

## NEW LOOK FOR TOURISM PORT DOUGLAS DAINTREE

A NEW brand book and corporate website will help the Douglas tourism industry tell the Port Douglas and Daintree story to travellers.

Tourism Port Douglas Daintree (TPDD) has launched the new assets after working with local industry and consumer research to ensure the destination emerges from COVID with a competitive edge in crowded travel markets.

The brand book explains brand elements to the tourism industry such as what drives visitors and sets the tone for messaging for the region.

TPDD Chief Executive Officer Tara Bennett said new resources made sure everyone was talking the same language to cut-through markets.

“The brand book will help us reinforce the destination brand and give strength to peoples understanding of what the region has to offer,” she said.

“We have done this to reduce mixed messages and ensure we are delivering, as a region, on the brand promise.”

This corporate website is for Douglas Shire businesses and the community to learn about the initiatives Tourism Port Douglas Daintree undertakes to stimulate the visitor economy. It features key resources such as the destination tourism plan, event strategy, brand review, key TPDD initiatives and business support tools such as the crisis resilience assets.

In the 2020/21 financial year, TPDD’s membership grew 13% with a range of small businesses jumping on board.

Ms Bennett said the Port Douglas and Daintree region would enter 2022 with a sense of optimism.

“The past 18 months has been like no other and our region has enjoyed greater visibility on the national stage due to our local industry’s advocacy efforts,” she said.

“Our collaboration and hard work have our region well placed to make the most of travel-hungry markets in 2022.”

Visit the new corporate website here <https://www.visitportdouglasdaintree.com/corporate/home>

View and download the TPDD Brand book here  
<https://www.visitportdouglasdaintree.com/corporate/destination-brand>

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