



03 Oct 2017

Daily Mercury, Mackay QLD

Section: General News • Article type : News Item • Audience : 7,738 • Page: 4
Printed Size: 188.00cm² • Market: QLD • Country: Australia • ASR: AUD 198
Words: 211 • Item ID: 853644296

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New tourism campaign wants to get drive traffic

THERE could be a lot more tourists driving on Mackay's scenic roads with the launch of a new summer campaign to attract the drive market.

It's part of a month-long Mackay Tourism campaign targeting older families that lie within the four-hour drive market and south-east Queensland.

Working with 16 tour and accommodation providers, Mackay Tourism is implementing the campaign through summer-inspired social media activity,

special holiday deal packages, and inspiration on what to see and do in the Mackay Region.

The itinerary features a

day trip to Eungella National Park for spotting platypus in the wild, an

overnight stay at Cape Hillsborough National Park to wake up with the wallabies and kangaroos at

sunrise, an educational and tasty tour of the Sarina Sugar Shed and an evening soaking up the sun, sand

and sunsets in Mackay's northern beaches. Mackay Tourism Marketing Manager, Nele Hahne, said the campaign was already generating plenty of interest, particularly on social media. "As part of the campaign, Mackay Tourism has created publicity for The Mackay Region with fantastic holiday packages

and deals, and by using photos of the region. These have reached, been liked and reshared by thousands of prospective travellers," she said.



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TOURISM: Platypus at Eungella National Park.



Views of Pioneer Valley.



Sarina Sugar Shed, Sarina.