

## Strong Tourism Recovery Results for Mackay Isaac Region *FOR IMMEDIATE RELEASE*

Strong tourism recovery results for domestic tourism have been released in the latest National Visitor Survey by Tourism Research Australia this week.

The Mackay Isaac Region placed eighth nation-wide in the Top 10 tourism regions in overnight trips in the year ending September 2022, compared to the year ending September 2019, with an impressive 13% increase and a total of 1.2 million trips.

The Mackay Isaac Region were unique in seeing an overall increase across both Holiday and Business Travel Visitors, with an increase of 31.9% and 13.6% respectively compared to 2019.

Other highlights from the report confirms Queensland's nation-leading recovery of domestic visitor economy; with the year ending September 2022 seeing the state up \$5.4 billion or 29% in spend. For the first time since the start of the pandemic, all spend by travel purpose categories exceeded pre-pandemic levels.

Mackay Isaac Tourism CEO, Al Grundy said that these results can be attributed to the efforts of the tourism industry working together to promote our region.

"The generous support of our major sponsors, including Mackay and Isaac Regional Councils, Tourism Events Queensland, Mackay Airport and Harrup Park, along with the hard work and contribution of our local businesses and operators, have been instrumental in returning these record-breaking results for the region."

"We are seeing the results of a successful events calendar drawing visitors to the region, along with the strength of the domestic drive market, which has seen Caravan and RV growth supporting the overall leisure visitation."

"We look forward to maintaining strong visitation into 2023. Our major Destination Marketing Campaign, commencing in February 2023 will highlight the region's strong event calendar and promote the message to 'stay a little longer' and experience the wonderful local experiences on offer."

The full report and results can be found [HERE](#).

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