

MEDIA RELEASE

TPDD LAUNCHES GOES “AU NATURAL” WITH NEW BRAND

Port Douglas, 3rd August, 2017 – Tourism Port Douglas and Daintree (TPDD) will today launch a fresh new brand that speaks directly to the reef and rainforest region’s target markets.

Tourism Port Douglas and Daintree executive officer Tara Bennett said the “Visit Port Douglas & Daintree” brand overhaul followed extensive market research that identified the visitor demographic, the regional attributes that inspired them to choose Port Douglas and Daintree for their holiday and the type of experiences they were seeking.

“The TPDD board is excited about our new brand and our future direction and we believe our members will be delighted.

“It will give our region a fresh, new face out in the highly competitive tourism-marketing sphere. Our old brand, which was launched in 2010, took us a long way but it was time for a refresh, from the typeface through to the logo itself.”

The logo has been designed as a symbolic representation of the region, and is a stylised series of abstract shapes depicting the overlap between the Daintree Rainforest, Port Douglas and the Great Barrier Reef.

“The logo incorporates the ideas of keywords like natural, tropical, laid back, beautiful and untamed – just like the Douglas region.

The feeling is natural, rather than corporate. A series of abstract shapes represent coral, foliage and islands – in short, circled by nature,” she said.

Ms Bennett said TPDD had initially been focused on developing its new destination website, also launching today, which then evolved into the creative application of this new branding.

“Sunshine Coast based graphic design and marketing agency Code Artists have worked exhaustively on this project, getting right to the heart of who our visitors are.

“They interviewed staff and community members, business operators and tourists. They analysed data from existing websites and university reports, even turning to Roy Morgan Research to assign psychographic personality to each segment – our audience personas.”

The target audience was identified as being mid-life homeowners, mid-life professionals, young singles or couples on lower income and renting in the suburbs, and well-set up retirees or soon to be retirees.

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MEDIA RELEASE

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“Code Artists broke these demographics down to the ‘Domestic Jugglers’, ‘Back to Nature’, ‘Leading Lifestyles’ and ‘Budget Lifestyle’.

“From there, they set out to create a symbolic representation of the region with brand colours inspired by the region and based on our current TPDD brand scheme that would appeal to our visitors – both an older, wealthier demographic and our younger, adventure-focused market.

“We are confident our new brand will take the Port Douglas and Daintree region well into a high profile future.”

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