafting through our flung-open balcony doors at dusk.

A vast topaz lagoon pool glimmers below, fires flaring from eight pillars in its midst; de luxe lobster and steaks await the barbecue and, with glasses of bubbly in hand, we're ensconced in fragrant simmer in our own hot tub spa on our own private roof terrace.

The decadence offered at the luxury Sea Temple Resort & Spa in Port Douglas may only be ours for a brief two days and nights, but we're determined to wring every skerrick of self-indulgence out of it.

Not that you even have to work at it. Just about all your dream whims of a tropical stay are right at hand.

Set on 4.4ha of tropical beachfront, Sea Temple sits on the

southern end of Port's famed Four Mile Beach that yawns out to the Reef and Coral Sea.

Sure, it's a long hike or bike into town — though just a five-minute shuttle bus or cab ride — but once you settle in to your studio, apartment or penthouse here, you may well not want to leave.

Limo Henry has given us a grand drive up from Cairns airport, stopping for us to snap the coastal views, pointing out local lore — where George the groper and the croc hang out — and imparting a host of celeb visitor goss.

He hands us over to a snappy check-in at the huge open-air foyer, then golf buggy drop-off at our stay: a two-bedroom duplex penthouse in the inner circle overlooking the 3000sq m salt-water lagoon pool.

Inner or outer circle, Sea Temple offers an array of luxury ringside abodes.

The outer ring gives the quieter stay options. On one flank are the golf view apartments with Balinese-style courtyards, outdoor dining pavilions, plunge pools and garden showers. On the other are

the private beach villas: three bedrooms and two bathrooms over two storeys, with landscaped gardens, water features, private garden dining and entertainment areas and private pools.

The inner circle is all lagoon poolside or pool-overlook, with two-bedroom swim-out apartments and two- and three-bedroom penthouses with rooftop spa/hot tub, barbecue and dining.

Overall there's a selection of 194 studios (all with spas and courtyards), two and three bedroom apartments, three-bedroom villas and penthouse apartments.

It's all modern chic and Asian-inspired architecture, luxury bedrooms and en suites, gourmet kitchens, and open-plan living leading out to huge balconies or poolside decks.

Aside from the lagoon, there's a lap pool with waterfall and a kiddies' shade-covered pool.

For the active, there's a fully equipped gym and Four Mile Beach, a minute's stroll from the beach villas along a boardwalk.

You can rent cycles to ride the sand flats or bike it into town. Yoga lessons and sessions can be booked in-house.

Golf buffs virtually walk out of their golf-view doors onto the 18-hole course (ranked in the top six links-style courses in Australia) and later can throw down an ale or two at the Country Club 19th hole.

For decadent sloths like us, it's a



The toe test: The Sea Temple Resort and Spa's myriad pools provide a variety of ways for the visitor to relax



# Ocean Spa opens at Coconut Beach



**Relax:** Coconut Beach resort now features a day spa.

THE Daintree Coast region has a new day spa attraction, with the opening last week of the Ocean Spa at Coconut Beach Resort.

Manager Shannon Surch said the spa fulfilled the property's complement of attractions and had been well patronised since opening its doors.

"We've been very busy since the Ocean Spa opened," he said.

"Essentially, we created

the spa facility with a major renovation to The Cape - our function centre and resort restaurant - which faces Coconut Beach itself.

"We have built a reception area and four treatment rooms on the south side of the centre, creating the facility within the existing architecture so that it blends and merges with our rainforest resort setting."

The Ocean Spa is managed by well-known spa

practitioner Alex Rietmeyer who also operates Daintree Natural Therapies and Spa at Cape Tribulation.

Alex chooses the Australian range of Organic Spa products to headline a menu featuring facials, massage treatments, clay wraps, and a deep spa bath for clay and mineral baths.

Brides are specially catered for, with an Ocean Wedding bride-to-be treatment presenting a way to

calm pre-wedding nerves with a soothing body massage, mini facial, aroma milk bath and foot treatment.

"Anyone can enjoy being specially pampered," said Alex.

"We have even developed a new outdoor evening treatment we named Ocean Deck where the table is set outside on the timber deck - it's perfect for a full moon evening with your partner."



# Great time outdoors



**At the wheel:** Jennifer Hawkins and *The Great Outdoors* crew enjoy a little *Magic* on Dickson Inlet last week.

THE cast and crew from *The Great Outdoors* enjoyed their experience of filming some of our region's icons last week.

Presenter Jennifer Hawkins lead the crew on an itinerary which took in the fresh glamour of the designer suites at Pool Port Douglas to the drama of a Skysafari sand cay experience where the crew spent a

couple of hours eating, drinking and snorkelling on a coral reef cay.

Next, the producers had especially requested a budget idea suitable for families and all ages, so the Port Douglas Yacht Club and Dickson Inlet was the location for a segment featuring the weekly WAGS - Wednesday Afternoon Gentleman's Sailing.

Yacht club commodore and PDDT executive officer Doug Ryan said the experience was a great match for the program. "Anyone can turn up on Wednesday evenings and learn and share a free sailing experience through club members," he said.

"Last Wednesday we were particularly lucky with a great break in

the weather, and Jennifer Hawkins and the crew spent a couple of hours sailing on *Magic*, a 36-foot Farr, being filmed from another vessel, the 42-foot *Fortuna* skippered by Rick Herschell.

"The two boats tacked for a time, and after the sail the crew filmed at the yacht club and captured the relaxed feel

of our great restaurant and bar.

