

Council backs tourism plan with million-dollar injection

HIGH value travellers and event revellers are firmly in the Port Douglas and Daintree region's sights.

Douglas Shire Council on Tuesday endorsed Tourism Port Douglas Daintree's (TPDD) strategies to lead the region's tourism sector into the future, committing \$1.35 million into the destination marketing organisation over the next three years.

With international borders remaining closed until at least mid-2022, the path to the tourism economic recovery for the region relies on re-positioning the region as a destination of choice for domestic travellers.

Douglas Shire Mayor Michael Kerr said TPDD was well poised to cut-through a cluttered domestic tourism market.

"Today we are backing our tourism sector when they need it most and rewarding TPDD for their impressive plan to continue bringing people into our region," he said.

"Through COVID our region has emerged as one of the most affected in Queensland with a loss of almost 1,000 jobs, hundreds of millions of dollars lost from the local economy and the rise of key challenges such as workforce shortages, lack of available housing and low tour bookings.

"In 2021, we have seen more high value travellers and self-drive visitors re-discover their hunger for our region, as well as the return of Port Douglas Carnivale and new sporting events such as the recent Olympic triathlon events in Port Douglas."

"Events generate tourism for the region, showcasing our destination and allowing us to share our story with a wider diverse audience."

TPDD Chairman Cam Charlton said the increased funding would help the organisation continue to position the region as the world's leading sustainable eco luxury destination and promote its inspirational experiences.

"We will continue to support the development of new visitor experiences and work closely with Douglas Shire Council to secure additional regional events, to be strategically scheduled during shoulder and low seasons to reduce the impact of seasonality," he said.

"We are passionate about ensuring our visitors leave the region revitalized and rejuvenated, really bringing home the "See Great, Leave Greater" message that is resonating for the entire TNQ region.

"We are very grateful for the excellent partnership TPDD has with Douglas Shire Council and we sincerely thank them for backing our strategy and vision for the region."