

MEDIA RELEASE

TOURISM PORT DOUGLAS AND DAINTREE LAUNCHES NEW WEBSITE WITH ITINERARY PLANNER

Port Douglas, 13th September, 2017 – Tourism Port Douglas and Daintree (TPDD) has launched its new website, making it easier than ever for visitors far and wide to get inspired, do the sums and plan and book their itineraries on the site.

TPDD executive officer Tara Bennett said planning the www.visitportdouglasdaintree.com site was the catalyst for a total brand overhaul that spoke directly to the reef and rainforest region's target markets.

"We developed the site with our consumer in mind. We tracked where they go on our old site, as well as looking at competing sites, to ensure the most relevant content is featured," Ms Bennett said.

Enhanced features of the new site for members include optimised listings, blog opportunities and links direct to booking pages.

"The exclusive member's area offers lots of specials that may appeal to the consumer when planning and making their direct bookings to add a 'great deal' sweetener to their dream holiday in Port Douglas and Daintree. There will also be ongoing blog content featuring travel tips and seasonal travel ideas," Ms Bennett said.

Another added bonus to help visitors make more informed choices was the inclusion of 360-degree image capabilities for handheld devices.

To coincide with the launch, TPPD is running a campaign on Australian Traveller (www.australiantraveller.com) to direct referral traffic to its site to boost the shoulder season from October to December.

"We are hoping to see more domestic and international visitors enjoying our region during the less-busy months," she said.

Ms Bennett said families should also keep an eye out for the upcoming Holiday with Kids campaign in print or online to take advantage of some great opportunities in region during October to December.

The uncluttered and user-friendly site covers the broad reach of holiday aspirations, with Inspiration, Destinations and Events menu tags.

Quick links include accommodation, food and drink, snorkeling and diving, Indigenous, adventure, tours, kid-friendly, luxury options, romance, galleries and shopping, special offers and transport.

"Check out our new site – we welcome feedback because we want to tell the world about our fabulous Port Douglas and Daintree region, where the rainforest meets the reef," Ms Bennett 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