"Jennifer Hawkins said she was loving her visit visit to Port Douglas (she had previously visited the Daintree for a segment some months ago) and that she intended to return with her partner because she was delighted with the cosmopolitan feel of the village."





Natural healing. Spa treatment in the open air at Peppers Rivk Port Douglas and Peppers Rivk Port Douglas private pool and balcony.

**DESTINATION>>**

**Port Douglas**

**Getting there:** Virgin Blue, Qantas or Jetstar to Cairns. Bus or guest transfer to Bale, Port Douglas 70km north.

**Packages:** Private self-contained sanctuary with poolside pavilion and plunge pool, breakfast, concierge, transportation throughout resort, daily spa treatments for adults, kids VIP treatment, full room servicing.

**Rates:** From one-bedroom sanctuary \$1050 for two people to four-bedroom \$2100, for eight. (07) 4084 3000, [www.bale.com.au](http://www.bale.com.au)

**Do:** Back Country Bliss Adventures has intimate eco adventures from sea kayaking; tours to the tablelands and Cape Tribulation and Bloomfield Falls; Cooktown safari; mountain biking and hiking. Riverdrift snorkelling on the Mossman River, \$59.

**More:** Tourism Queensland 138833 [www.queenslandholidays.com.au](http://www.queenslandholidays.com.au); [www.tropicalaustralia.com](http://www.tropicalaustralia.com)





# Storming the port

Port Douglas attracts an eclectic mix of backpackers, sea changers and wealthy yachties, and there are plenty of safe harbours to whet their appetites. **Natascha Mirosh** samples a few

## 1 Wicked Ice Creams 48 Macrossan St Ph: 4099 6900

What would a seaside resort be without an ice cream shop? Like a few other shops in town, Wicked has a dual personality. Out the front, under the bright green and red awnings it sells gelati in 42 flavours, while out back, locals and tourists can browse the selection of books and DVDs for rent. Grab a French latte or mango yoghurt cone, or if you're feeling virtuous, a fat-free sorbet. It's doubtful Paris Hilton ever actually came here, but there's a smoothie named in her honour, described as "fluffy pink lemonade with multi-coloured ice cream speckled with blue and pink". Eat outside at one of the gelati-hued tables or stroll on down to the water.



offers pasta and other classic Italian dishes plus crisp-based wood-fired pizza. Sit out on the deck and watch the crowds strolling down Macrossan Street, cosy up on one of the zebra print sofas or perch at the bar and choose something suitably tropical from the cocktail list. A twisted caipiroska, with lychees perhaps?

## 4 Re:hab 18 Macrossan St Ph: 4099 4677

Hip and eclectic, come here and you might rub shoulders with a Rasta backpacker or an A-class celeb. Re:hab confidently claims to have the best coffee in Port Douglas and is certainly serious about the subject, serving around 250 cups a day. There is a small selection of biscuits, cakes and slices. It also doubles as a cool music store, internet cafe and publisher of a stylish little mag called *RePort* which details what's on and who's who in Port, as well as a bi-yearly dining out guide, both of which can be picked up at the cafe. Matthew McConaughey was a regular here while filming *Fool's Gold* – no doubt he needed the caffeine after all the hard partying it was rumoured he did around town.

## 2 Currey's Hospitality and Homewares Shop 6/51 Macrossan St Ph: 4099 6570

For serious home cooks and professional chefs alike, this is the place to come to in Port to get your Le Creuset, a new set of chef's whites, a microplane or industrial-sized wooden spoons. There are silicon whisks and acid-bright chopping boards, creme brulee torches and all manner of gadgets designed to make life in the kitchen more fun.

## 3 Michaelangelo's Place 26 Macrossan St, Ph: 4099 4663

There are no biblical scenes painted across the ceiling, but there's still plenty to look at in this funky retro-style pizzeria and bar. The menu

## 5 Bistro 3 Cnr Wharf and Macrossan streets Ph: 4099 6100

Sit here for long enough and everyone in Port will eventually walk past. There's lots of alfresco seating overlooking the park and the still waters of the inlet, or on those steamy tropical days head for the aircon and the contemporary interior with vibrant red walls and touches of chrome. Post-market Sunday breakfasts are popular here, while chef Matt Wild's Euro-influenced menu includes plenty of locally



sourced produce like sea-run barra. Try his version of bouillabaisse, but if you're not up for a full meal, order a bottle from the well-chosen list and graze on tapas like soft shell crab tempura served with a chilli plum sauce, or perhaps Greek sheep's milk cheese pan-fried then baked with fresh lemon and honey.

## 6 The Court House Hotel Cnr Macrossan and Wharf streets Ph: 4099 5181

It may be a tourist town, but even locals need somewhere to gather for a coldie and the Court House Hotel is where you'll most often find them. There's been a hotel on this site since 1878, although this particular building was reconstructed in 2002. The Sunday sessions are legendary – once the markets have packed up in Anzac Park and the tourist boats have all returned from the reef, it seems the whole town packs on to The Courty's verandas to toast sunset with a beer. There's nightly live music and food on offer at The Bistro, with an all-day menu offering everything from a "box of prawns" with lime aioli to a Thai chicken curry.

## 7 2 Fish Shop 7 20 Wharf St Ph: 4099 6350

It'd be positively criminal to come to this part of the country and not try some of the world-renowned seafood. What doesn't end up on the posh plates in Sydney restaurants stays local, and at 2 Fish, Kiwi chef Andy Grey prides himself on having the best selection in town. The restaurant was refurbished earlier this year, and is fresh and nifty-back modern.

