

MEDIA RELEASE

MILLIONS OF ONLINE CHATS PROVE VISITORS LOVE PORT DOUGLAS AND DAINTREE

Port Douglas, 6th December, 2018 – Port Douglas and the Daintree have topped a list of destinations from around the world for satisfied and happy visitors, according to leading strategic consultants Destination Think!

The index report of over 100 destinations, including 13 Queensland tourism regions, showed the Port Douglas Daintree region leading a field that included known international destinations such as Whistler in Canada, Chicago and Seattle in the US, and Sydney, Australia.

Port Douglas and the Daintree also had the highest Tourism Sentiment Score among the 13 destinations analysed in Queensland, ahead of Hervey Bay, Noosa, Sunshine Coast and the Gladstone region.

Tara Bennett, chief executive officer for Tourism Port Douglas Daintree, said the results of the report were based on the analysis of millions of online conversations from more than 500,000 platforms to see what people were saying about a destination and the experiences it offered.

These platforms included Facebook, Instagram, Twitter, Tumblr, review sites, blogs, forums, YouTube and TripAdvisor.

“It’s brilliant news, seriously good as it shows that visitors love the Port Douglas Daintree experience and that the key elements of Tourism Port Douglas Daintree’s marketing message – nature experiences, wildlife, beaches and restaurants – are delivering a high quality experience.”

Ms Bennett said the Tourism Sentiment Index report was becoming the new standard performance measurement for tourism destinations.

She said the standout message from the results was that word of mouth continued to be a marketer’s strongest tool and opportunity.

“Advocacy in the online space will be one of our most powerful tools in inspiring more people to experience Port Douglas and the Daintree, including attracting first time visitors inspired by nature-based experiences.”

ENDS

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