

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.

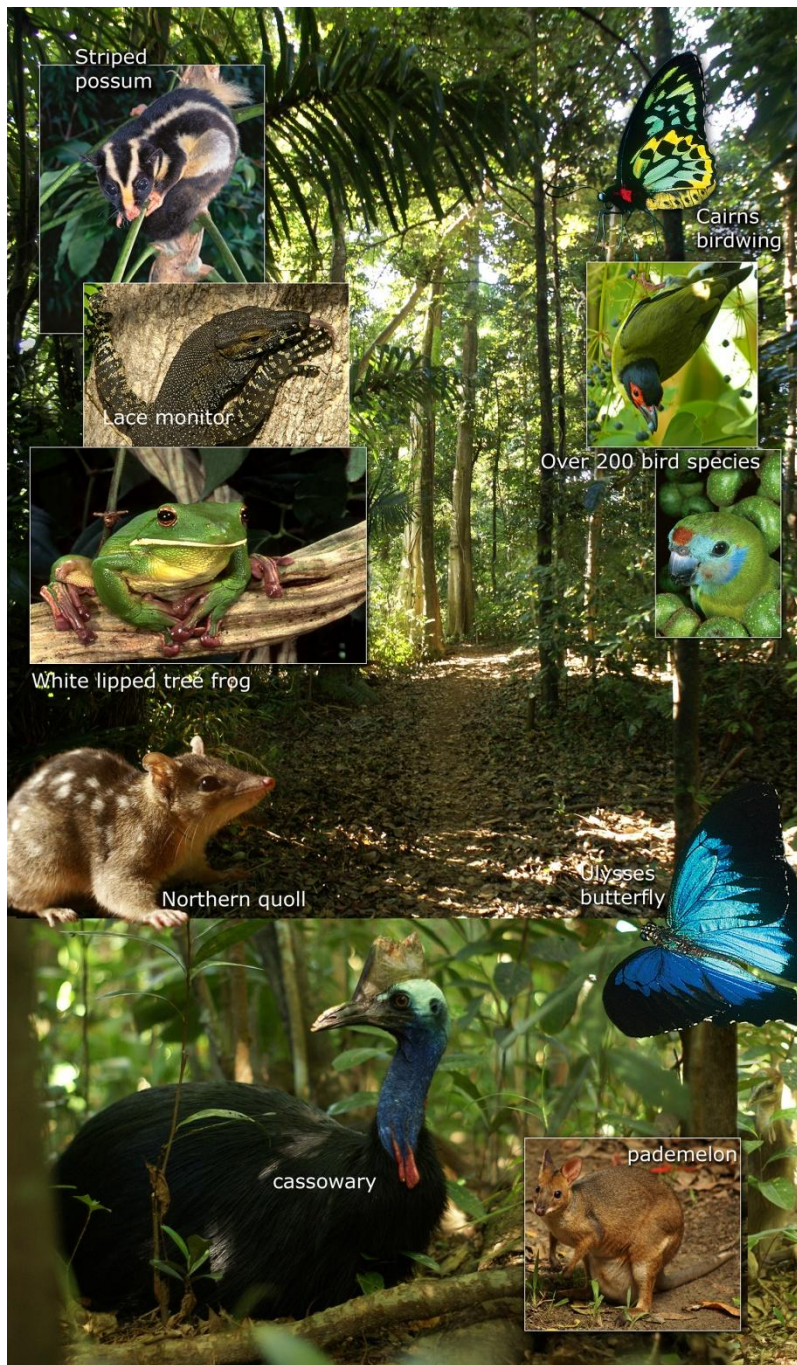


Mission Beach
is ancient
