



TOURISM  
PORT DOUGLAS  
DAINTREE

# TPDD MEMBERSHIP

*2025-2026*

Tourism Port Douglas Daintree respectfully acknowledges the traditional country across our region. We acknowledge and pay our respects to elders past, present and emerging.



# Welcome to Tourism Port Douglas Daintree

Tourism Port Douglas Daintree (TPDD) is an award-winning local tourism organisation and the official tourism marketing organisation for the Douglas Shire - from Wangetti north of Cairns, to the Bloomfield River in the far north, encompassing the Daintree Rainforest and Great Barrier Reef.

TPDD is a not-for-profit organisation, principally funded by Douglas Shire Council (DSC), supplemented by an industry membership structure, and partnership support from Tourism Tropical North Queensland (TTNQ) and Cairns Airport.

Our membership base consists of nearly 150 tourism products and our organisation is governed by a Board of Directors, including senior representatives from the local tourism industry, Indigenous tourism products, TTNQ, and Cairns Airport.

Since its inception in 2006, Tourism Port Douglas Daintree (TPDD) has been a strong advocate for sustainable tourism practices within the Douglas Shire. The tourism industry's unwavering commitment to developing and promoting sustainability at both the business and advocacy levels led the Douglas region to become the first destination in the world to achieve ECO Destination Certification in 2019.

TPDD's strength lies in its diverse membership base and collaborative approach, which drives a fully integrated and targeted marketing strategy across digital, consumer, and trade channels.

TPDD is dedicated to serving the interests of the Douglas Shire tourism industry, with a primary focus on initiatives that foster a thriving visitor economy while delivering long-term sustainable benefits to the local economy and community.



## Destination Vision

To position Port Douglas Daintree as a world-leading nature-based sustainable destination, delivering inspirational experiences that attract high-value overnight visitation.

## Our Purpose

To enrich the Douglas region through driving a thriving and sustainable visitor economy, celebrating the unique natural environment, cultural heritage, and local community while safeguarding these strengths for future generations.



# OUR MISSION

To lead the marketing and industry collaboration for Port Douglas & Daintree, positioning the region as a world-leading sustainable destination. We do this by uniting stakeholders, promoting high-value, year-round visitation, and driving initiatives that support economic, environmental, and cultural resilience.

## TPDD Strategic Goals to 2029



### Drive Year-Round Visitation

Increase year-round visitation by promoting the region as a sustainable, nature-based destination and driving demand during shoulder and summer seasons.



### Support Diversification of Tourism Offerings

Facilitate and support the growth of diverse tourism experiences to attract a broader range of visitor segments, enhancing the region's economic resilience and cultural vibrancy.



### Champion Sustainability

Drive sustainable tourism growth by increasing high-yield visitation and industry adoption of sustainable practices, while leveraging the region's natural assets and advocating for sustainably led projects.



### Create Meaningful Partnerships

Foster strategic external partnerships that support economic growth, environmental sustainability, and cultural enrichment—building a thriving visitor economy that delivers long-term value for the region and its community.



### Drive Industry Alignment

By promoting industry collaboration and alignment, we lead a sector that speaks with a united voice, strengthening advocacy efforts and maximising tourism opportunities.



## Get *involved*

Becoming a TPDD member connects you directly to the region's thriving tourism industry while elevating your market profile. With access to exclusive tools and opportunities, your business can extend its reach beyond the Douglas Shire as TPDD drives awareness across intrastate, interstate, and international travel markets.

As a member, you'll unlock exclusive industry insights, resources, access to impactful marketing initiatives, and professional development opportunities designed to help your business thrive.

Your investment in TPDD membership strengthens our region's presence in key markets, helping to showcase the incredible diversity and world-class experiences that make Port Douglas Daintree a must-visit destination.

## How to become a *member*

### ONLINE

To become a member, fill out the below application form and email it to [visitportdouglasdaintree.com.au](mailto:visitportdouglasdaintree.com.au)

### CALL

Call 07 4099 4588 to discuss the best membership option for your business.

### VISIT

Visit the TPDD team at 6/40 Macrossan Street, Port Douglas

## Top 10 reasons to get involved!

1. Member listing on [visitportdouglasdaintree.com](http://visitportdouglasdaintree.com) with an average of 21K visits per month and 2819 referrals to members
2. Opportunity for exposure through the Visit Port Douglas Daintree social channels. FB followers 53K+, Instagram followers 52K+ with an average reach of 160K plus per month
3. FREE TTNQ Ambassador membership valued at \$275 and discounted ATDW membership
4. Opportunity to participate in subsidised co-operative marketing campaigns
5. Opportunity for inclusion in TPDD trade and media educational programs
6. Access to the TPDD image library, collateral and publicity support
7. Access to member newsletters, networking events, industry information sessions and capacity building workshops
8. Opportunity to be included in consumer (47K) and industry (5K) e-newsletters
9. Opportunity to join Business Events Port Douglas
10. Exclusive access to market intelligence, research and business support

# Membership *levels*

Join our network, support the destination marketing for the region, and unlock exclusive benefits tailored to support your business in the Port Douglas Daintree region. Whether you're looking for marketing opportunities, industry insights, or networking events, there's a membership level to suit your needs.

