

## MEDIA RELEASE

### TOURISM WITH A HEART – WEBSITE HELPS BUSINESS GIVE BACK

**Port Douglas, 3<sup>rd</sup> July, 2018** – Business event visitors to Port Douglas and Daintree can now enjoy a new digital destination showcasing not only the desirability of the region but making it easy to give back to this natural wonderland.

The Business Events Port Douglas website is live this week, and will mirror the features that form part of Tourism Port Douglas Daintree’s major destination website launched in 2017.

The site will lay out the diversity of things to do and see in the region as well as places to stay and eat, but with information tailored to business events and incentive travel.

Tourism Port Douglas Daintree executive officer Tara Bennett said corporate social responsibility (CSR) opportunities was a major component of this.

“It highlights the different sustainable, conservation and social initiatives that can be done as a group when in the area.”

These can include tree planting, beach clean ups with Tangaroa Blue, painting of community centres, gardening projects or bicycle building for disadvantaged students in the area.

Ms Bennett said site visitors can see the range of unique business events activities available in the region, which really can be found nowhere else.

“We are wanting to showcase just how incredibly unique our area is but also how attainable it is to do these things.

“It is about making those insights more visible for people when they are considering the destination. The theme ‘Welcomes with a Wow’ is another example of this,” she said.

The launch of the new website comes off the back of a strong year for business events, and a sustained marketing push from Tourism Port Douglas and Daintree and Business Events Port Douglas.

“We have been very active in this market and we are now starting to see the results of our efforts.

“Last month we hosted an industry familiarisation with some of Australia’s most influential buyers in the MICE market. These included CI Events, MCI Group and Tribe.

“Over their three day visit they received a really good snap shot of the region, and the depth and diversity of things to do here,” Ms Bennett added.

Business Events Port Douglas chair Megan Bell said the new website was just what business events buyers want – the next best thing to being there.

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“The new site will be experience and imagery heavy, which is exactly what business events buyers are after – to see exactly what their event is going to look like.

“The website will also feature blogs focusing on the different things to do in the region together with real life case studies.”

Ms Bell said the Port Douglas Daintree business events market is not only thriving but diversifying.

“2019 will see an increase in the diversity of the region’s business events. The area will welcome Mexican, Portuguese, Spanish, and Canadian incentives, while also continuing to see US incentives and domestic and New Zealand conferences.

“In short, 2019 is going to be a very, very big year for business events – and given this market is much higher yielding than the FIT market, this is extremely exciting.”

**ENDS**

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