and diverse

- a special place



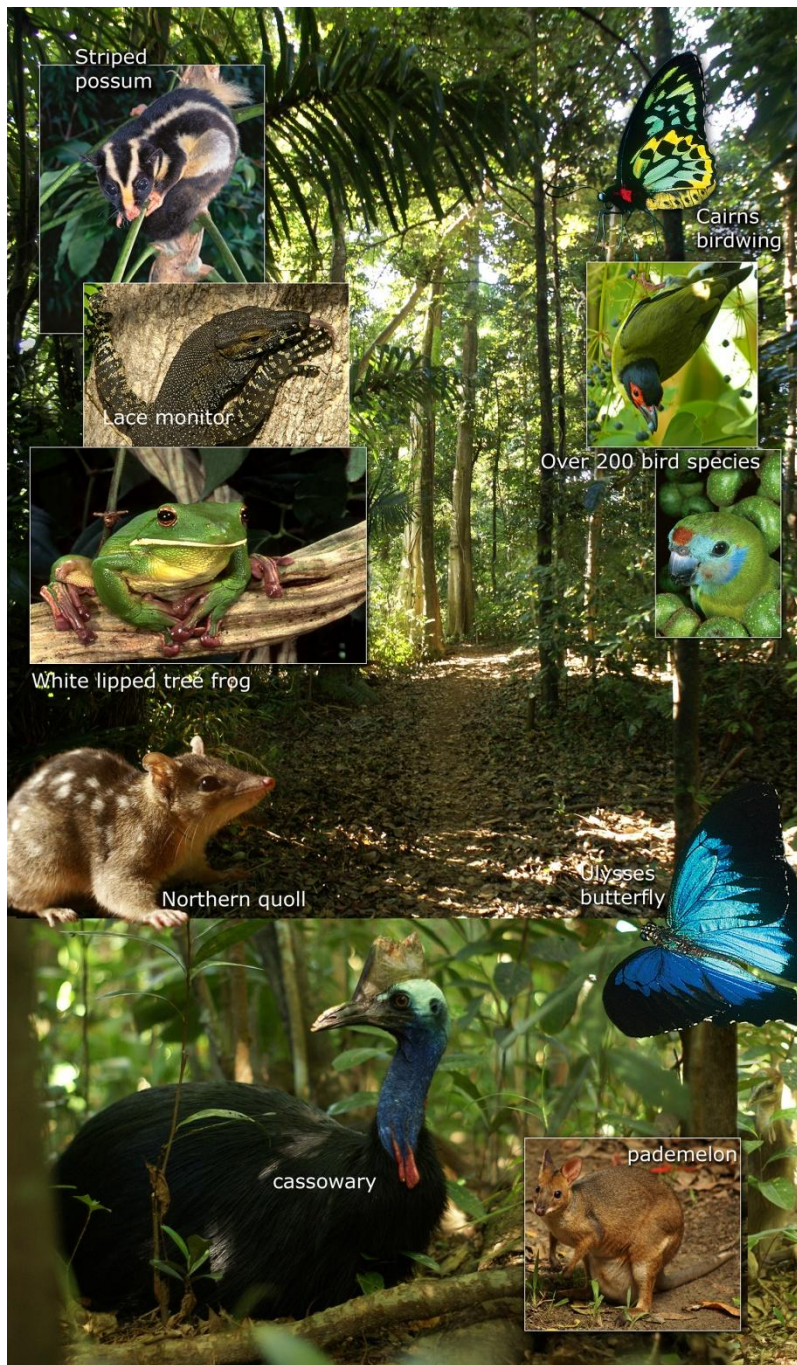
Exceptionally high
diversity of ecosystems



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

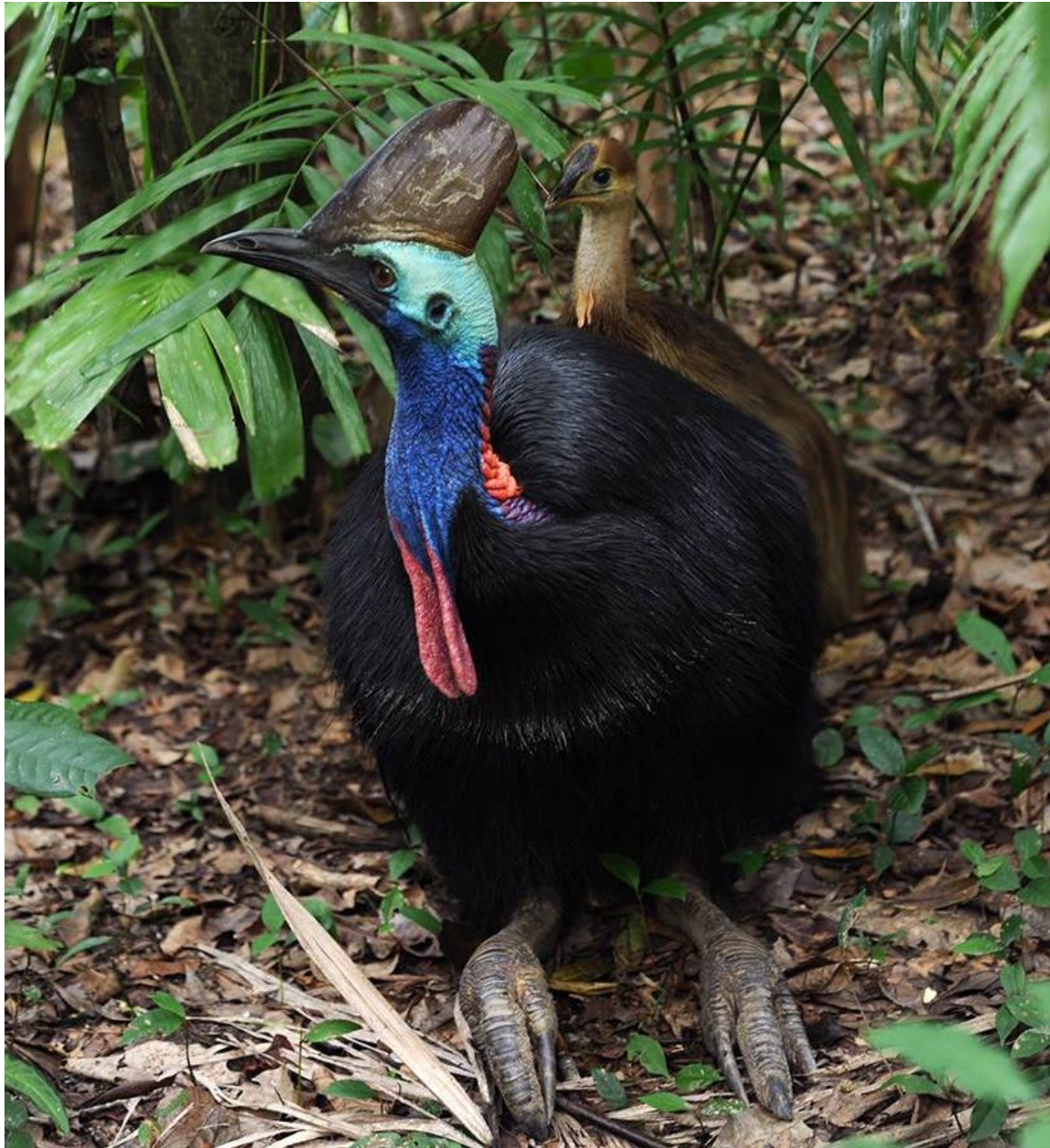


Marine areas
support 20% of
the world's
seagrass
species

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

Mission Beach has tour operators/guides who can provide a personalised wildlife or wilderness experience, are involved in scientific research, are passionate, knowledgeable and strive for sustainable outcomes for the natural environment



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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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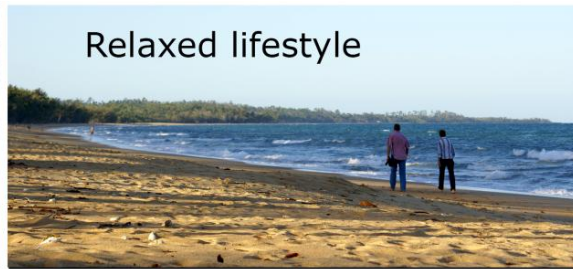
Experience pristine rainforest through the eyes of the local indigenous people, raft the rapids of the Tully River, skydive at tropical Mission Beach or picnic on a deserted tropical island.

At Ingan Tours, we expose you to the best adventure tours in our backyard...

Booking Agent

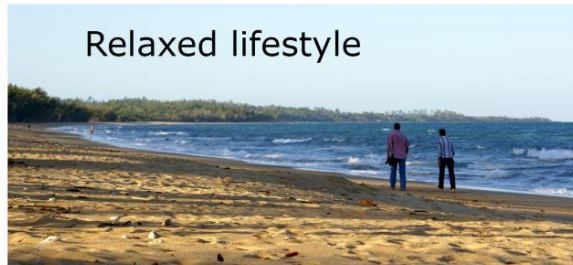
Enviably Lifestyle

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



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conservation community
works hard with the tourism
industry and governments to
protect our environment for
an ecologically sustainable
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Presentation prepared by



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