## Tourism Tribe

Level 1

Free

Receive newsletters and industry information via email, keeping you informed on key updates and opportunities.

This membership ensures you stay connected with industry news and insights at no cost.

## Retail & Service Membership

Level 2

**NEW!**

*Introducing our new membership level, replacing Supporter Membership*

\$490 incl GST

Monthly member updates and e-newsletter, keeping you informed on industry news and opportunities.

Access to research briefings, providing valuable market insights and trends.

Listing on the retail category of the website page.

Access to upload retail deals and offers.

Opportunity for inclusion in retail and service blogs, newsletters and social media.

Invitations to member networking events.

Opportunity to have a listing on the Tropical Weddings Port Douglas website.



# Membership *levels cont.*

## Silver Membership

Level 3

\$655 incl GST

### Membership Inclusions:

Opportunity to participate in leisure marketing activities to promote your business.

Opportunity to participate in cooperative marketing campaigns to amplify reach.

Access to trade and media opportunities, including hosting industry familiarisations.

TPDD website listing with a business description, gallery, video, brochure display, social media links, and direct website link.

Access to submit deals, allowing you to publish special promotions.

Regular newsletters and industry updates delivered electronically.

Invitations to corporate seminars and functions.

Access to business development opportunities led by TPDD.

Eligibility to join the Ambassador of Tourism membership with Tourism Tropical North Queensland.

AGM voting rights (one vote per membership).

Eligibility to nominate for a position on the Board of Directors.

Opportunity to have a listing on the Tropical Weddings Port Douglas website.

## Gold Membership

Level 4

\$860 incl GST

**All Silver Membership Benefits, ensuring high exposure and participation in TPDD initiatives.**

### Additional Membership Inclusions:

Prioritised participation in subsidised leisure marketing activities.

Opportunity to participate in Business Events.

Randomised feature listing on the homepage of the TPDD website for increased visibility.

Access to the TPDD Members list, including limited contact details.

Eligibility to nominate for a position on the Board of Directors.

AGM voting rights (one vote per membership).

## Platinum Membership

Level Five

\$1670 incl GST

**All Silver and Gold Membership Benefits for up to four products, ensuring maximum exposure and participation in TPDD initiatives.**

### Additional Membership Inclusions:

A position on the Marketing Strategic Advisory Panel, offering direct input into marketing strategies and industry direction.

AGM voting rights (4 votes), providing greater influence in organisational decisions.

# Membership *levels cont.*

	Retail & Services	Silver	Gold	Platinum
Cost Comparison (Inc. GST)	\$490	\$655	\$860	\$1670
Votes		1	1	4
Participation in subsidised leisure marketing activities			✓	✓
Free TTNQ Membership		✓	✓	✓
Position on Marketing Strategic Advisory Panel				✓
Opportunity to participate in Business Events TAG			✓	✓
Opportunity to participate in Tropical Weddings Port Douglas (TWPD)	✓	✓	✓	✓
Opportunity to participate in cooperative marketing		✓	✓	✓
Access to media opportunities	✓	✓	✓	✓
Access to industry familiarisations (famils)		✓	✓	✓
Invitation to corporate seminars and functions	✓	✓	✓	✓
Access to research briefings and business development opportunities.	✓	✓	✓	✓
Electronic list of TPDD member contact details			✓	✓
Eligible for Board nomination		✓	✓	✓
Electronic newsletter and industry information communications	✓	✓	✓	✓
TTNQ Ambassador of Tourism membership		✓	✓	✓
TPDD website product listings		1	1	4
Website listing in retail category	✓			
Access to web “Deals” listings	✓	✓	✓	✓
Featured member on TPDD website home page			✓	✓



# Membership *Application*

## Online Form

[Click Here](#)

Complete our online membership application form or download the application form here.

Once completed, please send the application form to [info@visitportdouglasdaintree.com.au](mailto:info@visitportdouglasdaintree.com.au)

## Contact Us

To discuss membership with TPDD please contact us:

T: 07 4099 4522

E: [info@visitportdouglasdaintree.com.au](mailto:info@visitportdouglasdaintree.com.au)

A: 6/40 Macrossan Street, Port Douglas Q 4877

P: PO Box 511, Port Douglas Q 4877

W: [visitportdouglasdaintree.com](http://visitportdouglasdaintree.com)