## Port Douglas

Warner

Street

Street

Street

2

10

9

8





## Aboriginal wisdom, culture and traditions form the basis for a new type of tourism in Queensland's north, **Tony Walsh** discovers

A CAIRNS-based tour company, Adventure North Australia, has for the first time in Queensland linked three of the state's foremost Aboriginal tourism experiences in a two-day coach tour.

Adventure North Australia operates the Bama Way tour to Cooktown and return with an emphasis on using indigenous coach drivers and guides. The word "Bama" (pronounced Bumma) is widely used throughout Cape York to mean an Aboriginal person.

The Bama Way tour is designed to give a greater understanding of the ancient culture of the country's traditional owners, who still live on their ancestral lands.

First stop is Cooya Beach (Kuyu Kuyu) near Port Douglas. Waiting under a huge fig tree is Linc Walker, from the Kubirri Warra clan of the Kuku Yalanji people. He is there to take us on a walking tour of the coastal habitat and into the distant mangrove forest.

We soon discover through Linc's easy way of explanation that the trees, along the beachfront, the mudflats, coastal reef and rich

gathered throughout the year until the rains come and a new supply is delivered. The flowering hibiscus over there is a good little snack and helps to keep the mouth moist while walking along the beach on a hot day."

There is a pharmacy along this tree line as well. The medicinal powers are an integral part of a variety of plants, each best suited to relieve a particular illness or pain.

"They all work, so long as you know how to read the natural script," he says grinning broadly.

His eyes scan the vast sandbank created by the ebbing tide as he says, "Let's go and look around and see if we can find us a mud crab."

Sure enough he finds one, though this smaller female had been savaged by a predator and is missing one claw and a few legs.

As Linc bends down to catch it with his bare hands, the crab tilts back on its hind flippers and waves its single claw out of the water in a "V" for victory pose reminiscent of a *Monty Python* skit.

Linc gently picks it up and carries it to the safety of a deeper pool to

This is 4WD country with water-courses to traverse and challenging, mountainous, dirt-track driving. From a hill, we catch sight of the meandering Bloomfield River, renowned for its crocodiles.

At the southern edge of Wujul Wujul Aboriginal Community, Francis, Kathleen and Gloria Walker from Walker Family Tours wait to lead us to Bloomfield Falls.

Tourism research indicates that 80 per cent of international visitors want to be exposed to some form of Aboriginal cultural experience, and while Francis was unaware of these findings a few years ago, she could see an opportunity.

"We were at our fishing shack near the mouth of the river discussing how we could break into the tourism industry and I looked out and saw the boat from Peppers Bloomfield Lodge — full of tourists. There was the opportunity," Francis recalled.

The local tourism resorts also support Walker Family Tours, which offer the opportunity to see Bloomfield Falls in the company of traditional owners.

Under the mist of the waterfall our guide Kathleen invites us to drink the water, with the promise that we will all return to this special place when we are 80 years of age.





complete indulgent massage up on our roof terrace. We go the whole hog with the Elemis Welcome Touch (foot-cleansing ritual) to The Ten Cultural Touches, which is a sequence of massage movements and techniques, including a Spa Ocean wrap.

For less slothful decadents, there's the Day Spa proper with heated massage tables, eight treatment rooms including two vichy rooms, two couples' rooms and special rooms for facials, body wraps, manicures and pedicures.

Exotic rituals include lime and ginger salt glow, coconut rub and milk ritual wrap, frangipani body nourish wrap, deep muscle and pregnancy massage.

All of this strenuous activity, of course, leads to hunger pangs. The DIY barbecue packs (Aussie Outback Safari, Seafood Fiesta, Simply Mediterranean or Family) come in handy, as do the brekkie packs with their chippolatas, bacon, eggs, mushrooms, tomatoes and bread, and the picnic hampers.

There's fine dining in the restaurant just off the foyer, lagoon side; island pool bar cocktails and nosh, or 24-hour in-room dining.

There are, of course, day excursions on the doorstep: reef or rainforest and exploration of Port Douglas proper.

■ The writer was a guest of Tourism Queensland.

## Port Douglas

**Getting there:** Fly to Cairns from Sydney on Qantas, Jetstar or Virgin Blue. One hour's drive north from Cairns airport. Bus, rental car or limousine; Coral Sea Limousines, (07) 4099 1171 or 0408 199 842.

**Stay:** Sea Temple Resort & Spa Port Douglas; studio room from \$310, 2-bedroom from \$450, 3-bedroom beachfront villa from \$995. (07) 4084 3500, [www.mirvachotels.com.au](http://www.mirvachotels.com.au)

**More:** [www.queenslandholidays.com.au](http://www.queenslandholidays.com.au), 13 88 33; [www.tropicalqueensland.com](http://www.tropicalqueensland.com)



Beam me up: High ceilings and comfy surrounds at Sea Temple

## DESTINATION >>





# Quicksilver signs up to support popular Food, Wine and a Taste of Port event

For the fifth consecutive year, Quicksilver has signed on as major sponsor for the Reef and Rainforest Carnivale's signature gourmet event, Food, Wine and a Taste of Port.

Event organiser Donna Anderson from Events NQ said although the event had been a sellout for the past two years, Quicksilver's sponsorship was important to the event's future.

"Quicksilver's sponsorship enables us to put more funds into the fireworks display, to pay for a higher level of feature act and to provide supporting acts in the entertainment program as well," Ms Anderson said.

