

AMBASSADORS CAPTURE THE ESSENCE OF PARADISE

Port Douglas, 10th July, 2018 – Tourism Port Douglas Daintree’s Show Me Your Paradise 2018 campaign will be launched to the world this week with inspiring film and photography capturing the essence of what makes the region so unique.

Three home-grown photographers Alison George, Reuben Nutt and Rian Cope’s works will be used for global marketing and on social media platforms to showcase the beauty, wilderness and tropical lifestyle charm of the region.

TPDD executive officer Tara Bennett said the *Show Me Your Paradise* campaign had again changed in focus this year to create a dynamic and different view of the region as seen through the professional lens.

Each produced a short video segment, some shot with the use of a drone, and three photographic stills. These will be used in global marketing of the region.

“Last year our wonderful ambassadors were not professional photographers but locals with a passion for where they live and what they do,” Ms Bennett said. “This year we raised the bar and sought the view of local professionals in highlighting the extraordinary beauty and charm of the Port Douglas and Daintree region.”

Ms George, who started Catseye Productions in Port Douglas a decade ago, was delighted to be chosen as a Show Me Your Paradise ambassador, though she had the unenviable task of showing a day in the life of Port Douglas in 15 seconds.

“I started with dawn at the beach and ended with sunset and showed a little snippet of what Port, as the built environment, has to offer,” Ms George said. “It includes a little bit of the markets, lunch time dining and shopping.”

Ms George, who is the director of the Port Shorts Film Festival, said the Show Me Your Paradise campaign was evolving, with this year’s themes based around nature, adventure and tropical lifestyle.

“It is great TPDD chose three different people of different ages and different styles to provide a great and insightful representation of the area,” she said.

The youngest of the three is former Port Douglas State School student and tourism worker Reuben Nutt. The 19-year-old has now based his lifestyle, landscape and destination tourism photography business in Brisbane but is back in town often enough to still consider himself a local.

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“I focused on the wild places – dense rainforest, mountain regions and deserted beaches – with aerial drone shots around the Bloomfield Track, Cape Tribulation, Thornton Peak and the Daintree rainforest,” Mr Nutt said.

“Sharing my work with TPDD will see it reach a wider audience. It will show off to the rest of the world what Port Douglas and Daintree has to offer but I am hoping it will also inspire local people who have never really explored what we have here to climb some mountains and to venture into the rainforest.”

Rian Cope is an award-winning adventurer, filmmaker and photographer. When he is not on assignment in some of the world’s most remote and inhospitable areas he can sometimes be found capturing special moments for newly weds in Port Douglas or working on commercial, lifestyle and tourism projects.

Mr Cope said he was delighted to have been chosen for the Show Me Your Paradise 2018 campaign. He focused on life on the beach and in and around the water.

“Life up here revolves around water,” Mr Cope said. “In Port Douglas we have the beach on one side and the beautiful inlet, the marina and Rex Smeal Park, gorgeous sunsets with the boats sailing in. I used my drone for some the shots to capture unique angles and perspectives.

“We live in a pretty special part of the world. I consider Port Douglas home and very special – it was where I met my wife. Even if I wasn’t photographing for a living I would still be taking photos. It is something I enjoy and sharing it with people is the icing on the cake.”

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