



Membership Program 2014 Tourism Port Douglas Daintree

Tourism Port Douglas Daintree (TPDD) is dedicated to supporting the sustainable economic growth of the Douglas region's operators and in particular, TPDD Members through a large range of activities including destination marketing, assistance with product development and marketing, advocacy and lobbying.

The key objective of TPDD is Destination Marketing, an activity which is paramount to the success of our local tourism industry. Tourism generates over 80% of income to the Douglas Shire economy. It is also important that we present ourselves to the world as a unified destination as we are operating in a highly competitive environment. Being a member of our regions tourism body will help achieve these goals through destination marketing and unification.

TPDD is a company limited by guarantee with a skill based Board of Directors and a highly qualified marketing and business team with strong industry connections. TPDD is funded by the Douglas Shire Council and includes a membership base to assist the tourism industry.

Be involved in the tourism industry

By becoming a member of TPDD you can significantly increase your involvement with the regions tourism industry and your market profile. You also become part of a group that reaches beyond the Douglas shire as we work on behalf of the region and it's members throughout the state, nationally and internationally.

We are committed to providing as many opportunities to our members as possible. Members have access to industry resources, insights into overseas and domestic markets, marketing initiatives and professional development opportunities.

Top 10 reasons to get involved

1. Opportunity to list your business on the website visitportdouglasdaintree.com
2. Opportunity to participate in subsidised co-operative marketing campaigns
3. Opportunity for inclusion in TPDD trade and media familiarisation programs
4. Access to the TPDD image library and collateral
5. Access to Public Relations support
6. Invitations to attend member networking events, information sessions and industry
7. Monthly member newsletters offering future marketing, industry development, trade and media opportunities
8. A member rate with the Australian Tourism Data Warehouse (ATDW)
9. Opportunity to join the Business Events Port Douglas and Port Douglas Wedding Professionals groups
10. Access to market intelligence, research and business support through one on one

How to join

- To become a member, fill out the application form and email to info@visitportdouglasdaintree.com
- Call 07 4099 4588 to discuss the membership options for your business.
- Visit the TPDD office at The Reef Marina, Port Douglas

Membership Levels

Silver Membership

\$572

Membership benefits include:

Marketing

- Opportunity to participate in leisure marketing activities
- Opportunity to participate in niche marketing groups including Port Douglas Wedding Professionals (subject to approval)
- Opportunity to participate in cooperative marketing campaigns

Media and communications

- Access to media opportunities including hosting familiarisations
- Receipt of communications such as newsletters and industry information, electronically transmitted

Digital Marketing

- TPDD website listing with business description, gallery, video and brochure displays, social media and website link.
- Access to "Hot Deals" for monthly listed specials
- Entry into all applicable categories

Industry and Trade Development

- Invitations to corporate seminars, training and functions
- Access to James Cook University tourism research briefings undertaken quarterly
- Access to TPDD survey results
- Access to market intelligence and business support through one on one contact with TPDD staff.

General

- AGM voting rights – 1 vote
- Eligibility for Supporter of Tourism membership with Tourism Tropical North Queensland.

Please note—All costs are inclusive of GST

Gold Membership

\$770

Membership includes all Silver benefits, PLUS:

- Prioritised participation in subsidised leisure marketing activities
- Featured member on home page of website
- Access to TPDD Members List with limited contact details, electronically transmitted
- Eligibility for position on Board of Directors

Business Events Port Douglas

- Eligibility to join the niche marketing group Business Events Port Douglas (subject to approval)

Platinum Membership

\$1540

Membership includes all Silver and Gold benefits for up to 4 products PLUS a position on the Platinum Members Panel and the Marketing Strategic Advisory panel

- AGM voting rights 4 votes

Supporter Membership

\$375

Membership includes the monthly member updates and e-newsletter, eligibility to join the Port Douglas Wedding Professionals, invitations to attend corporate seminars and functions and access to research briefings as well as a listing on the Supporter website page.

To become a member and for more information go to
<http://corporate.pddt.com.au>

E: info@visitportdouglasdaintree.com or
call on 07 4099 4588

TPDD MEMBERSHIP STRUCTURE

Cost/Benefit	Platinum	Gold	Silver	Supporter
Cost	\$1,540	\$770	\$572	\$375
Votes	4	1	1	nil
Position on Platinum Members Panel	•			
Participation in subsidised leisure marketing activities	•	•		
Position on Marketing Strategic Advisory panel	•			
Opportunity to participate in Business Events TAG	•	•		
Opportunity to participate in Wedding TAG	•	•	•	•
Opportunity to participate in cooperative marketing	•	•	•	
Access to media opportunities	•	•	•	
Access to industry famils	•	•	•	
Invitation to corporate seminars and functions	•	•	•	•
Access to research briefings	•	•	•	•
Electronic list of TPDD member contact details	•	•		
Electronic newsletter & information communications	•	•	•	•
Eligible for Board nomination	•	•		
TTNQ Supporter of Tourism membership	•	•	•	
TPDD website product listings	4	1	1	
Supporter website listing				1
Access to monthly web "Hot Deals" listings	•	•	•	
Featured member on home page	•	•		