Tony Baker, managing director of The Quicksilver Group of Companies, said he expected this year's program would deliver a great event.

"Events NQ have managed Food and Wine exceptionally well and have the professionalism to make the event a success for its sponsors and guests," Mr Baker said.

"Quicksilver has had a long-term commitment to supporting the night and it's been great to be associated with Carnivale's cornerstone event and see it grow every year. "It's a fantastic night that brings the local community and visitors together to enjoy all that's exceptional about our tropical lifestyle."

Food, Wine and a Taste of Port will be held in Rex Smeale Park, Port Douglas on Saturday, May 31.



**The main event:** Quicksilver has again signed up to support one of Carnivale's most successful events, Food, Wine and a Taste of Port.

## Industry talk



**By Doug Ryan,**  
executive officer  
of Port Douglas  
Daintree  
Tourism,  
the Douglas  
Shire's tourism  
marketing body.

It was great to see the Daintree and Port Douglas region performing well during last season and I have no doubt the last quarter of last year will also produce some good results.

A crystal ball would come in handy for this coming year.

Influences on travel within and to Australia continue to compound as the Aussie dollar remains high. Interest rates rise and overseas travel starts to dominate Australian's travel patterns.

Will cheaper airfares within Australia, particularly to Tropical North Qld, influence travel patterns?

There is a move away from wholesalers in the region for our smaller accommodation houses and more reliance on the internet.

Does this mean with lower commissions, accommodation houses will offer lower rates and will this influence the travelling public?

Will the raised profile of our region through marketing activities of some of our major players, publicity from major film productions *Fool's Gold* and *The Pacific*, as well as PDDT's increased activities in the marketplace, help drive





# Live it up at Carnivale

Starting to feel the onset of those 'winter blues'? Well, head north, for a steamy celebration of tropical life!

**A**s the temperature drops in the southern states, we start to dream about tropical beaches, balmy waters and endless sunshine. And in Tropical North Queensland you'll find a whole lot more than that.

From May 23 to June 1, the Reef and Rainforest Carnivale will turn Port Douglas and Mossman, in the Cairns region, into one big family celebration with floats, street theatre, entertainers, buskers, bands and a fireworks spectacular.

There will be over 30 events celebrating local culture, sport, artistic endeavours, culinary delights, a fishing tournament with \$70,000 in cash and prizes and of course the gorgeous

rainforest and reef landscape. As the population of Port Douglas swells with interstate visitors, people flock to the streets, populating the restaurants, beaches and art galleries and enjoying all sorts of competitions, events and shows.

## Events for all ages

While some events are strictly for more mature visitors (such as the World's Biggest Poker Game, the Port Douglas Adult Tennis Comp and the Carnivale Fashion Show), younger family members are also catered for, particularly on Carnivale Esplanade Beach Day. Starting off with a Big Beach Breakfast on Port Douglas' stunning Four-Mile Beach, the day is a riot of activities, with Dash for Cash jetboat races, sandcastle building

contests, kite surfing, outrigger races and even a pet parade. A highlight of this day is a wacky beach cricket match, starring the talents of mustachioed cricket legend Merv Hughes.

The most colourful event of the 10-day festival is the spectacular Lantern and Float Parade, where over 40 vibrant floats roll down the street, joined by world-class street performers, live bands and circus acts. The theme for this year is 'Bringing the Country to the Coast', so there's bound to be some cowboy action involved. The parade is followed by a spectacular fireworks display featuring over 2000 explosions of colour.

A major focus of Carnivale is food – delicious, locally grown and plenty of





# Beguiled by the lure of a tropical laze

There's plenty to do at Port Douglas but **Sally Macmillan** preferred to be pampered.

THROUGH the swirl of massage-induced near-slumber comes the meld of birdsong with whispers from the fronds.

This is no New Age CD compilation but the real thing: vividly hued parrots and kingfishers flitting through the rainforest that hangs outside this open pavilioned treatment retreat.

Sated in body and soul and smothered in the aromas of jasmine, frangipani and pink grapefruit, you seemingly float back to your own private bale (pavilion) sanctuary, slink onto your plunge pool daybed and slip off to sleep. Later, you wake to scented candlelit surrounds and a mouth-watering, just-delivered dinner.

Seductive. Serene. Sumptuous. Scintillating. Peppers Bale is all that: an exclusive luxury escape within a 15ha tropical rainforest realm of Port Douglas.

Peppers has upped the ante here with six star accommodation, dining, day spa and concierge service. Want a private chopper trip out to a sandbar on the reef? Done. A romantic private dinner in your sanctuary? Done. Charter boats, air and limo transfers, customised adventures and more are all available at the push of a button.

Not that you actually feel compelled to go do something. Bale is a place that lends itself to guests who check in and are rarely spotted again until they leave.

The temptation is just to drop out from the very moment you

arrive. You can choose from one, two, three and four bedroom sanctuaries. They all contain a private plunge or lap pool, sundeck, water feature, poolside pavilion with day bed, internal and external living, full kitchen, living and dining, outdoor barbecue, laundry, TV, DVD player and sound system.

It's all running water, glass, stone and wood. Balinese touches and tropical living everywhere. Huge wooden gates open onto stepping slabs over a pool leading to the three pavilions within.

I'm loath to move from this paradise, but cajole myself into strolling up to the club lounge, set alongside the tropical wet-edge pool, where you can sip tantalising cocktails and sample morsels from the assaggini (tasting) menu of the adjacent Sassi restaurant, run by award-winning Tony and Di Sassi.

