

Upgrade to boost profile of beach

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THE second stage of the multi-million dollar redevelopment of Mission Beach's iconic beachfront property Castaways Resort and Spa has started.

Owner James Neville-Smith said he had a strategic plan to position Mission Beach as a distinctive Great Barrier Reef and rainforest destination with all local businesses joining in a concerted effort to lift the town's profile.

He said the upgrade of the resort was a major part of the strategy.

"The reality is Mission Beach is becoming more and more popular as is evidenced in our room rate and occupancy which, contrary to regional figures, grew in 2009," Mr Neville-Smith said.

"Mission Beach continues to grow in stature as a destination, particularly from the European market, as a result of a concerted marketing campaign in 2008 and 2009," he said.

"Last year, we directed significant investment to Castaways, creating superb guest rooms and this year will see an even larger amount of funds going into transforming the common areas into a premier absolute beachfront hotel."

A new restaurant, beachfront bar and dining area plus a kitchen with an open flame grill are part of the expansion.

The existing pool area will



Classy: Castaways Resort and Spa's revamp includes a new restaurant, two new pools and a beachfront bar.

be completely renewed into two new pools, one being a beachfront 25m lap pool surrounded by stylish sun loung-

rooms with direct access to the beachfront pool.

He said it would also create a new class of rooms on level

as well as the car park. The works are due to be completed by late April, ready for the peak visitor season.

The resort's Drift Spa, a first for Mission Beach, opened earlier last year, right on the edge of Mission Beach with uninterrupted views of Dunk Island and the Coral Sea.

"It's an exciting era in the redevelopment of Castaways Resort and Spa Mission Beach," Mr Neville-Smith said.

"We are creating something truly special for both locals and visitors to Mission Beach, a truly magical part of Tropical North Queensland."

Mission Beach continues to grow in stature as a destination

— Castaways resort owner James Neville-Smith

ers and tropical gardens.

A large tropical lagoon-style pool will be added to the western side of the resort.

Mr Neville-Smith said when the upgrade was completed Castaways would offer

two of the resort with larger balconies featuring day beds and views of the Coral Sea.

Mr Neville-Smith said the resort's reception, covered entrance and tour desk would also be completely upgraded