

MEDIA RELEASE

DOMESTIC TRAVEL AGENTS GIVEN TASTE OF PORT DOUGLAS DAINTREE

Port Douglas, 26th November,

2018 – From the reef to the rainforest, more than 30 of Australia's top selling travel companies were given a taste of Port Douglas Daintree's very best at the weekend.

Wrapping up an industry first region led 'Domestic Mega Famil', Tourism Port Douglas Daintree (TPDD) executive officer Tara Bennet, described the three-day event from November 23-25 as an "overwhelming success".



She said the idea of the targeted trade famil was to put Port Douglas Daintree front and centre in the highly competitive domestic travel market.

"Australian's make up 65% of our visitor market and this activity was solely aimed at stimulating sales for travel in 2019 and beyond."

Ms Bennett said the local tourism organisation had flown in 35 key travel agents from across Australia to meet with the 22 participating operators spanning accommodation, wildlife attractions and reef and rainforest experiences.

"It has been a priority for TPDD to host more domestic travel agents in region. We workshopped the concept with members earlier this year receiving enthusiastic support, to the extent we exceeded our registration goal by 25%, which generated additional funds that allowed us to invite a further 10 agents."

The Domestic Mega Famil program included traditional one-on-one workshops, followed by a networking dinner and extensive touring of the region.

"The highlight of the weekend was certainly getting agents out and experiencing the destination for themselves on five different touring programs.

"This included over 30 different products such as accommodation, reef, rainforest and wildlife experiences as well as a taste of the region's enviable dining scene."

Ms Bennett said the success of the famil came down to strong collaboration between TPDD's members and trade partners.



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“An undertaking of this scale would not be possible for an organisation of our size without strong industry support.

“We are very fortunate to be part of an industry that thinks big picture and works together to promote the destination first.”

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