

# Cassowary Coast has big list of things to do

FRANK RUSSO  
AND JOSHUA DAVIES

**CASSOWARY** Coast's tourism industry is bracing for a much-needed shot in the arm, with Tropical Coast Tourism and Cassowary Coast Regional Council joining forces to usher in Queenslanders itching for a tropical getaway.

The 102+ Things To Do campaign shines a light on the unique destinations and attractions on offer for tourists in the Cassowary Coast.

The campaign went live yesterday and forms one part of a larger \$40,000 TCT media strategy targeting the bigger populations of Cairns and Townsville.

TCT executive officer Patrick Bluett is more than ready to go on the offensive as the state eases back into life.

"We're trying to change the perception of what the region is, rather than just a thoroughfare through to Cairns or Port Douglas or a day trip," Mr Bluett said.

"(That's) by highlighting the fact there is a lot more to do within the Cassowary Coast than people really expect. We're creating awareness of what is here but more importantly reasons for people to stay for a long time."

Iconic Cassowary Coast attraction Paronella Park will be in tip-top shape when the gates are thrust open on June 25.

Operator Mark Evans said he was already receiving bookings from across Queensland in anticipation for the park's reopening.

"Interestingly, the majority are coming from this region," he said.

"This is bringing the region



**BEACH BREAK:** Tashana Morales and Korryn McDavitt relax on the beach at Ettu Bay.

front of my mind and I think it's a good thing to remind people of the many attractions and experiences you can enjoy in our region."

Brenton Gangemi from Innisfail's Snapping Tours said the new campaign was "good news".

"It's great to see our council putting some effort into tourism on the Cassowary Coast," he said.

Mr Gangemi, who has been operating the river tours for the past five years, said their wildlife experiences would be back up and running from June 26.

"Initially, we will have tours on just Friday and Saturdays at 10.30am" he said.

"Then from July 31, we will start our party cruises."

For those with a sweet tooth, Mission Beach is the

place to visit with Charley's Chocolate Factory.

Owners Lynn and Chris Jahnke said it was great to be talking about the whole region.

"Everyone will benefit and not just those businesses that are tourism-related," Ms Jahnke said.

The couple plans to open their chocolate tours on June 25.

Cassowary Coast councillor

Kylie Farinelli said other regions had had "things to do" campaigns that went one better than this.

"The important thing is to remind our locals and visitors from within neighboring regions about the vast local opportunities available and that locals from the region will be the ones to make a positive impact on the economic sectors," she said.

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