


2016 / 2017 Mackay Tourism

# REPORT CARD

## Marketing:

LinkedIn:


**38%**  **INCREASE IN follower gains**



Instagram:

**11,666**

Photos shared using **#meetmackayregion** [73% increase]

**7,135** followers.  Increase of 37%

Facebook:

**11,935** 

28% increase in total Facebook likes. From 8,670 to 11,935



**350% INCREASE**

In post reach [organic and paid] from 1,657 to 7,453

**6 CAMPAIGNS**

**34** Participating operators



## Case Study: #mymackay Campaign

### #myMACKAY



**845**

Hashtag mentions  
**69%** above target



**206**

Competition entries  
**3%** above target



**1,852**

Competition webpage visits  
**85%** above target



**4,134**

Average Facebook post reach  
**106%** above target



**Media**

coverage:  
2 TV news stories,  
2 radio interviews,  
6 press stories



**5,000**

Brochures distributed



**5**

New videos created



[mackayregion.com](http://mackayregion.com)

**Mackay Tourism**  
Queensland

## Publicity:



# 2.6 MILLION

77% increase in media value

700 mentions in the media worth a total of \$2.6 million



# 45

media releases published



First consumer newsletter sent to audience of 3,153

# 90 MILLION

Qantas Inflight Safety Video

Cape Hillsborough was 1 of 16 locations in Australia to be featured in the new inflight safety video broadcast to over 90 million viewers.



### Holden Australia's new range

The Mackay Region was the backdrop in tv commercials for Commodore, Colorado and Ute ranges.

## Business Development:



# 12

Experience Development Workshops – 49 operators in attendance



# 66

The **Engagement Strategy** was implemented to create networking opportunities for operators - 66 operators attended events within the engagement strategy



The Australia Tourism Exchange – 6 operators attended



# 18

New members joined Mackay Tourism in 2016-2017

## Visitor Information

### DOMESTIC

Year ending March 2017

# 878,000

Record domestic visitation to The Mackay Region (7% increase)

# 14.6%

Visiting Friends and Relatives (VFR) travel was up 14.6% to 209,000

# 8.1%

Business travel was up 8.1% to 422,000

### INTERNATIONAL

Year ending March 2017

# 13.6%

International visitation to The Mackay Region increased 13.6% to 48,000

# 27.9%

International holiday makers increased 27.9% to 26,000

# 9000

Germany is the region's largest international source market at 9,000 visitors



New Mobile Visitor Information Centre

launched 10 January, 2017



Mackay Tourism increased revenue by 21% through various grants and funding from local, state and national bodies throughout the year



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