The focus here is on Italian Italian cuisine featuring fresh seafood and local produce. Freshly shucked oysters, red-claw yabby and salt and pepper tiger prawns are sublime.

Sated once more, this time in taste buds and tummy, I meander back through the heavily-scented, landscaped grounds, past a lit cauldron. I drift to sleep, seduced by the murmur of water trickling from the mini waterfall over the infinity edge pool.

With the day spa, fitness centre and large pool on hand, along with all the lure of just staying put, it takes a bit of motivation to actually get out and about.

Half an hour after Back Country Bliss Adventures' Barnaby Marris picks us up, we don wet-suits so we can snorkel in the Mossman River, just a few clicks from the border of the Daintree National Park Rainforest.

A short trek through the canopied forest brings us to crystal-clear waters, dappled with shadows from the ancient trees overhead. We drift along, below are jungle perch, and above forest kingfishers, emerald doves and the stunningly vivid blue Ulysses butterflies above.

We go with the flow (no worries, absolutely no crocs here) drifting into eddies, watching the amazing arbours of the stretch locals call The Cathedral. All too soon this intimate, three-hour adventure ends. We stroll, shop and sip along Port Douglas's laidback main street and arteries before flagging the shuttle bus back home.

And while there are plenty of other adventures and forays on offer, the lure of the laze is far too strong.

■ The writer was a guest of Tourism Queensland.



Cool waters: River drift snorkelling in the Mossman River









Activities for everyone at Carnivale!

it! The Hahn Super Dry Gourmet Gladiators will pit world-class chefs against each other in a test of creative ingenuity, with four nights of heats culminating in a spectacular grand finale. Each of the Gourmet Gladiators is given 30 minutes to cook up a storm, creating a meal based on a surprise ingredient. There are plenty of laughs along the way, and a real atmosphere of anticipation.

### Dining options

If this competition whets your appetite, don't despair – there will be over 80 restaurants on standby to showcase their individual talents. You can also

indulge at Marina Mirage's Seafood Extravaganza, join in Lotsa Printing's Longest Lunch, or dip, sip and taste at Quicksilver's Food, Wine and a Taste of Port fair, under the palms in the park on Saturday May 31. Guaranteed, you won't go home hungry!

If you are looking for a touch of luxury in accommodation you can't go past Peppers Balé Resort with its sanctuaries to soothe the soul. Arriving there on the golf course in a GBR Helicopter will give views of the Great Barrier Reef as well as really impress the family. For more information on this property see page 11.

### Cairns and surrounds

Should you fly into Cairns International Airport, it is worth taking some time to look around Cairns and checking out the Cairns Esplanade which has plenty on offer for families. The main attraction is the large lagoon which is great for swimming and is supervised by lifeguards. Muddy's Playground is a \$30m child's paradise with endless swings and play apparatus, as well as a waterpark.

Perhaps have an overnight stay in Cairns and then set off in the morning to enjoy the very scenic drive up to Port Douglas. We recommend a visit to Palm Cove as it is a clean, friendly beach with a children's playground and picnic spots. Trinity Beach should also be on the list to visit and is possibly the best place for your overnight stay or even longer, if you have time. Trinity Beach has a large range of affordable family accommodation, including self-contained apartments



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# Small But Luxury Dream, Port Douglas

케언스에서 북쪽으로 2시간을 거슬러 오르면 작고 조용한 마을, 포트더글러스가 나타난다. 이 마을은 케언스나 팔코브보다 유명하지는 않지만, 덕분에 은밀한 휴가를 즐기려는 해외 유명 연예인이나 정치인들이 자주 찾는 것으로 소문나 있다. 아무것도 없을 것 같지만 케언스에 있는 모든 것이 소수를 위해 최고급으로 존재하는 마을, 이곳에서 하룻밤을 머물다.



6

퀸즐랜드 주로 여행을 오면서 사전에 만나기로 약속한 유명인 두 사람이 있다. 한 사람은 한때 영화 배우 손 코넬리의 부인이었던 호주의 유명 여배우이고, 다른 한 사람은 바다 다큐멘터리 제작자로 이름난 수중 촬영 전문가다. 이 두 사람이 모두 포트더글러스에 살고 있는 덕분에 이곳 관광청의 협조를 얻어 간신히 포트더글러스에서 럭셔리하기로 유명한 시 템플 리조트 & 스파 Sea Temple Resort & Spa(61-7-4084-3500, www.seatemple.com.au)에 하루를 머물 수 있었다.

포트더글러스 관광청의 책임자인 더그 라이언 Doug Ryan과 함께 호텔을 출발하여 제일 먼저 도착한 곳은 인근에 있는 포 마일 비치 Four Mile Beach다. 파란 하늘 아래 깨끗한 백사장이 시원하게 펼쳐진 해변의 모습은 한가롭고 평화롭다. 케언스가 인공으로 만든 수영 라군도 예쁘기는 하지만, 역시 자연이 만들어낸 천연 해변과는 비교할 수 없을 듯하다. 다음에 이른 곳은 포트더글러스에서 가장 높은 지대라는 전망대, 플래그스태프 힐 Flagstaff Hill이다. 제일 높다고는 하지만 작은 언덕 수준이다. 이곳에 오르면 남북으로 길게 뻗은 포 마일 비치가 한눈에 들어온다. 언덕을 내려와 해변에 자리한 생마리 교회 St. Mary's By The Sea Church에 들렀다. 교회는 이 마을 사람들의 결혼식장으로 사랑받는 곳인데, 내부에서 보니 단상 뒤로 열린 넓은 창이 아름답고 푸른 바다를 담아내고 있다. 만약 예식 중에 신랑과 신부가 저 창을 바라본다면 주례사가 귀에 들어오지 않을 만큼 아름다운 풍경이다. 마지막으로 들른 곳은 포트더글러스 항구다. 항구에는 크고 작은 수많은 요트들이 정박하고 있는데, 모두 개인 요트라고 한다. 선착장 곳곳에는 그레이트 배리어 리프 홍보 간판이 수두룩하게 붙어 있다. 케언스에서 본 배와 같은 규모의 배가 운항되는 것으로 보아, 이 작은 마을 곳곳에 수많은 여행자가 휴식을 취하고 있음을 짐작할 수 있다.

