

Winter warmed up for Mackay Isaac tourism operators

Winter campaign results reports a tourism visitation boost

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Our ‘Discover our Home Winter’ campaign has proven to be a major success during the winter months as the region saw a boost in tourism numbers – drawing visitation from our interstate neighbouring friends.

Mackay Isaac Tourism partnered up with Mackay Airport, Virgin Australia, Mackay Regional Council, Isaac Regional Council and Tourism Events Queensland to deliver a fully digital campaign where visitors have the ability to dream, plan and book their winter holiday right at their fingertips.

Mackay Airport Head of Operations Adrian Miles said the Airport was proud to have supported the campaign.

“We can see that promoting our incredible region in this way has provided significant flow-on benefits to local operators, which was the number one goal of our partnership,” he said.

“Last week alone, Mackay Airport welcomed a near 10 per cent increase in passenger numbers from the previous week, with more than 15,500 people passing through. We expect these strong figures to continue, with staggered school holiday periods across Queensland, New South Wales and Victoria helping to extend the mid-year travel period.”

The winter campaign was sweetened with operator deals that helped to ‘seal the deal’ which encouraged visitors/travellers to book their stay in the Mackay Isaac region. It achieved 132K impressions and delivered greatly on its objective, pushing more than 5K clicks to operator online booking sites.

Tourism operators from across the region have reported a surge in visitor numbers – which has been a significant boost to the local tourism economy. Through online bookings, operators performed well in the campaign - they saw a 20-30% higher click through rates.

Reports of strong bookings from the accommodation, tour and retail industries looks to set to build visitation growth upon growth for the year 2022/2023.

Comfort Resort Blue Pacific owner Cath Bogaard was one of the tourism operators who reported a successful winter season.

“Winter is normally a busy season for us with Mackay being a popular destination for the Grey Nomad market. This winter has far exceeded our own expectations.

Many of our guests have sought out the Mackay Isaac Region as their preferred holiday destination because of our tropical climate and untouched natural experiences.” Cath said.

With the region evolving as a sought-after tourism destination, winter holiday bookings have clearly shown that the region’s tourism growth will continue to grow at a positive and steady rate.

Tour operators have also noticed a substantial rise in bookings during the Winter months.

Oh Deere Farm Stay owner Karinda Anderson has been kept busy taking visitors out to experience and learn about her sugarcane farm.

“The influx of holiday makers has certainly helped my business thrive. It is a wonderful feeling to take visitors out to my farm and have them learn about planting, harvesting and juicing the sugarcanes – something that I am truly passionate about.” Karinda said.

A bumper winter season has been welcomed by Mackay Isaac Tourism, who went to market in March with a winter marketing campaign to lure visitors/travellers north this winter.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler stated that the strong winter bookings reflect a successful destination marketing for the region.

“A successful marketing campaign leads to a successful tourism season. When we see an increase of visitors in the region, it also means an increase in expenditure.

The tourism industry is establishing itself as a key pillar to our region’s economy and a buoyant tourism industry brings benefits across the community.” she said.

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For further information, please do not hesitate to contact,

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