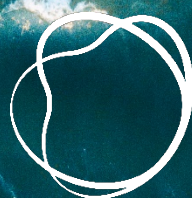


An aerial photograph of a tropical beach. The top half of the image shows a dense forest of palm trees with green fronds. Below the trees is a wide, light-colored sandy beach. In the foreground, the ocean waves are breaking, creating white foam and a vibrant blue-green color. The overall scene is bright and sunny, with a warm, golden light.

# MEMBERSHIP PROSPECTUS 2020/21

## TOURISM PORT DOUGLAS DAINTREE



TOURISM  
PORT DOUGLAS  
DAINTREE



## Who are Tourism Port Douglas Daintree?

Tourism Port Douglas Daintree (TPDD) is dedicated to supporting the sustainable economic growth of the Douglas region's operators and in particular, TPDD Members through a large range of activities including destination marketing, assistance with product development and marketing, advocacy and lobbying.

The key objective of TPDD is Destination Marketing, an activity which is paramount to the success of our local tourism industry. Tourism generates over 80% of income to the Douglas Shire economy. It is also important that we present ourselves to the world as a unified destination as we are operating in a highly competitive environment. Being a member of our region's tourism body will help achieve these goals through destination marketing and unification.

TPDD is a company limited by guarantee with a skill-based Board of Directors and a highly qualified marketing and business team with strong industry connections. TPDD is funded by the Douglas Shire Council and includes a membership base

## Get Involved

By becoming a member of TPDD you can significantly increase your involvement with the regions tourism industry and your market profile. You also become part of a group that reaches beyond the Douglas shire as we work on behalf of the region and its members throughout the state, nationally and internationally.

We are committed to providing as many opportunities to our members as possible. Members have access to industry resources, insights into overseas and domestic markets, marketing initiatives and professional development opportunities and 100% of our membership fees go towards marketing the destination.

## How to Become a Member;

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

## Top 10 reasons to get involved

1. Opportunity to list your business on the website [visitportdouglasdaintree.com](http://visitportdouglasdaintree.com)
2. Opportunity to participate in subsidised co-operative marketing campaigns
3. Opportunity for inclusion in TPDD trade and media familiarisation programs
4. Access to the TPDD image library and collateral
5. Access to Public Relations support
6. Invitations to attend member networking events, information sessions and industry development workshops.
7. Monthly member newsletters offering future marketing, industry development, trade and media opportunities
8. A member rate with the Australian Tourism Data Warehouse (ATDW)
9. Opportunity to join the Business Events Port Douglas and Port Douglas Wedding Professionals groups
10. Access to market intelligence, research and business support through one on one contact with TPDD staff

## Membership Levels

### Silver Membership \$572

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.

Please note—All costs are inclusive of GST

### Gold Membership \$770

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 \$1540

Membership includes all Silver and Gold benefits for up to 4 products PLUS a position on the Platinum Members Panel and 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

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

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

### TPDD MEMBERSHIP STRUCTURE

Cost/Benefit	Platinum	Gold	Silver	Supporter
Cost	\$1,540	\$770	\$572	\$375
Votes	4	1	1	nil
Position on Platinum Members Panel				
Participation in subsidised leisure marketing activities				
Position on Marketing Strategic Advisory panel				
Opportunity to participate in Business Events TAG				
Opportunity to participate in TWPDP				
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				1
Access to monthly web "Hot Deals" listings				
Featured member on home page				

TPDD MEMBERSHIP APPLICATION		
<b>TOURISM PRODUCT INFORMATION</b>		
Company/Business Name:		
Trading Name:		
Business address:		
City:	State:	Post Code:
ABN:	Res Phone:	
Postal Address:		
Website:		
Email:		
<b>PRIMARY CONTACT INFORMATION</b>		
Name:		
Position:		
Direct Phone:	Mobile:	Fax:
Email:		
<b>ACCOUNTS CONTACT INFORMATION</b>		
Name:		
Email:		
<b>WEBSITE CONTACT INFORMATION</b>		
Name:		
Email:		

CURRENT MEMBER NOMINATION			
<i>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.</i>			
Nominated by: (Company Name)			
Representative:		Position:	
Signature:			
Seconded by: (Company Name)			
Representative:		Position:	
Signature:			
MEMBERSHIP LEVEL			
<input type="checkbox"/> Platinum \$1,540 4 products	<input type="checkbox"/> Gold \$770 1 product	<input type="checkbox"/> Silver \$572 1 product	<input type="checkbox"/> Supporter of Tourism \$375 1 product
Would you like information regarding membership of the following groups:			
<input type="checkbox"/> Business Events Port Douglas (\$1,540 pa – Gold and above)			
<input type="checkbox"/> Tropical Weddings Port Douglas website listing (from \$200 – open to all membership levels)			
<i>Please note: membership of these groups may incur additional fees and are subject to application</i>			
AMBASSADOR OF TOURISM MEMBERSHIP			
<input type="checkbox"/> I agree (tick box) to complimentary <a href="#">Tourism Tropical North Queensland Ambassador of Tourism Membership</a> –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: