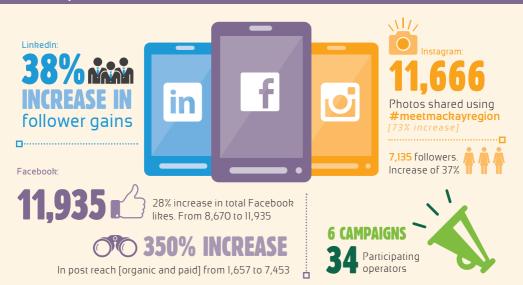
2016 / 2017 Mackay Tourism **REPORT CARD**

Marketing:



Case Study: #mymackay Campaign



ay Tourism

Queensland

∏ □ mackayregion.com

Publicity:





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



Oantas 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.

NEW: media releases published

newsletter sent to

audience of 3.153



Holden Australia's new range

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

Business Development:



The Australia Tourism Exchange –

Experience Development Workshops – 49 operators in attendance





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

New members joined Mackay Tourism in 2016-2017

Visitor Information

DOMESTIC Year ending March 2017

1111

6 operators attended

878.000

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

14.6% Visitina

Friends and Relatives (VFR) travel 422,000 was up 14.6%



INTERNATIONAL Year ending March 2017

13.6%

27.9%

9000

International visitation to The Mackay Region increased 13.6% to 48.000

International holidav makers increased 27.9% to 26,000

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



New Mobile Visitor Information Centre launched 10 January, 2017

to 209,000



Π.

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



f 🖸 🖸 mackayregion.com