약 2시간의 짧은 마을 순례를 마치고 점심을 먹기 위해 생마리 교회가 보이는 거리로 돌아왔다. "워낙 작은 마을이라 변화가라고 해봤자 여기 워프 Wharf 거리와 바로 옆의 마크로스산 Macrossan 거리, 그리고 데이비드 David 거리가 전부입니다. 모두 도는 데 채 1시간도 걸리지 않죠. 그래도 걷다 보면 포트더글러스의 재미난 요소들을 꽤 발견할 수 있을 겁니다. 참고로 이 지역에서 가장 자랑하는 명물은 악어입니다." 아찔한 거리 곳곳에 악어가 그려진 그림과 간판이 많다 싶었다. 더그의 말에 따르면, 이 지역에서 하는 악어투어와 쇼는 호주에서 최고라고 한다. 식사 도중에도 더그의 포트더글러스 자랑은 계속 이어진다. "지난번에는 호주가 자랑하는 영화배우 멜 기브슨도 이 마을에서 머물다 갔답니다. 며칠 후에는 세계적인 팝 스타 핑크 Pink가 호주 순회공연을 마치고 이곳에서 머물다 갈 예정이지요. 뿐만 아니라 9·11 사건이 일어났을 때

빌 클린턴 대통령이 바로 이 식당에서 밥을 먹고 있었죠." 수많은 유명 인사들의 이름을 열거하느라 그는 식사도 제대로 못할 정도였다. 퀸즐랜드 관광청의 미셸이 그의 말을 거둬며 마무리한다. "유명인들이 이곳에 머무는 이유는 작고 조용한 마을이면서도 웬만한 편의 시설과 부대시설이 다 갖춰져 있기 때문이죠. 특히 골프장의 경우 모두 호텔과 연계되어 있어 투숙객이라면 누구나 쉽게 라운딩을 할 수 있는 장점이 있습니다. 미국의 부시 전 대통령도 골프 때문에 케언스로 안 가고 여기로 왔다고 하더군요." 그들의 발자취가 뭐 그리 대단하겠느냐는 그는 그래도 그들과 동급으로 즐기고 있다는 것이 그리 기분 나쁘지 않은 듯하다.





## Sassi

1 Balé Drive, [peppers.com.au](http://peppers.com.au).

The cuisine is a stylised tropical adaptation of home cooking from Italy's Adriatic coast. Dishes include ostriche sassi (freshly shucked oysters served in delicate Chinese porcelain spoons with a lightly spiced sauce topped with chives and salmon caviar) and piatto del pescatore (a seafood feast). Expect to pay about A\$80 (HK\$540) for three courses and between A\$35 and A\$635 for a bottle of wine.

## Zinc

Corner of Macrossan and Davidson Streets, [zincportdouglas.com](http://zincportdouglas.com)

Zinc (above right) has international favourites such as Indian butter-style curry chicken (A\$25.90) and



seafood lasagnette; a medley of chilli, garlic, white wine, basil, parmesan and saffron (A\$28.90).

## Port of India

38/9 Grant Street

The menu offers a range of cooking much broader than your typical Indian restaurant, from traditional southern sadhya (a vegetarian dish) from Kerala to northern Mughlai cuisine. Expect to pay about A\$60 per head for an Indian feast.

## The Living Room

22 Wharf Street

Executive chef Steve Ritchie's description of The Living Room's fare is modern international. Oysters come with toppings such as lime,

green paw paw with fried shallots and chilli jam. Try the crispy skin Barramundi fillet served on potato and chive roesti with salted cucumber, mud crab butter and baby watercress (A\$34).

## 2 Fish Restaurant

7/20 Wharf Street

[2fishrestaurant.com.au](http://2fishrestaurant.com.au)

Try the oysters wasabi served with cucumber, coriander granita and flying-fish roe, or oysters topped with red wine vinegar and eschalot dressing (A\$31.90 per dozen). The seafood plate for two is a feast of bay bugs (lobsters), king prawns, yabbies (freshwater crayfish), soft-shelled mud crab, scallops, oysters, smoked salmon, octopus and battered reef fish (A\$119.90).

