

Mission Beach Wellness Trail Weekend Take #1

When: Take #1 – 15, 16, & 17th of July 2022.

Where: 14km of Mission Beach, starting at both entrances to Mission Beach from Bruce Hwy.

Who: Community groups and businesses.

What: A weekend where businesses, community groups and individuals come together and be part of product called “Mission Beach”.

Why: For the Mission Beach community to collectively showcase Mission Beach as a wellness and “feel good” destination.

How: Mission Beach will dress up with banners and flags to create interest and excitement as an open gallery:

- Businesses will feature how they can contribute to the theme of “wellness = feeling good”.
- Community groups will hold their normal events which will be added to a program of events.
- Community groups may promote their organisation or take part in other events over the weekend (e.g. at the Sunday markets).

The Wellness Trail is an easy and fun way to show what we, as Mission Beach, have to offer.

How will you show up?

Q: Who’s doing this?

A: The Wellness Mission Beach community group is coming together with Tropical Coast Tourism to promote Mission Beach as a wellness destination. Wellness Mission Beach is a community project with a long-term vision to establish Mission Beach as an all year-round wellness destination.

Q. What the Wellness Trail all about?

A: This is a community driven event that will promote Mission Beach businesses, lifestyles, and love of the 4852 area. Because wellness means different things to different people, the Wellness Trail is an opportunity to showcase and celebrate the different ways Mission Beach contribute to feeling good.

Q: What do I get out of this?

A: You get to be part of a community promoting the 4 villages (and surrounding areas) of Mission Beach as a wellness destination. It is free to register, and you also get free advertising for your business, or community group, and access to opportunities that will arise from this weekend. You will also be able to contribute to future wellness trails in the Mission Beach area....

Q:What do I have to do?

A: Be open! Be Creative! And be available for bookings on the trail weekend. You don’t have to move from where you are if you wish... You might like to have specials or team up with other businesses to promote your products and Mission Beach. All we ask is that you display our coloured Bali style flag at your business (we will provide you with the flag) and list your business on our register. We will take care of the rest....

Q: Why Take #1?

A: This is the first time Mission Beach has been promoted as a wellness destination. Take#2 and Take#3 Wellness Trails are anticipated over the coming months, dependant on participation levels and feedback from Take#1. By being a part of the inaugural Wellness Trail, you get to contribute and help shape the next Wellness Trails.

Q: Who is coming to see us?

A: This is the first Wellness Trail and will focus primarily on encouraging locals and visitors to the region to take advantage of our unique environment, tours, and hospitality. We are also advertising the weekend and Mission Beach as a wellness destination in advertisements reaching people between Cairns and Townsville.

Q: What times will the trail be open?

A: You define the times you open to suit your business! You may like to shorten the operating times or join with another business or offer specials that weekend. Not only will businesses be open, but entertainment will be scattered through the 4 villages and beyond!

Q: How do they find us?

A: Tropical Coast Tourism will advertise participating businesses and events. A map or directory will be provided at a marquee set up in front of the Post Office garden (our headquarters). You will also receive a coloured Bali flag to display outside your business or event. These flags will be distributed on registration.

Q: Do I need insurance?

A: You run your business and use your insurance as per usual. N.B If you are an entertainer, your forms for busking etc. should be completed prior to the event.

How to register and be included in the program of events

See contact details below.

Options for your business

- Create specials for the weekend- a special wellness menu or events with your business – even trade centres can get in on the game!
- Limit your treatments to shorter hours depending on your business or clients- do more to introduce new clients to your special treatments
- Check out the entertainment and make space available at your business to have a busker or entertainer.
- Display the coloured flag and let your product shine!
- We are happy to offer to be part of your think tank.

Mission Beach 4852 – something is happening!!!

Want an excuse to show what your Mission Beach is?

Contact us now!

Contact:

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