


Ecotourism is Everyone's Business The Douglas Shire Eco Story





Why the Eco Destination Journey?

Why is it everyone's business?

ABOUT DOUGLAS SHIRE

- Two World Heritage Listed Areas; Great Barrier Reef and Daintree Rainforest
- 80% economic reliance on tourism
- 400k visitors, 2.1 million room nights
- Brand elements; Natural, Aspirational Tropical, Laid Back and untamed.

Circled by nature

TOURISM IN DOUGLAS SHIRE

1. Market mix
2. Travel Group
3. Travel Motivations
4. Messaging

WHERE DOUGLAS LEADS

1. Collaboration
2. Ecotourism accreditation
3. Working towards carbon neutral operations

DOUGLAS
SHIRE COUNCIL



TOURISM
PORT DOUGLAS
DAINTREE





The Journey Continues to GSTC Destination Certification

Demonstrate effective sustainable management

Maximise economic benefits to the host community and minimise negative impacts

Maximise benefits to communities, visitors and culture; minimise negative impacts

Maximise benefits to the environment and minimise negative impacts



QUESTIONS?