

## MEDIA RELEASE

### HOME GROWN AMBASSADORS A WINNER FOR PARADISE ON EARTH

Port Douglas, 11<sup>th</sup> December, 2017 – A tourism marketing campaign using Port Douglas and Daintree locals showing visitors around their place is a winner.

The global campaign Show Me Your Paradise was named Best Digital Marketing Campaign for Tourism and Events at the Queensland Multi Media Awards in November.

The campaign was the idea of Tourism Port Douglas Daintree executive officer Tara Bennett and featured five local ambassadors showing what they love about their region.



It featured “green thumb” Ange Constable, “nature kid” Jack Jenkins, “jungle explorer” Dan Lamond, “sea captain” Jon Burnett and “Daintree Dave” David White extolling the attractions of the region.

Ms Bennett said talking to people such as gardening enthusiast Ange Constable or school boy Jack Jenkins gave the campaign a unique way of capturing local charm and knowledge.

Film footage of the local ambassadors telling their story, along with a personalised poem written for the promotion, was used in the campaign.

Ms Bennett said Show Me Your Paradise demonstrated “if you want to know what makes a place special, ask a local”.

“Personal encounters resonate far better with audiences than any form of traditional sales-based marketing.”

The 2017 campaign meant a shift in direction for the organisation and the win meant using residents’ perspective to describe the unique characteristics of the Douglas region had paid off, she said.

The Show Me Your Paradise strategy also helped Tourism Port Douglas Daintree collect a second honour at the awards, Best Non-Daily Publication for Discover Paradise. This year the ambassadors and their local tips were included in the 127,000 copies of the publication distributed in Victoria, New South Wales, South Australia and Queensland.

**ENDS**

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