

Mission Beach perfect for ecotourism

Mission Beach Business and Tourism organised a local tourism workshop last week to encourage more businesses to look towards eco-certification.

Ecotourism Australia Acting Chief Executive Officer Kristie Gray said Mission Beach is in a perfect position to become the next ecotourism destination.

"There are a lot of passionate local tourism operators with sustainability at heart," Ms Gray said.

"Ecotourism would see Mission Beach thrive both economically and

environmentally.

Mission Beach Tourism Manager Angi Matveyeff said ecotourism is a key focus for future tourism at Mission Beach.

So far, Sanctuary Retreat at Brooks Beach is currently the only eco-accredited tourism business at Mission Beach. The Retreat has been endorsed with the highest level of accreditation for 10 years.

Local Area Planner Tony O'Malley said Terrain Natural Resource Management is drafting an ecotourism strategy that identifies

the natural attractions of Mission Beach and proposes projects to ensure these visitor experiences are available in the future.

"Ideas include promoting the fact that we've got the biggest fan palm forest in Australia, visitor access to all the different habitat types, an international cassowary festival, and a national reef and rainforest conservation museum as a wet weather activity," Mr O'Malley said.

"Assistance to help businesses become eco-certified will also be part of the strategy."