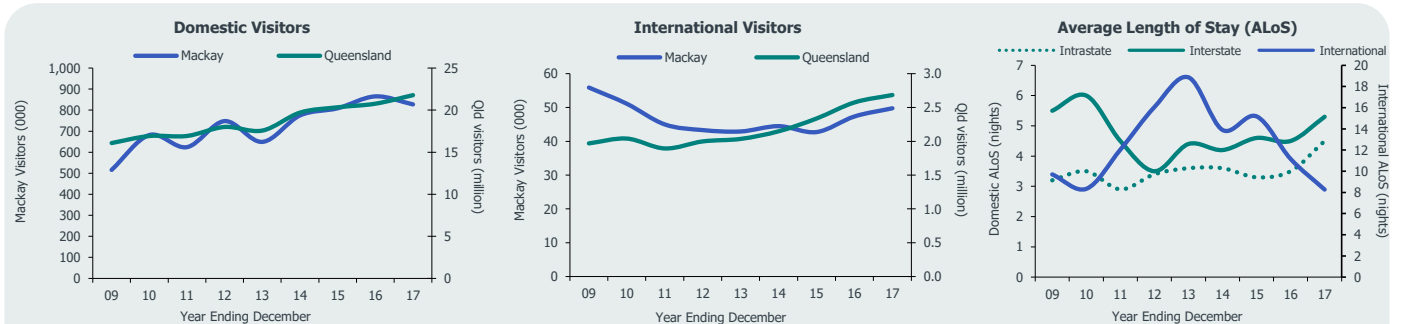


## Year Ending December 2017



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic Overnight</b>	<b>827,000</b>	<b>161,000</b>	<b>162,000</b>	<b>427,000</b>	<b>\$382.7m</b>
3-yr trend % change <sup>2</sup>	▲ 2.1%	▼ -3.6%	▼ -3.7%	▲ 5.3%	▲ 3.5%
<b>International Overnight</b>	<b>50,000</b>	<b>38,000</b>	<b>7,000</b>	<b>n/p</b>	<b>\$13.7m</b>
3-yr trend % change	▲ 3.9%	▲ 7.6%	▼ -7.6%	n/p	n/p
<b>TOTAL</b>	<b>877,000</b>	<b>199,000</b>	<b>169,000</b>	<b>n/p</b>	<b>\$396.4m</b>
3-yr trend % change	▲ 2.2%	▼ -1.9%	▼ -3.8%	n/p	n/p

