

MEDIA RELEASE

BAREFOOT APPROACH TO ENTICING BUSINESS EVENTS TO PORT DOUGLAS DAINTREE

Port Douglas, 2nd August 2022 – Tourism Port Douglas Daintree is taking a splash of laidback tropical warmth to winter-bound travel industry representatives in southern capitals in a four-day marketing blitz featuring new Business Events collateral.

Tara Bennett, chief executive officer of Tourism Port Douglas Daintree, said the raft of new Business Events collateral included a brand refresh of barefoot prints, supported by a new comprehensive business planner guide and beautiful new imagery of the region.

“The bare footprints have a laidback and carefree holiday appeal but also underline our region’s sustainable environment message of walking lightly and leaving only ephemeral footprints,” Ms Bennett said.

“We were honoured in 2019 to become Australia’s first eco-certified region, a major drawcard for international tourism wholesalers, and this came down to our eco-certified tourism operators who are committed to protecting, presenting, preserving and ensuring long-term sustainable tourism experiences that are authentic, memorable and safe.”

Ms Bennett said it was hoped the Business Events Port Douglas Planner Guide would become the ‘go to’ document for people looking to hold events in the Port Douglas Daintree travel destination.

“The downloadable videos and Planner Guide show why Port Douglas and Daintree is a great event destination and make it easy for business event and incentive program creators to visualise and plan their events with a choice of luxury and natural location and conferencing and recreation options.

“It features destination must dos, easy to read capacity charts for accommodation, travel and dining options and comprehensive itineraries for uber luxe incentive programs, sustainable conferencing and partner programs.

“The Business Events Port Douglas Planner Guide is the result of a lot of thought and case studies, and talking to the who’s who of the events world.”

The new collateral is freshly minted and was completed just last month. It includes still and video images of local events such as the Taste Port Douglas, natural attractions and recreation activities, from guided walks and making art with local Indigenous businesses to floating down the Mossman River on a lilo and sailing to the Great Barrier Reef, as well as travel, accommodation and dining options and conference facilities.

Tourism Port Douglas Daintree will present the new collateral to around 100 industry representatives, beginning in Brisbane from today (Tuesday), Sydney on Wednesday and Melbourne on Friday.

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Ms Bennett said membership of Business Events Port Douglas had grown to 17, representing all facets of business events and tourism-related endeavours in region.

“After the lockdowns and travel restrictions of the past few years there is an even greater appetite for visiting our World Heritage listed Great Barrier Reef and Daintree Rainforest and interacting with the natural world through diving, paddle boarding, river drift snorkelling and hiking,” she said.

“Immersive experiences in nature, immersive cultural interaction, contact with wildlife and adventure in the great outdoors are what many travellers look for now as well as enjoying a bit of barefoot pampering and luxury on the beachfront or in the forest with fresh, local food and fine dining.”

ENDS

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NOTES:

View the Business Events showcase video here:

<https://www.youtube.com/watch?v=0Zt6SMYtIXY&t=20s>

View the Business Events planner guide here:

<https://www.businesseventsportdouglas.com.au/planner-guide>

New Brand:

BusinessEvents
PORT DOUGLAS 

The logo for Business Events Port Douglas features the text "BusinessEvents" in a sans-serif font, with "PORT DOUGLAS" in a smaller, all-caps font below it. To the right of the text is a stylized blue footprint icon.