

Magnetic Group

Luxury on the Beach

EXCLUSIVE *Magnetic Island* GUIDE



THE SECRET IS OUT

you have found paradise.

Welcome to Picnic Bay, our home away from home and now your tropical oasis for many generations to come. Magnetic Island offers the perfect blend of relaxation and adventure - a hidden gem with vibrant beaches that allure you with every step. Natural beauty runs deep in the roots of our island home with thriving wildlife, peaceful slow mornings and warm starry nights.

The Magnetic Group was conceived far before it's birth in 2016, when a family from Melbourne first visited the island in 2006.

Having heard about a 'not so far away' tropical island oasis, which gave 1970's laidback vibes, untouched beaches, great coffee and coral reefs right off the shoreline – the family instantly felt this was a place to escape the norm and build cherished memories year after year.

With three generations now calling Magnetic Island their 'home away from home', being able to share these moments with friends and family across 8 beachfront properties brings a lot of joy – “the secret of Magnetic Island is starting to get out, and we could not be more proud”.

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WELCOME TO PICNIC

Our top 10 favourite things!

Our favourite things to do in Picnic Bay when we are rejuvenating and savouring the moments.

1. Morning swim and coffee at Lava Lava.
2. Spot a sea eagle.
3. Play nine holes at the golf course.
4. Picnic at the beach.
5. Build sandcastles.
6. Fish off the jetty.
7. Hide and seek in the banyan trees.
8. Sunset at Tom Thumb.
9. Dinner at Elsie's.
10. Star gazing on the beach.



GETTING AROUND

Picnic Bay



Walking tracks



Picnic Bay Pub



Golf Course



Sea-Salt Arcade



Properties



Route 250

Traveling around the island couldn't be easier. We have regular bus services from Horseshoe bay to Picnic Bay.

[Bus and ferry timetable](#)

[Taxi service](#)

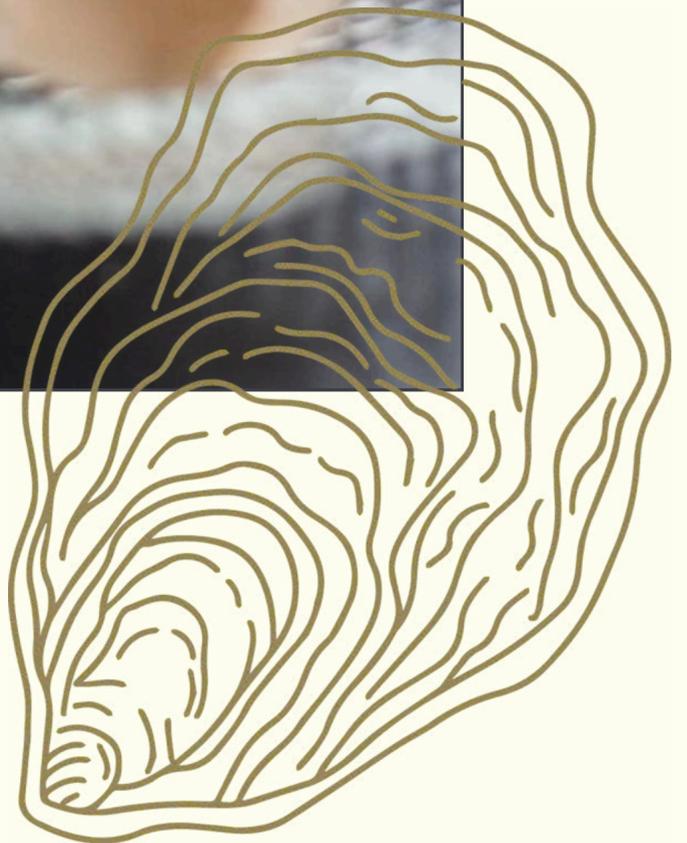
EAT & DRINK

Where to dine.

Along the esplanade you will find local eateries within the [Sea Salt Arcade](#), your one stop for all your Picnic Bay eating and drinking.



Restaurant Elsie.



PICNIC BAY HOTEL

 Picnic Bay Esplanade

Picnic Bay Hotel is situated on the esplanade at pristine Picnic Bay, only meters to the beach and the historic Picnic Bay Jetty, offering stunning views over Cleveland Bay and the lights of Townsville. Bottle shop is located at the hotel.

 [@picnicbayhotel](https://www.instagram.com/picnicbayhotel)

LAVA LAVA

7am - 2pm
7 days a week

 Sea Salt Arcade

Lava Lava is our local cafe for everything - coffee, breakfast and lunch. Kahu and Juniper opened their island inspired cafe and general store, oozing tropical vibrations and mouth-watering homemade food.

 0400 350 425

 [@lavalavamagneticisland](https://www.instagram.com/lavalavamagneticisland)

RESTAURANT ELSIE

12pm - Late
Wednesday - Monday

 Sea Salt Arcade

Restaurant Elsie is an island culinary experience like no other. Tally and Laura, Elsie's enthusiastic chefs, pour so much love into every bite. Elsie offers a modern Australian menu designed to compliment a curated list of Australian wines.

 0474 800 306

 [@restaurant.elsie](https://www.instagram.com/restaurant.elsie)





MAGGIE ISLAND BREWERY

12pm - Late
Monday - Sunday

 Sea Salt Arcade

Yes that is right, our island has our very own microbrewery. Enjoy a one of a kind brew made by the local brewers Jordan and Roy. Enjoy any meal from the arcade at Maggie Island Brewery with your choice of freshly brewed beer.

 maggieislandbrewery.com.au

 [@maggieislandbrewery](https://www.instagram.com/maggieislandbrewery)

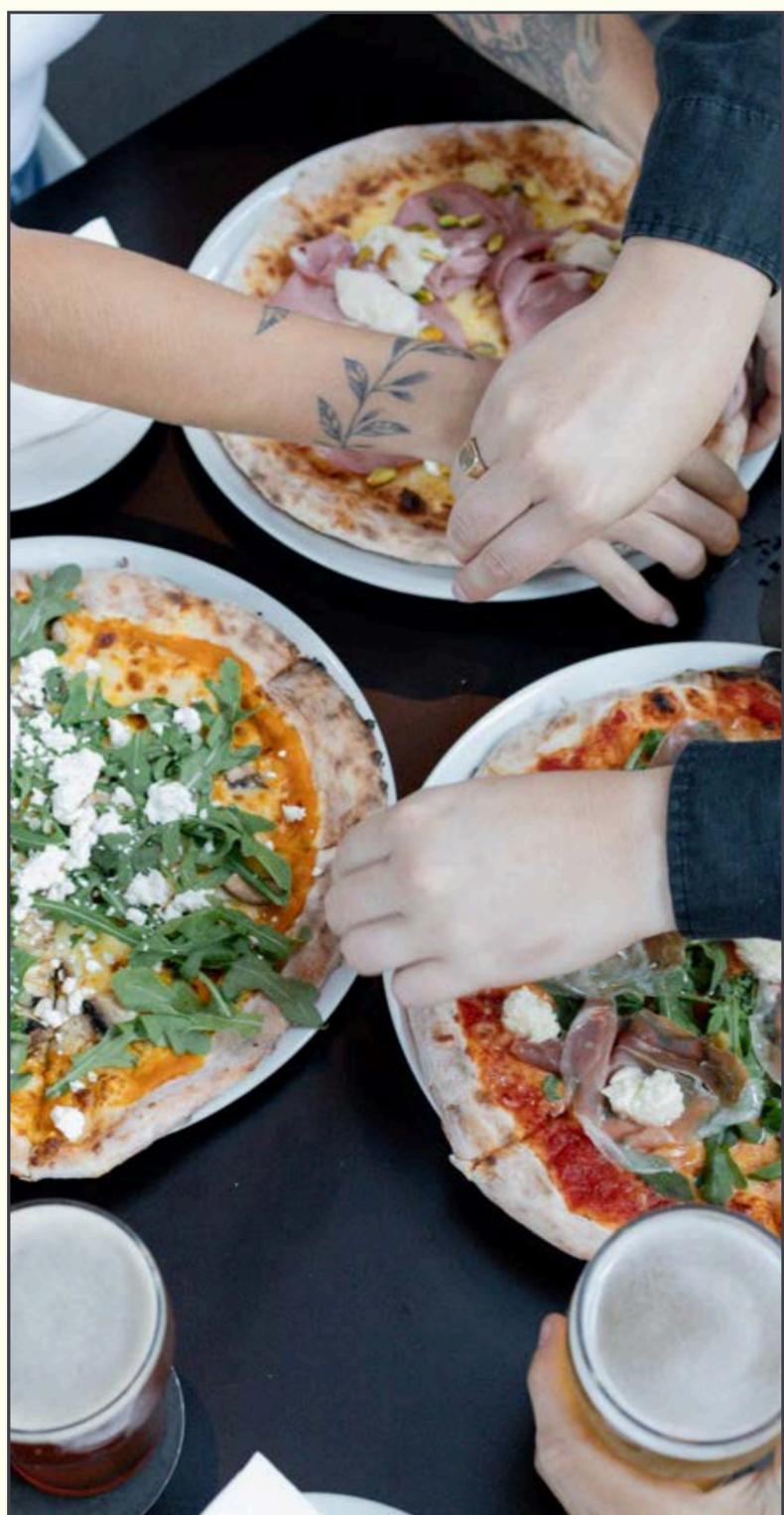
MAMMA ROMA

12pm - Late
Monday - Sunday

 Sea Salt Arcade

Mamma Roma is an Island classic providing authentic Italian since 2016. You will be greeted by the aromas of freshly baked pizza and simmering sauces. Wood fired pizza is their specialty. Enjoy a laidback dining experience that captures the soul of Italy in the serene picturesque surrounds of Picnic Bay.

 [@mammaromamagneticisland](https://www.instagram.com/mammaromamagneticisland)



WALKING TRAILS

Must do walks.

With 80% of Magnetic Island a National Park, we are spoiled with natural beauty that can be enjoyed through multiple walking trails and hikes. With over 25km of marked tracks, enjoy the beautiful scenery from hidden waterfalls to mountain ranges, bush full native wildlife, to the stunning coral bays.



Hawkings Point.

HAWKINGS POINT LOOKOUT

 Picnic Bay

Hawkings Point is one of the quickest and easiest hikes yet. Starting from Picnic Street in Picnic Bay, this beautiful track highlights stunning granite formations, 360 views from Picnic Bay, Rocky Bay, Nelly Bay, Geoffrey Bay and Townsville. The perfect place to watch sunrise and sunset.



1.2km return



Easy - moderate hike, suitable for most levels.



45 minutes round trip

THE FORTS WALK

 Forts Junction

The famous Forts Walk is the most popular walking track on the island. The Forts Walk is extra special as it is home to koalas, stunning views and World War II relics. Known as the best preserved WWII coastal defense fortifications in Queensland, it is a heritage listed site. Best visited early in the day during the cooler times.



1.2km return



Easy - moderate hike, suitable for most levels.



45 minutes round trip

TOM THUMB

 Picnic Bay

A local favourite is Sails Rock Track or Tom Thumb lookout. Starting at the end of Yule Street, you will find a walking trail to the Picnic Bay Water Reservoir Road. Pass the gate on your left and walk up the bitumen road to the water tank. Take a left along the first dirt track to Sails Rock lookout. You can see the beautiful granite formations and views of Cockle Bay, Townsville and the famous SS City of Adelaide shipwreck which is best seen at high tide from this lookout. This spot is also a favourite for Moonrise during full moons.



1km return

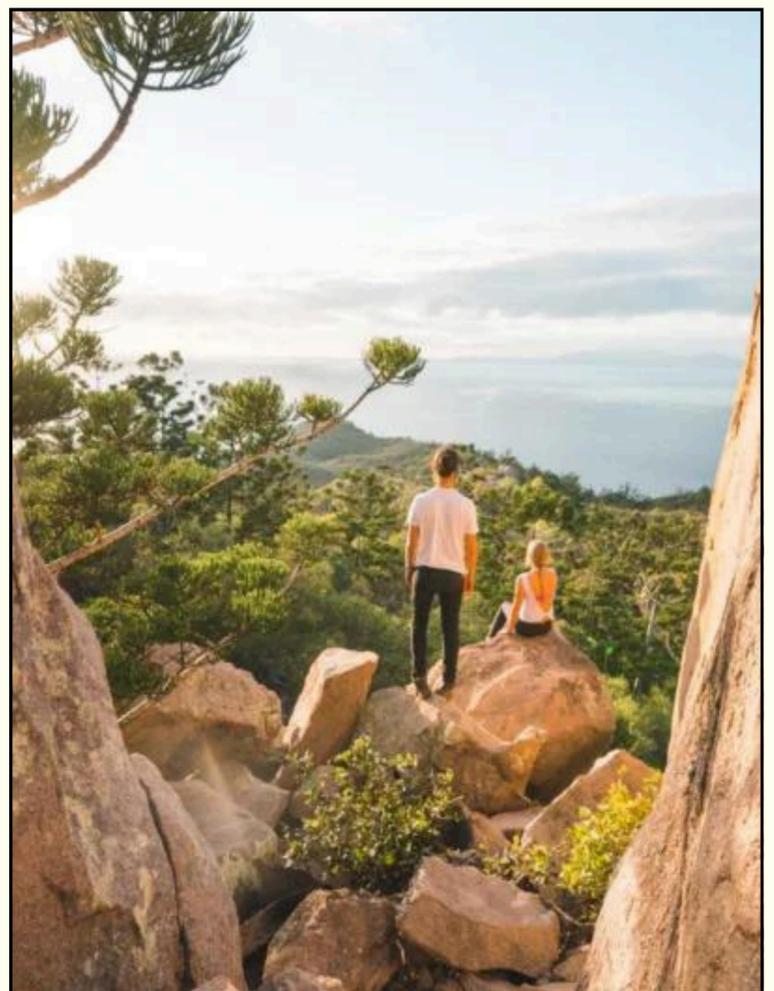


Moderate hike, suitable for most levels.



30 min return

[Explore](#) more walking trials.



The Forts Walk.

ISLAND FAVOURITES

Our must see to check out.





JUNGLE CLUB

📍 41 Sooning St, Nelly Bay

Jungle Club is a favourite for the entire family. A collective of wholesome goodness with seven businesses all offering a vibrant and inclusive atmosphere.

📷 [@jungleclub](#)

TINY PALM

📍 Jungle Club

7am - 12pm

7 days a week

Tiny Palm is the cutest little coffee cart located at Jungle Club. North Queensland locals, Jesse and Scotty, have created a bustling community hub for the entire family. Enjoy freshly brewed coffee and small treats such as baked goods, chia pots and smoothies to compliment those slow island mornings.

📷 [@tinypalmcofee](#)

JUNIPER & CO

📍 Lava Lava, Picnic Bay

8am - 1 pm

Wednesday - Sunday

Juniper & Co, our local homewares store curated by Juniper herself. The joy of gift giving is her life motto. Here you will find pieces that capture soul, island zest and beautiful things to share within your home. There truly is something for everyone at Juniper & Co.

📷 [@juniperandco](#)



BE SEEN BEAUTY

📍 Jungle Club

Appointment Only

Meet our exclusive island beauty bar, Be Seen Beauty. With over 10 years our local beauty expert will have you refreshed and rejuvenated as soon as you step in the door. From skin to brows, massages and facials every appointment is so lush.

📷 [@beseenbeauty](#)

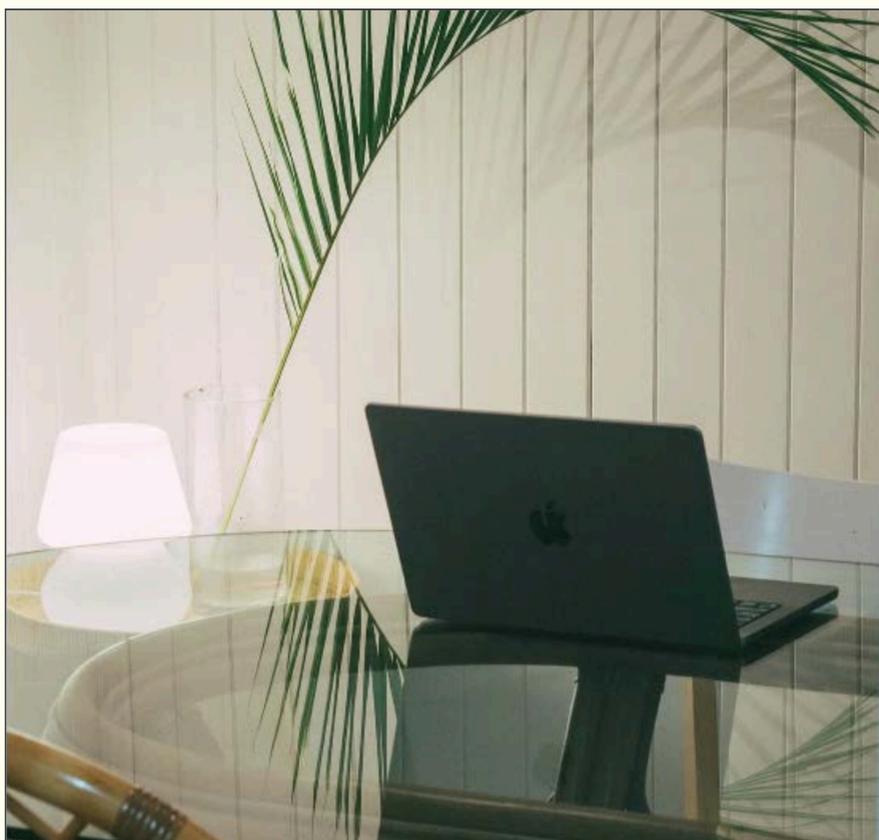
CO-WORKING

📍 Jungle Club

Bookings only | Day passes available

Here within the jungle you will find the fastest internet on the island! A calm, creative and inspiring space for the like-minded.

📷 [@jungleclub](#)



WEDDING CELEBRANT

📍 Anywhere magical on Magnetic

Che specialises in intimate weddings that are simple, beautiful, and true to you. She offers a warm, professional approach to crafting personalised ceremonies that reflect your unique connection.

📷 [@celebrant.che](#)

MAGNETIC ROAMING

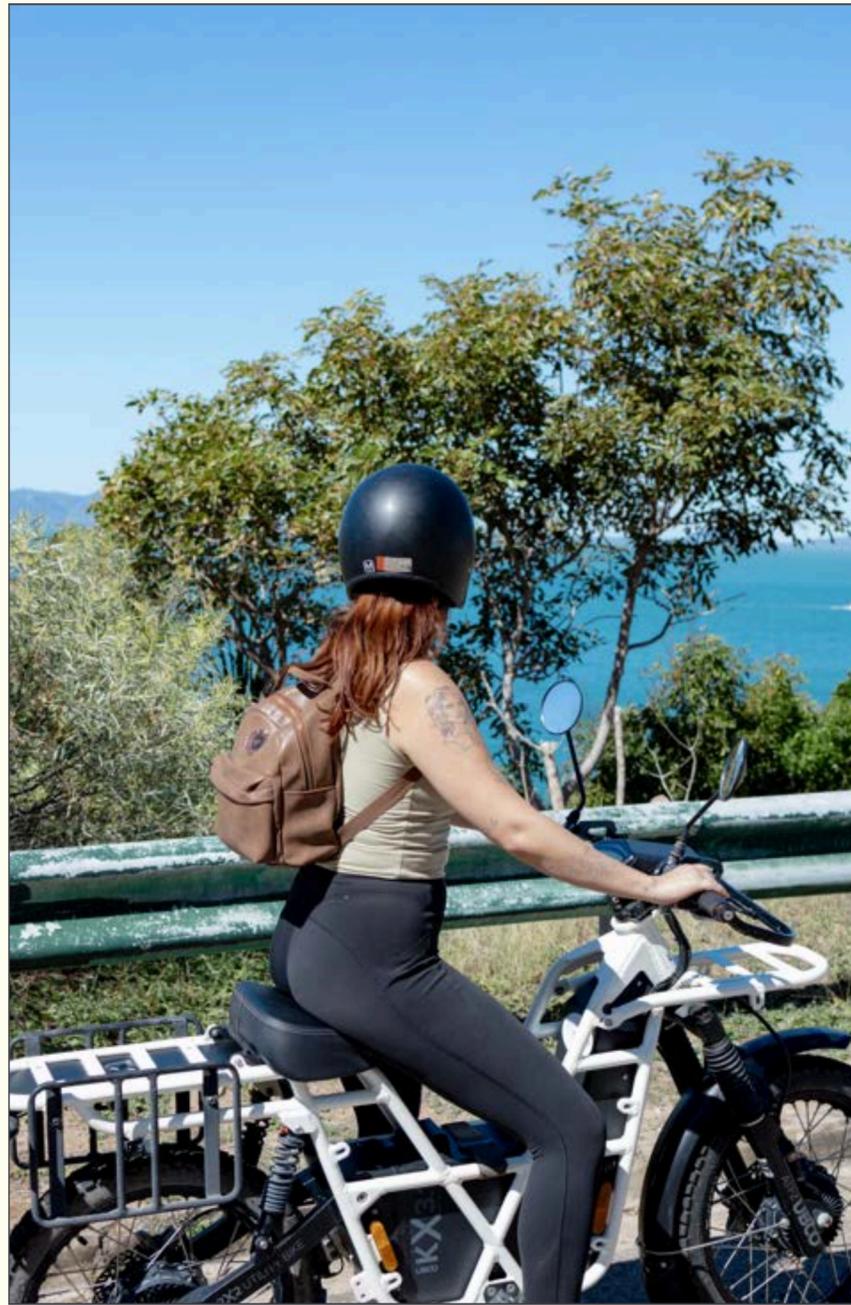
📍 4 Mandalay Ave, Nelly Bay

8-11:30am

Tuesday - Sunday

If you are seeking the best way to explore the island, we highly recommend Magnetic Roaming. Tim and Pam have introduced us to the ultimate way to truly discover the beauty of Magnetic Island. Roam the island and even travel to West Point for sunset, explore at your own pace while immersing yourself in the natural sounds of our tropical paradise.

📍 [@magneticislandroaming](https://www.instagram.com/magneticislandroaming)



AQUASCENE

📞 0460 312 585

Island adventures for everyone! A family owned and operated business, the Hinks family's passion for the island and the reef is truly magical! Awarded top tour guide - Queensland for 2024 Adam Hinks offers several island based tours, showcasing and educating the islands diverse ecosystems. From sunset tours, snorkelling and paddle boarding see the island from the sea and experience the world heritage enlisted marine.

📍 [@aquascenemagneticisland](https://www.instagram.com/aquascenemagneticisland)

PILGRIM MAGNETIC ISLAND

📍 123 Sooning St, Nelly Bay

9am - 5pm

Monday - Saturday

If you are a little less adventurous but do enjoy the serenity of the sea, set sail with Pilgrim. Sit back and relax as you wine and dine on a sailing yacht exploring the pristine coastlines of Magnetic Island. If you are looking for more thrill Pilgrim, offer an array of opportunities for you to see the island!

📍 [@pilgrimmagneticisland](#)

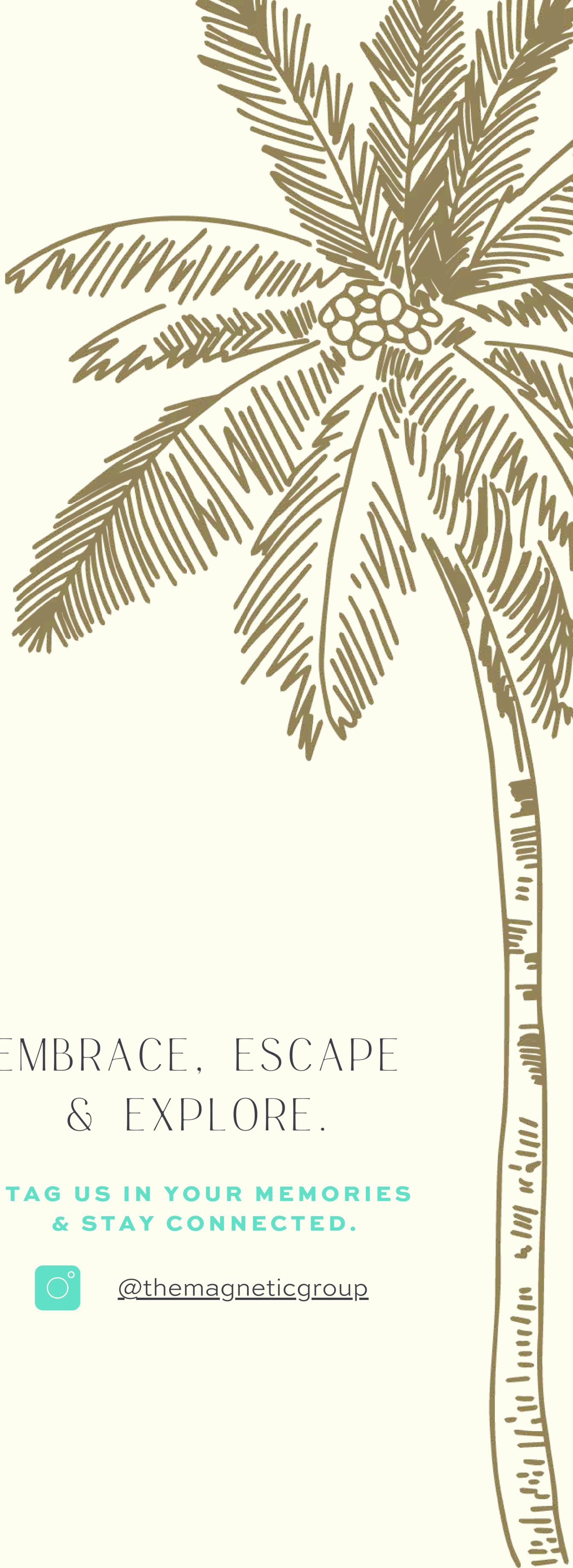
MAGNETIC ISLAND JET SKI

📍 Pacific Drive, Horseshoe Bay,

7 Days

Experience the thrill of open water adventure with Magnetic Island Jet Ski Hire. Zip through crystal clear waters. There is guided tours around the entire island or just hire the jetskis and enjoy Horeshore Bay.





EMBRACE, ESCAPE
& EXPLORE.

**TAG US IN YOUR MEMORIES
& STAY CONNECTED.**



[@themagneticgroup](https://www.instagram.com/themagneticgroup)