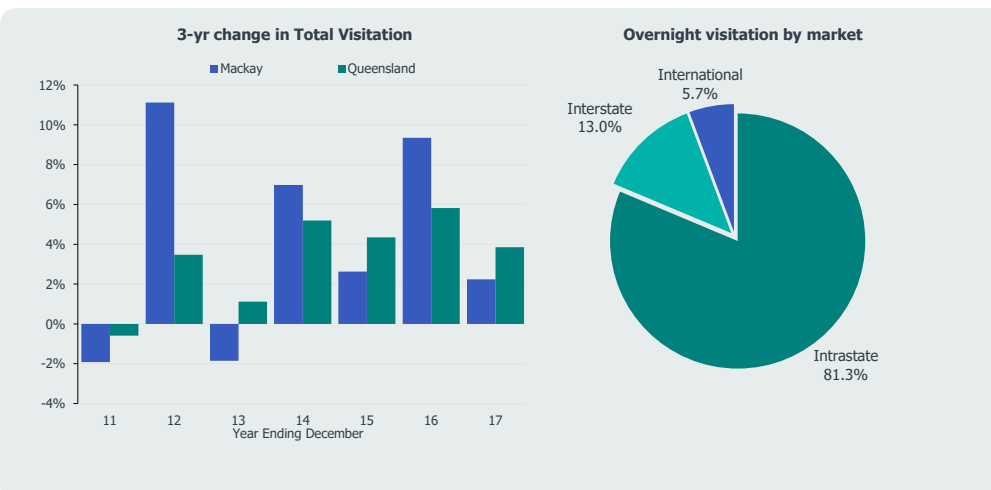


### Domestic Visitors

- Domestic visitation to the Mackay region grew by 2.1% in the three years ending December 2017, to 827,000 visitors. The domestic market represented the majority (94%) of overnight visitation to the region.
- In the three years ending December 2017, over half (52%) of domestic visitors to the region were business travellers, which was up by 5.3% to 427,000. The increase may be due to relief workers coming to the region to help with the recovery from Cyclone Debbie which hit Queensland in March 2017.
- Meanwhile, the holiday and visiting friends and relatives (VFR) markets declined over the period by 3.6% and 3.7% respectively.
- Nearly nine in ten (86%) domestic visitors to the region are from the intrastate market. Intrastate visitation was up by 2.9% to 713,000 in the three years ending December 2017. The three largest intrastate markets were, in order, the Mackay region itself (220,000 visitors), Townsville (124,000 visitors) and Brisbane (105,000 visitors).
- On the other hand, the interstate market declined by 2.2% to 114,000 visitors in the three years ending December 2017. It was mainly due to fewer travellers from NSW.
- Visitor nights in the region reached a record high of 3.8m, up 11.0%. This was driven primarily by growth in business trips and a longer length of stay by business and holidaymakers. As a result, expenditure increased by 3.5% to \$382.7m over the three years.

### International Visitors

- Mackay welcomed 50,000 international visitors, representing an increase of 3.9% over the three years ending December 2017. The international market contributed 6% of all overnight visitors to the region.
- The majority of these international visitors were from Western markets. Germany was the largest single market with 9,000 visitors, experiencing 21.6% growth over the three years ending December 2017.
- Holiday visitors continued to dominate international travel to the region, accounting for 38,000 visitors and growing by 7.6% over the three years.
- Visitor nights declined by 11.5% over the three years to 411,000 nights. The decline was driven by shorter stays in the region, with the average length of stay (ALoS) declining 14.0% to 8.3 nights.
- International expenditure in the Mackay region was \$13.7m in the ending December 2017.



In late March 2017, Tropical Cyclone Debbie and subsequent flooding affected several Queensland tourism regions, including Mackay. The recovery effort that followed may have driven growth in business visitation.

**Research Updates**

To receive an email alert whenever new tourism figures are released [click here](#)

## Domestic visitation Year Ending December 2017

Domestic visitors to Mackay						
	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	161,000	-3.6%	600,000	7.8%	3.7	1.0
VFR	162,000	-3.7%	649,000	-0.8%	4.0	0.4
Business	427,000	5.3%	2,093,000	9.2%	4.9	0.6
<b>Domestic<sup>3</sup></b>	<b>827,000</b>	<b>2.1%</b>	<b>3,843,000</b>	<b>11.0%</b>	<b>4.6</b>	<b>1.0</b>
Intrastate						
Holiday	123,000	-3.8%	394,000	3.7%	3.2	0.6
VFR	133,000	-2.2%	433,000	-4.1%	3.3	0.2
Business	392,000	5.5%	1,931,000	10.3%	4.9	0.7
<b>Intrastate</b>	<b>713,000</b>	<b>2.9%</b>	<b>3,239,000</b>	<b>12.1%</b>	<b>4.5</b>	<b>1.0</b>
Interstate						
Holiday	n/p	n/p	n/p	n/p	n/p	n/p
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Interstate</b>	<b>114,000</b>	<b>-2.2%</b>	<b>604,000</b>	<b>6.3%</b>	<b>5.3</b>	<b>0.8</b>
Domestic day trip visitors						
Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg		
Mackay	673,000	-6.8%	\$89.7m	28.0%		
Queensland	40,683,000	0.0%	\$4,340.1m	-2.0%		
<b>Australia</b>	<b>191,920,000</b>	<b>1.2%</b>	<b>\$20,443.8m</b>	<b>3.4%</b>		

Key domestic source markets to Mackay				
All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %
Brisbane	105,000	-5.7%	402,000	-4.8%
Regional Qld	608,000	5.3%	2,837,000	16.5%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

State comparison - Domestic				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	21,781,000	4.9%	86,528,000	4.3%
NSW	31,575,000	8.2%	100,104,000	5.2%
Victoria	24,458,000	11.5%	70,423,000	9.2%
<b>Australia</b>	<b>97,203,000</b>	<b>7.1%</b>	<b>350,911,000</b>	<b>4.8%</b>
Holiday Visitors				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	8,542,000	3.5%	38,416,000	3.8%
NSW	12,466,000	5.1%	42,854,000	2.8%
Victoria	10,592,000	9.9%	31,976,000	7.3%
<b>Australia</b>	<b>39,295,000</b>	<b>6.0%</b>	<b>150,289,000</b>	<b>3.6%</b>



## International visitation Year Ending December 2017

### International visitors to Mackay

All Visitors	Visitors	Trend Chg %	Nights	Trend Chg %	Length of Stay	Year # Chg
Holiday	38,000	7.6%	150,000	-2.7%	4.0	-1.7
VFR	7,000	-7.6%	156,000	-20.5%	21.0	4.1
Business	n/p	n/p	n/p	n/p	n/p	n/p
<b>Total<sup>3</sup></b>	<b>50,000</b>	<b>3.9%</b>	<b>411,000</b>	<b>-11.5%</b>	<b>8.3</b>	<b>-2.9</b>

### State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,684,000	4.3%	53,089,000	2.4%
NSW	4,158,000	7.4%	94,407,000	7.9%
Victoria	2,891,000	8.1%	66,238,000	5.2%
<b>Australia</b>	<b>7,999,000</b>	<b>6.2%</b>	<b>264,673,000</b>	<b>4.9%</b>

Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,879,000	4.4%	23,706,000	5.5%
NSW	2,447,000	7.7%	28,553,000	7.4%
Victoria	1,546,000	5.3%	16,622,000	6.6%
<b>Total</b>	<b>4,447,000</b>	<b>5.0%</b>	<b>83,978,000</b>	<b>4.2%</b>

### Top 5 source markets

Total	Visitors	Trend Chg %	Nights	Trend Chg %
Germany	9,000	21.6%	17,000	8.9%
UK	8,000	8.9%	57,000	17.7%
NZ	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p

For technical reasons, some data may not be publishable (n/p), however the markets will still appear in order.

### Top 5 holiday source markets

Holiday	Visitors	Trend Chg %	Nights	Trend Chg %
Germany	9,000	21.8%	17,000	10.2%
UK	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
NZ	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p



Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. [www.teq.queensland.com](http://www.teq.queensland.com).

If you have any questions or comments, please email [research@queensland.com](mailto:research@queensland.com).

The tourism regions are defined by the Australian Bureau of Statistics (ABS) as a collection of Statistical Area Level 2s (SA2), please refer to the interactive map at <http://stat.abs.gov.au/itt/r.jsp?ABSMaps>

