Mission Beach
a place of exceptional natural beauty
Where the rainforest grows right down to the sea
And where you have the best chance of seeing a cassowary in the wild
Tourism is the main industry at Mission Beach
and relies on respect and appreciation of the natural values
Mission Beach has a long and unbroken history of community involvement in conservation.
Mission Beach is a special place where two world heritage areas meet.
A proud legacy of the battle fought from Ninney Rise by John Busst, Judith Wright and Len Webb in the 1960’s
The Great Barrier Reef and the Wet Tropics are included as two of the iconic Australian National Landscapes marketed worldwide by Tourism Australia.
Tourism Australia National Landscapes Program
Promotes landscapes as land of opportunity

• **OPPORTUNITY 1** 
  It’s one of 16 iconic Australian National Landscapes marketed worldwide by Tourism Australia.

• **OPPORTUNITY 2** 
  That marketing is aimed at Experience Seekers: high yield, long-stay visitors looking for authentic and memorable experiences.

• **OPPORTUNITY 3** 
  A lot of research has already been done to identify the Wet Tropics’s point-of-difference and unique experiences.

• **OPPORTUNITY 4** 
  Designing and delivering quality experiences (either individual businesses or in partnership with others) can improve and diversify tourism offering.

• **OPPORTUNITY 5** 
  World-class experiences will not only attract international visitors, but also more Australian visitors. There are plenty of Australian Experience Seekers.
Mission Beach is ancient and diverse - a special place
Exceptionally high diversity of ecosystems
Supporting outstanding diversity of species
all contained within a small area
52 mammal species
Over 200 bird species recorded approx 36% of Australia’s bird species
Some of the last fragments of lowland rainforests areas in Australia
At least 33 species of rare and threatened plants

including endangered ferns, orchids and flowering plants from shrubs to tall trees and water plants.
50% of Australia’s remaining licuala fan palm forests incorporating the largest single stand.
The only coastal basalt headland in the entire Wet Tropics.
Some of the best developed rainforest in Australia
The continuous forests from the coast to the highland are the best coast to highlands wildlife corridor in the Wet Tropics.
Marine areas support 20% of the world’s seagrass species and close to 35% of the world’s mangrove species.
Offshore islands
Most important concentration of cassowaries
The Cassowary ‘Gunduy’ has always played an important role in the culture of the Djiru traditional owners.
It is the emblem of our shire
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Mission Beach has tour operators/guides who can provide a personalised wildlife, wilderness and agricultural experiences, are involved in scientific research, are passionate, knowledgeable and strive for sustainable outcomes for the natural environment.
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Enviable Lifestyle
Low key
village atmosphere
“... The most secure, the longest lasting and the most profitable kind of tourism is a visitor experience to share for a moment a unique countryside and an enviable lifestyle”

the Pacific Travel Association
The mission Beach conservation community works hard with the tourism industry and governments to protect our environment for an ecologically sustainable tourism future.
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