

MEDIA RELEASE

NEW WEBSITE SHOWCASES TOURISM PRODUCT

Port Douglas, 4th April, 2019 – Planning a dream vacation to the tropical north is now even easier with Tourism Port Douglas Daintree (TPDD) launching a new look website this month.

The new site offers uncluttered and user-friendly features, along with enhanced video and image galleries to best showcase the region and inspire travellers.

Tara Bennett, executive officer of TPDD, said the website improvements will assist travellers and tourism companies alike.

“The refreshed design has improved member listings including additional social feed capabilities, direct booking links to member websites and a mapping feature for products, with the ability to search by regional map for member product.

“We have also updated the blogs on the site featuring new filters and improved the ‘Plan Your Trip’ function, enabling consumers to share their lists and go directly to booking sites of members.”

The website is part of a three-pronged approach by Tourism Port Douglas Daintree to connect online with travellers.

Along with blogs and a social media presence, TPDD reached more than 6.3 million people in the year to June.

Ms Bennett said the website would continue to evolve, ensuring the destination offered relevant and engaging content for visitors.

“We recognise the need to cater to a wide audience, but to still be able to personalise the experience, which is why we have a Plan Your Trip function, so potential visitors can make up the holiday bucket list customised to them.”

The revamp of the website sits alongside new initiatives underway by TDPP to target consumers directly as well as through traditional travel trade.

Campaigns in March include a partnership with travel booking website Expedia targeting consumers in Victoria and New South Wales, a vintage twist to the annual Show Me Your Paradise campaign as well as continued digital activity with a wedding destination competition and a Port Douglas Carnivale holiday competition in Victoria.

To view the new website, visit www.visitportdouglasdaintree.com

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