## Nautilus Restaurant

17 Murphy Street

[nautilus-restaurant.com.au](http://nautilus-restaurant.com.au)

The Nautilus (far left) does not admit children younger than eight. The six-course dégustation menu costs A\$99 per person or an extra A\$50 per person with six matching wines.



their appetites. Natascha Mirosh samples a few

### 1 Wicked Ice Creams

48 Macrossan St  
Ph: 4099 6900

What would a seaside resort be without an ice cream shop? Like a few other shops in town, Wicked has a dual personality. Out the front, under the bright green and red awnings it sells gelati in 42 flavours, while out back, locals and tourists can browse the selection of books and DVDs for rent. Grab a French latte or mango yoghurt cone, or if you're feeling virtuous, a fat-free sorbet. It's doubtful Paris Hilton ever actually came here, but there's a smoothie named in her honour, described as "fluffy pink lemonade with multi-coloured ice cream speckled with blue and pink". Eat outside at one of the gelati-fueled tables or stroll on down to the water.



offers pasta and other classic Italian dishes plus crisp-based wood-fired pizza. Sit out on the deck and watch the crowds strolling down Macrossan Street, cosy up on one of the zebra print sofas or perch at the bar and choose something suitably tropical from the cocktail list. A twisted caipiroska, with lychees perhaps?

### 4 Re:hab

18 Macrossan St  
Ph: 4099 4677

Hip and eclectic, come here and you might rub shoulders with a Rasta backpacker or an A-class celeb. Re:hab confidently claims to have the best coffee in Port Douglas and is certainly serious about the subject, serving around 250 cups a day. There is a small selection of biscuits, cakes and slices. It also doubles as a cool music store, internet cafe and publisher of a stylish little mag called *Re:Port* which details what's on and who's who in Port, as well as a bi-yearly dining out guide, both of which can be picked up at the cafe. Matthew McConaughey was a regular here while filming *Fool's Gold* - no doubt he needed the caffeine after all the hard partying it was rumoured he did around town.

### 5 Bistro 3

Cnr Wharf and Macrossan streets  
Ph: 4099 6100

5

For serious home cooks and professional chefs alike, this is the place to come to in Port to get your Le Creuset, a new set of chef's whites, a microplane or industrial-sized wooden spoons. There are silicon whisks and acid-bright chopping boards, creme brulee torches and all manner of gadgets designed to make



sourced produce like sea-run barra. Try his version of bouillabaisse, but if you're not up for a full meal, order a bottle from the well-chosen list and graze on tapas like soft shell crab tempura served with a chilli plum sauce, or perhaps Greek sheeps milk cheese pan-fried then baked with fresh lemon and honey.

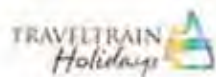
### 6 The Court House Hotel

Cnr Macrossan and Wharf streets  
Ph: 4099 5181

It may be a tourist town, but even locals need somewhere to gather for a coldie and the Court House Hotel is where you'll most often find them. There's been a hotel on this site



great south east  
queensland  
weekender  
home



You'd be surprised at how much there is to do in Port Douglas after the sun goes down.



A great place to start any night out would have to be at 'On the Inlet'. They serve up fresh seafood delivered straight from the fishing grounds to their restaurant loading platform. An iconic past time for locals and visitors is to have a bucket of prawns with a beer, overlooking the stunning water views. But the real attraction would have to be the daily groper feeding at 5.30pm on the dot!

# boogie

Flying through the world's most ancient and primitive rainforest is an absolute blast, writes Cathy Finch, and is best followed up with a relaxing retreat at Palm Cove

I SNAP on a harness that spiderwebs around me, attach myself to just a few ropes, throw on a helmet that crowns me Roger Ramjet (it could be worse, my friend is Xena) and off we fly through the world's most ancient and primitive jungle, the Daintree rainforest at Cape Tribulation.

It's a precarious take-off. Somehow I figure if I hang on tighter, strain my muscles harder and make a lot of obscure noise it will prevent me from falling the 20-plus metres to the forest floor. Of course it's a silly notion and totally groundless because by the end of the session I'm actually soaring through the treetops upside down, with blood pumping hard in my ears.

style with the longest stretch of fun spanning more than 75m.

First up, the guides let us panic a little, holding on for grim life as we sail through the oldest living rainforest on Earth, past flourishing orchids and majestic ancient growth. Then they share their secret. This is actually the only flying fox in the world where guides control the course, enabling guests to fly hands-free.

Little by little we gain our confidence and let go of the ropes. Then it's just a matter of sitting back and enjoying the ride, and the scenery. At the final platform, we flip upside down and complete the course dangling from our feet, just for the monkey

eastern brown tree snake (known as the night tiger snake, a masterful and venomous climber equipped with rear fangs).

Suddenly every crunch of fallen leaves, every rustle, every creak, in my mind becomes a potential attack. After all, I have just read about it on the internet. It must be true. "The Daintree has everything a wilderness lover can ask for. But the most important drawcard to the area is a product Australia is famous for: life-threatening flora and fauna. Make no mistake, if you want to be chewed on by a croc, chomped on by a snake or nibbled by a spider, the Daintree rainforest could be just what you are looking for."



# Entrée: Port Douglas, Queensland

## Sassi

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.....  
**Christina Pfeiffer**



# A fresh perspective

A helicopter safari provides a different take on goldfields history for **Christina Pfeiffer**.

**W**e're hovering in the air like a giant dragonfly. Below us, yachts bob at their moorings in Port Douglas's marina, waiting to sail off towards the best diving and snorkelling spots on the Great Barrier Reef.

Brendley King, the pilot of the Robinson 44 helicopter and co-proprietor of Skysafari Personalised Air Touring, often flies guests to one of the reef's secluded sand cays, where he spreads out a picnic rug with orange juice, croissants, brie and champagne. Breakfast on an isolated sand cay after a swim and snorkel sounds like a wonderful idea to me but it's not on today's itinerary.

Instead, the helicopter heads inland, over a patchwork of farmland towards green hills that unfurl into an expansive landscape of lush rainforest. A waterfall gushes forcefully into a river, which trickles its way through a deep gorge.

