

MEDIA RELEASE

ON A MISSION – PORT DOUGLAS DAINTREE SHINES

Port Douglas, 19th November, 2018

– Tourism Port Douglas Daintree will wrap up three months of targeted domestic and international trade activity with its inaugural Mega Famil this weekend.

Tara Bennett, executive officer of Tourism Port Douglas Daintree, said the region had put on a spectacular show for visiting travel trade over the last month and this weekend would be no different.



“We have just concluded Sell TNQ, which was hosted through Business Events Cairns. This was a fantastic opportunity to showcase our operators, along with the great range of activities, venues and accommodation available in the region.

“Those attending participated in an education workshop, as well as social functions including a welcome event at the heritage listed Sugar Wharf and a gala dinner at Flames of the Forest. This was then followed by touring opportunities on the Great Barrier Reef and rainforest experiences.”

Ms Bennett said Sell TNQ, along with Inbound Up North (held in October), were the perfect lead in for the Mega Famil, which she hoped would become a signature event for Tourism Port Douglas Daintree.

“There is a real appetite for visiting our World Heritage listed Great Barrier Reef and Daintree Rainforest and in particular experiential options such as diving, paddle boarding, river drift snorkelling and hiking.

“Immersive experiences in nature, contact with wildlife and adventure in the great outdoors are what many travellers look for now,” Ms Bennett added.

Ms Bennett said the Mega Famil program was targeted at “qualified domestic travel agents” to stimulate bookings in 2019.

“There will be 35 domestic sellers from organisations such as Helloworld, Virgin Australia and Flight Centre attending the half-day workshop with local operators this Friday.

“This will be followed by two days of touring the region, experiencing first hand what sets us apart and makes the Douglas region a must do for domestic travellers,” she said.

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MEDIA RELEASE

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She said this domestic activity, dovetailed perfectly with TPDD's efforts in the inbound market. She said a recent sales mission to Germany, France, Switzerland, the Netherlands and UK was also a great opportunity to promote the region's "green" credentials.

"The European markets give a high priority to nature-based activities. In the past year France and the Netherlands have shown growth, which is particularly pleasing as both markets are characterised by a long length of stay and important dispersal throughout the region," she said.

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For more information, please contact:

Tara Bennett, Executive Officer

Tourism Port Douglas & Daintree

Phone: 07 4099 4588

Email: eo@visitportdouglasdaintree.com

Web: www.visitportdouglasdaintree.com

Issued by Tanya Snelling

Strategic PR

P 0417 202 663

E tanya@strategicpr.com.au