

TPDD REPORT

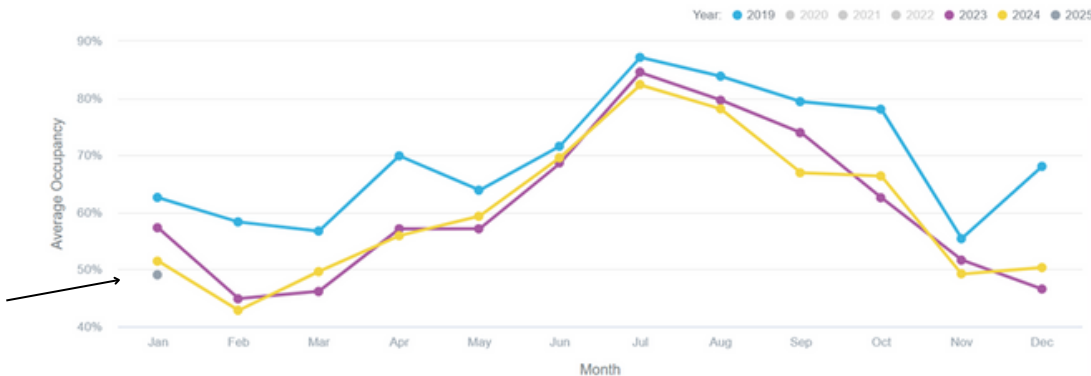
EO ACTIVITY REPORT, PERIOD COVERED: JAN/FEB 2025

Prepared for TPDD Board Meeting: March 5, 2025



Destination Performance Overview

The destination continues to face serious and ongoing challenges, including the impacts of recent road closures that have devastated the drive market, perceptions of access difficulties into Douglas, and imminent night closures on the Captain Cook Highway due to ongoing Jasper repairs. Localis occupancy data for Douglas in January 2025 was recorded at 49%, the lowest for the destination recorded on the platform's record.



Destination Overview

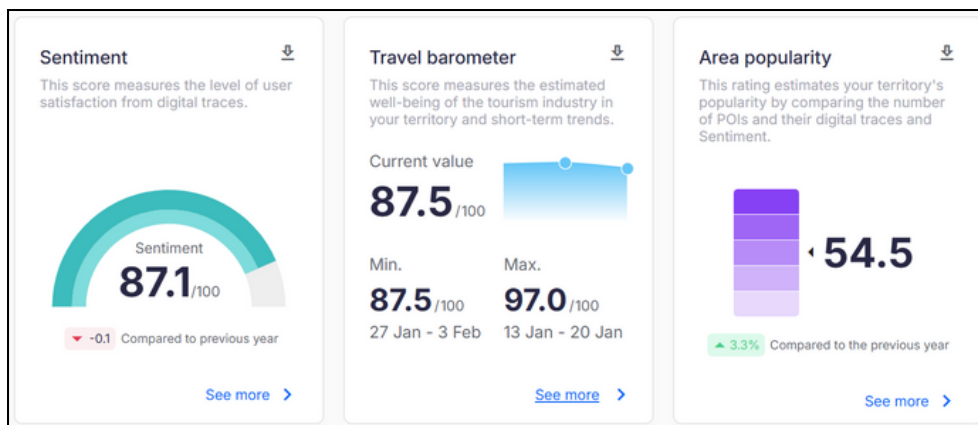
Occupancy	Length of Stay	Booking Window	Average Daily Rate
49.0%	5.5	48	\$365.31
↓ -5% Decrease	↓ -24% Decrease	↓ -5% Decrease	↑ 0% Increase
51.5% Average Occupancy ...	7.1 Avg LOS Last Y...	51 Avg BW Last Year	\$365.20 Last Year

Recorded accommodation metrics reflect a challenging start to 2025. Average Daily Rate for Port Douglas and Daintree continues to be a concern, trending more than \$100 above Cairns.

Next 7 Days	Next 14 Days	Next 30 Days	Next Complete Month
44.3%	43.7%	38.8%	36.9%
↑ 24% Incr...	↑ 29% Incr...	↑ 31% Incr...	↑ 24% Incr...
35.8% Avg Future Occupanc...	33.8% Avg Future Occupanc...	29.6% Avg Future Occupanc...	29.6% Avg Future Occupanc...

Future Occupancy is showing a more positive trend, although the numbers remain extremely soft with the year on year comparison against the TC Jasper immediate impacts in 2024.

Destination Sentiment



The sentiment score for the destination in January remained “very position” at 87% despite low occupancy recorded.