I try to peer beneath the rainforest canopy but the treetops are so tightly woven it's impossible to make out what treasures lie beneath. I can only imagine tangles of vines wrapped around gnarled tree trunks, moss-covered rocks, shy tree kangaroos leaping from tree to tree and wallabies darting beneath the bushes.

As suddenly as the scenery transformed from aquamarine to emerald, it morphs once more, into shades of suburban chocolate. Gently undulating mounds are thinly covered with shrubs, creating a panorama that is a slowly building cousin of the lush neighbouring landscape we've just flown over. Brumbies scatter as the helicopter descends for a closer look. Ahead of us, white clouds stand out against the brilliant blue sky, forming a three-dimensional postcard



**Crystal clear ... quenching a thirst; (below) the wallaroo at Bell's cottage.**

ery's heritage. Old offices have been turned into a cottage for Bell, his partner Cate Harley and their three young sons, and there are three cottages for guests.

In Bell's cottage, an orphaned wallaroo has wandered into the main bedroom and hopped onto the bed for a nap. I seem to be the only person who finds this out of the ordinary (and worthy of a photograph), so I deduce this must be an everyday occurrence here.

The wafting aroma of home-baked cookies entices us through the kitchen and onto a large veranda, where we sip mugs of tea while taking in

Black-and-white photos, old blacksmith tools, dusty bottles and antique guns come with tales of outlaws, gunfights and wild times.

Harley walks us around the property, pointing out the main shaft, which was the site of a large quartz reef. She paints a picture of the once bustling township of Thornborough, where women sashayed down the street in the latest London fashions and social halls were a regular occurrence. Every few months, the circus with lions, tigers, elephants, fireworks and freak shows rolled into town. It's a scenario that requires some imagining when you see the hectares of rugged bushland that now surrounds the mine.

In the late 19th century, Tyrconnell was the largest mine in the area, supporting a population of more than 150 people with its own pub, butcher's shop, post office and cemetery. There were miners' quarters, a treasury, a blacksmith's shed and a manager's house.

Bell describes how quartz was winched out of the main shaft in a one-tonne kibble bucket. We explore the 120-year-old battery, which is possibly one of the few working batteries left in the country. Bell fires up the equipment; the water wheel turns, stampers pound up and down making a thunderous racket. All that's missing is the gold.





## Jungle from top to bottom



Cape Tribulation.

Photo: *Tourism Queensland*

May 23, 2008

### **Snorkelling, fishing and surfing take on totally new meanings when Daniel Scott tries them out in the rainforest.**

It's a steamy morning in the Tropical North Queensland rainforest and I stand in a waist-deep pool at the edge of the Mossman River. Beside our small group, led by experienced outdoor instructors Barney and Michaela, the river is bubbling and tumbling, swelled by recent rains.

I am still half-asleep and too self-conscious about the flaws of my body revealed by my snug wetsuit to be fully concentrating on Barney's directions: "Just relax and let the current take you," I think he says. "And try to stick to the deeper part of the river".

Happily, the rather more sveltely wetsuited and aptly named Michaela Flood is ready to demonstrate. She launches herself head-down and snorkel-up into the rapids and swims hard across them, like Lara Croft. Then, reaching mid-river, she lets the water carry her, drifting swiftly but gracefully downstream and pulling up about 100 metres away near the opposite riverbank.

"So we're aiming for that calm section which is known as an eddy," continues Barney. "And don't worry. We'll grab you if you're going to overshoot."

Before I know it, Barney is summoning me for my first attempt at river-drift snorkelling.

I push myself into the white water, angle my mask into the swirl beneath and start to flail my arms and legs like an out-of-control ceiling fan. At first all I can see is the riverbed flashing past below, all I can hear is the swoosh of churning water and although I am trying to travel headfirst the river is twirling me around like a twig.

After a few seconds, however, I remember Barney's advice and stop struggling. Almost immediately, my body rights itself and I am carried smoothly downstream. I raise my head



www.carnivale.com.au  
 Sunday, June 1. For more information  
 Thursday, May 29, and the Modern  
 Dry Gourmet Glidators final on  
 Friday, May 30, are the highlights  
 of this week's Family Auto  
 Reef & Rainforest Carnival.  
 Lotso Printing Longest Lunch on  
 Port on Saturday, May 31, and the  
 Quicksilver's Food Wine and a Taste of

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 THE WEEKEND ASS

**WIN A TRIP TO PORT DOUGLAS**  
 Here's your chance to run away with a companion to  
 WIN A TRIP TO PORT DOUGLAS  
 Here's your chance to run away with a companion to



**4 PORT DOUGLAS, QUEENSLAND**

The northern tropics region is one of superlatives, in terms of holiday experiences as well as natural beauty. Port Douglas, the region's hub, is one of Cairns, the region's oldest living tropical resort. Another, the Tranquilla house, made it onto a list of TV presenter, and is the nearest property nominated in the 2007 World Travel Awards in the Green category for best eco resort. Another, the Tranquilla house, made it onto a list of TV presenter, and is the nearest property nominated in the 2007 World Travel Awards in the Green category for best eco resort.

**Whet your appetite**  
 We're recommended it as a must-try and they were right, according to a number of The Cairns Post staff who dined at Cape Tribulation. The menu of fresh seafood is a must-try.



PORT DOUGLAS + DAINTREE<sup>°</sup>

16° 30' 48"

TROPICAL NORTH QUEENSLAND

CHANGE YOUR LATITUDE™