



PORT DOUGLAS
DAINTREE

PORT DOUGLAS DAINTREE LEADING THE WAY IN SUSTAINABLE TOURISM

Port Douglas Daintree is a forward thinking, dynamic region in its approach to sustainable tourism. The Douglas Shire Council, Tourism Port Douglas Daintree along with local businesses, community groups, and the area's 12,000 residents have introduced environmental sustainability practices on a unique scale. The region is now on track to become Ecotourism Australia's first certified ECO Destination.

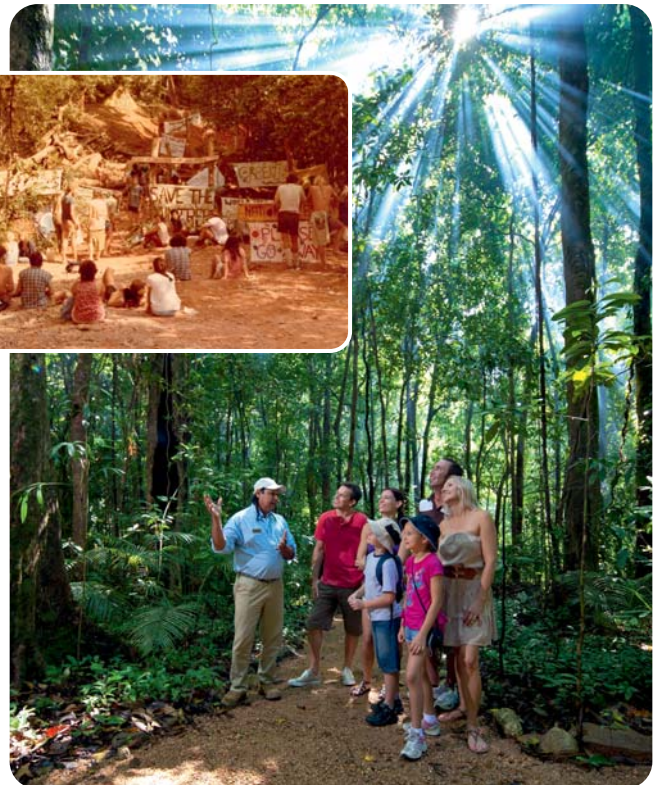
WHAT IS AN ECO DESTINATION?

Ecotourism Australia's ECO Destination certification program has been designed to provide assurances to travellers that a destination is committed to strong, well-managed sustainable practices and provides high quality nature-based experiences. The certification methodology is based on the internationally accredited and recognised Green Destinations Standard. This incorporates pre-qualifying and additional ecotourism criteria specific to the Australian context. The certification process considers six main themes: 1. Destination Management 2. Nature & Scenery 3. Environment & Climate 4. Culture & Tradition 5. Social Well-Being 6. Business & Hospitality.



THE JOURNEY

We have been at this a long time in the region. The bulldozers were literally stopped in their tracks in 1984 when protestors chained themselves to posts, climbed trees due for felling and buried each other in the path of machines during the Daintree Blockade. While the road between Cape Tribulation and Bloomfield ultimately went ahead, the protestors' efforts were not in vain. In 1998, the rainforests of the Wet Tropics of Queensland were inscribed onto the UNESCO World Heritage Site Listing, preserving it for future generations. From here the Douglas Shire Council was the first local council to adopt a sustainable tourism strategy in 1998, leading the way for sustainable tourism growth to be at the heart of tourism planning. Signing up as the pilot destination for Ecotourism Australia's ECO Destination Certification was the natural choice in Port Douglas and Daintree's ecotourism journey.



DID YOU KNOW?

The Port Douglas Daintree region has over 80% of its land protected under World Heritage Listing while 80% of economic activity is derived from tourism proving that nature and tourism can co-exist whilst also achieving positive social, environmental and financial outcomes



TODAY SUSTAINABLE GROWTH IS AT THE HEART OF TOURISM PLANNING



ACHIEVING BIG THINGS TOGETHER

- Named as one of the global Top 100 Sustainable Destinations for 2018 and 2019 - the Top 100 list celebrates efforts of tourism destinations for responsible and sustainable tourism
- Highest concentration of Ecotourism Certified operators in Australia - 24 and counting
- Joint Douglas Shire Council and Tourism Port Douglas Daintree incentive program to educate operators on ECO Certification and stimulate greater participation
- EcoBiz local cluster program available to businesses to measure and reduce their environmental impact to qualify for the Low Carbon Living Program
- Douglas Shire Council's recent purchase of a 376HA block of cleared farmland in the Daintree Rainforest to be restored to rainforest for critical habitat regeneration, underpinning efforts to reduce Council's carbon emissions
- The Daintree Buyback Scheme, which has been in place for two decades, has purchased 400 out of a possible 1000 zoned housing lots by NGO's for conservation
- Extended 15-year GBRMPA permits for Eco certified businesses operating within the Great Barrier Reef Marine Park, with an additional five years for those under the High Standard Tourism Program
- The first Queensland destination to complete a Resilient Coast Strategic Plan, considering the impacts of climate change on coastal communities
- Reef Biosearch started by Quicksilver Cruises from Port Douglas in 1986 with the aim of combining tourism, education and research, highlighting the passion and commitment to the future sustainability of the Great Barrier Reef
- Indigenous tourism champion the Mossman Gorge Centre welcomes 350,000 visitors annually with over 80% of employees being of indigenous descent
- Douglas Shire Tourism Impact Assessment framework provides for governance and monitoring of industry impacts
- Building development restrictions under the Town Planning Scheme help to control urban sprawl, visual amenity and unsustainable development
- The creation of the Plastic Free Douglas movement promoting a reduction in single use plastics and monitoring rubbish littering
- In 2018 the Douglas Shire Sustainability Group, facilitated the local Indian Myna Bird trapping program - Indian Mynas are an introduced invasive species that displace native birds
- Execution of the Eliminate Dengue program in populated areas of the Douglas Shire to protect communities from mosquito-borne diseases using self-sustaining safe methods
- Douglas Shire Council weed management program uses steam weeding to reduce reliance on herbicides and pesticides

WHAT DO WE HOPE TO ACHIEVE?

- Inspire destinations around the world to implement sustainable tourism practices
- To see our tourism industry, environment and community flourish
- To lead the way in adopting innovative practices to improve our environmental performance



**PORT DOUGLAS
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Where rainforest meets the reef

visitportdouglasdaintree.com
info@visitportdouglasdaintree.com

portdouglasdaintree @portdouglasdaintree