Appointments:

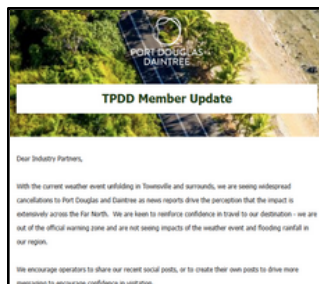
- Rosie Douglas announced as the new Chair of TPDD, effective March 5, 2025, and expressed gratitude to Cam Charlton for his service.

Advocacy and Recovery Efforts:

Addressed the perception of flooding impact on the Douglas region and submitted a Recovery Funding Request to state and federal representatives seeking destination marketing funding to support recovery in domestic markets and drive confidence in travelling to the destination.

Engaged in discussions with political parties, State government decision makers and TEQ to lobby/negotiate to secure recovery marketing funds or amplification of PDD destination in planned activity, supported by DSC and TTNQ. Link to advocacy document [here](#).

Published content to demonstrate the region was not directly impacted by the Townsville flooding event, and send messaging to keep industry informed.




RECOVERY FUNDING REQUEST
TOURISM PORT DOUGLAS DAINTREE

SAVE JOBS & DRIVE INVESTMENT
The Douglas region, renowned for its natural beauty and cultural significance, is at a pivotal moment in its tourism journey. The Tourism Port Douglas Daintree Leaders Roundtable, held on February 6, 2025, highlighted the strategic priorities and challenges facing our tourism sector as we continue recovery post TC Jasper. We are seeking government support to enhance our destination marketing efforts, ensuring sustainable growth and recovery as we work to save local jobs.

\$800K is requested in the form of a Marketing Support Package to drive demand and reinvigorate confidence in travelling to the destination.

- Tourism is the primary industry** for Douglas Shire, supporting over 3,300 FTE jobs and delivering over \$740M in total business output. It is the industry that supports the economy of the Douglas Shire. Impacts of TC Jasper are ongoing, the agriculture sector has been impacted by the liquidation of the Mossman Mill without an obvious path forward. The Shire's tourism industry requires assistance to stimulate recovery and deliver confidence in travel to the destination.
- Strategic Priorities** - Destination Marketing. Our goal is to generate demand for year-round visitation, leveraging digital marketing, impactful media, PR activities, and strategic partnerships to reach both domestic and international audiences.
- The region is at risk of serious tourism degradation with aging tourism infrastructure and insufficient private funding for marketing.

THE NUMBERS TELL THE STORY

- Significant softening reported of the Douglas tourism economy with serious risk to tourism degradation in the region, last quarter in the 12 months to September 2024 showing a 12% decline in total expenditure to \$67M, following a 15% decline in the June quarter at \$67M. FTE jobs and small business survival is at risk. Occupancy for December 2024 was 50.4%, and January 2025 was 48.9%.
- The region faces potential risks associated with a synchronised decline across all three major tourism sources: day-trip, domestic overnight, and international overnight tourism. Such a scenario, reminiscent of the downturn experienced in 2011, could have profound implications for the local economy, necessitating proactive measures to mitigate these risks.

\$800K MARKETING FUNDING REQUEST FOR PORT DOUGLAS & DAINTREE
A comprehensive 360-degree marketing approach, driven by strategic campaign activities, is essential for achieving maximum impact - 3 Month activity:

- 300K OOH media buy
- 60K PR fund
- 60K TV broadcast
- 60K content project
- 120K digital media buy
- 200K OTA and airline partnership

TOURISM PORT DOUGLAS DAINTREE
Emma Turnock, Executive Officer
+61-411-280-962
eo@visitportdouglasdaintree.com.au
www.visitportdouglasdaintree.com

Stakeholder Engagement and Meetings:

- Hosted a Tourism Leaders Roundtable with platinum members to discuss the concept of pooling funds for destination marketing activity.
- Conducted meetings with stakeholders in Cape Tribulation and Daintree Village to discuss TPDD activities and regional priorities..
- Participated in the Destination 2045 Queensland Tourism Future consultation to help ensure regional priorities are included in the state's long-term vision.
- Continued collaboration with Mark Olsen and Liz Schibig on the Destination Management Plan for Port Douglas and Daintree.



[Link to Daintree Priorities document here.](#)



Priorities for the Daintree region

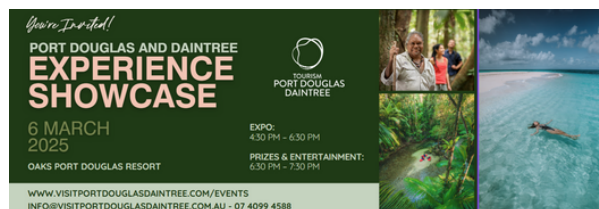
Following consultations with tourism businesses throughout the Daintree region, key priorities have been identified to drive sustainable economic growth and prosperity, while safeguarding our natural environment. These priorities will also help inform any amendments to TNQ's Destination Management. Priorities identified are with respect to both the long-term vision and the ongoing recovery and resilience required in the region.

Cape Tribulation

- Reliable access to the Daintree, and within the Daintree to Cape Tribulation (beyond which is the 4WD Bloomfield track).
- Efficient and committed response to maintenance and essential upgrades to park assets, including a review of walks and trails to ensure the visitor experience is optimised for exploring the Daintree National Park as one of Australia's most iconic destinations and world heritage listed assets. This would also include:
 - Exploring the feasibility of a look-out at Noah Range following the road repairs (spectacular view of Cape Tribulation has opened as a consequence of the slip at Noah Range).
 - Review of picnic areas including BBQs (these facilities no longer assist north of the river and are especially important for the drive market, not to mention community use).
- Enhanced wayfinding and signage with interpretation (especially the indigenous story) and include an awe-inspiring arrival to the Daintree, and iconic visitor node at Cape Tribulation, marking a visitor's arrival to the area.
- Leverage the world-acknowledged 'Daintree Rainforest' brand by developing more meaningful ways to experience the rainforest (e.g., Forest Bathing).
- Re-establish Daintree Tourism Joint Management Committee including key decision makers (e.g., Industry, QPWS, WTMA, Council, indigenous representation).
- Experience development and events program to attract new niche markets and improve the connection with country and culture, including wet season experiences and events (including agriculture, hiking, biking, bird watching, adventure sports, etc.).
- Public art and beautification of key visitor nodes.

Marketing and Promotion Initiatives:

- Summer Lives on Campaign across digital platforms including Meta, SEM - Google, Native Display, and YouTube commenced as of February 1s
- Launched the 2025 edition of Discover Paradise, a marketing initiative to boost tourism, with distribution in the Australian Financial Review.
- Announced the TODAY Show's live broadcast from Port Douglas, complementing ongoing marketing campaigns.
- Encouraged participation in the Port Douglas and Daintree Experience Showcase on March 6, 2025.



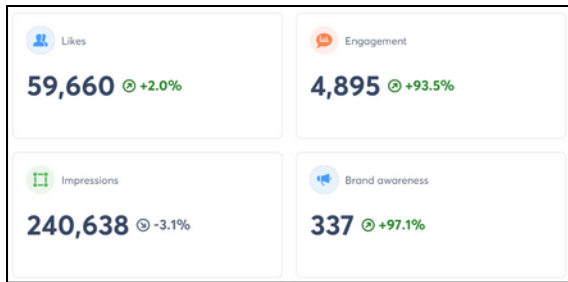
Port Douglas Carnivale Launch - Media

- Interview on Radio 4CA for Carnivale launch, February 13.
- Interview for Channel 7 news for Savannah Sounds launch, February 19.

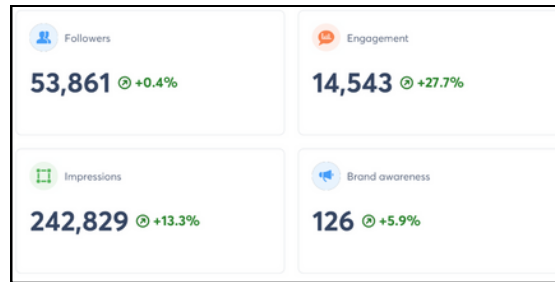


Social Media and website Performance

Facebook:

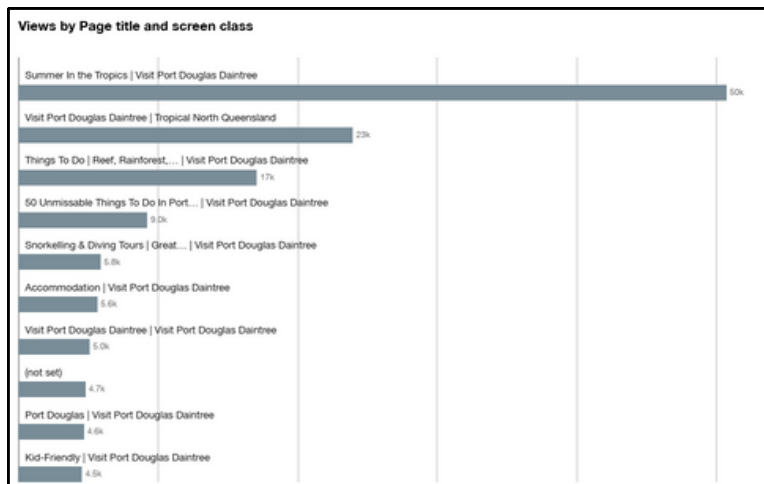
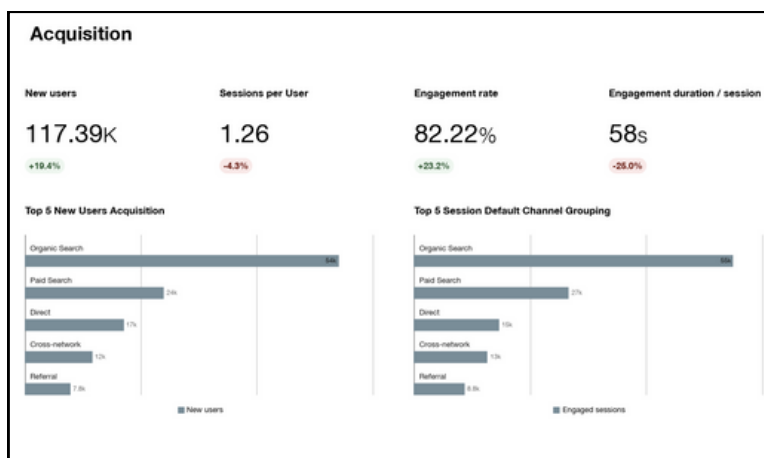


Instagram:



Facebook and Instagram metrics for January demonstrate strong results in social performance.

Website Performance - 6 month comparison, Aug - Feb:



Historical Performance - 6 Months


Month	Engaged sessions	Engagement rate	Sessions per User	Average engagement time	Key events
August 2024	2,403	99.9%	1.06	0s	3,898
September 2024	1,578	99.9%	1.06	0s	2,745
October 2024	1,636	99.9%	1.09	0s	2,974
November 2024	16,882	99.9%	1.12	10s	29,293
December 2024	43,017	99.8%	1.15	12s	74,863
January 2025	18,157	99.9%	1.24	35s	54,271
Total	83,817	99.8%	1.18	16s	168,044

New Social Media Agency Appointed

Amy's Cameral Lense was appointed to manage TPDD visitor social accounts, taking over from Nikki Cooney from Socialeyes who finished a trial period at the end of January. Amy has been working with TPDD on content delivery and offers the flexibility and volume of support required to drive social performance. Amy has set up the TPDD TikTok account as a new social platform for the organisation, and is editing and publishing fresh content with more reels and stories.




Consumer EDM



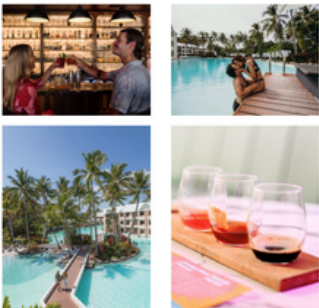
THIS VALENTINE'S DAY, SURPRISE YOUR LOVED ONE WITH A GETAWAY TO ONE OF AUSTRALIA'S MOST ENCHANTING DESTINATIONS:
Port Douglas and the Daintree Rainforest offer the perfect blend of romance, relaxation, and adventure, making them the ultimate backdrop for your celebration of love. Imagine walking hand in hand along Four Mile Beach, with its golden sands stretching as far as the eye can see, and the turquoise waters of the Coral Sea gently lapping at your feet. Venture into the Daintree Rainforest, a UNESCO World Heritage site, where ancient trees and exotic wildlife create a magical atmosphere. The combination of lush greenery and serene ocean views is the perfect

COUPLE'S ITINERARY

ROMANTIC SPOTS IN PORT DOUGLAS



VALENTINE'S DAY AT MOSSMAN GORGE: NATURE, CULTURE, AND ROMANCE
Escape to the heart of the Daintree Rainforest for a romantic Valentine's Day. Take a peaceful



CELEBRATE A MONTH OF LOVE AT SHERATON GRAND MIRAGE PORT DOUGLAS
This February, Sheraton Mirage Port Douglas invites you to fall in love with the tropics all over again. Indulge in exclusive dining experiences, pamper yourself with luxurious accommodations,

Email performance
Jan 15, 2025 - Feb 25, 2025 - Excludes Apple MPP

Open rate	Click rate
14.2% 6497 opened	1.3% 572 clicked

Business Events and Tradeshows:

- Michela represented the Business Events Port Douglas group at AIME in Melbourne, highlighting the importance of business events for the region.
- View Michela's [post event report here](#).



Ecotourism and Sustainability:

- Received positive feedback from a recent ecotourism destination audit and celebrated the launch of Sailaway's second electric glass-bottom boat.