

MEDIA RELEASE

PORT DOUGLAS DAINTREE FRONT AND CENTRE IN TARGETED MARKETING ACTIVITY

Port Douglas, 20th March, 2019 – Tourism Port Douglas Daintree (TPDD) will continue ramping up its marketing activity as it heads into the second quarter of 2019, in an effort to keep the destination front and centre with potential holiday makers in the domestic and international market.

Tara Bennett, executive officer for TPDD, said the marketing organisation had hit the ground running in 2019 with a number of key initiatives underway targeting consumers direct as well as traditional travel trade.

“It is more important than ever we showcase our stunning destination and depth of wonderful activities that people can experience while they are here.

“While I may sound like a broken record, Port Douglas Daintree, is open for business. North Queensland has received a lot of coverage in the media recently, incorrectly giving a perception that experiences are off limits.”

Ms Bennett said campaigns underway included the Expedia partnership targeting consumers in Victoria and New South Wales, as well as the organisation’s annual Show Me Your Paradise campaign, which has taken on a “vintage twist” in a targeted digital campaign to reignite people’s desire to travel to Port Douglas Daintree, by revisiting their old photographs and memories.

“The Expedia partnership to date has delivered a 20:1 return on ad spend with the potential to reach tens of thousands of consumers.”

Additional digital activity includes a wedding destination competition through the Port Douglas Wedding Professionals, as well as a Port Douglas Carnivale holiday competition in Melbourne’s Herald Sun and Sunday Telegraph.

Ms Bennett said underpinning all of this work would be Discover Paradise, a glossy 48-page magazine promoting the destination. It will be distributed to more than 140,000 people through the Weekend Australian on Saturday, April 6.

“We are also advertising in Qantas Magazine and Tropical North Queensland magazine as well as supporting a Queensland-wide television campaign to drive visitation to Port Douglas Carnivale in May,” she said.

“Planning is also underway for attending the Australian Tourism Exchange next month ensuring TPDD marketing activities stimulate visitation in the short, medium and longer term.

“This follows on from a sales mission to New Zealand, a domestic Helloworld Roadshow targeting retail travel agents and Flight Centre training in Brisbane this month.”

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