



TOURISM PORT DOUGLAS DAINTREE  
MEMBERSHIP 2023-2024



TOURISM  
PORT DOUGLAS  
DAINTREE

# WELCOME TO TOURISM PORT DOUGLAS DAINTREE

## WHO ARE WE?

Tourism Port Douglas Daintree (TPDD) is an award-winning local tourism organisation and the official tourism marketing organisation for the Douglas Shire from Wangetti north of Cairns, to the Bloomfield River in the north, encompassing the Daintree Rainforest and Great Barrier Reef. TPDD is a not-for-profit organisation, principally funded by Douglas Shire Council (DSC), supplemented by an industry membership structure, and partnership support from Tourism Tropical North Queensland (TTNQ) and Cairns Airport. Our membership base consists of nearly 200 tourism products and our organisation is governed by a Board of Directors, including representatives from the local tourism industry, indigenous tourism products, TTNQ, Cairns Airport and Douglas Shire Council. Our marketing is guided by a range of specialist industry advisory groups who are working in the spaces of leisure marketing, business events and destination weddings.

TPDD has advocated for sustainable tourism practices in the shire since its inception in 2006. The tourism industry's persistent dedication to and development of sustainable tourism practices at a business and advocacy level has led to the Douglas region becoming the first destination in the world to achieve ECO Destination Certification in 2019 and advancing to the higher ecotourism level in 2020.

TPDD's strength lies in its broad membership base and collaborative ethos. This guides a fully integrated and targeted approach to marketing across digital, consumer and trade channels. TPDD serves the interests of the Douglas Shire tourism industry with a core focus on activities that drive a thriving visitor economy and long-term sustainable benefits to the Douglas Shire economy and its community.

## OUR MISSION AND PURPOSE

### Destination mission

Deliver world class tourism experiences focused on sustainable interaction with nature and tropical lifestyles.






### TPDD mission

To lead and unite our industry to grow Douglas tourism.

### TPDD purpose

To drive a thriving visitor economy and long-term sustainable benefits to the Douglas region.

## TPDD STRATEGIC PRIORITIES TO 2025

<p style="text-align: center;"><b>GROW DOMESTIC MARKET</b></p> <p style="text-align: center;"></p> <p>Secure our share of the domestic market through boosting awareness of the destination and drive conversion.</p>	<p style="text-align: center;"><b>GENERATE YEAR-ROUND VISITATION</b></p> <p style="text-align: center;"></p> <p>Diversification of the visitor mix to provide for more sustainable year-round growth in the value of tourism.</p>
<p style="text-align: center;"><b>REFRESH THE REASON</b></p> <p style="text-align: center;"></p> <p>Creation of new experiences that drive the regions competitive advantage in nature-based and ecotourism for high value travellers</p>	<p style="text-align: center;"><b>WORLD LEADING SUSTAINABLE DESTINATION</b></p> <p style="text-align: center;"></p> <p>A stronger focus on sustainability and direct contributions to environmental conservation and thriving communities.</p>
<p style="text-align: center;"><b>FAST TRACK REGIONAL RECOVERY</b></p> <p style="text-align: center;"></p> <p>Significant collaboration, advocacy, industry representation and long-term resourcing is essential to effectively assist industry in the road to recovery.</p>	

## GET INVOLVED

By becoming a member of TPDD you can significantly increase your involvement with the region's tourism industry and your market profile. You will be able to access tools and opportunities to-reaches beyond the Douglas Shire as TPDD focuses on driving awareness with intrastate, interstate, and international travel groups.

Members have access to industry resources, insights into overseas and domestic markets, marketing initiatives and professional development opportunities and with base funding in place, 100% of your membership fees go towards marketing the destination.

Your investment in TPDD membership adds to our regions presence in key markets and helps showcase the incredible diversity and world class experiences we have to offer.

## HOW TO BECOME A MEMBER

- To become member, fill out the below application form and email it to [visitportdouglasdatinree.com.au](mailto:visitportdouglasdatinree.com.au)
- Call 07 4099 4588 to discuss the best membership option for your business.
- Visit the TPDD team at 8/40 Macrossan Street, Port Douglas



### Top 10 reason to get involved!

1. Member listing on [visitportdouglasdaintree.com](http://visitportdouglasdaintree.com) with an average of 21K visits per month & 2819 referrals to members
2. Opportunity for exposure through the VPDD social channels. FB followers 53K+, Instagram followers 52K+ with an average reach of 160K plus per month.
3. FREE TTNQ Ambassador membership valued at \$250 and discounted ATDW membership
4. Opportunity to participate in subsidised co-operative marketing campaigns
5. Opportunity for inclusion in TPDD trade and media educational programs
6. Access to the TPDD image library, collateral & publicity support
7. Access to member newsletters, networking events, Industry information sessions and capacity building workshops
8. Opportunity to be included in consumer (47K) and industry (5K) e-newsletters
9. Opportunity to join the Business Events Port Douglas and Tropical Weddings Port Douglas
10. Exclusive access to market intelligence, research and business support

## MEMBERSHIP LEVELS

### Silver Membership \$622

Membership benefits include:

#### Marketing

- Opportunity to participate in leisure marketing activities
- Opportunity to have a listing on the Tropical Weddings Port Douglas website
- Opportunity to participate in cooperative marketing campaigns

#### Media and communications

- Access to media opportunities including hosting familiarisations
- Receipt of communications such as newsletters and industry information, electronically transmitted

#### Digital Marketing

- TPDD website listing with business description, gallery, video and brochure display, social media, and website link.
- Access to "Hot Deals" for monthly listed specials
- Entry into all applicable categories

#### Industry and Trade Development

- Invitations to corporate seminars, training, and functions
- Access to Central Queensland University tourism research briefings undertaken quarterly
- Access to TPDD survey results
- Access to market intelligence and business support through one-on-one contact with TPDD staff.