#### Disclaimer:

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Year Ending December 2017

Domestic regional comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	6,485,000	7.7%	19,628,000	7.1%	3.0	0.0	27%	39%	26%	30%
Gold Coast	4,005,000	8.1%	14,510,000	8.1%	3.6	0.0	53%	32%	11%	18%
Sunshine Coast	3,391,000	0.0%	12,300,000	-0.3%	3.6	0.0	54%	35%	7%	16%
Fraser Coast*	675,000	4.5%	2,939,000	6.8%	4.4	n/p	53%	34%	10%	3%
Southern Qld Country	1,956,000	4.6%	5,532,000	-2.0%	2.8	-0.2	30%	38%	24%	9%
SGBR	2,001,000	1.8%	7,099,000	-11.9%	3.5	-0.6	32%	30%	26%	9%
<b>Mackay*</b>	<b>827,000</b>	<b>2.1%</b>	<b>3,843,000</b>	<b>11.0%</b>	<b>4.6</b>	<b>n/p</b>	<b>19%</b>	<b>20%</b>	<b>52%</b>	<b>4%</b>
Whitsundays*	545,000	5.3%	2,520,000	5.1%	4.6	n/p	54%	16%	26%	3%
Townsville	1,074,000	-7.7%	3,599,000	-13.4%	3.3	-0.3	32%	25%	31%	5%
Outback*	878,000	9.7%	3,906,000	9.2%	4.4	n/p	29%	19%	42%	4%
TNQ	1,819,000	-4.2%	9,120,000	-2.3%	5.0	0.1	52%	22%	20%	8%
<b>Total Domestic</b>	<b>21,781,000</b>	<b>4.9%</b>	<b>86,528,000</b>	<b>4.3%</b>	<b>4.0</b>	<b>0.0</b>	<b>39%</b>	<b>34%</b>	<b>22%</b>	<b>-</b>

\* Three-year trend change %<sup>2</sup>

International regional comparison							% Proportion of Travel Purpose			
Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	1,274,000	6.7%	25,683,000	5.0%	20.2	-0.3	55%	28%	9%	47%
Gold Coast	1,069,000	4.1%	9,691,000	0.2%	9.1	-0.3	80%	15%	3%	40%
Sunshine Coast	301,000	3.4%	3,068,000	7.2%	10.2	0.4	78%	19%	3%	11%
Fraser Coast	150,000	1.9%	705,000	-10.6%	4.7	-0.7	92%	7%	0%	6%
Southern Qld Country*	48,000	2.9%	1,332,000	-0.4%	28.0	n/p	45%	38%	11%	2%
SGBR	151,000	6.1%	2,632,000	26.9%	17.4	2.9	78%	13%	6%	6%
<b>Mackay*</b>	<b>50,000</b>	<b>3.9%</b>	<b>411,000</b>	<b>-11.5%</b>	<b>8.3</b>	<b>n/p</b>	<b>76%</b>	<b>15%</b>	<b>4%</b>	<b>2%</b>
Whitsundays	241,000	-2.8%	1,256,000	-23.9%	5.2	-1.4	97%	2%	1%	9%
Townsville	147,000	14.3%	1,340,000	-17.5%	9.1	-3.5	81%	13%	3%	5%
Outback*	21,000	-10.5%	481,000	-12.8%	22.5	n/p	69%	15%	9%	1%
TNQ	897,000	-0.4%	6,468,000	-2.1%	7.2	-0.1	94%	4%	2%	33%
<b>Total International</b>	<b>2,684,000</b>	<b>4.3%</b>	<b>53,089,000</b>	<b>2.4%</b>	<b>19.8</b>	<b>-0.4</b>	<b>70%</b>	<b>24%</b>	<b>7%</b>	<b>-</b>

#### Notes/Sources:

In 2012, the Australian Bureau of Statistics (ABS) changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), which represent one level of the ASGS, replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor Surveys (NVS & IVS) conducted by Tourism Research Australia (TRA). These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

In 2014, TRA moved to a new methodology for the NVS that included mobile phone interviewing as part of a dual frame overlap survey. This initiative was part of TRA's continuous improvement program. The inclusion of mobile phone users ultimately delivers greater domestic tourism data accuracy as it better reflects the Australian resident population and phone ownership.

The 2014 and 2015 NVS data, including the data for the year ending June 2016, has been back-cast by TRA.

Please visit [tra.gov.au](http://tra.gov.au) for more information on the methodology, back-casting process and impact on results.

'n/p' indicates the data has not been published.

#### Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior. Trend change has been used to analyse changes for regions with small sample sizes.
3. This figure includes "Other" visitors.