

# Q&A S&TY REVIEW

COMMERCE IN CAIRNS AND TROPICAL NORTH QUEENSLAND

**sweet success**  
innovative project  
for sugar mill

**fired up**  
jet project  
gets go-ahead

**lure of**  
**port**

port douglas attracts  
major resort players

**digging deep**  
mine set for  
huge expansion





60 million Beach Club Port Douglas is set to join the investment and fund management company MFS.

# Major resort player

A new player has entered the holiday accommodation market in Port Douglas. The acquisition of the resort could fall under the investment and fund management company MFS Ltd in the wake of several acquisitions.

The holiday accommodation group, already active in the town, includes Links Resort, Mantra Breakfree Portsea Club.

As a venture partner, the group, MFS also owns the Mirage resort and the Bale property, expected next year.

From four properties to 11, leisure market player MFS Group has achieved a stronghold in Port Douglas.

The deals will leave MFS with control of up to 60 per cent of Port Douglas' accommodation sector.

It operates more than 1000 rooms at the moment. The acquisitions are regarded as a vote of confidence in Port Douglas as a premier luxury holiday destination with the addition of Stella Resort Group's considerable marketing clout being one of the advantages.

"These are key assets and you don't have an opportunity to secure them very often so that's why we have jumped at the chance," MFS tourism chief executive officer Rolf Krecklenberg says.

rebranded under the Peppers or Mantra badges. The new \$50 million Beach Club Port Douglas will become a Peppers property before Christmas.

The 100-suite complex, created by leading tropical resort designer Leigh Ratcliffe, features a 9m waterfall and 50m lagoon pool complete with white sand imported from Stradbroke Island.

One unit facing famous Four Mile Beach sold to an ex-patriate Australian for \$2.7 million.

## fast facts

• Four Mile Beach property sold for \$2.7 million