#### General

- AGM voting rights – 1 vote
- Eligibility for Ambassador of Tourism membership with Tourism Tropical North Queensland.
- Eligibility for position on Board of Directors

Please note—All costs are inclusive of GST

### Gold Membership \$820

Membership includes all Silver benefits, PLUS:

- Prioritised participation in subsidised leisure marketing activities
- Randomised listing on home page of website
- Access to TPDD Members list with limited contact details, electronically transmitted
- Eligibility for position on Board of Directors
- AGM voting rights – 1 vote

#### Business Events Port Douglas

- Eligibility to join the niche marketing group Business Events Port Douglas (subject to approval)

### Platinum Membership \$1590

Membership includes all Silver and Gold benefits for up to 4 products PLUS a position on the Marketing Strategic Advisory panel

- AGM voting rights 4 votes

### Supporter Membership \$375

Membership includes the monthly member updates and e-newsletter, eligibility for a listing on Tropical Weddings Port Douglas invitations to attend corporate seminars and functions and access to research briefings as well as a listing on the Supporter website page.

### Tourism Tribe - FREE

Receipt of communications such as newsletters and industry information, electronically transmitted.

To become a member or for more information  
Email [info@visitportdouglasdaintree.com](mailto:info@visitportdouglasdaintree.com)  
or  
phone 07 4099 4588.

Cost/Benefit	Platinum	Gold	Silver	Supporter
Cost	\$1,590	\$820	\$622	\$375
Votes	4	1	1	nil
Participation in subsidised leisure marketing activities				
Free TTNQ Membership				
Position on Marketing Strategic Advisory panel				
Opportunity to participate in Business Events TAG				
Opportunity to participate in TWPD				
Opportunity to participate in cooperative marketing				
Access to media opportunities				
Access to industry famils				
Invitation to corporate seminars and functions				
Access to research briefings				
Electronic list of TPDD member contact details				
Electronic newsletter & information communications				
Eligible for Board nomination				
TTNQ Ambassador of Tourism membership				
TPDD website product listings	4	1	1	
Supporter website listing				
Access to monthly web "Hot Deals" listings				
Featured member on home page				

## TPDD MEMBERSHIP APPLICATION

### TOURISM PRODUCT INFORMATION

Company/Business Name:

Trading Name:

Business address:

City:

State:

Post Code:

ABN:

Res Phone:

Postal Address:

Website:

Email:

### PRIMARY CONTACT INFORMATION

Name:

Position:

Direct Phone:

Mobile:

Fax:

Email:

### ACCOUNTS CONTACT INFORMATION

Name:

Email:

### WEBSITE CONTACT INFORMATION

Name:

Email:

### CURRENT MEMBER NOMINATION

*Your TPDD membership application must be nominated and seconded by current financial members of TPDD. **The TPDD Board of Directors can assist with this process if needed.***

Nominated by: (Company Name)

Representative:

Position:

Signature:

Seconded by: (Company Name)

Representative:

Position:

Signature:

### MEMBERSHIP LEVEL

Platinum \$1,540  
4 products

Gold \$770  
1 product

Silver \$572  
1 product

Supporter of Tourism  
\$375  
1 product

Would you like information regarding membership of the following groups:

Business Events Port Douglas (\$1,540 pa – Gold and above)

Tropical Weddings Port Douglas website listing (from \$200 – open to all membership levels)

*Please note: membership of these groups may incur additional fees and are subject to application*

### AMBASSADOR OF TOURISM MEMBERSHIP

I would like to apply for the **complimentary Tourism Tropical North Queensland Ambassador of Tourism Membership** –TPDD Members Silver and above

## TPDD WEBSITE LISTING

### IMAGES

Images should be centrally focused, horizontal, less than 10MB. Please email up to 10 images for your website listing to [info@visitportdouglasdaintree.com](mailto:info@visitportdouglasdaintree.com)

### ACCOMMODATION ONLY

Please pick up to **2 destinations** and **3 types** most appropriate for your property

	DESTINATION
	Cape Tribulation
	Daintree Rainforest
	Daintree Village
	Day Trips
	Great Barrier Reef
	Low Isles
	Mossman Gorge
	Port Douglas

	TYPE
	Apartment
	Bed & Breakfast
	Backpackers
	Caravan Park
	Holidays Homes
	Hotel
	Resorts
	Family Friendly
	Luxe
	Romantic
	Budget

### RESTAURANT, TOURS, ACTIVITIES, SHOPPING & SERVICES ONLY

Please pick up to **2 destinations** and **3 inspirations** most appropriate for your product

	DESTINATION
	Cape Tribulation
	Daintree Rainforest
	Daintree Village
	Day Trips
	Great Barrier Reef
	Low Isles
	Mossman Gorge
	Port Douglas

	INSPIRATION
	Adventure
	Budget
	Day Tours
	Food & Drink
	Indigenous
	Kid Friendly
	Luxe
	Quick Activities
	Romance
	Services
	Snorkelling
	Shopping & Markets
	Transport & Getting Here
	Wildlife



### PLATINUM, GOLD & SILVER APPLICATIONS

Please complete the following for your website listing, the below information will be listed on the website for the consumer. Please include up to 10 photos when you return your application.

Email	
Website	
Phone	
Short Product Description	
Price Range – please select the <b>one</b> most appropriate for your product	
	\$
	\$\$
	\$\$\$
	\$\$\$\$
	\$\$\$\$\$

### SUPPORTER APPLICATIONS

Please complete the following for your website listing, the below information will be listed on the website for the consumer

Website	
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### SIGNATURE

Applicant's Name:

Applicants Signature

Date: